



**City of Flowery Branch
City Council Meeting
Thursday, July 02, 2020, 6:00 PM
City of Flowery Branch City Hall
5410 West Pine Street, Flowery Branch GA, 30542**



CALL WORK SESSION TO ORDER:

PLEDGE OF ALLEGIANCE:

PUBLIC HEARING:

UNFINISHED BUSINESS - WORK SESSION:

NEW BUSINESS -WORK SESSION:

- Resolution 20 - 019 Authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the City Limits of Flowery Branch
[CBS 46 Story.pdf](#)
[Ask The Times April 2019.pdf](#)
[Res. 20-019 EXEC SUMMARY.pdf](#)
[Res. 20.019 GC Crow Road and Ex. A.pdf](#)
- First reading Ordinance 595 to Establish a Speed Limit of 25 MPH for the Entirety of East Main Street
[East Main Street Speed Study Memo 6-9-2020.pdf](#)
[Approximate Bike.Ped Route.pdf](#)
[Ordinance 595 \(Speed limit - East Main St\) - Copy.pdf](#)
[Ord. 595 EXEC SUMMARY.pdf](#)

DEPARTMENT REPORTS: -

- a. City Manager Report
 - b. City Clerk Report
 - c. Finance Director Report
 - d. Planning Department Report
 - e. Police Report
 - f. Attorney Report
 - g. Council Report
- Downtown Redevelopment Public Input Survey Presentation by Rebecca Keefer of Clark Patterson Lee
[FB Parks Public Input Survey Report20.04.14.pdf](#)

ADJOURNMENT WORK SESSION:

VOTING SESSION AGENDA

CALL VOTING SESSION TO ORDER:

PUBLIC COMMENTS: - Please limit to two minutes

CONSENT AGENDA:

UNFINISHED BUSINESS - VOTING SESSION:

NEW BUSINESS - VOTING SESSION:

- Resolution 20 - 019 Authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the City Limits of Flowery Branch
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[Ord. 595 EXEC SUMMARY.pdf](#)

EXECUTIVE SESSION:

ADJOURNMENT:

If you have a disability or impairment and need special assistance please contact the City Clerk prior to the meeting at 770-967-6371 - Meeting agenda is subject to change



FLOWERY BRANCH CITY COUNCIL

EXECUTIVE SUMMARY



SUBJECT: Resolution 20 - 019 Authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the City Limits of Flowery Branch

COUNCIL MEETING DATE: July 2, 2020

HISTORY:

For a good history of this situation, please see the attachments below from CBS Channel 46 and Ask The Times April 2019.

FACTS AND ISSUES:

The City could change the name of Jim Crow Road only where it is wholly within the city limits of Flowery Branch, which is the 400 feet from its intersection with McEver Road to where it crosses Radford Road. At that point, the rest of the road is in unincorporated Hall County. This would at least have the road sign taken down from McEver Road. Just so you know, 3.26% (400 feet) is in the City of Flowery Branch and 96.74% (11,869 feet) is in the County.

Depending on the size, a road name sign costs \$35 to \$50. We would need to inquire with GDOT to learn the cost and process for ordering the lighted sign over McEver Road.

OPTIONS:

IF FUNDING IS INVOLVED, ARE FUNDS APPROVED IN THE CURRENT BUDGET:

Yes

AMOUNT AND SOURCE OF FUNDS:

Approximately \$200 from Road Maintenance

RECOMMENDATION:

Approval

SAMPLE MOTION:

I motion for the City Council to authorize the Mayor to sign Resolution 20 - 019, authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the city limits of Flowery Branch.

COLLABORATING DEPARTMENT:

Public Works

DEPARTMENT: Administration

Prepared by: Vickie Short

ATTACHMENTS

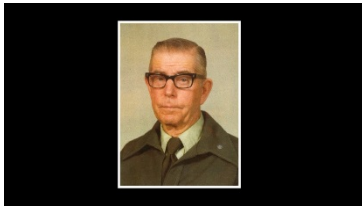
- [CBS 46 Story.pdf](#)
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- [Res. 20-019 EXEC SUMMARY.pdf](#)
- [Res. 20.019 GC Crow Road and Ex. A.pdf](#)

Family says 'Jim Crow Road' doesn't represent what you think

Posted: Oct 13, 2015 9:13 PM EDT Updated: Nov 10, 2015 10:59 PM EST



Road sign of intersection of Jim Crow Road and Newberry Point Drive (Source: CBS46)



Glenn C. Crow, also known as Jim Crow (Photo Source: Family)



Randy Crow at Glenn's gravesite (Source: CBS46)



Photo of family of Glenn C. Crow (Photo Source: Family)

HALL COUNTY, GA (CBS46) -

There is new information about the [name of a controversial road](#) in metro Atlanta that residents think should be changed because they say it's racist.

The road in question is "Jim Crow Road" in Flowery Branch, which is about 45 miles northeast of Atlanta, but one man wants to set the record straight and hopes the true story will be enough to change hearts and minds.

A quarter of a century after his death, the man buried in a simple grave with his wife is stirring up a controversy, one that he himself never would have imagined.

"This is a picture of him and his wife Edith," said Randy Crow, as he showed CBS46 the grave showing the name "Crow."

"He was a humble man, by far not a rich man," Randy Crow said. "Plain spoken, kind man and would help everybody. He was very influential in the county."

The name on the cemetery marker is "Glenn C. Crow." He also was called "G.C." on occasion, but an aunt started calling him "Jimmy" when he was little and that nickname stuck.

"Jim Crow was my grandfather," Randy Crow said.

Not *the* "Jim Crow," but there's no way to explain that to all the drivers who do a double take as they pass the road sign and can't believe their eyes.

The name "Jim Crow" is infamous as a stereotype. It actually originated in minstrel shows, but came to refer to the entire system of laws used to oppress African Americans and maintain segregation throughout the south.

"Quite honestly, I don't think my grandfather ever gave much thought to the Jim Crow laws," Randy Crow said. "The man himself never had a racial bone in his body."

"To call him anything other than Jim would have been an insult to him," Randy Crow added. "Everybody that he would talk to, they

could call him Mr. Crow and he would say, 'No, just call me Jim. All my friends call me Jim.'"

Unfortunately, most people don't know the real story, or don't care. In this day and age, many see this as offensive, if not downright intimidating.

"My mother was so upset that I was moving on a street named Jim Crow," said Addrienne Session. That was a decade ago and Session loves her neighborhood. She has never had a single problem with neighbors and that includes members of the Crow family.

"Separate the fact between the Jim Crow laws and my grandfather Jim Crow. They were totally different," Randy Crow said.

But an effort to change the name of Jim Crow Road is afoot and those who knew and loved him are upset.

"We made a hard living here," Randy Crow said.

When Randy Crow was growing up, the road in question was nothing but a dirt road, "and as we rode the school bus to school, the bus would slide off the road because it was so muddy and all the boys would have to get out and push the bus out of the ditch," Randy Crow said.

Jim Crow, who bought most of the property in the area, used his influence to get the road paved and commissioners later named it after him.

"Everybody knew him at the courthouse," Randy Crow said. "If anybody wanted to run for office, the sheriff, commissioner...they came to him to get his approval."

"I've been in the courthouse many a time with him and they [were] colored, they [were] white, it was no difference to them," Randy

Crow added. "[He] shook their hands, called them by their first name. Everybody was equal to Jim Crow."

When CBS46 originally reported about the road, members of the Crow family politely declined to be interviewed. They wanted to let sleeping dogs lie. But now that things have gotten stirred up anyway, Randy Crow decided to speak up.

"If you hadn't lived here all your life, you wouldn't know the whole history," Randy Crow said. "You'd hear what's been handed down to you and so forth, and what you have heard from some of the other people that live on the road, and that's one of the reasons I'm here, to try to get everybody to understand where they live."

"They mistake it for the other Jim Crow," Furman Strickland said, who owns the house where Jim Crow once lived and has known his family members for many years. "They're fine people and they're very good neighbors."

Speaking for the family, Randy Crow says he hopes things will calm down, that people will realize his grandfather deserved this small honor.

"The man needs to be left in peace," Randy Crow said. "Just let him rest. He did enough in his lifetime for the people around him, and the town, and the county, and the neighbors and never asked for anything back," Randy Crow said.

So far, the Hall County commission hasn't agreed to consider changing the name of Jim Crow road.

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Read more: <http://www.cbs46.com/story/30254416/family-says-jim-crow-road-doesnt-represent-what-you-think#ixzz4UjYRGptx>

Kelsey Richardson
Updated: April 5, 2019, 4:44 p.m.

If you've been wondering about something in your community, Ask The Times is your place to get answers. The following question was submitted by a reader and answered through the efforts of our news staff.

What's the history of Jim Crow Road?

Despite the name Jim Crow Road, the Flowery Branch street's origins have no relation to the Jim Crow laws that targeted African Americans by enforcing racial segregation throughout the South.

Randy Crow of Flowery Branch said in the late 1980s the Hall County Commission named the road in honor of his grandfather, Glennon "Jim" Crow, who once owned the property along its path.

Randy Crow said his grandfather was raised by his aunt who didn't like the name Glennon nor Glenn. "She called him Jimmy," he said. "And from Jimmy, came Jim."

He said Jim Crow moved from Lawrenceville to Flowery Branch in the early 1930s to start a farm. Randy Crow spent his childhood on the farm, which grew corn and cotton, and raised livestock.

He describes his grandfather as a man who "wasn't rich by no means, but he would help some of the poor people who had less than him."

Randy Crow said his grandfather offered a hand to both white and African American families who lived near the farm.

"There was no racial bone in his body," he said. "He would take milk and ham to see them through the winter. He expected anybody he helped out to come work in the spring, but he paid them at the end of the day."

Randy Crow said Jim Crow would also build caskets for those who couldn't afford it for their loved ones, to make sure they had a proper burial.

"He was thought of very highly for all the things he did for the city of Flowery Branch," he said. "They (Hall County Commission) approached him in the later years of his life and they asked to name the road after him."

askthetimes@gainesvilletimes.com



FLOWERY BRANCH CITY COUNCIL

EXECUTIVE SUMMARY



SUBJECT: Resolution 20 - 019 Authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the City Limits of Flowery Branch

COUNCIL MEETING DATE: July 2, 2020

HISTORY:

For a good history of this situation, please see the attachments below from CBS Channel 46 and Ask The Times April 2019.

FACTS AND ISSUES:

The City could change the name of Jim Crow Road only where it is wholly within the city limits of Flowery Branch, which is the 400 feet from its intersection with McEver Road to where it crosses Radford Road. At that point, the rest of the road is in unincorporated Hall County. This would at least have the road sign taken down from McEver Road. Just so you know, 3.26% (400 feet) is in the City of Flowery Branch and 96.74% (11,869 feet) is in the County.

Depending on the size, a road name sign costs \$35 to \$50. We would need to inquire with GDOT to learn the cost and process for ordering the lighted sign over McEver Road.

OPTIONS:

IF FUNDING IS INVOLVED, ARE FUNDS APPROVED IN THE CURRENT BUDGET:

Yes

AMOUNT AND SOURCE OF FUNDS:

Approximately \$200 from Road Maintenance

RECOMMENDATION:

Approval

SAMPLE MOTION:

I motion for the City Council to authorize the Mayor to sign Resolution 20 - 019, authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the city limits of Flowery Branch.

COLLABORATING DEPARTMENT:

Public Works

DEPARTMENT: Administration

Prepared by: Bill Andrew

ATTACHMENTS

- [CBS 46 Story.pdf](#)
- [Ask The Times April 2019.pdf](#)
- [Res. 20.019 GC Crow Road and Ex A.pdf](#)

**STATE OF GEORGIA
CITY OF FLOWERY BRANCH**

RESOLUTION 20 - 019

A RESOLUTION AUTHORIZING THE RENAMING OF JIM CROW ROAD TO G. C. CROW ROAD FROM ITS TERMINUS WITH MCEVER ROAD TO ITS INTERSECTION WITH RADFORD ROAD AS SET FORTH IN EXHIBIT “A” ATTACHED HERETO; TO REPEAL CONFLICTING RESOLUTIONS TO THE EXTENT OF ANY CONFLICT; FOR SEVERABILITY; AND, FOR ALL OTHER LAWFUL PURPOSES.

WHEREAS: A portion of Jim Crow Road is part of the City Street System within the City Limits of Flowery Branch; and

WHEREAS: this street was originally named for Glennon C. “Jim” Crow; and

WHEREAS: there is an unfortunate association of his name with the “Jim Crow Laws” of American history; and

WHEREAS: to continue to honor his legacy, the City of Flowery Branch wishes continue to honor the memory of Glennon C. Crow who was instrumental in the early development of the area.

THE CITY COUNCIL OF THE CITY OF FLOWERY BRANCH HEREBY RESOLVES as follows:

SECTION 1. CHANGE OF ROAD NAME

The City of Flowery Branch will change the name of Jim Crow Road to G. C. Crow Road within the City Limits from the terminus of the road at McEver Road to its intersection with Radford Road.

SECTION 2. REPEALER.

All ordinances and/or resolutions and parts of ordinances and/or resolutions in conflict herewith are hereby repealed to the extent of conflict.

SECTION 3. SEVERABILITY.

Should any section or provision of this Resolution be declared invalid or unconstitutional by any court of competent jurisdiction, such declaration shall not affect the validity of this Resolution as a whole or any part thereof which is not specifically declared to be invalid or unconstitutional.

PASSED AND ADOPTED by the City Council of the City of Flowery Branch Georgia this
2nd day of July 2020.

- SIGNATURES ON FOLLOWING PAGE -

ATTEST:

James Miller. Mayor

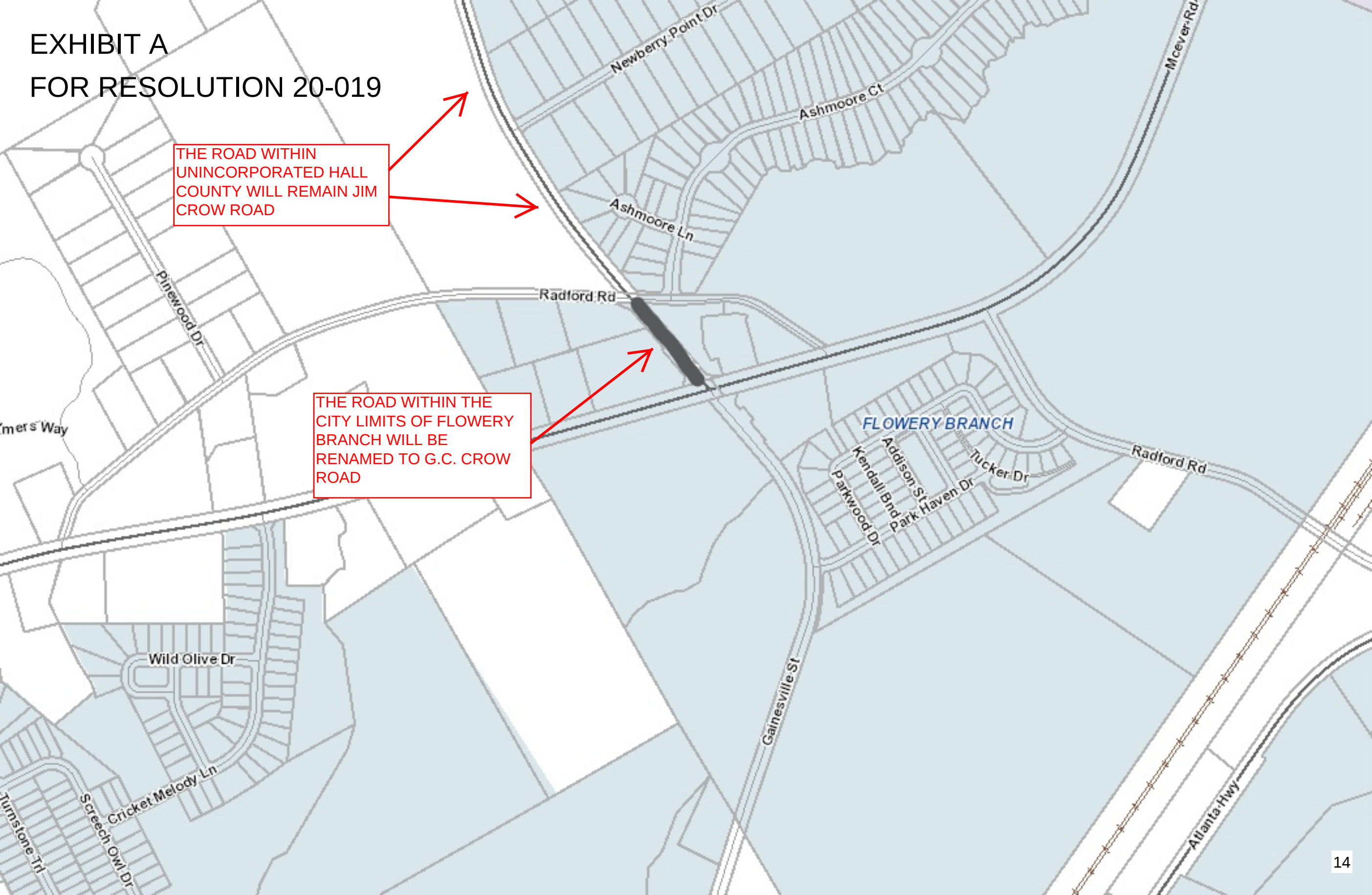
Vickie Short, City Clerk

APPROVED AS TO FORM:

E. Ronald Bennett, Jr., City Attorney

EXHIBIT "A" is attached.

EXHIBIT A
FOR RESOLUTION 20-019



THE ROAD WITHIN
UNINCORPORATED HALL
COUNTY WILL REMAIN JIM
CROW ROAD

THE ROAD WITHIN THE
CITY LIMITS OF FLOWERY
BRANCH WILL BE
RENAMED TO G.C. CROW
ROAD



FLOWERY BRANCH CITY COUNCIL

EXECUTIVE SUMMARY



SUBJECT: First reading Ordinance 595 to Establish a Speed Limit of 25 MPH for the Entirety of East Main Street

COUNCIL MEETING DATE: July 2, 2020

HISTORY:

East Main Street has approximately 149 homes under construction. Additionally, The Residential Group has 325 apartments under construction at the corner of Phil Niekro Boulevard and Thurmon Tanner Parkway. The City desires to foster connectivity with these developments. By lowering this speed limit, we will be able to amend our Personal Transportation Vehicles Plan to eventually allow for PTVs to use East Main Street to Mulberry Street and to Spring Street to cross Atlanta Highway. This will connect this population center to Old Town Flowery Branch. In addition to allowing for the expansion of our PTV route, a lower speed limit will foster a safer driving environment for this corridor.

FACTS AND ISSUES:

The current speed limit for East Main is 40 MPH.

It should be noted, the lowering of this speed to 25 MPH is just the first step in adding this road to our PTV route. Would also need to amend the PTV Plan and this could not be done until the correct signage and signalization was in place. The signalization of Atlanta Highway will be fairly expensive.

As stated in the memo from Rich Edinger with Clark Patterson Lee, imposing a 25 MPH speed limit will place the road outside of the 85th percentile speed and therefore not allow us to run radar on this road. The City has never had this road as part of our radar permit and so this will not change that enforcement situation.

OPTIONS:

IF FUNDING IS INVOLVED, ARE FUNDS APPROVED IN THE CURRENT BUDGET:

Yes

AMOUNT AND SOURCE OF FUNDS:

\$350 for new speed limit signage from Road Maintenance

RECOMMENDATION:

Approval

SAMPLE MOTION:

I motion to approve the first reading of Ordinance 595 to Establish a Speed Limit of 25 MPH for the Entirety of East Main Street.

COLLABORATING DEPARTMENT:

DEPARTMENT:

Prepared by: Vickie Short

ATTACHMENTS

- [East Main Street Speed Study Memo 6-9-2020.pdf](#)
- [Approximate Bike.Ped Route.pdf](#)
- [Ordinance 595 \(Speed limit - East Main St\) - Copy.pdf](#)
- [Ord. 595 EXEC SUMMARY.pdf](#)

June 9, 2020

Mr. Bill Andrew, City Manager
City of Flowery Branch
PO Box 757
5410 Pine Street
Flowery Branch, GA 30542

VIA EMAIL

RE: City of Flowery Branch
East Main Street Speed Limit

Dear Mr. Andrew:

Regarding the speed limit on East Main Street from Thurmond Tanner Parkway to Atlanta Highway, we performed a speed study approximately midway between the two terminus streets in 2019. The resulting 85th percentile speed was 35 mph in the eastbound direction and 41 mph in the westbound direction. The speed limit is currently signed 35 mph. At the city council's discretion, they may lower the speed limit to 25 mph, but the aforementioned speed study does not support making changes to the city's radar permit. Accordingly, radar may not be used to enforce a 25 mph speed limit.

If the city wishes to implement traffic calming features to East Main Street, there are several designs elements that could be constructed to force traffic to more closely adhere to a 25 mph speed limit. Many do not require additional right-of-way.

Please call us with any questions.

Sincerely,

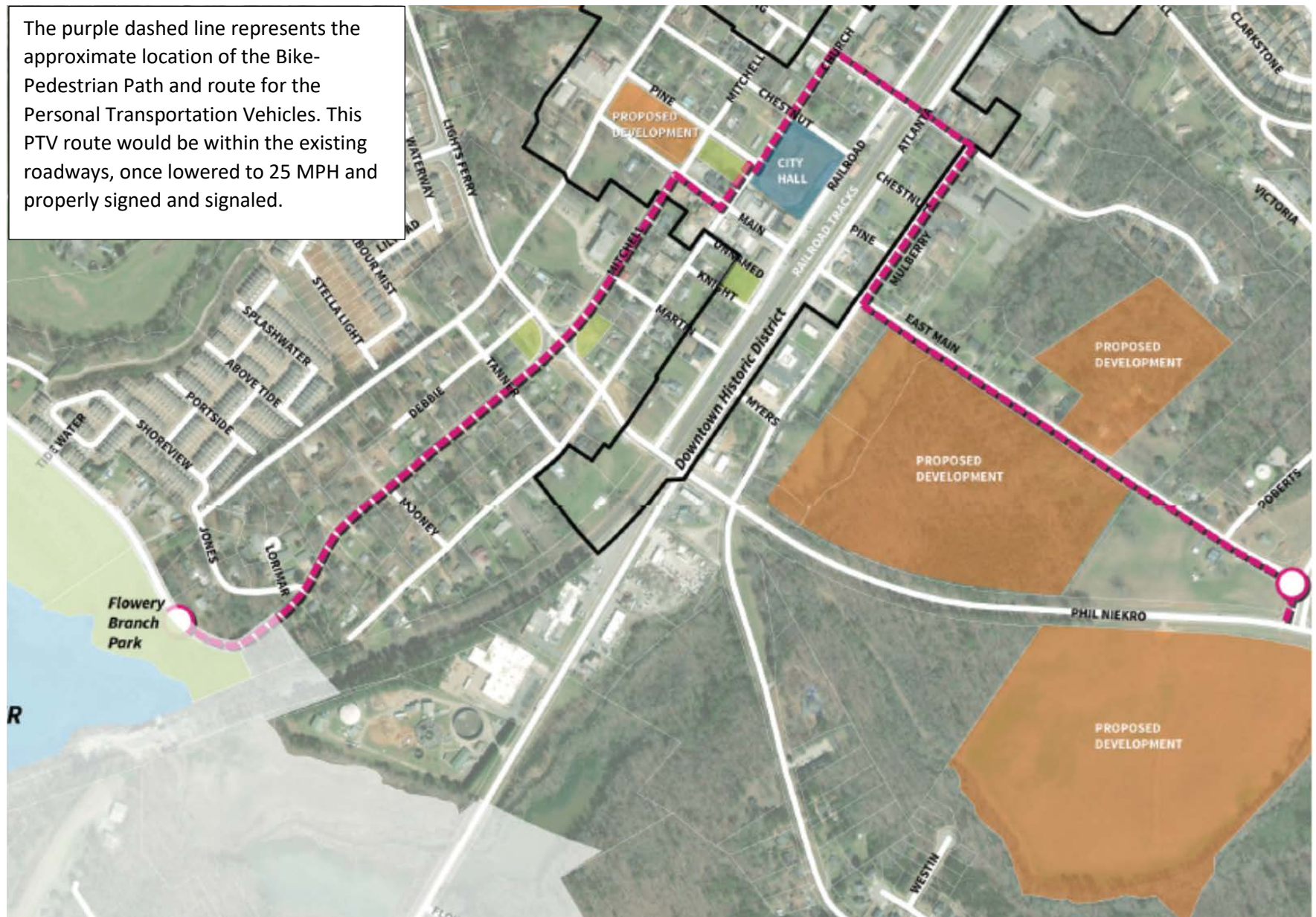
CPL ARCHITECTURE ENGINEERING & PLANNING



Rich Edinger, P.E.
Vice President

cc: file

The purple dashed line represents the approximate location of the Bike-Pedestrian Path and route for the Personal Transportation Vehicles. This PTV route would be within the existing roadways, once lowered to 25 MPH and properly signed and signaled.



ORDINANCE NO. 595

AN ORDINANCE TO ESTABLISH A SPEED LIMIT OF 25 MILES PER HOUR FOR THE ENTIRETY OF EAST MAIN STREET EXTENDING FROM ITS INTERSECTION WITH THURMON TANNER PARKWAY IN AN EAST-NORTHWEST DIRECTION TO ITS INTERSECTION WITH ATLANTA HIGHWAY AS SHOWN ON ATTACHMENT “A” ATTACHED HERETO; TO PROVIDE FOR SEVERABILITY; TO PROVIDE AN EFFECTIVE DATE; TO PROVIDE FOR REPEAL OF CONFLICTING ORDINANCES AND FOR ALL OTHER LAWFUL PURPOSES.

WHEREAS, the City of Flowery Branch, Georgia (the “City”) is authorized by its charter to exercise all powers possible for a city to have under the present or future Constitution and laws of this State;

WHEREAS, the City, pursuant to O.C.G.A. Section 40-6-183, is authorized to determine and declare a reasonable and safe vehicle speed limits for certain roads within the City and alter the maximum speed limits for said roads; and

WHEREAS, East Main Street extending from its intersection with Thurmon Tanner Parkway in an east-northwest direction to its intersection with Atlanta Highway, as shown on Attachment “A”, is a road within the City for which the City is authorized by O.C.G.A. Section 40-6-183 to determine and declare a reasonable and safe vehicle speed limit and alter the maximum speed limit for East Main Street.

NOW THEREFORE, THE COUNCIL OF THE CITY OF FLOWERY BRANCH HEREBY ORDAINS AS FOLLOWS:

SECTION 1. FINDINGS.

The City Council finds on the basis of an engineering and traffic investigation that the construction details of and the number and locations of intersections along the 0.44 mile entirety of East Main Street extending from its intersection with Thurmon Tanner Parkway in an east-northwest direction to its intersection with Atlanta Highway, as shown on Attachment “A” which is incorporated by reference as if fully set forth herein, demonstrate a reasonable and safe vehicle speed for the entirety of East Main Street to be 25 miles per hour.

SECTION 2. DESIGNATION OF OFF SYSTEM SPEED LIMIT FOR EAST MAIN STREET.

The maximum speed limit at all times for that 0.44 miles of East Main Street described above and as shown on Attachment “A” is hereby determined and declared to be 25 miles per hour.

SECTION 3. ENFORCEMENT AND PUNISHMENT.

Any person convicted of a violation of this ordinance shall be punished as provided by law as presently exists or as may hereafter be amended.

SECTION 4. SEVERABILITY.

Should any section or provision of this ordinance be declared invalid or unconstitutional by any court of competent jurisdiction, such declaration shall not affect the validity of this ordinance as a whole or any part thereof which is not specifically declared to be invalid or unconstitutional.

SECTION 5. EFFECTIVE DATE.

The effective date of this ordinance shall be upon approval by the city council.

SECTION 6. REPEALER.

All ordinances and parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict.

Approved this ____ day of July 2020.

James M. Miller, Mayor

Signatures Continued Next Page

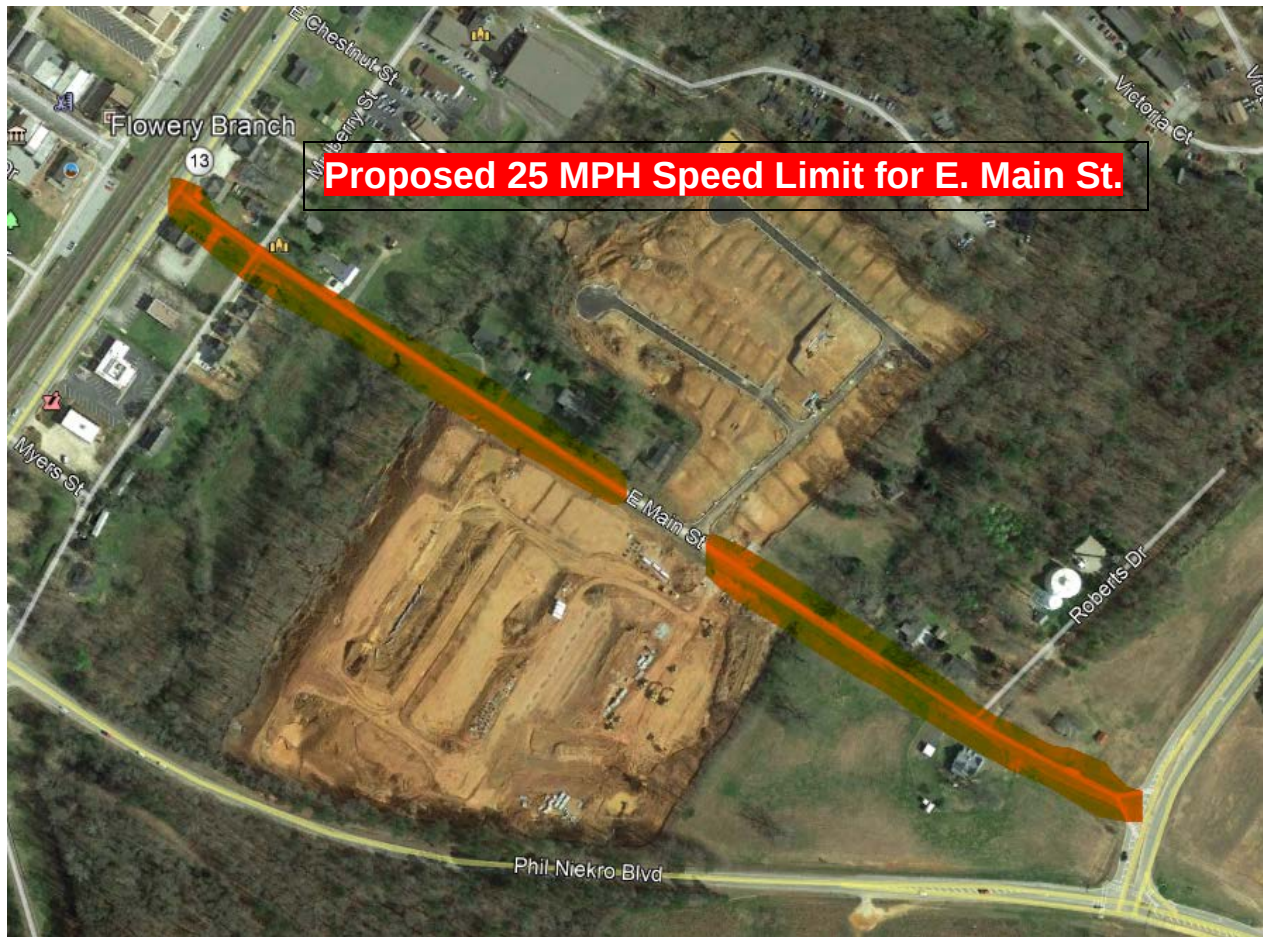
ATTEST:

Vickie Short, City Clerk

APPROVED AS TO FORM

E. Ronald Bennett, Jr., City Attorney

ATTACHMENT "A"





FLOWERY BRANCH CITY COUNCIL

EXECUTIVE SUMMARY



SUBJECT: First reading Ordinance 595 to Establish a Speed Limit of 25 MPH for the Entirety of East Main Street

COUNCIL MEETING DATE: July 2, 2020

HISTORY:

East Main Street has approximately 149 homes under construction. Additionally, The Residential Group has 325 apartments under construction at the corner of Phil Niekro Boulevard and Thurmon Tanner Parkway. The City desires to foster connectivity with these developments. By lowering this speed limit, we will be able to amend our Personal Transportation Vehicles Plan to eventually allow for PTVs to use East Main Street to Mulberry Street and to Spring Street to cross Atlanta Highway. This will connect this population center to Old Town Flowery Branch. In addition to allowing for the expansion of our PTV route, a lower speed limit will foster a safer driving environment for this corridor.

FACTS AND ISSUES:

The current speed limit for East Main is 40 MPH.

It should be noted, the lowering of this speed to 25 MPH is just the first step in adding this road to our PTV route. Would also need to amend the PTV Plan and this could not be done until the correct signage and signalization was in place. The signalization of Atlanta Highway will be fairly expensive.

As stated in the memo from Rich Edinger with Clark Patterson Lee, imposing a 25 MPH speed limit will place the road outside of the 85th percentile speed and therefore not allow us to run radar on this road. The City has never had this road as part of our radar permit and so this will not change that enforcement situation.

OPTIONS:

IF FUNDING IS INVOLVED, ARE FUNDS APPROVED IN THE CURRENT BUDGET:

Yes

AMOUNT AND SOURCE OF FUNDS:

\$350 for new speed limit signage from Road Maintenance

RECOMMENDATION:

Approval

SAMPLE MOTION:

I motion to approve the first reading of Ordinance 595 to Establish a Speed Limit of 25 MPH for the Entirety of East Main Street.

COLLABORATING DEPARTMENT:

DEPARTMENT:

Prepared by: Bill Andrew

ATTACHMENTS

- [East Main Street Speed Study Memo 6-9-2020.pdf](#)
- [Approximate Bike.Ped Route.pdf](#)
- [Ordinance 595 \(Speed limit - East Main St\) - Copy.pdf](#)



FLOWERY BRANCH CITY COUNCIL

EXECUTIVE SUMMARY



SUBJECT: Downtown Redevelopment Public Input Survey Presentation by Rebecca Keefer of Clark Patterson Lee

COUNCIL MEETING DATE: July 2, 2020

HISTORY:

With 3,440 responses to the survey, staff was pleased with the public interest to our Downtown Redevelopment Public Input Survey. We thought it would be a good idea to highlight this effort with the City Council.

FACTS AND ISSUES:

OPTIONS:

N/A

IF FUNDING IS INVOLVED, ARE FUNDS APPROVED IN THE CURRENT BUDGET:

No

AMOUNT AND SOURCE OF FUNDS:

N/A

RECOMMENDATION:

N/A

SAMPLE MOTION:

N/A

COLLABORATING DEPARTMENT:

DEPARTMENT: Administration

Prepared by: Vickie Short

ATTACHMENTS

- [FB Parks Public Input Survey Report20.04.14.pdf](#)



Flowery Branch

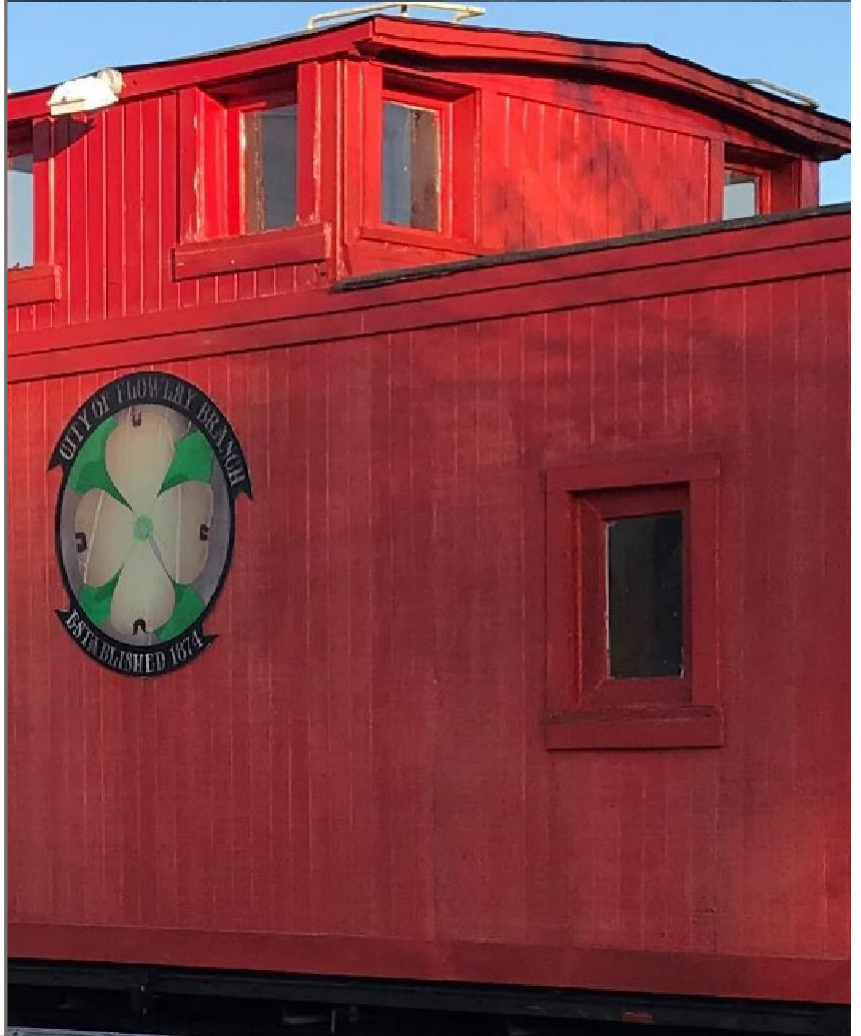
City of Flowery Branch
Downtown
Redevelopment
Public Input Survey

Results Assessment Report
March 2020

Bill Andrew, City Manager
Rich Edinger, Project Principal
Mack Cain, Project Manager



CPL
ARCHITECTURE
ENGINEERING
PLANNING
CPLteam.com





Flowery Branch - Assessment of Public Input Survey

Results Assessment Report

Introduction:

The City of Flowery Branch commissioned the *Old Town Redevelopment Plan* (Master Plan) in 2013, which was completed in January 2014. Since completion of the Master Plan, the City has been acquiring property in the downtown area. The Master Plan is being used as a guide for the selection and prioritization of downtown projects. A variety of projects have grown out of the Master Plan, including a traffic circle and the relocation and development of a new City Hall.

The City is ready to undertake the development of several of the identified parcels of vacant land for the benefit of improving the viability and aesthetic quality of the downtown business district. In order to get a better understanding of what the community would like to see in the immediate downtown, the City commissioned CPL to conduct a Public Input Survey.

Methodology:

The main objective of the Public Input Survey is to target the residents of the City of Flowery Branch to prioritize preferences about the development of the downtown.

Flowery Branch is located in Hall County, Georgia with a population of **5,679** residents, per the 2010 decennial US Census (Census Bureau, 2010 Decennial Census). The population projections conducted by the U.S. Census Bureau 2018 American Community Survey (ACS) estimate the current population within the Flowery Branch City limits is **7,151** people (U.S. Census Bureau, 2018 ACS). Therefore, this is the number the survey team used to understand the size of the target population.

The CPL team launched an online survey based on questions established in collaboration between the planning team and City staff. In an effort to limit duplicate responses, the team developed a Facebook solicitation process that targeted people living within the Flowery Branch ZIP (Zone Improvements Plan) Code of 30542. Targeting the advertising of the survey toward residents who identify 30542 as their ZIP Code minimizes the exposure to people from outside the City. The intent is to encourage the majority of responses to come from residents of Flowery Branch. The process also allows the team to identify duplicate email addresses that is can refined during the analysis of the data.

The first question asked of the respondents was whether the individual is, in fact, a resident of the City. The tabulated results are set up so that the team can filter all responses from individuals identifying themselves as residents or non-residents of the City.

The population for the 30542 ZIP Code Tabulation Area (ZCTA) is **31,946** (U.S. Census Bureau, Decennial Census). ZCTAs are not directly comparable to the ZIP Code populations that were targeted as part of the Facebook advertisements. The ZCTA separates a series of properties into grids, and each grid is assigned to a ZCTA based on the most frequent ZIP Code within that grid. ZCTAs are generalized representations of the ZIP Code population, but they are used to help understand the population for the purposes of this survey analysis (U.S. Census Bureau).

Survey Results:

Of the **31,946** 30542 ZCTA residents, of which Flowery Branch is located, the survey returned **3,440** responses. Of those respondents, **3,369** self-reported that they are residents of the City, live in the 30542 ZIP Code, or consider Flowery Branch their hometown. Only **71** respondents reported that they are not part of the City. The data collection process was designed to be able to filter out surveys of self-reported non-residents; therefore, the data we analyzed is based on the **3,369** responses that reported residency in the Flowery Branch ZIP Code.

Summary Conclusions:

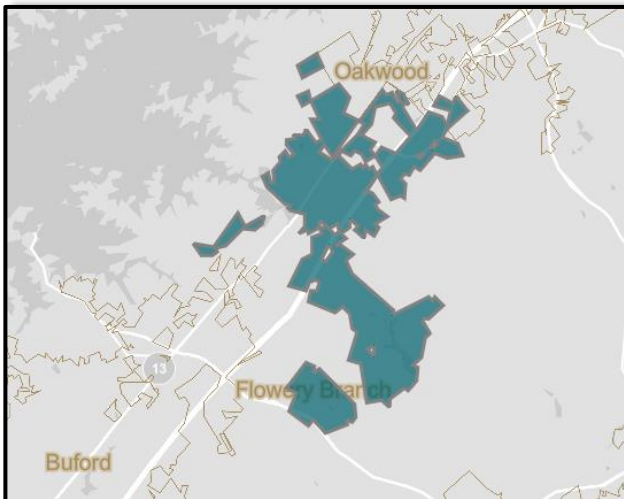
While not a statistically valid survey, the results yielded higher returns than traditional planning surveys, due, in part, to the delivery method of the survey. Social media continues to be a valuable tool to connect with our communities. The planning team is comfortable that the survey summarizes a general sentiment of priorities for the improvements to downtown by the citizens of Flowery Branch.

In comparing responses between those who identify as living in the Flowery Branch City limits, those in the Flowery Branch ZIP Code, and those who consider Flowery Branch their hometown, the planning team prepared a Residency Comparison Chart to show the actual percentages of these groups compared against each other for each question. When the breakdowns were compared, the percentages are within a few percentage points of one another, with the exception of the question with the greatest disparity among the self-reported populations, below:

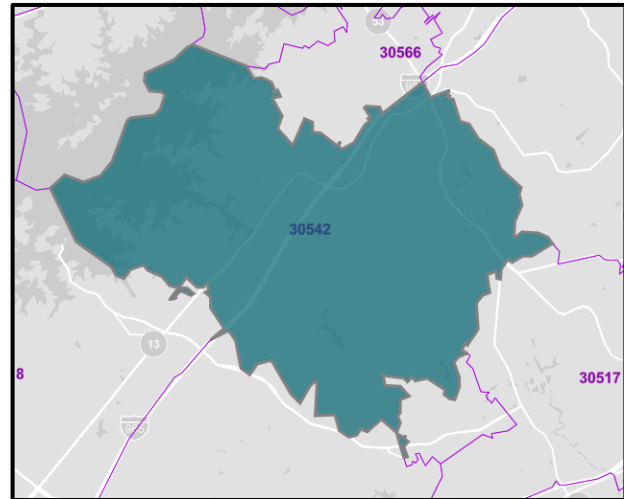
Splash Pad: The only question that has a noteworthy discrepancy of opinion based on demographics was the splash pad. The younger respondents want the splash pad by an 18% majority over the older ZIP Code residents.

Almost all other question responses are within a 2 to 3% points difference of each other. The assembled Residency Comparison Chart can be reviewed in the **Appendix** of this report.

Flowery Branch City Limits Map



Flowery Branch ZIP Code Map



source: data.census.gov

Assessment Report:

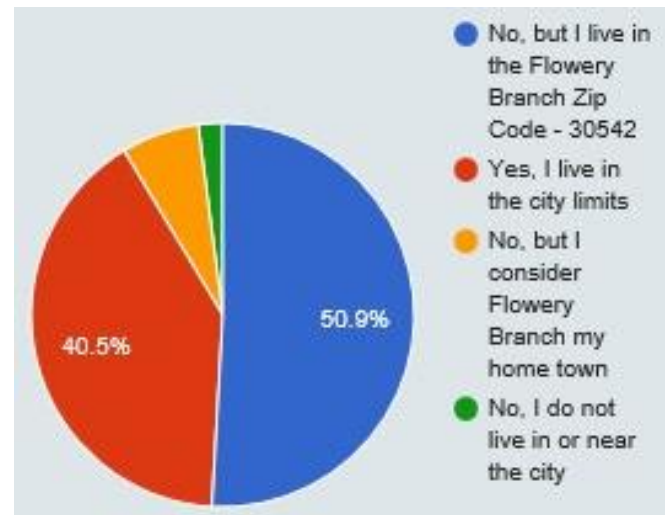
The following report is a breakdown and analysis of the responses to each question determined by the results of the Flowery Branch Public Input Survey.

1. Are you a resident of the City of Flowery Branch?

Yes, I live in the City limits	1,392	(40.5%)
No, but live in FB ZIP Code	1,751	(50.9%)
No, but Flowery Branch is hometown	226	(6.6%)
No, I do not live in or near the City*	71	(2.1%)
Total responses to survey	3440	(100%)

TOTAL CITY RESPONSES *3,369

*The 71 non-residents are removed from the analysis



Residency:

The city planners desired to target only the people who lived within the City limits of Flowery Branch or those who lived close enough to the city to consider themselves residents of Flowery Branch. The Facebook Ad-Spend campaign targeted people who identified as living within the Flowery Branch ZIP Code 30542 in an effort to generate results from respondents who are more likely to reside within the City limits. In order to effectively identify respondents, the first question asked respondents to specify their residency relative to the City.

The results indicated almost 98% of the **3,440** respondents identified that they live within the City limits, within the 30542 Flowery Branch ZIP Code, or consider Flowery Branch their hometown. Only 71 of the **3,440** respondents acknowledged that they lived outside the City. By removing the 71 self-reported non-residents, the survey had a return total of **3,369** out of the estimated **31,946** people living within the 30542 ZIP Code Tabulation Area (ZCTA) .

The population of the City of Flowery Branch was **5,679** residents as of the 2010 US Census (U.S. Census Bureau, 2010 Decennial Census). Current projection estimate that the current population has increased to about **7,151** residents based on the 2018 American Community Survey (U.S. Census Bureau, 2018 ACS). Since the ads were distributed based on ZIP Code and not on city of residence, we are unable to reliably calculate an accurate response rate. That said, the number of responses far exceed the traditional reach of planning input processes for populations of this size.

2. What is the name of your street?

The city planners wanted to identify relative locations where residents live within the City of Flowery Branch to understand if there is any correlation between the geography of someone's residence and the proposed improvements. As a result, the respondents were asked to provide the names of their streets. A response to this question was optional.

Of the 3,369 respondents that took the survey, **2,082** of them provided their street addresses. There are 474 different street names identified by the respondents. The planning team made a list of all the streets that returned 12 or more responses to the survey. The most frequent streets returned 22 responses each: Tree Park Circle, Mitchell Street, and Ashmore Court.

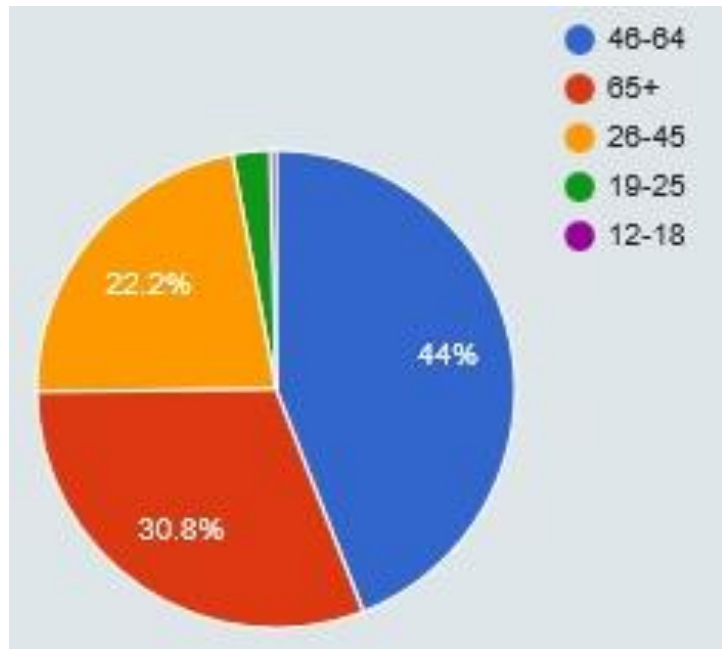
The list below enumerates the names of the streets that returned a dozen or more responses:

FB Streets with the Most Survey Resondents			
STREET	QTY	STREET	QTY
Ashmore Court	22	Kettle Creek Way	12
Beacon Ridge Lane	15	Lemongrass Lane	13
Benchmark Drive	12	Lights Ferry Road	18
Big Sky Drive	15	Litnay Court	18
Bird Song	14	Main	12
Blue Herron Drive	19	Mitchell Street	22
Boathouse Way	13	Newberry Point Drive	20
Brookstone Court	13	Regatta	17
Church Street	16	Shoreview Circle	12
Devonshire Drive	17	Sleepy Lagoon	14
Flagstone Way	14	Spring Lake Drive	13
Gaines Ferry Road	12	Stella Light	13
Gainesville Street	12	Tree Park Circle	22
Ivy Springs Drive	16	Union Church	14
JM Turk	12	Valley Forge Drive	15
Jamestown Drive	12	Watersdown Way	18
Keepsake Lane	13	Willimington Way	12

3. What is your age?

12-18 yrs.	14	(0.4%)
19-25 yrs	87	(2.5%)
26-45 yrs.	762	(22.2%)
46-64 yrs.	1,510	(44.0%)
65+ yrs.	1,055	(30.8%)
TOTAL	3,428*	

*Response to this question optional



Age Demographics:

In order to better evaluate the results of the Public Input Survey, it was determined that identifying age group demographics of the respondents would aid city planners in understanding preferences broken down by age group.

The survey team assembled a standard breakdown for age demographic cohorts. Utilizing 2018 population estimates for the City of Flowery Branch, the team compared the proportion of responses to the survey to determine how representative the responses are of the Flowery Branch population distribution.

The table below summarizes the 2018 population estimates (U.S. Census Bureau, 2018 ACS) and the relative age distribution for each identified cohort. The last two columns tabulate the number of responses to the survey by age cohort and the relative proportion of each cohort based on the number of responses. The 71 non-residents have been omitted from these calculations.

By comparing the results, the team has determined there to be a disproportionate number of responses in the “Ages 45-64” and “Ages 65+” cohorts in comparison to the population of Flowery Branch. While it is important to point out, these results are not unexpected, given the typical demographics for civic participation combined with the higher than median age of Facebook users.

Table A – Age Comparison Demographics

Cohort	% Pop	FB Population	Survey Responses	% Responses
Ages 0 -18	21.8 %	1,556	14	0.4 %
Ages 19-25	7.1 %	505	86	2.6 %
Ages 26-45	32.1 %	2,299	762	22.6 %
Ages 45-64	27.1 %	1,935	1,469	43.6 %
Ages 65+	11.9 %	856	1,038	30.8 %
	100%	7,151	3,369	

4. How often do you go downtown?

Daily	199	(5.8%)
Weekly	1,000	(29.2%)
Monthly	1,010	(29.5%)
Only for Events	1,219	(35.6%)
TOTAL	3,428*	

*Response to this question optional



Downtown Visits:

The planning team wanted to know how often residents visit the downtown area to determine how viable the current conditions are for attracting the local population. The results indicate over 60% of respondents who are visiting downtown do so no more than once a month or only when there is a special event. Only a small number of respondents stated that they go downtown daily. When compared to question #5 about “Why people go downtown,” it turns out that 66 respondents live downtown and 68 work downtown, which accounts for over half of the 199 people who stated they go downtown daily.

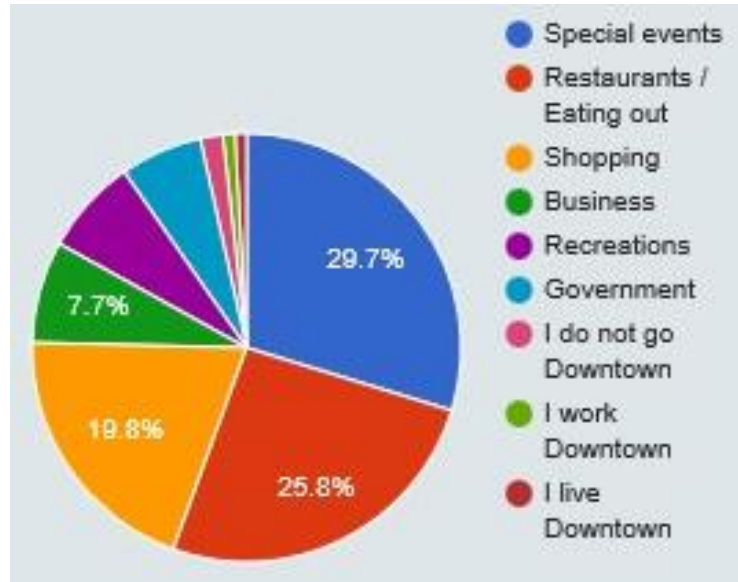
From this data, we can determine that only 2.5% of respondents actually visit the downtown on a daily basis. Half of those who do visit either live or work downtown. Therefore, the downtown is not attracting a large volume of daily traffic from the local residents. However, 1,000 of the respondents visit the downtown on a weekly basis and 1,010 on a monthly basis—totaling to about 60% of the survey respondents that occasionally go downtown.

Of the respondents who consider themselves residents, 1,219, or 36%, come only for the special events, whereas 61% of the non-residents returning the Input Survey attend the special events. That said, the data indicates the downtown is lacking a significant sense of place to draw the Flowery Branch community. Many of the responses to the comments question revealed that many residents do not see a need to go downtown due to a lack of elements to attract them to the town center. Too few restaurants, shops, activities, parks, and sidewalks to make the spaces desirable as a destination. Many respondents said they never go downtown due to the lack of diversity in attractions, commercial, retail, or recreational opportunities.

Planning best practices like walkability, economic development, and placemaking that are true to the Flowery Branch identity need to be identified and evaluated to support the transition of the downtown area to be more appealing to the citizens who live in the greater Flowery Branch area.

5. What brings you downtown? (check each that apply)

Government	467	(6.2%)
Business	579	(7.7%)
Shopping	1,493	(19.8%)
Restaurant/Eating	1,945	(25.8%)
Recreation	546	(7.3%)
Special Events	2,239	(29.7%)
I work Downtown	68	(0.9%)
I live Downtown	66	(0.9%)
I do not go Downtown	128	(1.7%)



Downtown Attractions:

The planning team wanted to determine what actually attracts people to the downtown to help the City identify what is successful and what needs to be improved. Survey respondents were given a list of downtown attractions to select their top three (3) choices. This question was optional, so **3,369** responses were received. The top three (3) responses are as follows:

i. Special Events	2,239	29.7%
ii. Restaurants	1,945	25.5%
iii. Shopping	1,495	19.8%

This data indicates there might be a greater demand for these three (3) types of development in greater variety. With such a small number of restaurants and shops in the downtown, these statistics tell the team that these services make up the highest demand for what is currently offered in the business district.

Other attractions that are identified in the open-ended comments section that respondents felt would draw more people downtown are a splash pad, amphitheater, open space park, playground, and better sidewalks. There are a lot of suggestions for increasing the number of special events and creating a space for them.

Again, these statistics reinforce the fact that Flowery Branch residents come downtown for the special events, which occur limited times a year. The team recommends considering increasing the number of special events offered in the downtown and the development of spaces where these activities can occur. Current types of activities now taking place in the downtown area are:

• Farmers Market	–Summer and Winter
• Christmas Festival	–December
• Christmas Tree Lighting	–December
• Jingle Jog	–December
• Boo Run	–October
• Fall Festival	–October
• Car Show / Chili Cook-Off	–September
• South Hall Rotary 5k	–August
• Masonic Lodge 5K Fun Run	–May
• Spring Festival	–May

6. What do you consider the biggest problems downtown? (pick your top 3)

Lack of Parking	3,297	(16.4%)
Lack retail/commercial shops	4,534	(22.5%)
Lack of restaurant options	5,897	(29.2%)
Physical appearance	1,449	(7.2%)
Pedestrian / Bike circulation	462	(2.3%)
Lack of attractions Downtown	3,759	(18.6%)
Other:	765	(3.8%)



Downtown Issue Identification:

The planning team determined it is important to understand the problems and issues in the downtown district. Respondents were asked to select their top three concerns for the future downtown in Flowery Branch. The most frequent concerns are as follows:

Lack of Restaurant Options	29.2 %
Lack of Retail and Commercial shops	22.6 %
Lack of attractions to bring me downtown	18.6 %
Lack of parking	16.4 %

These statistics reinforce the assumption made in question #5 that more restaurants and shops are desired downtown. The fact that parking is a close number 4th place indicates that parking will become an even greater issue as the downtown develops more businesses, restaurants, and attractions. The team recommends addressing these issues concurrently with alternative parking solutions, appropriate zoning regulations, and accommodations and requirements for non-motorized transportation.

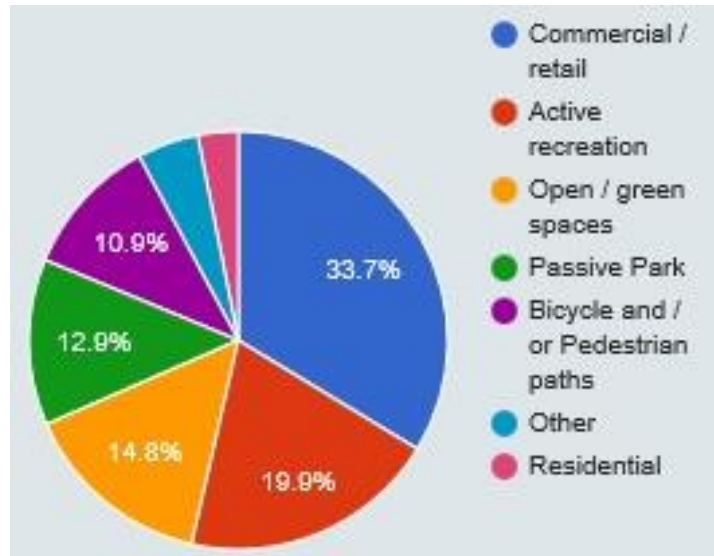
Other Issues:

Aside from the top deficiencies identified by respondents above, they were asked to identify other problems that they feel are important but were not listed in the survey. The following list identifies problems most frequently identified by the respondents, with the most frequent responses from the top:

- Losing the charm of a small historic downtown
- Too much residential development crowded in
- Lack of green space or park downtown
- Overburden on the existing infrastructure by new development
- Train blocking traffic and idling on the tracks
- Traffic congestion during rush hour and events
- Lack of parking during Special Events
- Nothing downtown to attract children
- To a [sic] few special events and activities
- Roads and sidewalks in poor repair
- Shops not staying open consistent hours
- No consistent development or architectural theme
- Poor and insufficient street lighting
- Lack of trees or shade

7. What would you like to see developed in the downtown area? (pick top 3)

Passive Park	2,571	(12.9%)
Active recreation	3,978	(19.9%)
Commercial / retail	6,738	(33.7%)
Residential	625	(3.1%)
Open/green spaces	2,967	(14.8%)
Bike/Pedestrian paths	2,171	(10.9%)
Other:	949	(4.7%)



What to Develop:

The survey asked respondents to prioritize their top three downtown amenities. The most frequent responses are as follows:

Commercial and Retail	33.7 %
Active Recreation	19.9 %
Open/Green Spaces	14.8 %
Passive Park	12.9 %

Based on the responses above, there appears to be a strong demand for more Commercial and Retail downtown, followed by a desire to add some form of open recreational green space. Each of these amenities can strengthen the heart of downtown Flowery Branch and encourage more activity and vibrancy. When reviewing the comments in question #16, there were a lot of references to Duluth, Suwanee, Norcross and Buford Town Greens as examples of how the residents would like to see their downtown development.

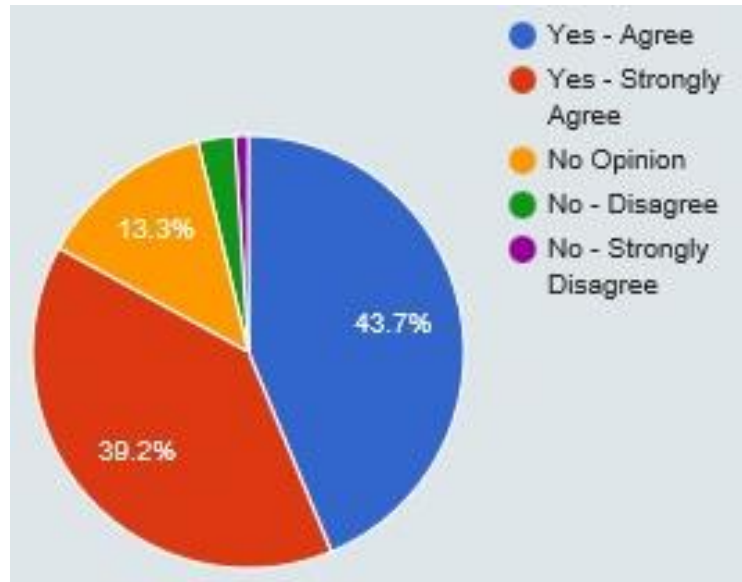
Other Ideas:

Besides the ones listed above that the community prioritized, they were asked to identify other ideas that they would like to see developed but were not listed in the survey. The following ideas are the ones that are the most frequent responses.

- Maintain the historic small-town charm
- More and diverse restaurants/cafes
- Create a Town Center program similar to Duluth, Suwanee, Buford, Braselton,
- Preserve the historic buildings
- Amphitheater/concert venue in the park
- Place for children to gather and play
- Splash Pad / Fountain
- Fix the roads and sidewalks
- More street lights
- More street trees and shade

8. Would you like to see a Town Green/Common in the downtown area?

Yes - Strongly Agree	1,334	(39.2%)
Yes - Agree	1,486	(43.7%)
No - Opinion	451	(13.3%)
No - Disagree	94	(2.8%)
No - Strongly Disagree	34	(1.0%)



Town Green:

The latest Master Plan for the City recommended a Town Green-type passive park as part of the ongoing downtown development vision. The city planners wanted to determine if the idea of a Town Green / Park in the downtown is favored with the residents of the City. The Public Input Survey included a question with five (5) choices to gauge how popular a Town Green is with the public.

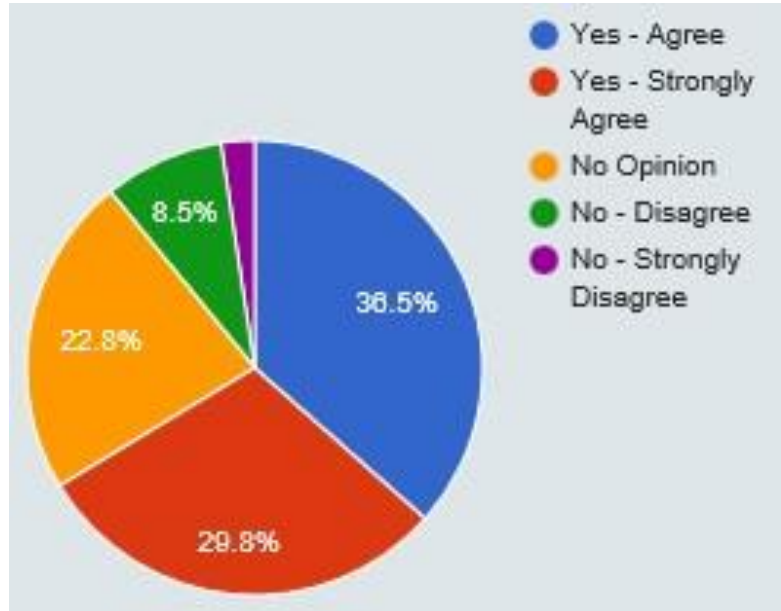
The responses indicate significant support for a Town Green, with over 82% of the responses in favor, while 16% either have no opinion or oppose the idea. Based on these results, the team has identified enough support to recommend the City proceed with plans to develop a passive park / Town Green-type space in downtown Flowery Branch.

Comments

In the comments section, respondents repeatedly referred to Duluth, Suwanee, Norcross, and Buford as places that have done an excellent job developing Town Green / City Centers. They also identified amphitheaters, concert venues, splash pads, open greens, festival areas, streetlights, and street trees as highly desirable parts of a Town Green. Respondents commented about the lack of attractions in downtown Flowery Branch and the need to create a space where events, activities, children, pets, families, and day to day users could enjoy. From the comments gathered in question #16 and the answers to question #8, respondents are supportive of an open park / green space that makes the downtown more attractive, viable, and active destination for the community.

9. Would you like to see the City acquire more land downtown?

Yes, Strongly Agree	1,018	(29.8%)
Yes, Agree	1,249	(36.5%)
No Opinion	778	(22.8%)
No, Disagree	292	(8.5%)
No, Strongly Disagree	81	(2.4%)



Land Purchases:

The Master Plan recommended the City purchase dilapidated and undeveloped land in the downtown so the City could gain control, drive the development decisions for those parcels, and catalyze redevelopment elsewhere in the downtown. In order to understand how residents perceive the purchase of more land downtown, respondents were given the option of five (5) agree or disagree responses in the survey about acquiring additional land.

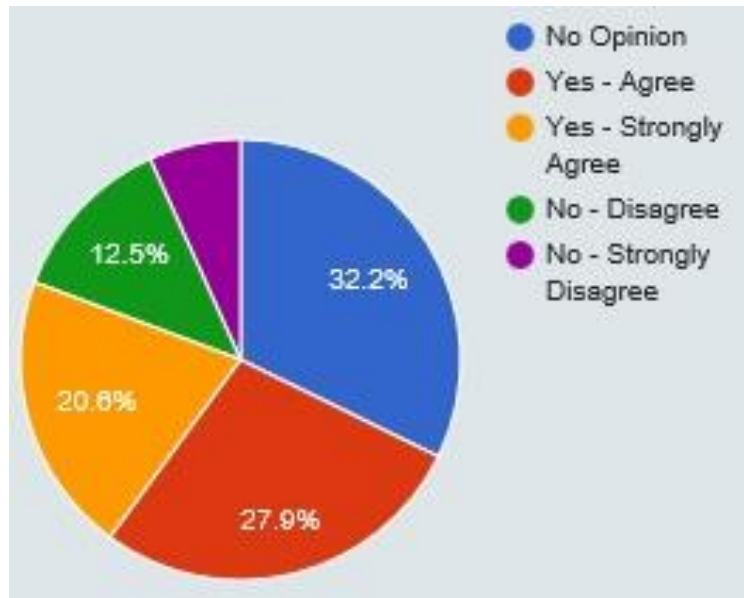
Based on the results of the survey, over 66% of respondents are supportive of the City acquiring additional property downtown, while 34% either have no opinion or disagree with the purchases. From these results, respondents are generally supportive of the City continuing to acquire more land in the downtown business district.

Comments:

It should be noted, that on the comment question, there are a number of respondents who challenged the need to spend tax money in an effort to attract more residential development when the current City infrastructure is inadequate to accommodate it. Many felt like the money would be better spent fixing the roads, streetlights, sidewalks, and issues with the train. There are a number of tools the City has at its disposal that can be considered to address the concerns raised by respondents—zoning and land development regulations, impact fees, and allocation SPLOST dollars toward infrastructure improvements, to name a few for consideration.

10. Would you like to see an interactive/splash pad downtown?

Yes, Strongly Agree	702	(20.6%)
Yes, Agree	949	(27.9%)
No Opinion	1,098	(32.2%)
No, Disagree	427	(12.5%)
No, Strongly Disagree	230	(6.8%)



Splash Pad:

Interactive splash pads and fountains are very popular public amenities, but they tend to draw a lot of people and noise to their locations. Several town centers in proximity to Flowery Branch have developed splash pads in their downtown passive park in recent years. The City of Duluth was first, followed by Suwanee, Norcross, and Buford. These types of facilities have proven to bring high traffic and attract lots of children, especially in the summer. They have also proven to be high maintenance amenities and attract visitors from greater distances than a simple open space park or Town Green.

The team wanted to understand, specifically, how the residents of the City feel about having a splash pad in their downtown. The Public Input Survey posed the question and identified five (5) choices that ranged from approval to disapproval of a splash pad. The overall survey responses reveal that approximately half of respondents are in favor of inclusion of a splash pad as part of the downtown improvements.

The team filtered the results of the 1,402 individuals who answered this question and identify as living in the City limits to determine if their responses differ from the responses of the overall respondents. The results revealed similar results, where almost 54% of respondents identify as living in the City support the inclusion of a splash pad somewhere downtown.

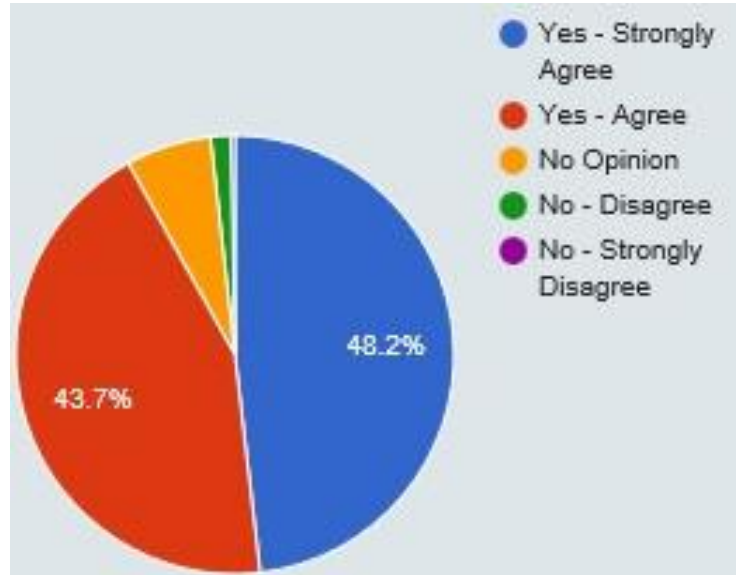
Comments:

In a review of the comments offered in question #16, there are a lot of responses in favor of a splash pad in an open space park in the City. There is some concern about drawing large crowds into the City. A few citizens recommend that the splash pad be kept small.

The survey seems to indicate support for Flowery Branch to incorporate some form of water feature/splash pad or fountain as part of the downtown redevelopment plans; however, careful attention should be paid to the potential adverse impacts.

11. Would you like to see a Farmers Market incorporated downtown?

Yes, Strongly Agree	1,648	(48.2%)
Yes, Agree	1,497	(43.7%)
No Opinion	216	(6.3%)
No, Disagree	51	(1.5%)
No, Strongly Disagree	10	(0.3%)



Farmers Market:

The City currently holds a Farmers Market downtown during the growing season that has been somewhat successful and is the subject of a number of comments in the survey.

The current schedule for the Farmers Markets is as follows:

Summer Market	Thursdays, May 7 th to September 24 th
Winter Market	Saturdays, March 7 th to April 14 th

The Master Plan recommended creating a permanent structure for the Farmers Market on the vacant lot west of the old railroad depot. The structure is anticipated to be a permanent home for the Farmers Market and any other use which such a structure may support. The City has recently engaged CPL to prepare development drawings to determine the viability and location of such a facility. As part of the Public Input Survey, the City wanted to include a question about how the community feels about the recommendation before the Farmers Market structure is actually constructed.

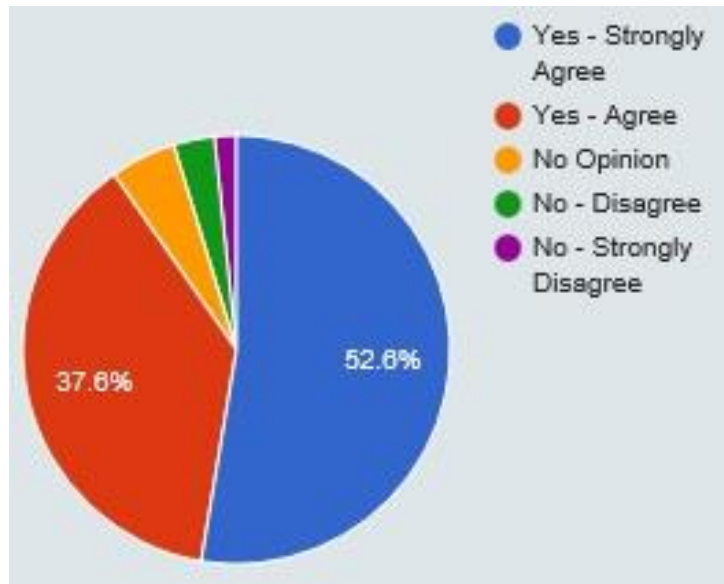
The Public Input Survey included a question for the for respondents to pick one of five (5) choices for approval or disapproval of a permanent Farmers Market structure in the downtown. Survey respondents overwhelmingly support the idea of a Farmers Market downtown at almost a 92% approval rate. That said, the question posed did not distinguish between a permanent and temporary structure

Comments

The citizens provided a number of comments about the existing Farmers Market and the proposed Farmers Market. There is some support and criticism of the existing Farmers Market, but the comments about a permanent Farmers Market are almost unanimously in favor of the idea.

12. Would you like to see more commercial/retail shops downtown?

Yes, Strongly Agree	1,802	(52.6%)
Yes, Agree	1,288	(37.6%)
No Opinion	170	(5.0%)
No, Disagree	106	(3.1%)
No, Strongly Disagree	57	(1.7%)



Commercial:

The City has sold some of their Main Street property to a developer in the downtown to develop both residential and commercial enterprises on the west side of Main Street. The city planners wanted to determine how the community feels about the continued development of available land in the downtown for Commercial / Retail enterprises.

The Public Input Survey included a question on commercial development and provided local residents with five (5) choices of approval or disapproval continued commercial / Retail development in the downtown. The concept of adding commercial and retail development downtown is overwhelmingly supported by community with over 90% of the respondents either strongly agreeing or agreeing.

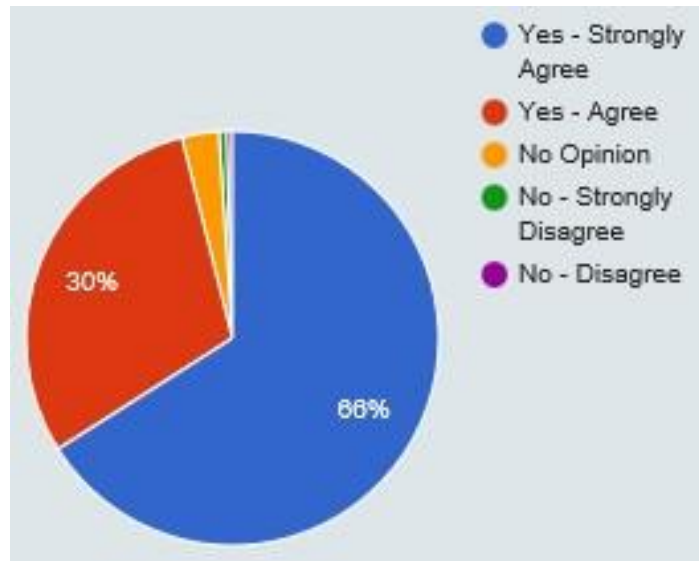
Comments:

The comment question reveals that a majority of respondents are very concerned about losing the local history, aesthetics, and small-town appeal if development is not better controlled and managed.

There is a consensus of responses requesting more shops and businesses to be developed in the town center. However, there is a lot of resistance to chain stores and big-box commercial. The residents seem to be more in favor of small shops. It seems to be very important that the style of architecture and scale of the commercial development fit into the charm of the historic small-town aesthetics of Flowery Branch. Architectural design requirements, limitations on downtown tenant size, and economic development efforts can be incorporated into City policy to address the concerns expressed by respondents.

13. Would you like to see more restaurant options downtown?

Yes, Strongly Agree	2,256	(66.0%)
Yes, Agree	1,026	(30.0%)
No Opinion	99	(2.9%)
No, Disagree	16	(0.5%)
No, Strongly Disagree	20	(0.6%)



Restaurants:

Currently, there are only a few restaurant and dining options in the downtown Flowery Branch area with Antebellum, a white tablecloth restaurant on Main Street, Southern Grace, and Common Grounds Café, a coffee shop on Main Street. All three businesses have 5-star ratings and attract a lot of patronages from outside the City as well as from within. Beer Me has opened on Main Street as a local brewery/pub, and Moonies Texas Barbeque, is a restaurant across the tracks on Buford Highway. Both are local and regional favorites. Other restaurants and fast food establishments are located east of I-985 but do not significantly contribute to the attraction and viability of the immediate downtown business district.

The planning team wanted to garner the opinion of the community relative to incorporating more restaurants within the downtown business district of the City. The Public Input Survey included a question that provided local residents with five (5) choices of approval or disapproval for additional food service development in the downtown area.

Respondents overwhelmingly support the idea of developing more restaurants in downtown at over a 96 % rate. We do, therefore, recommend that integrating more foodservice establishments into the downtown because it is a priority for the community.

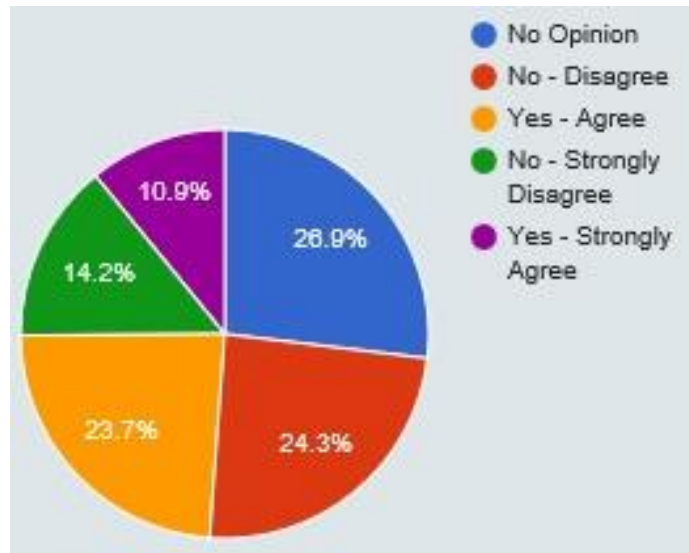
Comments

The comment question revealed that there is overwhelming support for a variety of dining options in the downtown. All the comments about the existing restaurants are very complimentary.

However, there is strong resistance to chain and fast food establishments that would detract from the quaint and historic small-town aesthetics. The respondents express interest in smaller cafes and diners that fit the real scale of the town center rather than large restaurants. There is a lot of support for having the foodservice establishments open out to the sidewalks and common green space. There is a great deal of concern about the structures not detract from the overall appearance of the downtown. Each of these design characteristics should be considered for inclusion in zoning and development regulations.

14. Would you like to see residential development in the downtown?

Yes, Strongly Agree	373	(10.9%)
Yes, Agree	810	(23.7%)
No Opinion	919	(26.9%)
No, Disagree	829	(24.3%)
No, Strongly Disagree	485	(14.2%)



Residential:

The City sold some land to a residential developer and owns other parcels that are being considered for residential development. One such project is currently underway on Main Street on the old City Hall Site. The development will have commercial on the street-level and residential above. The city planning team wanted to measure public sentiment for further development of downtown projects as residential.

The Public Input Survey included a question that provided respondents with five (5) choice levels for approval or disapproval of continued residential development in the downtown.

The Input Survey results reveal that the respondents are rather evenly divided into three different opinion categories. Those who agree are over 34%, those who disagree are over 38% and those with no opinion are almost 27%. This is the only issue in the survey where respondents seem to be fairly evenly divided on the subject.

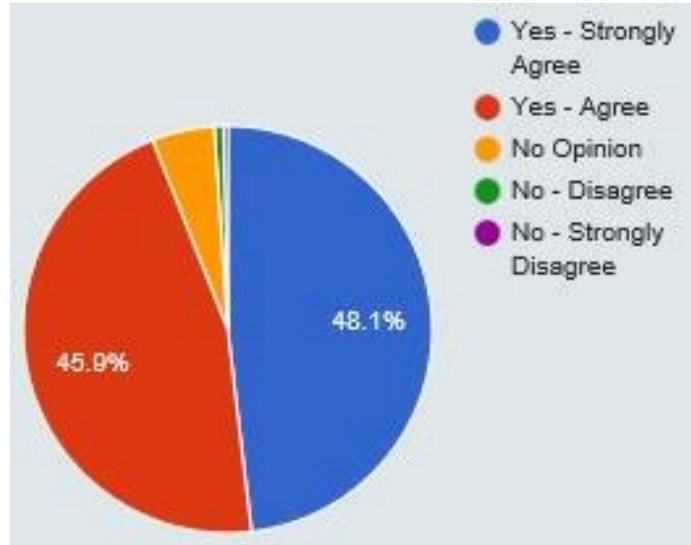
Comments

Reviewing the comments from question #16, there are a lot of references to keeping the city center small and quaint while maintaining the small-town feel by not adding large new buildings. There are a lot of complaints about tearing down the historic buildings and replacing them with structures that do not fit the architectural style. There are also repeat comments about the infrastructure of the City not being adequate to take on more residential development. The consensus is that residential development is crowding the streets and overwhelming the small-scale town feeling that community members enjoy.

Continued residential development in the downtown may be met with a level of resistance based on infrastructure and aesthetics. It is recommended establish architectural guidelines or regulations for the historic district of the City that addresses the concerns of the citizens and gives the developers a specific unified design standard to follow.

15. Would you like to see more events and activities downtown?

Yes, Strongly Agree	1645	(48.1%)
Yes, Agree	1567	(45.9%)
No Opinion	169	(4.9%)
No, Disagree	24	(0.7%)
No, Strongly Disagree	12	(0.4%)



Special Events:

The City of Flowery Branch sponsors special events in the downtown area and allows private organizations and groups to sponsor other events as well. The Master Plan made a strong recommendation to develop a public open space where such events could be accommodated. The City is currently preparing plans to develop just such an open space / passive park in the downtown on Pine Street east of Antebellum.

Events that the City currently sponsors or permits on an annual basis are as follows:

- | | |
|-----------------------------------|--|
| • Christmas Festival | – First weekend in December - Friday |
| • Jingle Jog | – First weekend in December - Saturday |
| • Boo Run | – Last weekend in October |
| • Fall Festival | – First weekend in October |
| • Car Show and Chili Cook-Off | – Second weekend in September |
| • South Hall Rotary 5k Run | – Last weekend in August |
| • Masonic Lodge Spring 5k Fun Run | – Third weekend in May |
| • Spring Festival | – First weekend in May |

The city planners wanted to understand from the local residents how they feel about increasing the number of public events and activities in the downtown. The Public Input Survey included a question that provided respondents with five (5) choices for approval or disapproval of an effort to increase special events and activities in the downtown.

The recommendation has overwhelming support with over 97% of respondents strongly agreeing or agreeing with the sentiment. Attendance of special events is the number one reason respondents identify for coming downtown. Therefore, the team recommends that the City should move forward with developing an open space venue and pursues opportunities to sponsor and permit more special events and activities in the downtown.

Comments

Responses to the comment question reveal a great deal of interest and support for special events and activities in the downtown. There are numerous suggestions for developing an amphitheater or some form of concert venue as part of an open space park. Respondents gave a variety of suggestions for events, including support for the City to hire a Special Events and Marketing coordinator.

16. Please offer any suggestions you have to improve our downtown:

Suggestions:

Respondents taking the survey were given an opportunity to convey their personal suggestions and comments about improving the downtown area. Of the 3,440 people responding to the survey, the City received over 2,500 individual suggestions. Although some ideas are unique, many demonstrate shared priorities, and some are very inciteful. The team extracted the survey data that contains all the respondents' suggestions just as they wrote them.

Although It would be cumbersome to convey all the unique and special ideas from respondents in this report, the planning team reviewed the data to extract the most frequent items.

Some of the comments re extensive and/or anecdotal—those comments have not been used to determine a list of program elements and ideas for downtown development. The planning team carefully reviewed and refined the comments to focus on pertinent programs, problems, and ideas presented by the Flowery Branch community.

The extracted data was converted into simple statements that could be quickly and easily reviewed and accessed by the planning team. That planning team used the document to identify the 10 most frequent comments, as follows:

1. Preserve the historic small-town atmosphere
2. Stop tearing down the historic buildings
3. Develop more restaurants downtown
4. Develop more commercial shops downtown
5. Develop a town green or open space park
6. Don't overwhelm downtown with Residential
7. Splash Pad and play area for children
8. Amphitheater/concert venue
9. Repair the sidewalks and extend out
10. Solve the Train / Traffic problem

Summary

This Assessment Report is intended to present the raw data, as collected, and extract conclusions and directions to assist the City of Flowery Branch make more informed decisions about the future of the downtown and their public parks. Although such surveys are not a perfect science, they do serve to give decision-makers insight into the thoughts and ideas of the local population.

The planning team is confident that the assembled data is reflective of the sentiments of the general Flowery Branch community and can serve City leadership in moving forward with long-term policy decisions as they relate to downtown development.



Appendix

FB RESIDENCY COMPARISON CHART												
#	QUESTIONS	ALL	%	Yes	%	Zip Code	%	Hometown	%	No	%	Zip-Yes
1	Are you a resident of the city of Flowery Branch?											
	Yes, I live in the city limits	1392		1410	100.0%							
	No, but I live in Flowery Branch Zip Code - 30542	1751				1755	100.0%					
	No, but I consider Flowery Branch my hometown	226						226	100.0%			
	No, I do not live in or near the city	71								71	100.0%	
	Total	3440		1410		1755		226		71		
2	What is your street name? See Report											
3	What is your age?											
	12 to 18	14	0.5%	9	0.7%	3	0.2%	2	0.9%	0	0.0%	-0.5%
	19-25	87	3.0%	62	4.4%	15	0.8%	9	4.0%	1	1.4%	-3.6%
	26-45	262	8.9%	451	32.3%	250	14.3%	68	30.4%	10	14.1%	-18.0%
	46-64	1510	51.6%	531	38.1%	820	47.4%	106	47.3%	43	60.6%	9.3%
	65+	1056	36.1%	342	24.5%	650	37.3%	39	17.4%	17	23.9%	12.8%
	Total	2929	100%	1395	100.0%	1738	100.0%	224	100.0%	71	100.0%	
4	How often do you go Downtown?											
	Daily	199	5.8%	91	6.5%	76	4.4%	23	10.2%	11	15.9%	-2.1%
	Weekly	1000	29.2%	408	29.2%	500	28.7%	76	33.8%	16	23.2%	-0.4%
	Monthly	1010	29.5%	414	29.6%	501	28.8%	64	28.4%	27	39.1%	-0.8%
	Only for events	1219	35.6%	485	34.7%	663	38.1%	62	27.6%	15	21.7%	3.4%
	Total	3428	100%	1398	100.0%	1740	100.0%	225	100.0%	69	100.0%	
5	What brings you Downtown? (check each that)											
	Government	467	6.2%	313	10.3%	148	3.9%	7	1.4%	4	2.4%	-6.4%
	Business	579	7.7%	232	7.6%	294	7.7%	44	8.8%	13	7.7%	0.1%
	Shopping	1498	19.9%	555	18.2%	780	20.5%	117	23.3%	36	21.3%	2.2%
	Restaurants / Eating out	1945	25.8%	756	24.8%	995	26.1%	135	26.9%	58	34.3%	1.3%
	Recreations	546	7.2%	189	6.2%	303	8.0%	37	7.4%	14	8.3%	1.7%
	Special events	2239	29.7%	860	28.2%	1204	31.6%	144	28.7%	31	18.3%	3.3%
	I work Downtown	68	0.9%	24	0.8%	15	0.4%	18	3.6%	11	6.5%	-0.4%
	I live Downtown	68	0.9%	55	1.8%	12	0.3%	0	0.0%	0	0.0%	-1.5%
	I do not go Downtown	128	1.7%	61	2.0%	60	1.6%	0	0.0%	2	1.2%	-0.4%
	Total	7538	100%	3045	100.0%	3811	100.0%	502	100.0%	169	100.0%	
6	What is biggest problems Downtown? (pick top 3)											
	Lack of Parking	3297	16.4%	1180	14.4%	1693	16.5%	265	20.0%	154	36.4%	2.1%
	Lack of retail and commercial shops	4534	22.5%	1869	22.8%	2305	22.5%	304	22.9%	67	15.8%	-0.3%
	Lack of restaurant options	5897	29.2%	2424	29.6%	3041	29.7%	334	25.2%	100	23.6%	0.1%
	Physical appearance	1449	7.2%	438	5.3%	907	8.9%	73	5.5%	42	9.9%	3.5%
	Pedestrian / Bike circulation	462	2.3%	208	2.5%	213	2.1%	35	2.6%	7	1.7%	-0.5%
	Lack of attractions to bring me Downtown	3759	18.6%	1627	19.9%	1815	17.7%	275	20.7%	44	10.4%	-2.1%
	Other (View Comments)	765	3.8%	449	5.5%	272	2.7%	42	3.2%	9	2.1%	-2.8%
	Total	20163	100%	8195	100%	10246	100%	1328	100%	423	100%	
7	What would you like developed Downtown? (pick)											
	Passive Park	2571	12.9%	953	11.6%	1378	13.4%	197	14.9%	28	6.6%	1.8%
	Active recreation	3978	19.9%	1691	20.6%	1994	19.4%	232	17.6%	64	15.1%	-1.2%
	Commercial / retail	6738	33.7%	2890	35.2%	3474	33.8%	450	34.1%	142	33.4%	-1.4%
	Residential	625	3.1%	217	2.6%	331	3.2%	44	3.3%	38	8.9%	0.6%
	Open / green spaces	2967	14.8%	1187	14.5%	1475	14.3%	219	16.6%	92	21.6%	-0.1%
	Bicycle and / or Pedestrian paths	2171	10.9%	825	10.0%	1192	11.6%	129	9.8%	38	8.9%	1.5%
	Other (View Comments)	949	4.7%	446	5.4%	443	4.3%	48	3.6%	23	5.4%	-1.1%
	Total	19999	100%	8209	100%	10287	100%	1319	100%	425	100%	
8	Would like a Town Green/Common Downtown?											
	Yes - Strongly Agree	1334	39.2%	637	46.5%	582	33.6%	111	50.2%	17	23.9%	-12.8%
	Yes - Agree	1486	43.7%	497	36.3%	859	49.6%	85	38.5%	37	52.1%	13.4%
	No Opinion	451	13.3%	155	11.3%	256	14.8%	14	6.3%	14	19.7%	3.5%
	No - Disagree	94	2.8%	65	4.7%	19	1.1%	10	4.5%	1	1.4%	-3.6%
	No - Strongly Disagree	34	1.0%	17	1.2%	15	0.9%	1	0.5%	2	2.8%	-0.4%
	Total	3399	100%	1371	100%	1731	100%	221	100%	71	100%	
9	Would like the city to acquire more land Downtown?											
	Yes - Strongly Agree	1018	29.8%	481	34.6%	447	25.7%	86	38.9%	17	23.9%	-8.9%
	Yes - Agree	1248	36.5%	482	34.7%	680	39.1%	64	29.0%	22	31.0%	4.4%
	No Opinion	778	22.8%	270	19.4%	441	25.3%	45	20.4%	17	23.9%	5.9%
	No - Disagree	292	8.5%	122	8.8%	135	7.8%	16	7.2%	13	18.3%	-1.0%
	No - Strongly Disagree	81	2.4%	35	2.5%	37	2.1%	10	4.5%	2	2.8%	-0.4%
	Total	3417	100%	1390	100%	1740	100%	221	100%	71	100%	
10	Would like an interactive/splash pad Downtown?											
	Yes - Strongly Agree	702	20.6%	353	34.6%	286	16.4%	58	26.1%	12	16.9%	-18.2%
	Yes - Agree	949	27.9%	370	36.3%	508	29.2%	40	18.0%	21	29.6%	-7.1%
	No Opinion	1096	32.2%	361	35.4%	637	36.6%	81	36.5%	17	23.9%	1.2%
	No - Disagree	427	12.5%	172	16.9%	223	12.8%	33	14.9%	3	4.2%	-4.1%
	No - Strongly Disagree	230	6.8%	116	11.4%	86	4.9%	10	4.5%	18	25.4%	-6.4%
	Total	3404	100%	1019	135%	1740	100%	222	100%	71	100%	

11	Would like a Farmers Market incorporated											
	Yes - Strongly Agree	1648	48.2%	853	53.6%	862	49.5%	99	44.4%	43	58.9%	-4.1%
	Yes - Agree	1497	43.7%	585	36.8%	782	44.9%	100	44.8%	28	38.4%	8.1%
	No Opinion	216	6.3%	109	6.9%	82	4.7%	22	9.9%	2	2.7%	-2.1%
	No - Disagree	51	1.5%	37	2.3%	13	0.7%	1	0.4%	0	0.0%	-1.6%
	No - Strongly Disagree	10	0.3%	7	0.4%	2	0.1%	1	0.4%	0	0.0%	-0.3%
	Total	3422	100%	1591	100%	1741	100%	223	100%	73	100%	
12	Would like more commercial/retail shops											
	Yes - Strongly Agree	1802	52.6%	741	53.2%	889	51.0%	141	63.2%	41	57.7%	-2.2%
	Yes - Agree	1288	37.6%	499	35.8%	699	40.1%	68	30.5%	17	23.9%	4.3%
	No Opinion	170	5.0%	78	5.6%	84	4.8%	5	2.2%	3	4.2%	-0.8%
	No - Disagree	106	3.1%	46	3.3%	45	2.6%	5	2.2%	8	11.3%	-0.7%
	No - Strongly Disagree	57	1.7%	28	2.0%	25	1.4%	4	1.8%	2	2.8%	-0.6%
	Total	3423	100%	1392	100%	1742	100%	223	100%	71	100%	
13	Would like more restaurant options Downtown?											
	Yes - Strongly Agree	2256	66.0%	959	68.8%	1104	63.6%	153	69.2%	50	70.4%	-5.2%
	Yes - Agree	1026	30.0%	366	26.3%	572	32.9%	64	29.0%	17	23.9%	6.7%
	No Opinion	99	2.9%	51	3.7%	42	2.4%	2	0.9%	4	5.6%	-1.2%
	No - Disagree	15	0.4%	5	0.4%	10	0.6%	1	0.5%	0	0.0%	0.2%
	No - Strongly Disagree	20	0.6%	13	0.9%	8	0.5%	1	0.5%	0	0.0%	-0.5%
	Total	3416	100%	1394	100%	1736	100%	221	100%	71	100%	
14	Would like residential developed Downtown?											
	Yes - Strongly Agree	373	10.9%	208	14.9%	139	8.0%	14	6.4%	16	22.5%	-6.9%
	Yes - Agree	810	23.7%	273	19.6%	463	26.6%	55	25.2%	18	25.4%	7.0%
	No Opinion	919	26.9%	333	23.9%	497	28.6%	55	25.2%	30	42.3%	4.7%
	No - Disagree	829	24.3%	359	25.8%	413	23.7%	60	27.5%	5	7.0%	-2.0%
	No - Strongly Disagree	485	14.2%	220	15.8%	227	13.1%	34	15.6%	2	2.8%	-2.7%
	Total	3416	100%	1393	100%	1739	100%	218	100%	71	100%	
15	Would like more events / activities Downtown?											
	Yes - Strongly Agree	1646	48.2%	709	50.9%	786	45.2%	136	61.5%	28	39.4%	-5.7%
	Yes - Agree	1567	45.8%	572	41.1%	879	50.6%	67	30.3%	39	54.9%	9.5%
	No Opinion	169	4.9%	85	6.1%	62	3.6%	17	7.7%	4	5.6%	-2.5%
	No - Disagree	24	0.7%	19	1.4%	5	0.3%	1	0.5%	0	0.0%	-1.1%
	No - Strongly Disagree	12	0.4%	7	0.5%	6	0.3%	0	0.0%	0	0.0%	-0.2%
	Total	3418	100%	1392	100%	1738	100%	221	100%	71	100%	



FLOWERY BRANCH CITY COUNCIL

EXECUTIVE SUMMARY



SUBJECT: Resolution 20 - 019 Authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the City Limits of Flowery Branch

COUNCIL MEETING DATE: July 2, 2020

HISTORY:

For a good history of this situation, please see the attachments below from CBS Channel 46 and Ask The Times April 2019.

FACTS AND ISSUES:

The City could change the name of Jim Crow Road only where it is wholly within the city limits of Flowery Branch, which is the 400 feet from its intersection with McEver Road to where it crosses Radford Road. At that point, the rest of the road is in unincorporated Hall County. This would at least have the road sign taken down from McEver Road. Just so you know, 3.26% (400 feet) is in the City of Flowery Branch and 96.74% (11,869 feet) is in the County.

Depending on the size, a road name sign costs \$35 to \$50. We would need to inquire with GDOT to learn the cost and process for ordering the lighted sign over McEver Road.

OPTIONS:

IF FUNDING IS INVOLVED, ARE FUNDS APPROVED IN THE CURRENT BUDGET:

Yes

AMOUNT AND SOURCE OF FUNDS:

Approximately \$200 from Road Maintenance

RECOMMENDATION:

Approval

SAMPLE MOTION:

I motion for the City Council to authorize the Mayor to sign Resolution 20 - 019, authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the city limits of Flowery Branch.

COLLABORATING DEPARTMENT:

Public Works

DEPARTMENT: Administration

Prepared by: Vickie Short

ATTACHMENTS

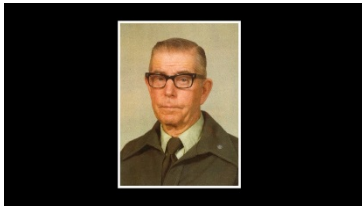
- [CBS 46 Story.pdf](#)
- [Ask The Times April 2019.pdf](#)
- [Res. 20-019 EXEC SUMMARY.pdf](#)
- [Res. 20.019 GC Crow Road and Ex. A.pdf](#)

Family says 'Jim Crow Road' doesn't represent what you think

Posted: Oct 13, 2015 9:13 PM EDT Updated: Nov 10, 2015 10:59 PM EST



Road sign of intersection of Jim Crow Road and Newberry Point Drive (Source: CBS46)



Glenn C. Crow, also known as Jim Crow (Photo Source: Family)



Randy Crow at Glenn's gravesite (Source: CBS46)



Photo of family of Glenn C. Crow (Photo Source: Family)

HALL COUNTY, GA (CBS46) -

There is new information about the [name of a controversial road](#) in metro Atlanta that residents think should be changed because they say it's racist.

The road in question is "Jim Crow Road" in Flowery Branch, which is about 45 miles northeast of Atlanta, but one man wants to set the record straight and hopes the true story will be enough to change hearts and minds.

A quarter of a century after his death, the man buried in a simple grave with his wife is stirring up a controversy, one that he himself never would have imagined.

"This is a picture of him and his wife Edith," said Randy Crow, as he showed CBS46 the grave showing the name "Crow."

"He was a humble man, by far not a rich man," Randy Crow said. "Plain spoken, kind man and would help everybody. He was very influential in the county."

The name on the cemetery marker is "Glenn C. Crow." He also was called "G.C." on occasion, but an aunt started calling him "Jimmy" when he was little and that nickname stuck.

"Jim Crow was my grandfather," Randy Crow said.

Not *the* "Jim Crow," but there's no way to explain that to all the drivers who do a double take as they pass the road sign and can't believe their eyes.

The name "Jim Crow" is infamous as a stereotype. It actually originated in minstrel shows, but came to refer to the entire system of laws used to oppress African Americans and maintain segregation throughout the south.

"Quite honestly, I don't think my grandfather ever gave much thought to the Jim Crow laws," Randy Crow said. "The man himself never had a racial bone in his body."

"To call him anything other than Jim would have been an insult to him," Randy Crow added. "Everybody that he would talk to, they

could call him Mr. Crow and he would say, 'No, just call me Jim. All my friends call me Jim.'"

Unfortunately, most people don't know the real story, or don't care. In this day and age, many see this as offensive, if not downright intimidating.

"My mother was so upset that I was moving on a street named Jim Crow," said Addrienne Session. That was a decade ago and Session loves her neighborhood. She has never had a single problem with neighbors and that includes members of the Crow family.

"Separate the fact between the Jim Crow laws and my grandfather Jim Crow. They were totally different," Randy Crow said.

But an effort to change the name of Jim Crow Road is afoot and those who knew and loved him are upset.

"We made a hard living here," Randy Crow said.

When Randy Crow was growing up, the road in question was nothing but a dirt road, "and as we rode the school bus to school, the bus would slide off the road because it was so muddy and all the boys would have to get out and push the bus out of the ditch," Randy Crow said.

Jim Crow, who bought most of the property in the area, used his influence to get the road paved and commissioners later named it after him.

"Everybody knew him at the courthouse," Randy Crow said. "If anybody wanted to run for office, the sheriff, commissioner...they came to him to get his approval."

"I've been in the courthouse many a time with him and they [were] colored, they [were] white, it was no difference to them," Randy

Crow added. "[He] shook their hands, called them by their first name. Everybody was equal to Jim Crow."

When CBS46 originally reported about the road, members of the Crow family politely declined to be interviewed. They wanted to let sleeping dogs lie. But now that things have gotten stirred up anyway, Randy Crow decided to speak up.

"If you hadn't lived here all your life, you wouldn't know the whole history," Randy Crow said. "You'd hear what's been handed down to you and so forth, and what you have heard from some of the other people that live on the road, and that's one of the reasons I'm here, to try to get everybody to understand where they live."

"They mistake it for the other Jim Crow," Furman Strickland said, who owns the house where Jim Crow once lived and has known his family members for many years. "They're fine people and they're very good neighbors."

Speaking for the family, Randy Crow says he hopes things will calm down, that people will realize his grandfather deserved this small honor.

"The man needs to be left in peace," Randy Crow said. "Just let him rest. He did enough in his lifetime for the people around him, and the town, and the county, and the neighbors and never asked for anything back," Randy Crow said.

So far, the Hall County commission hasn't agreed to consider changing the name of Jim Crow road.

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Read more: <http://www.cbs46.com/story/30254416/family-says-jim-crow-road-doesnt-represent-what-you-think#ixzz4UjYRGptx>

Kelsey Richardson
Updated: April 5, 2019, 4:44 p.m.

If you've been wondering about something in your community, Ask The Times is your place to get answers. The following question was submitted by a reader and answered through the efforts of our news staff.

What's the history of Jim Crow Road?

Despite the name Jim Crow Road, the Flowery Branch street's origins have no relation to the Jim Crow laws that targeted African Americans by enforcing racial segregation throughout the South.

Randy Crow of Flowery Branch said in the late 1980s the Hall County Commission named the road in honor of his grandfather, Glennon "Jim" Crow, who once owned the property along its path.

Randy Crow said his grandfather was raised by his aunt who didn't like the name Glennon nor Glenn. "She called him Jimmy," he said. "And from Jimmy, came Jim."

He said Jim Crow moved from Lawrenceville to Flowery Branch in the early 1930s to start a farm. Randy Crow spent his childhood on the farm, which grew corn and cotton, and raised livestock.

He describes his grandfather as a man who "wasn't rich by no means, but he would help some of the poor people who had less than him."

Randy Crow said his grandfather offered a hand to both white and African American families who lived near the farm.

"There was no racial bone in his body," he said. "He would take milk and ham to see them through the winter. He expected anybody he helped out to come work in the spring, but he paid them at the end of the day."

Randy Crow said Jim Crow would also build caskets for those who couldn't afford it for their loved ones, to make sure they had a proper burial.

"He was thought of very highly for all the things he did for the city of Flowery Branch," he said. "They (Hall County Commission) approached him in the later years of his life and they asked to name the road after him."

askthetimes@gainesvilletimes.com



FLOWERY BRANCH CITY COUNCIL

EXECUTIVE SUMMARY



SUBJECT: Resolution 20 - 019 Authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the City Limits of Flowery Branch

COUNCIL MEETING DATE: July 2, 2020

HISTORY:

For a good history of this situation, please see the attachments below from CBS Channel 46 and Ask The Times April 2019.

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Depending on the size, a road name sign costs \$35 to \$50. We would need to inquire with GDOT to learn the cost and process for ordering the lighted sign over McEver Road.

OPTIONS:

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AMOUNT AND SOURCE OF FUNDS:

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RECOMMENDATION:

Approval

SAMPLE MOTION:

I motion for the City Council to authorize the Mayor to sign Resolution 20 - 019, authorizing the renaming of Jim Crow Road to G.C. Crow Road Within the city limits of Flowery Branch.

COLLABORATING DEPARTMENT:

Public Works

DEPARTMENT: Administration

Prepared by: Bill Andrew

ATTACHMENTS

- [CBS 46 Story.pdf](#)
- [Ask The Times April 2019.pdf](#)
- [Res. 20.019 GC Crow Road and Ex A.pdf](#)

**STATE OF GEORGIA
CITY OF FLOWERY BRANCH**

RESOLUTION 20 - 019

A RESOLUTION AUTHORIZING THE RENAMING OF JIM CROW ROAD TO G. C. CROW ROAD FROM ITS TERMINUS WITH MCEVER ROAD TO ITS INTERSECTION WITH RADFORD ROAD AS SET FORTH IN EXHIBIT “A” ATTACHED HERETO; TO REPEAL CONFLICTING RESOLUTIONS TO THE EXTENT OF ANY CONFLICT; FOR SEVERABILITY; AND, FOR ALL OTHER LAWFUL PURPOSES.

WHEREAS: A portion of Jim Crow Road is part of the City Street System within the City Limits of Flowery Branch; and

WHEREAS: this street was originally named for Glennon C. “Jim” Crow; and

WHEREAS: there is an unfortunate association of his name with the “Jim Crow Laws” of American history; and

WHEREAS: to continue to honor his legacy, the City of Flowery Branch wishes continue to honor the memory of Glennon C. Crow who was instrumental in the early development of the area.

THE CITY COUNCIL OF THE CITY OF FLOWERY BRANCH HEREBY RESOLVES as follows:

SECTION 1. CHANGE OF ROAD NAME

The City of Flowery Branch will change the name of Jim Crow Road to G. C. Crow Road within the City Limits from the terminus of the road at McEver Road to its intersection with Radford Road.

SECTION 2. REPEALER.

All ordinances and/or resolutions and parts of ordinances and/or resolutions in conflict herewith are hereby repealed to the extent of conflict.

SECTION 3. SEVERABILITY.

Should any section or provision of this Resolution be declared invalid or unconstitutional by any court of competent jurisdiction, such declaration shall not affect the validity of this Resolution as a whole or any part thereof which is not specifically declared to be invalid or unconstitutional.

PASSED AND ADOPTED by the City Council of the City of Flowery Branch Georgia this
2nd day of July 2020.

- SIGNATURES ON FOLLOWING PAGE -

ATTEST:

James Miller. Mayor

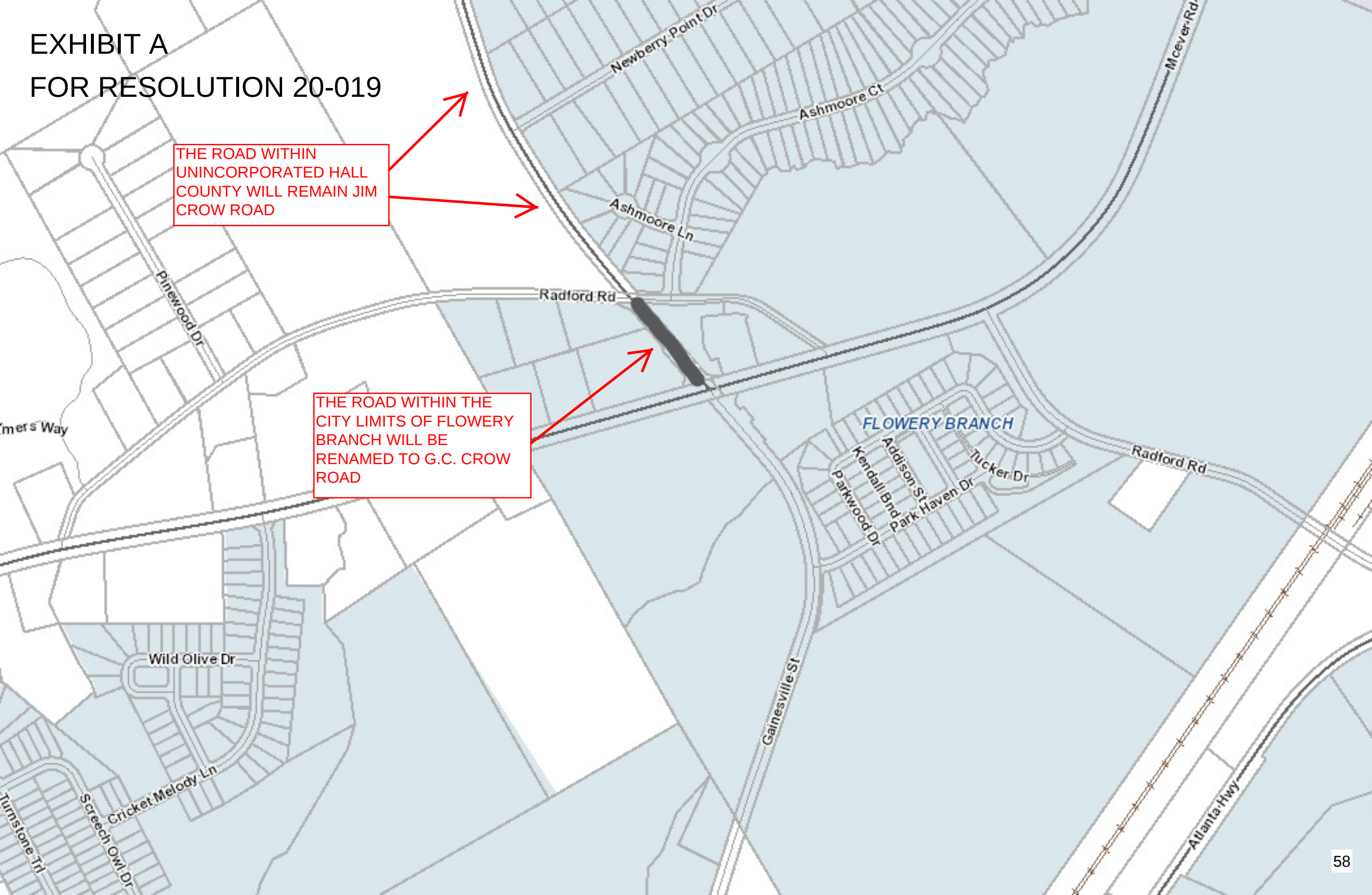
Vickie Short, City Clerk

APPROVED AS TO FORM:

E. Ronald Bennett, Jr., City Attorney

EXHIBIT "A" is attached.

EXHIBIT A
FOR RESOLUTION 20-019



THE ROAD WITHIN
UNINCORPORATED HALL
COUNTY WILL REMAIN JIM
CROW ROAD

THE ROAD WITHIN THE
CITY LIMITS OF FLOWERY
BRANCH WILL BE
RENAMED TO G.C. CROW
ROAD



FLOWERY BRANCH CITY COUNCIL

EXECUTIVE SUMMARY



SUBJECT: First reading Ordinance 595 to Establish a Speed Limit of 25 MPH for the Entirety of East Main Street

COUNCIL MEETING DATE: July 2, 2020

HISTORY:

East Main Street has approximately 149 homes under construction. Additionally, The Residential Group has 325 apartments under construction at the corner of Phil Niekro Boulevard and Thurmon Tanner Parkway. The City desires to foster connectivity with these developments. By lowering this speed limit, we will be able to amend our Personal Transportation Vehicles Plan to eventually allow for PTVs to use East Main Street to Mulberry Street and to Spring Street to cross Atlanta Highway. This will connect this population center to Old Town Flowery Branch. In addition to allowing for the expansion of our PTV route, a lower speed limit will foster a safer driving environment for this corridor.

FACTS AND ISSUES:

The current speed limit for East Main is 40 MPH.

It should be noted, the lowering of this speed to 25 MPH is just the first step in adding this road to our PTV route. Would also need to amend the PTV Plan and this could not be done until the correct signage and signalization was in place. The signalization of Atlanta Highway will be fairly expensive.

As stated in the memo from Rich Edinger with Clark Patterson Lee, imposing a 25 MPH speed limit will place the road outside of the 85th percentile speed and therefore not allow us to run radar on this road. The City has never had this road as part of our radar permit and so this will not change that enforcement situation.

OPTIONS:

IF FUNDING IS INVOLVED, ARE FUNDS APPROVED IN THE CURRENT BUDGET:

Yes

AMOUNT AND SOURCE OF FUNDS:

\$350 for new speed limit signage from Road Maintenance

RECOMMENDATION:

Approval

SAMPLE MOTION:

I motion to approve the first reading of Ordinance 595 to Establish a Speed Limit of 25 MPH for the Entirety of East Main Street.

COLLABORATING DEPARTMENT:

DEPARTMENT:

Prepared by: Vickie Short

ATTACHMENTS

- [East Main Street Speed Study Memo 6-9-2020.pdf](#)
- [Approximate Bike.Ped Route.pdf](#)
- [Ordinance 595 \(Speed limit - East Main St\) - Copy.pdf](#)
- [Ord. 595 EXEC SUMMARY.pdf](#)



June 9, 2020

Mr. Bill Andrew, City Manager
City of Flowery Branch
PO Box 757
5410 Pine Street
Flowery Branch, GA 30542

VIA EMAIL

RE: City of Flowery Branch
East Main Street Speed Limit

Dear Mr. Andrew:

Regarding the speed limit on East Main Street from Thurmond Tanner Parkway to Atlanta Highway, we performed a speed study approximately midway between the two terminus streets in 2019. The resulting 85th percentile speed was 35 mph in the eastbound direction and 41 mph in the westbound direction. The speed limit is currently signed 35 mph. At the city council's discretion, they may lower the speed limit to 25 mph, but the aforementioned speed study does not support making changes to the city's radar permit. Accordingly, radar may not be used to enforce a 25 mph speed limit.

If the city wishes to implement traffic calming features to East Main Street, there are several designs elements that could be constructed to force traffic to more closely adhere to a 25 mph speed limit. Many do not require additional right-of-way.

Please call us with any questions.

Sincerely,

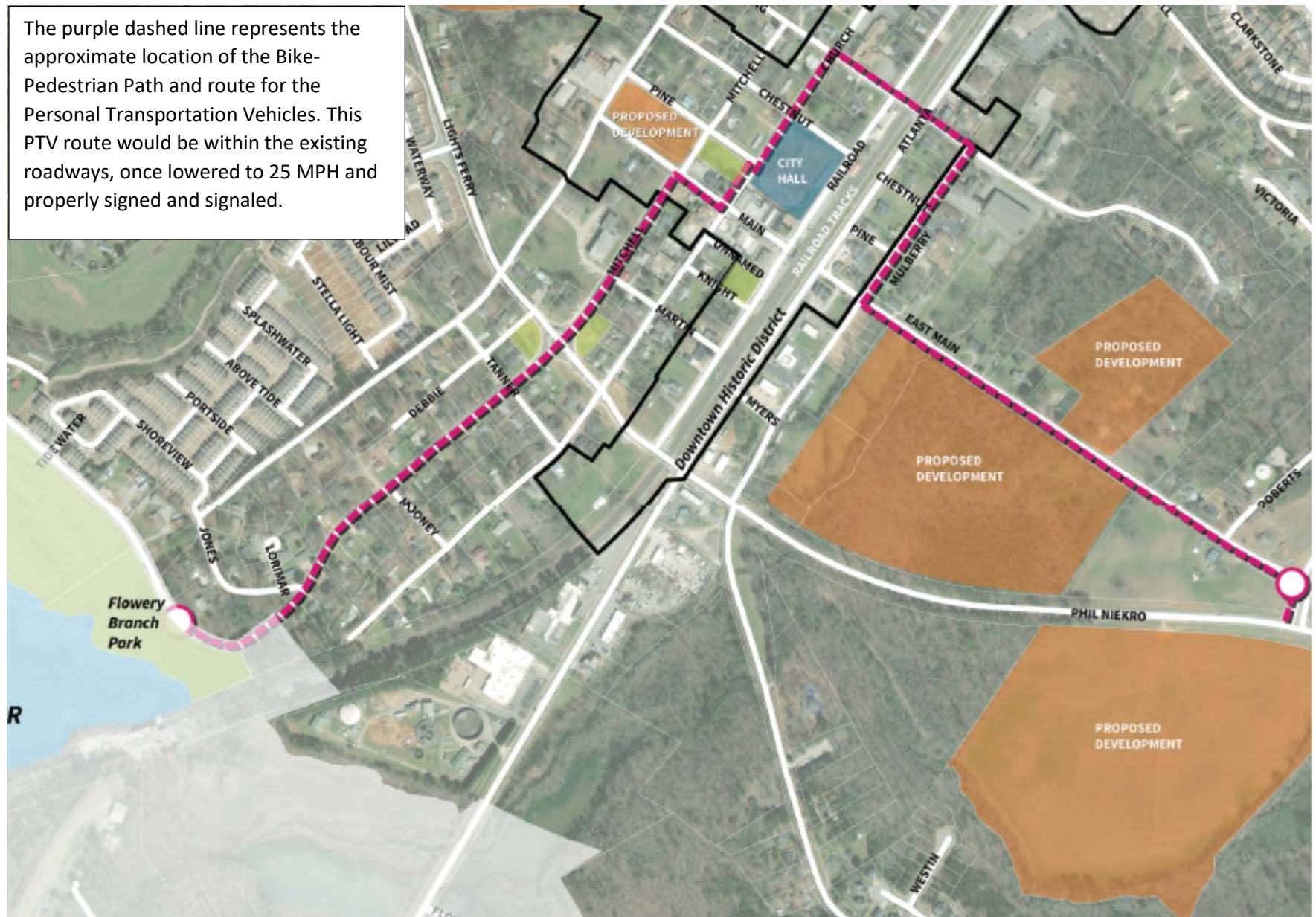
CPL ARCHITECTURE ENGINEERING & PLANNING

Rich Edinger, P.E.
Vice President

cc: file

3011 Sutton Gate Dr.
Suite 130
Suwanee, GA 30024
770.831.9000 TEL
CPLTeam.com

The purple dashed line represents the approximate location of the Bike-Pedestrian Path and route for the Personal Transportation Vehicles. This PTV route would be within the existing roadways, once lowered to 25 MPH and properly signed and signaled.



ORDINANCE NO. 595

AN ORDINANCE TO ESTABLISH A SPEED LIMIT OF 25 MILES PER HOUR FOR THE ENTIRETY OF EAST MAIN STREET EXTENDING FROM ITS INTERSECTION WITH THURMON TANNER PARKWAY IN AN EAST-NORTHWEST DIRECTION TO ITS INTERSECTION WITH ATLANTA HIGHWAY AS SHOWN ON ATTACHMENT “A” ATTACHED HERETO; TO PROVIDE FOR SEVERABILITY; TO PROVIDE AN EFFECTIVE DATE; TO PROVIDE FOR REPEAL OF CONFLICTING ORDINANCES AND FOR ALL OTHER LAWFUL PURPOSES.

WHEREAS, the City of Flowery Branch, Georgia (the “City”) is authorized by its charter to exercise all powers possible for a city to have under the present or future Constitution and laws of this State;

WHEREAS, the City, pursuant to O.C.G.A. Section 40-6-183, is authorized to determine and declare a reasonable and safe vehicle speed limits for certain roads within the City and alter the maximum speed limits for said roads; and

WHEREAS, East Main Street extending from its intersection with Thurmon Tanner Parkway in an east-northwest direction to its intersection with Atlanta Highway, as shown on Attachment “A”, is a road within the City for which the City is authorized by O.C.G.A. Section 40-6-183 to determine and declare a reasonable and safe vehicle speed limit and alter the maximum speed limit for East Main Street.

NOW THEREFORE, THE COUNCIL OF THE CITY OF FLOWERY BRANCH HEREBY ORDAINS AS FOLLOWS:

SECTION 1. FINDINGS.

The City Council finds on the basis of an engineering and traffic investigation that the construction details of and the number and locations of intersections along the 0.44 mile entirety of East Main Street extending from its intersection with Thurmon Tanner Parkway in an east-northwest direction to its intersection with Atlanta Highway, as shown on Attachment “A” which is incorporated by reference as if fully set forth herein, demonstrate a reasonable and safe vehicle speed for the entirety of East Main Street to be 25 miles per hour.

SECTION 2. DESIGNATION OF OFF SYSTEM SPEED LIMIT FOR EAST MAIN STREET.

The maximum speed limit at all times for that 0.44 miles of East Main Street described above and as shown on Attachment “A” is hereby determined and declared to be 25 miles per hour.

SECTION 3. ENFORCEMENT AND PUNISHMENT.

Any person convicted of a violation of this ordinance shall be punished as provided by law as presently exists or as may hereafter be amended.

SECTION 4. SEVERABILITY.

Should any section or provision of this ordinance be declared invalid or unconstitutional by any court of competent jurisdiction, such declaration shall not affect the validity of this ordinance as a whole or any part thereof which is not specifically declared to be invalid or unconstitutional.

SECTION 5. EFFECTIVE DATE.

The effective date of this ordinance shall be upon approval by the city council.

SECTION 6. REPEALER.

All ordinances and parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict.

Approved this ____ day of July 2020.

James M. Miller, Mayor

Signatures Continued Next Page

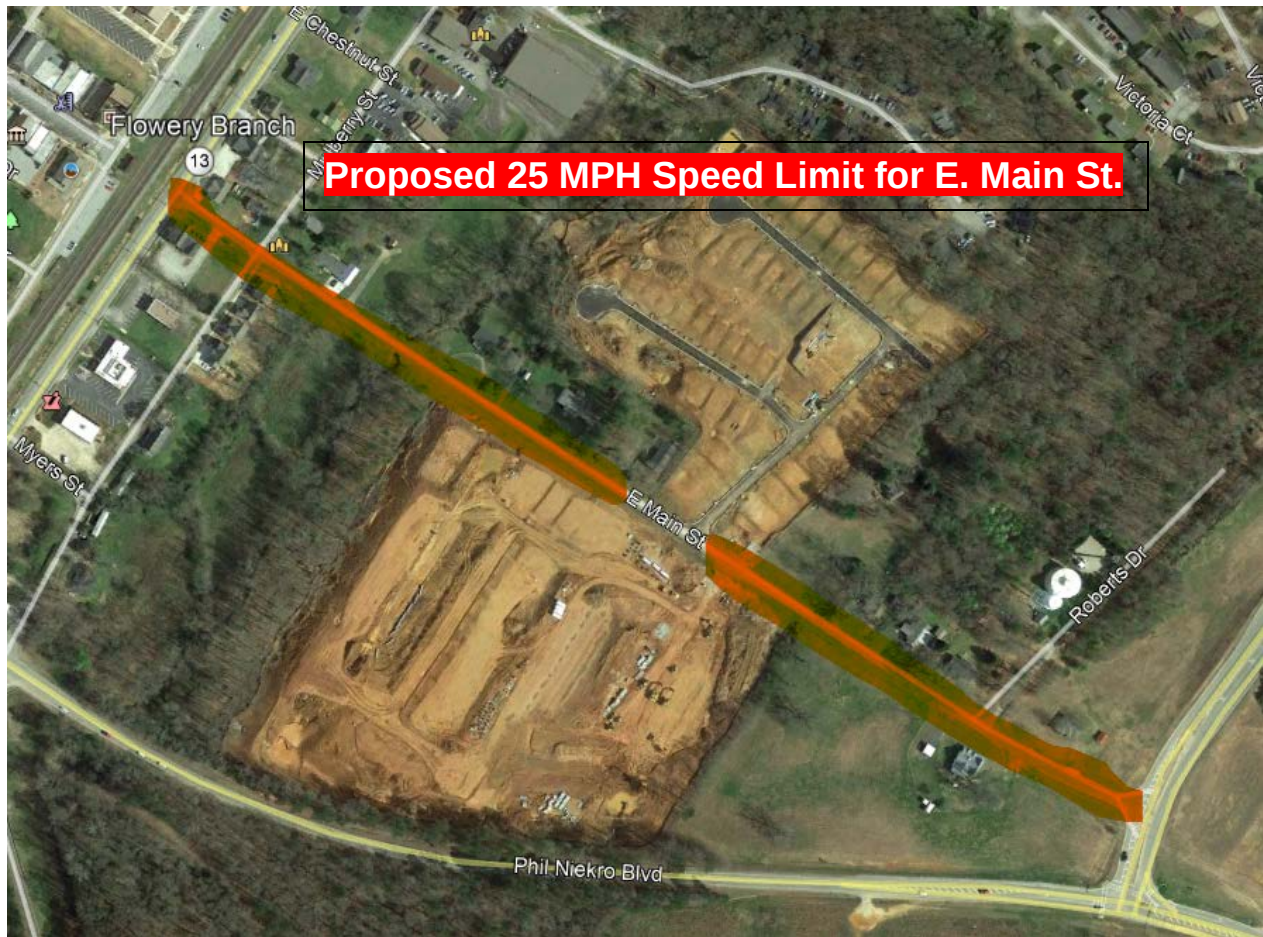
ATTEST:

Vickie Short, City Clerk

APPROVED AS TO FORM

E. Ronald Bennett, Jr., City Attorney

ATTACHMENT "A"





FLOWERY BRANCH CITY COUNCIL

EXECUTIVE SUMMARY



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COUNCIL MEETING DATE: July 2, 2020

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AMOUNT AND SOURCE OF FUNDS:

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RECOMMENDATION:

Approval

SAMPLE MOTION:

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COLLABORATING DEPARTMENT:

DEPARTMENT:

Prepared by: Bill Andrew

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