



**City of Flowery Branch
City Council Meeting
Thursday, July 18, 2024, 6:00 PM
City of Flowery Branch City Hall
5410 Pine Street, Flowery Branch, GA 30542**



CALL WORK SESSION TO ORDER:

Mayor Asbridge called the council meeting to order at 6:00 p.m.

Present: Mayor Asbridge and Council Members Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, and Chris Mundy.

Also present were City Manager Tonya Parrish, City Clerk Shelia Cooper, Public Works and Utilities Director Bill Whidden, Director of Fun Renee Carden, Police Chief Chris Hulsey, Finance Director Matt Hamby, and City Attorney Frank Hartley.

PLEDGE OF ALLEGIANCE:

Mayor Asbridge led the Pledge of Allegiance.

ADOPTION OF AGENDA:

There was a motion made to approve the agenda as presented.

MOTION: Chris Mundy

SECOND: William McDaniel

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried

AWARDS & RECOGNITIONS:

Mayor Asbridge presented a Life Saving Award to Police Officer Taylor McEachern for his heroic actions during a call for service.

Elias Gobble was recognized for successfully passing the Certified Public Accountant exam on his first attempt which is a major achievement.

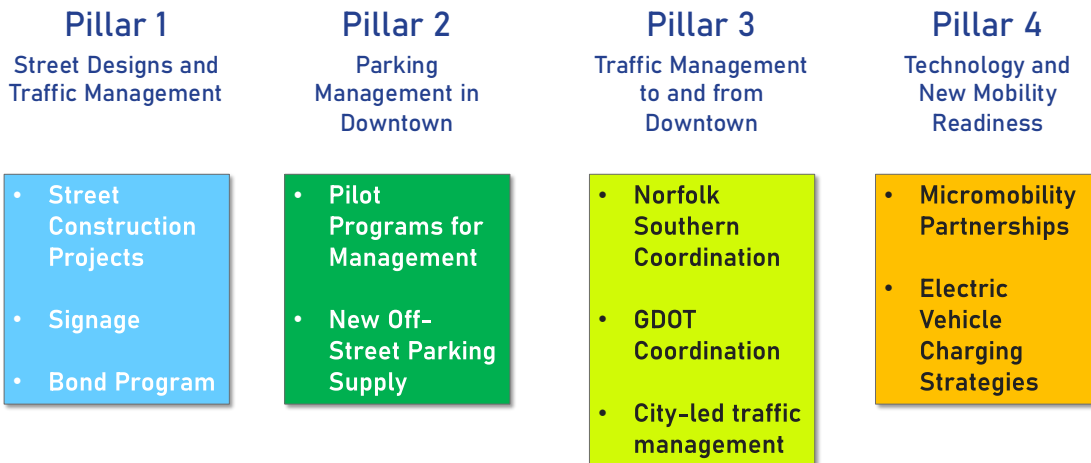
NEW BUSINESS -WORK SESSION:

Presentation of Parking and Mobility Study Report from Stantec

Joel Mann of Stantec presented the findings of the parking and mobility study report. He advised the nuances of parking downtown and the need for street upgrades. He reported other opportunities for potential parking with block-by-block summaries with a mix of formal and informal spaces. The parking study captured how much parking is in use at a given time to compare supply to demand. He advised where a parking garage could be located with the basic parking garage design factors and gave an overview of street upgrades and improvements with costs and implications.

PLAN RECOMMENDATIONS

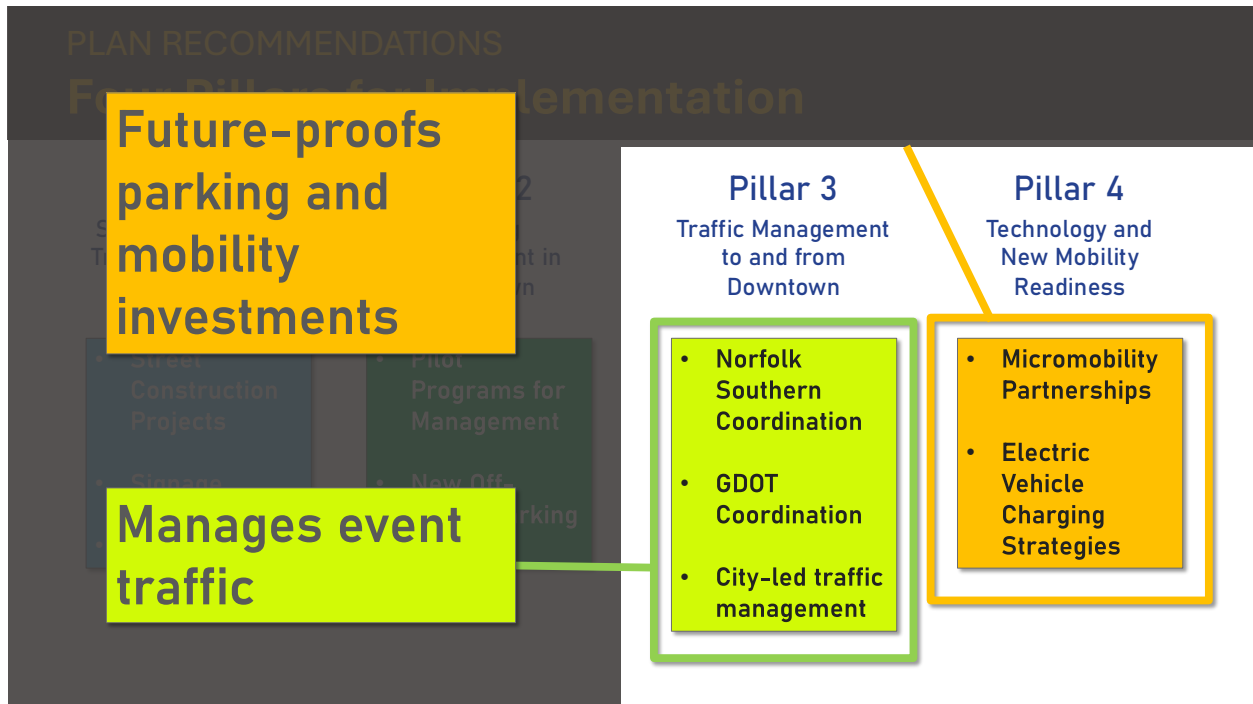
Four Pillars for Implementation



PLAN RECOMMENDATIONS

Four Pillars for Implementation





PLAN RECOMMENDATIONS Implementation Tracks

Each recommendation is set on a multi-year track to follow: detailed guidance and cost estimates for the City

Pillar 3: Traffic Management to and from Downtown	
Track 3-1 (2025-26)	Begin coordination efforts with GDOT to install temporary signage for special events utilizing movable roadside variable message signs to direct traffic from northern and eastern destinations (e.g. Gainesville) into downtown via McEver Road and Gainesville Street.
Track 3-2 (2025 and ongoing)	Establish a schedule coordination with Norfolk Southern to understand train and equipment staging patterns prior to events. It is unlikely that train parking and stacking operations occur on a regular scheduled basis, or that all schedules stay on time, but City should seek to understand probability of train parking that blocks the Spring Street crossing and adopt event circulation plans that do not use it.
Track 3-3 (2026-27)	Develop a signage plan for permanent City signage to be installed in advance of major entry points to the downtown area, and create a training plan for personnel (presumably City police staff) overseeing traffic control for special events.
Track 3-4 (2026)	Pilot a program using City and/or County fleet vehicles to provide shuttle services for parking patrons throughout a larger downtown area, connecting them to key downtown destinations.
Track 3-5 (2027-28)	Evaluate event origins and destinations, using data sources such as the Placer data subscription the City began in 2024, to understand overall directions of travel from major destinations. Modify this study's event management plan as needed to direct traffic to appropriate locations based on origins of event visitors.

PLAN RECOMMENDATIONS Implementation Plan Table

Year-by-year action
plan: 2025-28

Estimates of
expected cost and
considerations for
each action

Implementation Pillar	Track	2025		2026	
		Action	Costs and Details	Action	Costs and Details
Pillar 2 Parking Management in Downtown	2.1	Pilot program for special day event management	Expected cost: staff time expense: \$5,000 for signage Includes: install signs and distribute informational material	Evaluate pilot program results, develop enforcement and administration needs for long-term application	Expected cost: estimate: \$25,000 for signage Includes: staff for enforcement
		Consideration	Expected cost: estimated \$20,000 for signage Includes: Consult with United Methodist Church for signage	Evaluate pilot program results, develop enforcement and administration needs for long-term application	Expected cost: estimate: \$20,000 for signage Includes: potential staff of 10, potential for additional staff
	2.3	No activity starts in 2026		Pilot program for parking management	Expected cost: staff time expense: \$5,000 for signage Includes: estimated 0.25-0.5 FTEs of staff for enforcement
	2.4	No activity starts in 2027		No activity starts in 2027	
Pillar 3 Traffic Management to and From Downtown	3.1	Begin event management plan coordination with GDOT	Expected cost: no substantial cost, though GDOT may require cost for signage and event staging Includes: coordination with GDOT for signage and event staging	Continue coordination, and take traffic counts to provide to GDOT for continued justification of any special traffic measures	Expected cost: up to \$1,000 for select traffic counts and signage services as defined in event management plan
	3.2	Coordination with Norfolk Southern	Expected cost: no substantial cost apart from staff time	Continue coordination to understand operations	Expected cost: no substantial cost apart from staff time
	3.3	Develop signage and training plan for personnel	Expected cost: up to \$2,000 for consultants	Begin implementation of plan	Expected cost: up to \$5,000 signage and staff time
	3.4	No activity starts in 2026		Launch shuttle pilot program	Expected cost: estimated \$25,000 for signage and staff time
	3.5	Evaluate event origins and destinations	Expected cost: \$1,000 for signage, staff time	Evaluate event origins and destinations	Expected cost: \$1,000 for signage, staff time

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Implementation Pillar	Track	2027		2028	
		Action	Costs and Details	Action	Costs and Details
Pillar 2 Parking Management in Downtown	2.1	Install signage and update City Ordinance to and management requirements	Expected cost: staff time expense: \$10,000 for signage Includes: install signs and distribute informational material	Evaluate and monitor parking activity to determine if managed areas should expand	Expected cost: limited staff time (less than 6.1 FTEs) for monitoring and reporting
		Continue seeking opportunities to more publicly accessible parking located as part of a city system	Expected cost: TBD	Continue seeking opportunities to more publicly accessible parking located as part of a city system	Expected cost: TBD
	2.3	Consider implementing program as a full-time management approach based on 2026 results	Expected cost: staff time expense: \$10,000 for signage Includes: estimated 0.25-0.5 FTEs of staff for enforcement	Evaluate and monitor parking activity to determine if managed areas should expand	Expected cost: limited staff time (less than 6.1 FTEs) for monitoring and reporting
	2.4	Identify new locations for off-street parking	Expected cost: TBD, based on land value and lease potential	Continue program to identify new locations	Expected cost: TBD, based on land value and lease potential
Pillar 3 Traffic Management to and From Downtown	3.1	Continue coordination, and take traffic counts to provide to GDOT for continued justification of any special traffic measures	Expected cost: up to \$1,000 for select traffic counts and signage services as defined in event management plan	Continue coordination, and take traffic counts to provide to GDOT for continued justification of any special traffic measures	Expected cost: up to \$1,000 for select traffic counts and signage services as defined in event management plan
	3.2	Coordination with Norfolk Southern	Expected cost: no substantial cost apart from staff time	Continue coordination to understand operations	Expected cost: no substantial cost apart from staff time
	3.3	Begin implementation of plan	Expected cost: up to \$5,000 signage and staff time	Begin implementation of plan	Expected cost: up to \$5,000 signage and staff time
	3.4	Evaluate program results and continue if it is providing adequate service	Expected cost: no substantial cost apart from staff time and reporting	Evaluate program results and continue if it is providing adequate service	Expected cost: no substantial cost apart from staff time and reporting
	3.5	Evaluate event origins and destinations	Expected cost: \$1,000 for signage, staff time	Evaluate event origins and destinations	Expected cost: \$1,000 for signage, staff time

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PLAN RECOMMENDATIONS Implementation Plan Table

Milestone
accomplishments
for each year

Total cost to City

Parking Spaces

Implementation Pillar	Track	2025		2026	
		Action	Costs and Details	Action	Costs and Details
Pillar 4 Technology and New Mobility Readiness	4.1	Explore mobility partnerships	Expected cost: TBD Includes: leave RP to municipality providers already active in the shared mobility space	Depending on interest, begin partnership	Expected cost: none to City, usually borne by provider Includes: possible costs in number of devices allowed
	4.2	Evaluate infrastructure capacity	Expected cost: \$10,000 for engineering consultant Includes: Coordination with utility providers	No activity, project complete	
	4.3	Developer requirements for EVSE	Expected cost: no substantial cost apart from staff time and reporting	Continue developer discussions to understand EVSE implications on projects and development costs	Expected cost: no substantial cost apart from staff time and reporting
	4.4	No activity starts in 2026		Pilot EVSE installations	Expected cost: \$1,000 for signage, staff time Includes: Two installations

SUMMARY OF MAJOR ACTIONS AND ACCOMPLISHMENTS BY IMPLEMENTATION YEAR

	2025		2026	
	Staff Commitments	External Resources	Staff Commitments	External Resources
Milestones	• Signage design and event operations plan completed and ready for use • First street project in design • EV assessment completed	Partnership/coordination with GDOT Coordination with Norfolk Southern	• First street project entering right-of-way acquisition • Second street project in design • First EVSE installation	Partnership/coordination with GDOT Coordination with Norfolk Southern Grant development/coordination with CHMPO
Staff Commitments	Up to 3.5 FTEs estimated		Up to 3.5 FTEs estimated	
External Resources	Low estimate: \$249,000 High estimate: \$321,000		Low estimate: \$429,000 High estimate: \$508,000	
Estimated New Parking Spaces in Inventory	10-20 through virtual public agreements (e.g., United Methodist Church, other private venues)		Target 10-20 through further virtual public agreements	

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Implementation Pillar	Track	2027		2028	
		Action	Costs and Details	Action	Costs and Details
Pillar 4 Technology and New Mobility Readiness	4.1	Evaluate partnership	Expected cost: no substantial cost apart from staff time and reporting	Evaluate partnership	Expected cost: no substantial cost apart from staff time and reporting
	4.2	No activity, project complete		No activity, project complete	
	4.3	Continued developer discussions to understand EVSE implications on projects and development costs	Expected cost: no substantial cost apart from staff time and reporting	Continued developer discussions to understand EVSE implications on projects and development costs	Expected cost: no substantial cost apart from staff time and reporting
	4.4	Pilot EVSE installations	Expected cost: \$1,000 for signage, staff time Includes: Two installations	No activity, project complete	

SUMMARY OF MAJOR ACTIONS AND ACCOMPLISHMENTS BY IMPLEMENTATION YEAR

	2027		2028	
	Staff Commitments	External Resources	Staff Commitments	External Resources
Milestones	• First street project completed • Second and third street projects underway • Second EVSE installation	Partnership/coordination with GDOT Coordination with Norfolk Southern Grant development/coordination with CHMPO	• Second street project completed • Third street project underway	Partnership/coordination with GDOT Coordination with Norfolk Southern Grant development/coordination with CHMPO
Staff Commitments	Up to 3.5 FTEs estimated		Up to 3.5 FTEs estimated	
External Resources	Low estimate: \$1,208,000 High estimate: \$1,580,000		Low estimate: \$1,180,000 High estimate: \$1,512,000	
Estimated Funding Commitment	Total: \$5.70 Target 10-20 through further virtual agreements 40-50 through new street projects		Total: \$5.70 Target 10-20 through further virtual agreements 40-50 through new street projects	

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PLAN RECOMMENDATIONS

Implementation Plan Outcomes by Year

	Cost to the City	Milestone Accomplishments	New Parking Added (2025-28)
2025	\$250,000 - \$320,000	- Signage detail and event operations plan completed and ready for use - First street projects in design - EV assessment completed	10-20 spaces
2026	\$425,000 - \$510,000	- First street project entering right-of-way acquisition - Second street project in design - First EVSE installation	10-20 spaces
2027	\$1,208,000 - \$1,580,000	- First street project completed - Second and third street projects underway - Second EVSE installation	50-70 spaces
2028	\$1,180,000 - \$1,512,000	- Second street project completed - Third street projects underway	50-70 spaces

Street Upgrades and Improvements

Costs and Implications: 260 additional spaces

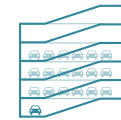


Multi-Pillar Approach
\$3M - \$4M, 2025-28 spending
120-180 parking spaces gained

Parking is connected
Streets are modernized
Off-Street parking better utilized
More land for development and revitalization



\$8,000-12,000 per space



\$30,000 per space

Added Supply Approach
\$4M - \$6M, one-time spending
120-180 parking spaces gained

Council held a discussion with Mr. Mann regarding the parking and mobility study report.

Consider Amendment #2 to the Construction Manager at Risk (CMAR) Agreement for the Gross Maximum Price (GMP) of \$43,311,101 for Construction Services of the Expansion of the Water Reclamation Facility.

City Manager Parrish presented a consideration of Amending #2 to the Construction Manager at Risk (CMAR) agreement. The Gross Maximum Price (GMP) came in at \$43,311,101 and the City had already secured a loan from GEFA for a portion of the funding needed. The rest of the funding for the entire project is from revenue bonds being sold in coordination with the Gainesville and Hall County Development Authority. The bonds were sold on July 19, 2024, a notice to proceed can be issued and then the work can begin.

Council held a discussion with Mr. Pavel Mayfield of Archer Western.

Consideration to Apply for a Federal Emergency Management Agency (FEMA) Hazard Mitigation Grant for a New Generator Located at the Well Pump House on Mulberry Street

Mr. Elias Gobble, Grants and Accounting Manager, presented a consideration to apply for a Federal Emergency Manager Agency (FEMA) Hazard Mitigation Grant for a new well pump house generator. The current generator to power the well pump house in the event of a power outage is very old and dilapidated. A replacement generator is eligible for the FEMA Hazard Mitigation Grant Program. The program awards seventy-five percent of project costs and requires a twenty-five percent local match. The new City Hall generator was replaced under the same program.

Council held a discussion with Mr. Gobble.

DEPARTMENT REPORTS:

Department of Fun Report:

Director Carden noted the bread and the tomatoes were donated by the farmers market vendors for the Tomato Sandwich Market.

Council Report:

Council Member Anglin wanted to thank Officer McEachern for earning the Life Saving Award and he congratulated Mr. Gobble on earning his CPA achievement.

ADJOURNMENT WORK SESSION:

Mayor Asbridge adjourned the work session at 6:56 p.m.

VOTING SESSION AGENDA

CALL VOTING SESSION TO ORDER:

Mayor Asbridge called the voting session to order at 6:56 p.m.

PUBLIC COMMENTS:

Bill Moats, 5780 Screech Owl Drive, Flowery Branch, Georgia.

Mr. Moats wanted to check in on the Summit Lake street issue. He also wanted to invite citizens to come to Summit Lake Subdivision on Saturday, August 10 for a Public Safety Day from 10 a.m. until 1 p.m.

Janet Upchurch, Main Street, Flowery Branch, Georgia.

Mrs. Upchurch advised that the downtown merchants were thrilled to see the parking study. The downtown merchants would like to sit down with Council to discuss the parking issues that are impacting their businesses.

Mark Weber, 6114 Stella Light Drive, Flowery Branch, Georgia.

Mr. Weber wanted to thank Council for the parking study presentation. He would like to recommend Council to think carefully about parking on the streets. He also would like to see more notifications to citizens regarding water outages.

Aubrey Duke, 7016 Tree House Way, Flowery Branch, Georgia.

Mr. Duke requested a pedestrian crossing be relocated from Lake Crossing Boulevard to Lake Sterling Boulevard at the entrance to the pool parking lot. He states there is a blind spot, and it is a safety hazard.

CONSENT AGENDA:

- Consider June 2024 Per Diem for Mayor Asbridge
- Consider June 20, 2024 City Council Meeting Minutes
- Consider June 27, 2024 Transportation SPLOST Special Called Council Meeting Minutes

There was a motion made to approve the consent agenda as presented.

MOTION: Chris Mundy

SECOND: Joseph Mezzanotte

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried

UNFINISHED BUSINESS - VOTING SESSION:

Consider the Second Reading of Ordinance Number 717 Conditionally Allowing Micro-Breweries and Micro-Distilleries in the Central Business District (CBD).

City Clerk Cooper read the caption for Ordinance 717, conditionally allowing micro-breweries and micro-distilleries in the Central Business District (CBD).

Council Member Mezzanotte asked to clarify Ordinance 717.

There was a motion made to approve the Second Reading of Ordinance 717.

MOTION: Oliver McClellan

SECOND: Joe Anglin

Council held a discussion regarding Ordinance 717 before voting on the item.

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried

Consider the Second Reading of Ordinance Number 718 which Considers Changes to Chapter 8 of the Flowery Branch City Code

City Clerk Cooper read the caption for Ordinance 718 which considers changes to Chapter 8 of the Flowery Branch City Code.

There was a motion to approve the Second Reading of Ordinance 718

MOTION: William McDaniel

SECOND: Joe Anglin

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried

NEW BUSINESS - VOTING SESSION:

Consider the First Reading of Ordinance Number 720 Variance Requests for 5632 Church Street regarding Front Porch Length and Garage Placement Requirements

City Clerk Cooper read the caption for Ordinance 720, variance requests for 5632 Church Street regarding front porch length and garage placement requirements.

There was a motion to approve Ordinance 720.

MOTION: Joe Anglin

SECOND: Oliver McClellan

Council held a discussion and would like to add the following conditions before the second reading:

1. Add some brick or a brick feature to the house.
2. Add some brick or a brick feature to the porch post.
3. The garage door must be a carriage style door

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried

Consider Amendment #2 to the Construction Manager at Risk (CMAR) Agreement for the Gross Maximum Price (GMP) of \$43,311,101 for Construction Services of the Expansion of the Water Reclamation Facility

There was a motion to approve Amendment #2 to the Construction Manager at Risk (CMAR) Agreement for the Gross Maximum Price (GMP) of \$43,311,101 for Construction Services of the Expansion of the Water Reclamation Facility

MOTION: Joe Anglin

SECOND: Oliver McClellan

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried

Consideration to Apply for a Federal Emergency Management Agency (FEMA) Hazard Mitigation Grant for a New Generator Located at the Well Pump House on Mulberry Street

There was a motion to approve the application to FEMA Hazard Mitigation Grant Program for funds to be used on a replacement generator at the Mulberry Street well house pump house.

MOTION: Oliver McClellan

SECOND: William McDaniel

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried

EXECUTIVE SESSION:

There was a motion made to enter executive session for matters related to the acquisition/disposition of real estate, for matters related to certain personnel issues, and for matters related to pending or potential litigation at 7:20 p.m.

MOTION: Joe Anglin

SECOND: William McDaniel

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried

There was a motion made to exit executive session at 8:43 p.m.

MOTION: Oliver McClellan

SECOND: William McDaniel

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried

ADJOURNMENT:

There was a motion to adjourn the meeting at 8:44 p.m.

MOTION: Oliver McClellan

SECOND: William McDaniel

AYES: Joe Anglin, Oliver McClellan, William McDaniel, Joseph Mezzanotte, Chris Mundy

NAYS: None

Motion carried