



CITY OF FLOWERY BRANCH COMMUNITY AGENDA



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CHAPTER 1 INTRODUCTION

CHARACTERISTICS OF A HIGH QUALITY PLAN

Academic researchers have begun to articulate what makes a high-quality plan (Berke and Godschalk 2009).¹ One of those components of a good plan is the **identification of issues**. Berke and Godschalk state that “if issues are clearly articulated early in the plan document, then subsequent plan elements are more apt to squarely address issues deemed important by the community” (p. 232). A second important component is **goals, facts and policies**. “Goals identify what the community wants to become.” “A weak direction-setting framework means that a community is less likely to exert control over its planning agenda and ensure that long-range public interests supersede short-range interests and private concerns. This also means that plans will not provide a clear, relevant basis for the implementation and monitoring and evaluation elements.” (p. 233). A third important component is **implementation and monitoring**. “If plans score high on all elements except implementation and monitoring and evaluation, then plans may become paper documents that are not carried out and regularly evaluated and improved” (p. 234).



Local Comprehensive Planning Documents Required by Georgia Rules

¹ Berke, Philip, and David Godschalk. 2009. Searching for the Good Plan: A Meta-Analysis of Plan Quality Studies. *Journal of Planning Literature* 23, 3: 337-240.

OVERVIEW OF THE COMPREHENSIVE PLAN

Flowery Branch's comprehensive plan was first prepared in 2005 and adopted in 2006, following state administrative rules effective May 1, 2005. A comprehensive plan consists of at least three parts, as summarized in the figure below. The community assessment is a multi-chapter document that consists of many tables of data and various inventories and analyses; it was prepared between May and August 2005 and presented as a single document (as opposed to separating data into an appendix). Second, a community participation strategy was drafted, reviewed and approved by the Georgia Mountains Regional Development Center (now Regional Commission) and the Georgia Department of Community Affairs. This document is the Community Agenda and contains the "plan" portion of the comprehensive plan. The Community Agenda was adopted in 2006 and amended in 2008 in order to keep the plan document current.

CHANGES TO THE COMMUNITY AGENDA IN 2011

Local governments are required to, at minimum, update the short-term work program portion of the Community Agenda approximately five years after initial plan adoption. The City of Flowery Branch elected to pursue a more substantive amendment to the Community Agenda instead of a minimal effort to update the short-term work program. The city chose a more substantive amendment to the plan for the following reasons, among others, in addition to the basic need to update the five-year short-term work program:

- The population, housing, and employment estimates and projections needed updating again in light of a slowdown in homebuilding and the economy.
- The city sought to refine its character area (future development) map and future land use plan map as a result of recent annexations.
- The transportation element of the Community Agenda needed updating in light of the findings and recommendations of a downtown (Old Town) transportation study.

In addition to these significant updates, the city considered the feasibility of preparing a capital improvements element (CIE) in support of a possible development impact fee program. As noted under "participation" below, the Flowery Branch City Council elected not to pursue a CIE as part of this updated Community Agenda.

A considerable amount of background research, analysis, and inventory of data was completed in support of this update of the Community Agenda. According to the directives of the local planning requirements, data and detailed assessments are not supposed to be included in the Community Agenda document, so as to keep that part of the plan concise and for it to better serve as a decision-making document. Accordingly, the city elected to provide a 2010 "addendum" to the Community Assessment. Also, some of the information provided in the initial Community Agenda document was considered non-essential to decision-making and was therefore moved to the addendum to the Community Assessment.

A number of changes to the Community Agenda document, in addition to those summarized above, have been made in this update. Those changes include but are not limited to the following:

1. Organizationally, the “introduction” was completely updated and given a chapter number (1). The population and housing elements which were two separate chapters (2 and 3) in the adopted Community Agenda were combined into a single chapter (2) in the 2010 update.
2. The citywide vision statement (in this chapter) was modified slightly to change the time frame for when certain public facilities would be completed.
3. The list of issues and opportunities (in this chapter) was expanded in several instances and certain issues no longer relevant or sufficiently addressed were dropped from the list.

SUMMARY OF PARTICIPATION

The initial public participation program in 2005 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 local cable television about the planning effort. Drafts of the community assessment, community participation strategy, and community agenda 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 and planning staff interviewed stakeholders in connection with the planning effort.

Initial participation with regard to the plan update centered on the issue of whether Flowery Branch should pursue a development impact fee program. The city advertised and held a public hearing on August 12, 2010, during which a presentation about impact fees was made and the council discussed the merits of planning for an impact fee program. The public hearing also provided an opportunity for public discussion of the major update of the Community Agenda, as required by rules of the Georgia Department of Community Affairs for major updates to the comprehensive plan. The Flowery Branch City Council subsequently elected not to pursue a Capital Improvement Element (CIE) of the comprehensive plan which would support preparation and adoption of impact fee ordinances. With regard to other changes to the Community Agenda, it was determined that the vision, goals and general direction of the plan document would not change and that, therefore, it was not necessary to undertake additional participation venues beyond what had already taken place and what was required per state rules.

CITYWIDE VISION STATEMENT

The following overall vision statement is adopted for the City of Flowery Branch. The vision statement has been modified slightly in this update, primarily to change dates of milestones from 2010 to 2015 where appropriate.

Flowers Branch will preserve its small town feel, which is generated by Old Town with its historic district 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 healthy retail and mixed use activity centers 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 Flowers 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 strategy 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 and in other locations 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 2015 or 2020 have a new city hall that meets the needs for city office space and that stimulates redevelopment prospects in Old Town. Flowers Branch will encourage 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. The city, particularly Old Town, will become more pedestrian friendly with the addition of safe sidewalks and multi-use trails in appropriate locations. 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 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 provide additional parks and

recreation opportunities. We will protect residents and businesses with enhanced public safety facilities when needed.

Flowery 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 guides future development in all parts of Flowery Branch, we envision distinctive areas of the city that give definable meaning to its neighborhoods, activity centers, employment places, and natural areas. Vision statements are provided for each of the "character areas" described in Chapter 9 of this Community Agenda. Character area visions are intended to provide sound guidance in reviewing and approving new developments in the city.

QUALITY COMMUNITY OBJECTIVES

Quality Community Objectives, as recommended by the state in its local planning requirements, are incorporated as appropriate in Chapter 11, Policies. The City may cite those as its own policies and will evaluate annexation and land use decisions in the context of these objectives and other policies, as appropriate. Where a land use decision would be inconsistent with one or more of these objectives, the City Planner and the governing body should consider the extent to which development and land use proposals can be revised so as to be consistent with the quality community objectives.

LIST OF ISSUES AND OPPORTUNITIES

Issues and opportunities were first identified in 2005 and articulated in the Community Assessment part of the comprehensive plan (adopted in 2006). During the visioning process in 2005 (see summary of participation above), participants had an opportunity to describe 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, were included in the list of issues and opportunities and addressed in the Community Agenda as initially adopted. Following is a list of issues and opportunities that was initially approved by the comprehensive plan steering committee after input from citizens in visioning forums in 2005 but since modified as appropriate in this 2010 update; generally the list has been expanded considerably and a few of the issues were deleted as no longer applicable or relevant. Each of these issues and opportunities are addressed in the appropriate element of this updated Community Agenda (or within the addendum to the Community Assessment, as appropriate):

Population and Housing (Chapter 2)

- Educational attainment
- Diversity of housing types
- Housing unit mix and tenure mix
- Age and condition of housing

- Housing alternatives for seniors
- Housing affordability

Economic Development (Chapter 3)

- Diversification beyond manufacturing
- Lake Lanier tourism potential
- Home of the Atlanta Falcons
- Heritage tourism
- Urban redevelopment
- Incentives for business development
- Under-utilization of area colleges and universities
- Infrastructure planning and provision
- Nurturing small businesses
- Economic Development Council (EDC)

Community Facilities and Services (Chapter 4)

- Administrative (City Hall) and police space
- Water
- Grey water system
- Sanitary sewer
- Stormwater management
- Recreation and parks

Intergovernmental Coordination (Chapter 5)

- Service Delivery Strategy
- Gainesville-Hall County Metropolitan Planning Organization
- Hall County Joint Municipal Association (JMA)
- Economic Development Council (EDC)
- Development impact fees
- Geographic Information Systems (GIS)
- Annexation planning
- Special area and corridor planning
- Regional Wastewater Management Plan
- Regional Water Supply and Water Conservation Management Plan
- Regional Watershed Management Plan

Transportation (Chapter 6)

- Downtown transportation study – problems and issues
- Connectivity recommendations for downtown
- Other downtown study area recommendations
- Downtown streetscape enhancement
- Road improvements outside downtown

Natural Resources (Chapter 7)

- Gateway improvements
- Greenway development/stream buffer protection

Historic Resources (Chapter 8)

- Creation of a citywide local landmark program
- Expansion of the existing National Register of Historic Places District

Character and Land Use (Chapter 9; see also 2010 addendum to Community Assessment)

- Revisions and updates to the character area map
- Refinement of character assessment by planning subareas
- Residential and non-residential buildable lands inventories
- Jobs-housing balances over time
- Protection of existing residential neighborhoods
- Potential substandard neighborhood conditions
- Potential conversion of residential neighborhoods to other uses
- Appropriateness of mixed housing types in selected areas of the city
- Potential for residential infill in certain areas
- “Greenfield” and Planned Unit Development
- Neighborhood versus regional scales for commercial developments
- Vehicle and truck domination versus pedestrian orientation in non-residential areas
- Prospects for preparing specific area or refinement plans

Redevelopment in Old Town (Chapter 10)

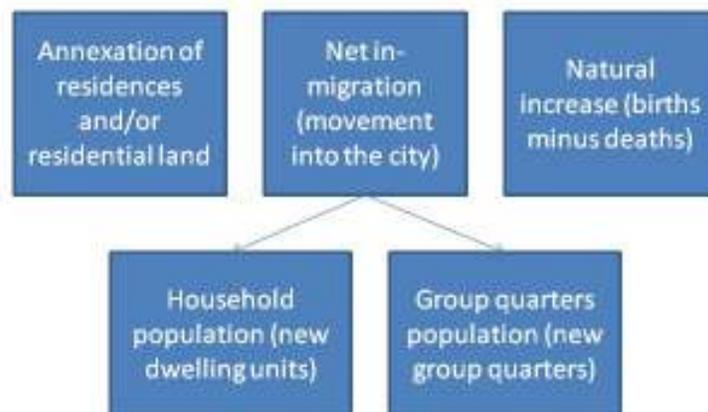
- Potential conflict between historic preservation and redevelopment activities
- Consistency of future redevelopment with streetscape improvements on Main Street
- Acquisition of land for construction of a city hall and police headquarters
- Tying redevelopment planning and regulation together
- Boundaries of the redevelopment area and phasing of development within the area
- Floor to area ratios (FARs) and building heights appropriate to the context
- Transportation improvements and additional infrastructure for redevelopment
- Potential redevelopment of existing city-owned properties along Main Street
- Architectural and site design guidelines for redevelopment, especially along Railroad Avenue

CHAPTER 2 POPULATION AND HOUSING

Few cities in Georgia (or the U.S. for that matter) have witnessed as substantial a population increase as Flowery Branch in the last several years. When this comprehensive plan was prepared in 2005, the city had an estimated population of approximately 2,300 persons according to the U.S. Census Bureau's annual estimates.¹ From January 2002 through the end of 2009, Flowery Branch issued a total of 1,816 permits for new housing unit starts. As of January 2011, Flowery Branch has an estimated population of 6,286 persons. That population estimate is substantially more than reflected in the most recent (2009) population estimate of 4,115 persons published by the U.S. Census Bureau.

When prepared in 2005, this Community Agenda anticipated a total population of 8,800 persons in the year 2010. Indeed, Flowery Branch witnessed a huge population increase in a short period of time, through substantial homebuilding. The population increase in the city in recent years is attributable to single-family, detached dwellings constructed within a large planned residential development known as Sterling on the Lake, completion of a 456-unit apartment complex known as Tree Park, and construction of new townhouses and other single-family residential subdivisions.

Even though the population increase has been substantial, it has not been as large as projected in the initial comprehensive plan, given the great recession of 2007-2009 which slowed homebuilding in Georgia after the third quarter of 2007 and then brought it almost to a complete halt by 2008. Population can increase within cities due to annexation, net in-migration, and/or natural increase (see figure).



Municipal Components of Population Change

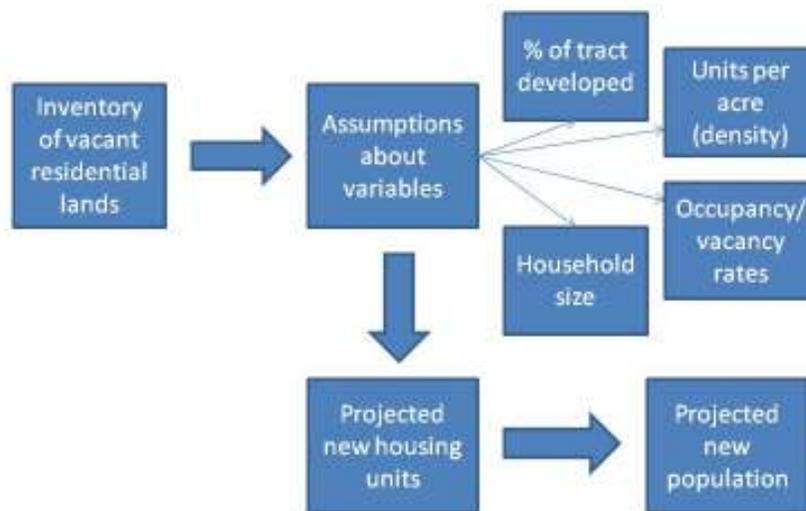
The prior plan did not assume any additional annexation but projected that some additional population would occur due to the construction of group quarters such as nursing and personal care homes. No such construction took place between 2005 and 2010 in the city, however.

¹ See Table 1 of the 2010 addendum to the community assessment.

The severe economic recession and residential construction slowdown necessitates that Flowerly Branch update the population and housing projections provided in the adopted Community Agenda.²

POPULATION, HOUSEHOLD, AND HOUSING UNIT PROJECTIONS

The method for projecting Flowerly Branch's population is described in detail in the 2010 addendum to the Community Assessment but is summarized here and illustrated in the figure below. Population increases in Flowerly Branch will occur predominantly as a function of households occupying additional housing units (net in-migration). This means that the capacity of vacant residential lands to produce new housing units is the most important factor, so capacity was estimated for each vacant parcel under the general assumption that vacant residential land will be built upon during the twenty-year planning horizon. The population increase in Flowerly Branch thus becomes a function of new housing units added. Variables in terms of population increase based on net in-migration include the percentage of developable land for each residential development tract, the number of homes per acre of land (i.e., allowable residential densities), housing occupancy/vacancy rates, and household size (population per dwelling unit).



Buildout Method of Projecting New Housing and Population

There is a projected capacity of 2,766 additional housing units in Flowerly Branch at buildout. Of that total, approximately one-half (1,324) will be constructed within the Sterling on the Lake master-planned development and an adjacent tract. As shown in Table 2.1, the housing unit, household, and population projections do not assume that new housing units will be constructed evenly throughout the planning horizon. Rather, the projections anticipate that housing construction will continue to be slowed by foreclosures, lending limitations, and a sluggish suburban residential housing market.

² Projections of population and housing were amended by the city in 2008, but that was before the full severity of the economic recession was known.

Table 2.1
Population, Household and Housing Unit Projections, 2010-2030
City of Flowery Branch

	2010	2015	5-yr. change	2020	5-yr. change	2025	5-yr. change	2030	5-yr. change
Buildout Share, Period (%)	--	10%	--	35%	--	30%	--	25%	--
Total Housing Units	2,625	2,902	+277	3,870	+968	4,700	+830	5,391	+691
-- Single-family	1,619	1,830	+211	2,561	+731	3,192	+631	3,717	+525
-- Multi-family	1,006	1,072	+66	1,309	+237	1,508	+199	1,674	+166
Total Households	2,405	2,667	+262	3,560	+893	4,326	+766	4,964	+638
-- In Single-family (93%)	1,505	1,702	+197	2,382	+680	2,969	+587	3,457	+488
-- In Multi-family (90%)	900	965	+65	1,178	+213	1,357	+179	1,507	+150
Total Population	6,286	6,976	+690	9,329	+2,353	11,347	+2,018	13,028	+1,681
-- In Single-family (2.67)	4,018	4,544	+526	6,360	+1,816	7,927	+1,567	9,230	+1,303
-- In Multi-family (2.52)	2,268	2,432	+164	2,969	+537	3,420	+451	3,798	+378

Note: These projections assume that, of the total new units constructed in a given five-year time period, 76% will be single-family detached and 24% will be multi-family units. Manufactured homes are counted as single-family.

Source: Jerry Weitz & Associates, Inc., November 2010.

Flowery Branch's population is projected to more than double, from approximately 6,286 persons in the year 2010 to 13,028 persons in the year 2030.³ Between 2010 and 2015, 277 housing units and 690 persons will be added within the city limits of Flowery Branch, constituting 10 percent of the total residential buildout potential. Housing unit growth and population will increase substantially between 2015 and 2020, with an increase of 968 units and 2,353 persons, constituting 35 percent of the total residential buildout potential. From 2020 to 2025, 830 new housing units will be constructed, yielding 2,018 new residents and encompassing 30 percent of the total residential buildout potential. From 2025 to 2030, Flowery Branch's housing stock will increase by 691 housing units and 1,681 persons (25 percent of the buildout share).

ISSUES AND OPPORTUNITIES

Educational Attainment

The educational attainment of Flowery Branch's citizenry as of 2000 was well below that of the state as a whole. This was initially considered a concern, because adults without a high school education, many adults without competitive educational levels might find it difficult to find employment. However, it was determined that those people with lower-than-average educational attainment in Flowery Branch were nearing retirement and would thus not make good use of any sponsored program to increase adult education. Furthermore, when the 2010 decennial census results are released, they are expected to show remarkable improvements in educational attainment of Flowery Branch's citizenry. For those reasons, this Community Agenda update does not call for any special programs to increase educational attainment of the citizenry.

³ These population projections are considered generally consistent with the 2040 projection of the city's population prepared by the Gainesville-Hall County Metropolitan Planning Organization (MPO), which is 13,477 persons in 2040.

Diversity of Housing Types

Flowery Branch's housing stock in the 1990s was relatively diverse, consisting mostly of smaller detached dwellings, some manufactured homes, and a relatively limited number of attached housing unit options such as duplexes, townhouses, and apartment homes. During the 2000s, significant additions were made to the city's housing stock, further diversifying it. The addition of new townhouses and apartments further increased housing choices in the city. Furthermore, the city's comparatively older housing stock of smaller, detached dwellings became much more diverse in terms of the addition of new, much larger, suburban tract homes.

Housing Unit Mix and Tenure Mix

The Community Agenda adopted in 2006 established two guideline policies with regard to the mix and tenure of housing in the city:

1. 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%.
2. 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).

At issue is whether these guidance policies should be retained. On the one hand, the city has carefully considered its future land use plan and has implemented that plan with zoning categories; hence, attainment of these desirable housing mixes and tenures is virtually assured. On the other hand, the city's future land use plan calls for significant mixed-use development which is likely to raise issues concerning the proper mix of single-family to multi-family housing types and, by implication, the mix of homeowner-occupied and renter-occupied housing opportunities. These two guidance policies are retained, primarily to guide decisions about residential components of future mixed-use developments and development approvals for tracts annexed into the city in the future.

Age and Condition of Housing

Flowery Branch has a number of smaller, older homes in neighborhoods within and around Old Town which 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.

As a small town with few staff members, Flowery Branch would probably not be expected to initiate specific community development or housing maintenance programs beyond a simple continuation of existing code enforcement efforts. However, the city participates in a housing rehabilitation program in collaboration with Home Development Resources, Inc., a comprehensive housing counseling agency approved by the U.S. Department of Housing and Urban Development. The Housing Rehabilitation Program in Hall County is funded through the Georgia Department of Community Affairs' Community Home Investment Program (CHIP) and is designed to help low and moderate income homeowners bring their homes up to current state and local housing codes and/or make them handicapped-accessible. In addition to the CHIP

program, a variety of private, federal, and state housing programs exist which can benefit the City's housing stock.

City officials need to continue to monitor housing conditions to ensure there is no increase in the levels of substandard housing conditions. 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 continue to enforce housing codes and property maintenance standards. For neighborhoods with intact, well-maintained homes fifty years and older, designation as historic could also be considered.

Housing Alternatives for Seniors

Stakeholders and visioning participants noted during 2005 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. New housing units built specifically for the elderly are needed. There are at least three distinct options for providing appropriate housing for seniors in Flowery Branch in the future, all of which are considered appropriate:

1. **Accessory apartments.** Accessory dwelling units are added onto the same lot (detached) as an existing home, or perhaps part of the home is changed to provide for an additional, separate dwelling unit (attached). 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 unit but also adding a new source of income. Accessory dwelling units do not currently exist in Flowery Branch, but they are now addressed in the city's zoning regulations.⁴ Opportunities to construct or convert accessory apartments are not sufficient on their own to meet projected housing needs of seniors.
2. **Life-cycle housing.** 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 for residents so they can stay in the same area as they progress through different stages in life. Such development prospects may be considered appropriate in higher-density neighborhoods, institutional tracts, and/or mixed-use developments near medical services. They can also be incorporated into large-scale development master plans for planned unit developments.
3. **Institutionalized living opportunities.** The city currently lacks any institutionalized living opportunities (e.g., personal care homes, nursing homes, continuing care retirement communities, etc.). Additional dwelling units and care arrangements of this type are appropriate in institutional zoning districts and mixed-use zones and may also be considered compatible within large-scale development master plans for planned unit developments.

⁴ Attached accessory apartments are conditional uses in TND, R-2, R-3, and MHP zoning districts. Detached accessory apartments are permitted outright in TND zoning districts and are conditional uses in R-1, R-2, R-3, and MHP zoning districts per Articles 6 and 7 of the Flowery Branch Zoning Ordinance.

Housing Affordability

The existing housing stock provides significant affordable housing with manufactured homes and small detached dwellings. Affordable housing has not risen to a level of high concern in Flowery Branch, due mostly to the general affordability of its older housing stock. Furthermore, the city has added townhouses and rental apartments which increase the ability for different households of all income types to reside in the city. Therefore, this update of the Community Agenda does not call for specific programs, activities, or initiatives to promote more affordable housing. When large-scale master plans for planned unit developments and site plans for mixed-use developments are considered in the future, however, some thought should be given to maintaining a proper mix of homes for different economic segments of the population.

CHAPTER 3 ECONOMIC DEVELOPMENT

Flowery Branch enjoys location advantages due to its position in south Hall County with direct access to Interstate 985. It lies just north of Gwinnett County, south of Gainesville, and east of Lake Lanier. It is in the path of suburban expansion from the metropolitan Atlanta area and also benefits from being a part of the Gainesville-Hall County metropolitan statistical area. Furthermore, Flowery Branch is home to the Atlanta Falcons football team's headquarters and training facility. Strategically, the city is poised to continue growing its economic base as it can capitalize on a number of economic sectors, including but not limited to retail trade, services, recreational tourism, heritage tourism, manufacturing, wholesale trade, and transportation and warehousing.

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 state university in Gwinnett County.

As of the 2000 census, Flowery Branch's residents were disproportionately employed in construction and manufacturing industries (i.e., mostly blue collar positions). Although manufacturing jobs are abundant 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 in 2000. Less than 10 percent worked in the city itself in 2000. However, Flowery Branch's economic base began to grow significantly during the last decade.

EMPLOYMENT TRENDS

The Flowery Branch zip code (30542), which includes areas outside of the city limits, accounted for 10.2 percent of total employment in Hall County in 2008 (6,645 of 65,212 jobs). Hall County's economy has grown steadily in terms of employment increases, with an annual average increase of more than 1,800 jobs in recent years. Increases in employment in Hall County from 2003 to 2008 have occurred in the following industries among others: health care and social assistance (+2,159 jobs), construction (almost 1,800 jobs added), retail trade (+1,651 jobs), administrative and support and waste management and remediation (+1,357 jobs), and wholesale trade (+1,193 jobs), and transportation and warehousing (+664 jobs).

Industry categories which remained relatively stable in employment in Hall County from 2003 to 2008 were: utilities; management of companies and enterprises; professional, technical, and scientific services; and (surprisingly) accommodation and food services. Manufacturing employment in Hall County actually decreased by 564 jobs during the last five years, and other industry sectors also witnessed employment declines between 2003 and 2008: finance and insurance (-189 jobs), information (-171 jobs), and real estate and rental and leasing (-73 jobs).

An estimated 1,421 jobs and 255 establishments existed within the city limits of Flowery Branch in 2010, according to a tabulation of the city's business license data base. Employment within the city limits of Flowery Branch constitutes approximately one fifth of total employment in the

Flowery Branch zip code. The largest individual employer in Flowery Branch is the Atlanta Falcons football club (102 jobs).

The largest industry share of total employment in Flowery Branch as of 2010 is retail trade, constituting an estimated 372 jobs and more than one-quarter (26.2%) of total employment in the city. Flowery Branch has witnessed substantial growth in retail trade employment in recent years with the development of Stonebridge Village and other shopping centers east of Interstate 985. The three largest retail trade employers in Flowery Branch are (with number of employees shown): Publix (89), Target (84), and The Home Depot (80). Following a close second in terms of total employment in Flowery Branch is accommodations and food services, with 327 jobs or 23% of total employment in the city. Nearly all of these jobs are with restaurants (i.e., food services).

Other significant employment industries within the city limits include government (Hall County schools and city government), manufacturing (an estimated 90 jobs), professional, scientific, and technical services (54 jobs), and health care (46 jobs). Also, Flowery Branch has 132 single-employee establishments which are not classified in the above-referenced tabulations. While manufacturing comprises a relatively small share (6.3 percent) of total employment in the city in 2010, there are also significant manufacturers lying just outside the city, such as Wrigley Manufacturing Company, with reported employment of 720 employees.

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 dramatically 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.

EMPLOYMENT PROJECTIONS

Future employment is projected on the basis of vacant land areas expected to develop for non-residential uses (see Table 3.1). In Flowery Branch, there are some 819 acres of vacant land expected to be developed for non-residential land uses. It is estimated that Flowery Branch has buildout potential for 5.2 million square feet of commercial space, of which approximately 3.9 million square feet will be occupied by 2030. The various mixed-use designations in Flowery Branch constitute a projected 0.4 million square feet of building space, of which 0.3 million square feet will be constructed and occupied by the end of the planning horizon. Capacity for light industrial building space is approximately 1.1 million square feet, of which about 1.0 million square feet will be constructed and occupied by the year 2030.

Table 3.1
Forecasted New Employment by Land Use Type, 2010-2030
City of Flowery Branch

Use of Land (Employment)	Acreage, 2010-2030	Gross Sq. Ft. Building	Net Sq. Ft. Building Constructed and Occupied	Gross Square Feet per Employee	Employment Per Net Occupied
Commercial	623.47	5,200,255	3,900,190	1,000	3,909
Mixed Use (commercial and office)	78.14	408,425	326,740	800	407
Light industrial	117.8	1,128,855	1,072,415	2,000	533
Total new, 2010-2030	819.41	6,737,535	5,299,345	--	4,849

Source: Jerry Weitz & Associates, Inc. November 2010.

Table 3.2 provides projections of employment by five year increment to the year 2030. As with the projections of housing units, households, and population, it is anticipated that employment increases will not occur uniformly during the next 20 years. In particular, the non-residential economy may be sluggish during the next five years, but is expected to resume substantially during and after the year 2017. These figures do not assume any increase in government employment.

Table 3.2
Employment Projections, 2010-2030
City of Flowery Branch

	2010	2015	5-yr. change	2020	5-yr. change	2025	5-yr. change	2030	5-yr. change
Share, Period (%)	--	10%	--	35%	--	30%	--	25%	--
Employment	1,421	1,906	485	3,603	1,697	5,058	1,455	6,270	1,212

Source: Jerry Weitz & Associates, Inc. November 2010.

JOBS-HOUSING BALANCE

Table 3.3 shows how the jobs to housing units ratio in Flowery Branch is expected to improve over time. The ratio in 2030 in the city will still be lower than the minimum desirable range of 1.3 to 1.7 jobs per housing unit, but the projections do not account for annexation which could change the ratio.

Table 3.3
Projected Jobs-Housing Unit Ratios, 2010 to 2030
City of Flowery Branch

	2010	2015	2020	2025	2030
Jobs	1,421	1,906	3,603	5,058	6,270
Housing Units	2,625	2,902	3,870	4,700	5,391
Jobs-Housing Unit Ratio	0.54 : 1	0.65 : 1	0.93 : 1	1.08 : 1	1.16 : 1

Source: Jerry Weitz & Associates, Inc. November 2010

ISSUES AND OPPORTUNITIES

Diversification Beyond Manufacturing

Flowery Branch's economy has diversified in recent years and will continue to diversify. It is important that the labor force also become less reliant on manufacturing jobs, even though they appear to be significant in South Hall County, since employment in manufacturing has been declining in Hall County and nationally.

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.

Home of the Atlanta Falcons

The Atlanta Falcons football training facility is located in Flowery Branch. Having the team train here is a benefit to the city and opportunities exist to extend those benefits. Existing partnerships and new partnerships between the city and Atlanta Falcons could be fostered to promote and benefit both parties. The catering of events directed towards the Falcons during training season inside the City also has the potential to bring many residents from around the region into Flowery Branch's Old Town who might not otherwise visit the city.

Heritage Tourism

Flowery Branch has worked 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 could be initiated to increase both community awareness and tourism.

Urban Redevelopment

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. Flowery Branch has made strides to facilitate redevelopment in Old Town by changing zoning regulations to facilitate redevelopment, partnering with a private developer in a specific redevelopment project, preparing a redevelopment element of this community agenda (see Chapter 10), and establishing a Tax Allocation District (TAD) in Old Town.

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 and development tax credits, among others.

Under-utilization of Area Colleges and Universities

Flowery Branch can 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 can work with area schools, colleges and universities to ensure that the proper skills and training are being provided to its labor force.

Infrastructure Planning and Provision

The provision of water and sewer services is critical to economic development in the city and south Hall County. The Hall County Service Delivery Strategy has previously outlined responsibilities for sewer service areas in south Hall County. However, there are still some challenges among the county and its municipalities with regard to planning and coordinating future sewer services. Flowery Branch must continue to work with the county and other municipalities to address sewer needs and devise coordinated implementation strategies. This issue is also discussed in the intergovernmental coordination element.

Nurturing Small Businesses

The city's economic development strategies should not exclude attention to small businesses and their contribution to economic development. The Community Assessment (2005) 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 Council (EDC)

The city joined the Economic Development Council and pays annually to market economic development prospects in Flowery Branch. However, the EDC has not significantly influenced new businesses to locate in the city and has not facilitated the expansion of existing businesses in Flowery Branch since its inception (2005). Flowery Branch will monitor the council's efforts and decide whether continued financial support to the council is warranted (see also the intergovernmental coordination element, Chapter 5 of this Community Agenda).

CHAPTER 4 COMMUNITY FACILITIES AND SERVICES

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

BUDGET OVERVIEW

A review of the city's FY 2011 operating and capital budgets reveals useful information for planning purposes.

General Revenues

In terms of revenues, the general fund annual budget in 2011 totaled approximately \$2.6 million. Major revenue sources for the city's operating and capital budget include real property taxes (\$731,500), court fines (\$455,000), local option sales taxes (\$347,000), various franchise fees (\$284,500), and excise taxes (\$232,000).

General Expenditures

Police Department expenses for FY 2011 total \$844,541. Administration expenses include those expenditures for the Mayor and City Council, City Clerk's office, the City Manager's office, and municipal elections (\$614,770). The public works department expenditures for FY 2011 total \$391,124, including street lighting and traffic signals. The planning and development department expenses for FY 2011 total \$291,495. The FY 2011 budgeted expenditures for municipal court are \$127,162. Other expenditures include risk management (insurance) (\$81,000), buildings and grounds (\$48,570), parks and community center (depot) (\$30,000) and economic development (\$15,000).

Enterprise and Grant Funds

The water and wastewater operating enterprise fund totaled approximately \$1.6 million in revenues and expenditures for FY 2011. Operating revenues for the enterprise fund were primarily from sewer charges (\$1,038,167) and water charges (\$471,401). Special local option sales taxes (SPLOST-VI) funds (\$262,000) are allocated to water and sewer capital projects in the FY 2011 budget.¹ Operating expenditures for the water and wastewater operating enterprise fund include sewer operations (\$650,712), water operations (\$457,516), debt service (\$358,390), and administration (\$83,675), among others.

The city's revenues are supplemented in the FY 2011 budget with federal grants from an energy efficiency conservation block grant (\$204,630 grant share excluding city match) a Transportation Enhancement Grant from the Department of Transportation (\$250,000), and a \$40,000 grant from the federal government to the police department. Other revenues include monies from the city's Tax Allocation District (TAD) (\$112,000), hotel-motel fund (\$20,000), and a multi-city grant (\$10,000).

¹ SPLOST VI covers the time period from 07/01/2009 (FY2010) thru 6/30/2015 (FY2015).

Capital Improvement Program

The FY 2011 budget includes a five-year capital improvement program, which consists of four funds (revenue sources): the general fund (including in the operating budget), SPLOST VI (which will be devoted to patrol vehicles and equipment during the short term), the Transportation Enhancement grant (for streetscapes), and the water and sewer enterprise fund.

Appended to the capital budget are worksheets describing other necessary capital projects; these are not included in the capital budget. These include 4,000 feet of sewer outfall upgrade in FY 2011 and FY 2012 at a total estimated cost of \$300,000, and 3,400 feet of water line upgrade and fire hydrants along Lights Ferry Road in FY 2011 (\$142,000). Other water system improvement projects in future years include water line upgrades along S. Atlanta Highway, Railroad Avenue, Chattahoochee Street, Debbie Lane, and Jones Road. Acquisition of a new well site in FY 2012 is also anticipated.

FACILITY NEEDS ANALYSIS

Functional Population

Estimates and projections of the functional population in Flowery Branch are provided in Table 4.1. These numbers are used to calculate existing levels of service and future level of service standards for certain facilities such as administrative space, police, and water and sewer.

Table 4.1
Functional Population Projections, 2010-2030
City of Flowery Branch

	2010	2015	2020	2025	2030
Population	6,286	6,976	9,329	11,347	13,028
Employment	1,421	1,906	3,603	5,058	6,270
Functional Population	7,707	8,882	12,932	16,405	19,298

Source: Jerry Weitz & Associates, Inc. November 2010.

Level of Service Standards and Facility Needs

Level of service standards are hereby adopted for the following facilities: administration, police, water, and sewer (see Table 4.2). Total needs are projected for the short-term (five years, to 2015) and long-term (twenty years, to 2030). The level of service standards for water and sewer facilities may come into play in certain local contexts; however, given the need to plan such facilities on a regional basis by the Metropolitan North Georgia Water Planning District, expansion plans are unlikely to be based solely on local considerations.

Table 4.2
Level of Service Standards and Facility Needs, 2015 and 2030
City of Flowery Branch

Facility Type	Level of Service Standard	2015 Needs	2030 Needs
Administration	0.7 square feet per functional population	6,217 square feet	13,509 square feet
Police	0.5 square feet per functional population	4,441 square feet	9,649 square feet
Water	300 gallons per day per functional resident	To be determined via master plan	To be determined via master plan
Sanitary Sewer	195 gallons per day per functional resident	To be determined via master plan	To be determined via master plan

Administrative (City Hall) and Police Space

Through the visioning process in 2005, it was recommended that Flowery Branch plan to construct a new administrative building (city hall) consisting of approximately 20,000 square feet to meet its long-term needs. The comprehensive plan also called for Flowery Branch to construct an 8,500 square foot police headquarters building adjacent to City Hall (location to be determined, serving needs through 2015) and a 5,500 square foot Police Annex on the eastside thereafter, in order to meet projected needs.

The city did not proceed with any plans to construct a new city hall during the last five years; instead, it occupied additional space in the downtown. No capital expansion plan for the police department was implemented during the last five years, so the police department is still operating out of its existing space which consists of only 1,608 square feet. However, the city has taken a very important step forward with regard to future administrative (city hall) and police facility provision by purchasing two tracts of land within Old Town which were strategically targeted in the comprehensive plan for that purpose in order to complement the city's aspirations for redevelopment in Old Town (see properties shown in green on the following map). Hence, the city has now acquired the land needed for future facility construction. The city has not embraced the idea of constructing a police annex on the eastside, and it now is considering consolidating all new police space needs in a single facility in conjunction with the provisions of general administrative space (city hall).

By 2015, Flowery Branch will need approximately 10,600 square feet of office space for administration and police, and that figure will jump to approximately 23,000 square feet in the year 2030, with anticipated population and employment growth.

This update of the Community Agenda suggests that Flowery Branch will plan for a new city hall building and police headquarters building on one or more sites in the Old Town area, on tracts it has recently purchased. Given the projections of space needs, it may be most appropriate for the city to plan for all of its total 23,000 square feet of building space needs but construct facilities in two phases: 11,500 square feet of city hall and police headquarters space by 2015 (or as soon as feasible thereafter), and another 11,500 square feet in a second phase by 2030.



Such a plan might best be accomplished by designing buildings to be two stories but building (or finishing) the second floor at a later time when needed. While adding a second floor at a later time period may help to defer major capital costs, it is recommended that the city hall building be constructed with two stories initially (and left unfinished until later), in order to give the new civic building the appropriate presence and visibility (through building height) in Old Town.

Capital funds to construct a new city hall and police headquarters are not currently available. The city has considered but elected not to collect public safety impact fees which might have provided some of the funds necessary for construction of a new police facility. Grant funds for municipal improvements are nonexistent. The city may be able to continue deferring these capital projects if it cannot find funding, by renting additional office space (particularly for the police department which has long since outgrown its existing space). The city should consider several financing options along with the sale of existing holdings within the redevelopment area to ensure these necessary improvements will get planned and constructed concurrent with anticipated demands.

Water

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. Existing water lines in Flowery Branch are shown in the Community Assessment and on the city's website.

Flowery Branch is in the process of and continues to propose to make significant improvements to the potable water system. The City added one well in 2009 for additional water supply at a cost of approximately \$267,000. With regard to storage, the City has two elevated tanks and added a new, 750,000 gallon prestressed concrete ground storage water tank and accessories at a cost of \$688,000. The City has a need of approximately \$100,000 annually for maintenance and replacement of water lines (including fire hydrants) on an as-needed basis.

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. The 2010 addendum to the Community Assessment provides projections of water needs to 2030 based on the level of service standards adopted in this Chapter (see Table 4.2). However, as noted elsewhere, the Metropolitan North Georgia Water Planning District has also projected water needs on a regional basis and those projections tend to supplant local ones. Projects that have been identified locally as needed in the short term are included in the capital project worksheets appended to the city's capital budget (part of the FY 2011 operating budget).

This update of the Community Agenda recommends that the city prepare a water master plan to guide future capital improvement programming for water facilities. That need is particularly evident because the Flowery Branch water service area does not encompass the entire City Limits and does not include much of the highest growth areas projected in the city limits. Furthermore, water master planning is mandated by the Metropolitan North Georgia Water Planning District (see discussion in Chapter 5 and the following subsection).

Regional Water Supply and Water Conservation Plan

The Metropolitan North Georgia Water Planning District prepared and adopted a revised regional water supply and water conservation plan in 2009. Appendix B of that plan describes future water plant projects in the various counties (including Hall) projected to be needed in order to fill project demands. The regional plan calls for significant expansions of Gainesville's Lakeside Water Treatment Plant, starting as early as 2011 and reaching a total capacity of 46 PG-MGD by 2035. Gainesville's Riverside Water Treatment Plant, currently at a capacity of 25 PG-MGD, is not slated for expansion according to the regional water plan.

Required Components of the Local Water Master Plan

The Metropolitan North Georgia Water Planning District's regional water supply and water conservation management plan articulates the requirements and expectations for local water master plans. The local water master plans should have a minimum planning horizon of 30 years, updated as necessary to address changing local conditions (or no less than every five years). This section includes a summary of the requirements and expectations for local water master plans.

- Community characteristics and demographics, including population, land use, physical and biological characteristics of the area including water quality, topography, wetlands, water resources and protected species.
- Inventory and evaluation of the existing water system. This includes mapping the water system and water system asset management.
- Future water demand projections.
- Future water source, distribution and treatment alternatives, and recommended courses of action.
- Sourcewater supply watershed protection (including wellhead protection), water reuse management, consumptive use targets, interbasin transfers, interconnection facilities, cross-connection programs, and drought and emergency contingency plans. This includes defining an interconnection reliability target.
- Water treatment technologies, residuals handling, and management issues, including leak detection, backflow prevention, storage tank maintenance, booster and other system pump maintenance, hydrant flushing, and valve maintenance.

Water Reuse System

Water reuse will become increasingly important in the coming years. The Metropolitan North Georgia Water Planning District's 2009 regional wastewater management plan describes the importance of water reuse and essentially requires that reuse become a part of the city's master planning for wastewater.

With assistance from the city's consulting water and sewer engineer, the city plans to bring on line its water reuse system. Anticipated projects (identified in 2005) include the following:

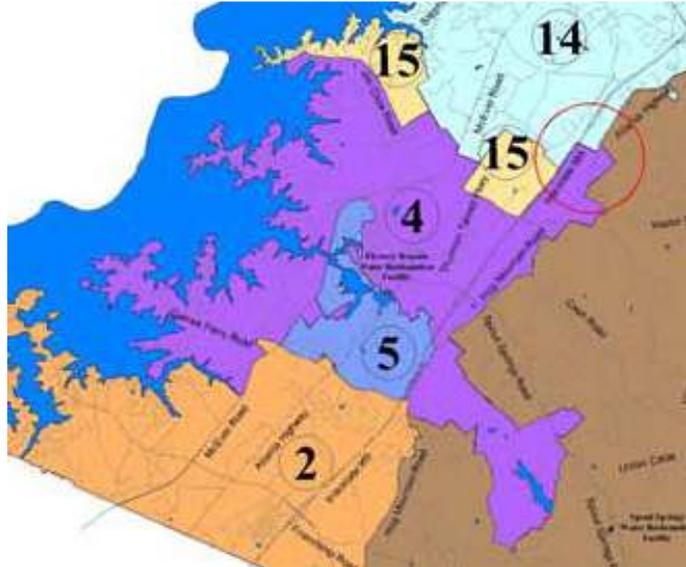
- Tie McEver Road to Atlanta Highway along Radford Road.
- Connect the Atlanta Falcons facility to the water reuse system.
- Extend a reuse water line along Spout Springs Road.
- Extend a reuse water line up Thurmond Tanner Pkwy to Atlanta Highway.

- Extend the system north to the Tanner's Creek development.

At \$20 per linear foot of reuse water line, the estimated cost of these improvements is \$1,500,000.

Sanitary Sewer

Flowery Branch provides sanitary sewer services through its Water and Sewer Department (with a staff of seven employees). Flowery Branch's Wastewater Treatment Plant is located on Atlanta Highway. Per the Hall County Service Delivery Strategy, Flowery Branch has its own service district for wastewater and shares sewer service districts with Oakwood and Hall County. Sewer service agreements describe the details.



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 (IGA amendment not included)

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, referred to later as Spout Springs Land Application System (LAS), 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 not contemplated in this plan.

Flowery Branch intends to expand the city's sewer plant (wastewater reclamation facility) to 2.0 mgd capacity at an estimated cost of \$12 million. The city's sprayfield on the north side of the city limits has a capacity of 0.6 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 relative to allocation of sewer capacities.

As part of the long term plant expansion, Flowery Branch is preparing to construct 2 miles of sanitary sewer line extending from the Cinnamon Cove subdivision on Gaines Ferry Road to the city's sewer treatment plant on Atlanta Highway. This project will also decommission an existing treatment plant within the Cinnamon Cove development and transfer discharge rights to the city's treatment plant. These discharge rights will allow for future plant expansion. The project has an estimated construction cost, including decommission of the Cinnamon Cove treatment plant, of \$1.75 million.

The City added a laboratory building at the plant, which was completed at a cost of \$362,000 (bond) in February 2006. With regard to maintenance, replacement, and upgrade of existing

sewer lines, the city will need to budget approximately \$100,000 annually for miscellaneous project needs. The city has dealt effectively with Infiltration and Inflow (I & I) issues with the sanitary sewer lines.

Regional Sewer Plan

The Metropolitan North Georgia Water Planning District's district-wide wastewater management plan provides a regional plan for the expansion of wastewater facilities and the construction of new plants. Appendix B of that plan describes projected needs for Hall County as a whole and also describes a phasing plan for the expansion of existing facilities including Flowery Branch's wastewater treatment plant and the Spout Springs Land Application System (LAS). Table 4.3 summarizes those recommendations.

**Table 4.3
 Phasing Plan for Sewer Capacity Improvements, 2010-2035
 Flowery Branch and Spout Springs LAS**

Time Period	Flowery Branch WPCP			Spout Springs LAS		
	Project Type	Capacity (MMF-MGD)	Plant Capacity at End of Period (MMF-MGD)	Project Type	Capacity (MMF-MGD)	Plant Capacity at End of Period (MMF-MGD)
By 2010	Expand	1.14	2.05	No expansion	--	0.75
2011-2015	Expand	1.45	3.5	Expand	3.25	4.0
2016-2025	Expand	3.0	6.5	Expand*	4.0	8.0
2026-2035	Expand	2.5	9.0	Expand**	3.0	11.0

* split discharge to LAS, Mulberry Creek and/or Lake Lanier

** discharge to Lake Lanier

Source: Metropolitan North Georgia Water Planning District. 2009. District-wide Wastewater Management Plan, Appendix B, data for Hall County.

Flowery Branch's wastewater plant figures prominently in the regional plans; its capacity would incrementally expand in four phases to 9 million gallons per day of capacity by the year 2035. The Spout Springs Land Application System would be expanded under the plan starting as early as 2011 to an ultimate capacity of 11 million gallons per day. Also, the regional wastewater plan contemplates a discharge permit into Lake Lanier by the year 2035.

Required Components of a Local Wastewater Master Plan

The Metropolitan North Georgia Water Planning District's regional wastewater management plan articulates the requirements and expectations for local wastewater management plans. The local wastewater master plans should have a minimum planning horizon of 30 years, updated as necessary to address changing local conditions (or no less than every five years). This section includes a summary of the requirements and expectations for local wastewater master plans.

- Identify the existing sewer service area.
- Analyze the local wastewater collection system, including hydraulic capacity, as well as wastewater treatment capabilities, analyze wastewater treatment processes, identify problems with treatment processes, and identify reuse opportunities.

- Identify areas to be sewerred in the short term (5 years) and long term (20 years), areas not planned for sewer service, and provisions for how to handle development in areas that will transition to sewer service (e.g., possible policy with regard to dry sewer). Septic system planning is required for areas that will remain unserved by sewer.
- The local land use plan must be coordinated with the local wastewater master plan. This may include possible zoning changes (e.g., downzoning) in areas not to be served with sewer.
- Project future wastewater flows based on demographic forecasts and the projected sewer service area boundary and future reuse needs.
- Recommend solutions for conveyance and treatment capacity needs, as well as effluent and biosolids management.
- Policies regarding whether private decentralized facilities will be allowed; a local ordinance regulating such facilities will be required.
- Policies for connecting to public sewer.

Watershed and 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 several 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. A stormwater management work program was included in the Community Agenda when adopted in 2006. That program included planning for a stormwater collection system in Old Town, achieving the various mandates of the Metropolitan North Georgia Water Planning District, exploring the feasibility of establishing a stormwater utility in conjunction with Hall County, and preparing watershed assessment and protection programs for substantially impacted watersheds.

Given changes to the watershed management plan adopted in 2009 by the water district, there are a number of significant new mandates for local governments. There is much more that Flowery Branch will need to do in upcoming years, as described in the short-term work program for watershed management which is included in this Community Agenda. Specifically there are numerous local government management measures that are required and/or strongly encouraged in the regional plans. Required local management measures are described in Section 5 of the regional watershed management plan, and optional measures are described in Section 6. Those requirements are summarized below:

- Post-development stormwater management ordinance, and stormwater management design criteria and standards (completed).
- Integrated development review process, stormwater system inspections, and stormwater maintenance programs (completed).
- Construction erosion and sediment control (completed; periodic updates required).
- Floodplain management/ flood damage prevention ordinance (completed).
- Future conditions flood plain delineation and management (completed).
- Stream buffer protection ordinance (completed).

- Illicit discharge and illegal connection ordinance (completed), and illicit discharge detection and elimination program (ongoing).
- Litter control ordinance (completed).
- Stormwater infrastructure inventory and mapping (completed).
- Extent and level of service policies (completed).
- Coordination of watershed management and land use planning (ongoing).
- Sanitary sewer and septic system coordination with watershed health challenges (ongoing).
- Greenspace and green infrastructure tools for watershed management (ongoing).
- Pollution prevention and good housekeeping for local operations (ongoing).
- Capital improvement programming for stormwater facilities and watershed improvement projects (ongoing).
- Long-term ambient trend monitoring (ongoing).
- Habitat and biological monitoring (ongoing).
- Local education and public awareness program (ongoing).
- Source water supply watershed protection (ongoing).
- Total Maximum Daily Load (TMDL) management (ongoing).
- Endangered species protection (ongoing).

In order for a local government to receive a permit for an increased water withdrawal, a new or increased discharge, or for a MS4 permit, that jurisdiction must be in compliance with the water district plans. The Georgia Environmental Protection Division (EPD) is responsible for auditing local governments to determine compliance with the plans. A checklist has been developed to ensure local governments plan and complete activities in accordance with those mandates. Items from the checklist have been incorporated into the city's short-term work program for watershed management.

Recreation and Parks

Through the visioning process in 2005, 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 active park plans are called for in this update of the Community Agenda.



Flowery Branch Depot



City Park on Lake Lanier

Nonetheless, Flowery Branch has the Historic Railroad Depot in Old Town which consists of 3,715 square feet, and it also has the 1,032 square foot City Park Pavilion on Lake Lanier. Furthermore, there are prospects for adding small park spaces in Old Town as part of the overall redevelopment strategy (see Chapter 10 of this Community Agenda). Therefore, Flowery Branch still has some responsibility to plan for parks and recreation even though Hall County remains the major provider of active parks in all of Hall County.

The Community Agenda (2006) previously called for construction of a 12,000 square foot new community/recreation center, sized to meet and exceed an adopted level of service standard for the year 2010. However, Flowery Branch has no dedicated funding source for construction of such a community center, and Hall County recently constructed a new community center to serve the southern portion of the county. Therefore, that prior recommendation for the city to construct its own, additional community center to supplement the Railroad Depot, is not carried forward in this update of the Community Agenda.

Based on suggestions received during the visioning forums in 2005, the Community Agenda included an aggressive program for constructing multi-use recreational trails. Specifically, two greenway projects, totaling 8,894 square feet, were called for in the short-term work program. Thereafter, some two miles (10,612 linear feet) of greenway recreational trails were proposed to be built by 2030. However, the city has not found sources of funding for these projects, and the City Council elected not to pursue impact fees as a possible funding source, particularly since the city already collects impact fees for Hall County parks.

CHAPTER 5 INTERGOVERNMENTAL COORDINATION

Residents and businesses in Flowery Branch are a part of a larger community – Hall County, the Lake Lanier community, and the Georgia Mountain region. Increasingly, Flowery Branch’s residents, business owners, and community leaders recognize that the city is becoming an extension of the Atlanta metropolitan region, as well. A framework is needed to ensure that the various service and facility providers work together toward desired ends without duplication or conflict.

The Intergovernmental Element of the Community Assessment (2006) identifies 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, most notably with regard to sanitary sewer services (see also Community Facilities in Chapter 4 of this Community Agenda).

ISSUES AND OPPORTUNITIES

The range of potential intergovernmental issues and opportunities is potentially as vast as the topics in this comprehensive plan – housing, economic development, natural resource protection, land use coordination, and the provision of community facilities and services. The various issues and opportunities are described by substantive area in the remaining sections of this chapter.

HALL COUNTY SERVICE DELIVERY, FACILITIES, AND COORDINATION

Service Delivery Strategy

The Hall County Service Delivery Strategy provides the overall framework for the delivery of public facilities and services to Hall County’s residents, including those of Flowery Branch. The Community Assessment (2005) portion of this comprehensive plan summarizes the facilities and services that are provided to Flowery Branch by Hall County. Attached to the strategy, or incorporated by reference therein, are a number of intergovernmental agreements between Hall County and Flowery Branch for the delivery of facilities and services. The strategy was adopted during the period of May 27 to June 1, 2004, and it has not since been comprehensively updated. Local planning requirements specify that the service delivery strategy must be amended to take into account changes and updates to local comprehensive plans.

Gainesville-Hall County Metropolitan Planning Organization

Flowery Branch is represented on the Gainesville-Hall Metropolitan Planning Organization (GHMPO), which is the intergovernmental transportation planning body for Hall County. The GHMPO conducts the Gainesville-Hall Transportation Study (GHTS), which is the federally mandated transportation planning process for the Gainesville Urbanized Area as identified in the 2000 U.S. Census. On February 25, 2003, Georgia’s Governor designated the Hall County Planning Department as the MPO for the Gainesville-Hall County Transportation Study.

Hall County Joint Municipal Association (JMA)

The municipalities in Hall County have formed a municipal association which meets regularly. Flowery Branch participates in those regular meetings which are held to discuss issues and coordinate activities that cross municipal boundaries in Hall County.

Economic Development Council (EDC)

The Gainesville and Hall County Economic Development Council (EDC) was created in 1994 as a partnership between the business community and the governments of Gainesville and Hall County. Flowery Branch and Oakwood have both joined the EDC. The city joined the council and pays annually to market economic development prospects in Flowery Branch. However, the EDC has not significantly influenced new businesses to locate in the city and has not facilitated the expansion of existing businesses in Flowery Branch since its inception (2005). The Economic Development Council's website is no longer functional – it is (or was) located on the Greater Hall County Chamber of Commerce's home page. This has led Flowery Branch's officials to increasingly question whether continued participation and financial contributions to the council are cost effective.

Development Impact Fees

Flowery Branch collects a number of impact fees on behalf of Hall County, per inter-governmental agreement. The city has elected not to have its own development impact fee program, in part because it already collects substantial impact fees for Hall County facilities.

Geographic Information Systems (GIS)

Hall County supplies basic GIS services to Flowery Branch and also manages permit information for the city. These services are spelled out in an intergovernmental agreement and will be referenced in the service delivery strategy upon its revision.

ANNEXATION AND LAND USE COORDINATION

The 1997 Service Delivery Strategy Act specified requirements for cities and counties to prepare and adopt processes for the mediation of disputes about annexations and land use decisions. The law's requirements also include provisions to coordinate local land use plans so that they are compatible with one another.

Annexation Planning

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 (2006) did 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. This Community Agenda calls for limited annexation in the future.

Special Area and Corridor Planning

This 2010 update of the community agenda recommends that Flowery Branch prepare and adopt special area plans. In some instances, the geographic area included in those special

area plans may extend into unincorporated areas. In such instances, the city will need to coordinate planning with the Hall County Planning staff. Similarly, the need has arisen during the last five years to participate in corridor planning and joint regulatory efforts, such as for the Atlanta Highway (SR 13) corridor and the Thurmon Tanner Parkway corridor.

GEORGIA MOUNTAINS REGIONAL COMMISSION

The Georgia Mountains Regional Commission prepares and maintains a regional comprehensive plan. The current Georgia Mountains Regional Plan was developed in 2000 and features a work program that is updated annually. The GMRC is presently working on a full update of the regional plan. The regional plan is not currently available on the commission's web site for review, but it is important that the city's plan embrace regional goals, objectives, priorities and work programs. An update of this Community Agenda to include reference to such regional goals and programs was not required; however, during the course of review of this update of this Community Agenda, the regional commission may suggest changes and refinements to more thoroughly embrace regional strategies.

METROPOLITAN NORTH GEORGIA WATER PLANNING DISTRICT

As noted in the initial community agenda and community assessment, the Metropolitan North Georgia Water Planning District was formed in 2001 and adopted comprehensive plans for stormwater, wastewater and water supply and water conservation in 2003. In 2007 the Metro Water District began the process of updating the plans, and in May 2009 the Metro Water District adopted new plans which replace the 2003 plans as amended.

An initial step toward implementation of the 2003 regional plans was adoption of five model ordinances mandated by the District. Flowery Branch complied with those mandates by adopting the model ordinances as part of the zoning and subdivision and land development regulations in 2006. As summarized here and as described more fully in the other parts of this Community Agenda, Flowery Branch has an extensive amount of work to do in the upcoming decade to comply with the specific mandates (required local government management measures) of the Metropolitan North Georgia Water Planning District.

Regional Wastewater Management Plan

The Metro Water District's Wastewater Management Plan is a regional planning document that must be implemented by the local governments and local wastewater providers. To be compliant with mandates of the water district, Flowery Branch needs to prepare and periodically update a local wastewater master plan (also called wastewater management plan). Local wastewater master plans need to be integrated with the Metro Water District's Wastewater Management Plan as well as other state and regional plans. For more information about regional wastewater plan recommendations as they pertain to Flowery Branch, see "Regional Sewer Plan" in Chapter 4 of this Community Agenda. See also the implementation sections of this Community Agenda which articulate in detail the specific mandates of the water district (required local government management measures) as they relate to wastewater management in Flowery Branch. It is essential that Flowery Branch coordinate wastewater master planning not only with the Metro North Georgia Water Planning District but also with Hall County Environmental Health officials.

Regional Water Supply and Water Conservation Management Plan

The Metro Water District's Water Supply and Water Conservation Management Plan is a regional planning document that must be implemented by the local governments and local water providers. To be compliant with mandates of the water district, Flowery Branch needs to prepare and periodically update a local water supply and water conservation master plan. Local water master plans need to be integrated with the Metro Water District's Water Supply and Water Conservation Management Plan as well as other state and regional plans, including the Comprehensive State-wide Water Management Plan. For more information, see Chapter 4 of this Community Agenda. Coordination on source water protection issues is required in the Metro Water District's Watershed Management Plan (described further below).

Regional Watershed Management Plan

Watersheds do not adhere to political boundaries of counties and cities. It is not uncommon for watersheds to cross over several cities and counties. Therefore, protection of watersheds and (by extension) stormwater management programs must also be treated as intergovernmental issues. Cities are generally too small to take on many of the important watershed protection and stormwater management functions that are likely to be needed during the planning horizon, and there are important economies of scale in terms of performing watershed assessments and providing for regionwide stormwater facilities. In addition, as noted elsewhere, there are mandates that Flowery Branch comply with certain local planning requirements and local management measures for watershed management (see chapter 4 and the short-term work program for watershed management in this Community Agenda).

CHAPTER 6 TRANSPORTATION

OVERVIEW

Major Road System

The roads carrying the most traffic in Flowery Branch are Interstate 985, Atlanta Highway (SR 13), Spout Springs Road (including Phil Neikro Boulevard), McEver Road, Hog Mountain Road, and Jim Crow Road. Thurmon Tanner Parkway has comparatively low volumes but is another important artery in the City, especially in terms of future economic development.



**Thurmon Tanner Pkwy. Northbound
from Phil Neikro Blvd**

Areawide Transportation Planning

Flowery Branch lies within the jurisdiction of the Gainesville-Hall County Metropolitan Planning Organization (MPO). Hall County was designated in 2002 as part of the 20-county, 8-hour ozone air quality non-attainment area. As a part of the MPO, Flowery Branch 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 process to ensure they meet Clean Air Act Amendments (CAAA) standards. 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.

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.

Alternative Travel Modes

Because of very limited pedestrian facilities, few bike facilities,¹ and limited public transit service,² Flowery Branch's residents will continue to depend on the automobile for mobility. Without any significant public transportation available 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).

¹ State Bicycle Route 55 runs north-south along Atlanta Highway (US 23/ SR 13) north to Gainesville.

² 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).

The comprehensive plan adopted in 2006 recommended an aggressive and substantial program for adding pedestrian and bicycle facilities in the city. The proposed programs included 51,185 linear feet of sidewalk improvements, 8,894 linear feet of greenways and multi-use trails, 86,014 linear feet of bikeways, and a 44,310 linear foot long bikeway loop within the City. However, the city has not had and continues to lack the financial resources to implement such an aggressive multi-modal improvement program. For this reason, the city is considering a systematic approach to prioritizing investment in sidewalks and bicycle facilities (see Downtown Transportation Study for further details).

DOWNTOWN TRANSPORTATION STUDY

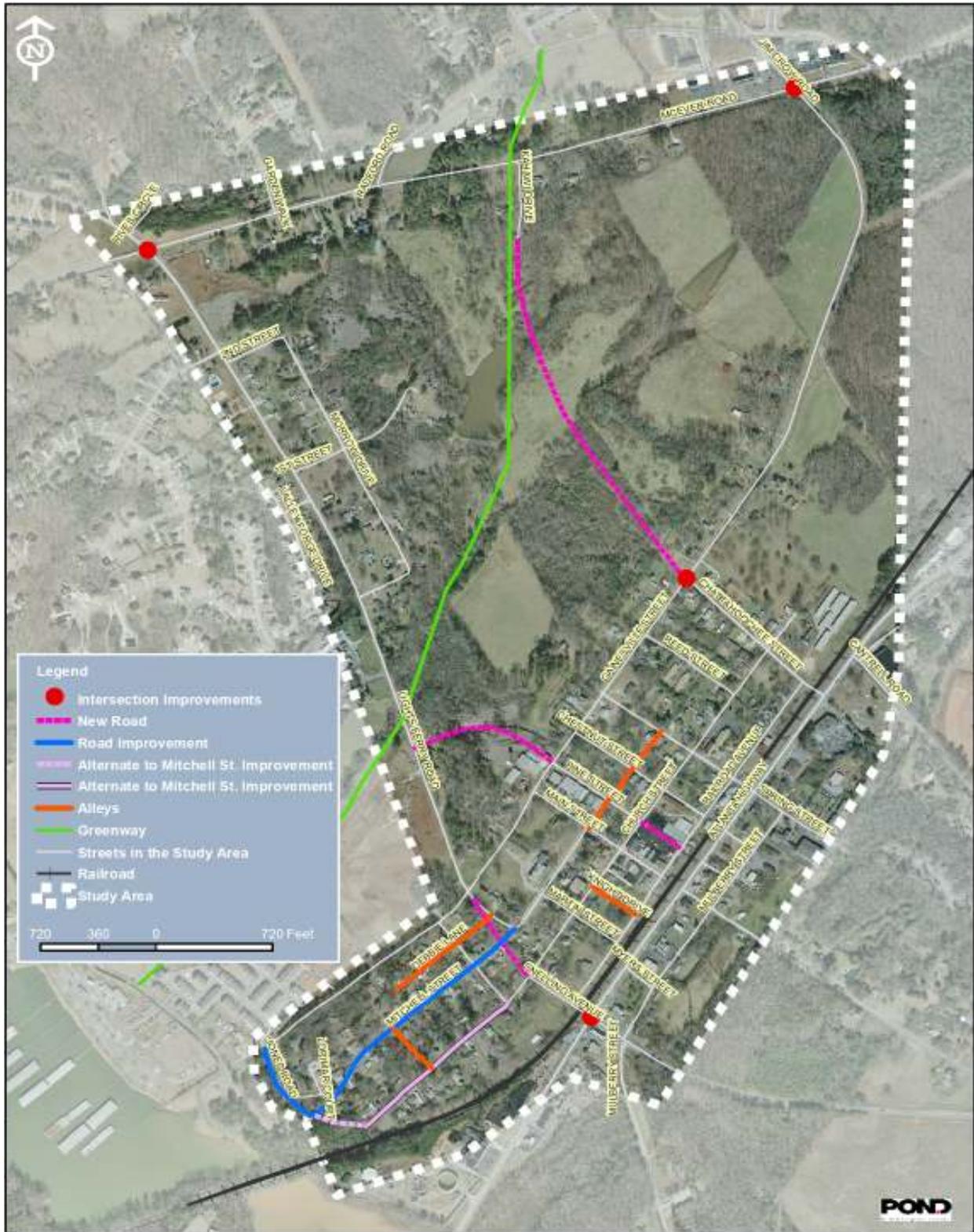
Background, Purpose and Scope

In 2010, Flowery Branch with support from the Gainesville-Hall Metropolitan Planning Organization (MPO) completed a downtown transportation study. The purpose of the study was to identify vehicular and pedestrian system improvements within a 543 acre study area bounded by McEver Road to the north, Lights Ferry Road to the west, Atlanta Highway (SR 13) and Mulberry Street to the south, and Gainesville Street to the east. The study area is expected to undergo both Greenfield development and redevelopment of Old Town according to a redevelopment plan (see Chapter 10 of this Community Agenda). The study includes a detailed existing conditions inventory (provided in an appendix to the study) addressing the following considerations: speed limit (if posted), number of lanes, pavement type, right-of-way width (if available), roadway width, condition of pavement and striping, safety issues, and traffic directional flow (i.e., one-way or two-way traffic). The study also included the collection of traffic counts and analyses of travel speeds. The study primarily provides recommendations which are focused on reconciling existing deficiencies and addressing mid-term needs (10 years), but other recommendations also address long-term needs (summarized on the following map).

Existing Problems and Issues in the Downtown Study Area

The study documents numerous transportation issues and concludes the state of existing transportation infrastructure in the study area is poor. Problems include the following:

- Pavement marking is faded or non-existent.
- Road signs are missing and in some cases the heights are too low to meet standards.
- Pavement of roads is worn and cracked in several places.
- There are significant safety concerns with the road system due to narrow travel lanes, deep drainage ditches, and fixed objects such as trees too close to the roadways.
- Sidewalks are mostly lacking, and there is not a connected system for pedestrian mobility. There are no designated bike lanes or biking facilities.
- Few roads in the study area are wide enough to accommodate bike lanes.
- There are no transit routes within the study area (or in Flowery Branch generally).
- The existing level of service for roads in the study area is presently acceptable. However, by the year 2019 if no improvements are constructed, Atlanta Highway (SR 13) at Snelling Avenue will experience an unacceptable level of service "E" during a.m. and p.m. peak periods. Restriping the northwest bound Snelling Avenue approach is expected to improve the level of service from "E" to "D" by 2019.



Recommendations of the Downtown Transportation Study
 (Source: Pond & Company)

Connectivity Recommendations for Downtown

The following recommendations are articulated in the Downtown Transportation Study (2010) with regard to improving connectivity:

- Connectivity between McEver Road and I-985 through the study area is poor but needs to be facilitated by extending Lights Ferry Road to connect to Snelling Avenue, a two-lane project recognized in the 2006 community agenda.
- A connection (2-lane road) is needed from Gainesville Street to Lights Ferry Road. A roundabout should be considered as an option for the Pine Street/Gainesville Street/Connector Road intersection.
- A connection (2-lane road) is needed between McEver Road and Gainesville Street, preferably connecting at Chattahoochee Street.
- Mitchell Street is under-designed and needs a better connection to the Lights Ferry/Snelling/Phil Neikro corridor.
- Pine Street should be extended as already approved and reflected in redevelopment plans for Old Town.

Other Study Area Recommendations

Most of the existing streets in Old Town Flowers 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.

The following recommendations are also provided in the Downtown Transportation Study with regard to horizontal and vertical alignments and other considerations:



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

- A separation of Snelling Avenue and the railroad tracks, as previously contemplated in the Community Agenda, would be too expensive and would have unacceptable impacts on the character of downtown Flowers Branch.
- Vertical alignment improvements are needed for Snelling Avenue west of the railroad tracks.
- Vertical alignment improvements are needed for Chattahoochee Street at Gainesville Street.
- The intersection of Lights Ferry Road and McEver Road needs a modification of horizontal alignment and left-turn lanes (identified by Hall County but not funded).
- Mitchell Street’s horizontal and vertical alignment needs improvement and a sidewalk should be added.
- Jones Road is too narrow to continue serving two-way traffic and needs to be widened for two-way travel from Mitchell Street to Lorimar Court and designated as one-way travel from Lorimar Court to Gainesville Street.
- Designate and sign Debbie Lane, Knight Drive, Mitchell Street (Main Street to Spring Street) as alleys.

- Preserve a future right-of-way for a greenway/multi-use trail between Alberta Banks Park and City Park.
- Adopt a systematic approach to prioritizing investment in sidewalks and bicycle facilities.

Downtown Streetscape Enhancement

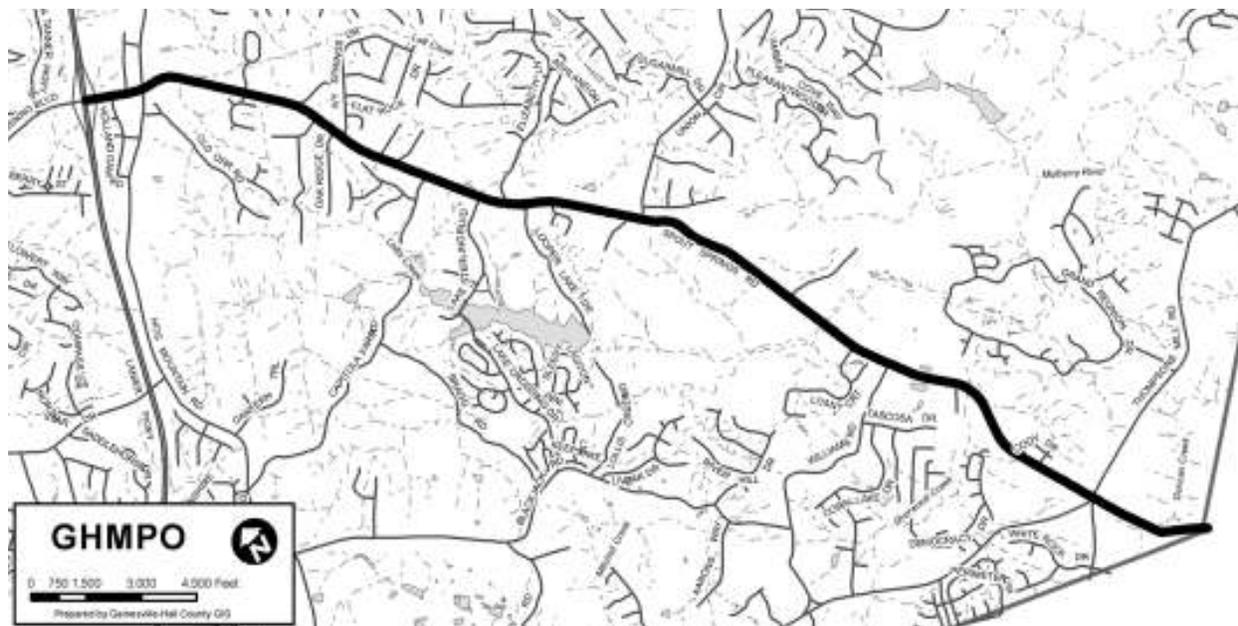
The Flowery Branch Main Street Streetscape (Phase I) was completed at a cost of \$502,000 using TEA-21 federal funds and general fund reserves. The city is currently working on Phase II of the same project that will include a sidewalk extension along Railroad Avenue and a portion of Church Street. Phase II is expected to be completed by October 2011.

PROJECT IMPROVEMENTS OUTSIDE DOWNTOWN

The following projects are supported in this Community Agenda. Descriptions are taken from the Gainesville-Hall County MPO's 2030 Long Range Transportation Plan. That plan is in the process of being updated. Given funding shortfalls, many of the proposed construction completion dates (referenced below) have been deferred.

Spout Springs Road

Spout Springs Road will be widened from two to four lanes from Hog Mountain Road to the Gwinnett County line by 2015. Most of this project lies east of Flowery Branch, except for the area around the Sterling on the Lake development. The project already has some funding from the County for preliminary engineering and is being considered for inclusion as a project in the Regional Transportation Tax Project program (HB 277).



Source: Gainesville-Hall County MPO, 2030 Long Range Transportation Plan, Appendix A, Project Worksheets.

Thurmon Tanner Parkway Extension

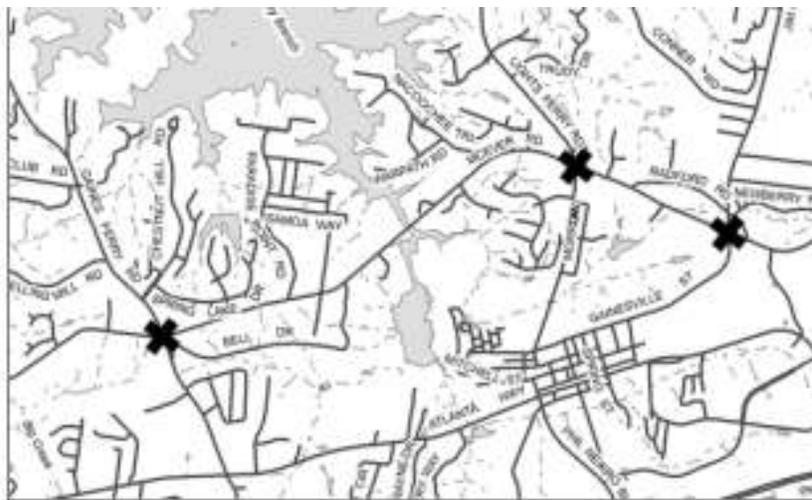
Thurmon Tanner Parkway is currently being extended northward through Oakwood to intersect with Mundy Mill Road (SR 53). Though this improvement lies well north of Flowery Branch, this project will expand the importance of the existing segment of Thurmon Tanner Parkway in Flowery Branch with regard to future economic development.

Friendship Road (State Route 347)

State Route 347 (Friendship Road) is proposed to be partially relocated and widened to four lanes from Interstate 985 to SR 211. The MPO's plan shows the road improvement east of I-985 is slated for construction in 2010 and open to traffic in 2011. West of I-985, Friendship Road is also proposed for widening to four lanes to McEver Road (construction called for in 2012).

McEver Road Intersection Improvements

Intersection improvements along McEver Road, including Lights Ferry Road, Gaines Ferry Road, and Jim Crow Road/Gainesville Street, are also called for in the MPO's transportation plan. These improvements are projected to be open for traffic by 2012. The city is currently working with Hall County to start work on the Jim Crow Road/Gainesville Street intersection by June 2011.



Source: Gainesville-Hall County MPO, 2030 Long Range Transportation Plan, Appendix A, Project Worksheets.

Martin Road/Interstate 985 Interchange

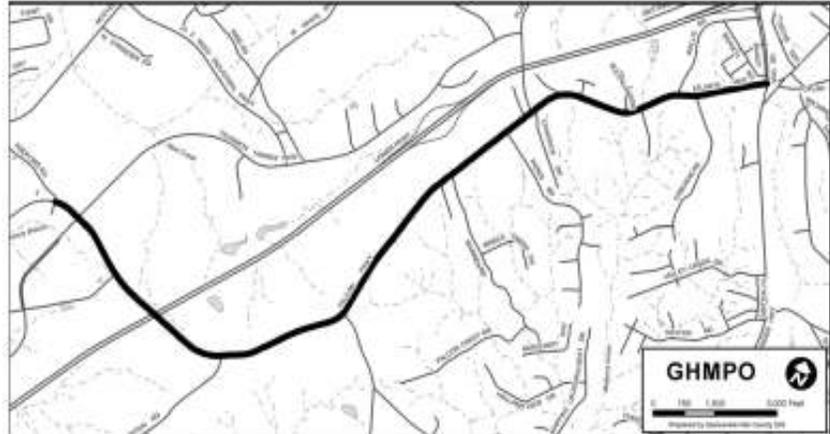
A new interchange (Exit 14) at Martin Road and Interstate 985 is planned. This project will link Falcon Parkway (SR 13) and H.F. Reed Industrial Parkway. The MPO's plan shows this project being completed by 2015. While most of the interchange area is currently unincorporated, Flowery Branch's city limits are close to the project area, and this interchange will definitely influence land use planning in the city. A complementary project in the MPO's plan is the widening of Martin Road east of Falcon Parkway to Winder Highway by 2015.



Source: Gainesville-Hall County MPO, 2030 Long Range Transportation Plan, Appendix A, Project Worksheets.

Atlanta Highway/Falcon Parkway (SR 13)

The MPO plan calls for the widening of Atlanta Highway (SR 13) and Falcon Parkway (SR 13) from two to four lanes from Radford Road to Winder Highway (SR 53) by 2021. This project will extend some 4.5 miles and will improve north-south access into Flowery Branch. This project is only considered viable following completion of Exit 14 (identified on the previous page).



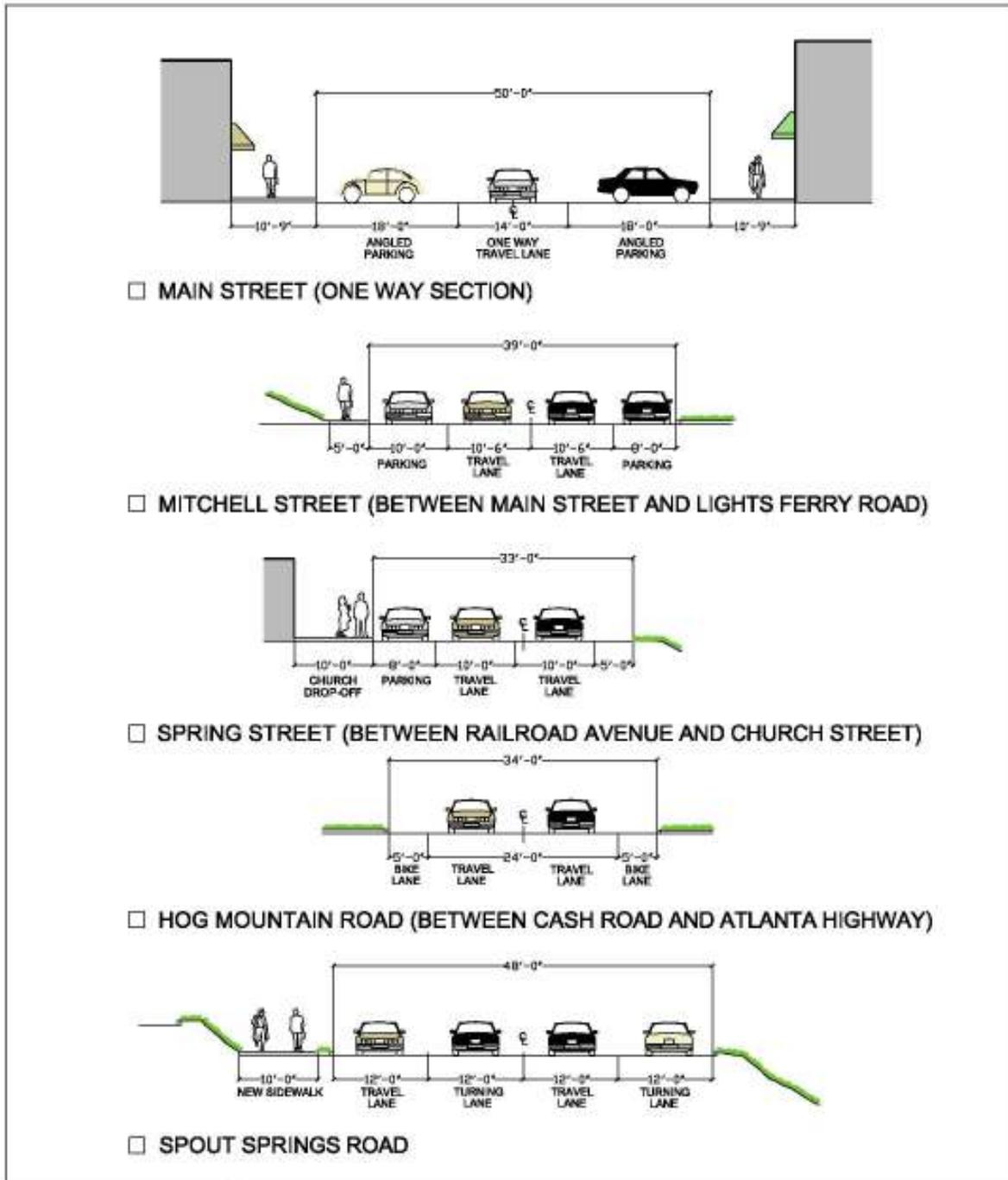
Source: Gainesville-Hall County MPO, 2030 Long Range Transportation Plan, Appendix A, Project Worksheets.

Interstate 985

The MPO plan indicates that I-985 is proposed for widening from four to six lanes northward from the Hall County/Gwinnett County line. No future date is shown in the plan; therefore, this project is considered long range.

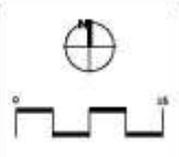
LOCAL ROAD CROSS-SECTIONS

The following two graphics illustrate existing and proposed road cross-sections. They were initially prepared and included in the 2006 Community Agenda but modified in this plan update. The first illustration shows existing road cross-sections for Main Street (since improved) and others. The second illustration shows five different options for road cross-sections and can be consulted in terms of providing “context sensitive” designs in the future.

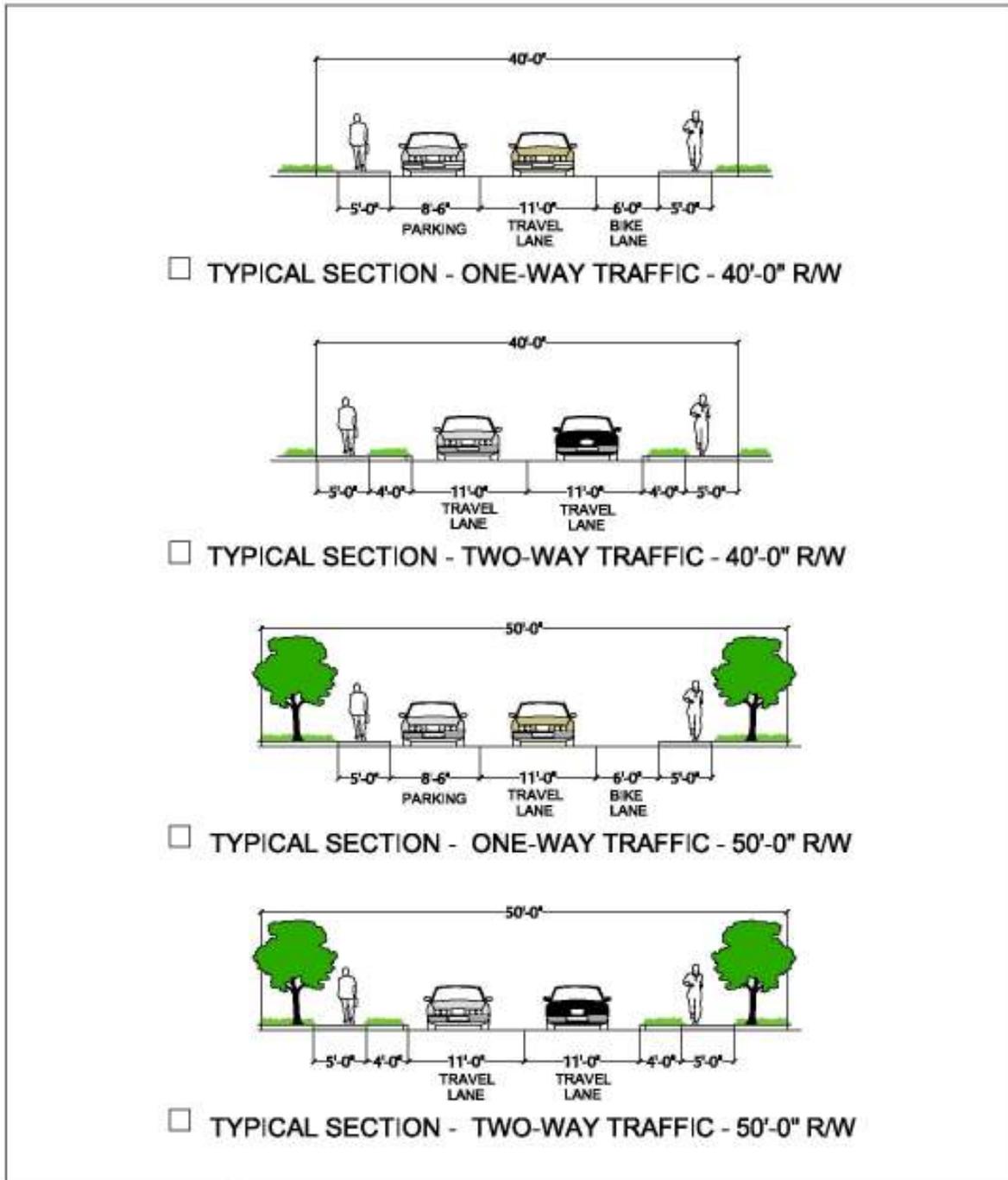


Date: 06/01/11
 Revision:
 Project No.: 0000
 Scale: 1"=50'-0"
 Drawn: JH
 Checked: JH

CITY OF
 FLOWERY BRANCH
 FLOWERY BRANCH, GEORGIA

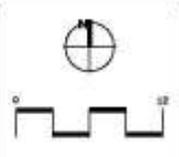


ROAD SECTIONS
 EXISTING
 CONDITIONS



Date: 06/01/11
 Revision:
 Project No.: 0000
 Scale: 1"=40'-0"
 Drawn: JH
 Checked: JH

CITY OF
 FLOWERY BRANCH
 FLOWERY BRANCH, GEORGIA

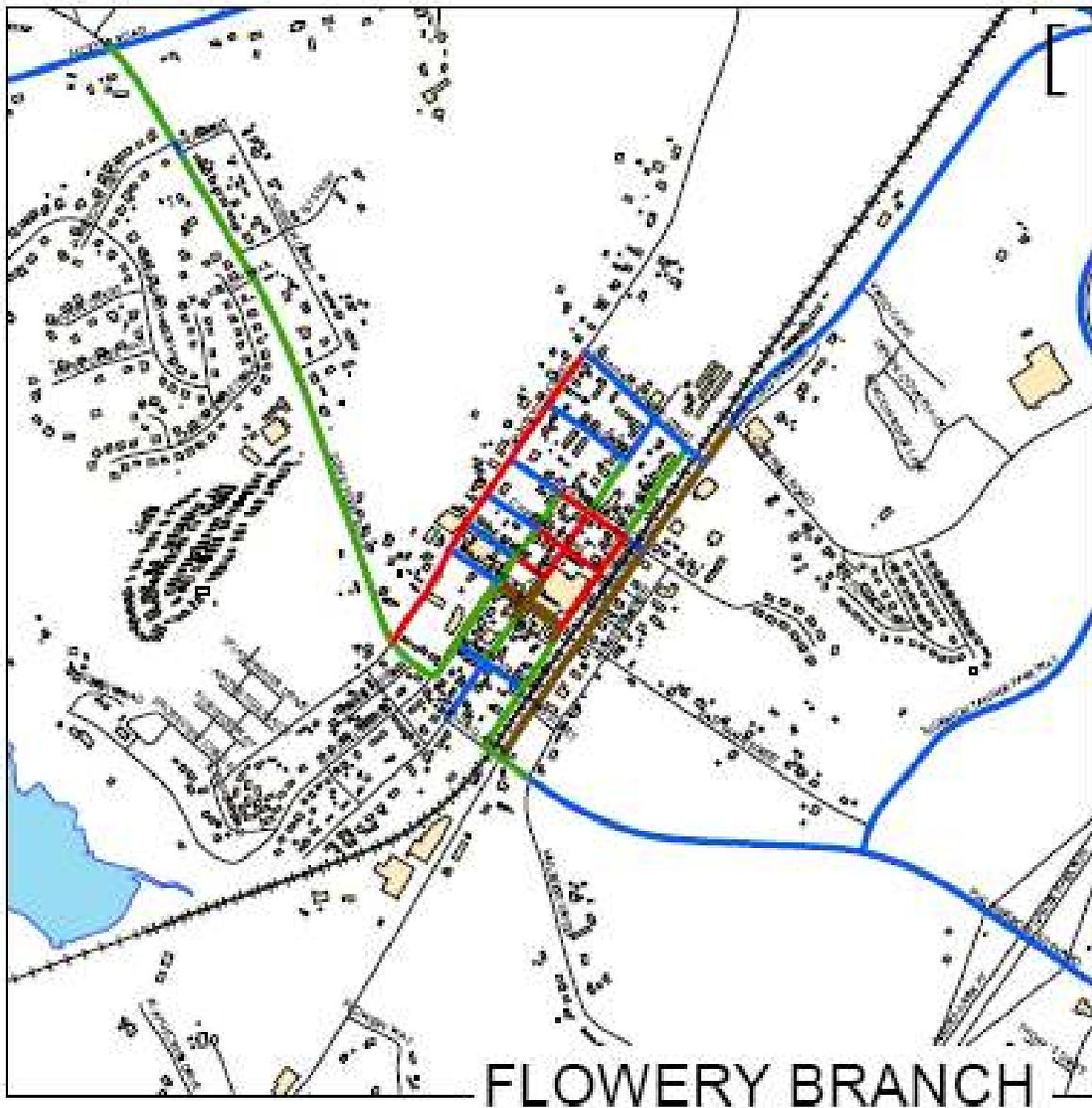


PROPOSED ROAD SECTIONS

PEDESTRIAN AND BIKEWAY IMPROVEMENTS

As noted at the outset of this chapter, Flowery Branch's 2006 Community Agenda recommended an aggressive program of pedestrian facilities, bikeways and greenway trails. However, funding was not available to accomplish that program. The Gainesville-Hall County Metropolitan Planning Organization has prepared and adopted a Bicycle and Pedestrian Plan which incorporates many of those recommendations. The graphic below illustrates the MPO's plan for Flowery Branch (see color legend to right).

- Long Term
- Mid Term
- Short Term



Source: Gainesville-Hall County MPO, Bicycle and Pedestrian Plan.

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. The 2005 community assessment identified a number of issues and opportunities related to the protection of natural resources. Flowery Branch followed adoption of its comprehensive plan in 2006 with adoption of a revised set of zoning and land development regulations that implemented virtually all of the measures suggested, including adoption of the Part V Environmental Planning Criteria, conservation subdivision provisions, model ordinances of the Metropolitan North Georgia Water Planning District, and regulations pertaining to steep slopes, among others.

Because of successful implementation of natural resources policies and recommendations since 2006, this chapter of the updated Community Agenda is intentionally brief and focuses on those issues and opportunities that still require attention. This Chapter is also brief since many of the natural resource issues that remain to be address pertain to intergovernmental (watershed) protection and are described more fully in other chapters of this plan (see Chapter 4, Community Facilities, and Chapter 5, Intergovernmental Coordination).

ISSUES AND OPPORTUNITIES

Gateway Improvements

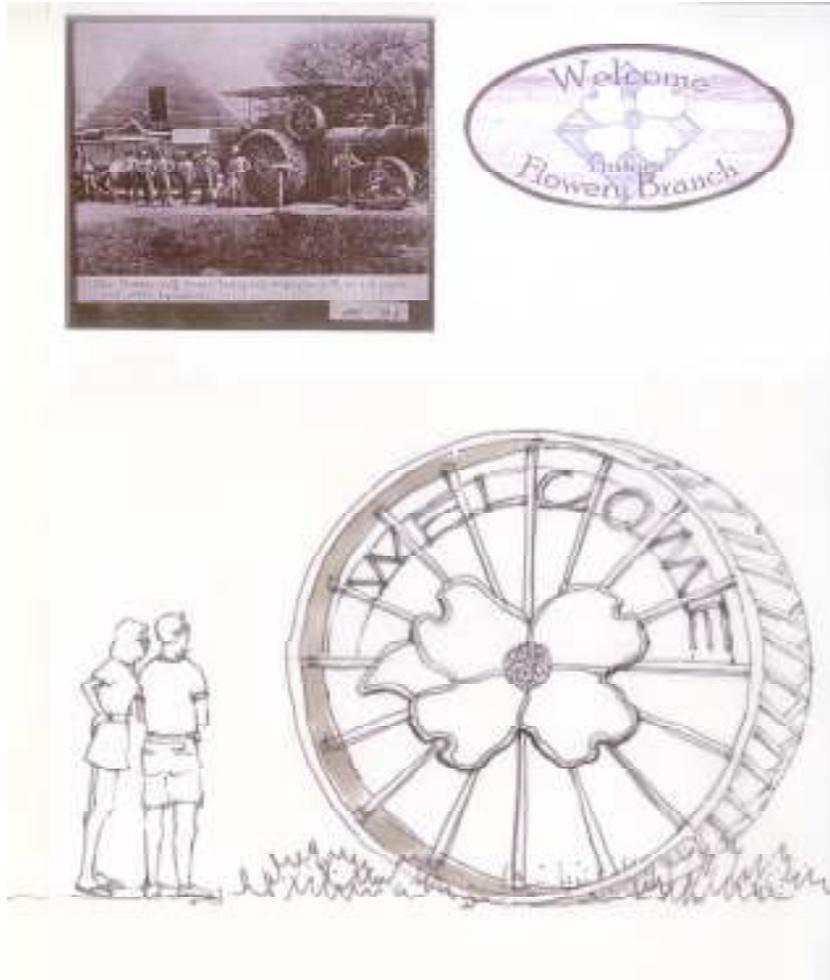
The community assessment indicated that gateway corridors should receive special attention. Primary corridors that provide gateway opportunities for Flowery Branch include:

- 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

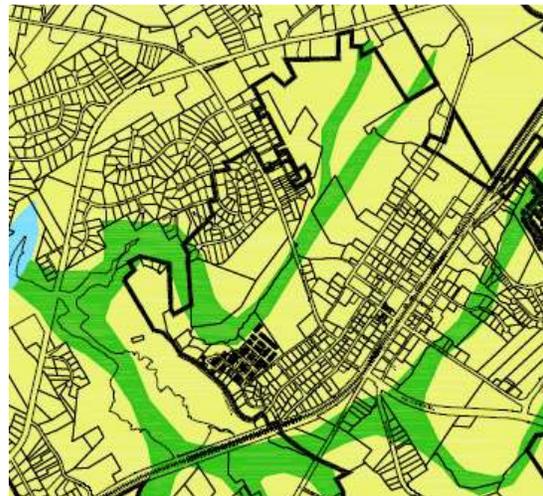
Gateway areas should be enhanced and maintained, along with any other primary corridors that may be added in the future (such as a new interchange at I-985). Flowery Branch proposes to implement improved architectural appearance standards in all of Flowery Branch. In addition, the consulting team has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



Concept for Aesthetic Treatment of Flowery Branch's Gateways

Greenway Development/Stream Buffer Protection

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. The 2006 Community Agenda called for the acquisition of land along streams for future greenways. While the aggressive program of greenway development is no longer considered viable due to a lack of funding, the comprehensive plan still supports the protection of these stream corridors and development of greenways in the longer term, as funding may be available.



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

CHAPTER 8 HISTORIC PRESERVATION

A detailed historic preservation element was included in the 2006 Community Agenda. It outlined a number of specific actions Flowery Branch needed to take in order to protect its valuable historic resources. The city proceeded almost immediately with virtually all of those recommendations.

By 2008, the city had completed major historic preservation program initiatives including an update of this historic preservation element, a complete survey of all historic resources in the city, consolidation of its two local historic districts into a single district, (map provided below) comprehensive revisions to the city's historic preservation ordinance, adoption of design guidelines for redevelopment, and a rewrite of the historic district sign regulations. Therefore, due to such successes, this chapter is intentionally brief. Detailed description of historic resources has been relocated from the Community Agenda to the 2010 Update of the Community Assessment.



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

2008 HISTORIC RESOURCE INVENTORY

The 2008 Flowery Branch Historic Resource Inventory provides the recommended mapping and historic information on 134 resources. The survey update assigns each historic resource a number that corresponds to the accompanying maps. The Historic Resource Inventory includes information from the field survey which is provided on a Property Information Form. This is followed with the Hall County parcel information form and with photographs of each resource. The Georgia Historic Resource survey form from 2003 is reproduced for each property if applicable. A final copy of this survey has been compiled into a notebook and is available from the City of Flowery Branch. Each form has also been provided in a digital pdf format.

ISSUES AND OPPORTUNITIES

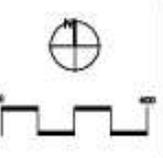
Flowery Branch has addressed virtually all the items that were listed as “issues and opportunities” and implemented virtually all of the recommendations of the historic preservation element (amended 2008) with regard to historic preservation. Only a few activities remain to be implemented, as summarized below.

1. Create a Citywide Local Landmark Program.
2. Expand the Existing National Register District.



Draw: 06.21.08
Revised:
Project No.: 2008
Scale:
Drawn: JH
Checked: JH

CITY OF FLOWERY BRANCH
 FLOWERY BRANCH, GEORGIA



FLOWERY BRANCH PROPOSED LOCAL HISTORIC DISTRICT

Citywide Local Landmark Program

It is recommended that a local landmark program be added to the historic preservation planning program in Flowers 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 Flowers 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 Duke House, the Knight House, and the Young Family Cemetery.

Expand the National Register District

A National Register Historic District is a district listed on the National Register of Historic Places, our country's official list of historically significant properties. It includes individual resources, such as buildings or landscapes, and collections of historic resources within a historic district. Boundaries of National Register districts are carefully drawn to only encompass concentrated areas of historic properties that meet the National Register criteria of eligibility.

Listing on the National Register does not guarantee full protection from demolition; but the Historic Preservation Act does require any development project using federal money or requiring a federal permit to undergo a Section 106 review to consider the impact the project might have on nearby sites that are on or are eligible for the National Register.

One of the most compelling aspects for expanding the existing National Register district is the economic development opportunities provided to listing properties. National Register properties undergoing a "certified rehabilitation" are subject to tax savings at both the federal and local levels. Such a tool would be particularly helpful in the community's redevelopment plans. More information on these benefits is described in the following recommendation.

The Jaeger Company's preliminary review suggested 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 Snelling Avenue 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, including properties on both sides, on the east. The potential boundary for this larger National Register Historic District would roughly correspond with the boundaries of the two local historic districts established in 2001.

Nominations to the National Register are submitted to and approved by the Historic Preservation Division of the Georgia Department of Natural Resources. Coordination with this agency to define an expanded district is the first step. The National Register is maintained by the National Park Service, but the majority of structures on the list are privately owned.

After careful consideration by the city in 2008, the city decided not to pursue the recommendations that a local residential historic district be established, as recommended in the 2008 update of the historic preservation element.

CHAPTER 9 CHARACTER 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 policies, and other local policies provided in Chapter 11 of this Community Agenda.

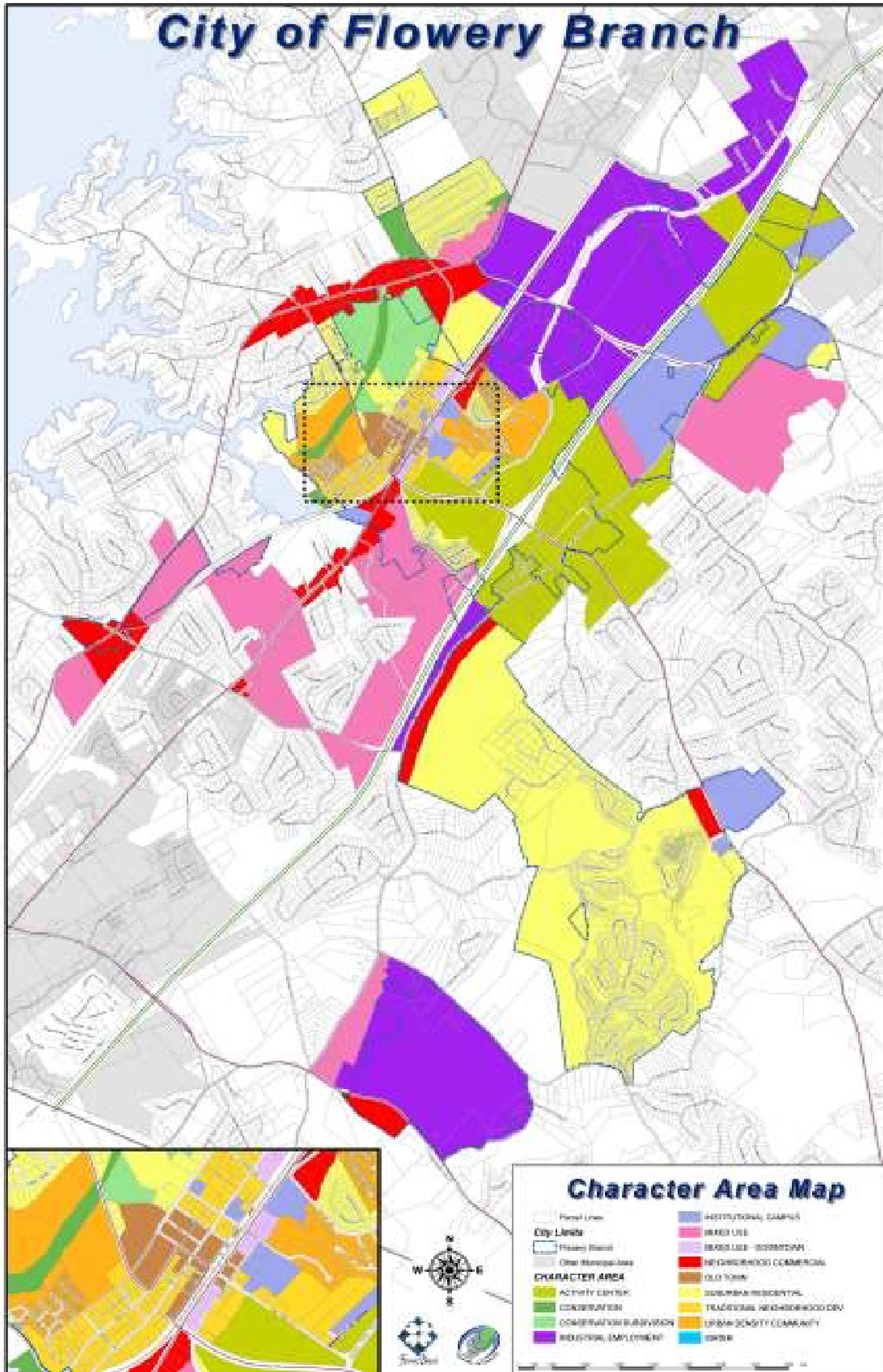
CHARACTER AREAS

Character Area Map

A preliminary character area map was prepared as part of the community assessment in 2005 and a revised character area map was prepared and adopted as part of the community agenda in 2006. After a detailed review in 2010, it was determined that the character area typology and its designations applied to property inside and adjacent to the city (as adopted in the 2006 community agenda) are still appropriate at this time, with some exceptions summarized in the next subsection. A revised character area map is presented on the following page. The character area categories are described following the summary of changes made in 2010.

Changes to the Character Area Map and Typology in 2010

- Areas not located close to the Old Town area but which were designated as a "Mixed Use" character area were originally found not to be viable for mixed use. However, further evaluation was given and several areas along McEver Road and Hog Mountain Road have been redesignated as "Mixed Use." Previously unconsidered (still unincorporated) areas along Atlanta Highway, Mulberry Street, I-985 and the southern portion of Hog Mountain Road adjacent to Lafarge Quarry have been added as "Mixed Use."
- The areas primarily located adjacent to Old Town and previously identified as "Mixed Use" have further been redefined as "Mixed Use Downtown." These areas were further defined to provide consistency between the City's redevelopment area and other surrounding properties.
- As a result of recent annexations and an expansion of sewer service, properties surrounding the intersection of McEver Road and Gaines Ferry Road, portions of Hog Mountain Road at Atlanta Highway and along Thurmond Tanner Parkway have been included in the Character Area Map and identified as Mixed Use, Activity Center, and Industrial/Employment respectively. In addition, other currently unincorporated areas east of I-985 near the Atlanta Falcons Training and Headquarters facility were designated as appropriate for Mixed Use.



- The intensities of non-residential development included in the Character Area descriptions were critically re-evaluated and modified slightly based on an empirical assessment of prevailing and anticipated development intensities.
- Illustrations accompanying the character area descriptions were modified as appropriate.

Character Area Descriptions

The character areas originally included in the community agenda adopted in 2005 are included on the following pages, with relatively minor revisions to those descriptions as described in the preceding subsection.

Old Town

VISION: Old Town will be an area corresponding generally with the city's redevelopment area boundary. Old Town will incorporate redevelopment, revitalization and historic preservation objectives of a compact, attractive, pedestrian-friendly downtown with historic fabric. It will become "The Gem of South Hall." (See also description for "Mixed Use Downtown" character area).

USES AND INTENSITIES: Predominantly mixed use and main street-style commercial, including retail and service establishments, restaurants, offices, civic buildings and uses, institutional, and residential, and pocket parks and civic green spaces. Intensities are governed by different Floor-Area Ratios (FARs) established in Chapter 10 of this Community Agenda.

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

REGULATIONS: To be implemented by a redevelopment plan (Chapter 10), Central Business District CBD zoning, TND zoning, and historic district overlay.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED: Appropriate business, heritage preservation, open space preservation, transportation alternatives, housing opportunities, infill development, sense of place.



Pedestrian Retail District/Streetscape



Example of Pedestrian Plaza



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Representative Land Uses and Scale

OLD TOWN CHARACTER AREA POLICIES

1. Old Town should be maintained as the focal point of the city as a whole. Old Town should be an attractive, mixed-use, pedestrian-friendly place where people choose to gather for shopping, dining, socializing, and entertainment.
2. Ensure that as additional development and redevelopment occur in Old Town, appropriate attention is paid to ensuring existing infrastructure is adequate and that new infrastructure as appropriate is provided concurrent with development and redevelopment. This includes drainage facilities, roads, sidewalks, bike paths, and streetscape improvements as called for in this Community Agenda, as appropriate.
3. Development in Old Town may consist of greater lot coverages, building heights, and building intensities and little or no front and side building setbacks when compared with other character areas.
4. Development that is adequately served by public parking or on-street parking, or which qualifies for exemptions, should have reduced or exempted minimum off-street parking requirements.
5. Automobile-related facilities and services are not appropriate in Old Town because they do not facilitate pedestrian friendly design, and thus, new highway business uses are not permitted in Old Town (and its implementing Central Business District zoning).
6. Pocket parks, or greenspace amounting should be provided as a part of mixed-use developments and redevelopments in Old Town.
7. Redevelopment should occur in a manner consistent with the community's expectations for superior design and development characteristics that promote quality of place. Redevelopment must be sensitive to, and extend design principles characteristic of, historic properties in the city. Refer to guidelines in Chapter 10 for more detailed policy and design guidance.
8. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
9. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

Mixed Use (Downtown)

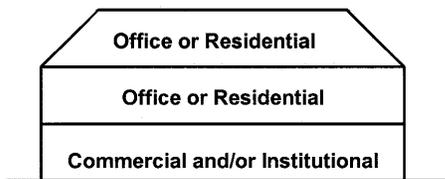
VISION: Areas that will be developed with a combination of different land uses. Well-connected pedestrian-friendly diverse places with unique architecture. In some cases the conversion of existing historic homes for commercial and office purposes. New development should be sensitive to the city's existing historic core (Old Town).

USES AND INTENSITIES: Acceptable uses include residential uses vertically or horizontally mixed with other uses in the same building, offices, retail and services, restaurants, civic/institutional, and open space/recreation. Commercial building intensities should be within a range of approximately 15,000 to 38,000 square feet of building space per acre (a Floor-Area Ratio of 0.34 to 0.85).

MAJOR FEATURES: Grid block pattern, skinny streets with inter-parcel access where possible, sidewalks and street trees, distinctive materials (e.g., stamped concrete) with variable widths. Developments are at a pedestrian-friendly scale and include open space. Open space is typically provided in the form of landscaping. There is a high level of connectedness among uses.

REGULATIONS: To be implemented primarily with applicable commercial zoning districts. Developments will be required to complete design review and comply with all aesthetic requirements.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED: Appropriate business, employment options, adaptive reuse of historic structures, transportation connectivity, housing opportunities, sense of place.



Illustrative Vertical Mixed Use Desirable



Appropriate Scale



Illustrative Example of Converted Historic Home Being Used as an Office



Walkable Streets

Mixed Use (Downtown) Character Area Policies

1. This character area should extend the general character and development pattern of Old Town but at a lower intensity that appropriately transitions to the traditional neighborhoods character area. The mixed use downtown character area should promote an attractive, mixed-use, pedestrian-friendly place that complements and extends Old Town.
2. 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. Ensure appropriate transitions between incompatible land uses.
3. Encourage redevelopment to occur in a manner consistent with the community's expectations for superior design and development characteristics that promote quality of place. Redevelopment must be sensitive to, and extend design principles characteristic of, historic properties in the city. Refer to guidelines in Chapter 10 for more detailed policy and design guidance.
4. Ensure that as additional development and redevelopment occurs in the mixed use downtown area, appropriate attention is paid to ensuring existing infrastructure is adequate and that new infrastructure as appropriate is provided concurrent with development and redevelopment. This includes drainage facilities, roads, sidewalks, bike paths, and streetscape improvements as called for in this Community Agenda, as appropriate.
5. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
6. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

Mixed Use

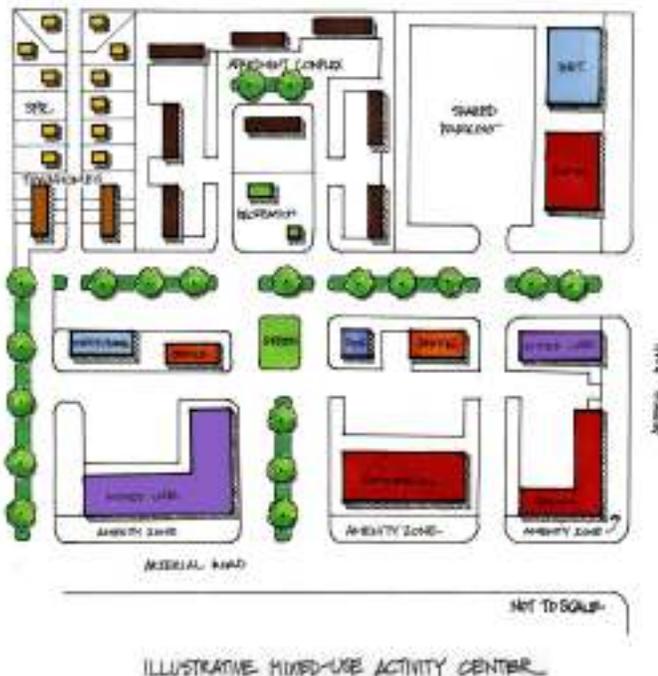
VISION: Areas that will be developed with a combination of different land uses intended to create an environment where compatible land uses can be located in close proximity to each other. Diverse places with unique architecture contributing to the economic base of the city.

USES AND INTENSITIES: Acceptable uses include business/office parks, light industrial, smaller scale retail, neighborhood commercial and a limited amount of residential uses. Commercial/ industrial building intensities should be within a range of approximately 15,000 to 38,000 square feet of building space per acre (a Floor-Area Ratio of 0.5 to 0.85).

MAJOR FEATURES: Automobile traffic is frequent, and individual developments are not necessarily connected with one another. Driveways and curb radii are designed to accommodate smaller delivery 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. Residential developments are located behind any commercial or business uses.

REGULATIONS: This character area will be primarily implemented with the light industrial or commercial zoning districts. Developments will be required to complete design review and comply with all aesthetic requirements.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED: Appropriate business and employment options, transition between more intense uses and compatibility between uses, housing opportunities are subordinate to the other uses.



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Illustrative Example of Mixed Use with Focus on Commercial/Residential Design



ILLUSTRATIVE MIXED-USE DEVELOPMENT

Mixed Use Character Area Policies

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. Ensure appropriate transitions between incompatible land uses.
2. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
3. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

Traditional Neighborhoods

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

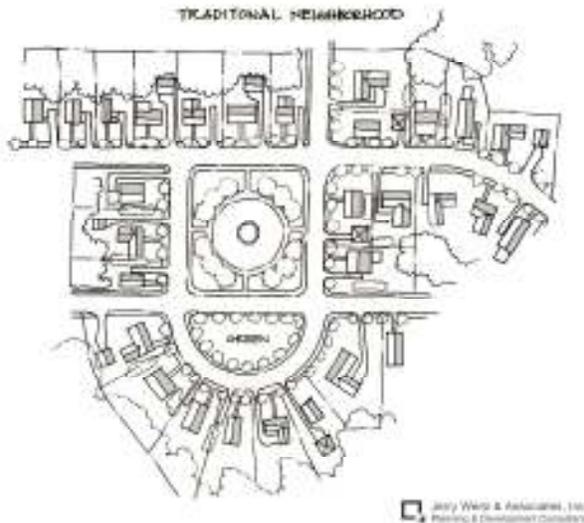
USES AND DENSITIES: Acceptable uses are primarily single-family residences. Duplexes, townhouses, and accessory apartments may be permitted. Greens, plazas, and pocket parks incorporated into development plans. Little if any setback from city streets. Densities are in the range of 3-6 dwelling units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

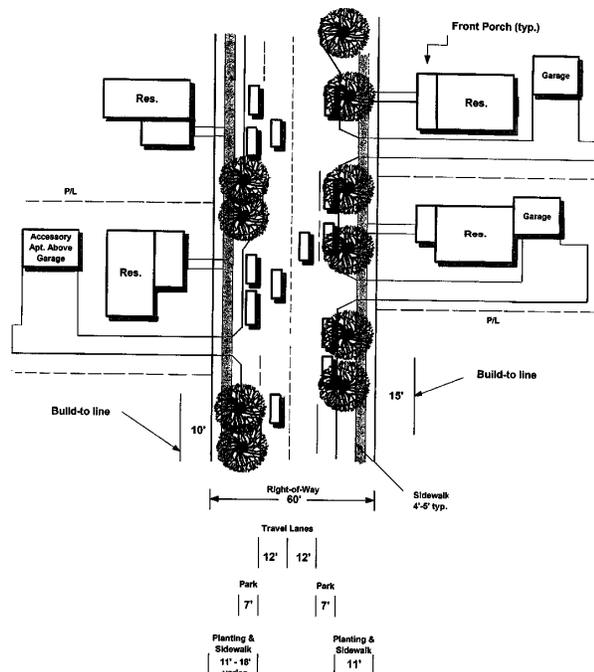
REGULATIONS: To be implemented with a new traditional neighborhood development zoning district with design guidelines. Design review required for compatibility with existing residences.



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: Historic preservation, open space preservation, transportation alternatives, housing opportunities, traditional neighborhood, infill development, sense of place.

Traditional Neighborhoods Character Area Policies

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.
4. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
5. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

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, 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: Open space preservation, housing opportunities, infill development, suburban sense of place.



Typical Street Scene in a Suburban Neighborhood



Dwelling Setback from Street



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Cars and garages may dominate the scene in suburban residential subdivisions



CONVENTIONAL SUBURBAN SUBDIVISION

Jerry Weitz & Associates, Inc.
Planning & Development Consultants

Conventional Suburban Subdivision With Cul de Sacs

Suburban Neighborhoods Character Area Policies

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.
3. New residential developments should provide for recreational opportunities such as green space and open spaces.
4. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
5. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

Conservation Subdivisions

VISION: An alternative to conventional suburban subdivisions that protects open space and farmland (ranging from 20% - 40% of the total area in the subdivision, depending on zoning designation).

USES AND DENSITIES: Acceptable uses are almost exclusively single-family residences, though some civic and recreational uses integrated into subdivision plans are acceptable. Duplexes, townhouses, multi-family, and accessory apartments are generally not permitted, unless they are part of a larger master planned development and subordinate to traditional single-family homes. 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 or within a Planned Unit Development (PUD). Design guidelines provided or conditions of zoning will be imposed to ensure compliance with recommended design features.

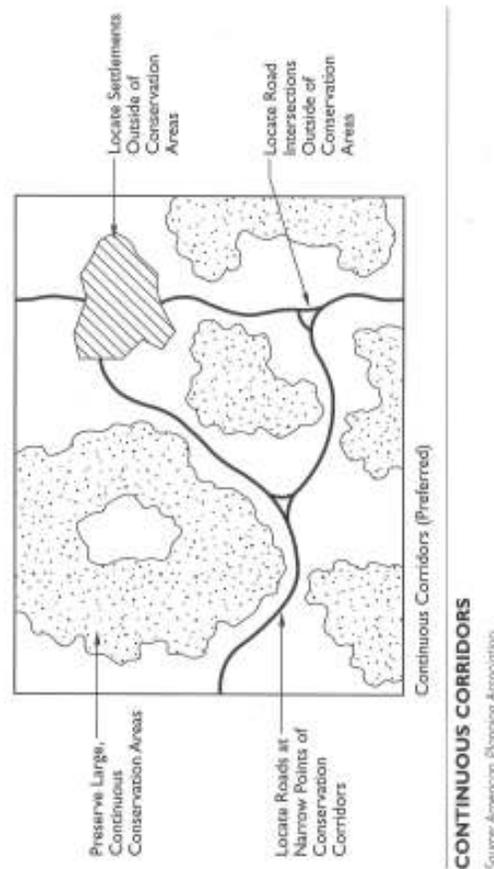
QUALITY COMMUNITY OBJECTIVES IMPLEMENTED: Open space preservation, housing opportunities, infill development, sense of place.



Illustrative Conservation Subdivision



Shared Use Paths Desirable



Conservation Subdivisions Character Area Policies

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.
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 twenty percent (20%) of its total land area as open space.
6. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
7. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

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.



Typical Fee-Simple Townhouses



Manufactured Home Park

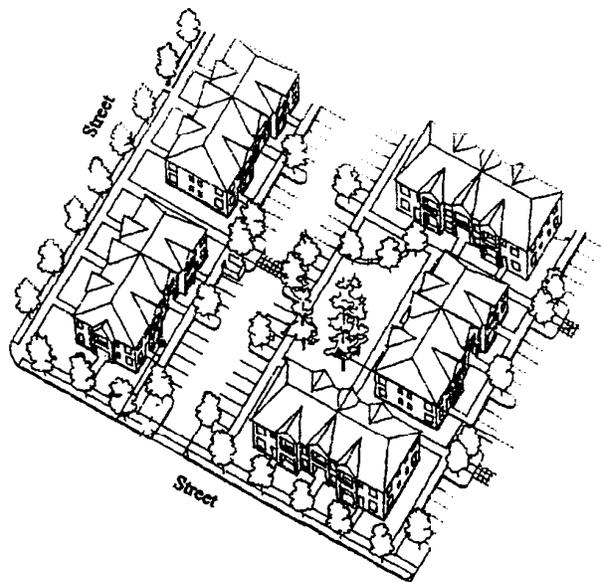


Apartments with Good Articulation of Buildings

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: Open space preservation, housing opportunities, infill development, suburban sense of place.



Connectivity and Quality Design of Urban Density Communities



APARTMENT BUILDING

Urban Density Communities Character Area Policies

1. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
2. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

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. Three-story height limit. Minimum 20 percent of the lot is private open space or landscaped.

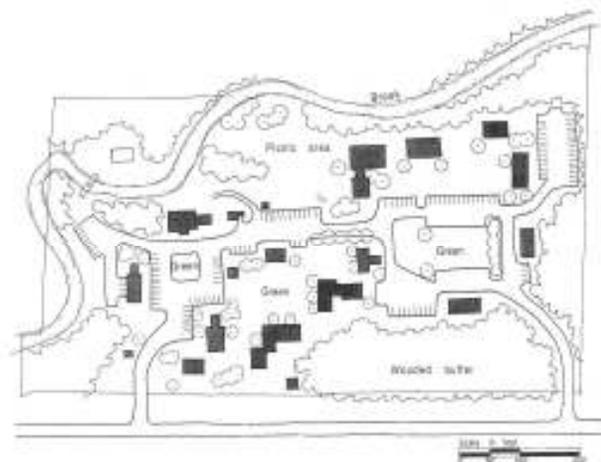
QUALITY COMMUNITY OBJECTIVES IMPLEMENTED: Educational opportunities, employment options, open space preservation, sense of place.



Illustrative Quality Design



Illustrative Quality Design



Low Impact Campus Design

Institutional Campus Character Area Policies

1. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
2. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

Neighborhood Commercial

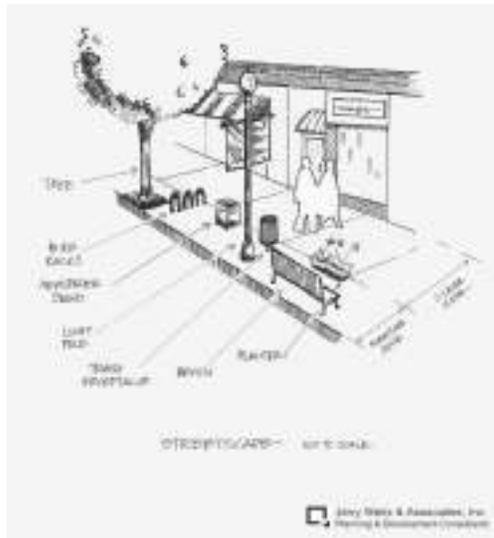
VISION: Attractive, non-auto related neighborhood businesses and services, with distinctive architectural features and a scale compatible with pedestrians and connected to adjacent residential neighborhoods.

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 generally 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 and developments are scaled to be compatible with and promote pedestrian activity. Open space is limited to suburban plazas or small open spaces. Three-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 15 percent of the lot is open space or landscaped.

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



Illustrative Pedestrian Features



Outdoor Seating and Attractive Lighting



Quality, Compatible Architectural Design Including Signage

Neighborhood Commercial Character Area Policies

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.
4. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
5. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

Activity Center

VISION: Centered at the interchange of Spout Springs Road/Phil Neikro Boulevard and I-985, and also extending north and south along Hog Mountain Road, this character area will be an accessible center of retail businesses, services, and complementary uses. While some allowance for mixed-use developments is provided, they contribute extensively to the economic base of the city.

USES AND INTENSITIES: Dominated by commercial uses but also intended to accommodate business/office parks and mixed-use developments. A wide range of uses is contemplated in this character area, except for heavy industry and residential. 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 38,000 square feet of building space per acre (a Floor-Area Ratio of 0.34 to 0.85). Five story height limit.

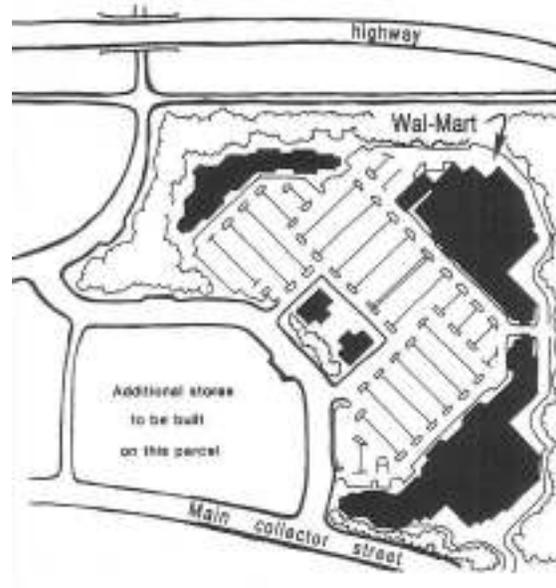
MAJOR FEATURES: Developments are served by network of collector and arterial roads. Pedestrian accessibility is promoted, although most activity is via the automobile for access. Entrances, frontages, and building façades are softened with landscaping and low-lying monument signs. Open space for large developments is provided via plazas and greens. A minimum of 15 percent of the lot is open space or landscaped.

REGULATIONS: This character area will be implemented primarily with a commercial zoning district but may allow for upscale business parks as an addition to primary retail development. Design guidelines will be provided, and activity center projects will be required to complete design review.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED: Appropriate business, employment options, use of larger transportation network, sense of place.



Well Articulated Buildings with Pitched Roofs and Canopies or Awnings



Conventional Shopping Center Layout



Monument Signage

Activity Center Character Area Policies

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. 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.
3. 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.
4. 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.
5. 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.
6. All areas devoted to the outside storage of vehicles, merchandise, and/or equipment not intended for display for public rent, lease, or sale, should 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.
7. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
8. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

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.

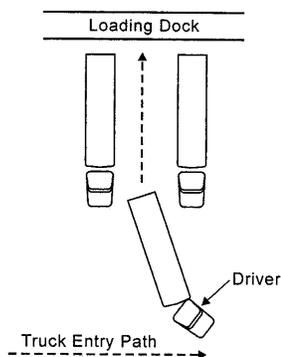
MAJOR FEATURES: Truck traffic is frequent, and individual manufacturing establishments are not necessarily connected with one another. Driveways and curb radii are designed to accommodate large trucks. Pedestrian accessibility is generally not anticipated, though pedestrian access is required along road 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

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): Appropriate business, employment options.



Illustrative Business/Industrial Park Layout with Varying Lot Sizes

Employment/Industrial Character Area Policies

1. Industrial land uses should be limited to areas with relatively level topography, adequate water and sewerage facilities, and access to arterial roads.
2. New industrial operations should be limited in light industrial areas 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. In heavy industrial areas where such uses may be authorized, such objectionable effects should be mitigated through setbacks, buffers and other site development practices.
3. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies.
4. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

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.

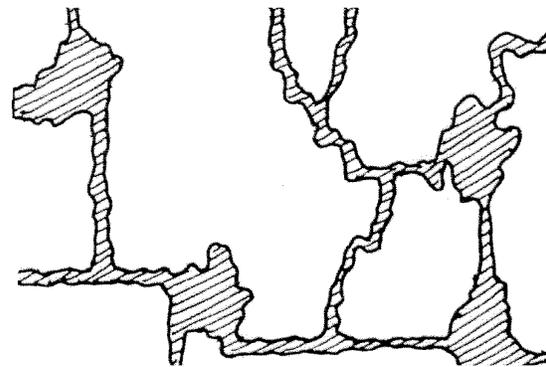
MAJOR FEATURES: City parks and open spaces, environmentally sensitive areas such as wetlands or riparian corridors, connected to facilitate habitat movement and providing for maximum water quality enhancement. Access is limited to conservation-compatible activities and may include trails, 8-12' wide, in natural areas.

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

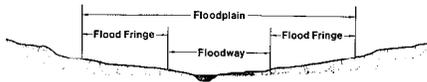
QUALITY COMMUNITY OBJECTIVES IMPLEMENTED: Open space preservation, environmental protection, regional cooperation, transportation alternatives, sense of place.



City Park on Lake Lanier



Connectivity of Open Spaces Desired



Flood Plain, Floodway, and Flood Fringe



Cross-Section, Typical Multi-Use Trail

Conservation Character Area Policies

1. Consult policies in Chapter 11 of this Community Agenda, which will be applied as appropriate in addition to these character area policies. In particular, policies for the environment and natural resources are considered entirely applicable within this character area.
2. If property in this character area is subsequently included within a Special Area Plan as called for in this Community Agenda (see Chapter 9), then any policies and recommendations articulated in such an adopted Special Area Plan shall also apply. In the event of any inconsistencies or discrepancies between this character area description and policies and an adopted Special Area Plan, provisions of the adopted Special Area Plan will supersede these character area descriptions and policies.

FUTURE LAND USE

Future Land Use Plan Map

A future land use plan map was included in the community agenda adopted in 2006. To reflect changes in the character area map, the future land use plan map has also been revised. The future land use plan map is included on the following page.

Future Land Use Plan Map Categories

The following descriptions of land use categories shown on the future land use plan map are provided:

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.

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

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

Industrial, light: Land devoted to lower-intensity warehousing and business parks.

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

Mixed Use, Downtown: Combinations of retail, service, public, institutional, and residential land uses planned and designed at a scale that is friendly to pedestrians and compatible with the central business district.

Office-Professional: Office and limited services

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.

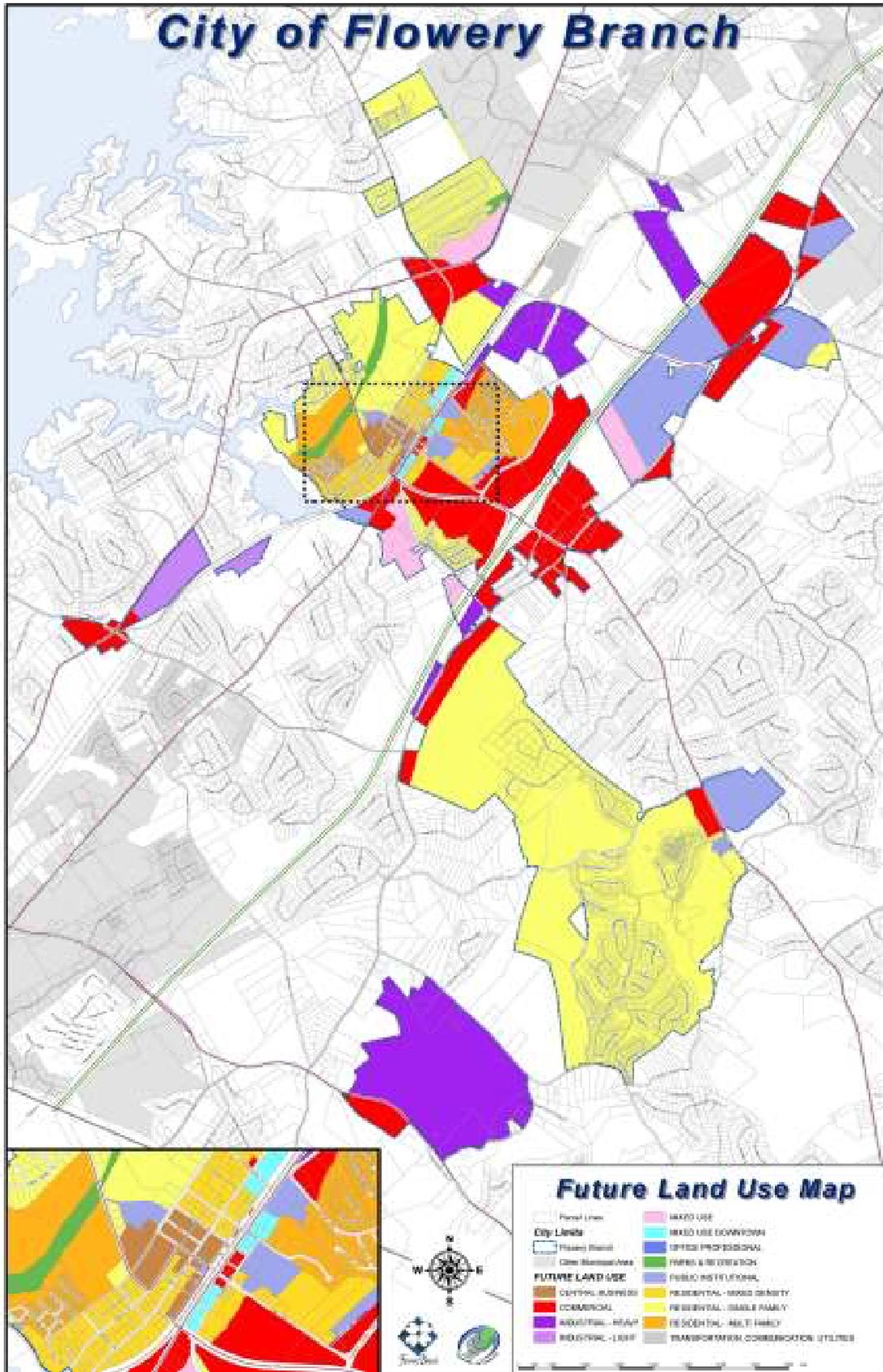
Public/Institutional: State, federal or local government uses, and institutional land uses. Government uses include city halls, police and fire stations, libraries, prisons, post offices, schools, military installations, etc. Institutional uses include colleges, churches, cemeteries, hospitals, etc.

Residential, Mixed Density: Predominantly single-family dwelling units on individual lots at a variety of densities but with an "in-town" character (traditional neighborhood development); may also potentially include different (attached) housing types like townhouses.

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

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

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.



IMPLEMENTATION

Character Area, Future Land Use, and Zoning District Compatibility

Table 9.1 provides comparisons among the character areas, future land use categories, and adopted zoning district categories.

**Table 9.1
 Character Area, Future Land Use and Zoning Comparison**

Character Area	Density or Intensity/Description	Future Land Use Category	Zoning Classification
Old Town	Intensities are governed by different Floor-Area Ratios (FARs) established in Chapter 10 of this Community Agenda.	Central Business	Central Business District; Historic District Overlay; Controlling Redevelopment Plan
Mixed Use (Downtown)	Floor-Area Ratio of 0.34 to 0.85	Mixed Use (Downtown)	Traditional Neighborhood Development; Highway Business; Neighborhood Commercial; Historic District Overlay
Mixed Use	Acceptable uses include business/office parks, light industrial, smaller scale retail, neighborhood commercial and a limited amount of residential uses	Mixed Use; Industrial Light	Neighborhood Commercial; Highway Business; Light Industrial; Residential (only as a subordinate use).
Traditional Neighborhoods	3-6 units per acre	Residential – Mixed Density	Traditional Neighborhood Development
Suburban Residential	1-3 units per acre (1/3 to 1 acre lots)	Residential, Single-family	Residential, Single-family (low or moderate density); Planned Unit Development (PUD)
Conservation Subdivision	1-3 units per acre	Residential, Single-family	Residential, Single-family, with special provisions governing conservation subdivisions; Planned Unit Development (PUD)
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; Office-Professional
Neighborhood Commercial	Floor-Area Ratio of 0.22 to 0.34; Generally no more than 25,000 square feet in any one tenant space	Commercial	Neighborhood Commercial; Highway Business; Office-Professional
Activity Center	Floor-Area Ratio of 0.34 to 0.85	Commercial	Highway Business
Industrial/Employment	Floor-Area Ratio of 0.34 to 0.6	Industrial, Heavy	Heavy and Light Industrial
Conservation	Not applicable	Parks, Recreation and Conservation	Residential, Single-family; Conservation Subdivision; Planned Unit Development (PUD);Other

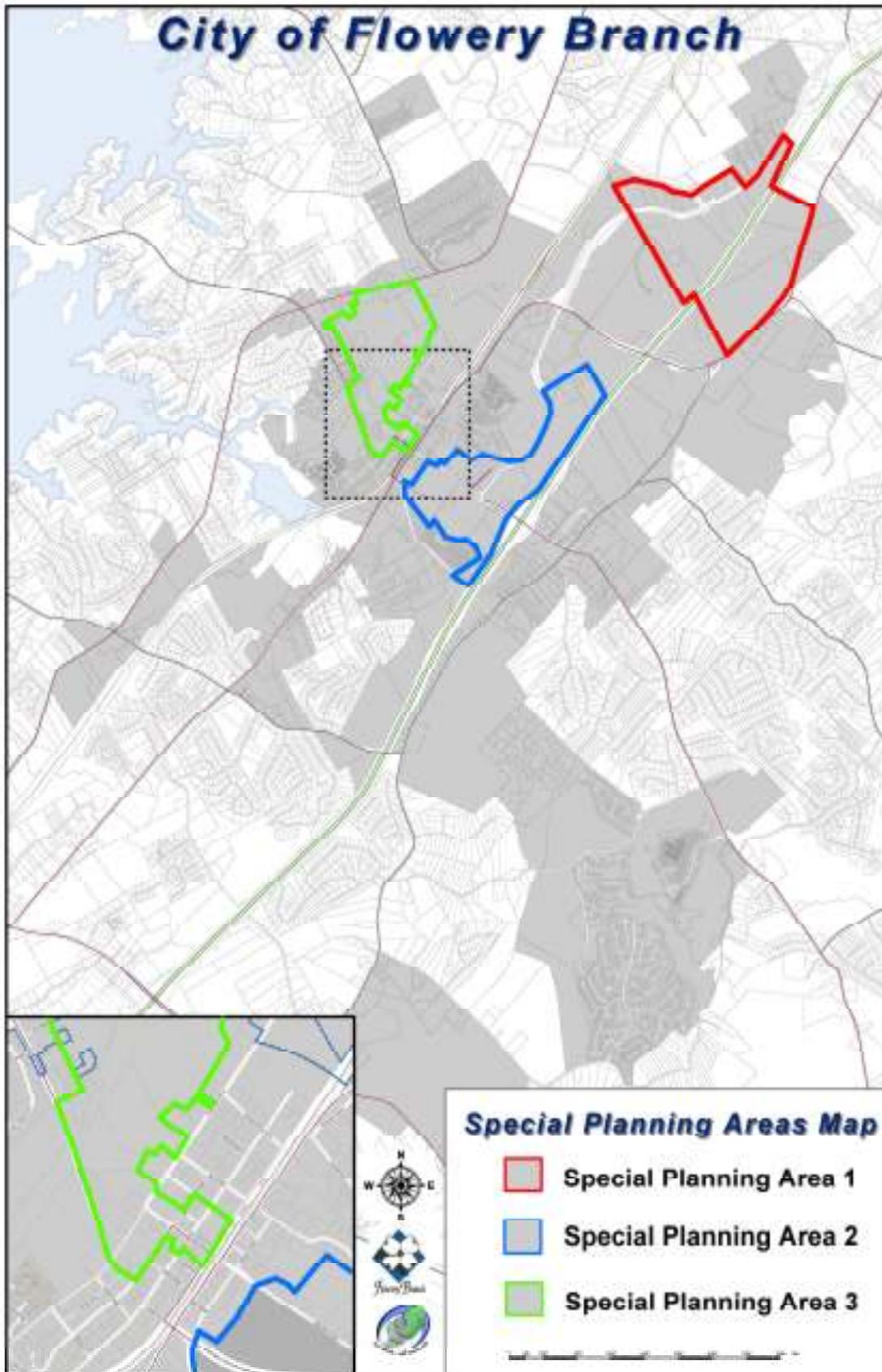
SPECIAL AREA PLANNING

Local planning requirements of the state suggest that communities consider whether more detailed plans are needed for certain areas of the jurisdiction, in order to fully implement the character area map. To fully assess those needs, this update of the comprehensive plan divided the city into several potential planning subareas (see the 2010 addendum to the Community Assessment under separate cover). After delineating and assessing those subareas, the planning staff and planning consultant determined that three special areas stood out as needing more detailed guidance.

Special Planning Area 1 includes the area of northeast Flowery Branch along Interstate 985 at Martin Road, where a new interchange is planned. Area 2 includes mostly vacant land between Interstate 985 and downtown Flowery Branch. Area 3 includes an area west of Old Town, south of McEver Road, and east of Lights Ferry Road. The three special planning areas are shown on a composite map, and aerial views of the three areas are also shown on maps which follow. The short-term work program indicates that Special Planning Area 3 should be the highest priority.

The work scope for each special area plan should be developed based on the unique needs of each area. However, the contents of each special area plan are expected to include the following, which can be used as a framework for developing area-specific work programs:

- Additional analyses and recommendations regarding the unique characteristics of the area.
- Public participation efforts involving property owners, businesses, and residents of the area.
- Refinements to the citywide character area and future land use maps, as appropriate, as applied to properties in the area.
- Recommendations for context-sensitive designs for existing and future roads, landscape and streetscape improvements along corridors, and installation of gateway improvements in the area.
- Policies and work programs specific to the area, as appropriate.









CHAPTER 10 REDEVELOPMENT

This chapter provides a redevelopment master and strategic plan for Old Town Flowery Branch. The community visioning process, conducted as part of the Comprehensive Planning process in 2005, resulted in strong support for revitalizing unused or underused blocks in Old Town. This chapter, which was comprehensively rewritten and updated in 2008, is further refined and updated as part of the 2010 update of the Community Agenda.

The 2008 work scope included a revision to the redevelopment boundary in light of updates to the City's historic preservation program. Specifically, it was thought that because preservation and redevelopment activities could clearly come into conflict with one another, the redevelopment boundary should be reassessed in light of any changes proposed to local historic district boundaries.

The two most important blocks of land in need of redevelopment are as follows:

- Block #1. That part of the block (excluding existing buildings fronting on Main Street) bounded by Main Street, Church Street, Chestnut Street and Railroad Avenue; and
- Block #2. That block bounded by Gainesville, Pine, Mitchell and Main Streets.

These two blocks remain the highest priority for redevelopment in the City. Since the 2006 Comprehensive Plan was adopted, the City has completed a major portion of the Main Street Streetscape which includes the entire block between Railroad Avenue and Church Street and approximately one-half block between Church and Mitchell Streets. This changed Main Street, south of Church Street, from two-way travel to one-way travel in a westerly direction (toward Gainesville Street from Railroad Avenue).

One-way travel in the opposite direction will be repeated in the reconstruction of Pine Street between Church Street and Railroad Avenue, which is included in the redevelopment plans for the first redevelopment block (#1 described above).

In addition, the owner of the first redevelopment block (#1 described above) demolished a large part of the building, which had spanned and enclosed Pine Street and extended to Church Street while retaining the intact portion of the storefront facing Railroad Avenue (see photo right).



Block #1. In 2007, the property owner demolished the dilapidated section (right part of photo) of the building fronting on Railroad Avenue but retained the intact historic building façade (left foreground of photo)

A major part of the city's initial redevelopment concept for Old Town was the recommendation that the city acquire property and construct a new City Hall and Police Station at the end of Main Street. That recommendation was based first on the need for new police and City hall facilities in Flowery Branch, and second on the opportunity for public investment in civic facilities in Old Town to "anchor" and stimulate redevelopment of the adjacent block (Block #2 described above). Specifically, acquisition of the site north of Gainesville Street at Main Street would also serve a redevelopment function, with the removal of an obsolete structure on that site. As noted in the Community Facilities Element (see Chapter 5), the city purchased two parcels of land in furtherance of its redevelopment strategy and facility plans.

Although Flowery Branch's decision to expand its office space along Main Street has allowed it to defer major decisions about building a new city hall and police headquarters, the purchase of additional land in Old Town now greatly facilitates implementation of the initial plan for a new city hall and police headquarters building to anchor redevelopment in Old Town. Eventually, when new civic buildings are constructed, existing government office space will be moved out of the retail part of Main Street and "free up" space for a more critical mass of retail shops and/or services along Main Street's improved streetscape. The City owns almost the entire block facing the south side of Main Street. This positions the City to become a redevelopment player itself, sometime in the future.

TYING PLANNING AND REGULATION TOGETHER

In Georgia, the Urban Redevelopment Law (O.C.G.A. 36-61) provides that (paraphrased) if the local government adopts a redevelopment plan, it shall in essence be controlling with respect to zoning. Projects consistent with the redevelopment plan are deemed to comply with zoning laws. Specifically, the provision reads as follows:

"Upon the approval of an urban redevelopment plan by a municipality or county, the provisions of the plan with respect to the future use and building requirements applicable to the property covered by the plan shall be controlling with respect thereto." (O.C.G.A. 36-61-7(f)).

That provision of law is not legally applicable here, as this redevelopment element does not constitute an urban redevelopment plan for purposes of complying with the Urban Redevelopment Law (O.C.G.A. 36-61).¹ In principle, it reveals a need to tie any redevelopment plans with the land use, zoning, and development regulations of the City. Similarly, in other states such as California and Oregon, specific plans become binding zoning documents. The consultant and planning staff's familiarity with the concept of a plan binding the zoning process led to the recommendation that the City's CBD zoning district be used as the redevelopment area boundary, and that the CBD zoning district be rewritten to tie into (and make applicable the requirements of) this redevelopment plan element. Hence, the working assumption for the redevelopment area boundary was to make the CBD zoning district and the redevelopment area boundary coterminous (exactly the same).

That working assumption, to make the redevelopment area boundary conform to the CBD zoning district boundary, was formulated when the City received notice from and began working with a private developer with regard to a redevelopment proposal for Block #1 (described

¹ The issue, of whether the City wanted to prepare and adopt a redevelopment plan that complied with O.C.G.A. 36-61, was discussed between consultant and staff. It was decided that the City did not need to pursue that alternative; Flowery Branch has also availed itself of another redevelopment statute in Georgia, the Redevelopment Powers Law (O.C.G.A. 36-44), thus obviating the need to some extent to follow the older redevelopment statute (O.C.G.A. 36-61).

above), one of the two highest priorities for redevelopment as stated above. The prospects for private redevelopment of a high priority redevelopment block in Old Town presented the opportunity, if not a necessity, for the City to hasten its redevelopment planning effort and also provide the regulatory framework (i.e., the zoning ordinance) that would facilitate the private developer's redevelopment proposal for Block #1. The city completed and adopted revisions to its zoning ordinance in 2008 to facilitate this redevelopment plan.

Certain implications are noted here, with respect to the decision to make the redevelopment area boundary conform to the CBD zoning district boundary adopted on the City's official zoning map. First, any changes to the redevelopment area boundary would be accomplished through changes to the official zoning map (i.e., adding to or taking away from the CBD zoning district). Second, the CBD zoning district was similar to, but did not perfectly match, the preliminary redevelopment area boundaries adopted in the 2006 community agenda document. The CBD zoning district was adopted in a way that also included properties fronting on the west side of Railroad Avenue, south of Old Town proper, all the way to Snelling Avenue. As many of those properties are historically significant residences that have been primarily converted to businesses or offices and most are in good shape structurally, there would not appear to be a need to include them in the redevelopment boundary. On the other hand, including them is not problematic, provided that they do not conflict with preservation objectives and their intended land use and density do not stimulate inappropriate loss of historic resources or intensification of a relatively low-density street (Railroad Avenue).

PROPERTIES IN THE REDEVELOPMENT AREA BOUNDARY

The first phase of the redevelopment area boundary is the same as that in the CBD, Central Business Zoning District (See Figure).

During the process of reviewing this redevelopment element in 2008, it was determined that additional properties outside the Phase 1 redevelopment area boundary were possible. It was decided that, rather than exclude the properties determined previously as appropriate for redevelopment because they were not zoned CBD, that a "phase 2" redevelopment area boundary would be added to the map.

Phase 2 includes properties west of Mitchell Street south of Main Street to Lights Ferry Road, properties west of Gainesville Street, and properties east of Phase 1 which front on Atlanta Highway (SR 13), directly across the railroad from the phase 1 redevelopment area boundary. In addition, some of the properties west of Mitchell Street south of Main Street to Lights Ferry Road were added, given consideration of the proposed extension of Lights Ferry Road to Snelling Avenue as called for in the Downtown Transportation Study. Planners thought that that road improvement will open up additional access to Old Town, and that these parcels represent good potential for redevelopment opportunities in the longer term.

Properties in the Phase 2 boundary are not intended to be redeveloped in the short term, and they are not zoned CBD at the time this comprehensive plan amendment is adopted. It is intended that Phase 1 redevelopment occur prior to Phase 2 redevelopment. However, at any time appropriate, a property owner in the Phase 2 redevelopment area boundary can propose a redevelopment project and apply for CBD zoning. The future development (character area) map and future land use plan map have been revised to reflect phase 2 properties as eventually appropriate for inclusion within the Old Town character area and the central business district, respectively, on those two maps.



FUTURE LAND USE AND DENSITIES IN OLD TOWN

This Community Agenda provides a statement of vision and some development parameters for Old Town (See Chapter 9, “Old Town” and also “Mixed Use, Downtown”). In particular, the description of the “Old Town” character area indicates recommended intensities for development. Similarly, the Comprehensive Plan’s description of the “Mixed Use, downtown” character area also establishes recommendations for development intensities.

ZONING OF OLD TOWN

Phase 1 of the redevelopment area boundary is zoned CBD, Central Business District, according to the adopted Official Zoning Map of Flowery Branch. As with any other zoning district, the CBD regulations establish use limitations and also “dimensional” requirements that regulate height, intensity, and building placement. The height limitation established in the CBD zoning district and applicable to Old Town was a maximum of three stories, and an overall height limit of 45 feet was established. That height limit in the CBD zoning district was amended concurrent with a comprehensive plan amendment in 2008 to enable taller buildings on certain core blocks as contemplated in this redevelopment element. Also, floor-area ratios were adjusted upward in this plan amendment and in the CBD zoning district regulations to

accommodate more intensive development for priority redevelopment blocks and properties along Main Street between Railroad Avenue and Church Streets.

There is no maximum lot coverage established in the CBD zoning district – buildings can under the zoning regulations cover the entire property with building footprint.

APPROVED REDEVELOPMENT PROJECT FOR BLOCK #1

As alluded to above, the City in 2007 received a preliminary development proposal by private developers to redevelop Block #1 described above, one of two high priority redevelopment blocks identified in the redevelopment element adopted in 2006 and reiterated here in this amended redevelopment element. Following the City's historic district regulations, the developers sought and received approval from the Flowers Branch Historic Preservation Commission in 2007 to demolish the obsolete structure on Block #1. The developer then presented conceptual plans for a redevelopment project which were largely in keeping with the recommended land uses shown on the preliminary development concept (see figure 1), but at a higher intensity (a FAR of 1.81 excluding the parking structure) than that contemplated in the Old Town character area as described in this Community Agenda.

Over a series of months in 2007 and 2008, with meetings and significant back and forth communication, the developer and city staff arrived at what was thought to be an acceptable redevelopment project from the overall standpoint of architecture, preservation, and land use compatibility. The redevelopment project gained the approval through a Certificate of Appropriateness issued by the Flowers Branch Historic Preservation Commission.

USES IN THE REDEVELOPMENT AREA

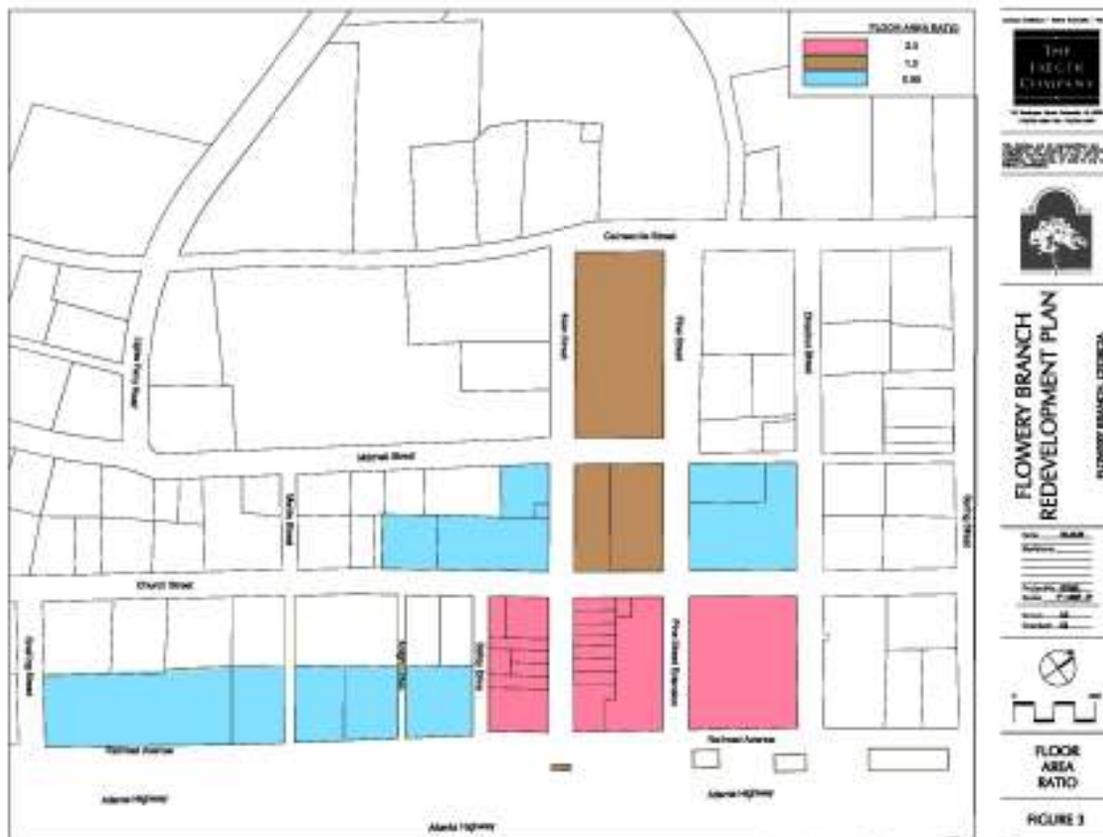
Uses permitted in the CBD, Central Business District zoning district, are specified in Flowers Branch's zoning ordinance. The preliminary redevelopment proposal (initially adopted in 2006 but excluded here) assigned recommended land uses to properties within the preliminary boundary. Consultants contemplated whether the revised redevelopment element should propose uses for each property and show desirable building footprints. It was decided during the process that such specificity might constrain the ideas of property owners and future developers who might view the recommendations as binding, or that might be unattainable if market conditions differed at the time of redevelopment. Therefore, this revised redevelopment element does not assign desirable or recommended land uses; instead, use decisions will be guided by the permitted uses section of the CBD zoning district. However, policies for redevelopment and some illustrative guidance are provided in this chapter.

BUILDING INTENSITY AND HEIGHT

All of the properties in Phase 1 of the redevelopment area boundary are governed by the use regulations of the CBD Zoning District. The CBD zoning district's dimensional requirements were amended in 2008, concurrent with adoption of this revised redevelopment element in 2008, to provide for greater intensities on blocks fronting along Main Street and Pine Street Extension between Railroad Avenue and Church Street. The plan calls for development intensities to be reduced as one moves away from these core blocks of the redevelopment area.

Floor Area Ratios are shown graphically on a figure for properties within the Phase 1 redevelopment area boundary, which was also made a part of the CBD zoning district via

zoning ordinance amendment in 2008. The map shows different colors to illustrate the different FARs.



CHARACTER AND DESIGN

Streetscape Improvements

Streetscape improvements along Main Street between Railroad Avenue and Church Street have set a positive framework for future streetscape extensions in accordance with the designs set in that project. The design of Main Street has already influenced the design of Pine Street Extension, has been integrated into redevelopment plans for Redevelopment Priority Block #1.

Decorative pedestrian-orientated site elements and streetscape elements should be used to provide visual continuity with the existing Main Street streetscape. The standards established in the recent Main Street project should be used or, if not used, pedestrian amenities that are complementary to existing amenities should be used. Such streetscape elements include benches, trash receptacles, pedestrian light fixtures, bike racks, street trees, and decorative crosswalks to insure pedestrian safety at roadway crossings. Also pedestrian and bikeway recommendations called for in the Metropolitan Planning Organization's bicycle and pedestrian plan should be consulted for their inclusion in future citywide pedestrian improvement projects as well as within private developments.

Historic Resources

Simultaneous with the update of this redevelopment element, the City of Flowery Branch prepared a revised historic resources inventory and reevaluated and reestablished its historic district (see Chapter 8 of this Community Agenda). Within that part of the redevelopment area boundary covered by a locally established historic district, the Flowery Branch Historic Preservation Commission has jurisdiction to review all material changes in appearance to buildings, structures and grounds. It does so through the review and issuance of Certificates of Appropriateness. There are therefore some safeguards that redevelopment within the local historic district will preserve historic resources and that new development will be sensitive to (and compatible with) the existing historic character of Old Town.

Update of Central Business District Zoning

Also as a part of the update to this redevelopment element in 2008, the City prepared amendments to its Zoning Ordinance to facilitate the redevelopment of Redevelopment Priority Block #1 and other properties within the redevelopment area boundary. The CBD zoning district implements a discretionary review process, called Redevelopment Plan Approval, which offers the opportunity for the City to review the site plan and architectural details of future redevelopment projects. During that process, redevelopment projects will be scrutinized for details regarding the layout of the redevelopment blocks, the uses and buildings proposed, and the architecture of buildings.

TRANSPORTATION IMPROVEMENTS

Old Town Flowery Branch contains narrow streets for the most part which will not support extensive intensification of land uses through redevelopment. As a part of this redevelopment planning effort, the existing road rights of ways have been analyzed and some recommendations are made here with regard to additional right of way acquisition (preferably, donation at the time of redevelopment) that will be needed to ensure road improvements that match the circulation pattern required for redevelopment of Old Town.

One of the most important road improvements in Old Town is the extension of Pine Street in a southerly direction between Railroad Avenue and Church Street. This will be a one-way street in a southbound direction. This road improvement project is important as Main Street is one-way northbound, and with the proposal for Pine Street Extension to be one-way in the opposite direction, upon completion this will provide for pedestrian and vehicular circulation in the downtown core. Within block #1 of the redevelopment area boundary, the proposed streetscape for Pine Street Extension is to replicate the design used for Main Street. This is important as the Main Street segment between Church Street and Railroad Avenue was designed with a great deal of flexibility. In the future, if less on-street parking is desired, the existing angled spaces can be replaced with parallel parking and thus space is available to add a median or return two-way travel lanes. Pine Street Extension should offer that same flexibility.

Each property redeveloped in the redevelopment area of Old Town is expected to install sidewalks and streetscape features as illustrated on the Redevelopment Master Plan, at the time of redevelopment. The two types of streetscape sections shown in the redevelopment plan are best illustrated in the recent streetscape improvements on Main Street. The first section between Church Street and Railroad Avenue includes a continuous sidewalk extending from the curb to the front facades of the storefronts, Vegetation is provided by tree wells set into the sidewalks. In contrast the second type is the recently completed section between Church and Mitchell Streets which includes a curb, a green buffer with grass and trees ranging from 8-9 feet

wide, and then the sidewalk. Recognizing the limited public right-of-way within the City's narrow streets, the green buffer can range in width with 4-5' recommended as a minimum.

Railroad Right-of-Way

The railroad right-of-way between Atlanta Highway and Railroad Avenue is owned by the railroad except for a few small tracts. Flowery Branch is limited in terms of what it can do within the private right-of-way of the railroad. Presently, Flowery Branch has permission to use part of the railroad right-of-way on the west side (abutting Railroad Avenue) for off-street parking. The City should maintain existing arrangements and expand them where possible to facilitate the expansion of off-street parking opportunities as redevelopment occurs. The City should also explore other options for beautification of this open space, such as wildflower plantings that would require limited maintenance and add seasonal color to the downtown district.

Additional 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 storm water management facilities, etc.). Flowery Branch has already helped to facilitate redevelopment with implementation of the Main Street streetscape project, and a second phase streetscape project promises to add further to the infrastructure support for the redevelopment of Old Town. Additional public investment in infrastructure is desirable in order to help facilitate redevelopment. Such investment signals interested developers that the local government is committed to the revitalization of the area.

Since the City has done a good share of streetscape improvement by installing new streetscapes along Main Street between Railroad Avenue and Church Street, and since this plan calls for developers to install road improvements along existing street frontages at the time of redevelopment, where called for in this plan, the City of Flowery Branch should focus any future resources (beyond the second phase of streetscape improvements) to ensure adequate water and sewer lines (and treatment capacities), install drainage improvements, provide public parking facilities in conjunction with private parking on redeveloped properties, and partnering to install Old Town gateway features.

REDEVELOPMENT OF CITY-OWNED PROPERTIES

Because the City owns significant properties in the downtown area, it may become a major player itself in future redevelopment activities. In particular, the properties along the south side of Main Street might be redeveloped in the future at a higher intensity and scale that matches existing development on the north side of Main Street. The City's involvement in redevelopment of the south side of Main Street is considered long-range.



REDEVELOPMENT PLAN
FIGURE 4

FLOWERY BRANCH REDEVELOPMENT PLAN
 FLOWERY BRANCH, GEORGIA

THE JAEGER COMPANY
 1100 Peachtree Street, N.E.
 Atlanta, Georgia 30309
 Phone: 404.525.1000
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 www.jaegercompany.com

GUIDELINES FOR REDEVELOPMENT

Following are guidelines to consider in proposing redevelopment projects. These guidelines will be considered during the process of redevelopment project approval. Inconsistency with them may be cause for disapproval of a redevelopment project.

Protect Historic Character

The first consideration in redevelopment is to assess the potential historic status of all the buildings on the site and the current condition with the intent to initially consider reuse options for the existing buildings. The Historic Resources Inventory (dated March 2008) may reveal opportunities for the preservation of historic buildings. There might be the potential to utilize Historic Preservation Tax Credits in a future project if the office building and possibly others were deemed eligible for the National Register of Historic Places. Utilization of historic tax credits would require the developer to do a "Certified Tax Project" following the Secretary of Interior Standards for Rehabilitation Projects.

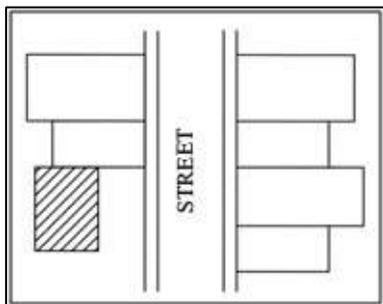
Block Size and Width/Length

Some of the blocks in the redevelopment area boundary are short and narrow, with some block widths less than 200 feet and others averaging approximately 300 feet. As redevelopment of blocks within Phase 1 or Phase 2 of the redevelopment area boundary occurs, the development should take place on subdivided blocks of land that are no more than 300 feet in block width, unless it can be shown that a larger block configuration is needed to facilitate the redevelopment proposal. To the extent possible, the pattern of small city blocks should be retained as redevelopment occurs.

Building Frontage

New building construction must front on an existing street. The main entrance of new construction cannot be located on a side elevation or rear elevation; it must face Main Street or Pine Street.

Building Elevations



In this sketch, the proposed buildings do not maintain the established setback of the historic building (hatched). It would be inappropriate for any redevelopment project to not maintain established setbacks in Redevelopment Blocks following the prevailing standards of adjacent blocks.

The elevations of buildings should be enlivened by architectural features so that a blank elevation (defined as horizontal or vertical distance on an elevation exceeding 15 feet without an architectural feature) is not presented to the residences and passersby along streets. Architectural details that do not belong to the period or style of the district are not appropriate for

detailing on new construction. Architectural details should be determined from the project's area of influence, as well as those found within the district, and must promote architectural interest. These features must be balanced and not create a cluttered appearance. Exterior materials for one to two story building construction may be of wood siding or masonry, or a combination of the two. Exterior materials for infill construction in excess of two stories shall be of masonry construction.

Building Setbacks

Building setbacks for redevelopment should maintain the existing setback established by existing historic buildings. For instance, in Priority Redevelopment Block #2, construction should front on Main Street, and maintain the setback of the existing office building (historic structure) unless this portion of the property is demolished. All redevelopment should follow the prevailing setbacks of the adjacent blocks.

Sidewalks

Sidewalks need to be provided along all streets. Sidewalks should also be provided within the site and along primary building frontages connecting open spaces, buildings and parking lots with the existing sidewalk network found in Flowery Branch and to the buildings.

Parking Lots

Parking lots should be divided into smaller parking areas and "softened" by planted tree islands or other landscape treatments. A rule of thumb is as follows: trees planted within and on the periphery of parking lots must be of sufficient canopy to provide shade to pedestrians and vehicles at maturity.

On-street Parking

On-street parking should be provided where permissible by zoning and other regulations.

Off-street Parking

Off-street parking should not front on the right-of-way, but rather, it should be placed to the rear (preferred) or side of buildings. Placing parking lots on the interior of this block is encouraged.

Commercial Uses in Residential Structures Along Railroad Avenue

Within the CBD zoning district and the redevelopment area boundary are one-story residential historic structures that have been converted to businesses and offices. It is critical, in maintaining existing character, to retain these historic residential structures. Furthermore, it is desirable that the existing historic structures along Railroad Avenue be retained, and that expansions are made through reuse or redevelopment that are historically compatible with the existing residential dwellings. Because the development pattern of these residential historic structures is different from that contemplated in Redevelopment Priority Blocks #1 and #2, it calls for some different standards to guide their redevelopment. Recommendations to consider in the future redevelopment of the historic structures on Railroad Avenue are provided below; they begin first with guidelines for the preservation of existing structures, followed by guidelines for new or infill construction:

- Rehabilitated residential buildings that are converted to a commercial use should follow the residential design guidelines and practices established by the Historic Preservation Commission. Follow the U.S. Department of the Interior's Standards for Rehabilitation Projects.
- Proposed new uses for residential buildings should be compatible with the historic property so that minimal changes are necessary. When adaptive reuse is complete, the property must still be recognizable as a residential property.



The structure in this photograph has been converted to a restaurant. The façade of the structure has been preserved, allowing its original form to be clearly recognizable.

- Arrangement and symmetry of the front facade should be preserved during any adaptive use project.
- Historic porches located on the side, or rear may be enclosed when establishing a new use. Historic porches located on a primary elevation should not be enclosed. The enclosure of the porch must be carefully designed in a manner that preserves the historic character and form of the original building. This can include using large sheets of glass and recessing the enclosure wall behind existing scrollwork, posts, and balustrades.
- Additional entrances, if required for a new use, should be constructed in a manner that preserves the historic character of the building, such as limiting such alteration to non-character-defining elevations.
- Additional windows on rear or other-non character-defining elevations, if required by the new use, should be compatible with the overall design of the building.
- Dropped ceilings, if required on the interior by a new use, should not block the full-height view of a window opening from the exterior.
- Additional stories, when required for a new use, should be designed to be set back from the wall plane and should be as inconspicuous as possible when viewed from the street.
- Historic additions and alterations that have acquired significance in their own right should be preserved when feasible.



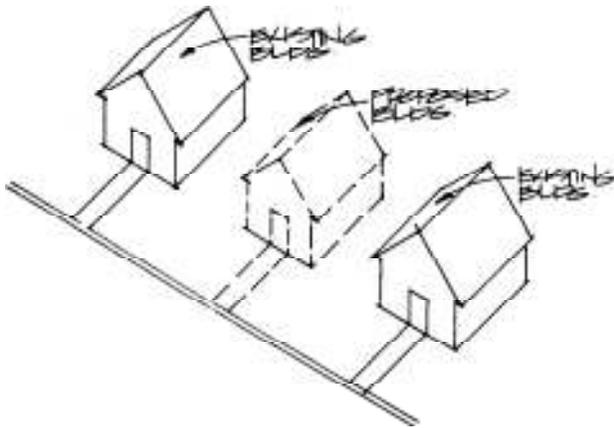
The historic clipped-roof bungalow (far left) has been engulfed by a right side addition that inappropriately extends beyond the original front façade; this addition is out of scale with the original building.

- Additions should be designed to have the least effect possible on historic materials or character-defining elements of the historic building or landscape.
- Additions should be placed on the rear or on an inconspicuous side of the historic building, and they must be compatible with the original building materials, relationships of solids to voids, and color. The size and scale of the addition should be limited in relationship to the historic building.
- Additions to the side of a historic building should not be flush with the front facade. Appropriately-designed side additions to historic buildings will be stepped back from the front facade, as far back as possible.



The proposed addition to this building is placed on the rear elevation, is clearly differentiated from the original structure, and is appropriately scaled.

- Design of a new addition must be clearly differentiated so that the addition is not mistaken for part of the original building and also does not damage the historic fabric of the existing building. Additions that could be easily removed, at a later date, are encouraged by the construction of breezeways, open or enclosed.
- Historic landscape features of the property should be preserved and maintained despite a change in use of the property, whenever feasible.
- Setback for all construction in the redevelopment block should maintain the existing and prevailing setback established by the historic resources fronting on Railroad Avenue.



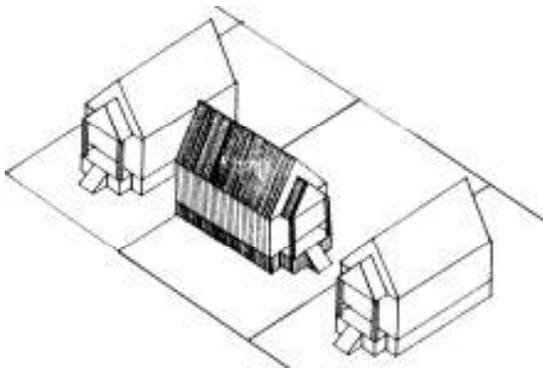
As seen in this illustration, the proposed building (middle) follows the prevailing setback established by adjacent structures

- New construction should follow the established patterns of existing buildings, including roof pitch, fenestration, materials, scale, and texture.



The house on the left (top and bottom) is existing. The fenestration on the proposed house on the top right does not follow the pattern established by the existing house. The proposed house on the bottom right does follow the established fenestration pattern.

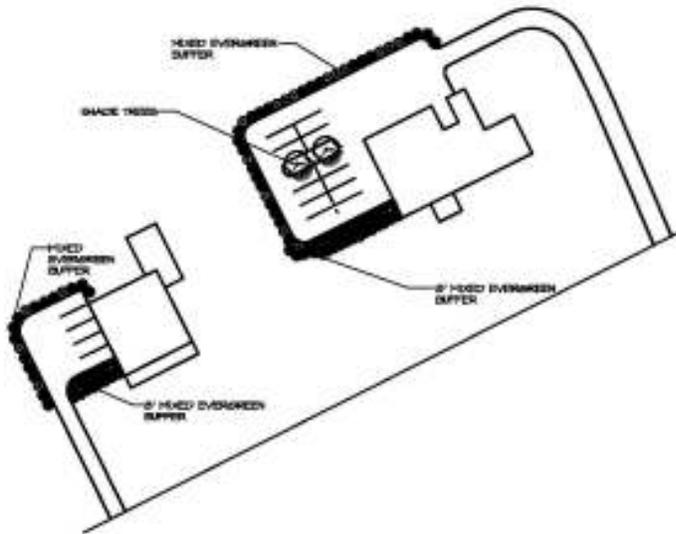
- New construction should follow the prevailing orientation of existing buildings on the adjacent block(s).



The orientation of the proposed building (middle) does not follow the orientation established by the flanking structures.

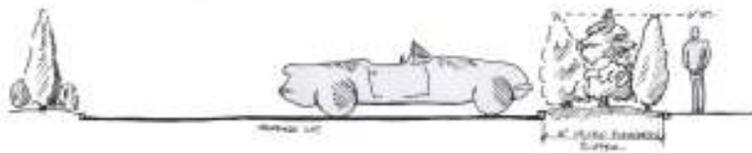
- Sidewalks need to be provided along Railroad Avenue and within parking lots for infill construction that connect with the existing sidewalk network found in Flowery Branch and to the buildings.

- Parking lots should not be placed within the prevailing setback of the existing structures on Railroad Avenue.



The parking lots in this illustration are appropriately located to preserve the prevailing setbacks of the structures.

- Off-street parking should be sited to the rear (preferred) or side of the infill construction. Such parking should be buffered from the public view from Railroad Avenue by landscaping, landscaping berms, planting strips, or low walls or fences of a historically appropriate design.



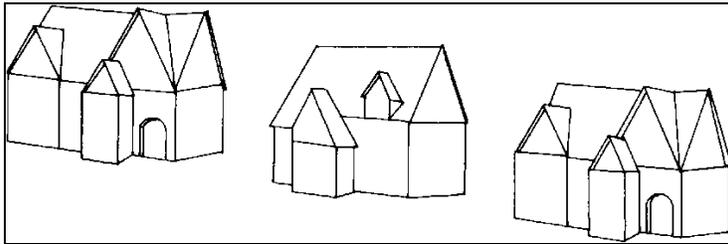
This section view illustrates appropriate methods of buffering a sidewalk, from Railroad Avenue, including a planting strip and a landscaping berm.



Landscaping, as seen in this photograph, defines the parking lot edge and provides added visual definition between the pedestrian and vehicular realms.

- Architectural details should be obtained from the project's immediate area, as well as those found within the district, to promote architectural interest on new buildings. These features must be balanced and not create a cluttered appearance and should be residential in style.

- Exterior materials for infill construction within this redevelopment block should be of wood to complement the existing historic buildings.
- Massing for infill construction should be residential in scale and should draw from the historic housing stock.



The infill construction (middle) appropriately draws from the residential character of the adjacent historic residences.

CHAPTER 11 POLICIES

This chapter contains a consolidated set of policies, except for those related to character and land use, which are presented in Chapter 9. The location of non-character area policies in a single chapter represents a change from the original Community Agenda document (2006) which presented policies in each chapter as appropriate. The consolidation of non-character policies in one chapter facilitates easier review for consistency. Policies are divided generally along the same topics as the chapters of this Community Agenda (housing, economic development, community facilities and services, etc.).

HOUSING

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 diverse housing opportunities. Significant deviations from the policies on individual development sites or citywide may be cited as a reason to deny 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. ***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.
2. ***Housing unit mix.*** 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%.
3. ***Occupancy mix.*** 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).
4. ***Age and condition of housing.*** Programs and incentives should be established to assist homeowners in upgrading existing, smaller homes in Flowery 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.
5. ***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 for 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.

6. **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.
7. **Housing grants and programs.** Flowers 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 Community Home Improvement Program (CHIP), Community Development Block Grant (CDBG) Program, Habitat for Humanity initiatives, 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 Flowers Branch.

ECONOMIC DEVELOPMENT

1. **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.
2. **Employment options objective.** A range of job types should be provided in each community to meet the diverse needs of the local workforce.
3. **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.
4. Flowers 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. The city will assess the effectiveness of the Economic Development Council with regard to its economic development recruitment efforts in Flowers Branch adjust strategies if necessary.
5. Retain existing businesses and encourage new business relocations by maintaining a positive business climate.
6. 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.

7. Diversify the city's economy to reduce its reliance upon any one employment sector or industry (e.g., manufacturing or retail).
8. Remove unnecessary regulatory and other impediments which may negatively affect the retention and expansion of existing businesses.
9. Provide the necessary infrastructure (especially water, sewer, and pedestrian facilities) to support tourism and job growth within activity centers, neighborhood commercial areas, industrial employment areas, and the revitalization of Old Town.
10. Protect resources, natural and cultural, that can increase tourism in the community.
11. Support activities that bring attention to and sustain the economic vitality of the City's historic district.
12. 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.
13. Tap the resources and volunteer labor pool of senior residents in all economic development and redevelopment efforts.
14. Consider the viability of attracting seniors as an economic development strategy.

COMMUNITY FACILITIES AND SERVICES

Generally

1. ***Level of service standards.*** Establish and maintain level-of-service and/or performance standards for all community facilities and services provided by the City.
2. ***Police protection.*** Ensure that the police department has adequate personnel, equipment, training, and facilities. Maintain a target officer to population ratio as may be established by national professional organizations.
3. ***Solid waste management.*** Implement the City's comprehensive solid waste management plan. Pursue waste diversion, composting, and recycling strategies.
4. ***Emergency preparedness.*** Periodically review and revise the disaster preparedness and emergency management plans in conjunction with Hall County.

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. Flowers 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. Flowers Branch will develop and implement a master plan and water conservation management program that meets the requirements of the Metropolitan North Georgia Water Planning District.
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.
8. Water rates will be established with conservation in mind. 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.

INTERGOVERNMENTAL COORDINATION

1. **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.
2. **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.
3. **Annexation.** Consider municipal boundary expansion opportunities as appropriate, including any properties identified as potential annexation areas and when unincorporated property owners petition for annexation. Proactively pursue annexation of areas adjacent to the city to square off city limit boundaries.

4. **Intergovernmental agreements.** Periodically assess existing intergovernmental agreements and develop new agreements as appropriate.
5. **Information sharing.** Share resources and information with all government entities.
6. **Cooperative land use planning.** Participate in cooperative efforts between Hall County and its cities to jointly plan land uses, which contributes to the overall future development and quality of life throughout the county, region, and state.
7. **Conflict resolution.** Resolve conflicts with other local governments through established mediation processes or other informal or formal means.

TRANSPORTATION

1. **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.
2. **Level of service standard for roads.** Flowers 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.
3. **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*, 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.
4. **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.

5. **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.
6. **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.
7. **Local street standards.** Flowers 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.).
8. **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 Flowers 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.
9. **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.
10. **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. In Old Town and adjoining areas, street lights should conform to design standards for the streetscapes.
11. **Bicycle facilities.** Bicycle facilities should be installed when called for in the Metropolitan Planning Organization's Bicycle and Pedestrian Plan. When installed, bike paths, bike lanes, and other bicycle facilities need to be designed in accordance with the *AASHTO Guide for the Development of Bicycle Facilities*, or acceptable alternative.

12. ***On-street parking in 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.
13. ***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 projects 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.
14. ***Porous paving.*** Porous pavement designs and grass pavers may be appropriate in some developments. 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.
15. ***Road resurfacing program.*** The City needs to 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.

NATURAL RESOURCES

1. ***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.
2. ***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.
3. ***Water quality.*** Install, maintain, and enforce best management practices for water quality.
4. ***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.

5. **Environmental restoration and mitigation.** Restore and enhance environmental functions damaged by prior site activities.
6. **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.
7. **Scenic Views.** 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.
8. **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.
9. **Connectivity of open spaces.** Creation of new open space and connection to existing or planned open spaces are priorities and will be sought in the review of development proposals, as appropriate. The requirement of open spaces, and their designs, will be considered on a case-by-case basis, taking into account the city's objectives of creating pedestrian-friendly, mixed-use places and destinations in Old Town and accessible linkages to them. Improving accessibility to parks and creating pedestrian links between the open spaces and the public park(s) in Old Town will greatly strengthen the urban core of the City and will therefore be a key guiding principle when reviewing open space proposals.

ENERGY CONSERVATION

1. **Sustainability and energy efficiency.** Promote sustainable and energy-efficient development.
2. **Reduce energy consumption.** Reduce energy consumption through comprehensive planning and urban design that incorporates strategies for both mobile and non-mobile energy efficiency.
3. **Support programs to increase energy efficiency.** Support programs to increase energy efficiency and reduce life-cycle costs of all construction projects, including public and institutional projects.
4. **Encourage renewable energy applications.** Develop and encourage appropriate applications of renewable energy.

HISTORIC RESOURCES

1. ***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.
2. ***Increase community support.*** Strive to increase community support for historic preservation. Continue to expand upon programs and activities that will instill an appreciation and pride in the city's historic resources.
3. ***National Register district.*** Publicize the benefits and incentives of National Register District status.
4. ***Design guidelines.*** Provide and maintain formal guidance to development and demolitions within the historic district in the form of design guidelines.

CHAPTER 12 IMPLEMENTATION AND SHORT-TERM WORK PROGRAM

STATUS OF PRIOR IMPLEMENTATION EFFORTS

A substantial number of recommendations in the 2006 comprehensive plan have been implemented, as more fully articulated in the separate “report of accomplishments” which is required to be submitted to the Georgia Mountains Regional Commission and Georgia Department of Community Affairs upon submission of the short-term work program update. The primary means of plan implementation, especially with regard to natural resource protection, watershed management, character, and land use, was adoption of a new zoning ordinance and subdivision and land development regulations in 2006. Those regulations have been regularly revised as necessary since their adoption.

Implementation has not ceased with adoption and amendment of those regulations, however. Since the plan was adopted, the city reconstituted its historic preservation commission, conducted a detailed study of historic resources, and revised its historic district ordinance. Flowery Branch also comprehensively amended its redevelopment element of this Community Agenda in 2008 and amended the zoning ordinance to establish a central business zoning district to implement the redevelopment plan for Old Town. In 2010, it completed a study of transportation in the downtown area. Also in 2010, the Flowery Branch City Council sponsored an assessment of impact fee program prospects but elected not to pursue its own development impact fee program, in part because it already collects impact fees on behalf of Hall County per intergovernmental agreement.

The city manager has sought to incorporate capital improvement programming into the city’s annual budgeting process, and significant water and sewer improvement projects have been programmed and completed. Streetscape improvements along Main Street have been completed, and in a unique public-private partnership, the city has a future plan for providing parking spaces in Old Town. Flowery Branch has established a tax allocation district which will provide funding to implement its downtown (Old Town) redevelopment plans and strategies. The city has addressed its longer term facility needs by securing additional office space in the downtown for administrative personnel. It has furthered its vision of completing a new city hall and new police headquarters building by purchasing two tracts of land in the downtown as recommended in the city’s redevelopment plan.

IMPLEMENTATION RESPONSIBILITIES

The Flowery Branch Planning and Community Development Department is the primary administrative agency responsible for implementation of the comprehensive plan. However, other municipal departments have important responsibilities in their respective service areas, and the City Manager must propose and approve funding levels appropriate to carry out the many programs suggested here. Furthermore, the Flowery Branch Mayor and City Council have an obligation to keep the comprehensive plan current in terms of policy.

Flowery Branch does not have a planning commission, but it does have a historic preservation commission responsible for the city’s historic preservation program. The Gainesville-Hall County Metropolitan Planning Organization (MPO) has responsibilities for long-range transportation planning and is assigned the role of programming multi-modal transportation improvements in accordance with federal and state processes and plans.

SHORT-TERM WORK PROGRAM

The short-term work program, which follows in multiple tables, covers the period of 2011 through 2015 (a five-year period). In presenting the short-term work program, the city hereby articulates a number of important qualifiers and caveats. The city has included the projects listed in the work program because they were (a) identified by department heads; (b) called for in the previous work program but deferred; and/or (c) suggested by the city's planning consultant based on a variety of professional planning standards and considerations. Generally, the suggestions in the work program are *discretionary*, and few if any of them are based on critical health and safety concerns.

City leaders believe all of these projects and initiatives are worthy, *if* funding is available. However, this is a time of great uncertainty with regard to municipal revenues for capital projects and new program initiatives. Similarly, some of the work program initiatives may only be feasible if outside funding is obtained, such as a grant. The lingering economic recession significantly limits, and will most likely continue to constrain, the city's spending with regard to funding capital improvements and initiating new projects as suggested in the work program. Therefore, *implementation of the short-term work program is not guaranteed*. Department heads, the general public, and others must keep these points in mind and cannot cite this suggested work program as a financial commitment by the Flowery Branch City Council.

Given the city's current revenue limitations, and uncertainty about its future revenue streams, the projects and activities listed in the short-term work program may be: (a) deferred for one or more years; (b) moved to long-range; (c) reduced in scope if possible; and/or (d) deleted from the work program altogether. The city's administration will evaluate capital improvements and program needs each year during the budgeting process and will use the short-term work program as a guide in recommending priorities to the City Council. If the city decides in the future not to implement one or more projects called for in the work program during the next five years, it will do so in a way that ensures the public health, safety, and general welfare will not be negatively impacted.

Table 12.1
City of Flowery Branch
Short-term Work Program, 2011-2015
General Government

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
POPULATION AND HOUSING				
Review total population counts and detailed population statistics from 2010 decennial census; amend projections and policies if necessary	2011-2013	Staff Function	City Planner	Operating Budget
Review housing statistics from 2010 decennial census upon release; amend projections and policies if necessary	2011-2013	Staff Function	City Planner	Operating Budget
Continue housing rehabilitation program in collaboration with Home Development Resources, Inc (HDRI)	2011-2015	Staff Function	City Manager	Georgia DCA Community Home Investment Program (CHIP)
Maintain and continue enforcement of housing and property standards code	2011-2015	Staff Function	Code Enforcement Officer	Operating Budget
Monitor housing construction trends and update residential vacant lands inventory	2012-2015	Staff Function	City Planner	Operating Budget
ECONOMIC DEVELOPMENT				
Assess needs of small and home-based businesses in the City	2011-2015	Staff Function	City Planner	Operating Budget
Work with Old Town merchants to identify and conduct promotional activities, and involve the business community in decision-making about matters that affect them	2011-2015	Staff Function	TBD	Operating Budget
Continue to explore ways to expand the city's economic development efforts with regard to Lake Lanier tourism, heritage tourism, Old Town redevelopment, and home of the Atlanta Falcons	2011-2015	\$12,000 (annual contribution to LLCVB)	Lake Lanier Convention Visitors Bureau	Hotel/Motel Tax Fund
Monitor efforts of the Economic Development Council (EDC) and reconsider financial support based on progress made toward reaching objectives	2011-2012	\$15,000 (annual contribution to EDC)	City Council	Operating Budget
Monitor employment trends and update non-residential vacant lands inventory	2012-2015	Staff Function	City Planner	Operating Budget
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	2011-2015	Staff Function	City Manager	Operating Budget
Initiate a "Concerts in Old Town" program at Flowery Branch Depot Park/Main St.	Ongoing 2011-2015	\$4,200 city contribution	Public/Private Partnership	Operating Budget
COMMUNITY FACILITIES – POLICE				
Patrol vehicles for police department (replace and/or purchase additional)	2014-2015	TBD	Police Chief	SPLOST VI
FACILITIES – WATER/SEWER				
Construct sewer line from Cinnamon Cove treatment plant to Wastewater Treatment Plant (WWTP)	2011-2012	\$1,750,000	City Engineer; City Manager; Water and Sewer Director	Sewer Capital Budget; GEFA Loan; SPLOST VI

Chapter 12, Implementation and Short-term Work Program (June 2011)
Flowery Branch Comprehensive Plan, Community Agenda

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Expand Wastewater Treatment Plant (WWTP) to 2.05 mgd	Long Range	\$12,000,000	City Engineer; Water and Sewer Director	Sewer Capital Budget; GEFA loan; SPLOST
Acquire new well site	2012-2013	TBD	City Manager; City Engineer	Capital Budget
Complete water and sewer line maintenance and improvement projects	2011-2015	Annual outlay TBD	Water and Sewer Director	Capital Budget
Extend water reuse lines	2011-2015	Annual outlay TBD	Water and Sewer Director	Capital Budget
Stormwater study for Old Town	2013-2014	\$40,000	City Engineer; City Planner; City Manager	Operating Budget or stormwater utility fee
Install stormwater improvements Phase 1 Old Town	2014-2015	\$210,000	Public/Private Partnership	Developer of Old Town Redevelopment Project
Water supply and water conservation planning	See Table 12.2			
Wastewater planning	See Table 12.3			
Watershed planning	See Table 12.4			
FACILITIES – STREETS				
Continue to participate in Metropolitan Planning Organization (MPO) efforts	2011-2015	Staff Function	City Planner; City Manager	Operating Budget
Complete pavement resurfacing projects per pavement management system	2011-2015	TBD	Public Works Department	Operating Budget; SPLOST VI
Complete major road improvements per MPO long-range improvement plan	Ongoing and Long Range	See MPO Plan	See MPO Plan	See MPO Plan
Complete bicycle and pedestrian improvements per MPO bicycle and pedestrian long-range plan	Ongoing and Long Range	See MPO Plan	See MPO Plan	See MPO Plan
Extend Lights Ferry Road to connect to Snelling Avenue	2011-2015	\$982,500	Public Works Department	Capital Budget
New connector road connecting Lights Ferry Road to Gainesville Street	By 2015	\$705,000	Public Works Department	TBD
New connector road connecting McEver Road to Gainesville Street	By 2015	\$1,750,000	Public/Private Partnership	Developer of Conner Property Project
Pine Street Extension	Concurrent with private development	\$495,000	Public/Private Partnership	Developer of Old Town Redevelopment Project
Debbie Lane, Knight Drive, Mitchell Street signage improvements	2011-2012	\$2,000	Public Works Department	Operating Budget
Jones Rd. widen to 2 lanes from Mitchell St. to Lorimar Ct (long-range improvement)	Long Range	\$320,000	Public Works Department	TBD
Mitchell Street improvement	Long Range	\$1,820,000	Public Works Department	TBD
Gainesville St./ Chattahoochee St. vertical realignment	By 2015	\$276,000	Public Works Department	TBD
McEver Road/Gainesville Street/Jim Crow Road signalization, horizontal realignment and related improvements	By 2012	\$550,000; \$40,000 City portion	Hall County	Hall County; City portion from Operating Budget

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Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
McEver Road/Lights Ferry Road vertical and horizontal realignment and related improvements	By 2015	\$500,000 \$40,000 City portion	Hall County	Hall County; City portion from Operating Budget
McEver Road/Gaines Ferry Road vertical and horizontal realignment and related improvements	By 2015	\$500,000 \$40,000 City portion	Hall County	Hall County; City portion from Operating Budget
Multi-use trail construction	Long Range	\$1,485,000	Public Works Department	TBD
Maintain traffic signals and street lighting	2011-2015	Staff Function	Public Works Department	Operating Budget
Downtown streetscape improvements Phase 2 (Main Street to Snelling Ave; portion of Church St)	2011-2012	\$250,000 plus city match	City Planner; Public Works Department	Ga. DOT Transportation Enhancement Grant
FACILITIES – BULDINGS/ GROUNDS				
Complete energy efficiency improvements to WWTP and municipal buildings	2011-2012	\$204,630 plus city match	City Planner	GEFA (Energy Efficiency Conservation Block Grant)
Prepare interim use plan and master plan for municipal properties acquired in 2010 (Old Town)	2011-2012	\$20,000	City Manager; City Planner	TAD Fund; Operating Budget
Site clearing and site development for municipal properties in Old Town	2013-2014	TBD	Public Works Department	TAD Fund; Operating Budget
Prepare preliminary architectural and engineering plans for new city hall and police headquarters buildings	2012-2013	\$200,000	City Manager	TBD
Phase 1 construction of new city hall and police headquarters	2015	\$5,000,000	City Council; City Manager	TBD
NATURAL AND HISTORIC RESOURCES				
Gateway improvements (determine specifics per special area plans)	2012 to Long Range	TBD	City Planner	TBD
Expand the existing National Register district	Long Range	\$10,000	Historic Preservation Commission; Consultant	TBD
Create a citywide local landmark program	Long Range	TBD	Historic Preservation Commission; Consultant	TBD

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Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
PLANNING AND DEVELOPMENT				
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
Prepare comprehensive plan update	2015	\$40,000	City Planner/ Consultant	Operating Budget
Prepare Specific Plan for special planning area 3	2012-2013	\$20,000	City Planner/ Consultant	Operating Budget
Prepare Specific Plan for special planning area 2	2014-2015	\$25,000	City Planner/ Consultant	Operating Budget
Prepare Specific Plan for special planning area 1	Long Range	\$30,000	City Planner/ Consultant	Operating Budget
INTERGOVERNMENTAL COORDINATION				
Participate in update of Hall County Service Delivery Strategy	2012	Staff Function	City Manager; City Council	Operating Budget
Participate in countywide emergency management planning	2011-2015	Staff Function	City Manager; City Council	Operating Budget
Participate in comprehensive solid waste management planning with Hall County	Per recertification deadline	Staff Function	City Manager; City Council	Operating Budget
Periodically review and revise intergovernmental agreements as necessary	2011-2015; ongoing	Staff Function	City Manager; City Council	Operating Budget

Table 12.2
City of Flowery Branch
Short-term Work Program, 2011-2015
Watershed and Stormwater Management

Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Metro N. Ga. Water District-wide Watershed Management Plan Local Action Items					
Adopt the Model Ordinance for Post-Development Stormwater Management for New Development and Redevelopment, or an equivalent ordinance at least as effective	Complete 2006	Adopted and implemented; enforcement ongoing	Included in rewrite of land development regulations	City Planner; City Council	Operating Budget
Adopt either the Georgia Stormwater Management Manual or a local design manual that addresses the performance criteria included in the model ordinance	Complete 2006	Adopted and implemented; enforcement ongoing	Included in rewrite of land development regulations	City Planner; City Council	Operating Budget
Make revisions to local plan review processes and procedures to incorporate the model ordinance and stormwater management plan requirements including Georgia Stormwater Management Manual	Complete 2006	Adopted and implemented; enforcement ongoing	Included in rewrite of land development regulations	City Planner	Operating Budget
Stormwater management facilities are to be inspected during construction (prior to as-built certification) by local staff, or be certified by a qualified professional.	Ongoing 2011-2015	Ongoing	Staff Function	City Engineer; Building Inspector	Operating Budget
Develop a system for ensuring long-term inspections and maintenance of structural stormwater controls by the appropriate party to ensure they are operating as designed	Ongoing 2011-2015	Ongoing	Staff Function	City Engineer; Building Inspector	Operating Budget
Adopt the Model Floodplain Management / Flood Damage Prevention Ordinance, or an equivalent ordinance at least as effective	Complete 2006	Adopted and implemented; enforcement ongoing	Included in rewrite of land development regulations	City Planner; City Council	Operating Budget
Make revisions to local plan review processes and procedures to incorporate the model ordinance and floodplain requirements	Complete 2006	Adopted and implemented; enforcement ongoing	Included in rewrite of land development regulations	City Planner	Operating Budget
Outline a local approach and schedule for future-conditions floodplain modeling and mapping	Ongoing 2011-2015	Ongoing	Staff Function	City Engineer	Operating Budget

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Metro N. Ga. Water District-wide Watershed Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Complete mapping of future-conditions floodplains by 2013	Complete 2009	Complete			
Revise local checklists and regulate to future-conditions maps as available	Complete 2009	Complete			
Remodel and remap future-conditions floodplain maps if there is a significant change to the future land use projections within a watershed that would significantly impact the future-conditions flood elevations	Long range	Future as needed		City Engineering Consultant	Operating Budget
Adopt the Model Illicit Discharge and Illegal Connection Ordinance, or an equivalent ordinance at least as effective	Complete 2006	Adopted and implemented; enforcement ongoing	Included in rewrite of land development regulations	City Planner; City Council	Operating Budget
Establish inspections, violation documentation, and enforcement process for Illicit Discharge and Illegal Connection ordinance	Ongoing 2011-2015	Ongoing	Staff Function	Code Enforcement Officer	Operating Budget
Adopt the Model Litter Control Ordinance, or an equivalent ordinance at least as effective	Complete 2006	Adopted and implemented; enforcement ongoing	Included in rewrite of land development regulations	City Planner; City Council	Operating Budget
Establish inspections, violation documentation, and enforcement process for litter control ordinance.	Ongoing 2011-2015	Ongoing	Staff Function	Code Enforcement Officer	Operating Budget
Review current local planning policies and comprehensive plan to identify areas for coordination	2010	Part of update of Community Agenda	Included in cost for plan update	City Planner; City Planning Consultant	Operating Budget: (included in cost for plan update)
Coordinate, at least once annually, staff responsible for stormwater and watershed management and local planning staff on land use planning and policy issues related to watershed management and protection	Complete; Ongoing 2011-2015	Ongoing; implemented as required by city's NPDES permit	Staff Function	City Planner	Operating Budget
Coordinate between watershed and planning staff throughout the local comprehensive plan update	Complete 2010	Complete 2010	Included in cost for plan update	City Planner; City Planning Consultant	Operating Budget: Included in cost for plan update
Coordinate, at least once annually, between local staff, wastewater service providers, and county Board of Health staff on wastewater issues that may impact watershed health	Ongoing 2011-2015	Ongoing	Staff Function	Water and Sewer Director; Hall County Health Department	Operating Budget

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Metro N. Ga. Water District-wide Watershed Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Select and implement one of the toolbox options for addressing growth management for the protection of water resources through encouraging the protection of open space, greenspace and the use of green infrastructure	Complete 2006	Adopted and implemented; enforcement ongoing	Included in rewrite of land development regulations	City Planner; City Council	Operating Budget
Update and revise the development plan review process checklist as needed to address new or updated regulatory requirements (applicable to all items)	2011-2015	Ongoing	Staff Function	City Planner; City Engineer	Operating Budget
Review erosion, sediment and pollution control) plans in compliance with Georgia law	2011-2015	Ongoing	Staff Function	City Engineer	Operating Budget
Ensure local government projects comply with Erosion and Sediment Control Act best practices	2011-2015	Ongoing	Staff Function	Code Enforcement Officer	Operating Budget
Create a schedule for mapping stormwater infrastructure if mapping is not completed	Complete 2008	Ongoing; (ditches and pipes still to be mapped)	Staff Function	City Planner; Code Enforcement Officer	Operating Budget
Map existing public stormwater system (at minimum outfall locations)	Complete 2008	(see above)			
As new construction occurs add relevant information to the map; if existing outfalls/ intakes are modified add relevant information to map	2011-2015	Ongoing	Staff Function	City Planner; Code Enforcement Officer	Operating Budget
Develop a local extent of service policy which identifies the publicly maintained and privately-maintained portions of the stormwater system, as well as a level of service policy which details the types of services a community will provide to different parts of the stormwater system or by the specific condition of the system	Complete; 2008	Ongoing	Staff Function	City Planner; Code Enforcement Officer	Operating Budget
Identify capital improvements to stormwater facilities based on the infrastructure inventory, level of service goals, inspections, and known problems/issues	2011-2015	Ongoing	Staff Function	City Planner; Code Enforcement Officer	Operating Budget

**Chapter 12, Implementation and Short-term Work Program (June 2011)
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Metro N. Ga. Water District-wide Watershed Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Create method to rank stormwater capital project improvements needed in order of necessity and urgency based on cost and benefits, and apply method in preparing capital improvement plan	2011-2015	Ongoing	Staff Function	City Manager; City Planner; City Engineer	Operating Budget
Based on stormwater inspections and customer service requests, update the stormwater capital improvement program as needed	2011-2015	Ongoing	Staff Function	City Manager; City Planner; City Engineer	Operating Budget
Identify facilities owned by, and operations and activities undertaken by the city which have a potential to contribute to stormwater pollution and water quality degradation	Ongoing 2011-2015	Ongoing	Staff Function	City Manager; City Planner; City Engineer	Operating Budget
For the identified local facilities' operations and activities, prepare appropriate procedures which can reduce the potential for pollutants to enter the stormwater system	Ongoing 2011-2015	Ongoing; business inspections and outreach as required by city's NPDES permit	Staff Function	City Manager; City Planner; City Engineer	Operating Budget
Provide education and training to local employees on general and job-specific pollution prevention and good housekeeping procedures and practices as needed.	Ongoing 2011-2015	Ongoing; business inspections and outreach as required by city's NPDES permit	Staff Function	City Planner; Code Enforcement Officer	Operating Budget
Long-term ambient trend monitoring: compare the number of existing long-term trend monitoring stations within the county to the required number; Determine the location of additional stations as needed	Ongoing 2011-2015	Ongoing; monitoring as required by city's Watershed Protection Plan	\$35,000 annually for Watershed Protection Plan	City Engineer; City Planner; Water and Sewer Director	Operating Budget
Long-term ambient trend monitoring: Collect and analyze data according to the local Watershed Protection Plan approved by Georgia EPD or the Metro Water District protocols	Ongoing 2011-2015	Ongoing; monitoring as required by city's Watershed Protection Plan	see above cost for Watershed Protection Plan	City Engineer; City Planner; Water and Sewer Director	Operating Budget

**Chapter 12, Implementation and Short-term Work Program (June 2011)
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Metro N. Ga. Water District-wide Watershed Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Submit water quality data annually to the Metro Water District using the Georgia EPD Watershed Assessment Data Reporting template	Ongoing 2011-2015	Ongoing; annual report submitted as part of city's Watershed Protection Plan	see above cost for Watershed Protection Plan	City Engineer; City Planner; Water and Sewer Director	Operating Budget
Collect and analyze habitat and benthic macroinvertebrate data according to the local Watershed Protection Plan approved by Georgia EPD or the Metro Water District protocols	Ongoing 2011-2015	Ongoing; monitoring and data collection as required by city's Watershed Protection Plan	see above cost for Watershed Protection Plan	City Engineer; City Planner; Water and Sewer Director	Operating Budget
Local education and public awareness program: Perform activities to educate the public either individually, or in combination with other agencies/partners	Ongoing 2011-2015	Ongoing; as required by the city's NPDES permit	Staff Function	City Planner; Code Enforcement Officer	Operating Budget
Local education and public awareness program: Perform activities to engage the public either individually, or in combination with other agencies/partners	2011-2015 Ongoing	Ongoing; as required by the city's NPDES permit	\$2,000	Elachee Nature Center; City Planner	Operating Budget
Identify water supply watersheds within the jurisdiction as well as priority issues and areas for watershed protection actions	2005	Complete	Included in 2005 contract for comprehensive plan	City Planner; City Planning Consultant	Operating Budget
Adopt the Part V Environmental Planning Criteria including adoption of drinking water supply watershed buffers in local ordinances	2006	Complete	Included in contract for zoning ordinance	City Council, City Planner; City Planning Consultant	Operating Budget
Coordinate at least annually with water supply providers to discuss local issues and priorities for water supply watershed protection as well as other challenges	2011-2015	Ongoing	Staff Function	Water and Sewer Director; Gainesville Water Dept.	Operating Budget
Determine impaired waters from 303(d) list and review existing Total Maximum Daily Loads and TMDL implementation plans	2011-2015	Ongoing	Staff Function	City Planner; Water and Sewer Director	Operating Budget
Develop a monitoring plan for 303(d) listed waters as required under existing permits and current TMDL implementation plans	2011-2015	Ongoing	Staff Function	City Planner; Water and Sewer Director	Operating Budget
Participate in the TMDL implementation plan preparation and revision process	2011-2015	Ongoing	Staff Function	Water and Sewer Director, City Engineer	Operating Budget

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Metro N. Ga. Water District-wide Watershed Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Review available lists of endangered species for the local jurisdiction	2011-2015	Ongoing	Staff Function	City Planner; City Engineer	Operating Budget
Consider additional watershed protection measures or development standards as appropriate within the community to protect endangered species	2011-2015	Ongoing	Staff Function	City Planner; City Planning Consultant; City Engineer	Operating Budget
Watershed improvement projects: Based on local criteria and impaired streams identify substantially impacted watersheds	2011-2015	Ongoing	Staff Function	City Planner; City Planning Consultant; City Engineer	Operating Budget
Prioritize watersheds or retrofit and restoration alternatives	2011-2015	Ongoing	Staff Function	City Planner; City Planning Consultant; City Engineer	Operating Budget
Develop a local schedule that provides for public review of watersheds or retrofit and restoration alternatives by 2009	2011-2015	Ongoing	Staff Function	City Planner; City Planning Consultant; City Engineer	Operating Budget
Design and prepare watershed improvement projects	2011-2015	As needed	Staff Function	City Planner; City Planning Consultant; City Engineer	Operating Budget
Incorporate watershed improvement projects into the local capital improvement program list and construct projects as funding is available. The infrastructure inventory may need to be updated	2011-2015	Ongoing	Staff Function	City Planner; City Planning Consultant; City Engineer	Operating Budget
Reevaluate watershed improvement program to see if the project met the stated goals or if additional restoration is required	2011-2015	Ongoing	Staff Function	City Planner; City Planning Consultant; City Engineer	Operating Budget

Source: Metropolitan North Georgia Water Planning District and Georgia Department of Natural Resources Environmental Protection Division.

Table 12.3
City of Flowery Branch
Short-term Work Program, 2011-2015
Water Supply and Water Conservation

Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Metro N. Ga. Water District-wide Water Supply and Water Conservation Management Plan Local Action Items					
Conservation pricing, Commercial rates: Perform a rate analysis to develop a minimum 3-tiered water conservation pricing schedule	Complete 2010	Ongoing	Staff Function	Water and Sewer Director; City Manager	Water Operating Budget
Conservation pricing, Irrigation meter pricing: Determine appropriate commercial rates for the service area	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	Water Operating Budget
Conservation pricing, Billing system functionality: If irrigation meters are allowed, develop an irrigation meter pricing schedule that recognizes the impact on peak demand from irrigation	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	Water Operating Budget
Conservation pricing: As local water providers replace existing billing systems, they will assess the functionality of new software to facilitate conservation	Complete 2010	Ongoing	Staff Function	Utility Clerk; City Clerk; Water and Sewer Director	Water Operating Budget
Conservation pricing: Review and update pricing: Periodically review and adjust conservation pricing to respond to changes in demand and ensure sufficient operation and maintenance funds are available. At least every 5 years, review rates specifically for effectiveness of conservation pricing	2011-2015	Ongoing	Staff Function	City Council; City Manager; Water and Sewer Director	Water Operating Budget
Plumbing fixture replacement: Participate in the regional program or implement a local rebate or other incentive program for the replacement of pre-1993 toilets	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Plumbing fixture replacement: As HET technology matures, encourage the replacement of older toilets to HET toilets	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD

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Metro N. Ga. Water District-wide Water Supply and Water Conservation Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Pre-rinse spray valve retrofit education program: Using the Metro Water District brochure or other media, develop a program targeting food service operators	Complete	Ongoing; as required by city's Watershed Protection Plan	Staff Function	Water and Sewer Director	Water Operating Budget
Rain sensor shutoff switches on new irrigation systems: Require all new irrigation systems to include rain sensor shutoff switches	2011	To be included in proposed Water Conservation Ordinance	Staff Function	Water and Sewer Director	Water Operating Budget
Rain sensor shutoff switches on new irrigation systems: Update checklists to inspect irrigation systems for shutoff switches	2011	Following adoption of proposed Water Conservation Ordinance	Staff Function	Water and Sewer Director	Water Operating Budget
Sub-meters in new multi-family buildings: Adopt a local ordinance or require sub-meters as a condition of purchasing a master meter for multi-family properties	2011	To be included in proposed Water Conservation Ordinance	Staff Function	Water and Sewer Director	Water Operating Budget
Assess and reduce water system leakage: Use the IWA/AWWA methodology annually to calculate the system water loss and causes of greatest water loss	2011-2015	Ongoing	Staff Function	Water and Sewer Director; City Engineering Consultant	Water Operating Budget
Assess and reduce water system leakage: Based on the water loss assessment and local knowledge, develop steps for reducing apparent and real losses as used in the AWWA Water Audits. These steps should be based on local conditions, such as the age and condition of the system and past efforts at reducing water losses	2011-2015	Ongoing	Staff Function	Water and Sewer Director; City Engineering Consultant	Water Operating Budget
Assess and reduce water system leakage: set a goal for real water losses that will be achieved and/or maintained over the next five years	2011-2015	Ongoing	Staff Function	Water and Sewer Director; City Engineering Consultant	Water Operating Budget
Conduct residential water audits: Utilize the "Do It Yourself Household Water Assessment" or other materials to educate customers on their water use through a self-water audit	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD

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Metro N. Ga. Water District-wide Water Supply and Water Conservation Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Conduct residential water audits: Distribute the "Do It Yourself Household Water Assessment" or other materials to target audience	Complete	Ongoing. Materials are made available to the public at 3 locations	Staff Function	Water and Sewer Director	Water Operating Budget
Distribute low-flow retrofit kits to residential users: Identify and purchase low flow retrofit kits appropriate for the local water service area	Complete	Ongoing	\$500	Water and Sewer Director	Water Operating Budget
Distribute low-flow retrofit kits to residential users: Target the distribution of retrofit kits to customers in pre-1993 properties	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Conduct commercial water audits: Train personnel to conduct commercial water audits using the P2AD water audit spreadsheet or other method of assessing water conservation potential	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Conduct commercial water audits: Contact highest commercial water users or otherwise advertise the audit program	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Conduct commercial water audits: Perform water audits with interested commercial partners based on the local program	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Conduct commercial water audits: Provide recommendations of cost-beneficial water conservation measures based on the site audit	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Education and public awareness plan: In conjunction with the regional educational efforts, implement a local education program	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Education and public awareness plan: Perform activities to educate the public either individually, or in combination with other agencies/partners	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD

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Metro N. Ga. Water District-wide Water Supply and Water Conservation Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Install HET toilets in government buildings: Develop a list of all public administration buildings, local water provider administration buildings, public libraries, and court buildings with the approximate number of fixtures to retrofit	By 2014	To be included in fiscal year 2012-13 Budget	\$2,000	Public Works Director; City Manager	Operating Budget
Install HET toilets in government buildings: Determine the schedule and funding mechanism for retrofitting the less efficient fixtures	By 2014	To be included in fiscal year 2012-13 Budget	See above	Public Works Director; City Manager	Operating Budget
Install HET toilets in government buildings: Replace all toilets greater than 3.5 gpf with HET toilets and all urinals greater than 1.0 gpf	By 2014	To be included in fiscal year 2012-13 Budget	See above	Public Works Director; City Manager	Operating Budget
New car wash water recycling: Require all new drive-through car washes to recycle water	2011	Following adoption of proposed Water Conservation Ordinance	Staff Function	Water and Sewer Director	Water Operating Budget
New car wash water recycling: Update plan review procedures, as needed, to ensure new drive-through car washes recycle water	2011	Following adoption of proposed Water Conservation Ordinance	Staff Function	Water and Sewer Director	Water Operating Budget
Return reclaimed water to Lake Lanier for future indirect potable water reuse: The city should maximize the return of reclaimed water to Lake Lanier	2011-2015	Ongoing. The city currently returns 400,000 gpd of reclaimed water to Lake Lanier	Staff Function	City Engineer; Water and Sewer Director	Sewer Operating Budget
New water treatment plants and expansion of existing water treatment plants: complete site-specific actions (see appendix B, Hall County, of district-wide water plan)	Long Range	TBD	TBD	City Council; City Manager; Water and Sewer Director	TBD
Local emergency water plans: Develop, adopt and use a written plan that defines specific steps required to accept or share water in an emergency	2011-2015	Ongoing	TBD	City Council (intergovernmental agreement)	TBD
Local emergency water plans: Share existing regional water supplies where practicable	2011-2015	Ongoing	TBD	City Council (intergovernmental agreement)	TBD

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Metro N. Ga. Water District-wide Water Supply and Water Conservation Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Local emergency water plans: Ensure interconnections provide needed reliability, efficiency and emergency water supplies	2011-2015	Ongoing	TBD	City Council (intergovernmental agreement)	TBD
Local emergency water plans: Update the plan as needed to remain viable during an emergency and remain consistent with the district-wide water plan	2011-2015	Ongoing	TBD	City Council (intergovernmental agreement)	TBD
Source water supply watershed protection: Identify water supply watersheds within the jurisdiction as well as priority issues and areas for watershed protection actions.	2005	Complete	Included in contract for comprehensive plan	City Planner; City Planning Consultant	Operating Budget
Source water supply watershed protection: Adopt the Environmental Planning Criteria including adoption of drinking water supply watershed buffers in local ordinances	2006	Complete	Included in contract for zoning ordinance and land development regulations	City Planner; City Planning Consultant	Operating Budget
Source water supply watershed protection: Water supply providers must coordinate at least annually with local governments to discuss local issues and priorities for water supply watershed protection as well as other challenges	Ongoing 2011-2015	Ongoing		Water and Sewer Director; City Planner	Water Operating Budget
Water system asset management: Develop a map of the distribution system and assets, either on paper or in a Geographic Information System (GIS) platform	Complete 2005 (update and integrate in GIS system)	Ongoing	TBD	Water and Sewer Director; City Planner	Water Operating Budget
Water system asset management: Develop a written asset management program to inspect, maintain, and rehabilitate the local water system	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Water system asset management: Coordinate the asset management program with the leak detection program	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD

Source: Metropolitan North Georgia Water Planning District and Georgia Department of Natural Resources Environmental Protection Division.

**Table 12.4
 City of Flowery Branch
 Short-term Work Program, 2011-2015
 Wastewater Management Plan Local Action Items**

Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Metro N. Ga. Water District-wide Wastewater Management Plan Local Action Items					
Construct new and/or expand (or retire) existing wastewater treatment plants: complete site-specific actions (see appendix B, Hall County, of district-wide wastewater plan)	Long range	Future as needed	\$12,000,000	City Council; City Engineering Consultant	Sewer Capital Budget; GEFA Loan; SPLOST
Upgrade wastewater treatment plant to protect water quality as described in local wastewater master plan	Complete	Ongoing. City treats water to a higher standard than required by GaEPD	Annual operating budget	City Engineer; Water and Sewer Director	Sewer Operating Budget
Enhance reliability of existing wastewater treatment plant and pumping stations: include appropriate measures in local wastewater master plan to ensure that treatment and pumping facilities have a firm capacity, and a dedicated emergency or secondary power supply	Complete	Each pumping station has a dedicated emergency backup generator	Annual operating budget	Water and Sewer Director; Public Works Director	Sewer Operating Budget
Reclaim water for Lake Lanier (see specific actions for Hall County in Appendix B of district-wide wastewater plan)	Complete	Ongoing. The City returns 400,000 gpd of treated water to Lake Lanier	Annual operating budget	City Engineer; Water and Sewer Director	Sewer Operating Budget
Sewer system inventory and mapping: Outline a plan, schedule, and budget for sewer system mapping	Complete 2005 (update and integrate in GIS system)	Ongoing	\$ 5,000 annually	City Engineer; Water and Sewer Director	Sewer Operating Budget
Sewer system inventory and mapping: Complete sewer system inventory and mapping for critical sanitary sewer components	Complete 2005 (update and integrate in GIS system)	Ongoing	See above	City Engineer; Water and Sewer Director	Sewer Operating Budget
Sewer system inventory and mapping: Create a sewer system map based on the database. This map may be a paper map or created using GIS from the sewer system database	Complete 2005 (update and integrate in GIS system)	Ongoing	See above	City Engineer; Water and Sewer Director	Sewer Operating Budget
Sewer system inventory and mapping: Update sewer system maps periodically to include sewer system extensions and rehabilitation projects	Complete 2005 (update and integrate in GIS system)	Ongoing	See above	City Engineer; Water and Sewer Director	Sewer Operating Budget

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Metro N. Ga. Water District-wide Wastewater Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Sewer system asset management: Determine whether a CMMS or asset management program will be used and purchase any necessary software	Complete	Ongoing. Staff uses existing computer software for asset management	Staff Function	City Engineer; Water and Sewer Director	Sewer Operating Budget
Sewer system asset management: Maintain information on inspections, maintenance, and rehabilitation in the CMMS or asset management program	Complete	Ongoing. Staff uses existing computer software for asset management	Staff Function	City Engineer; Water and Sewer Director	Sewer Operating Budget
Sewer system inspection program: Develop an inspection schedule, inspection types to be performed, and necessary procedures for system inspections	2011-2015	Ongoing	Staff Function	Water and Sewer Director	Sewer Operating Budget
Sewer system inspection program: Perform inspections, tracking information using the CMMS or asset management program	Complete	Ongoing. Staff uses existing computer software for asset management	Staff Function	City Engineer; Water and Sewer Director	Sewer Operating Budget
Sewer system rehabilitation program: Develop a priority list of rehabilitation projects	2011-2015	Ongoing	TBD	Water and Sewer Director	Sewer Operating Budget
Sewer system rehabilitation program: Based on available budget and staff, project the timeframe for the most critical rehabilitation projects	2011-2015	Ongoing	TBD	Water and Sewer Director	Sewer Operating Budget
Sewer system rehabilitation program: Rehabilitate infrastructure based on schedule and budget for critical infrastructure	2011-2015	Ongoing	TBD	Water and Sewer Director	Sewer Operating Budget
Sewer system rehabilitation program: Consider rehabilitation needs as part of the annual budget process	2011-2015	Ongoing	TBD	Water and Sewer Director	Sewer Operating Budget
Sewer system rehabilitation program: Document the rehabilitation performed in the asset management program or CMMS program	Complete	Ongoing. Staff uses existing computer software for asset management	Staff Function	City Engineer; Water and Sewer Director	Sewer Operating Budget
Capacity certification program: Maintain flow and rainfall monitoring to support the hydraulic modeling and capacity certification program	Complete	Ongoing	Staff Function	City Engineer; Water and Sewer Director	Sewer Operating Budget

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Metro N. Ga. Water District-wide Wastewater Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Capacity certification program: Maintain a modeling software or manual calculation approach to determine available capacity	2011-2015	Ongoing	TBD	Water and Sewer Director	Sewer Operating Budget
Capacity certification program: Using manual calculations or hydraulic modeling, determine the system capacity	2011-2015	Ongoing	TBD	Water and Sewer Director	Sewer Operating Budget
Capacity certification program: Maintain a written procedure for certifying available capacity for proposed developments and sewer system extensions	2011-2015	Ongoing	TBD	Water and Sewer Director	Sewer Operating Budget
Capacity certification program: Certify that capacity is available or will be available	2011-2015	Ongoing	TBD	Water and Sewer Director	Sewer Operating Budget
Grease management program: Establish grease trap requirements for industrial and commercial facilities. Implement a grease truck inspection program or delegate the inspection responsibilities to another entity	Complete 2009	Adopted and implemented; enforcement ongoing	Included in adoption of city's FOG Ordinance	Water and Sewer Director	Sewer Operating Budget
Grease management program: Implement education targeted at generators of fats, oils and grease	Complete 2009	Adopted and implemented; enforcement ongoing	Included in adoption of city's FOG Ordinance	Water and Sewer Director	Sewer Operating Budget
Sewer system overflow emergency response program: Ensure local response program complies with Federal and State requirements	Ongoing 2011-2015	Ongoing (part of the city's Watershed Protection Plan)	Staff Function	Water and Sewer Director	Sewer Operating Budget
Sewer system overflow emergency response program: Develop and add standard operating procedures as needed to ensure proper response to overflows	Ongoing 2011-2015	Ongoing (part of the city's Watershed Protection Plan)	Staff Function	Water and Sewer Director	Sewer Operating Budget
Sewer system inspection and maintenance training: Review existing staff certifications to ensure they meet State requirements	Ongoing 2011-2015	Ongoing (part of the city's Watershed Protection Plan)	Staff Function	Water and Sewer Director	Sewer Operating Budget
Sewer system inspection and maintenance training: Schedule additional training, as needed for new or existing personnel	Ongoing	Ongoing (part of the city's Watershed Protection Plan)	Staff Function	Water and Sewer Director	Sewer Operating Budget

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Metro N. Ga. Water District-wide Wastewater Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Septic system planning: Identify critical areas with risk and/or potential impacts for septic system failures	Ongoing 2011-2015	Ongoing (part of the city's Watershed Protection Plan)	Staff Function	Water and Sewer Director	Sewer Operating Budget
Septic system planning: Determine the appropriate conditions for septic systems in certain critical areas	Complete 2009	Ongoing; coordination with Hall County Health Dept.	Included in adoption of Sewer Use Ordinance	Water and Sewer Director; City Engineer	Operating Budget
Septic tank septage disposal: Plan for septage disposal when determining future areas served by septic. Local wastewater providers must determine acceptable parameters for septage disposal at local wastewater treatment facilities and provide to local governments	Complete 2009	Adopted and implemented; enforcement ongoing	Included in adoption of Sewer Use Ordinance	Water and Sewer Director; City Engineer	Sewer Operating Budget
Septic tank septage disposal: Collect and provide septage manifests to County Board of Health.	Complete 2009	Adopted and implemented; enforcement ongoing	Included in adoption of Sewer Use Ordinance	Water and Sewer Director; City Engineer	Operating Budget
Septic tank septage disposal: Consider future septage needs when designing new or upgrading wastewater facilities	Complete 2009	Adopted and implemented; enforcement ongoing	Included in adoption of Sewer Use Ordinance	Water and Sewer Director; City Engineer	Operating Budget
Private decentralized wastewater systems ordinance: Adopt a private wastewater system ordinance that either prohibits private systems or provides technical specifications for these systems	Complete 2009	Adopted and implemented; enforcement ongoing	Included in adoption of Sewer Use Ordinance	Water and Sewer Director; City Engineer	Operating Budget
Private decentralized wastewater systems ordinance: Provide the ordinance to Georgia EPD and Georgia DCA and incorporate into local wastewater master plan	Complete 2009	Adopted and implemented; enforcement ongoing	Included in adoption of Sewer Use Ordinance	Water and Sewer Director; City Engineer	Operating Budget
Septic system coordination: Develop written procedure that requires the soils inspection and health department permit process be started before land disturbing activities start	Ongoing 2011-2015	Ongoing (part of the city's Watershed Protection Plan)	Staff Function	Water and Sewer Director	Sewer Operating Budget
Septic system coordination: Coordinate local water quality challenges with the County Board of Health departments, where appropriate	Ongoing 2011-2015	Ongoing	Staff Function	Water and Sewer Director; Hall County Health Dept	Sewer Operating Budget

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Metro N. Ga. Water District-wide Wastewater Management Plan Local Action Items (continued)					
Description	Year(s) To Be Completed	Status	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Develop local wastewater management plan: Develop a local wastewater master plan that addresses wastewater collection, wastewater treatment, and effluent and biosolids management	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Develop local wastewater management plan: Revise the local wastewater master plan every 5 years and as needed to support projects and remain consistent with regional and State policy	2011-2015	Implementation under consideration	TBD	Water and Sewer Director	TBD
Establish local policies for connections to public sewer for transitioning areas	Complete 2009	Adopted and implemented; enforcement ongoing	Included in adoption of Sewer Use Ordinance	Water and Sewer Director; City Engineer	Sewer Operating Budget
Local education and awareness program: Annually conduct at least one education and outreach activity	Ongoing 2011-2015	Ongoing (part of the city's Watershed Protection Plan and NPDES Permit	Staff Function	Water and Sewer Director	Sewer Operating Budget
Local education and awareness program: Annually conduct at least one public participation and involvement activity	Ongoing 2011-2015	Ongoing (part of the city's Watershed Protection Plan and NPDES Permit	Staff Function	Water and Sewer Director	Sewer Operating Budget

Source: Metropolitan North Georgia Water Planning District and Georgia Department of Natural Resources Environmental Protection Division.

Funding source note: Funding sources are uncertain at this point in the planning process and will need to be identified in the local wastewater master plan. Possibilities include: wastewater rate adjustments, Operating Budget appropriations, general obligation bonds, revenue bonds, Georgia Environmental Financing Authority (GEFA) loans (including "Water First" discounts via the Department of Community Affairs), Special Local Option Sales Tax (SPLOST), sewer surcharge fees, community improvement districts, in-lieu construction fees, and community development block grants (CDBG).

**APPENDIX A
REPORT OF SHORT-TERM WORK PROGRAM (STWP) ACCOMPLISHMENTS**

Description	Year(s) To Be Implemented	Status	Actual Cost (\$)
HOUSING			
Monitor citywide adherence to housing policies for desired mixes of housing types and recommended owner-renter ratio.	2006-2010	Complete; Ongoing Activity	
Review annexation, rezoning, and master plan proposals for consistency with housing policies	2006-2010	Complete; Ongoing Activity	
Identify and publicize local, state, federal, and private/nonprofit housing programs and incentives to upgrade existing housing units	2006-2010	Completed/On-going. In 2008 the City received a CHIP Grant from the Ga Dept of Community Affairs; To be continued in new STWP	\$189,515 from CHIP Grant
Prepare, adopt, and enforce a housing code and residential property appearance standards	2006-2010	Complete. In 2007 the City adopted the International Property Maintenance Code.	
Increase housing opportunities for seniors in Flowers Branch; add at least 50 units by 2010 specifically for elderly living	2010	Incomplete. Interest in developing senior living has slowed; depends on private sector interest, not included in STWP	
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	Complete. Since 2006 the City has conducted two utility rates studies and adopted a new schedule for water and sewer tap fees	\$20,000
Assess needs of small and home-based businesses in the City	2006	Ongoing; continued in new STWP	
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	Ongoing; continued in new STWP	
Explore prospects with the Atlanta Falcons and interested business owner(s) to establish an Atlanta Falcons store in Old Town	2006-2007	Incomplete; This item is no longer considered viable	
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	Completed. The City amended its redevelopment plan in 2008 but chose to create a Tax Allocation District instead of a redevelopment agency	\$25,000 \$56,000
Aggressively market opportunities for redevelopment	2006-2010	Complete and continued in STWP; redevelopment project approved and pending per market conditions	
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	Ongoing; continued in new STWP	
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	Incomplete. The county did not adopt the I-985 corridor study and the Greater Hall Chamber of Commerce does not have an Economic Development Plan for any part of the County	

Appendix A, Report of Short-term Work Program Accomplishments (June 2011)
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Description	Year(s) To Be Implemented	Status	Actual Cost (\$)
Initiate a "Concerts on the Lake" program at Flowery Branch Park on Lake Lanier	2007	Incomplete. The City has decided to move the concerts to Depot Park on Main Street	
Consider additional staffing beyond the Better Hometown Coordinator to staff the City's redevelopment agency and promote redevelopment and economic development efforts	2008-2009	Incomplete. Due to budgetary reasons the City has discontinued the Better Hometown Program	
WATER AND SEWER			
Complete study and mapping of the city's water system	2006	Completed. In 2007 the City hired a consultant to map the water, sewer and storm sewer system	\$40,000
Add laboratory building at sewage treatment plant	2006	Completed	\$373,000
Amend intergovernmental agreements to resolve disputes and/or add clarity to allocations of sewer capacity among Oakwood, Flowery Branch, and Hall County	2006	Ongoing; revision of intergovernmental agreements included in new STWP	
Incorporate reuse water service area boundaries into existing intergovernmental agreements with Oakwood and Hall County	2006	Ongoing; revision of intergovernmental agreements included in new STWP	
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	Completed	\$20,000
Establish a policy for the "oversizing" of water mains (land development regulations)	2006	Completed In 2009; the City adopted new standards and specifications for all utilities	
Develop city water conservation program, implementing objectives of the Metropolitan North Georgia Water Planning District	2006 (annual implementation thereafter)	Completed In 2010 the City adopted new water and sewer fees that included a tiered conservation rate	\$22,000
Add new well for additional water supply	2009	Complete In 2009; the City located and developed Well No 3	\$267,000
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	Ongoing; continued in new STWP (see water supply and water conservation planning work program)	Unknown
Prepare and/or update technical specifications for connection to the potable water, reuse water, and sanitary sewer systems	2006-2007	Completed In 2009; the City adopted new standards and specifications for all utilities	\$20,000
Erect new 750,000 gallon ground storage tank	2007-2009	Completed in 2008; the City completed construction of a new 750,000 above ground storage tank on Roberts Drive	\$688,000
Connect new well and new tank with water lines	2006-2007	Completed in 2008 as part of the Well No 3 project	See above
Maintain and replace water lines as needed (annual expenditure)	2006-2010	Ongoing; since 2006 the City has replaced approximately 3,680 linear feet of water lines; continued in new STWP	\$75,000 annually
Extend lines of water reuse system (multiple projects) (annual expenditure)	2006-2010	Ongoing; continued in new STWP	\$1,500,000

Appendix A, Report of Short-term Work Program Accomplishments (June 2011)
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Description	Year(s) To Be Implemented	Status	Actual Cost (\$)
Expand the sewer plant (wastewater reclamation facility) to 3.0 mgd capacity	2008	Ongoing; The City has received preliminary approval and a Waste Load Allocation from GaEPD for a plant expansion to 2.0 mgd; continued in STWP	\$12,000,000
Extend sanitary sewer lines along McEver Road, Atlanta Highway (part), and Hog Mountain Road	2006-2010	Ongoing; Sewer service has been extended near the Hog Mountain Rd./Spout Springs Rd. intersection. A proposed sewer line is being designed to serve portions of McEver Rd. and Atlanta Highway; continued in STWP	\$1,750,000
Maintain and replace sewer lines as needed (annual expenditure)	2006-2010	Ongoing; Since 2006 the City has replaced approximately 700 linear feet of sewer lines; continued in STWP	\$20,000 annually
Replace water and sewer department vehicles as needed	2006-2010	Ongoing; since 2006 the City has purchased 8 vehicles for the water and sewer departments	Unknown
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	Incomplete due to lack of funding; Continued in new STWP	Unknown
75 to 90 percent of the City's population will have achieved awareness of water resource protection issues	2006	Completed and ongoing; an annual report is submitted to GaEPD describing the City's NPDES and Watershed Protection Plan; continued in STWP	
Respond to mandates of the Metropolitan North Georgia Water Planning District in terms of implementing its District wide Watershed Management Plan	2006-2010	Completed and ongoing; an annual report is submitted to GaEPD describing the City's NPDES and Watershed Protection Plan; continued in STWP	
Complete inventory of stormwater system	2007-2009	Completed. In 2007-09 the City hired a consultant to map the water, sewer and storm sewer system. The maps will be updated as needed	\$40,000
Adopt an ordinance that establishes septic system inspection and maintenance programs, including requirements for pumping septic tanks every five years	2007	Completed; Ongoing	
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	Completed and ongoing. Two City employees are certified by the GSWCC as level 1A Certified Personnel	\$500 annually
Initiate water quality monitoring efforts as may be required to meet Water District mandates	2007	Completed and ongoing. The City continues to comply with requirements of the GaEPD approved Watershed Protection Plan	\$35,000 annually
Consider the feasibility of initiating a stormwater utility to help fund maintenance of stormwater facilities, either individually or in conjunction with Hall County	2007	Incomplete; Political climate is not conducive to establishing a stormwater utility	

**Appendix A, Report of Short-term Work Program Accomplishments (June 2011)
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Description	Year(s) To Be Implemented	Status	Actual Cost (\$)
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	Completed; in 2008 the City received approval from GaEPD for a Watershed Protection Plan	\$50,000
TRANSPORTATION			
Complete downtown streetscape project	2006	Completed in 2008	\$502,000
Monitor the proposal to develop commuter rail between Atlanta and Gainesville	2006-2010	No activities; not continued	
Implement the transportation policies at the time of site plan and preliminary plat review	2006-2010	Ongoing; part of city's routine planning staff functions	
Include specific provisions for off-street, public parking lots as a part of the Old Town redevelopment plan	2006-2007	Ongoing; the City has approved a public-private partnership for construction of a multi-level parking deck as part of Old Town approved redevelopment project – to be completed in conjunction with redevelopment project as market conditions permit	\$1,200,000
Acquire right-of-way and construct connector road between Snelling Street and Lights Ferry Road	2006-2008	Incomplete due to lack of funding; continued in STWP	\$632,000 (excluding right of way)
Acquire right-of-way and construct connector road between Atlanta Highway and Mitchell Street, including CSX Railroad underpass	2006-2008	No longer consider feasible – dropped from STWP	
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).	2006-2008	Incomplete due to lack of funding; STWP refers to projects per approved MPO plan	See Table 6.3
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	Completed; in 2010 the City contracted with Hall County Government to prepare a pavement inventory plan. However, no resurfacing has taken place due to lack of funding; continued in STWP	\$1,900
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	Review completed in 2010 as part of Downtown Transportation Study; not yet implemented due to lack of funding; continued in STWP	
Prepare and adopt an access management and enhancement plan for parts of Atlanta Highway within the City limits	2006-2008	Incomplete due to lack of funding; City zoning ordinance adopted in 2006 addresses access management	
Martin Road Interchange Study	2006-2010	Completed	Unknown
Improvements of I-985 and Spout Springs Road Interchange.	2006-2008	Incomplete due to lack of funding; project not evident in MPO plan	Unknown
Study or assessment of north-south access through/around Downtown Flowers Branch.	2006-2010	Completed. In early 2010 the City conducted a transportation study to evaluate transportation improvements within and around the downtown area	\$ 30,000 (\$20,000 from MPO)

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Description	Year(s) To Be Implemented	Status	Actual Cost (\$)
TRANSPORTATION – STREETS			
Flowers Branch Streetscape (Main St.)	2005-2010	Completed	\$502,000
Winder Highway Widening from Cedar Ridge Drive to SR 211	2005-2010	Completed	\$15,670,000
Friendship/ Thompson Mill Road Widening and Relocation from I-985 to SR 211	2006-2008	Incomplete due to lack of funding; Referenced via MPO plan (see Chapter 6)	
McEver Road Intersection improvements	2006-2008	Incomplete due to lack of funding; Referenced via MPO plan (see Chapter 6)	
One-Way Pairing of Streets in Old Town	2005-2010	Study completed but not yet implemented due to lack of funding	Unknown
Mitchell Street road improvements	2006-2008	Incomplete due to lack of funding; included as unfunded long-range project	\$1,320,000 (estimated)
Designate Gainesville Street as a one-way into Starboard Marina	2005-2010	Completed	\$1,500
Designate Jones Street as one-way	2005-2010	Completed	\$32,000
Improve intersection of Jones and Gainesville Street	2006-2008	Incomplete due to lack of funding; projects reassessed as part of Downtown Transportation Study	\$40,000 (excludes right of way)
Reconfigure Jones Street intersection with Mitchell Street to 90 degrees	2006-2010	Completed	\$32,000
Pine Street extension to Railroad Avenue	2006-2010	Incomplete; to be completed as part of approved redevelopment Project; included in STWP	\$495,000 (estimated)
Knight Drive extension to Mitchell Street	2006-2008	Incomplete due to lack of funding; projects reassessed as part of Downtown Transportation Study	
Friendship Road widening from I-985 to Lake Lanier Islands	2011-2020	Incomplete due to funding; Referenced via MPO plan (see Chapter 6)	
New I-985 Interchange – Martin Road	2011-2020	Incomplete due to lack of funding; Referenced via MPO plan (see Chapter 6)	
Atlanta/Buford Highway Widening from Thompson Mill Road to SR 347	2011-2020	Incomplete; dropped; no longer considered a project by the MPO	
Spout Springs Road Widening from Hog Mountain Rd to Gwinnett Co.	2011-2020	Incomplete due to lack of funding; Referenced via MPO plan (see Chapter 6)	
Martin Road Widening from new interchange to SR 53	2011-2020	Incomplete due to lack of funding; Referenced via MPO plan (see Chapter 6)	
Lights Ferry Road – Snelling Street Connection and intersection improvements at Mitchell Street and Lights Ferry Road	2010-2015	Incomplete due to lack of funding; Referenced via MPO plan (see Chapter 6)	\$632,000 (excludes right of way)
Grade-Separation of CSX Railroad and Snelling Street	2011-2020	Incomplete; No longer considered a project by the MPO	
McEver Road Widening (SR 347 to Jim Crow Road)	2021-2030	Incomplete; No longer considered a project by the MPO	
Atlanta Highway/ Falcon Parkway Widening from Radford Road to SR 53	2021-2030	Incomplete due to lack of funding; Referenced via MPO plan (see Chapter 6)	
McEver Road Widening (Jim Crow Rd to SR 53)	2021-2030	Incomplete; No longer considered a project by the MPO	

**Appendix A, Report of Short-term Work Program Accomplishments (June 2011)
Flowerly Branch Comprehensive Plan, Community Agenda**

Description	Year(s) To Be Implemented	Status	Actual Cost (\$)
Hog Mountain Road Widening (Gwinnett County to Atlanta Hwy/ Falcon Pkwy)	2021-2030	Incomplete; No longer considered a project by the MPO	
SIDEWALKS AND BIKEWAY PROJECTS			
Greenway: Park Connector from City Park to Alberta Banks Park	2011-2020	Incomplete; greenway projects retained in long-range plan for city	
Sidewalk, Railroad Avenue from Snelling Street to Chattahoochee Street	2011-2020	Ongoing as part of the City's current TE Grant project; continued in STWP	
Sidewalk and bikeway projects – note: several projects were listed in the 2006 community agenda as long-range	2011-2020	Incomplete due to lack of funding; sidewalk improvement program was too aggressive given available funding and is not continued in this STWP	
NATURAL RESOURCES			
Prepare and adopt conservation subdivision provisions in the City's new (rewritten) land use regulations	2006	Completed as part of updated Zoning Code in 2006	
Consider the appropriateness of regulations to protect steep slopes	2006	Completed as part of updated Zoning Code in 2006	
Include provisions for tree protection and street tree planting within subdivision in the City's new (rewritten) land use regulations	2006	Completed as part of updated Zoning Code in 2006	
Consider the appropriateness of additional provisions limiting clearing and grading	2006	Completed as part of updated Zoning Code in 2006	
Acquire lands within designated greenways for water quality protection and recreation	2011-2020	Incomplete due to lack of funding; continued in STWP	
Participate in basin-wide Lake Lanier watershed protection planning efforts	2011-2020	Completed and ongoing; the City continues to comply with requirements of the GaEPD approved Watershed Protection Plan	
When justified, hire a water quality inspector or other personnel to assist with enforcement of water quality regulations	2008-2010	Not necessary; duties assigned to existing staff within the City's Wastewater Department	
Identify sites, acquire easements or land, and install gateway improvements in three identified locations of the city (annually)	2007-2009	Incomplete due to lack of funding; continued in STWP	
HISTORIC PRESERVATION			
Maintain a copy of 2008 Survey at City Offices for use by Historic Preservation Commission (HPC), city staff & citizens; continue to update	On-going	Completed; updated not yet needed and not anticipated to be needed during next 5 years	
Follow designation process in adding updated Railroad and Cotton local districts, residential district(s), and local landmarks, based on HPC's determination of final districts and boundaries	2008	Completed in 2008; the City reestablished the local historic district boundaries.	
Prepare a master plan for preservation and redevelopment of Old Town	2008	Completed and adopted in 2008 as part of community agenda	
Expand the existing National Register district	2009-2010	Incomplete; included in STWP as long range	
Provide more formal guidance to development, redevelopment, and demolitions in the form of design guidelines	2009-2010	Partially complete in 2008; city prepared guidelines for key redevelopment area; other guidelines considered not necessary at this time	

**Appendix A, Report of Short-term Work Program Accomplishments (June 2011)
Flowers Branch Comprehensive Plan, Community Agenda**

Description	Year(s) To Be Implemented	Status	Actual Cost (\$)
Upgrade part time position to a full time staff position to manage Old Town Redevelopment and Better Home Town Program	2009-2010	Due to funding limitations this position is no longer considered viable	
CHARACTER AREAS			
Apply the Character Area Map as a guide in annexation, rezoning, special use, and development recommendations and decision-making	2006-2010	Ongoing; part of city's routine planning staff functions	
Refine existing design guidance and add additional design guidelines as appropriate to further implement the desired outcomes of the Character Area Map	2006-2010	Incomplete; to be continued in selected areas as part of specific plans for Special Planning Areas; 2 of 3 included in STWP	
LAND USE			
Rewrite the City's zoning, subdivision, and environmental land use regulations into a unified development code	2005-2006	Completed in 2006	\$40,000
REDEVELOPMENT			
Establish an urban redevelopment agency, or Downtown Development Authority, to pursue redevelopment projects in selected city blocks in Old Town	Long Range	Incomplete due to lack of funding and interest in citizens to fill the Development Authority; instead city established a tax allocation district	
Aggressively market opportunities for redevelopment	2008-2013	Partially complete and ongoing; a redevelopment project has been approved; included in STWP	unknown
Maintain existing parking in the right-of-way of the railroad, and work with the railroad to secure additional off-street parking in the railroad right-of-way, as redevelopment occurs.	2008-2013	Completed and ongoing; in 2007 the City secured a landscape, parking and beautification lease with Norfolk Southern Corporation	\$2,500 annually
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)	Completed in 2006 and 2008; continued in STWP	\$1,500 to \$5,000 per amendment
CAPITAL IMPROVEMENTS			
Construct new city hall	2010	Incomplete; city leased space to cover short-term costs; city has now purchased land for project; city hall project is included in STWP	
Construct police headquarters building	2010	Incomplete; city has now purchased land for project; city hall project is included in STWP	
Construct community recreation center	2010	Incomplete; project dropped because Hall County has provided a community center in South Hall County and city elected not to pursue a development impact fee program to fund community centers	
Acquire and improve city (civic) park	2010	Incomplete, but city has purchased land in Old Town and will incorporate park land into future development plans	

RESOLUTION NO: 11-006

A RESOLUTION OF THE CITY OF FLOWERY BRANCH CITY COUNCIL AUTHORIZING THE TRANSMITTAL OF COMMUNITY AGENDA (COMPREHENSIVE PLAN) AMENDMENT NO. 4, TO THE GEORGIA MOUNTAINS REGIONAL COMMISSION (GMRC) AND HEREBY REQUESTING REVIEW AND COMMENT AS MAY BE APPROPRIATE FROM THE GEORGIA MOUNTAINS REGIONAL COMMISSION AND THE GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS (DCA). THE AMENDMENT SPECIFICALLY INCLUDES A NEW FIVE-YEAR SHORT-TERM WORK PROGRAM AS REQUIRED BY GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS - *STANDARDS AND PROCEDURES FOR LOCAL COMPREHENSIVE PLANNING "LOCAL PLANNING REQUIREMENTS"* CHAPTER 110-12-1.08 SECTION 3(c)ii. THE UPDATE ALSO PROVIDES AN EVALUATION OF THE PREVIOUSLY ADOPTED SHORT-TERM WORK PROGRAM AS WELL AS AN ADDENDUM TO THE COMMUNITY ASSESSMENT.

WHEREAS, the City of Flowery Branch, Georgia, is proposing to amend its adopted Community Agenda (Comprehensive Plan) dated June 2006 and recently amended in August 2008, as required by Georgia Department of Community Affairs - *Standards and Procedures for Local Comprehensive Planning "Local Planning Requirements"* Chapter 110-12-1.08 Section 3(c)ii; and

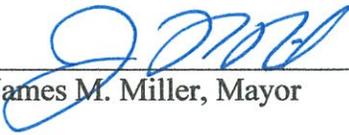
WHEREAS, the City Council held public hearings on August 12, 2010 and March 17, 2011, duly noticed as prescribed by law and published in the Gainesville Times and as set forth in the minutes of said meetings. The purpose of the meetings was to receive suggestions and comments on the proposed Comprehensive Plan amendment.

NOW THEREFORE BE IT RESOLVED by the governing authority of the City of Flowery Branch, Georgia, authorization to transmit Comprehensive Plan Amendment No. 4, for review and comment as may be appropriate from the Georgia Mountains Regional Commission and the Georgia Department of Community Affairs.

THE AMENDMENT UPDATING THE PLAN IS SUMMARIZED AS FOLLOWS:

The adopted Community Agenda (Comprehensive Plan) is updated to provide an evaluation of the previously adopted short-term work program; to update chapters of the Community Agenda in an attempt to make the document more "reader friendly"; to update new data on population as well as development and planning activities that have taken place over the last five years; to specifically amend Chapter 6 – Transportation, Chapter 9 - Character and Land Use, and Chapter 10 – Redevelopment and to provide an addendum to the Community Assessment. Said documents are attached hereto as Exhibit "A."

RESOLVED, this the 7th day of April, 2011.


James M. Miller, Mayor

ATTEST


Lou Camiscioni, Interim City Clerk

APPROVED AS TO FORM

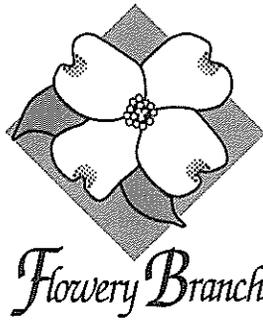

Ronald E. Bennett, Jr., City Attorney



Exhibit "A"

SEE ATTACHED COMMUNITY AGENDA
February 2011 Update

SEE ATTACHED ADDENDUM TO COMMUNITY ASSESSMENT
December 2010



June 17, 2011

James R. Fredrick
Georgia Dept. of Community Affairs
60 Executive Park South, N.E.
Atlanta, GA 30329

**RE: ADOPTION OF UPDATED - COMMUNITY AGENDA
(COMPREHENSIVE PLAN) AND NEW SHORT TERM
WORK PROGRAM FOR CITY OF FLOWERY BRANCH.**

Dear Mr. Fredrick:

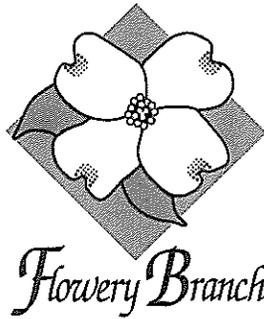
On June 16, 2011, the City of Flowery Branch City Council adopted Resolution No. 11-007 for an update to our Community Agenda (Comprehensive Plan). Please find enclosed an electronic copy of the resolution and the adopted Community Agenda.

Should you have any questions or comments, please contact James Riker at (770) 967-6378.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Miller", written in a cursive style.

James M. Miller
Mayor



June 17, 2011

Adam Hazel
Georgia Mountains Regional Commission
PO Box 1720
Gainesville, GA 30503

**RE: ADOPTION OF UPDATED - COMMUNITY AGENDA
(COMPREHENSIVE PLAN) AND NEW SHORT TERM
WORK PROGRAM FOR CITY OF FLOWERY BRANCH.**

Dear Mr. Hazel:

On June 16, 2011, the City of Flowery Branch City Council adopted Resolution No. 11-007 for an update to our Community Agenda (Comprehensive Plan). Please find attached an electronic copy of the resolution and the adopted Community Agenda.

Should you have any questions or comments, please contact James Riker at (770) 967-6378.

Sincerely,



James M. Miller
Mayor

RESOLUTION NO: 11-007

A RESOLUTION OF THE CITY OF FLOWERY BRANCH CITY COUNCIL FOR FINAL ADOPTION OF COMMUNITY AGENDA (COMPREHENSIVE PLAN) AMENDMENT NO. 11-04, RELATING TO A NEW FIVE-YEAR SHORT-TERM WORK PROGRAM AS REQUIRED BY GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS - *STANDARDS AND PROCEDURES FOR LOCAL COMPREHENSIVE PLANNING "LOCAL PLANNING REQUIREMENTS"* CHAPTER 110-12-1.08 SECTION 3(c)ii. THE UPDATE ALSO PROVIDES AN EVALUATION OF THE PREVIOUSLY ADOPTED SHORT-TERM WORK PROGRAM AS WELL AS AN ADDENDUM TO THE COMMUNITY ASSESSMENT.

WHEREAS, the City of Flowery Branch, Georgia, has prepared a Community Agenda (Comprehensive Plan) Amendment No. 4 (as shown on attachment "A"); and

WHEREAS, the City held and advertised public hearing August 12, 2010 and March 17, 2011, the purpose of which was to receive public input and comments on the proposed Community Agenda (Comprehensive Plan) Amendment and corresponding documents as set forth in the minutes of said meeting; and

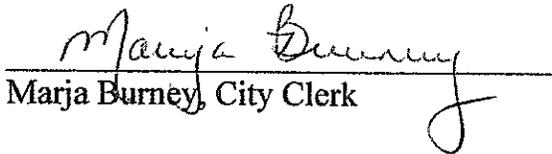
WHEREAS, the City transmitted the plan amendment to the Georgia Mountains Regional Commission and the Georgia Department of Community Affairs as required by the Georgia Local Planning Requirements and received no comments relating to the amendment.

NOW THEREFORE BE IT RESOLVED by the governing authority of the City of Flowery Branch, Georgia, to adopt the 2025 Comprehensive Plan Amendment No. 11-007 and all corresponding documents (as shown on Attachment "A").

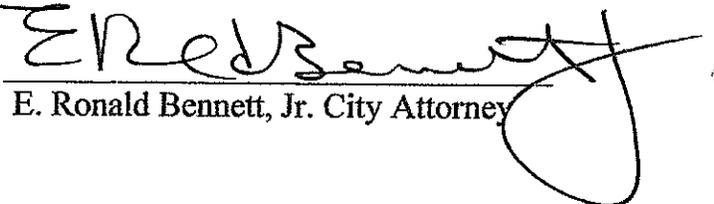
RESOLVED this 16th day of June, 2011.


James M. Miller, Mayor

ATTEST


Marja Burney, City Clerk

APPROVED AS TO FORM


E. Ronald Bennett, Jr. City Attorney