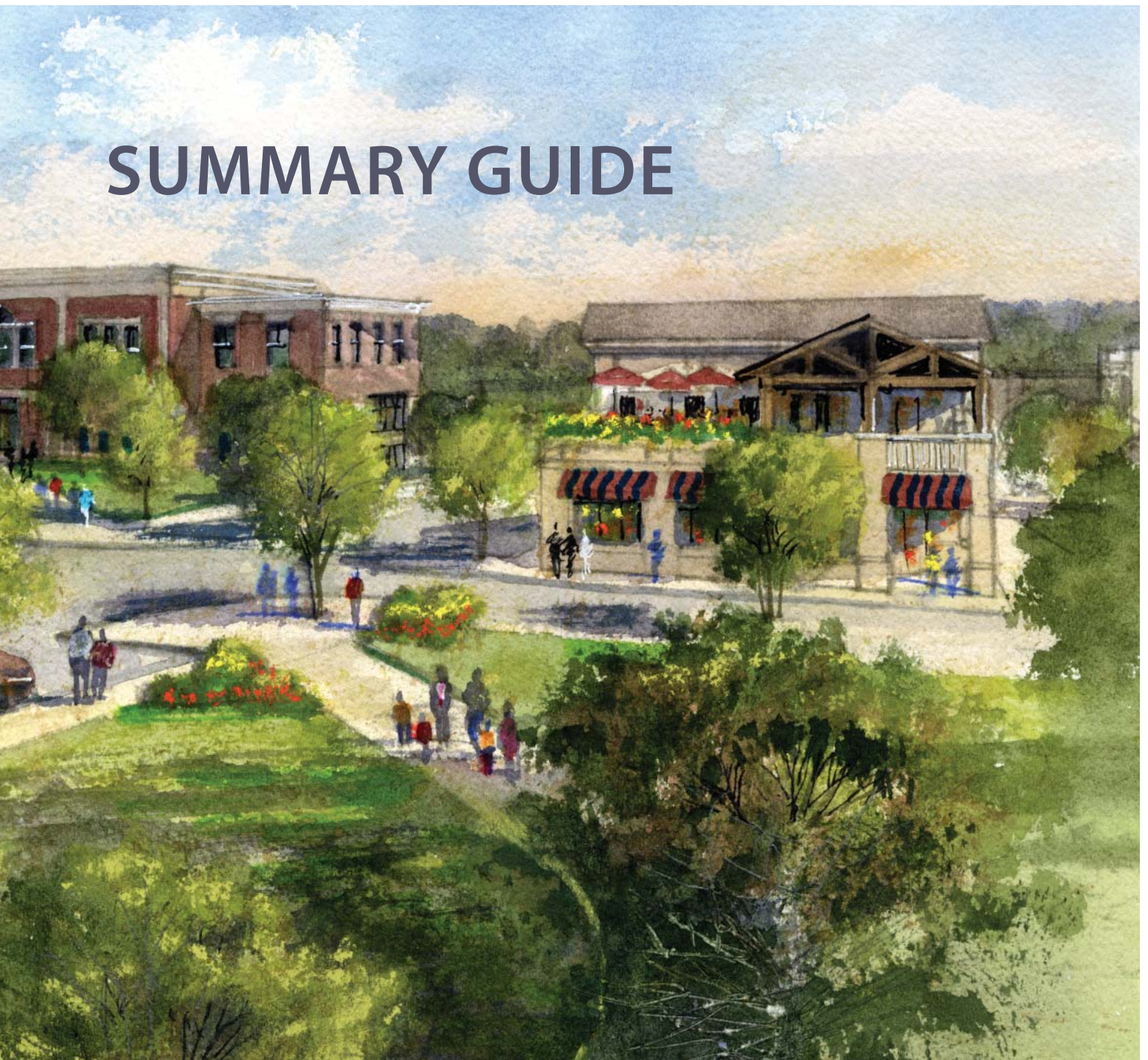


FLOWERY BRANCH OLD TOWN REDEVELOPMENT PLAN

SUMMARY GUIDE

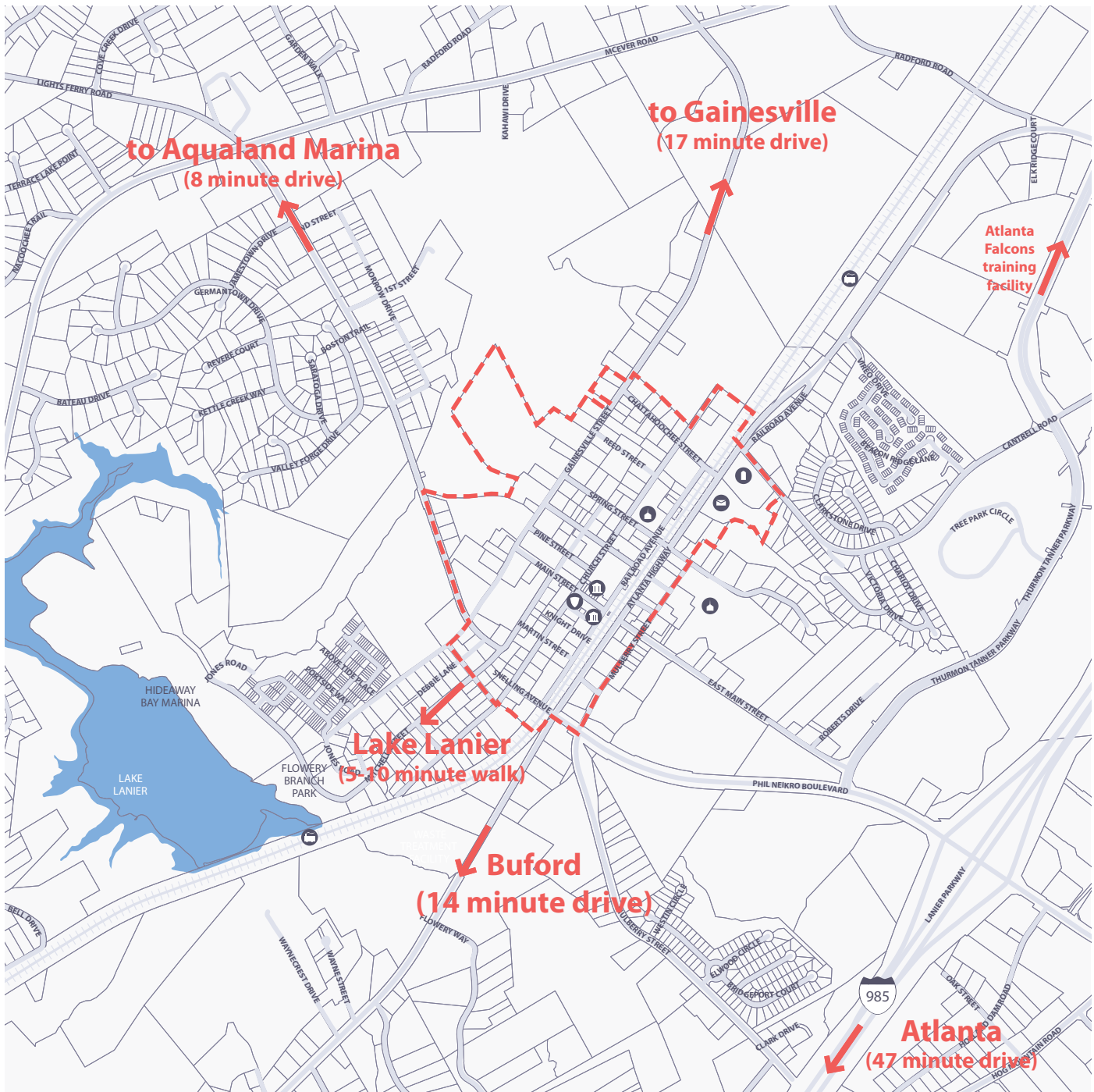


THE BASICS

Flowery Branch is a growing city located near Atlanta's employment opportunities, Gainesville's medical centers and community assets, Lake Lanier's recreational opportunities, and North Georgia's mountains. Old Town is Flowery Branch's historic downtown, a charming main street community with a historic street grid, repurposed buildings for retail and office use, and plenty of local character. The city has recently completed a redevelopment plan for Old Town, which is ripe for new retail, restaurants, offices, and various types of residential development.

This document offers a summary of the redevelopment plan, highlighting several redevelopment opportunities. For more details, please see the full Flowery Branch Old Town Redevelopment Plan or contact the city today!

OLD TOWN AT A GLANCE



Redevelopment Area Boundary

City office

Police department

Church

Post office

Cemetery

Railroad

SITE CONTEXT

This map shows the Old Town study area and its proximity to Lake Lanier and other regional assets.



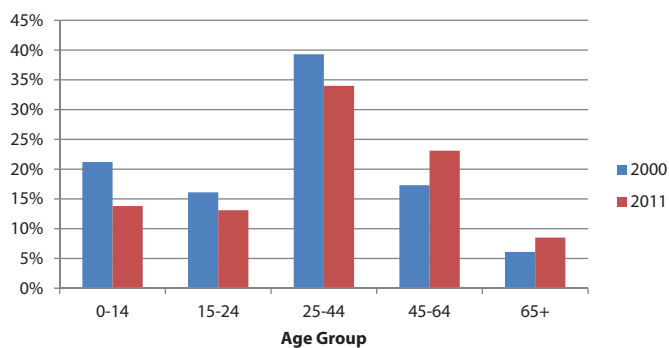
Prepared by Pond & Company for the Flowery Branch Old Town Redevelopment Plan.
Data sources: Atlanta Regional Commission, Hall County.

POPULATION:

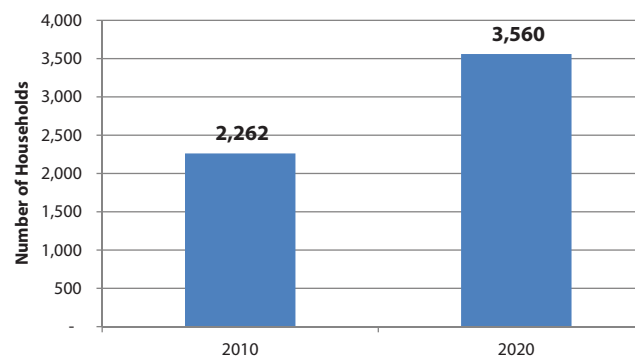
Flowery Branch's population has increased dramatically since 2000, more than tripling between 2000 and 2012 from 1,806 to 6,012.

RESIDENTIAL:

The growth of age groups 65 and higher suggests a demand for housing targeted to empty nesters and people that are interested in aging in place. Supporting this data are Flowery Branch's decreasing household sizes. Flowery Branch's average household size is 2.53, smaller than the county and state averages of 2.86 and 2.68 respectively. The community agenda projects households to greatly increase by 2020, from around 2,262 to 3,560. While household size is shrinking, household income has been rising, largely due to an influx of higher income households attracted to new housing such as that in the Sterling on the Lake community.



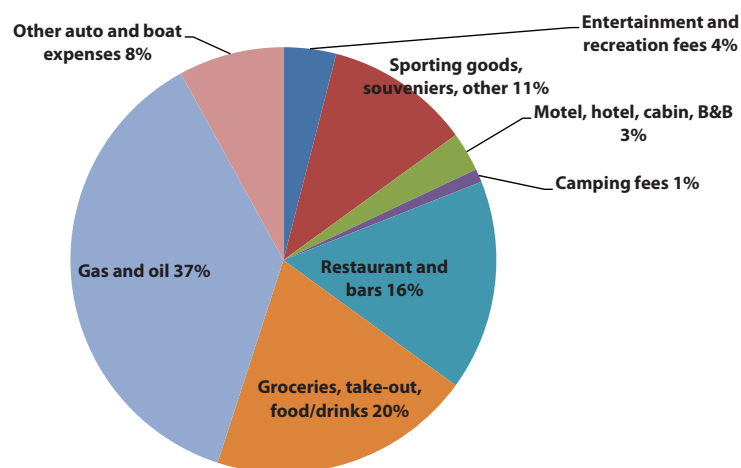
AGE DISTRIBUTION, 2000-2011



PROJECTED HOUSING UNITS, 2010-2020

RETAIL:

The Greater Hall Chamber of Commerce estimates that 10 million people visit the lake each year, spending from \$152 to \$197 million. Most of this spending is in gas and oil for boats and vehicles, but take-out and groceries made up a significant 20% followed by restaurants at 16%.

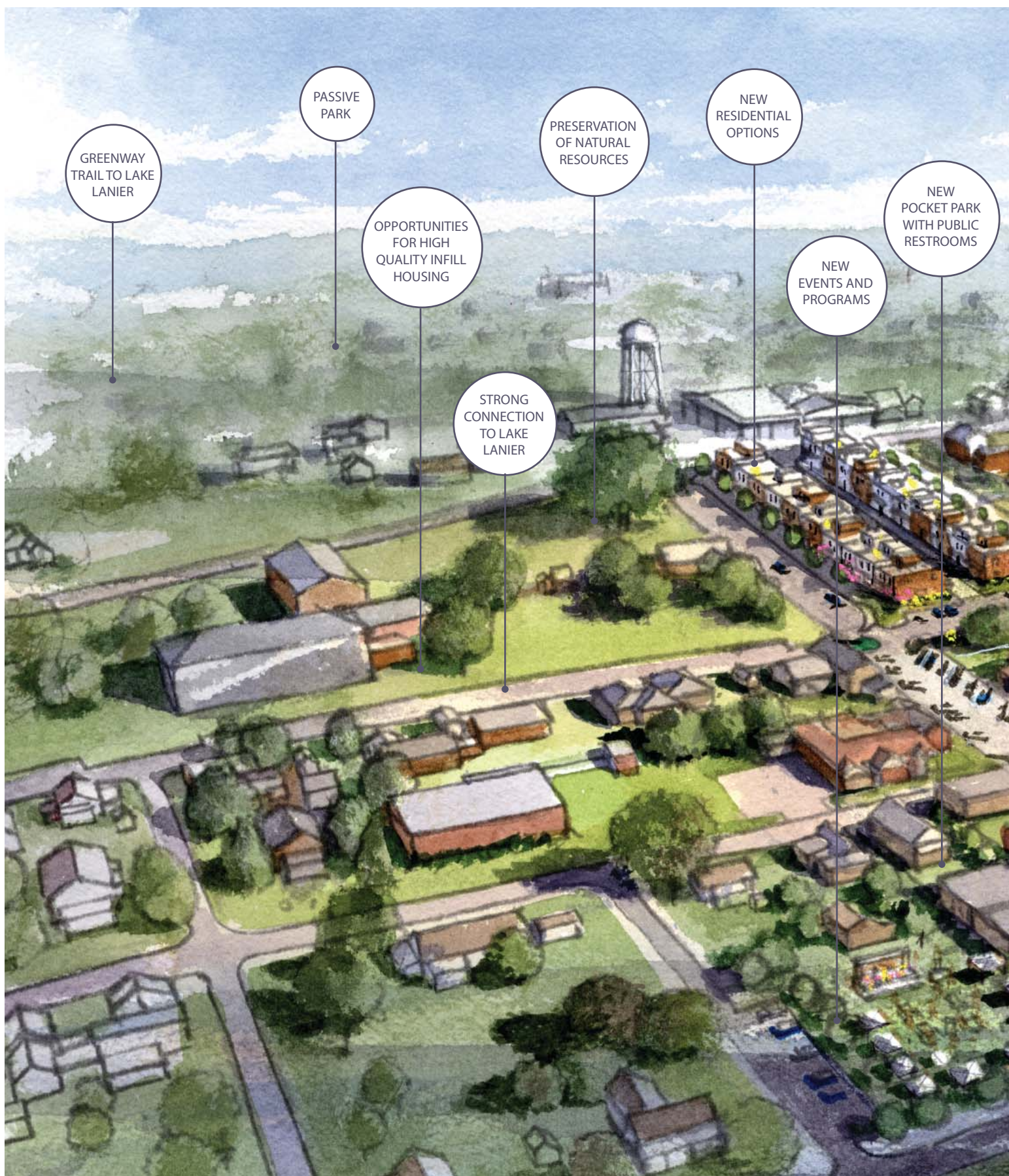


LOCAL RECREATIONAL SPENDING, 2006

Within a 15 minute driveshed, there is room in the market in several areas: **full-service restaurants, limited service eating places, clothing and accessories, electronics and appliance stores, and furniture stores.**

The numbers and figures presented here are drawn from a market study that can be found in full in the redevelopment plan.

THE VISION





DEVELOPMENT CONTEXT

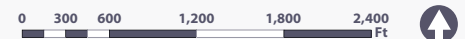
ENHANCED WATERFRONT • NEW BIKE/PED TRAILS
CONNECTIVITY • WAYFINDING • GATEWAYS



- | | | | |
|-------------------------------|-------------------------|-------------------------------------|-------------------|
| Redevelopment Area Boundary | City office | Police department | Church |
| Existing parcels | Post office | Cemetery | Railroad |
| Existing streets | Existing park | Proposed advanced directional signs | Proposed gateways |
| Proposed street demolition | Proposed park expansion | Proposed street improvements | Proposed trails |
| Possible longterm development | Proposed roundabout | Proposed 10' bike/ped. path | Proposed streets |

DEVELOPMENT PLAN CONTEXT

This plan shows proposals in the vicinity of Old Town.



Prepared by Pond & Company for the Flowery Branch Old Town Redevelopment Plan.
Data sources: Atlanta Regional Commission, Hall County.

CONCEPT PLAN

BEAUTIFUL STREETS • ON-STREET PARKING • NEW RETAIL & RESTAURANTS • PARKS & PLAZAS
DIVERSE RESIDENTIAL UNITS • NEW CITY HALL & COMMUNITY CENTER • PUBLIC ART



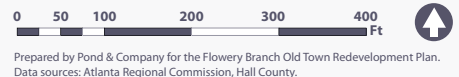
- Parcels
- Parks and plazas
- Existing unaffected buildings

- Commercial buildings
- Single family residential buildings
- Multifamily residential buildings
- Mixed use buildings
- Civic/institutional buildings

The concept plan shows both development projects that the city should pursue in the short term and a vision for how private development might occur in Old Town in the future.

REDEVELOPMENT PLAN

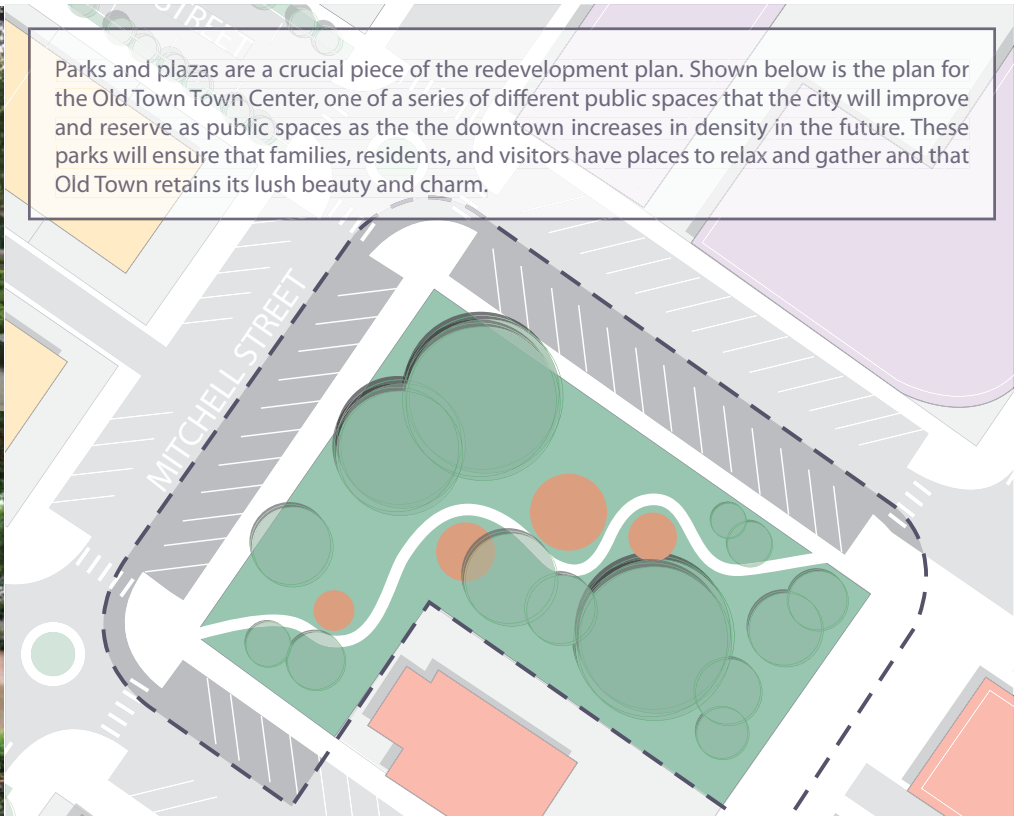
This plan shows proposed development in Old Town and a possible long-term scenario for Old Town's growth.



WHAT THE CITY IS DOING: PARKS



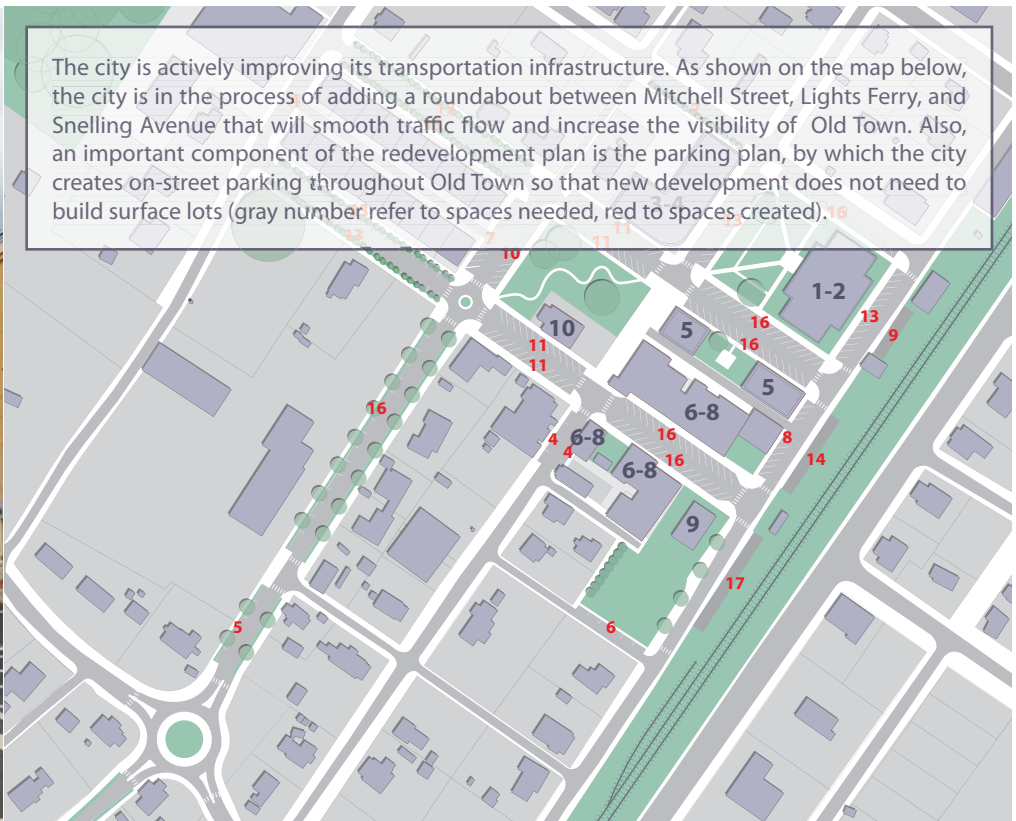
Parks and plazas are a crucial piece of the redevelopment plan. Shown below is the plan for the Old Town Town Center, one of a series of different public spaces that the city will improve and reserve as public spaces as the the downtown increases in density in the future. These parks will ensure that families, residents, and visitors have places to relax and gather and that Old Town retains its lush beauty and charm.



WHAT THE CITY IS DOING: INFRASTRUCTURE



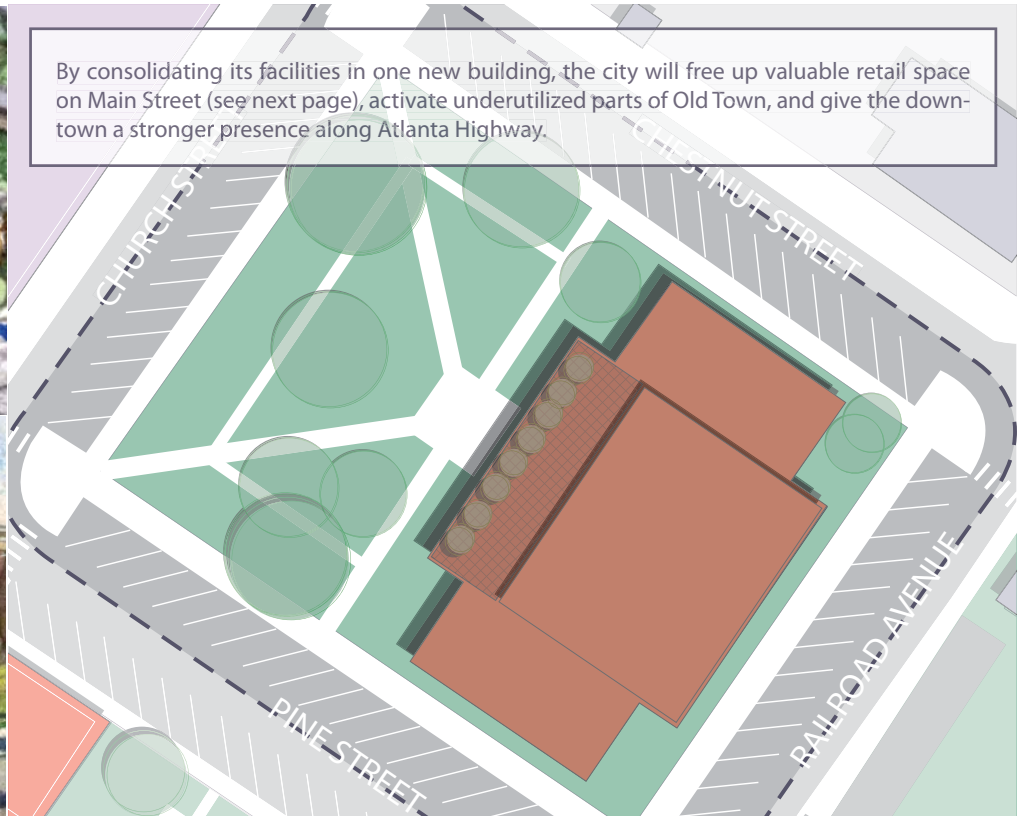
The city is actively improving its transportation infrastructure. As shown on the map below, the city is in the process of adding a roundabout between Mitchell Street, Lights Ferry, and Snelling Avenue that will smooth traffic flow and increase the visibility of Old Town. Also, an important component of the redevelopment plan is the parking plan, by which the city creates on-street parking throughout Old Town so that new development does not need to build surface lots (gray number refer to spaces needed, red to spaces created).



WHAT THE CITY IS DOING: CITY HALL



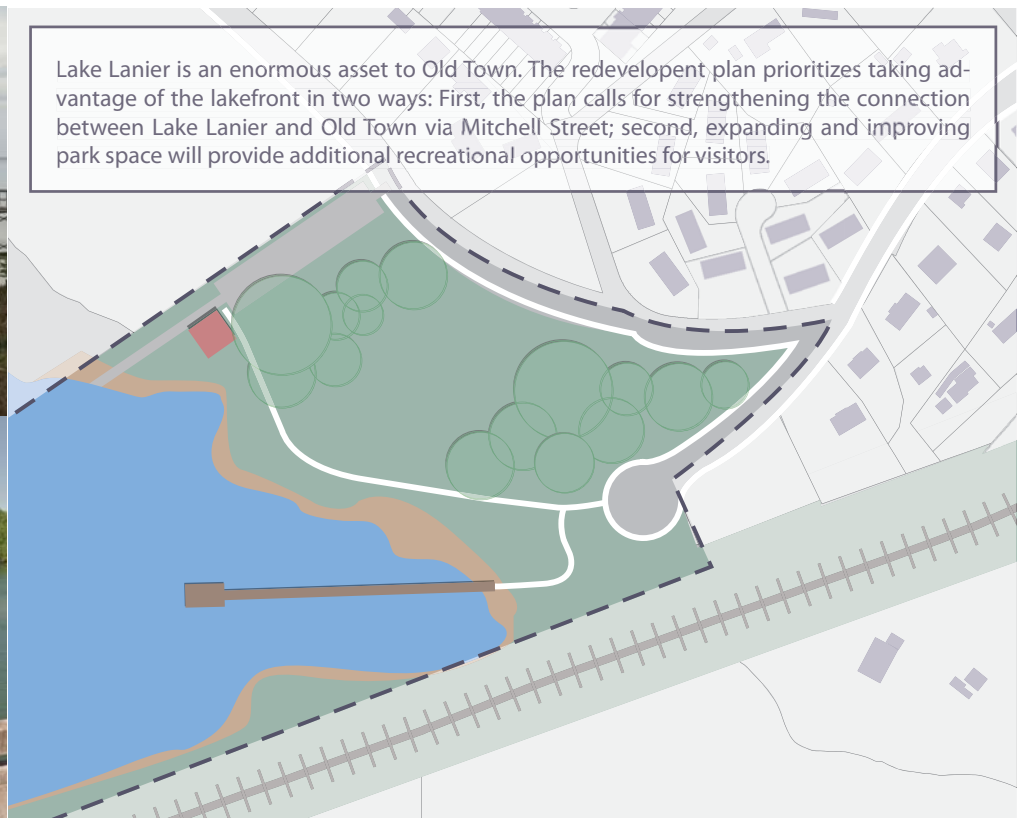
By consolidating its facilities in one new building, the city will free up valuable retail space on Main Street (see next page), activate underutilized parts of Old Town, and give the downtown a stronger presence along Atlanta Highway.



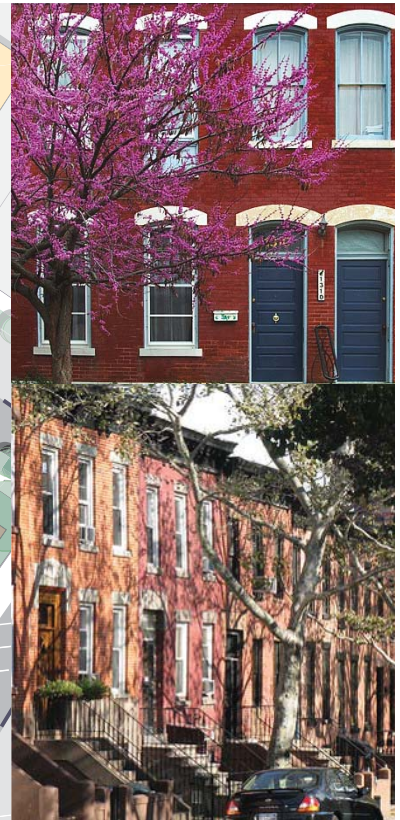
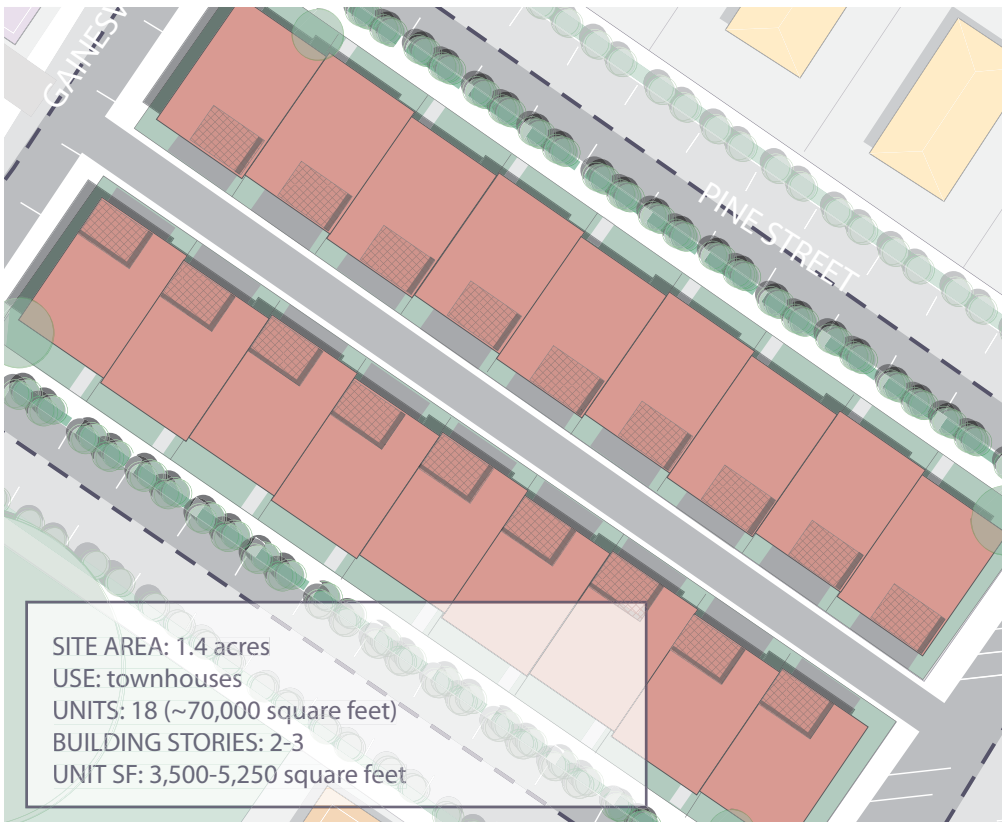
WHAT THE CITY IS DOING: LAKE LANIER



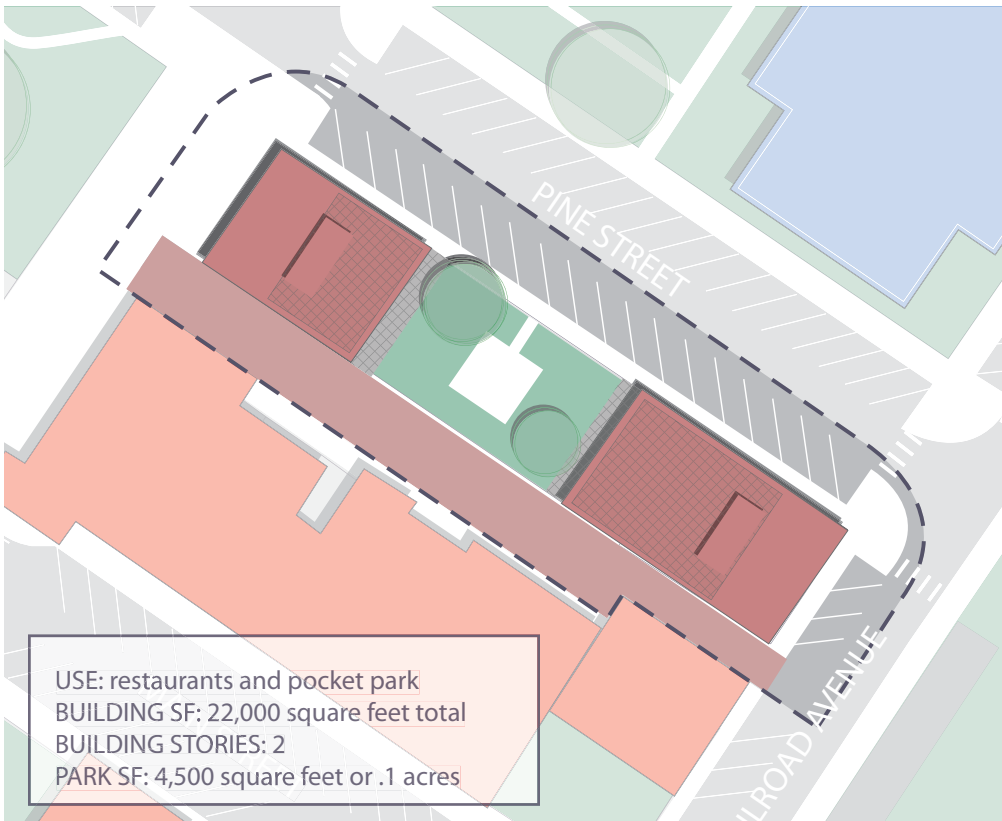
Lake Lanier is an enormous asset to Old Town. The redevelopment plan prioritizes taking advantage of the lakefront in two ways: First, the plan calls for strengthening the connection between Lake Lanier and Old Town via Mitchell Street; second, expanding and improving park space will provide additional recreational opportunities for visitors.



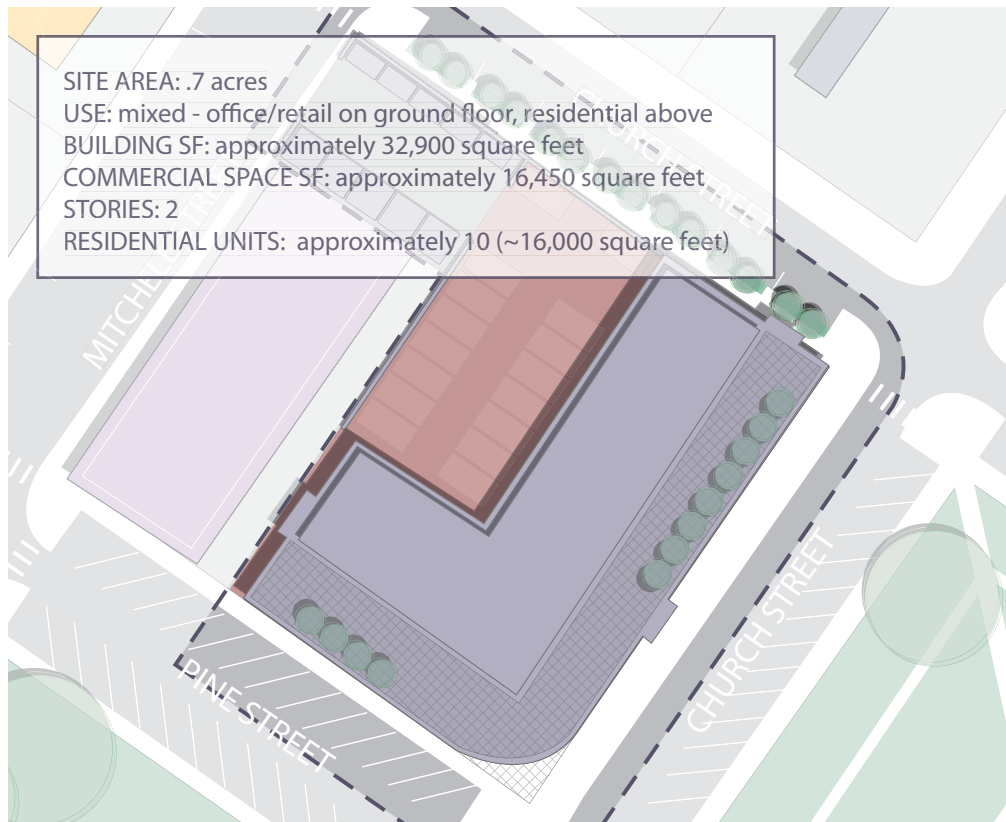
DEVELOPMENT OPPORTUNITY: TOWNHOUSES ON MAIN



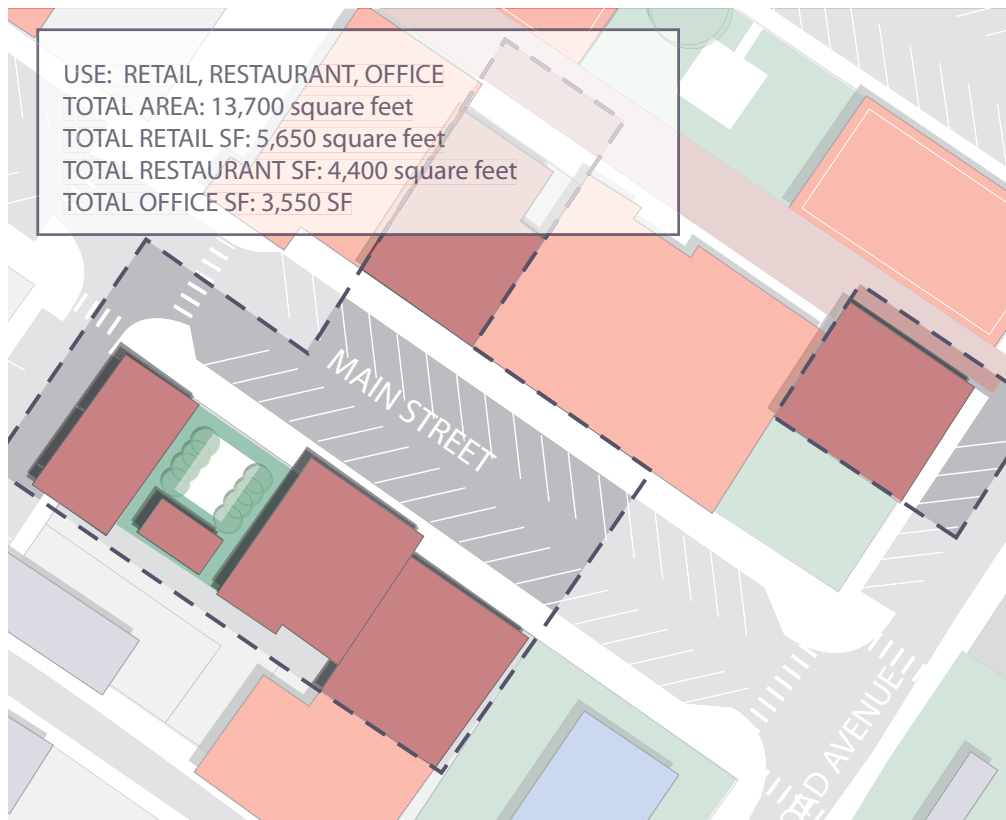
DEVELOPMENT OPPORTUNITY: RESTAURANTS ON PINE



DEVELOPMENT OPPORTUNITY: MIXED USE ON CHURCH



DEVELOPMENT OPPORTUNITY: MAIN STREET SHOPS



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FOR MORE INFORMATION, CONTACT:

John McHenry
Director of Planning and Community Development
johnm@flowerybranchga.org
City of Flowery Branch
5512 Main Street
Flowery Branch, GA 30542
P 770.967.6371

Old Town
Redevelopment Plan
prepared by:

POND