

# TABLE OF CONTENTS

## TOWN OF BRASELTON COMPREHENSIVE PLAN

<b>CHAPTER 1:</b>	<b>INTRODUCTION</b>	
	Purpose .....	1-1
	Planning Process .....	1-1
	Inventory and Assessment .....	1-1
	Statement of Needs and Goals .....	1-2
	Implementation Strategies .....	1-2
	Public Participation .....	1-2
	Plan Products .....	1-2
<b>CHAPTER 2:</b>	<b>POPULATION</b>	
	Introduction .....	2-1
	Population Projections .....	2-3
	Households .....	2-5
	Age Distribution .....	2-7
	Racial Distribution .....	2-9
	Education .....	2-10
	Income .....	2-11
<b>CHAPTER 3:</b>	<b>ECONOMIC DEVELOPMENT</b>	
	Introduction .....	3-1
	Purpose .....	3-1
	Organization .....	3-1
	Economic Base .....	3-2
	Labor Force .....	3-15
	Local Economic Development Resources .....	3-18
	Economic Development Issues Analysis .....	3-20
	Needs, Goals, and Local Assessment .....	3-21
	Needs, Goals, and Policies .....	3-25
<b>CHAPTER 4A:</b>	<b>HISTORIC RESOURCES</b>	
	Developmental History .....	4A-1
	Inventory of Cultural Resources .....	4A-2
	National Register of Historic Places .....	4A-3
	Community Landmarks .....	4A-3
	Georgia Historical Markers .....	4A-3
	Assessment .....	4A-4
	Needs .....	4A-4
	Goals and Policies .....	4A-5
<b>CHAPTER 4B:</b>	<b>NATURAL RESOURCES</b>	
	Introduction .....	4B-1
	Physiography and Topography .....	4B-1
	Geology and Mineral Resources .....	4B-1
	Soils .....	4B-2
	Forest Resources .....	4B-3
	Habitat .....	4B-4
	Parks and Recreation Areas .....	4B-5

Scenic Views and Sites.....	4B-6
Rivers and Streams.....	4B-6
Protected Mountains.....	4B-9
Coastal Resources.....	4B-9
Floodplains.....	4B-9
Environmental Planning Criteria.....	4B-9
Water Supply Watersheds.....	4B-9
Groundwater Recharge Areas.....	4B-10
Wetlands.....	4B-10
Goals and Policies.....	4B-11

**CHAPTER 5: COMMUNITY FACILITIES AND SERVICES**

Introduction.....	5-1
Purpose.....	5-1
Organization.....	5-1
Transportation.....	5-1
Water Supply and Treatment.....	5-9
Water System Assessment.....	5-10
Public Sewer and Wastewater.....	5-11
Solid Waste.....	5-13
Public Safety.....	5-13
Hospitals and Other Public Health Facilities.....	5-14
Parks and Recreation Facilities.....	5-14
Government Facilities.....	5-16
Libraries and Cultural Facilities.....	5-17
Needs, Goals, and Policies.....	5-17

**CHAPTER 6: HOUSING**

Introduction.....	6-1
Purpose.....	6-1
Organization.....	6-1
Housing Types.....	6-1
Age and Condition of Housing.....	6-2
Occupancy and Tenure of Housing.....	6-3
Cost of Housing.....	6-5
Future Housing Demand.....	6-5
Needs, Goals, and Local Assessment.....	6-7
Needs, Goals, and Policies.....	6-9

**CHAPTER 7: LAND USE**

Existing Land Use.....	7-1
Land Use Assessment.....	7-2
Future Land Use.....	7-4
Potential Implementation Strategies.....	7-9
Needs, Goals, and Policies.....	7-12

**SHORT TERM WORK PROGRAM 2002-2007**

# Chapter 1: Introduction

## Purpose

The Braselton Comprehensive Plan provides city elected officials, staff, and residents with a set of goals and policies to help manage future growth and development over the next twenty years. The Plan establishes a framework for planning for the provision of public facilities and services, choosing desirable economic growth, preserving the natural environment, protecting unique historic building or districts and scenic areas, and establishing compatible future land uses.

## Planning Process

The Plan consists of a three-step planning process: Inventory and Assessment of existing conditions; Goals and Policies; and Implementation Strategy. The Inventory and Assessment addresses the seven planning elements using the basic planning process required by the Minimum Planning Standards and Procedures of the Georgia Planning Act. The Goals and Policies are based upon the inventory and assessment, and address existing and future needs and aspiration of the community. The Implementation Strategy is a five-year work program based on the community needs and goals.

## Inventory and Assessment

The Inventory and Assessment lists the resources within Braselton and addresses the following seven elements. The adequacy of the community's resource based is assessed based on identified needs through meetings with elected officials, city employees, and residents.

- (A) **Population:** The population element provides historic population statistics as well as projections of future population trends in the city. This data is analyzed in increments from 1980 until 2023. Also included are data on the numbers of households, education levels, gender and race composition, and income of the population, as well as a comparison of the city, Jackson County, the Northeast Georgia region, and the state.
- (B) **Economic Development:** The economic development element examines various aspects of the city's economy, including employment by industry, the labor force and an analysis of the economic base.
- (C) **Natural Resources:** The natural resources element includes the environmentally sensitive and ecologically significant areas that are unique to Braselton. Included in the inventory are discussion of soil types, hydrology, topography, prime agricultural land, forest resources, plant and animal habitats, wildlife, parks and recreation areas, wetlands, and watersheds.
- (D) **Historic Resources:** The historic resources section catalogs the historic sites and structures in Braselton, including individual properties, historic areas, and archaeological sites.
- (E) **Community Facilities:** The community facilities section inventories existing public facilities and service that are important to the safety and wellbeing of Braselton residents. This section addresses, in particular, law enforcement, fire protection, emergency medical services, infrastructure, solid waste management, governmental, recreational, educational and cultural facilities.
- (F) **Housing:** This element provides an inventory of the existing housing supply in Braselton and includes an assessment of the quantity, quality, cost and age of housing, as well as projected demand for the various categories of housing units.
- (G) **Existing Land Use:** The land use element of the plan surveys existing land uses at the tax level. Categories of land use include parks, recreation and conservation; agriculture, including crop forest; commercial; residential (single-family and mobile homes, and multi-family housing); industrial; public/institutional; government; transportation, communications and utilities; and undeveloped or unused properties.

## **Statement of Needs and Goals**

Based on the inventory and assessment, existing needs are identified. Goals and objectives are developed to meet identified needs of each jurisdiction. While the plan's goals and policies are a product of perceptions formulated by the public, city officials, and community leaders, they are also consistent with, and supportive of, the statewide planning goals as stated in the Minimum Planning Standards and Procedures.

## **Implementation Strategies**

Based on the needs assessment and goals and policies, a strategy to put the plan into action was prepared. This section of the plan includes a five-year work program that outlines projects and programs to meet identified needs and to achieve future goals. These programs are outlined on a year-by-year basis, and will need to be completed or underway by the year 2006.

The work program should be reviewed annually not only to note accomplishments, but also to determine adjustments in the work program. The work program is a realistic plan of local activities; however, circumstances, particularly financial, may necessitate adjusting the work program.

## **Public Participation**

The first public hearing was held on January 16, 2003 prior to the preparation of the plan. Meeting began with the Advisory Committee immediately after the first public hearing and continued through July 2003.

The final document was presented at a public hearing on September 11, 2003.

## **Plan Products**

Preparation of the Braselton Plan followed the guidelines provided in the Minimum Planning Standards and Procedures. This plan consists of an Inventory and Assessment; Goals, Policies, and Objectives; an Implementation Strategy; and Existing and Future Land use maps.

To be an effective tool for planning, general procedures must be followed in the utilization of the Plan.

- (A) Both the land use map and plan document should be applied together during the evaluation of any development alternative and proposals.
- (B) The Plan's policies must be applied in a practical flexible manner in order to ensure that they will be responsive to new opportunities and changing conditions.
- (C) The Plan will be implemented through a coordinated program establishing short, idle, and long-term courses of action.
- (D) The Plan should be used as a framework for guiding and coordinating planning where possible. This includes future development and transportation improvements, parks and recreation facilities, schools, fire stations, water and sewer systems, and other community facilities.

## Chapter 2: Population

### Introduction

The population element provides the Town of Braselton with the opportunity to inventory and assess various population trends and characteristics. The information provided in the population element will form the basis for several planning decisions on the Economic Development, Community Facilities, Housing, and Land Use elements of the comprehensive plan. A community's future goals are largely dependent on population growth rates and demographic patterns. This chapter will analyze past and present population trends to determine future population projections. Components of this element include: population, households, age distribution, racial composition, education attainment, and personal/household income levels.

Table 1 and Figure 1 show past and present population trends for the Town of Braselton, its counties, the state, and region.

<b>Table 1</b>							
<b>Total Population</b>							
<b>1970 - 2000</b>							
<b>Year</b>	<b>Braselton</b>	<b>Barrow County</b>	<b>Gwinnett County</b>	<b>Hall County</b>	<b>Jackson County</b>	<b>Georgia</b>	<b>Northeast Georgia</b>
1970	386	16,859	72,349	59,405	21,093	4,589,575	224,923
1975	347	19,107	119,582	67,527	23,218	5,026,340	250,186
1980	308	21,354	166,815	75,649	25,343	5,463,105	275,449
1985	363	25,538	259,863	85,539	27,674	5,970,661	301,832
1990	418	29,721	352,910	95,428	30,005	6,478,216	328,214
1995	812	37,933	470,679	117,353	35,797	7,332,335	383,257
2000	1,206	46,144	588,448	139,277	41,589	8,186,453	438,300
<b>Percent Change in Population</b>							
1970 - 1980	-20	27	131	27	20	19	22
1980 - 1990	36	39	112	26	18	19	19
1990 - 2000	189	55	67	46	39	26	34
Sources: U.S. Census, 1970 - 2000; NEGRDC, 2003							

**Figure 1: Population Trends in Braselton**

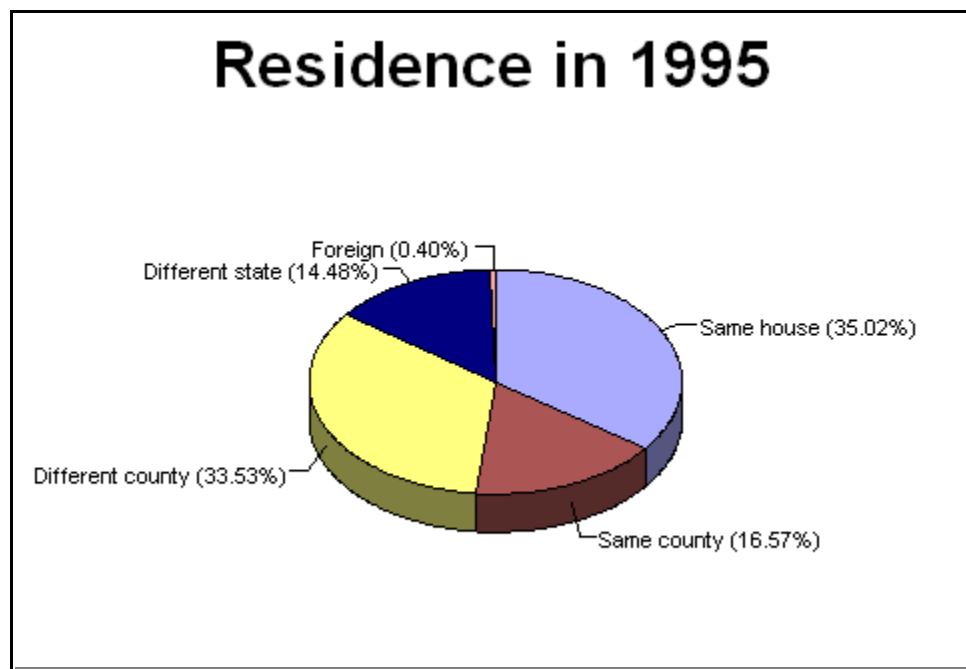


From 1970 through 1990, Braselton’s population remained fairly constant. This pattern is typical of small, rural towns in the Northeast Georgia area during this period. Limited local economic opportunities led to out-migration of the younger population that was not balanced by in-migration. Beginning in 1990, Braselton began a series of annexations of large subdivision tracts. This, coupled with the rapid development of Gwinnett, Barrow, Hall, and Jackson counties along the I-85 corridor as a “bedroom community” for the Atlanta area, produced rapid growth in population. Originally located entirely in Jackson County, the town annexed land in three other counties. By 2000, Braselton had significant parts of its population in Barrow and Gwinnett counties, with a smaller number in Hall County (Table 2). Given the rapid growth in population from 1990 through 2000, it is not surprising that the majority of people living in Braselton today have moved there recently. Table 3 and Figure 2 show the mobility of the population. In 2000, 65% of the population had moved into their homes in the past five years. Almost half had moved from a different county. Braselton grew somewhat faster than the state, the region, and most of its neighboring counties during the 1970’s and 1980’s. The rapid increases from 1990 through 2000 are largely due to annexation, making comparisons meaningless.

	<b>Population</b>	<b>Percent</b>
Barrow County (part)	242	20.1
Gwinnett County (part)	240	19.9
Hall County (part)	23	1.9
Jackson County (part)	701	58.1
Source: U.S. Census 2000		

<b>Table 3</b>		
<b>Evidence of Mobility of the Braselton Population, 2000</b>		
<b>Residence in 1995</b>	<b>Number</b>	<b>Percent</b>
Same house	353	35.0
Same county	167	16.6
Different county in GA	338	33.5
Different state	146	14.5
Foreign	4	0.4
Source: U.S. Census, 2000		

**Figure 2**  
**Mobility of Population of Braselton**



## Population Projections

To project the future population of Braselton, several methods were used to create draft projections, which are shown in Table 4 and Figure 3. Projection series A was an exponential regression of the population trends from 1970 through 2000. Series B was constructed similarly, but to emphasize more recent trends the regression was prepared on the trends from 1980 through 2000.

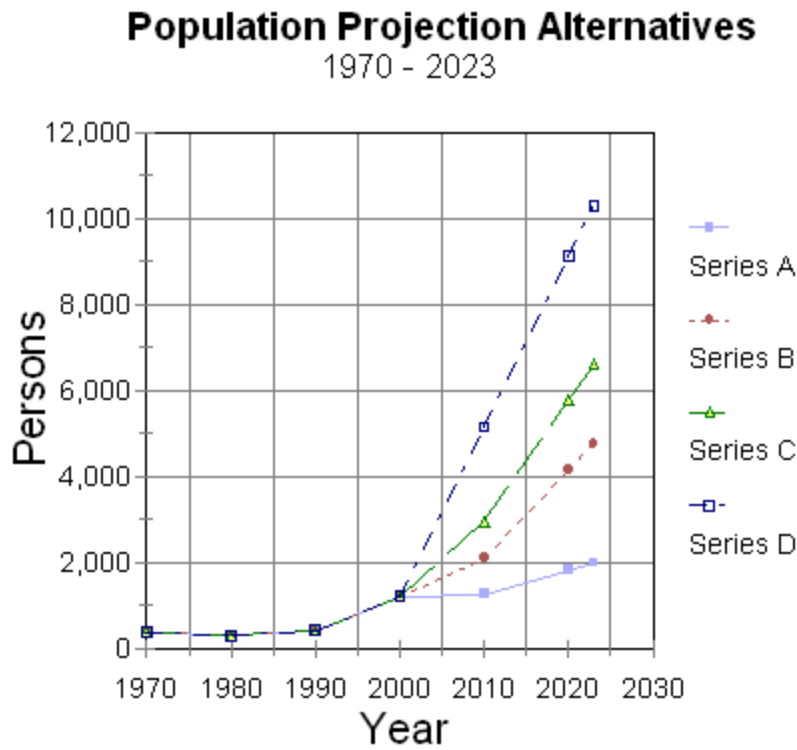
Series C was prepared using an exponential regression taking into consideration the full occupancy of subdivisions already platted in Braselton (including all recent annexations) and assuming a relatively slow pace in building and occupying the planned homes. The average number of persons per household was projected first, then the total population derived by multiplying that number by the number of developable lots. In that scenario, the platted housing lots would not all be occupied by 2023. Series D was simply a linear extrapolation of the population

assuming that all platted lots would be built on and occupied by 2023. In a series of work sessions, the comprehensive plan advisory committee considered the alternatives. They concluded that the most likely scenario was the rapid build out of the platted subdivisions by 2023. Therefore Series D was chosen for use in this plan.

<b>Year</b>	<b>Historical</b>	<b>Series A</b>	<b>Series B</b>	<b>Series C</b>	<b>Series D</b>
1970	386	386	386	386	386
1980	308	308	308	308	308
1990	418	418	418	418	418
2000	1,206	1,206	1,206	1,206	1,206
2010		1,260	2,100	2,950	5,161
2020		1,820	4,160	5,770	9,116
2023		1,988	4,778	6,616	10,303

Sources: U.S. Censuses, 1970 - 2000; NEGRDC, 2003

**Figure 2: Alternate Projection Scenarios for Braselton 2000-2023**





## Households

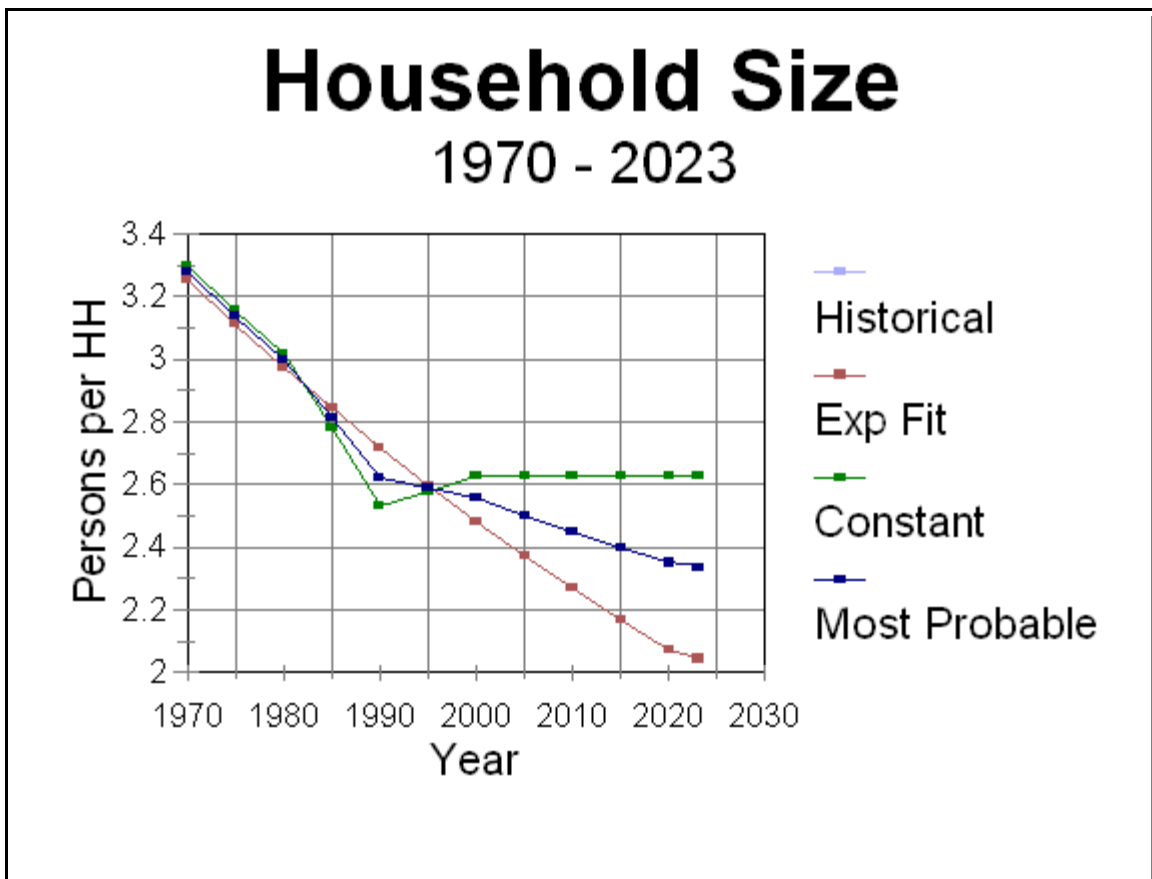
Table 5 and Figure 3 show the number of households and average household size in Braselton in historical times and projected to 2023. Table 5A shows the trends in Braselton's household size in comparison with other areas. The historical trend in Braselton, as in other towns and counties in the region, the state, and the nation, has been a reduction in household size. To generate projections of households, three scenarios were evaluated. The first assumed that household size would remain constant in the next 20 years. That alternative was considered highly unlikely. The second alternative used an exponential regression to project household size. This alternative assumed that trends seen in the past few decades would continue. This was also judged to be unlikely due to the logical lower limit of one person per household. The "most probable" projection was prepared by calculating the median between a constant value and the projected exponential curve. These numbers were used to develop the population projections discussed above.

<b>Year</b>	<b>Households</b>	<b>HH Size</b>			
		<b>Historical</b>	<b>Exp Fit</b>	<b>Constant</b>	<b>Most Probable</b>
1970	117	3.30	3.26	3.30	3.28
1975	104	3.16	3.11	3.16	3.14
1980	92	3.02	2.97	3.02	3.00
1985	128	2.78	2.84	2.78	2.81
1990	163	2.53	2.72	2.53	2.62
1995	311	2.58	2.60	2.58	2.59
2000	459	2.63	2.48	2.63	2.56
2005	1283		2.37	2.63	2.50
2010	2107		2.27	2.63	2.45
2015	2992		2.17	2.63	2.40
2020	3876		2.07	2.63	2.35
2023	4408		2.04	2.63	2.34

Sources: Historical data from U.S. Census, 1970 - 2000; interpolations by NEGRDC, 2003. Projections and regressions by NEGRDC, 2003.

Table 5A Comparison of Household Size 1970 -2000				
	1970	1980	1990	2000
Braselton	3.3	3.0	2.5	2.6
Barrow	3.0	2.7	2.5	2.8
Gwinnett	3.4	3.0	2.8	2.9
Hall	3.2	2.9	2.7	2.9
Jackson	3.1	2.8	2.5	2.7
Region	3.1	2.8	2.5	2.2
State	3.3	2.8	2.7	2.7
U.S.	3.1	2.8	2.6	2.6
Source: U.S. Census				

Figure 4: Trends and Alternative Projections of Household Size



## Age Distribution

Table 6 and Figure 5 show the age distribution of Braselton's population from 1970 through 2000. Changes in the age distribution from 1970 through 1990 were typical of small towns in rural Georgia: as the population aged and persons of prime employment age moved away, the distribution became more heavily weighted in the older age groups. However, the age profile for 2000 is strikingly different. In the decade of the 1990's, the population grew rapidly due to in-migration. The same demographic group that had moved away during preceding decades now comprise the age group most likely to move into the town. As a result, the population shows a high percentage of persons in the middle ages.

<b>Age Group</b>	<b>1970</b>	<b>1975</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
0-4	31	27	22	32	41	61	81
5-14	80	64	47	46	45	117	188
15-24	65	56	47	55	63	103	142
25-34	45	44	42	51	59	107	154
35-44	43	33	22	41	59	122	184
45-54	45	42	38	36	33	128	223
55-64	54	45	36	40	44	100	155
65 and over	24	32	39	57	74	97	120

Source: U.S. Census, 2000

**Figure 5: Changes in Age Distribution in Braselton 1970-2000**

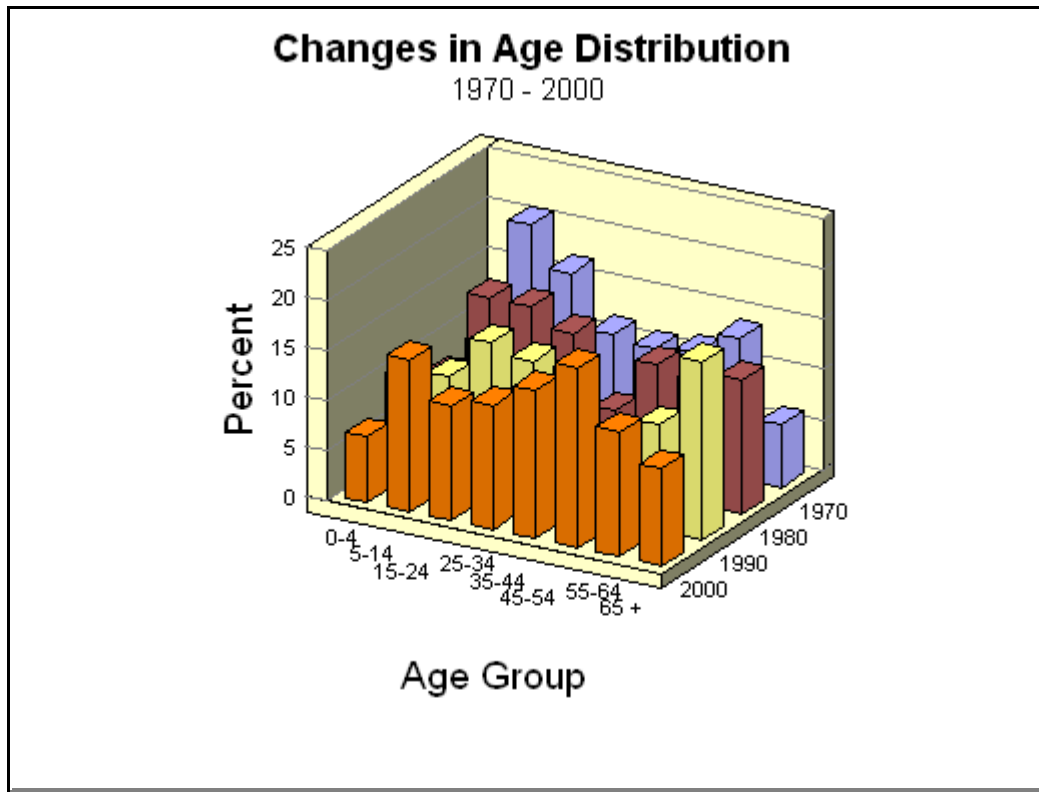


Table 7 shows the projected distribution of ages for Braselton from 2005 through 2023. The percent of the population in each age group was projected by linear regression based on historical data from 1970 through 2000 and age group populations calculated from the projected total populations discussed in the section “Population Projections.” The population is projected to continue growing older, with a lower proportion of youths and higher proportion of working-age and elderly persons. Table 8 shows the projected median age.

<b>Age Group</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2023</b>
0-4	237	382	518	654	694
5-14	336	522	622	722	752
15-24	345	543	673	803	842
25-34	432	702	979	1257	1340
35-44	507	839	1240	1642	1762
45-54	502	827	1206	1585	1699
55-64	345	553	736	919	974
65 +	481	793	1164	1535	1646

Source: NEGRDC, 2003

<b>Year</b>	<b>Median Age</b>
1970	29.0
1975	30.7
1980	32.4
1985	33.8
1990	35.2
1995	37.4
2000	39.5
2005	40.8
2010	42.5
2015	44.2
2020	45.9
2023	46.9

Sources: U.S. Census, 1970  
2000; NEGRDC, 2003

## Racial Distribution

The Braselton population is overwhelmingly white. Less than ten percent of the population was non-white in the 2000 Census. The racial diversity of the town is increasing, however; the percent non-white has increased substantially from 2.1% in 1970 to 8.6 in 2000. Table 9 shows the trends in the distribution of race in the population of Braselton from 1970 through 2000 in comparison to its counties. While the change in racial characteristics has varied among the counties, Braselton remains less racially diverse than its neighboring counties.

	<b>1970</b>			<b>1980</b>			<b>1990</b>			<b>2000</b>		
	<b>White</b>	<b>Black</b>	<b>Other</b>	<b>White</b>	<b>Black</b>	<b>Other</b>	<b>White</b>	<b>Black</b>	<b>Other</b>	<b>White</b>	<b>Black</b>	<b>Other</b>
Population	378	7	1	293	0	0	398	20	0	1102	16	88
Percent	97.9	1.8	0.3	100	0	0	95.2	4.8	0	91.4	1.3	7.3
Barrow Percent	85.3	14.7	0.0	85.3	14.7	0.0	87.4	11.3	1.9	84.8	9.7	4.0
Gwinnett Percent	94.8	5.2	0.0	97.5	2.5	0.0	90.9	5.2	3.9	72.7	13.3	11.8
Hall Percent	89.8	10.2	0.0	91.0	9.0	0.0	87.1	8.6	4.3	80.8	7.3	10.6
Jackson Percent	87.2	12.8	0.0	89.1	10.9	0.0	89.8	9.7	0.5	89.0	7.8	2.2
Georgia	73.9	25.9	0.2	73.2	26.6	0.2	72.3	26.9	0.8	65.5	28.7	5.8

Source: U.S. Decennial Censuses, 1970 - 2000

Note: In 2000, the Census questionnaire allowed respondents to list multiple races for the first time. The data in this table for 2000 includes multi-racial individuals in "Other."

## Education

Table 10 shows the educational attainment of Braselton’s residents in 2000 in comparison with the Northeast Georgia region, the state, and the nation, as well as Braselton’s population in 1990. Braselton today has higher educational attainment than the region, the state, or the nation and is exceeded only by Gwinnett County among its neighboring counties. The comparison with the 1990 figures is very significant. The large differences are probably due to a higher level of education in the in-migrants of the 1990’s compared with the population in 1990.

<b>Table 10 Comparison of Educational Attainment, Braselton and Other Areas, 2000</b>					
	<b>Elem 0-8</b>	<b>HS 1-3</b>	<b>HS Grad</b>	<b>Coll 1-3</b>	<b>Coll Grad+</b>
U.S.	7.6	13.8	28.7	20.4	29.5
Georgia	8.3	18.2	35.6	20.6	17.2
NEGA	8.5	16.9	32.6	18.1	23.9
Braselton, 2000	6.7	6.6	28.4	24.9	33.4
Braselton, 1990	29.1	22.6	26.5	13.2	8.6
Barrow County	9.4	17.3	36.0	20.9	10.9
Gwinnett County	4.6	8.2	22.0	23.9	34.1
Hall County	13.9	15.6	29.6	17.9	18.7
Jackson County	11.5	20.5	35.5	16.9	11.7
Source: U.S. Census, 1990, 2000; Georgia County Guide, 2002 Note: Educational data for Braselton were not available prior to 1990.					

Braselton’s population is distributed among four counties. Table 11 compares measures of the educational attainment among the four public school systems.

<b>Table 11 Selected Measures of Educational Attainment Braselton, the State, and the Region 2000-2001</b>				
<b>Area</b>	<b>Percent of Class Completing School 1997 - 2001</b>	<b>Percent of Graduating Class Entering Post-secondary Schools, 2001</b>	<b>Drop-out Rates, Grades 9 - 12 (%)</b>	<b>Percent of 11th Graders Passing All 4 High School Graduation Tests on First Administration</b>
Barrow	56.9	38.8	6.7	68
Gwinnett	84.8	53.2	1.4	75
Hall	75.3	39.3	5.4	64
Jackson	74.4	31.4	9.7	67
Northeast Georgia	69.3	42.0	6.9	62
Georgia	71.1	45.0	6.4	65
Source: Georgia County Guide, 2002				

## Income

Table 12 compares two measures of income in Braselton and neighboring counties and the state from 1969 through 1999. Braselton has had income measures that equaled or exceeded the state since 1979, but by 1999 incomes were significantly higher than the state averages. Braselton has higher incomes than most of the counties of which it is a part, Gwinnett County being the exception. The striking increase in incomes during the 1990's is probably due to the immigration of many higher income earners moving into newly-annexed subdivisions. Table 13 gives more detail on the income distribution of households. It can be seen that the per capita and median income figures are largely due to the unusually high percentage of households with very high incomes, above \$150,000 per year.

<b>Per Capita Income</b>							
<b>Area</b>	<b>1969</b>	<b>1974</b>	<b>1979</b>	<b>1984</b>	<b>1989</b>	<b>1994</b>	<b>1999</b>
Braselton	NA	NA	7,761	7,616	7,471	23,303	39,135
Georgia	6,827	7,298	7,769	9,099	10,429	15,792	21,154
Barrow County	5,856	6,298	6,740	7,638	8,536	13,172	17808
Gwinnett County	2,896	5,532	8,167	13,024	17,881	21,444	25006
Hall County	2,527	4,498	6,469	9,913	13356	16,523	19690
Jackson County	5,619	6,087	6,555	7,442	8,328	13,068	17808
<b>Median HH Income</b>							
<b>Area</b>	<b>1969</b>	<b>1974</b>	<b>1979</b>	<b>1984</b>	<b>1989</b>	<b>1994</b>	<b>1999</b>
Braselton	NA	NA	23,271	19,891	16,510	36,537	56,563
Barrow County			19,824	21,834	26,473	26,778	45,019
Gwinnett County			22,572	7,638	43,518	39,209	60,537
Hall County			15,838	13,024	29,774	29,132	44,908
Jackson County			18,944	20,792	22,640	24,339	40,349
Georgia	24,461	23,410	22,358	25,261	28,164	23,303	42,433

Sources: U.S. Census, 1970 - 2000; interpolations by NEGRDC, 2003.

<b>Household Income</b>	<b>Braselton</b>	<b>%</b>	<b>Georgia %</b>	<b>Barrow County %</b>	<b>Gwinnett County %</b>	<b>Hall County %</b>	<b>Jackson County %</b>
\$0 - \$9,999	34	8	10	8	3	8	11
\$10,000 - \$14,999	5	1	6	6	2	5	7
\$15,000 - \$24,999	30	7	12	10	7	11	13
\$25,000 - \$34,999	39	9	13	13	10	13	13
\$35,000 - \$49,999	62	15	17	20	17	18	18
\$50,000 - \$74,999	100	24	20	26	25	22	22
\$75,000 - \$99,999	34	8	10	10	17	11	9
\$100,000 - \$149,999	41	10	8	6	14	7	5
\$150,000 - 199,000	31	7	2	1	4	2	2
\$200,000 and above	49	12	2	1	3	2	1

Source: U.S. Census, 2000

# Chapter 3: Economic Development

## Introduction

Economic development, defined by the International Economic Development Council, is:

*“The process of creating wealth through the mobilization of human, capital, physical and natural resources to generate marketable goods and services. The economic developer’s role is to influence the process for the benefit of the community through expanding job opportunities and the tax base.”*

Or simply put, it is the process of creating and maintaining a stable local economy. A key element of economic development, not mentioned within the definition, is the long-term requirement of maintaining the stability of the economy. It is not an overnight, nor a static process. The local economy must be diverse and capable of adapting to changes in regional, national and international markets.

## Purpose

This element provides local government with an inventory and assessment of the town’s economic base, labor force characteristics, local economic development resources, and a framework to promote change within the local economy. The inventory identifies trends and characteristics of the local labor force, the economic base of the community, and local economic development programs, tools and resources. The assessment determines the adequacy of the local economy and identifies areas of strength and weakness for the local government to address in implementing its strategy.

There is a deficiency of data at the municipal level, and many datasets are derived from county level information.

Many forces affecting Braselton’s economy are beyond the control of the local government. However, there are factors that the local government can affect and manage to direct the town towards its economic goals. This element examines the evolution of the local economy over the past decade and addresses the town’s strategy to develop a sustainable economic environment that achieves the following overall goals:

- Business Retention
- Downtown Revitalization
- Increase in Tax Revenue
- Minimize the Outward Flow of Commuting Patterns

## Organization

The outline of this element follows the minimum planning standards set forth by the Georgia Department of Community Affairs. The first section examines the economic base of the county and discusses employment and earnings by sector, average weekly wages, derivation of personal income, and major and unique economic activities that have occurred in the county since the previous plan update. Data is derived from census records, State Department of Labor, the Town of Braselton, and Woods and Poole Economics, Inc. forecasts.

The second section provides an inventory of the local labor force identifying occupational statistics, employment status, unemployment rates, and commuting patterns. Data sources include census records and State Department of Labor reports.



The third section inventories all local economic development resources including agencies, programs and tools that help facilitate economic development throughout the county. This information has been obtained from the Northeast Georgia Regional Development Center (NEGRDC) and the Town of Braselton.

The fourth section discusses potential constraints within the county that may affect the implementation of the county's economic development strategies. Each of these issues are discussed in terms of the impediments they pose on the town's ability to implement the plan.

The final section is a description of the needs and goals identified by the town and the policy measures required to achieve those goals. It also presents an assessment of the existing economy analyzing the economic base, labor force and economic development programs. The analysis captures the town's strengths and weaknesses and presents a strategy for achieving and maintaining economic stability.

## **Economic Base**

A community's economic base refers to two main economic sectors of a community and their ability to serve non-local (referred to as the basic sector) and local (referred to as the non-basic sector) markets. The sectors are linked in two ways. First, the basic sector purchases goods and services directly from the non-basic sector. Second, basic sector employees purchase goods and services from the non-basic sector.

Conventional economic base theory discusses the notion of a multiplier effect. It theorizes that an increase in basic industry income generates an increase in total income for the community because of the extensive linkages between the basic and non-basic sectors. Using this theory, the industries most crucial to economic growth and stability are those that produce goods and services sold outside the community.

This section inventories both the basic and non-basic sectors of the Braselton economy. The inventory includes information on employment and earnings, wages, personal income, and major and unique economic activities. Further analysis is provided in the last section, Needs, Goals, and Local Assessment.

### **Notes:**

- All census data referring to employment represents the employment status of Braselton residents.
- Information contained in the Economic Analysis section represents all employment located in Braselton.
- Forecasts were done on five-year intervals beginning with 2000 census data and extending outwards to 2023.

## **Employment and Earnings**

### ***Sector Employment***

Much of the following analysis refers to the term "sector". The federal government classifies local industries and businesses into nine major industrial sectors as follows:

- Farm/Forestry/Fishing/Hunting/Mining
- Construction
- Manufacturing
- Transportation, Communication, Public Utilities
- Wholesale Trade
- Retail Trade
- Finance, Insurance, Real Estate
- Services
- Government

Each sector is a compilation of the full range of economic activities relating to that sector, as defined by the North American Industrial Classification System (NAICS formerly the Standard Industrial Classification System, or SIC).

The nature of Braselton's economy has changed drastically over the past century. The first store was established in Braselton in 1887 by the youngest of the Braselton brothers. Much of the early commercial activity in the town was associated with the completion of the Gainesville/Jefferson/Social Circle railroad, which ran through Braselton, in 1882.

The town's main economic role in the late 1800's and into the beginning of the twentieth century was as a market and shipping point for agricultural products, primarily cotton. There were agricultural fields both within, and surrounding the town, as well as one of the earliest operating roller mills in northeast Georgia, and a Cotton Gin constructed in the early 1920's. As Braselton's regional prominence grew, due mainly to its location along the railroad as well as the marketing and salesmanship of the Braselton brothers, it served as an economic center for parts of Jackson, Barrow, and Hall counties.

As cotton production began to decrease in importance during the late 1930's Braselton's economy shifted from an agricultural business center to a regional shopping center. As a mid-point between Gainesville and Winder, the town experienced an increase in commercial traffic traveling through town. Braselton became a convenient shipping and mercantile center for produce and goods.

The advent of the large regional shopping malls initiated the decline of the town's commercial significance. The concentration of historic commercial and industrial structures in the downtown core, illustrate the once prominent economic role that the town served.

Refer to Table and Figure 1 for numerical data on Braselton's employment totals and to Table and Figure 2 for state employment totals.

### **Farm/Forestry/Fishing/Hunting/Mining**

The farming sector can be defined as: *"all establishments such as farms, orchards, greenhouses, and nurseries primarily engaged in the production of crops, plants, vines, trees (excluding forestry operations), and specialties such as sod, bulbs, and flower seed. It also includes all establishments such as ranches, dairies, feedlots, egg production facilities, and poultry hatcheries primarily engaged in the keeping, grazing or feeding of cattle, hogs, sheep, goats, poultry of all kinds, and special animals such as horses, bees, pets and fish in captivity."* Woods and Poole Economics, Inc.

The Forestry/Fishing/Hunting sectors can be defined as: *"establishments primarily engaged in performing soil preparation, crop services, veterinary services, farm labor and management, and horticultural services. Forestry includes establishments engaged in the operation of timber tracts, tree farms, forest nurseries, and related activities such as reforestation. Fisheries include commercial fishing (including shellfish) and commercial hunting and trapping."* Woods and Poole Economics, Inc.

The Mining sector can be defined as: *"establishments primarily engaged in the extraction, exploration, and development of coal, oil, natural gas, metallic minerals (such as iron and copper), and nonmetallic minerals (such as stone and sand). Mining does not include refining, crushing, or otherwise preparing mining products; this activity is classified as manufacturing."* Woods and Poole Economics, Inc.

As previously mentioned, Braselton's agricultural prominence began to wane in the mid-1900's. Residential development, associated with the 1990's, has all but eliminated agricultural land within the town's boundary. By 1990 local employment in these industries represented only 8.8% of total employment. This figure decreased further in 2000, representing only 1.1% of the local labor force.

### **Construction**

The construction sector is defined as: *"establishments engaged in building new structures and roads, alterations, additions, reconstruction, installation, and repairs. It includes general contractors engaged in building residential and non-residential structures; contractors engaged in heavy construction, such as bridges, roads, tunnels, and pipelines; and special trade construction, such as plumbing, electrical work, masonry, and carpentry. Employment is counted at the fixed place of business where establishment-type records are maintained and not at the job site."*

*Establishments engaged in managing construction projects are classified under services. Establishments engaged in selling and installations of construction material are generally classified under trade, except for materials such as installed elevators and sprinkler system. The installation of pre-fabricated building materials is included in construction.” Woods and Poole Economics, Inc.*

Construction activity is generally cyclical and dependent on a variety of external variables such as, interest rates and housing demand. Also a factor is the increased mobility and specialization of construction companies, enabling them to compete in an expanded market. While the town saw an overall increase in construction employment from 14 in 1990 to 26 in 2000, the overall employment percentage decreased from 8.8% to 4.8%.

## **Manufacturing**

The manufacturing sector can be defined as: *“establishments engaged in the mechanical or chemical transformation of materials or substances into new products. Included in manufacturing are establishments engaged in assembling component parts in or associated with structures, and those engaged in blending materials such as lubricating oils or liquor. Broadly defined, manufacturing industries include: food processing,; tobacco products; textile mill products; apparel; wood products; furniture; paper; printing and publishing; chemicals; petroleum refining; rubber and plastics; leather, aluminum; machinery, including computers, office equipment, and engines; electronics and electrical equipment; transportation equipment; instruments; and miscellaneous industries, such as jewelry, musical instruments, and toys.” Woods and Poole Economics, Inc.*

The manufacturing sector was the largest employer in Braselton in 1990. Over the past 10 years employment levels have consistently declined as the economy has shifted away from the traditional manufacturing industries. The 1990 employment figures reported that 55 employees were engaged in manufacturing activity, or 34.6%. The 2000 numbers report a greater number employed in the sector, 92, but this number now represents only 17.1% of the total

## **Transportation, Communication, Public Utilities**

The transportation, communication, public utilities sector can be defined as: *“establishments providing, to the general public or to other business enterprises, passenger and freight transportation, communications services, or electricity, gas, steam, water, or sanitary services, and all establishments of the Postal Service.” Woods and Poole Economics, Inc.*

This sector has increased slightly since 1990 and currently employs 34 persons, or 6.3% of all employees. As public utilities expand to serve the increased population and Braselton continues to increase its available warehousing space this sector should continue to grow.

## **Wholesale Trade**

The wholesale trade sector can be defined as: *“establishments primarily engaged in selling merchandise to retailers, industry, other wholesalers or brokers. The merchandise sold by wholesalers includes all goods used by institutions such as schools and hospitals, as well as virtually all goods sold at the retail level. The three main types of wholesalers are merchant wholesalers; sales branches of manufacturing, mining, or farm companies; and agents, merchandise or commodity brokers, and commission merchants.” Woods and Poole Economics, Inc.*

Wholesale trade employment figures represented the second largest increase of all industrial sectors. The location along the Interstate 85 corridor, and the proximity to the metro Atlanta market has made Braselton an attractive destination. Employment totals increased from 3, representing 1.9%, in 1990 to 56, representing 10.4% in 2000.

## **Retail Trade**

The retail trade sector can be defined as: *“establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods. Buying goods for resale to the consumer is a characteristic of retail trade establishments that distinguishes them from agricultural and extractive industries. Retail*

*establishments include hardware stores, garden supply stores, and mobile home dealers; department stores; food stores, including supermarkets, convenience stores, butchers, bakeries, and fruit stands; automobile dealers; gasoline service stations; apparel and accessory stores; furniture and home furnishing stores, including electronics and home appliances; eating and drinking places.” Woods and Poole Economics, Inc.*

The level of retail activity has increased significantly over the past ten years, keeping pace with the rapid population growth. However, this has not translated to an equal increase in retail employment in the town. In 2000 retail trade represented the third largest employment sector in the town, employing 79 persons. While this represents over double the number of employed residents in 1990, 29, the overall percentage decreased from 18.2% in 1990 to 14.7% in 2000.

Much of this will be discussed later in this chapter, as well as subsequent chapters, but can be generally explained by the fact that lower wage retail employees have a tendency to occupy multi-family housing units, or moderately priced single-family homes, which are not in abundance within the town limits.

### **Finance, Insurance, Real Estate (FIRE)**

The FIRE sector can be defined as: *“establishments, depository institutions, such as commercial banks, savings and loans, and foreign banks; credit institutions; holding companies not engaged in operation; investment companies; brokers and dealers in securities and commodity contracts; security and commodity exchanges; carriers of all types of insurance; insurance agents and insurance brokers; real estate operators including operators of nonresidential facilities, apartments, other residential properties, mobile home parks and railroad properties; real estate agents and managers; title offices; and developers not engaged in construction.” Woods and Poole Economics, Inc.*

The FIRE sector has increased from 11 employees in 1990, representing 6.9%, to 55 employees reported in 2000, representing 10.2%.

### **Services**

The service sector can be defined as: *“establishments primarily engaged in providing services for individuals, businesses, governments, and other organizations. Service industries include: hotel and other lodging places; personal services; business services; automobile repair and automobile services; entertainment services; health services; legal services; education services; social services provided in privately owned establishments; private museums and zoos; membership organizations; professional services, and public relations; and private household employment.” Woods and Poole Economics, Inc.*

Braselton’s economy has reacted as many others around the nation with employment patterns shifting from the manufacturing to the services sector. In 2000 services represented the largest employment sector with 168, representing 31.1%, compared with 20, representing 12.6%, in 1990.

### **Public Administration**

The public administration sector can be defined as: *“all government workers regardless of their establishment classification includes executive offices and legislative bodies; courts; public order and safety; correctional institutions; taxation; administration and delivery of human resource programs such as health, education and public assistance services; housing and urban development programs; environmental programs; regulators, including air traffic controllers and public service commissions; and other government agencies.” Woods and Poole Economics, Inc.*

The population increase in Braselton has resulted in a corresponding increase in government employees needed to adequately serve the local constituents. Employment increased from 4, representing 2.5%, in 1990 to 23, representing 4.3%, in 2000.

**Table 1  
Town of Braselton Employment by Sector 1990-2023**

Category	1990	1995	2000	2005	2010	2015	2023
<b>Total</b>	<b>159</b>	<b>222</b>	<b>539</b>	<b>1,007</b>	<b>1,967</b>	<b>3,298</b>	<b>4,627</b>
Farm/Forestry/Fishing/Hunting/Mining	14	20	6	9	10	10	14
Construction	14	20	26	48	98	165	231
Manufacturing	55	77	92	172	256	429	602
TCU	9	13	34	64	118	198	278
Wholesale Trade	3	4	56	105	275	478	671
Retail Trade	29	40	79	148	295	495	694
FIRE	11	15	55	103	157	264	370
Services	20	28	168	314	649	1,088	1,527
Government	4	6	23	43	98	165	231

Source: U.S. Bureau of the Census; NEGRDC Calculations

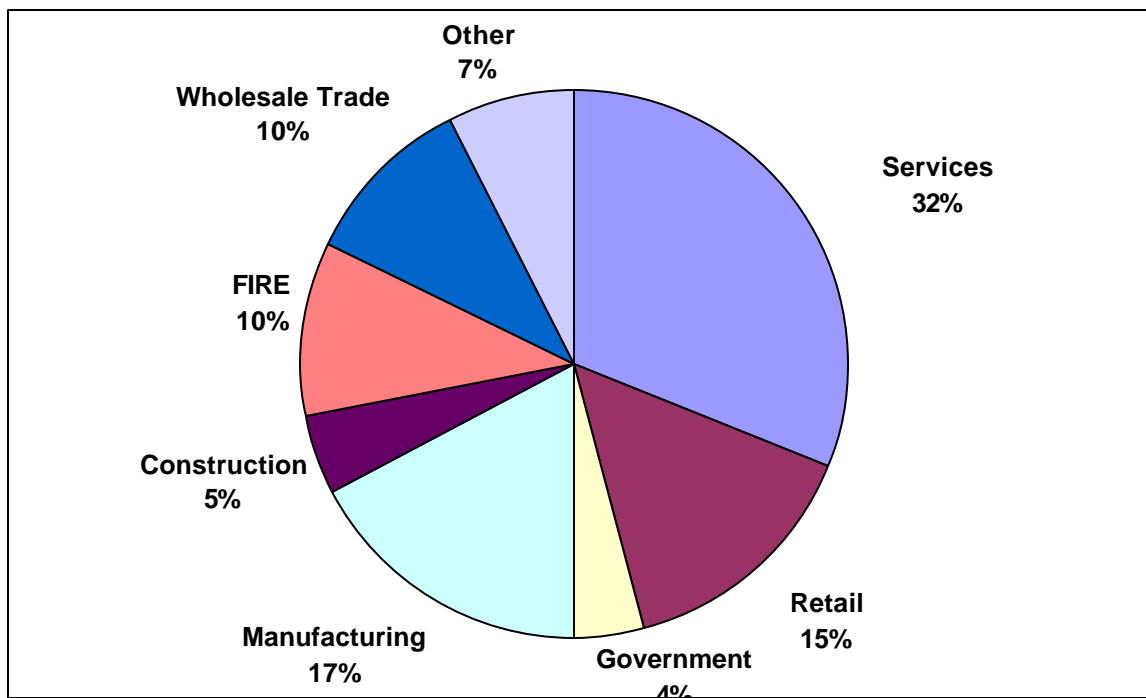
\*TCU refers to the Transportation/Warehousing, Communication/Information, and Public Utilities sectors.

\*FIRE refers to the Finance, Insurance, and Real Estate sector.

\*Services aggregates the Professional, scientific, management, administrative, and waste management services; Educational, health and social services; Arts, entertainment, recreation, accommodation, and food services; and Other services.

\*Forecast numbers are based on existing employment percentage shares for each of the sectors and computed multiplying average employees per household by number of households illustrated in Chapter 5.

**Figure1  
Town of Braselton 2000 Employment by Sector (%)**



\*Other combines employment figures of the Farm/Forestry/Fishing/Hunting and Mining, and Transportation, Communication, and Public Utilities Sectors.

\*Government includes Federal Civilian, Federal Military, and State and Local levels of government.

**Table 2**  
**Georgia Employment by Sector 1990-2025 (X 100)**

Category	1990	1995	2000	2005	2010	2015	2020	2025
<b>Total</b>	<b>36,906</b>	<b>42,293</b>	<b>48,405</b>	<b>52,391</b>	<b>56,257</b>	<b>60,121</b>	<b>63,898</b>	<b>67,512</b>
Farm/Forestry/Fishing/ Hunting/Mining	1,164	1,129	1,361	1,397	1,432	1,468	1,505	1,540
Construction	2,123	2,361	2,835	3,020	3,181	3,329	3,472	3,613
Manufacturing	5,725	6,034	6,156	6,299	6,429	6,537	6,614	6,659
TCU	2,163	2,419	2,893	3,162	3,405	3,626	3,815	3,965
Wholesale Trade	2,282	2,425	2,835	3,100	3,347	3,594	3,835	4,064
Retail Trade	6,066	7,249	8,147	8,797	9,430	10,047	10,631	11,165
FIRE	2,449	2,692	3,208	3,457	3,694	3,921	4,131	4,316
Services	8,766	11,254	13,979	15,706	17,441	19,260	21,129	23,010
Federal Civilian Government	1,030	983	927	924	925	928	931	936
Federal Military Government	907	947	948	947	946	945	945	944
State and Local Government	4,230	4,699	5,116	5,581	6,027	6,464	6,890	7,300

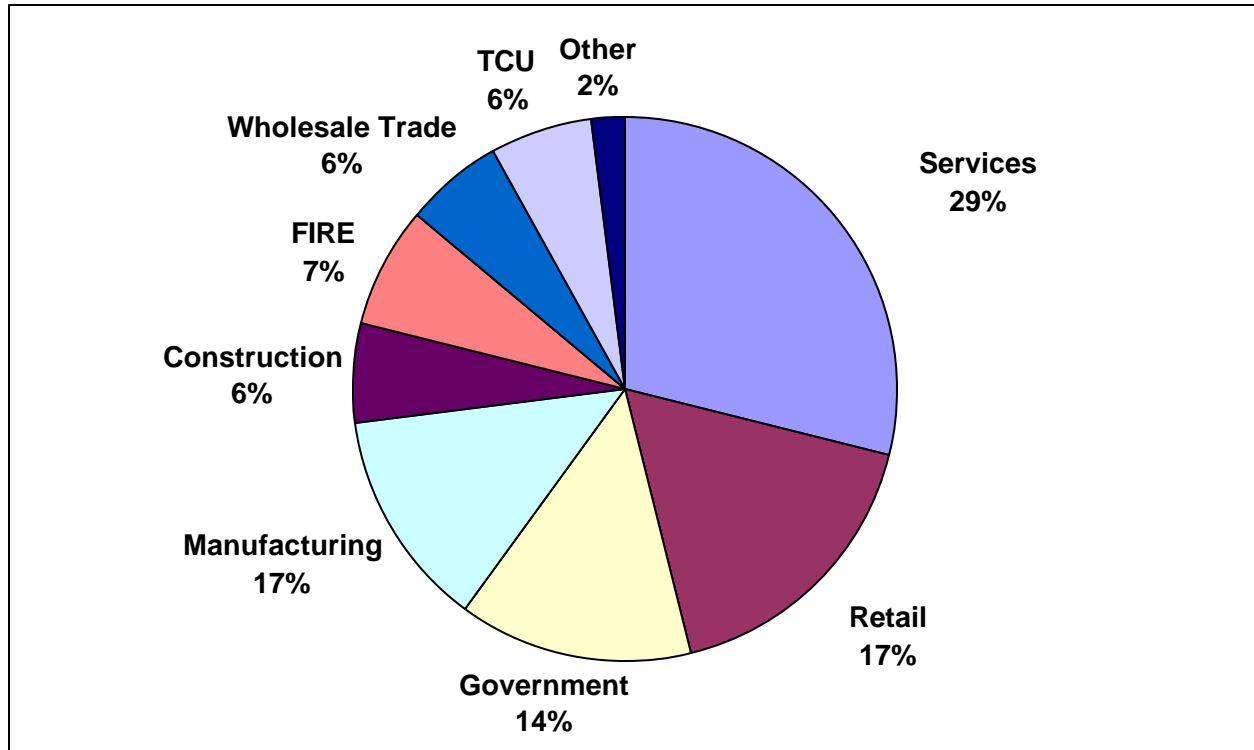
Source: Woods & Poole Economics, Inc.

\*TCU refers to the Transportation/warehousing, Communication/information, and Public Utilities sectors.

\*FIRE refers to the Finance, Insurance, and Real Estate sector.

\*Services aggregates the Professional, scientific, management, administrative, and waste management services; Educational, health and social services; Arts, entertainment, recreation, accommodation, and food services; and other services.

**Figure 2**  
**Georgia 2000 Employment by Sector (%)**



\*Other combines employment figures of the Farm/Forestry/Fishing/Hunting and Mining Sectors.

\*Government includes Federal Civilian, Federal Military, and State and Local levels of government.

The most striking differences between state and local employment percentages relate to the government, services, and wholesale trade. Because Braselton is a relatively small town it does not have the same level of government services illustrated within the state figures. Also the lack of federal and state government offices within the town contribute to the low percentage.

The difference in the service sector illustrates its importance in Braselton’s labor force. The highly educated and mobile labor force is increasingly employed in professional service occupations, generally paying above average wages.

The contrast in percentages for the wholesale trade sector is better defined by Braselton’s location along the Interstate 85 corridor in proximity to Gwinnett County, the state’s largest wholesale trade distribution center.

**Sector Earnings**

Earnings represent the total of wages, salaries and other earned income paid to employees of businesses and industries in a given geographic area. This section examines trends in sector earnings for both the town and state, and forecasts earnings for each sector through the year 2025. Refer to Table and Figure 3 for town earnings and Table and Figure 4 for state data.

Since 1990 the total earnings reported by local industries and businesses in Braselton has grown by 338% from \$3.55 million in 1990 to \$15.6 million in 2000 (dollar figures are reported in 2000 constant dollars). This figure is greater than the 238% increase in total employment over the same time period. On average, Braselton employees are earning higher wages today than they were in 1990.

The two leading sectors in earnings percentage for the county are the manufacturing (\$2.8 million) and services (\$4.5 million). The two combined represent 47% of the total earnings. Both sectors are expected to continue providing the majority of earnings, however the reliance on manufacturing earnings should decrease slightly as the services sector continues to expand within the town.

Overall, the town reflects similar percentages as the state based in large part because of the high percentage of educated workers residing in Braselton. The higher percentage of earnings reflected in the government sector for the state is a result of the lack of state and federal government offices in Braselton.

There was no readily available municipal data to determine overall earnings. To determine these figures, employment was derived in each of the four counties (Barrow, Gwinnett, Hall, and Jackson) and multiplied by the average weekly wage for each sector within each of the counties to aggregate the municipal earnings.

**Table 3**  
**Town of Braselton Earnings by Sector 1990-2023 (X 1,000)**

Category	1990	1995	2000	2005	2010	2015	2023
<b>Total</b>	<b>3,555</b>	<b>5,662</b>	<b>15,589</b>	<b>29,120</b>	<b>56,083</b>	<b>94,517</b>	<b>132,590</b>
Farm/Forestry/Fishing/Hunting/Mining	230	213	116	174	193	193	271
Construction	325	528	780	1,440	2,940	4,950	6,930
Manufacturing	1,694	2,759	2,788	5,212	7,758	13,001	18,243
TCU	208	339	1,260	2,372	4,373	7,338	10,302
Wholesale Trade	60	98	1,796	3,368	8,820	15,330	21,520
Retail Trade	411	670	1,391	2,606	5,194	8,716	12,220
FIRE	243	395	2,256	4,225	6,440	10,829	15,177
Services	329	535	4,526	8,459	17,484	29,311	41,138
Government	55	125	676	1,264	2,880	4,850	6,789

Source: Calculations by NEGRDC

\*TCU refers to the Transportation/warehousing, Communication/information, and Public Utilities sectors.

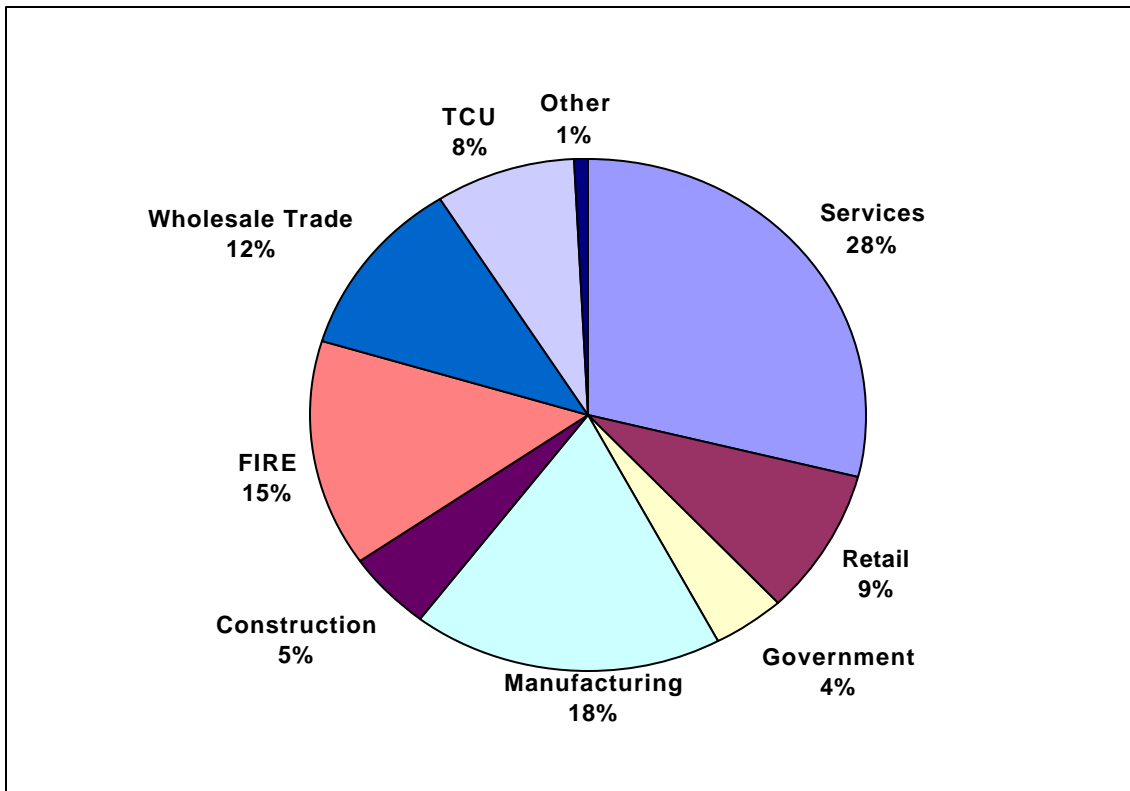
\*FIRE refers to the Finance, Insurance, and Real Estate sector.

\*Services aggregates the Professional, scientific, management, administrative, and waste management services; Educational, health and social services; Arts, entertainment, recreation, accommodation, and food services; and Other services.

\*Totals are derived by multiplying average earnings per employee by the forecasted number of employees per sector.



**Figure 3  
Town of Braselton 2000 Earnings by Sector (%)**



\*Other refers to earnings from the Farm/Forestry/Fishing/Hunting and Mining Sectors.

\*Government includes Federal Civilian, Federal Military, and State and Local levels of government.

**Table 4  
Georgia Earnings by Sector 1990-2025 (X 100,000)**

Category	1990	1995	2000	2005	2010	2015	2020	2025
<b>Total</b>	<b>102,642</b>	<b>123,514</b>	<b>157,037</b>	<b>178,093</b>	<b>199,848</b>	<b>222,606</b>	<b>245,945</b>	<b>269,434</b>
Farm/Forestry/Fishing Hunting/Mining	2,240	2,754	2,846	3,123	3,413	3,719	4,039	4,369
Construction	5,975	6,661	8,829	9,693	10,490	11,253	11,997	12,728
Manufacturing	17,974	20,801	23,821	25,923	28,002	29,978	31,782	33,368
TCU	8,981	11,644	15,095	17,259	19,388	21,490	23,473	25,358
Wholesale Trade	9,091	10,085	13,433	15,109	16,737	18,399	20,049	21,651
Retail Trade	9,414	11,217	13,631	15,087	16,557	18,031	19,472	20,843
FIRE	6,601	8,476	13,360	14,277	16,258	18,271	20,247	22,117
Services	22,532	30,045	42,216	50,430	59,371	69,323	80,183	91,809
Federal Civilian Government	4,781	5,147	5,322	5,498	5,670	5,915	6,139	6,372
Federal Military Government	2,765	3,080	3,305	3,452	3,602	3,755	3,912	4,071
State and Local Government	12,287	13,603	16,179	18,243	20,332	22,473	34,651	26,846

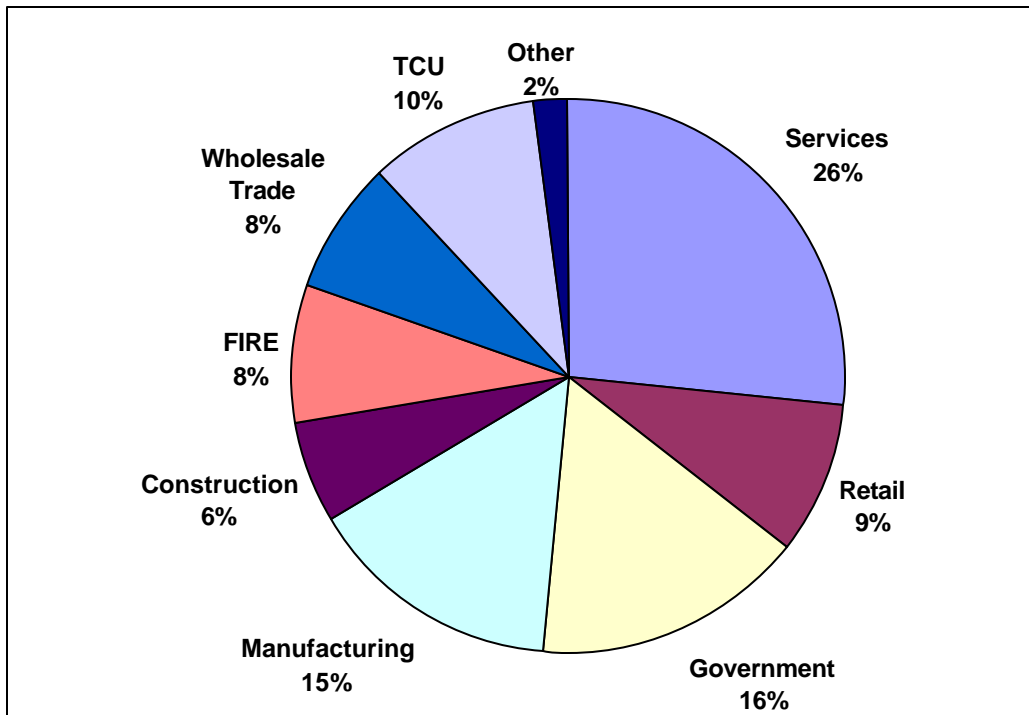
Source: Woods & Poole Economics, Inc.

\*TCU refers to the Transportation/warehousing, Communication/information, and Public Utilities sectors.

\*FIRE refers to the Finance, Insurance, and Real Estate sector.

\*Services aggregates the Professional, scientific, management, administrative, and waste management services; Educational, health and social services; Arts, entertainment, recreation, accommodation, and food services; and Other services.

**Figure 4**  
**Georgia 2000 Earnings by Sector (%)**



\*Other combines employment figures of the Farm/Forestry/Fishing/Hunting and Mining Sectors.

\*Government includes Federal Civilian, Federal Military, and State and Local levels of government.

### Average Weekly Wages

Another variable to consider when analyzing the local economy is the average weekly wage paid by industrial sector. Since 1990 the average weekly wage for all industries in Braselton increased by 43.6%, or an average of \$18.30 per year, to \$602.00. During the same time frame the state average weekly wage increased by 55%, or \$23.40 per year, to \$658.00. See Table 5 for a detailed state and town comparison.

The overall percentage increase in the town compares favorably with the state increase. However on average local wages are below state averages. The largest discrepancies in actual wages are in the wholesale trade, FIRE, and TCU sectors. Braselton is comparable in actual wages in the construction, manufacturing, and retail trade sectors.

Of note is that the largest employment sector, services, represents a relatively stable average weekly wage paid to their employees. Although the town has a high number of employees in lower paying service occupations, such as hotel and accommodations, the high education levels of the local workforce have led to higher average weekly wages than Jackson and Barrow county averages.

**Table 5  
State and Town Comparison  
Of Average Weekly Wages by Sector**

Category	Town			State		
	1990	1995	2000	1990	1995	2000
All Industries	419	489	602	424	509	658
Agricultural Services	316	369	410	276	322	403
Mining			-	589	734	879
Construction	446	520	620	434	508	655
Manufacturing	592	691	751	450	555	721
TCU	445	519	747	603	737	949
Wholesale Trade	384	448	707	603	729	988
Retail Trade	273	318	355	236	275	350
FIRE	424	494	735	544	693	967
Services	316	369	523	414	501	657
Government	266	431	567	460	533	661
Federal	-	-	-	543	666	847
State	-	-	-	451	493	588
Local	-	-	-	387	440	549

Source: U.S. Bureau of Labor Statistics

There were no readily available datasets at the municipal level and average weekly wages were determined from Braselton's aggregate earnings and employment figures for each of the major industrial sectors.

### Sources of Personal Income

Sources of personal income are indicators of how a community obtains its wealth. Table 6 and Figure 5 illustrate actual and percentage income figures respectively. Table 7 and Figure 6 chart the same information for the state.

There are five categories used to analyze the sources of personal income. These categories are defined as followed:

1. **Wage and Salary:** Total income earned as compensation for working or rendering services;
2. **Other Labor Income:** Total employer contributions to private pension or worker's compensation funds;
3. **Proprietor's Income:** Measures total profits earned from partnerships and proprietorships;
4. **Dividends, Investment, Rent and Interest Income (DIRI):** Total income derived from investments and rental property; and
5. **Transfer Payments:** Total income from payments by the government under a variety of different programs including, Social Security, Unemployment Insurance, Food Stamps, Veterans Benefits, to name a few.

Associated with these categories is a category termed **Residence Adjustment Income (RAI)** that relates to the total income within the community. It is a measure of the personal income of local residents earned outside of the community. A positive number indicates that the amount of income earned outside the county by residents is greater than the amount of income earned inside the county by non-residents. Simply put, there are more people commuting out of the community to work than there are commuting in.

This number is reflected in Table 7 and represents a very small percentage of the total state income due to the fact that the majority of state residents work within the state borders. As urbanized areas continue to expand RAI should

expand because of proximities to urban markets outside the state that are not currently within feasible commuting distances.

There is not an RAI figure that relates to Braselton because of insufficient data at the municipal level. However, because of the number of highly educated residents that are commuting outside of the community to work on a daily basis this number can be reasonably expected to represent the greatest portion of the total earnings. Because of the lack of available data all earnings are reported without an RAI factor.

**Table 6**  
**Braselton Total Personal Income by Type (X 1,000)**

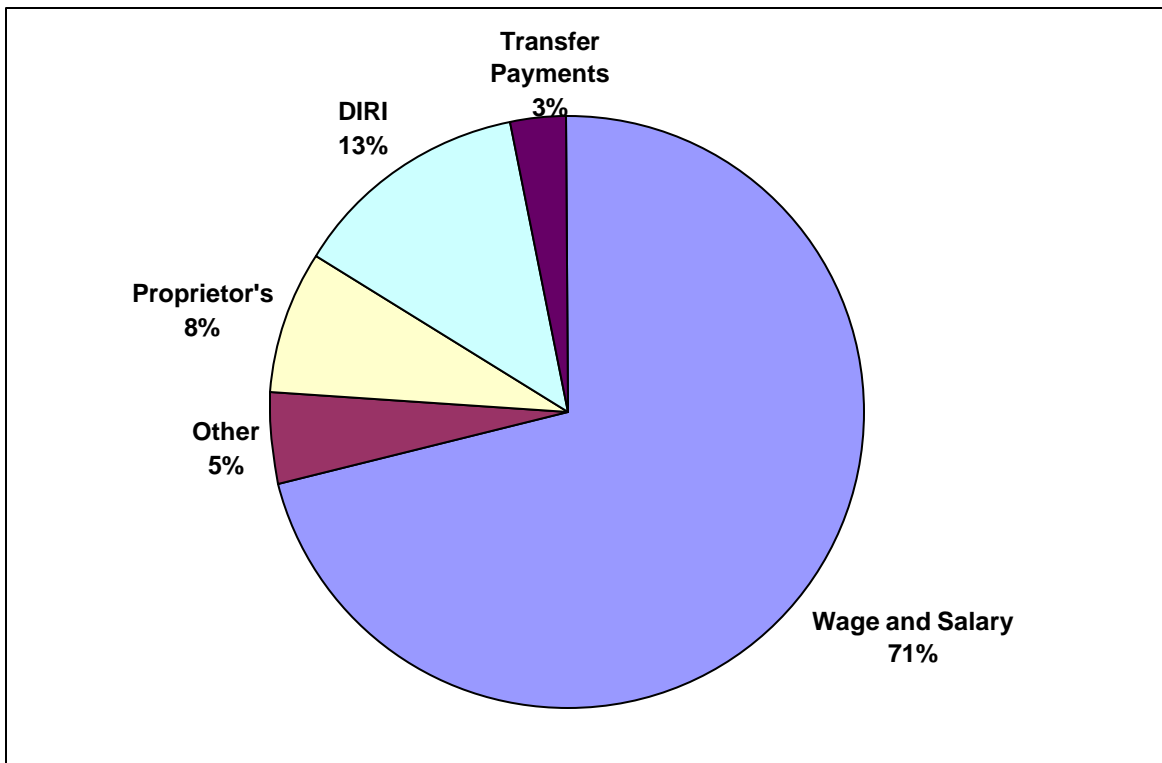
Category	1990	1995	2000	2005	2010	2015	2023
Total Income	5,966	7,357	43,151	85,185	166,410	279,009	391,506
Wage and Salary	3,809	4,698	30,640	60,487	118,162	198,114	277,994
Other	738	544	1,970	3,889	7,597	12,737	17,873
Proprietor's	99	1,220	3,625	7,156	13,980	23,439	32,889
DIRI	298	367	5,549	10,954	21,398	35,877	50,343
Transfer Payments	564	528	1,367	2,699	5,273	8,841	12,406

Source: U.S. Bureau of the Census; NEGRDC Calculations

\*DIRI: Dividends, Investment, Rent, and Interest

\*Categories do not add to the total because of the contributions paid to social insurance programs.

**Figure 5**  
**Braselton Percentage Personal Income by Type**



**Table 7**  
**Georgia Total Personal Income by Type (X 100,000)**

Category	1990	1995	2000	2005	2010	2015	2020	2025
Total Income	134,782	163,230	203,905	231,841	261,193	292,236	324,550	357,693
Wage and Salary	81,356	96,423	124,507	141,630	159,337	177,925	197,065	216,414
Other	11,702	14,092	15,789	17,663	19,551	21,489	23,433	25,344
Proprietor's	9,584	12,999	16,741	18,800	20,960	23,193	25,447	27,675
DIRI	23,367	26,625	32,898	37,038	41,450	46,123	51,043	56,189
Transfer Payments	14,750	20,607	23,416	26,777	30,675	35,210	40,504	46,704
RAI	(136,775)	(245,276)	(331,309)	720,692	1,964,981	3,317,010	4,704,668	6,028,798

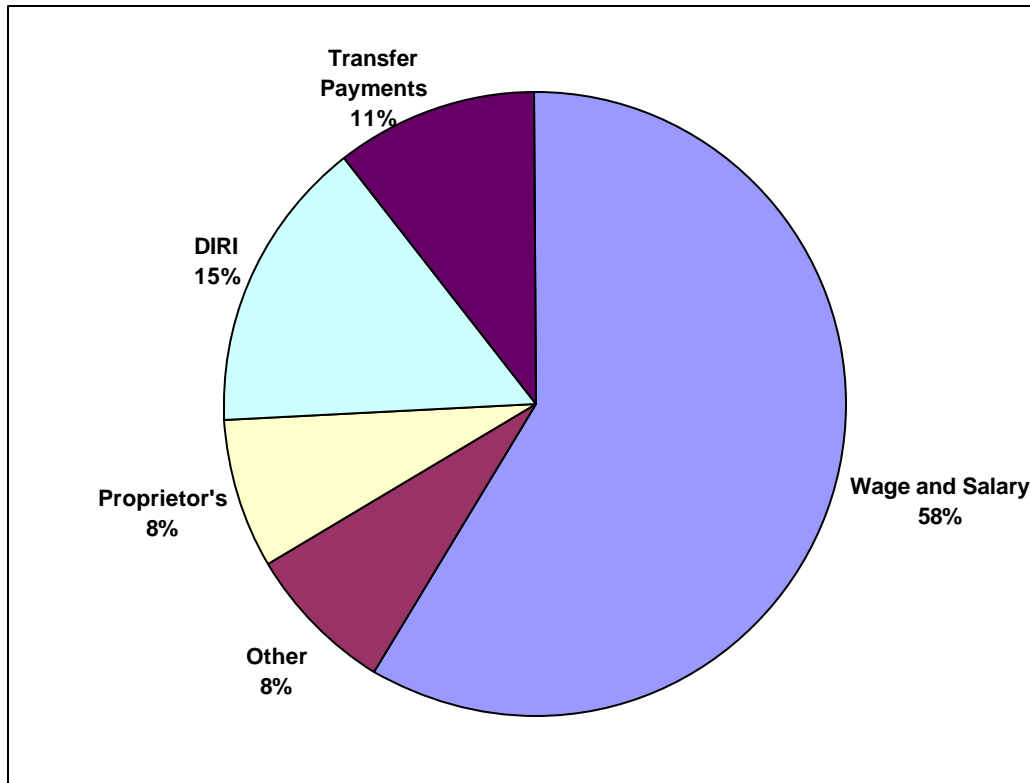
Source: Woods & Poole Economics, Inc.

\*DIRI: Dividends, Investment, Rent, and Interest

\*RAI: Residence Adjusted Income - \*() reflects a negative number

\*Categories do not add to the total because of the contributions paid to social insurance programs

**Figure 6**  
**Georgia Percentage Personal Income By Type**



## Major Economic Activities

Over 1,100 new jobs have been created in Braselton since 2000, and the town currently houses over 2,000 employment opportunities indicating its regional importance as an employment center.

Since the 1996 comprehensive plan there have been four major plant openings in Braselton producing a total of 863 new jobs. Year One, Inc. employs 160 people and produces restoration auto parts. King's Delight employs 238 people and is a poultry processing plant. Mayfield Dairy Farms, Inc. employs 195 people and is a dairy processing plant. Finally, Haverty Furniture Company, Inc. opened its North Georgia Distribution Center in Braselton and employs 270 people.

There have been several other business startups that have located in Braselton, including a Publix Supermarket, and a soon to open Kroger Supermarket.

Braselton currently has an abundance of developable industrially zoned land that will continue to attract businesses looking to establish themselves within a vibrant local economy.

## Unique Activities

The tourism sector is often overlooked in economic development strategies; however, it can serve as a major stimulant to a local economy. The main purpose of promoting a local tourism industry is to generate revenue in the community through increased expenditures on goods and services by people outside of the community. In essence, it is an effort to attract consumers from outside the local economy to spend their money inside the local economy.

The emergence of Chateau Elan as a major tourist destination has provided Braselton with a steady stream of income generated by the tourism industry. It's geographic location, situated along Interstate 85 and within the Atlanta Metropolitan area, has made it accessible not only to north Georgia residents, but also to out of state tourists as well. The hotel estimates that a total of 550,000 people visit all of the amenities (hotel, winery, spa, convention center) annually, illustrating the local importance of the resort.

Braselton is home to the Panoz Auto Development Company, America's premier manufacturer of limited production, high performance automobiles. The company began in 1989, producing a small number of custom-built cars made to order to a select few clientele. By 1996 the factory went into full production of the hand-built automobiles. That same year the company created Panoz Motor Sports, and began work on cars built for auto racing.

## Labor Force

### Employment by Occupation

Table 8 depicts the percentage of total employment by occupational classification for the Census years 1990 and 2000 (1990 data is aggregated in select categories to account for the 2000 classification system). The table offers a comparison between Braselton, Georgia, and national figures related to occupational characteristics.

The trend in Braselton since 1990 has been a shift in employment from the manufacturing sector, and other "blue collar" jobs, to the service sector. This trend is mirrored on the state, as well as the national level. The high percentage of *Management, Professional and Related Occupations* in Braselton illustrate the high education levels of the workforce. As illustrated in the following table, the Braselton rates are nearly equal to both state and national averages.

Despite the large decrease in percentage share of the *Production, Transportation, and Material Moving Occupations* between 1990 and 2000, Braselton continues to maintain rates at or exceeding the state and national averages.

Braselton continues to house a healthy manufacturing economy and the location to the metro Atlanta labor market ensures Braselton residents access to a wide variety of occupations.

**Table 8  
Employment by Occupation**

Occupation	Percentage of Total Employment					
	1990			2000		
	Braselton	Georgia	U.S.A.	Braselton	Georgia	U.S.A.
Management, professional, and related occupations	11.3	28.3	30.1	32.8	32.7	33.6
Service occupations	6.9	12.0	13.2	8.5	13.4	14.9
Sales and office occupations	36.5	28.3	28.1	35.3	26.8	26.7
Farming, fishing, and forestry occupations	4.4	2.2	2.5	0.2	0.6	0.7
Construction, extraction, and maintenance occupations	9.4	12.8	10.7	8.0	10.8	9.4
Production, transportation, and material moving occupations	31.4	16.5	15.4	15.2	15.7	14.6

**Employment Status**

Table 9 identifies the labor force participation rates for Braselton and compares them with state and national averages. The labor force identifies persons 16 years of age and older that are working or seeking work. The 2000 Census population of persons 16 years of age and older was 867 in Braselton, of which 544 were considered in the labor force. This figure represents a 220% increase over the 1990 labor force total.

Braselton is relatively equal to state and national averages for participation rates, although slightly lower in all categories. Nearly one-quarter of Braselton’s population is over the age of 55, accounting for the slight differences in labor force participation rates. Only the armed forces category is significantly lower than state and national rates due to the fact that there are no significant military installations in the town at the present time.

**Table 9  
Labor Force Participation Rates**

	1990			2000		
	Braselton	Georgia	U.S.A.	Braselton	Georgia	U.S.A.
Total in labor force	56.3%	67.9%	65.3%	62.7%	66.1%	63.9%
Civilian labor force	56.3%	66.4%	64.4%	62.7%	65.0%	63.4%
Armed forces	-	1.5%	0.9%	-	1.1%	0.5%
Males in labor force	64.0%	76.6%	74.4%	69.3%	73.1%	70.7%
Females in labor force	50.0%	59.9%	56.8%	56.3%	59.4%	57.5%

Source: U.S. Bureau of the Census

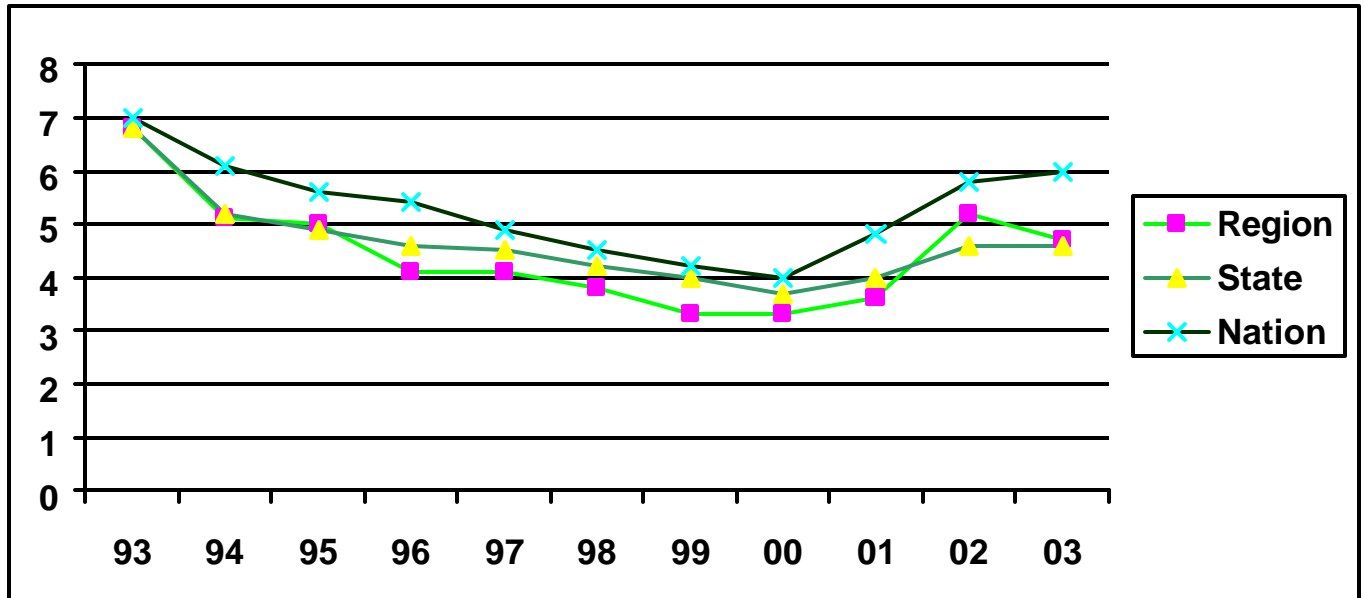
**Unemployment Rates**

According to the U.S. Bureau of the Census, Braselton had a 2000 unemployment rate of 0.6. Census data are the only available unemployment figures for municipalities under 25,000 population. Therefore, there are no relevant data for town unemployment rates and the table illustrates state, national, and northeast Georgia rates (comprising

Barrow, Clarke, Elbert, Greene, Jackson, Jasper, Madison, Morgan, Newton, Oconee, Oglethorpe, and Walton counties) for comparison.

Figure 7 illustrates the unemployment rates over the past ten years for the Northeast Georgia Region, Georgia and the nation.

**Figure 7**  
**Unemployment Rates**



Source: U.S. Bureau of Labor Statistics

Over the past decade the region's unemployment level has remained below both state and national averages. A spike in 2002 illustrates the high unemployment rates experienced in a small number of counties that inflated the overall rate. Historically economists have considered an unemployment rate under five as meaning that virtually everyone in the area that is actively looking for work is able to find it. The abundance of employment opportunity within reasonable proximity to the Metro Atlanta and Athens areas combined with the region's aggressive recruitment of new employers provides Braselton residents with ample employment opportunity and choice. Such a low rate minimizes the community impacts associated with high unemployment rates including crime, poverty, stress, substance abuse, and domestic violence.

### Commuting Patterns

Examining Braselton's commuting patterns illustrates the challenges that the town faces not only in economic development planning but also dealing with overall land use issues. The town is working to reverse the trend of outward commuters through the recruitment of industry that can take advantage of the local labor force's characteristics. Braselton not only deals with residents commuting out of the local economy for employment, but also experiences a mass inflow of daily commuters that fill the majority of the 2,071 jobs currently filled within the town.



**Table 10  
Commuting Patterns to Work**

<b>Commuting Category</b>	<b>1990</b>	<b>2000</b>
Number of workers	149	535
Percent working in Braselton	26.8%	9.9%
Percent working outside Braselton	73.2%	90.1%
Mean travel time to work (minutes)	26.6	35.3
% of commuters traveling longer than 30 minutes to work	40.2	54.0
% of workers who worked at home	0.0	4.6
Total number of jobs in town	NA	2,071
Total number of residents employed in Braselton	NA	53
No vehicles available in household (as % of total households)	16.3	2.9
1 vehicle available in household	41.5	17.7
2 vehicles available in household	33.3	51.6
3+ vehicles available in household	8.8	27.9

Source: U.S. Bureau of the Census; Town of Braselton

During the period between census years the percentage of the local labor force commuting elsewhere has actually increased by 16.9%. During the same time period mean travel time to work increased by nearly nine minutes, further illustrated by the fact that 13.8% more daily commuters are traveling greater than thirty minutes to work.

Another indicator of commuting patterns is the jobs-housing balance. A healthy local economy that retains the majority of its workforce within its jurisdiction maintains a jobs-housing ratio of approximately 1.5 jobs per household. The overall ratio for Braselton is 4.94 jobs per household, well above the average, indicating Braselton is a regional employment center. If we solely examine the resident workforce increases between 1990 and 2000 in correlation with the housing data in Chapter 5, the data illustrates that the town is slightly below the 1.5 average ratio. However, the number of jobs generated by the town filled by the non-resident workforce, have led to the jobs-housing imbalance creating unfavorable traffic conditions as the majority of local jobs are filled by outside commuters.

The link between housing affordability and employment opportunities illustrates that lower-wage retail employees are unable to find adequate, affordable housing within the town. This contributes to the jobs-housing imbalance as lower level service and retail jobs must be filled by outside workers.

Another contributing factor is the accessibility of Braselton, located along a major interstate highway and connected to three state routes. This transportation network facilitates automobile access, allowing a mobile workforce to reside or commute elsewhere. The increased mobility of the workforce can be attributed to the increased female role in the workforce as well as the increase in vehicles available per household.

## **Local Economic Development Resources**

### **Economic Development Agencies**

The Jackson County Chamber of Commerce is a nonprofit organization that promotes the entire county, including each of the municipalities. It serves existing businesses through various volunteer committees, including community and economic development. Business membership dues and investment fund the Chamber’s activities, which include the promotion of various school education seminars and expanding business opportunities for members. The mission of the Chamber is to serve the needs of its membership and to advance the interest of economic development while enhancing the quality of life in Jackson County.

Several agencies are capable of providing economic assistance to Braselton. Georgia Power Company's Community Development Department offers Georgia communities development assistance in six program areas: research and information, business retention and expansion, leadership development, downtown revitalization, board governance, industrial location, and demographic and labor market analysis.

The Georgia Department of Industry, Trade and Tourism is another resource for industrial recruitment and tourism development. The University of Georgia Small Business Development Center (SBDC) in Athens provides management consulting for entrepreneurs and conducts marketing analyses and surveys designed to evaluate a community's economic development potential. The Institute of Community and Area Development (ICAD) offers technical assistance, training, and research services for local government community organizations.

Finally, the Northeast Georgia Regional Development Center (RDC) provides assistance in many community development areas. The RDC prepares local comprehensive plans, which includes economic development information for communities, and provides assistance through the administration of various financial grants. Additional services include the preparation of special economic development surveys and evaluations on how to improve, promote or reorganize a segment of the community. The RDC is actively involved in youth job training programs that are designed to employ residents and enhance job skills. The center also has a comprehensive network of elderly-related programs that address social, health and employment needs.

### **Economic Development Programs and Tools**

Georgia Power Resource Center, located in downtown Atlanta, introduces prospective industries from other states and countries to the state's economic development resources. Georgia Power's database includes industrial parks and sites located throughout Georgia. The database can display photographs of a site or park and a list of its utility and infrastructure features. The Georgia 100 software is a computer program designed to meet the business needs of companies through geographic analysis. Georgia's SBDC's are equipped with the Georgia 100 program.

The town has initiated a Business Retention and Expansion Process to help determine the local business climate and how the local government can ensure the future vitality of the local economy.

Braselton has also initiated an application to the Georgia Department of Community Affairs for a Better Hometown designation to promote, preserve and revitalize the downtown core. Once approved, this will lead to the creation of a downtown development authority whose purpose is to conduct long range planning focused on revitalizing Braselton's historic central business district.

Braselton's existing, and future, transportation network (as discussed in Chapter 4) represents a locational advantage in terms of economic development opportunities. Access to interstate and state routes, combined with proximity to major urban markets, provides Braselton with a competitive advantage over other potential locations. Braselton also has a large portion of the town designated for economic development, minimizing any regulatory hurdles for economic expansion.

### **Educational and Training Opportunities**

Braselton is located within four county public school systems offering a comprehensive education program from Pre-Kindergarten to Grade 12.

The Lanier Technical College is accredited by the Commission of the Council on Occupational Education. Lanier Tech offers a variety of programs of study tailored to meet the training needs of business and industry in Lanier Tech's eight county service area, which includes Barrow, Hall and Jackson. Lanier Tech has its main campus in Oakwood, in Hall County with satellite offices in Winder (Barrow County) and Cumming (Forsyth County).

Gwinnett Technical College is located in Lawrenceville and offers a wide range of educational opportunities. There are programs providing certificates, diplomas, associate degrees, as well as online courses in a variety of programs

of study. In addition to this the college offers continuing education programs, six adult education programs available free to Gwinnett County residents, and a variety of credit programs aimed at workforce development.

Georgia also has a unique manpower-training concept known as "Quick Start." The state designed this program to train workers for specific, clearly designed jobs in a new or expanding company. Employees learn new skills and receive the opportunity to earn higher pay. Additionally, the company realizes one of its primary goals: increase production with minimum expenditures of time and money.

When a company selects a plant site, the Director of Quick Start from Athens Area Technical Institute and the State Training Coordinator from the Department of Technical and Adult Education, consult with company officials. Together, they discuss the company's manpower needs, job requirements, and start-up schedule. Training coordinators develop a training plan and submit it to the company for approval. Training facilities are set up at Athens Tech or, if more suitable, on the plant site.

The local State Employment Agency in Athens will recruit, test, and screen applicants in accordance with company specifications. Costly recruitment hours are saved and only qualified applicants are referred to the company for final selection and enrollment. Once the company accepts an employee, the trainee begins an on-the-job training program. The trainee is able to contribute to the company but also sharpens his or her skills under the guidance of state-paid instructors.

There are a variety of higher education institutions operating in the vicinity of Braselton. Included are the University of Georgia, Georgia Institute of Technology, Georgia State University and a variety of Junior and Community Colleges located throughout the region.

The Northeast Georgia Regional Development Center (RDC) provides staff support for the regional Workforce Investment Board (WIB). The WIB is a group of appointed local business, industry and education representatives that focus on meeting the local business needs for skilled workers and the training, education and employment of local individuals.

## **Economic Development Issues Analysis**

Prior to the initiation of the economic development planning process a survey was distributed to each member of the citizens advisory committee, as well as all elected officials and staff. They were directed to identify, from a list of twenty, those issues that most affected the town's ability to generate successful economic development. The following is a summary of those issues that represented the greatest number of responses.

### **Timing and Location of Infrastructure**

Timing and location of infrastructure expansion are a major issue in economic development. The main issues of concern, for economic development purposes, are infrastructure capacities for water and sewer. To fully promote the town for economic development purposes, infrastructure expansion is necessary to attract new, and facilitate the expansion of existing, business. The town must continue to direct development, including population and employment growth, to those areas that can be served most efficiently, maximizing on existing capacities and infrastructure.

### **Historic Preservation**

Residents believe strongly in preserving the heritage and historic character of the town. The town is not only rich in its local history, but also in historic structures. In order to accomplish many of the town's economic development goals, historic preservation must be a key component. Ensuring the preservation and revitalization of historic areas of the town will facilitate the process of invigorating the local economy than destroying them will.

## **Downtown Development**

This issue is directly tied to historic preservation, as the town's historic district is located in the traditional downtown core. Revitalizing the downtown is important to residents and can help to foster a greater sense of community. Restoring the central business district to its more traditional role, as a regional employment and shopping center, helps to balance the growth of the town and build additional economic development resources for the local economy.

## **Transportation**

The town has experienced a period of unprecedented growth, which should continue throughout the planning horizon of this document. As development continues along major roadways, congestion mitigation needs to be addressed at the earliest possible stages to minimize the overall impacts on the transportation network. As a component of this, alternative transportation issues need also be addressed to increase the level of bicycle and pedestrian activity throughout the town.

## **Education**

The local workforce has evolved tremendously between the 1990 and 2000 Census years, with the percentage of the population twenty-five or over with a bachelor's degree or higher increasing from 5.8% in 1990 to 26.3% in 2000. Concurrently, the percentage of the population that were high school graduates or higher increased from 48.2% in 1990 to 84.4% in 2000. The overall education levels of the local workforce has increased dramatically and it is imperative that the local school systems are capable of providing similar results to an increasing population that will place greater demands on the public education system.

## **Natural Resource Limitations**

In order to maintain and expand infrastructure capacities it is imperative that natural resource limitations be examined and closely monitored. Of particular importance are the source and supply of potable water and the pollution levels created from wastewater discharge. Economic development must not be allowed to occur at the expense of the natural environment.

## **Other Issues**

These issues appeared on a number of surveys, though not as prominently as the aforementioned.

- 1. Economic Role:** The town should be selective in attracting economic development; focusing on the town's strengths and promoting those industries that benefit the community and improve the quality of life.
- 2. Redevelopment:** Because of the age and deterioration of certain areas of the historic district, historically sensitive redevelopment efforts must occur to fully revitalize historic downtown.
- 3. Local Jobs:** In order to improve commuting patterns the town must direct its economic development efforts towards attracting employment opportunities that best match the skills of the local labor force, and attracting new residents that match the requirements of the local jobs.

## **Needs, Goals, and Local Assessment**

### **Economic Base Assessment**

The economic base inventory, presented previously, provides an overview of the town's economic makeup. The assessment attempts to look at some of the underlying factors that have led to the existing conditions of the local economy and identify strategies for improving them. Table 11 presents the location quotient analysis for each of the major industry sectors of the local economy. In order to get a closer look at the existing specialization of the economy it is important to refine the search beyond major industrial sectors and look at sub-categories within each

of those sectors. It is also important to note that this analysis looks at the local economy as a whole and deals with all local jobs as opposed to looking solely at employment characteristics of the local workforce.

As mentioned previously, economic base theory's guiding principle is that all economic activity can be classified as either basic (export oriented) or non-basic (local serving). Based on this principle, the theory further states that an area's economic stability is dependent on outside demand for locally produced goods and services. The location quotient analysis attempts to identify the basic sectors of the town and in which of those sectors the county enjoys a competitive advantage over other local economies.

Industries with location quotients greater than 1.25 indicate relatively high production of a good or service and are categorized as basic industries that help to support the economy as a whole. Conversely, those industries with location quotients less than 0.75 indicate sectors that are not meeting local needs. A location quotient between 0.75 and 1.25 are generally considered self-sufficient.

The analysis reveals eleven sub-sectors with location quotients significantly above 1.25, indicating that these areas are relative strengths of the local economy. Of the major industrial sectors, the largest location quotients are found in the wholesale trade (Haverty's Distribution Center) and manufacturing sectors (Mayfield, King's Delight Poultry Processing, Panoz Auto Development). Within the services major industrial sector the accommodation services sub-sector had the second largest location quotient of all sub-sectors, illustrating the importance of the Chateau Elan resort within the local economy.

The analysis also revealed sixteen sectors with location quotients under 0.75, indicating that these sectors may not be meeting local needs. It is difficult to gauge the relevance of these statistics because of the relatively small economy that Braselton represents. The larger numbers indicate that certain sectors are succeeding at greater rates in Braselton than in other areas of the state. Whereas, the smaller numbers may simply mean that there is not a large enough population yet to fully support those sectors. Areas that may provide some insight are the retail and service sector, as these should have location quotients that, at a minimum, are approaching 0.75-1.25. The low figures associated with the sub-sectors may reveal potential gaps in the local economy.

**Table 11**  
**Braselton Location Quotient Analysis**  
Source: U.S. Census Bureau 1999 County Business Patterns

Major Industrial Sector	NAICS Code	Sector	Town Employment	State Employment	Town L.Q.
<b>Agricultural Services</b>	<b>11</b>	<b>Totals</b>	<b>0</b>	<b>9273</b>	<b>-</b>
<b>Mining</b>	<b>21</b>	<b>Totals</b>	<b>0</b>	<b>6598</b>	<b>-</b>
<b>Construction</b>	<b>23</b>	<b>Totals</b>	<b>35</b>	<b>202322</b>	<b>0.29</b>
	233	Building, developing, general contracting	11	50542	0.37
	235	Special trade contractors	24	120805	0.33
<b>Manufacturing</b>	<b>31-33</b>	<b>Totals</b>	<b>607</b>	<b>518063</b>	<b>1.97</b>
	311	Food manufacturing	457	61050	12.59
	332	Fabricated metal product manufacturing	32	33163	1.62
	336	Transportation equipment manufacturing	117	48548	4.05
	337	Furniture and related product manufacturing	1	14496	0.12
<b>TCU</b>	<b>22, 48-49, 51</b>	<b>Totals</b>	<b>75</b>	<b>296793</b>	<b>0.43</b>
	22	Utilities	0	23373	-
	48-49	Transportation and warehousing	67	134055	0.84
	51	Information	8	139365	0.10
<b>Wholesale Trade</b>	<b>42</b>	<b>Totals</b>	<b>320</b>	<b>198709</b>	<b>2.71</b>
	421	Durable goods	320	126897	4.24
<b>Retail Trade</b>	<b>44-45</b>	<b>Totals</b>	<b>380</b>	<b>464368</b>	<b>1.38</b>
	441	Motor vehicle and parts dealers	161	58129	4.66
	443	Electronics and appliance stores	3	13859	0.36
	444	Building material, garden equipment dealers	55	43422	2.13
	445	Food and beverage stores	88	98455	1.50
	447	Gasoline stations	51	30929	2.77
	448	Clothing and clothing accessory stores	3	43403	0.12
	451	Sporting goods, hobby, book, and music stores	2	14995	0.22
	453	Miscellaneous retail stores	17	23700	1.21
<b>FIRE</b>	<b>52, 53</b>	<b>Totals</b>	<b>37</b>	<b>222659</b>	<b>0.28</b>
	52	Finance and insurance	10	163910	0.10
	522	Credit intermediation and related activities	10	79856	0.21
	53	Real estate, rental and leasing	27	58749	0.77
	531	Real estate	27	35363	1.28
<b>Services</b>	<b>54-56, 61-62, 71-72, 81, 95</b>	<b>Totals</b>	<b>617</b>	<b>1511865</b>	<b>0.69</b>
	54	Professional, scientific and technical	19	202537	0.16
	55	Management of companies and enterprises	8	97083	0.14
	56	Administrative, support, waste management and remediation	4	330441	0.02
	61	Educational services	0	63775	-
	62	Health care and social assistance	18	341987	0.09
	621	Ambulatory health care services	18	115485	0.26
	71	Arts, entertainment and recreation	53	35602	2.50
	72	Accommodation and food services	415	295906	2.36
	721	Accommodation services	324	45065	12.09
	722	Food services and drinking places	91	250841	0.61
	81	Other services excluding public administration	100	144534	1.16
	811	Repair and maintenance services	10	37463	0.45
	812	Personal and laundry services	90	34867	4.34
<b>Total Employment</b>			<b>2071</b>	<b>3483500</b>	<b>-</b>

Calculations by NEGRDC

- Shaded areas represent totals for the major industrial sector.
- NAICS is the North American Industrial Classification System code.
- Total employment differs from the total stated in "Sector Employment" because this information represents data collected on the total number of jobs in the municipality rather than the employment information on the local workforce.
- County LQ refers to the location quotient value. The location quotient is a ratio comparing the percentage of employment in a specific industry in the local economy with the employment percentage in the same industry in the state economy.

**Note:**

The location quotient is meant to serve as a guideline to help identify potential strengths and weaknesses in the local economy that could be further pursued. Its general assumptions are that demand is constant throughout the state,

labor productivity does not vary, and that each firm within an industry produces an identical product. Every community does not need to be self-sufficient in every sector and a location quotient less than one may not be cause for alarm according to economic base theory's general principles, basic (export) employment is the engine that drives local economic activity and linkages it creates lead to increased non-basic (local serving) employment. For example, an economic base ratio of 1:2 indicates that for every new basic job two new non-basic jobs are created. This is referred to as an employment multiplier. The use and reliance on multipliers is not a recommended strategy because they are inaccurate, and generally inflated. However, they do serve as a general guideline to illustrate the significance of new export industries locating within a community and the linkages that they create within the local economy.

Based on the information in Table 11, Braselton houses a total of 2,071 jobs. Of these jobs, 1,390 can be considered basic and 681 non-basic sector jobs. This creates a basic to non-basic ratio of 1:0.49. What this illustrates is that for every new basic sector job in Braselton a total of 1.49 jobs are created.

Despite the fact that Braselton has an abundance of basic sector employment opportunities, there have not yet been sufficient linkages developed to have a major impact on the non-basic sector. This explains the relatively low multiplier value of 1.49. This may also help to explain the reasoning behind the low location quotient values for many of the retail and service sub-sectors, as well as other non-basic sectors, such as finance and insurance.

As we have seen throughout this chapter there is a large discrepancy between the number of locally employed residents and locally available jobs. This has created a negative balance in terms of economic leakages. What this means simply, is that the number of employees earning income in Braselton and taking it outside of the community is greater than the number of employees earning income outside of Braselton and bringing it into the community. This can help to explain why the location quotient values are below local self-efficiency values (generally regarded to be 0.75) for sectors that are considered to be locally serving.

In order to generate a greater balance between the basic and non-basic sectors and to ensure that locally serving industries are self-sufficient a greater proportion of new basic sector employees must reside in Braselton. As the local population rises more proportionately with employment the demand for locally serving businesses will increase accordingly.

### **Labor Force Assessment**

The labor force assessment attempts to determine whether or not the jobs available in the community are appropriate to the residents in terms of skill and education levels required, and wages paid. The inventory and economic base analyses sections have identified strengths and weaknesses of the local economy, which are directly related to the characteristics of the local labor force.

As the population continues to increase, with the majority due to in-migration, the levels of educational attainment have risen dramatically between the 1990 and 2000 Census years. The difference between the county and state level with a minimum, high school diploma has decreased from 22.7% below state levels in 1990 to 5.8% above state levels in 2000. The town has also experienced a substantial increase in residents possessing a bachelor's degree or better rising from 13.5% below state levels in 1990 to 2.0% above state levels in 2000. This is further illustrated by examining the change in percentage in the Managerial, Professional and Related Occupation category that increased from 11.3% to 32.8% over the same time period.

Despite the increased education levels and large presence of a professional service workforce, the economic base analysis illustrated the deficiency in locally available jobs matching the skills of the local labor force. In order to strengthen the local economy, new employment opportunities need to be matched with the skills of the available workforce to decrease leakages. This is also related to the availability of adequate, affordable housing required to accommodate the various income levels of the workforce. This will be explored in Chapter 5, in the discussion on housing.

While the labor force will continue to grow in relation to the population, the number of employment opportunities expected throughout the planning horizon is greater than the population available to fill them. Based on the estimate of employees per acre for both commercial and industrial sectors as well as available, appropriately zoned,

land for these uses the town can expect in excess of 4,800 additional jobs over the next twenty years. When combined with the existing employment opportunities in the town this figure rises to over 6,900 jobs. The demographic information forecasts an additional 4,627 resident employees (as reported in the section on Sector Employment) illustrating the continued need for in-migration of workers to fill local jobs. Of course, this assumes that existing trends will continue and that the average number of employees per household remains constant.

### **Economic Development Agencies, Programs and Tools Assessment**

Braselton works closely with the Jackson County Chamber of Commerce in promoting the town for economic development purposes. The completion of the Business Retention and Expansion Process could yield invaluable information to help the town determine its strengths and weaknesses relating to its existing economy and can help foster an open dialogue between the town and existing industries as the local government works on strengthening the local economic climate.

The certification of Braselton as a Better Hometown Community facilitates the revitalization process of the downtown core. Dedicating staff and resources to the project helps speed up the process as more location specific information can be generated and strengths and weaknesses more easily assessed.

The current availability of well-sited, fully serviced, industrially zoned land is one of the town's strongest assets and facilitates the expansion of the local economy without creating negative impacts on the surrounding community.

### **Needs, Goals, and Policies**

Goal: Increase employment opportunities through the promotion of orderly economic growth fostering both the attraction of new and retention of existing businesses and industries that matches population growth with economic development.

Need: Attract new business and industry to the town focusing on maximizing the compatibility with the local labor force and minimizing the net loss of commuters to non-local markets.

Policy: Improve the small business environment through encouraging local entrepreneurs to relocate their business to Braselton.

Policy: Improve and expand local infrastructure to meet future economic development needs.

Need: Determine key factors associated with retaining existing business and industry and facilitating their expansion where appropriate.

Policy: Initiate a business retention and expansion process to identify the needs of local businesses.

Policy: Promote and facilitate public participation in economic development matters.

Need: Develop a central business district that attracts both local and non-local populations to the downtown core.

Policy: Promote existing downtown areas as viable business locations.

Policy: Encourage the creation of traditional downtown businesses within the downtown district to capitalize on its historic character.

Policy: Implement the findings from the downtown revitalization study.

Policy: Utilize the Better Hometown designation to promote and preserve the downtown central business district

Need: Increase the percentage of revenue obtained through alcohol, hotel/motel, and sales tax to offset the lack of ad valorem tax revenue.

Policy: Promote and locate locally appropriate businesses that generate alternative forms of revenue from ad valorem taxes.



Need: Capitalize on potential tourism opportunities generated by Chateau Elan and Interstate 85 traffic.

Policy: Upgrade the aesthetic quality of all major interchanges to encourage non-local residents to visit Downtown Braselton.

Policy: Promote Braselton as a viable tourist destination through electronic technology.

Need: Coordinate economic growth with the Future Land Use map and all other sections of the Comprehensive Plan to ensure that quality development occurs in suitable locations.

Policy: Recruit and locate business and industry that are compatible with adjacent land uses.

Policy: Ensure that adequate land is zoned to accommodate future commercial and industrial expansion.

Policy: Coordinate all economic development initiatives with environmental protection policies and regulations ensuring the preservation of existing natural and cultural resources.

Policy: Promote commercial and industrial development standards.

## Chapter 4A: Historic Resources

### Developmental History

The area around Braselton initially developed along an early frontier trail called The Jackson Trail, blazed and protected by Andrew Jackson in 1812-15. Jackson himself housed his headquarters in the Cochran House, ca. 1774 on SR 124 about 6 miles east of Braselton. The Davis family was one of the first inhabitants within present-day Braselton and the homestead still stands today (2003) on SR124 and dates to ca. 1820s. It evidences an early settlement within Jackson County and the developing frontier, predating the Town.

The Town's more recent history began when William Harrison Braselton and his wife, Susan, settled in the area in 1876. They farmed and raised three sons: John Oliver, Green, and William Harrison (W.H) Braselton. Their youngest son, John, opened a candy store at the age of eight that ultimately lead to Braselton's emergence as a mercantile center within Jackson County beginning in 1884. John sought the help of his two brothers in running the first and subsequent stores. They were known as "the three Bs." The first candy store was located at the intersection of SR53 and SR124. By 1902, four other stores opened near this location and expansion continued into the 1940s. The Town was officially incorporated on August 21, 1916.

Braselton was unique as a commercial center in the diversity and variety of goods and services it offered. It primarily catered to area farmers needing groceries, dry goods, and agricultural supplies. Other services it offered included banking, blacksmithing, and milling. The Braselton Roller Mill, in fact, began as one of the first full-service roller mills in northeast Georgia around 1900. Farmers in Jackson County and surrounding counties depended on Braselton as a commercial and distribution center.

The railroad's introduction also encouraged economic growth. It was built in 1882 and a spur was added in 1902 that linked the line to the Braselton cotton mill. This allowed processed cotton to be shipped to other markets. It also provided a supply line for Braselton's numerous stores and businesses. Braselton offered an alternative to the services found in Gainesville and Athens and appealed to many. Braselton also remained competitive by offering credit at a lower rate than neighboring towns. This advantage helped the town remain solvent during the failing years during The Great Depression.

The Braselton brothers also played an important role within the community. They paid for the construction of a high school in 1919 and a gymnasium shortly thereafter. They also built prominent homes that stand today. One of them, the W.H Braselton Home appropriately functions today as Town Hall. Many recall the Braselton's generosity and inclusiveness towards the community.

Braselton is usual in that many of the buildings that evidence the town's early history remain: the mills, the stores, and the homes despite its recent industrial, commercial and residential growth. Other historic resources like barns, cemeteries and the landscapes they occupy are also intact. Some representative buildings, however, have been lost: the old blacksmith shop and the Braselton Hotel.

Sources for Additional Historical Information:

Braselton, Leta G. The Braselton Family Album: Braselton, Georgia, 1876-1982. Atlanta: Conger Printing, 1982.

Elrod, Frary. Historical Notes on Jackson County Georgia. Jefferson, Georgia 1967.

Georgia Department of Natural Resources. "Tilling the Earth: Georgia's Historic Agricultural Heritage." Atlanta: Historic Preservation Division, 2002.

White, W.E., ed. The Early History of Jackson County, Georgia. Atlanta 1914.

## **Inventory of Cultural Resources**

In 1976 the Georgia Department of Natural Resources funded a survey of historic resources in Jackson County. This survey identified three historic buildings: the Green Braselton Home (1910), the John Braselton Home (1900) and the Braselton Bros. Storefronts (1902-1940). Many other cultural resources were omitted from this survey, including the W.H. Braselton home (1913) and other more modest homes. Most if not all of the town's cultural resources, however, are included in the Braselton National Register Historic District. The National Register nomination lists 52 contributing historic properties within the historic district. In addition, the U.S. Bureau of Census compiles data on "Houses Built Before 1939" that gives some indication of the number of historic, residential properties. For Braselton in the 2000 census, 12 properties built before 1939 were counted while twenty-three houses built between the years 1940-1959 were recorded. A more detailed inventory that not only identifies number but the condition and significance of the existing cultural resources is needed. This information then can be used for informed decisions and future preservation planning.

### **Types of Cultural Resources**

Braselton possess a unique variety and diversity of homes. They range from small houses built between 1900-1930 to larger homes like the ones owned by the "3 Bs" that reflect the Neoclassical architectural style. The smaller houses generally include three vernacular building types: saddlebags, bungalows, and central halls. These types are common in Georgia reflecting the modest homes of a rural population. The larger homes are related to the Neoclassical and Colonial Revival architectural styles and reflect elements and features popular between 1900-1913. The presence of these varying building types shows Braselton's diversity and the relationship between common and prominent residents.

Commercial resources define the Town of Braselton. The continuous commercial block at the crossroads of SR124 and SR53 mark the town's center. They stand as physical evidence of the town's founding and prominence as a commercial center. Several other historic commercial buildings survive: an early twentieth-century gas station, a c. 1920 garage, and a 1935 tire store. These buildings evidence the emergence of the automobile and its influence on a local economy. They likely demonstrate the intent of the Braselton's to attract out-of-town shoppers while also catering to their transportation needs. Indeed some of Braselton's historic resources reflect the automobile's emergence as an integral part of 20<sup>th</sup> life.

The most notable historic, industrial buildings in Braselton include the c. 1900 roller mill, a c. 1920 cotton gin, and c. 1920 cotton warehouses. These buildings evidence Braselton's diversity of services and presence of industry related to agriculture. The John Braselton Barn & Bell reflect heavy agricultural uses within the Town. The importance of these buildings is also shown in the railroad spur line that connected the complex directly to the Gainesville Midland Railroad (of the Central of Georgia Railroad). Braselton, unlike many railroad towns, did not have a depot. A loading platform at the mill functioned as the Town's station.

Braselton lost one of its most important institutional resources shortly after its construction. The Braselton High School, built in the early 1920s, was destroyed by a storm. The site of this building is important as they mark the contributions the Braselton Brothers made to the community.

The railroad line once traveled through Braselton along the east side of SR53, curving to the east south of the town center and then paralleling SR53 north of town. The tracks are removed, but the railroad's contribution in making Braselton a regional shopping is historically significant. Without the railroad and the spur to the cotton mill, Braselton's would not have achieved its industrial and commercial success. The railroad and automobile (i.e., transportation) played an important role in Braselton's development through the mid-twentieth century and to present-day.

## National Register of Historic Places

The National Register provides recognition to historic resources significant on a local, state, and national level. It means properties listed are themselves worthy of preservation.

Listed Properties:

Braselton Historic District. Listed in April 2001. The district includes residential, commercial and industrial buildings. The total number of contributing (historic) properties is fifty-two. The district includes all of the “Community Landmarks” listed below. (See Map for boundaries). A copy of the nomination is on file at Town Hall, The Northeast Georgia Regional Development Center (RDC) in Athens, and Historic Preservation Division of the Georgia Dept. of Natural Resources in Atlanta.

## Community Landmarks

Braselton’s historically and culturally significant buildings, objects, and sites are known as “community landmarks.” The following list was identified by the Citizens Advisory Committee (see Map for locations). Information about many of these historic resources can be found in the National Register nomination. They should be considered in the Town’s future development, particularly when change may negatively affect them.

- Davis House
- Braselton Brothers Stores
- Braselton Roller Mill
- Braselton Cotton Gin
- John Braselton House
- John Braselton Barn & Bell
- Braselton-Stover House
- W.H. Braselton Home
- Braselton Post Office
- Braselton Gas Station
- English Vernacular House on SR53.
- Braselton Jail
- Braselton High School Bell
- Braselton High School Building
- Braselton Home Economics Building (Library).
- Braselton Tenant Homes
- Braselton Cemetery

## Georgia Historical Markers

The familiar bronze markers found across Georgia are erected through a partnership with the Georgia Historical Society and individual sponsors. The purpose of the program is to document and display information about Georgia’s historic resources for public use. In Braselton, no markers have been placed as of 2003 but four possible markers were identified for placement.

Potential Sites for Posting:

- William Harrison Homeplace
- Braselton Bros. Stores.
- Braselton High School site
- Duncan’s Crossing

## **Assessment**

Braselton's historic town center offers many rehabilitation opportunities, especially for retail, commercial and mixed-use development. It could be preserved and/or redeveloped to strengthen the downtown center and provide for economic development within a vastly growing community. Many of the historic buildings are vulnerable to change and exist on primary frontage along SR53 and SR124. These same properties suffer from vacancy and neglect. Vacant parcels that once contained historic buildings also should be considered. New buildings constructed in the historic district should be contemporary in design and not imitations of historic buildings. They should, however, be compatible (e.g., size, scale, massing) with historic buildings and remain sensitive to the patterns (e.g., setbacks, roads, etc.) in their immediate surrounds. Design guidelines for new infill construction should be used to protect the Town's historic and visual character. Another important component should involve master planning for roads and streetscapes leading into and around the town center. Transportation enhancements could include: landscaping, new sidewalks, burial of utility lines, installation of street furniture and period lighting.

Braselton's historic resources would benefit from a coordinated strategy that includes planning components related to economic restructuring, promotion, design, and organization. Participation in The Better Hometown program will help implement this type of community based strategy. As a small, but rapidly developing town, it would also help pool and coordinate local resources.

Braselton possesses a unique collection of historic buildings, many which can be readily adapted for contemporary uses, such as the Braselton Brothers Commercial buildings. Other, less suitable properties, require more innovative and careful planning solutions. Careful planning will insure adaptive-use opportunities will not be lost. A historic preservation ordinance could also protect Braselton's historic resources from physical changes that would alter or destroy their architectural integrity. Many, however, require stabilization and repair and are the most pressing issues and the potential "eminent loss of the identity of the town itself" (downtown master plan).

Braselton's historic resources evidence a bygone era in the town and, in many ways, the state. No longer does Braselton serve as a regional center serving the agricultural community. Opportunities exist to reuse these historic properties to sustain the town's character. Reuse of significant and prominent historic buildings could accommodate the demands of increased population and related growth while investing in a rural, yet "real" downtown center. Local planning and protection should be in place to manage the demands of future growth and its impacts on the town's historic resources. The preservation and coordinated redevelopment of a downtown center will provide Braselton with community character while retaining its identity. It will also allow visitors of other area attractions (e.g., Chateau Elan) a place to experience an authentic Georgia town.

Tourism potential to the historic town is considered strong. The historic Town could serve as a secondary attraction to visitors of Chateau Elan as well as those traveling I85. It also has the potential to bring visitors and residents attracted solely by the historic district. The main user of the historic downtown, however, will be its residents, seeking a traditional environment to shop, eat, and live.

Within the community, support for historic preservation is strong as symbolically displayed by Town Hall. Long-time residents value their historic buildings and how they evidence the past. New residents, too, view these historic buildings as providing their Town with distinctiveness. Improving the historic downtown should appeal to a large cross-section of the community.

## **Needs**

- Strategic planning involving town center including appropriate, infill design.
- Design guidelines for exterior changes and infill construction within the historic district.
- CLG status and architectural review within historic district.
- Improvement to vacant and/or poorly maintained buildings.

- Participation in Better Hometown Program and creation of Downtown Development Authority (DDA).
- Transportation enhancements within town center and historic district making the downtown more pedestrian friendly and aesthetically pleasing.
- Public information about historic preservation.
- Funding and financial incentives for historic-preservation projects.
- Rehabilitate underutilized historic buildings.

## **Goals and Policies**

Goal: Preserve historic resources when fiscally and practically possible.

Goal: Build a strong and healthy downtown using historic preservation.

Policy: Promote private reinvestment in historic downtown.

Policy: Reestablish historic town center to benefit residents and visitors.

Policy: Retain original, town character especially around the Braselton Store complex.

Policy: Encourage use of financial incentives towards rehabilitating the historic town.

Policy: Seek public funding for preservation projects.

Policy: Make new development compatible with historic buildings.

## **Chapter 4B - Natural Resources**

### **Introduction**

This section addresses the natural resources and vital areas found in Braselton as defined in the Minimum Planning Standards and Procedures, Rules of the Georgia Department of Community Affairs, Chapter 110-3-2, as amended. Under the Georgia Planning Act of 1989, natural resources include groundwater recharge areas, rivers, wetlands, protected mountains and river corridors, coastal resources, floodplains, soils, steep slopes, prime agricultural and forest land, plant and animal habitat, major park, recreation and conservation areas, and scenic views and sites. To preserve and protect a community's natural resources, the Department of Natural Resources established minimum protection standards for natural resources, the environment and vital areas of the state, specifically, water supply watersheds, groundwater recharge areas, wetlands, river corridors, and mountains.

### **Physiography and Topography**

Topography and slope are important considerations in local planning because they provide indicators of suitability and cost of developing particular sites. Local relief and slope characteristics should be considered, particularly along streams of significant slope, flat or low-lying areas, and along ridges, hillsides and streams. Development without regard to slope and relief can damage the natural environment through increased stormwater runoff and soil erosion. In addition, an area's aesthetic quality can be damaged without consideration to topography.

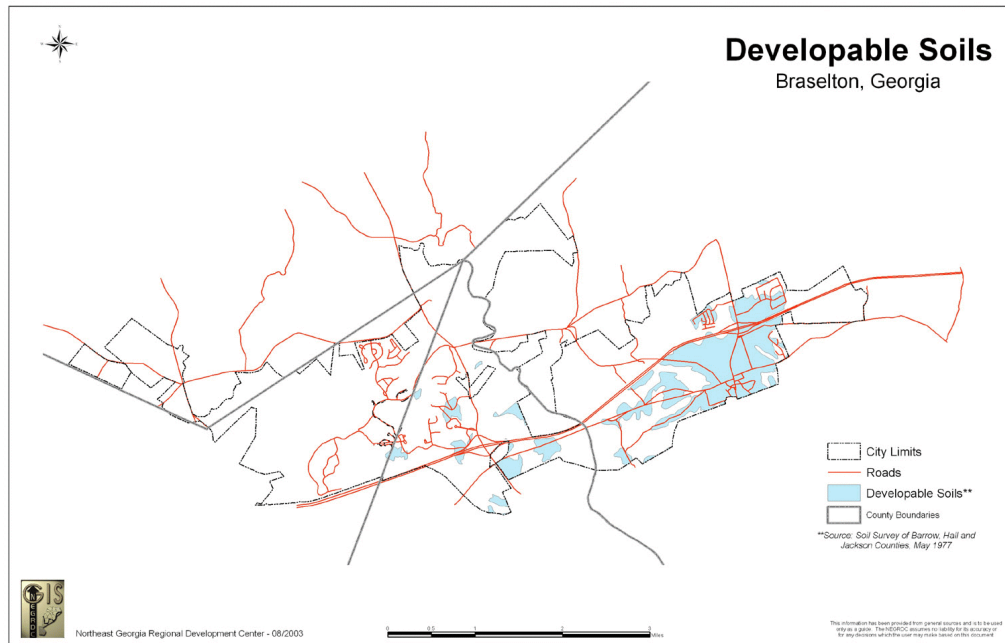
Jackson County, located on the upper fringes of the Piedmont Plateau section of Georgia, is adjacent to Banks, Barrow, Clarke, Hall, and Madison counties. The county covers 342 square miles, or 218,957 acres, of gently rolling ridges and valleys. Some areas near streams are steep. The floodplains of the rivers and creeks are level to nearly level.

The Mulberry, Middle Oconee, and North Oconee river systems drain the entire county. Jackson County is bisected by two broad ridges that run northwest to southeast. These two ridges extend the length of the county, running from the Hall County line in the north, south toward Clarke County. About half the county's acreage lies between the tops of these two ridges and slopes inward toward the Middle Oconee River. Outside of these ridges, the remaining acreage slopes toward the North Oconee River on the east and the Mulberry River on the west. In most places, the top of the ridge that separates these drainage areas is about 900 feet above sea level. Elevations in Jackson County range from 640 feet above sea level along the North Oconee River near the Clarke County line to 1,100 above sea level just west of Talmo near the Chestnut Mountain area of Hall County.

Braselton, located in western Jackson County and Barrow, Gwinnett, and Hall counties, borders Hoschton to the south along Highway 53 and is bisected by Interstate 85. Its elevation is approximately 900 feet.

### **Geology and Mineral Resources**

An inventory and analysis of local geology and mineral deposits are important in determining site-specific development potential as well as opportunities for expansion of extractive industries as part of the local economic base. Information is available countywide only. Geologically, Jackson County is underlain predominately by biotitic gneiss, schist and granite gneiss. Other minerals known to exist in the county are asbestos, beryl, granite and related rock outcrops.



## Soils

The map above identifies soils in Braselton that are suitable for development.

### Prime Agricultural Soils

In Georgia, prime agricultural soils are soils best suited for producing food, feed, forage, fiber, and oilseed crops. These soils have the quality, growing season, and moisture supply needed to produce sustained good yields of crops economically if treated and managed, including water management. "Additional soils of statewide importance" are soils that, besides prime agricultural soils, also are important for the production of food, feed, fiber, forage, and oilseed crops. These soils economically produce good yields if drained, protected against flooding, if erosion control practices are installed, or if additional water is applied to overcome drought.

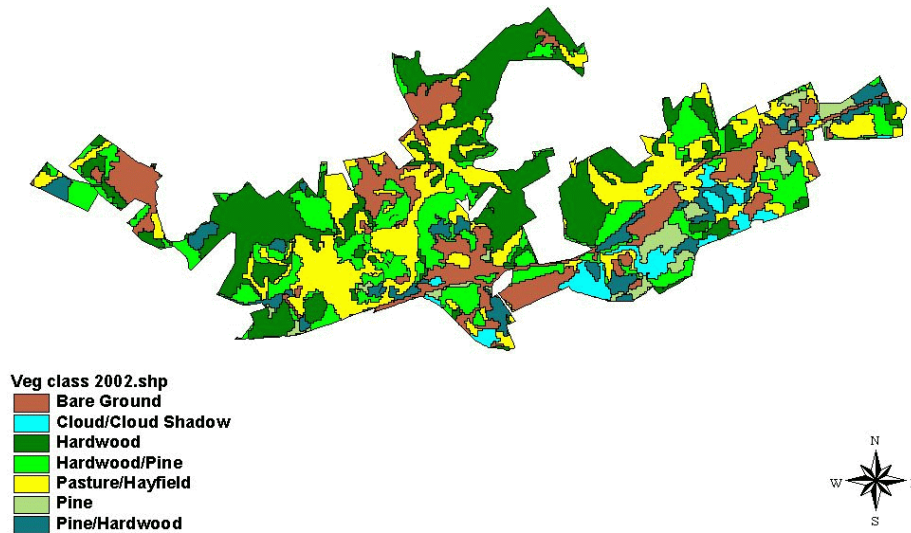
Most of Braselton is developed and few agricultural soils remain in production.

### Assessment

Soils in Braselton pose few limitations to development. The city is served by public water and sewerage and there are few steep slopes. Protection of Braselton's prime agricultural soils is not a concern as there is little agricultural land in the city and no row cropping. Aside from land devoted to vineyards, farming is not anticipated within the town limits. Therefore, protection of these soils is not needed.



## Braselton Vegetation 2002



### Forest Resources

The city's vegetation is predominantly pasture; however, the importance of tree canopy is recognized. Tree canopy supports water quality and quantity, air quality, habitat and recreation, and reduces the urban heat island. To protect and enhance its urban forest, the town has undertaken several initiatives. First, clear cutting in anticipation of development is seen as a threat to the community's forest resources. Therefore, the town's zoning ordinance requires landscaping with all development; however, new landscaping cannot replace the value of the mature trees that are typically sacrificed for development.

Second, the town recently completed a Downtown Master Plan that includes plans for a streetscape including installation of street trees. Complementing the Master Plan, the town would like to develop and implement a tree ordinance including a tree inventory and management plan. The NEGRDC recently completed a vegetation classification and canopy change analysis for the 12-county region. The study looked at a 17-year period from 1985 - 2002. This study has implications for city and county development, regional comprehensive planning, and long-term strategies for carbon sequestration, greenspace planning, watershed assessment, and identification of critical areas based on local priorities. Information derived from this study is available in GeoBook, an interactive, GIS-based tool.

### Assessment

City leaders recognize the importance of tree canopy in improving air quality and water quality, energy conservation, and carbon sequestration. To that end, this comprehensive plan supports:

- downtown planting of street trees;
- development and implementation of a tree ordinance;
- undertaking a tree inventory and development a tree management plan;
- using GeoBook as part of the site plan assessment for development decisions.

## **Habitat**

The Department of Natural Resources, Freshwater Wetlands and Natural Heritage Inventory (FWNHI) section has compiled a list of rare element occurrences for Jackson County.<sup>1</sup> There are no listings specific to Braselton. A rare element occurrence is a “species of concern . . . considered sufficiently rare or the status unknown so as to warrant the collection of occurrence information.”<sup>2</sup>This information is available on a county-wide basis only.

Jackson County has three plant species and one animal species included by the FWNHI on its list of rare element occurrences.

*Amphianthus pusillus*, commonly named "Little Amphianthus," "Pool Sprite," or "Snorkelwort," is an annual aquatic herb found in shallow, flat-bottomed depression pools of granitic outcrops. These pools are usually less than a foot in depth, entirely rock-rimmed and dry in the summer after the spring rains have evaporated. *Amphianthus* has both floating and submerged leaves attached by delicate, lax stems. The submerged leaves are arranged in a basal rosette, lanceolate, and less than 1 cm. long. The flowers are small, white to pale violet, inconspicuous, and found both among the submerged basal leaves and between the floating surface leaves. The fruit is a small capsule, 2-3 mm. broad, and 1 mm. long. The flowering period is March - April, fruiting period is April - May. This plant is endangered in Georgia and threatened in the United States.

*Isoetes tegetiformans*, common name “Mat-forming Quillwort” was last observed in the Chestnut Mountain quadrant in June 1987. The habitat of this perennial aquatic fern ally is the shallow, flat-bottomed depression pools of granite outcrops, and is closely associated with *Amphianthus pusillus*. The pools occur in natural solution pits that are entirely rock-rimmed and have accumulated 2-4 cm. of soil. This is an obscure plant evident only when in masse as a greenish mat of clustered, quill-like leaves. The leaves, which arise as plantlets, form an arched elongate, prostrate stem 3-35 mm. and 6-8 mm. wide. The spores are produced in an elliptical, veiled cavity, 1 mm. long on the flared inner surfaces of the leaf bases. Although green plants may be found following wet periods throughout the year, mature spores are most likely, though sporadic, from May to October. Spores are brownish when mature. *Isoetes tegetiformans* is classified by the state as threatened and is proposed for endangered listing under the Wildflower Preservation Act of 1973. The plant is further classified by the federal government as endangered under provisions of the Endangered Species Act of 1973.

*Isoetes melanospora*, common name “Black-spored Quillwort,” was last observed in the Chestnut Mountain quadrant in March 1986. The habitat of this perennial aquatic fern ally is restricted to the shallow, flat-bottomed depression pools of granite outcrops, and is closely associated with *Amphianthus pusillus*. The pools occur in natural solution pits or manmade quarry holes, and are generally completely dry in the summer after the spring rains have evaporated. This

---

<sup>1</sup>Georgia’s Protected Plants, (Atlanta: Georgia Department of Natural Resources, 1977).

<sup>2</sup>Freshwater Wetlands and Natural Heritage Inventory, letter to Joe Tichy, Northeast Georgia Regional Development Center, December 1, 1989.

is a very inconspicuous plant from 2.5-8 cm. tall. The leaves, which arise spirally from a bulbous (corn-like) base, are bunched, linear, slender-tipped, 1-2 mm. wide, up to 8 cm. long, pale towards the base, and green above. The spores are produced in the leaf base in a cavity that is about 5 mm. long. Identification of this species is often difficult due to the size of the plant and the nature of the key morphological characteristics. Spores are produced sporadically from May to October and are black when wet and gray when dry. This plant is classified by the state as threatened. The plant is further classified by the federal government as endangered under provisions of the Endangered Species Act of 1973.

*Condylura cristata*, common name “Star-nosed mole,” was last observed in the High Shoals quadrant in September 1950. This animal is not presently listed as protected in the state; however, it is ranked as imperiled in the state because of its rarity (6 to 20 occurrences or few remaining individuals or acres) or because of some factor(s) making it very vulnerable to extirpation from the state.

### **Assessment**

It is unknown whether these resources are presently affected by incompatible land uses or other human activities. Currently, only federal and state regulations offer any protection to these plants. All three plants are associated with granite rock outcrops, which do occur in Braselton. Naturally occurring granite rock outcrops are a significant natural resource due to their visual aesthetics and the habitat which they provide for endangered plant species. The “Star-nosed mole” has no protection under federal or state regulations, but is considered imperiled in Georgia due to its rarity.

This comprehensive plan does not support additional protection of habitat for these resources beyond existing state and federal requirements.

## **Parks and Recreation Areas**

Major federal, state, or regional parks and recreation areas are identified because of their significant contribution to quality of life. However, no state or national parks are located in Braselton. The University of Georgia’s Thompson Mills Forest located in western Jackson County near Braselton, has been designated the state arboretum by the Georgia General Assembly. The 318-acre forest was deeded to the university in 1980 by Lenox Thornton Thompson of Roswell for use by the School of Forest Resources as a teaching and research facility.

### **Assessment**

Braselton has no authority over the State Arboretum.

## **Scenic Views and Sites**

The town's Greenspace Plan envisions the key method of protection of resources through conservation easements; fee-simple land acquisition, or permanent protection through contractual agreement of existing publicly owned lands. Identified scenic views and sites as well as environmentally sensitive areas are:

- Floodplains and buffers adjacent to streams and rivers (priority is streams that feed into parks, natural areas, drinking water reservoirs, and impaired streams).
- Wetlands
- I-85 corridor
- Properties adjacent to existing parks and public areas
- Paths providing pedestrian and bicycle linkages from greenspace to other public facilities.

### **Assessment**

The town recently adopted a conservation design subdivision ordinance which will further the set-aside of open space/greenspace which will link to the Mulberry River Walk. The River Walk, once completed, will protect floodplains and wetlands and provide protected buffers to streams.

## **Rivers and Streams**

### **Mulberry River**

Several creeks join to form the Mulberry River in Hall County. The river then flows through Gwinnett County and is the border between Barrow and Jackson counties until it flows into the Middle Oconee River north of Athens. The river forms 21.3 miles of the southwest boundary of Jackson County and flows through Braselton.

This river is about 15-20 feet wide and has a narrow floodplain for the majority of its length. Some sections have been channelized and some sections have been dammed by beavers. The river flows through forests, pastures, and croplands; there are no urbanized areas in the floodplain.

The upland portions of the river basin are classified as oak-pine with species characteristic of that type forest. The steep slopes are vegetated with swamp chestnut oak, white oaks, red oaks and hickories with an understory of dogwood and other typical Piedmont vegetation. The seasonally flooded bottomlands or palustrine forested wetlands are dominated by maple, yellow poplar, sweet gum, elm, privet, and hop hornbean.

This area provides habitat for deer, squirrel, rabbit, quail, woodcock, various songbirds and some turkeys. According to Natural Resources Conservation Service personnel, it is a very good waterfowl area.

In 1998, Braselton adopted a River Corridor Protection ordinance for the Mulberry River that established a 100-foot vegetative buffer adjacent to the river. Within the corridor the ordinance allows single-family dwellings with a minimum

density of 2 units per dwelling unit, and previously-existing industrial and commercial uses. A March 2002 study<sup>3</sup> identified non-point source sediment pollution as the primary source of pollution to the Mulberry River. Habitat analysis revealed that silt and sand compose an abnormally high component of the Mulberry's substrate, a condition that effectively smothers out organisms that would naturally exist in an un-impacted river ecosystem. Downstream water treatment costs are increased do to the migration of the siltation and suspended sediment. The primary contributing factors to this non-point source sediment pollution are a direct result of past and on-going land use practices including subdivision and commercial development, un-paved roads, and poor agricultural practices. Riparian areas along the river were devoid fo vegetation due to intentional clearing by landowners. Overburdened silt fences were also observed.

### **Total Maximum Daily Load (TMDL)**

A TMDL is the maximum amount of a pollutant that a river, stream or lake can receive and still be safe and healthy.

Pollutants in Polluted Runoff...

1. Waste - Human, Animal (Fecal Coli)
2. Nutrients – Excess Nitrogen & Phosphorus (fertilizer, septic tanks
3. Sediment (Dirt)
4. Toxic Contaminants (pesticides, metals
5. Debris (batteries, stoves, refrigerators, plastics
6. Temperature

The Clean Water Act requires...

1. States to identify waters not meeting water quality standards
2. States to set priorities for TMDL development
3. States to develop a TMDL for each pollutant for each listed water
4. EPA to approve or disapprove State submissions, and if disapproved, to act in lieu of State

A first step in developing a TMDL plan is to implement water quality monitoring. Such monitoring is complete for the Middle Oconee River, Mulberry River, and Duncan Creek. Braselton drains to each of these water bodies. Identified pollutants are as follows:

- Middle Oconee River - fecal coliform
- Mulberry River - fecal coliform, biota sediment
- Duncan Creek - fecal coliform

In general, fecal coliform pollution sources in urban areas are failed septic tanks, illicit or negligent discharge of sewage, "hobby farms" with unrestricted animal access to streams, leaking sewer systems, permitted discharge as background loading of streams (Municipal sewage treatment plant) and spill and leaks (municipal sewage treatment plant).

---

<sup>3</sup>"Town of Braselton Water Management and Environmental Protection Planning," March, 2002, Engineering Management Associates, Inc.

Management measures include enhancing development ordinances and the storm water ordinance (incorporate wider buffers, impervious surface limits, require detention facilities, parking lot design standards – maximize infiltration and minimize runoff).

Biota pollution sources are sediment from industrial, urban, agriculture, forestry, and residential. Management measures include: limiting the amount of impervious surfaces by using permeable paving whenever possible and directing runoff from impervious surfaces across vegetated areas; leaving natural vegetated buffers beside streams; and, planting trees, shrubs, and ground cover.

TMDL Implementation Plans were recently completed for the Oconee River watershed. Recommendations established through this plan for Braselton include:

1. Doing bacteria source identification on tributaries to the Mulberry River.
2. Updating BMP's and Development requirements (currently underway).

### **Assessment**

In the past, land practices in Braselton have added to sediment and fecal coliform loads in area streams. In order to reduce pollutant loads, the town has implemented several measures directed largely to reduce soil erosion.

First, the city has increased its efforts to enforce ordinances, thereby increasing compliance with the soil erosion ordinance.

Second, the city has implemented a conservation subdivision ordinance that requires developers to identify and protect primary and secondary conservation areas and encourage the linkage of open space designated through these subdivisions with the town's proposed greenway.

Third, the town has in place buffer requirements (25 feet on lower order streams; 100 feet on the Mulberry River) in its zoning ordinance. However, the town needs to assess the adequacy of these buffers. Finally, the town's Land Application System recently came on-line. The town anticipates that this system will significantly reduce fecal coliform levels.

The TMDL Implementation plan was recently completed for the Mulberry River and Walnut Creek watersheds. Since Braselton drains to both watersheds, the city will need to undertake the implementation initiatives called for in the plan; bacteria source identification on the tributaries to the Mulberry and complete updating the town's BMPs and Development regulations.

### **Protected Mountains**

The Environmental Planning Criteria provides for the protection of all land that lies above a 2,200 feet elevation and has a slope of 25 percent or greater for at least 500 feet horizontally. No land in Braselton meets this criterion.

## **Coastal Resources**

The Environmental Planning Criteria provides for the protection of coastal resources that are vulnerable to the impacts of development. This includes beaches, coastal marshes and estuaries. No land in Braselton meets this criterion.

## **Floodplains**

Flood hazard boundary maps were prepared for Braselton when it joined the National Flood Insurance Program in 1991. However, Braselton has since withdrawn from the program.

### **Assessment**

Generally, floodplains are not impacted by development and existing floodplain management is adequate for development.

## **Environmental Planning Criteria**

Environmental Planning Criteria prepared by the Georgia Department of Natural Resources, established minimum standards for local governments to protect water supply watersheds, groundwater recharge areas, wetlands, and river corridors. This protection is essential to public health, safety and welfare.

## **Water Supply Watersheds**

The criteria to protect existing and planned surface sources of drinking water define four classes of water supply watersheds: 1) larger than 100 square miles supplying reservoirs; 2) smaller than 100 square miles supplying reservoirs; 3) larger than 100 square miles supplying water withdrawals; and 4) smaller than 100 square miles supplying water withdrawals.

Braselton lies within the Mulberry River watershed, upstream of the Winder intake. However, no protection criteria are mandated as Braselton is more than 7 miles upstream of the intake. Braselton does not lie within the 7-miles radius upstream of the Winder intake on the Mulberry River nor within a small municipal drinking water supply watershed; therefore, no protection criteria are required pursuant to the Environmental Planning Criteria. However, Braselton, in 1998, adopted a protection ordinance for the Mulberry River Water Supply Watershed District. The ordinance establishes a Water Quality Critical Area within the watershed, 100 foot buffers along perennial streams, implements agricultural and silvicultural Best Management Practices.

## **Groundwater Recharge Areas**

Groundwater recharge areas, as defined by state law, are any portions of the earth's surface where water infiltrates into the ground to replenish an aquifer. Probable "significant recharge areas" have been mapped by the Department of Natural Resources.

No significant recharge area is located within Braselton therefore, no protection criteria are required.

## **Wetlands**

Freshwater wetlands are transitional lands between terrestrial and aquatic systems which are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. The ecological parameters for designating wetlands include hydric soils, hydrophytic vegetation, and hydrological conditions that involve a temporary or permanent source of water to cause soil saturation.

The Fish and Wildlife Service of the U.S. Department of the Interior has mapped wetlands for Jackson County. Wetlands were identified by an analysis of aerial photographs based on vegetation, visible hydrology, and geography according to "Classification of Wetlands and Deepwater Habitats of the United States." The photographs typically reflect conditions during the specific year and season that they were taken. Thus, a detailed, on the ground, and historical analysis of a single site may result in a revision of wetland boundaries established through photographic interpretation. Additionally, some small wetlands and those obscured by dense forest cover may not be included. These maps are the most commonly used.

The State of Georgia has provided criteria in §391-3-16(3)(c) "Criteria for Wetlands Protection" which describes for local government minimal considerations for wetlands protection in the land use planning process with regard to wetlands identified in the Department of Natural Resources freshwater wetlands' database. Those minimal considerations are as follows:

1. Whether impacts to an area would adversely affect the public health, safety, welfare, or the property of others.
2. Whether the area is unique or significant in the conservation of flora and fauna including threatened, rare or endangered species.
3. Whether alteration or impacts to wetlands will adversely affect the function, including the flow or quality of water, cause erosion or shoaling, or impact navigation.
4. Whether impacts or modification by a project would adversely affect fishing or recreational use of wetlands.
5. Whether an alteration or impact would be temporary in nature.
6. Whether the project contains significant state historical and archaeological resources, defined as "Properties On or Eligible for the National Register of Historic Places."
7. Whether alteration of wetlands would have measurable adverse impacts on adjacent sensitive natural areas.



8. Where wetlands have been created for mitigation purposes under Section 404 of the Clean Water Act, such wetlands shall be considered for protection.

It is critical to understand that all freshwater wetlands identified by DNR are protected by federal law and are subject to the same minimal land-use planning considerations defined by the state of Georgia.

Wetlands in Braselton are predominately palustrine wetlands, traditionally called by such names as marsh, swamp, bog, fen, and prairie wherever they are found throughout the United States.

### **Assessment**

A local ordinance should be adopted that requires consideration of the eight issues as required by the DNR Wetlands Protection criteria and previously detailed in the Wetlands section of this chapter. In addition, the local ordinance should allow the following uses provided there is no long term impairment of wetland function: wildlife and fisheries management, wastewater treatment, recreation, and natural water quality treatment or purification.

Wetlands protection is easily achieved through open space design, which allows full density but requires clustering of building units on more suitable land in order to protect environmentally sensitive areas.

### **Goals and Policies**

Goal: Conserve and protect environmental, natural and rural resources.

Policy: Encourage protection of sufficient forest resources to prevent loss of habitat and support habitat diversity.

Reduce the urban heat island through reforestation.

Require applicant to specify clearing limits on development plans.

Retain vegetation cover and replace where necessary to support improved air quality, mitigate the urban heat island, support water quality and quantity, and habitat.

Needs: Implement downtown streetscape plan.

Tree ordinance.

Tree inventory and management plan.

Use GeoBook when assessing site plans. Policy: Link open space conservation areas to greenway to foster habitat support.

Need: Implement Greenspace Program.

Policy: Continue improving water quality by reducing contamination to and degradation of water resources. Encourage public awareness of pesticides and their impact on water quality.

Encourage reuse of water for nonpotable use.

Encourage use of pervious surfaces.

Town of Braselton Comprehensive Plan - Adopted 11/18/03

Needs: Stormwater Ordinance

Watershed Overlay district for Mulberry River

Review ordinances to insure adequate stream protection.

Policy: Enforce Best Management Practices and Soil Erosion Control ordinance.

Need Continued enforcement of ordinance.

Policy: Reduce light pollution.

# Chapter 5: Community Facilities and Services

## Introduction

The availability and location of community facilities and services plays an important role in shaping the future growth of the county. One of the major impediments, or facilitators, of growth is the existence of community infrastructure. We have come to expect our local governments to provide us with a certain level of service and as growth increases so too do the demands for services. Many of the initiatives discussed in the economic development, housing, and land use sections of the plan rely on the expansion or construction of additional community facilities and services for their successful implementation. This chapter inventories the existing infrastructure and identifies needs related to accommodating future growth.

## Purpose

The purpose of this section is to examine the inventories of existing facilities and services and to determine how adequately they are serving the existing population. Based on this assessment, future needs can be quantified relating to the expected population growth. The section attempts to illustrate the linkages between growth and the availability of community facilities and services. Rapidly growing municipalities, such as Braselton, are experiencing a strong demand for new infrastructure in the form of roads, water, sewer, and public protection. This increased demand, combined with the requirements for periodic maintenance and expansion of existing facilities, creates an increasing financial burden on the local government. The comprehensive plan's intent is to carefully coordinate future infrastructure expansion with each section of the plan to provide for the orderly growth of the town.

## Organization

This element is divided into ten sections discussing each of the community facilities and services identified in the Department of Community Affairs Minimum Planning Standards. These include:

- Transportation;
- Water supply and treatment;
- Sewer and wastewater;
- Solid waste management;
- Public safety;
- Hospitals and other public health facilities;
- Recreation;
- General government;
- Educational facilities; and
- Libraries.

Each of these sections describes the presence and adequacy of the facility or service and the final section outlines the community needs, goals and policies.

## Transportation

The purpose of this section is to inventory the existing transportation network and assess its adequacy for transporting the current and future population. The road network is a key element in determining the town's ability to grow and function. Adequate transportation facilities are necessary not only for the transport of people, but also of goods and services. The efficiency of the network has a direct impact on the land use through its ability to disperse increased traffic levels as a result of new residential, commercial and industrial development.

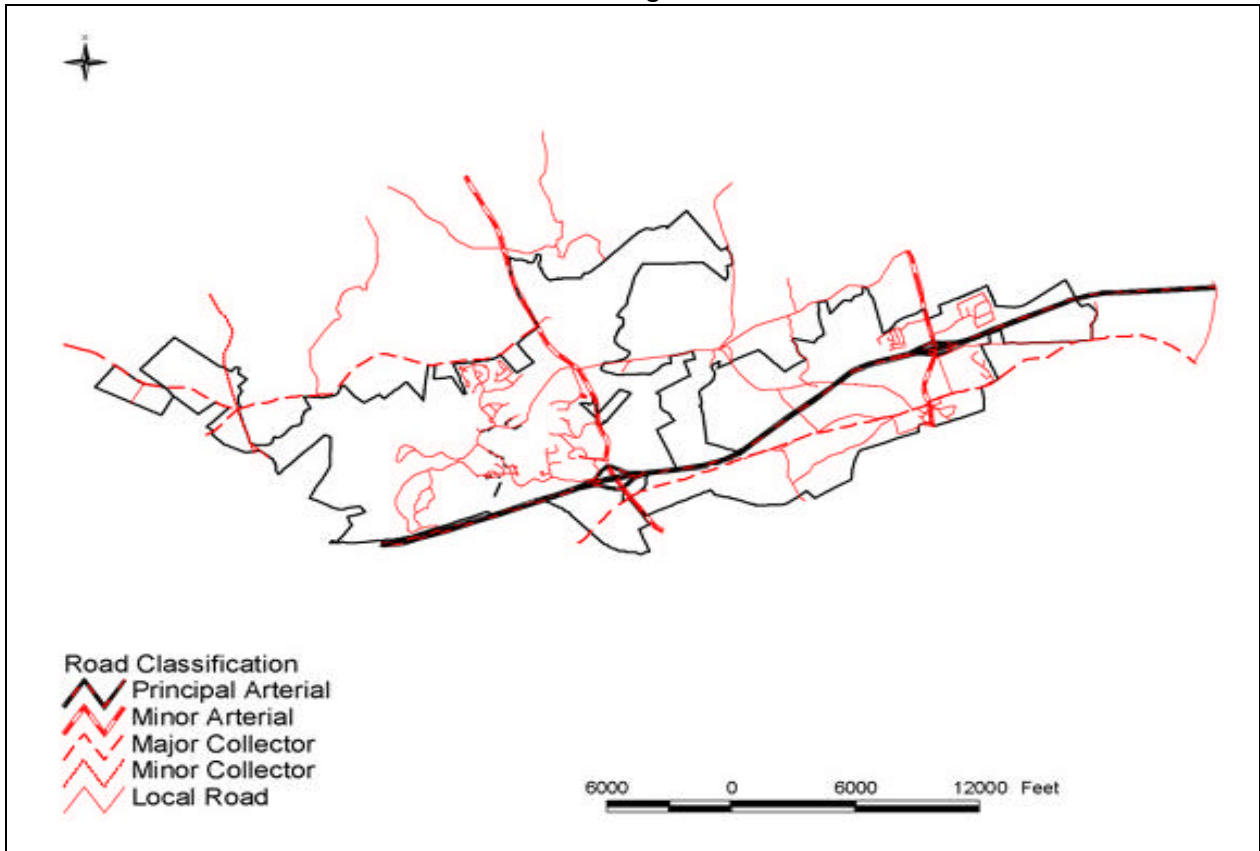
## **Existing Road Network**

Braselton is located in northeast Georgia and lies partly in Barrow, Gwinnett, Hall, and Jackson counties. Interstate 85, and GA highways 53, 124, 211, and 347 all intersect a portion of the town. All other roads not designated as thoroughfares are considered as solely locally serving and are not designed to accommodate high levels of through traffic.

Roads are classified by the U.S. Department of Transportation based on their function within the local highway network. The general highway map of each of the four counties was used to determine functional road classification and is presented in Figure 1. Each classification category is defined in the following paragraph according to the U.S. Department of Transportation standards.

- 1. Principal Arterials:** These roads, which include interstates and rural freeways: serve "substantial" statewide or interstate trips, as defined by high mileage or volume; connect most urban areas of 25,000 or more and virtually all urban areas of 50,000 or more; and provide an integrated network without stub connections except where geography dictates otherwise.
- 2. Minor Arterials:** With the principal arterial system, these roads form a rural network that links other cities, larger towns, and other traffic generators, such as major resort areas, capable of attracting travel over similarly long distances; links all developed areas of the state; and serve corridors with trip lengths and travel density greater than those predominantly served by rural collector or local systems. Minor arterials therefore constitute routes whose design should be expected to provide for relatively high overall travel speeds, with minimum interference to through-movement.
- 3. Major Collectors:** These roads, with minor collectors, primarily serve the county rather than state traffic. Consequently, more moderate speeds are typical. They serve any county seat or larger town not on an arterial route, and other traffic generators of equivalent intra county importance, such as consolidated schools, shipping points, county parks, and important mining and agricultural areas; link the latter places with nearby larger towns or cities, or arterials and freeways; and serve the more important intra county travel corridors.
- 4. Minor Collectors:** Also serving county-wide traffic, these roads should evenly collect traffic from local roads and bring all developed areas within a reasonable distance of a collector road; provide service to the remaining smaller communities; and link the locally important traffic generators with the hinterland.

**Figure 1  
Braselton Thoroughfare Network**



Source: Georgia Department of Transportation

Roads classified on the map represent both major thoroughfares, as well as locally serving roads. Table 1 identifies the total mileage of each route classification.

**Table 1  
Total Mileage by Route Type**

Type of Road	Mileage
Principal Arterial	7.40
Minor Arterial	4.35
Major Collector	8.43
Minor Collector	0.93
Local	44.99
<b>Totals</b>	<b>66.10</b>

Source: Northeast Georgia RDC

**Level of Service**

The quality of service provided by the road network requires a quantitative measure of the operational efficiency of the roads. A method of analysis is to determine the Level of Service (LOS) of the major thoroughfares within the network (Illustrated in Table 4.). According to the Highway Capacity Manual, LOS is a measure describing operational conditions of a roadway in terms of average speed, travel time, maneuverability, and traffic interruptions. There are six LOS categories, ranging from A to F (described in Table 2), each describing the operating conditions associated with them.

**Table 2  
Level of Service Definitions**

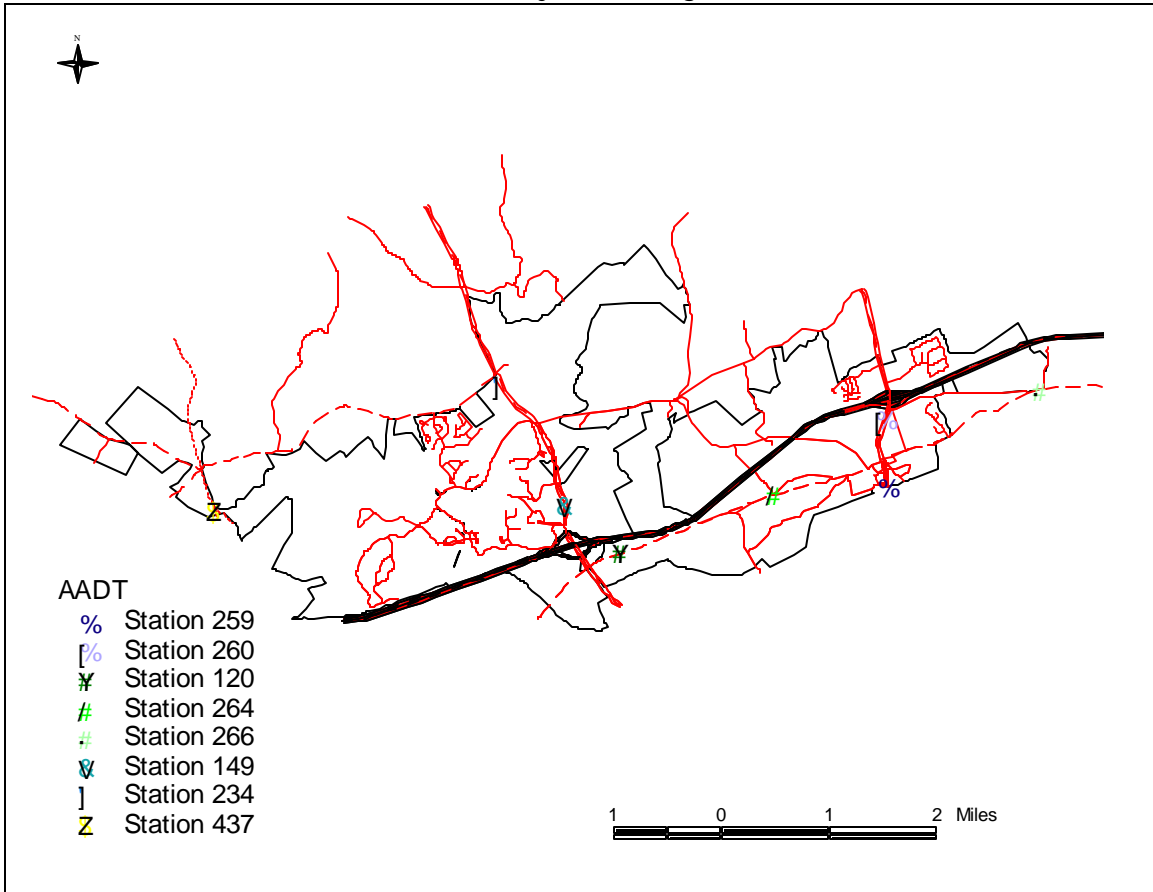
<b>Level of Service</b>	<b>Quality of Traffic Operation</b>
<b>A</b>	Free flow, minimum delay at signalized intersections.
<b>B</b>	Occasional short delays that may require waiting through one red light.
<b>C</b>	Stable flow with intermittent delays at signalized intersections (typical design level). Backups may develop behind turning vehicles.
<b>D</b>	Approaching unstable flow and may require waiting through two or more red lights.
<b>E</b>	Unstable flow. Roadway is operating at capacity with high levels of congestion that may result in lengthy delays.
<b>F</b>	Forced flow through jammed intersections. Excessive delays resulting in extremely high levels of congestion.

Source: Transportation Research Board Highway Capacity Manual, 2000

The LOS indicates the roadway conditions during the peak hour of traffic, generally those associated with the morning and evening “rush hours” (7:00-8:00am and 4:00-5:00pm). It is calculated by determining the ratio of traffic volume to roadway capacity for segments of individual roadways based on accumulated flow from collector roads within its “trafficshed”. A trafficshed operates in a similar fashion to a watershed, assuming that vehicular traffic will flow from rural collector roads onto larger arterial roads.

As indicated in Table 2, the typical design level of a road represents an operational LOS C. This indicates that roads are designed to adequately handle 65% of the road’s capacity while maintaining a stable flow of traffic. According to the most recent traffic count data (2001 counts from the Georgia Department of Transportation) the heaviest traveled roads in town, excluding Interstate 85, are GA Highways 211 and 53. Figure 2 illustrates the traffic count station locations, and Table 3 illustrates the counts at each of the stations for 1997 and 2001.

**Figure 2**  
**AADT of Major Thoroughfares**



Source: Georgia Department of Transportation

**\*Note:** All traffic counts report on two-way traffic totals.  
Station points do not reflect actual locations and are estimated based on GDOT maps.

**Table 3**  
**Average Annual Daily Traffic Counts**

Route Name	Station No.	1997 Count	2001 Count	Percent Change
State Route 53	259	7,870	9,939	26.3
State Route 53	260	9,984	10,325	3.4
State Route 124	120	1,849	2,636	42.6
State Route 124	264	1,791	3,693	106.2
State Route 124	266	1,785	2,571	44.0
State Route 211	149	5,649	7,918	40.2
State Route 211	234	6,984	8,500	21.7
Spout Springs Road	437	NA	3,500	NA

Source: Georgia Department of Transportation

\*Station No.: Refers to the number illustrated on Figure 2.

\*Data was not collected at Station No. 437 in 1997.

The total Annual Average Daily Traffic (AADT) estimates increased for each of the major roads. The AADT is derived from the yearly traffic count data and estimates the average total daily traffic on identified segments of all major roads in the county. Segments of GA Highways 124 and 211 had the highest percentage increase between 1997 and 2001. The largest increase was along GA Highway 124, which recorded a 2001 count of 3,693. Total daily traffic increased 106% from a 1,791 count in 1997. This can be attributed to the increase in industrial development along the GA 124 corridor between GA 53 and GA 211. Because of this increased industrial development, particularly the Haverty's Distribution center and Mayfield Dairy Production plant, the majority of this increase can be attributed to large truck traffic.

The other major increase occurred on GA Highway 211, north of the Interstate 85 interchange. The 2001 traffic count was 7,918, a 40% increase over the 1997 count of 5,649. This increase is directly related to the increase in residential development in Chateau Elan, as well as the tourist traffic that the resort generates.

Because of the lack of numerical data for roadways within each of the thoroughfare trafficsheds, it is difficult to quantify the level of service. However, approximations can be generated using the Highway Capacity Manual Urban Street Concept, which formulates peak-hour service volumes based on a standardized set of assumptions. Table 4 illustrates the directional design-hour peak volume, which factors peak-period traffic flows (a.m. rush hour statistics) and directional distribution.

**Table 4  
LOS Estimates for Major Thoroughfares**

Route Name	Class	Station No.	2001 Count	DDHV	LOS
SR 53	3	259	9939	603	D
SR 53	2	260	10325	627	C
SR 124	2	266	2571	156	A
SR 124	1	120	2636	160	A
SR 124	3	264	3693	224	B
SR 211	2	149	7918	481	C
SR 211	1	234	8500	516	B
Spout Springs Rd.	1	437	3500	213	A

Source: Highway Capacity Manual: Urban Street Concepts

\*Class: Determined by the free-flow speed vehicles are able to travel under low-volume conditions when all signals are green throughout the entire trip.

\*Station No.: Refers to the traffic count station number from Figure 2.

\*DDHV: Direction Design-Hour Volume. Illustrates the peak hour trips traveling in the same direction.

Formula: 2001 Count\*Directional Distribution for Urban Radials (0.66)\*Peak-Hour Traffic Flow for Urbanized Areas (0.92).

\*LOS: Level of service estimate based on estimated volume capacities for different classes of roads.

The estimates indicate that congestion has already become an issue, entering town along SR 53. The estimated LOS of D illustrates the existing problems, which without mitigation are expected to worsen as development continues along the corridor.

***Planned Road Improvements***

The town does not operate its own Roads and Bridges Department. The majority of the major thoroughfares are state routes and operated and maintained by the Georgia Department of Transportation (GDOT).

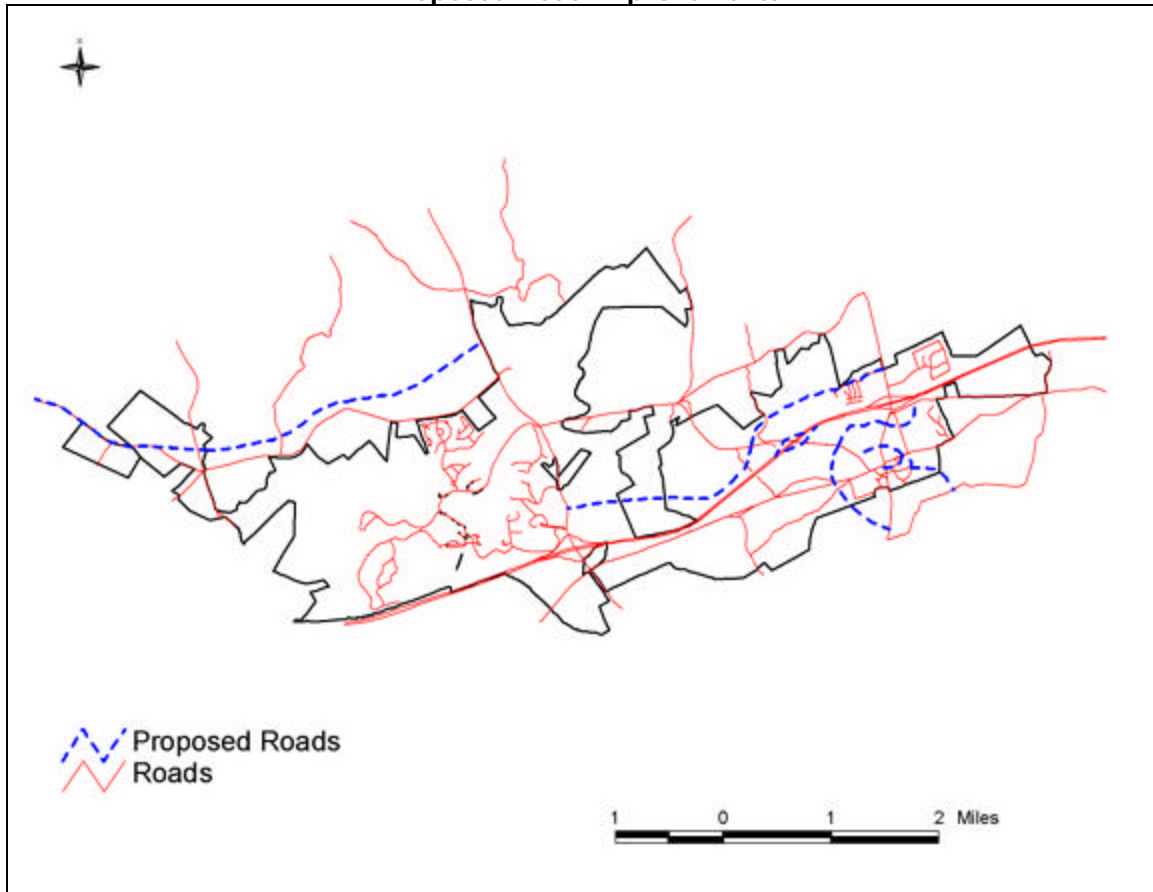
The town has proactively identified potential problematic areas within its transportation system and has proposed a number of transportation improvement projects to better direct traffic through town, particularly within the downtown core. The town is also participating in a Tri-County Thoroughfare Plan, involving Banks, Jackson, and



Franklin counties. These, and other, road improvements shall be given greater consideration within the thoroughfare plan.

Figure 3 illustrates the proposed road improvements within the town. Currently the only GDOT scheduled project is the extension and widening of Friendship Road, illustrated in the northwest section of town, running parallel to Thompson Mill Road. Preliminary engineering has been authorized with Right-of-Way acquisition scheduled for 2005 and Construction for 2011.

**Figure 3**  
**Proposed Road Improvements**



Source: Franzman/Davis & Associates: Community Vision Plan  
Georgia Department of Transportation

As illustrated by Figure 3, the majority of transportation improvements are intended to relieve the traffic burden placed on the downtown district. Bypass routes eliminate the need for unnecessary travel through downtown and should alleviate the majority of large truck traffic, intended mainly for Interstate 85 or the Braselton Industrial area along Highway 124. The small connection routes eliminate dead end roads and provide alternative exits, again minimizing traffic flow within the downtown.

The proposed exit ramp off Interstate 85, located between the two existing exits, is meant primarily for truck traffic. This allows access to the town industrial area from that section of Interstate 85, decreasing the level of industrial traffic on Highways 211 and 53.

The road parallel, and north, of Interstate 85 provides another industrial access road for the, as of now undeveloped, industrial land north of the Interstate. This road also provides connection between the eastern and western portions of town without requiring a trip either along, or across the Interstate.

The proposal illustrates the realignment of Highway 124, at the Highway 53 intersection. This intersection is currently cumbersome and creates unnecessary delays for through traffic along both roads. The realignment of this intersection should resolve many of the delay issues currently experienced and help improve the LOS along Highway 53.

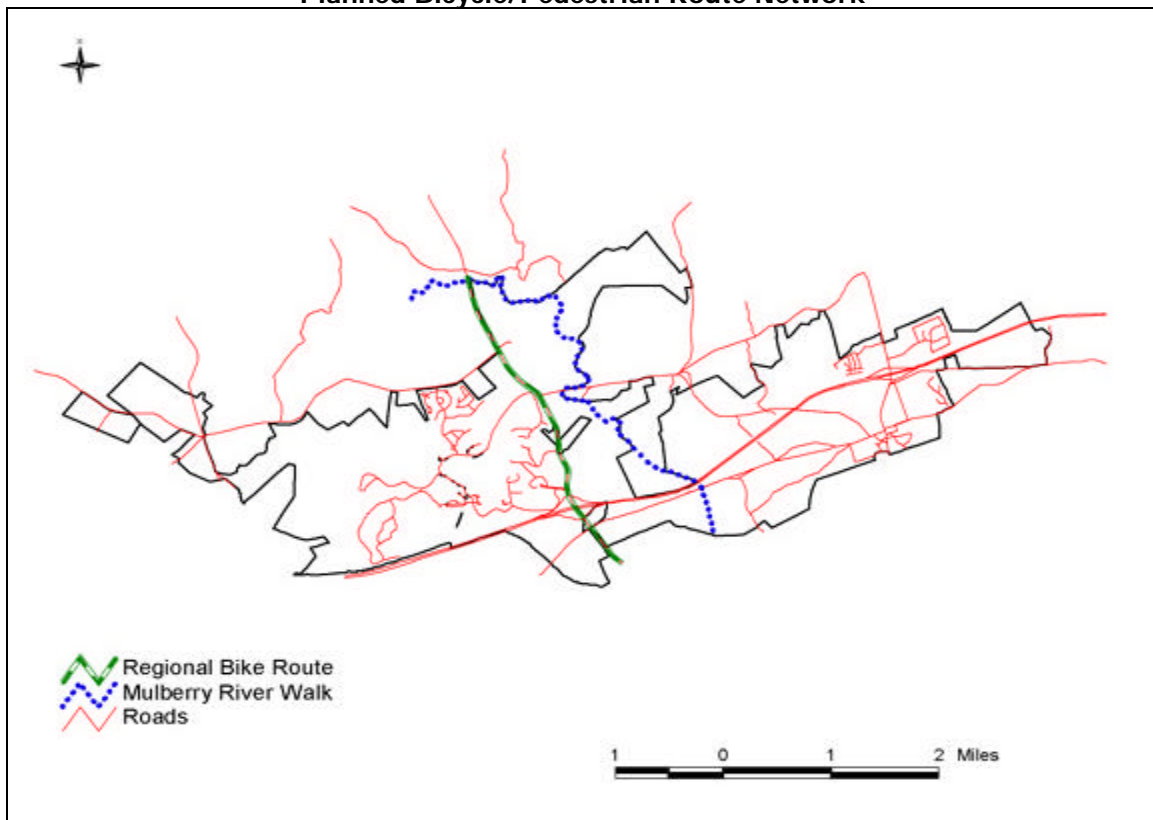
### **Pedestrian and Bicycle Facilities**

There is currently no comprehensive inventory of existing pedestrian or bicycle facilities in the town. Many of the new suburban developments throughout the region are not built to the pedestrian or bicyclist scale and lack the necessary facilities to encourage their maneuverability. One of the largest impediments to pedestrian and bicyclist movement is today's development pattern. Suburban development has become more scattered and further away from retail and service outlets, making it increasingly difficult to walk or ride anything other than a car to do basic everyday household activities. The lack of pedestrian and bicycle facilities is a national epidemic and has been linked to deteriorating health in suburban children by the Center for Disease Control.

There are bicycle and pedestrian facility plans in place involving the location of bicycle lanes and trail construction in Braselton. The first is the Northeast Georgia Regional Bikeway Plan that links the entire region through an interconnected bikeway network along existing roads. The second is the town's desire to create a trail system along the Mulberry River for recreation purposes. The Regional Bikeway Plan has a route that runs through Braselton along Highway 211, connecting to Winder. The regional plan was created in 1992 and is intended to complement the planned statewide bicycle route network. Figure 4 illustrates the location of both of these envisioned corridors.

In addition to these defined corridors, the town has a strong desire to increase the accessibility of the downtown district to both pedestrians and bicyclists. The implementation of the downtown revitalization goals, as discussed in Chapters 2 and 5, will allow greater access for alternative modes of transportation.

**Figure 4  
Planned Bicycle/Pedestrian Route Network**



Source: Northeast Georgia RDC

## **Public Transportation**

There is currently no public transportation available in Braselton, and it is not in the immediate plans. The population totals and density is not conducive to implementing a public transportation system, and until the number of locally employed residents increases there will not be a large demand for it.

## **Railroads**

There is no rail service through the town of Braselton. The closest rail service is the CSX Transportation System lines operating in Jefferson and Winder.

## **Aviation**

There is no direct aviation service to the Town of Braselton. The closest local-serving airports are the Winder-Barrow and Jackson County airports. There is commuter air service at the Athens-Ben Epps Airport, and full commercial air service at Atlanta-Hartsfield International Airport.

## **Transportation Assessment**

Overall the transportation system is adequately serving the existing population, however there is a current deficiency in the availability of pedestrian and bicycle facilities. These problems are being addressed through the implementation of the Mulberry River Walk, and the downtown revitalization plan. Increased pedestrian and bicycle access to the downtown will help to revitalize downtown businesses and encourage downtown activities.

The road network adequately serves the existing population. However, problems arise at peak-hour traffic periods because of Braselton's role as an employment center, as discussed in Chapter 2, and the location of major thoroughfares through the downtown district. The implementation of the proposed road improvements alleviates many of the existing problems but only the Friendship Road extension and widening is scheduled for construction within the next ten years. The downtown traffic issues must be addressed to fully revitalize the district and to increase the use of alternative forms of transportation.

The future land use patterns play a large role in the efficiency of the transportation network, particularly in a rapidly expanding municipality dominated by single-family residential development. A typical single-family detached home generates an average of 9.54 vehicle trips per day, according to the Institute of Traffic Engineers. According to 2000 figures, there are now approximately 2 passenger vehicles per household, as opposed to approximately 1.3 per household in 1990, and 27.9% of households reported they had three or more vehicles. Within the existing transportation network, without implementation of the proposed improvements, new development will create LOS deficiencies on many of the road segments. Each new residential development is assumed to create one peak-hour trip (according to the 2000 Highway Capacity Manual). There are currently 2,123 single-family residentially homes scheduled for development, not to mention the remaining undeveloped residential zoned land along with anticipated commercial and industrial development. Each of these homes deposits a peak-hour automobile trip onto the road network, which will create LOS deficiencies, particularly along Highway 211 where the majority of the new development has been approved.

The Tri-County Thoroughfare Plan will allow a better understanding of the local network and increase the town's ability to develop specific strategies for mitigating the potential deficiencies. This will help to better coordinate road improvements with expected growth and minimize the future impacts on traffic flow.

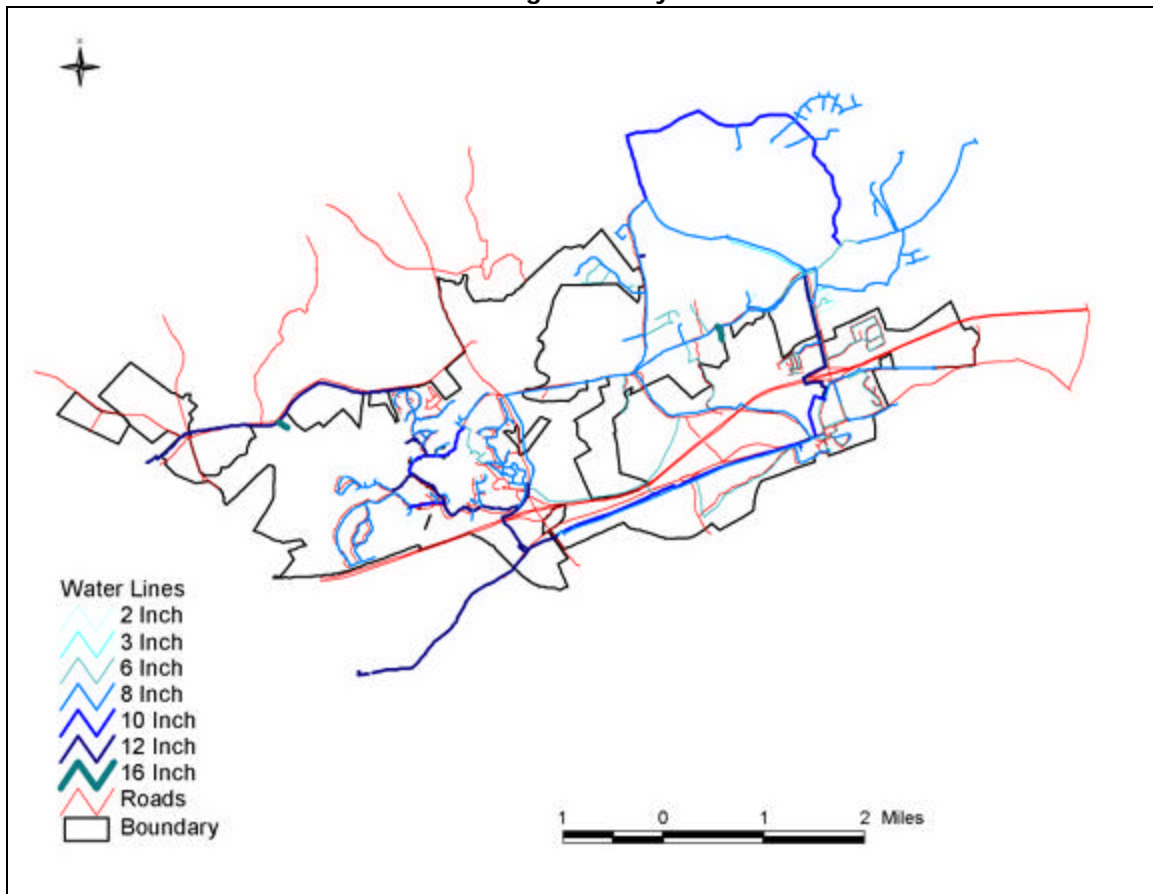
## **Water Supply and Treatment**

One of the most important issues throughout the state is the availability and quality of drinking water. The incredible growth rates experienced in the Atlanta Metro areas have put tremendous pressures on public drinking water sources and have depleted numerous private wells as the groundwater supply continues to decrease.

### Inventory of Existing System

Braselton is the public water supplier for all residents of the town and extends its service area north of the town limits into Jackson County. The system currently serves 2,124 (as reported on April, 2003) customers. The system is served by five underground wells and purchased water from Jackson, Barrow, and Gwinnett counties. The town has 1.475 million gallons per day (mgd) of available storage space through the use of four above ground storage tanks. The entire system uses approximately 0.65 mgd, and has a current capacity of 2.43 mgd. Figure 5 illustrates the location of the existing water network, including those customers outside the town limits and within the unincorporated service area.

**Figure 5  
Existing Water System**



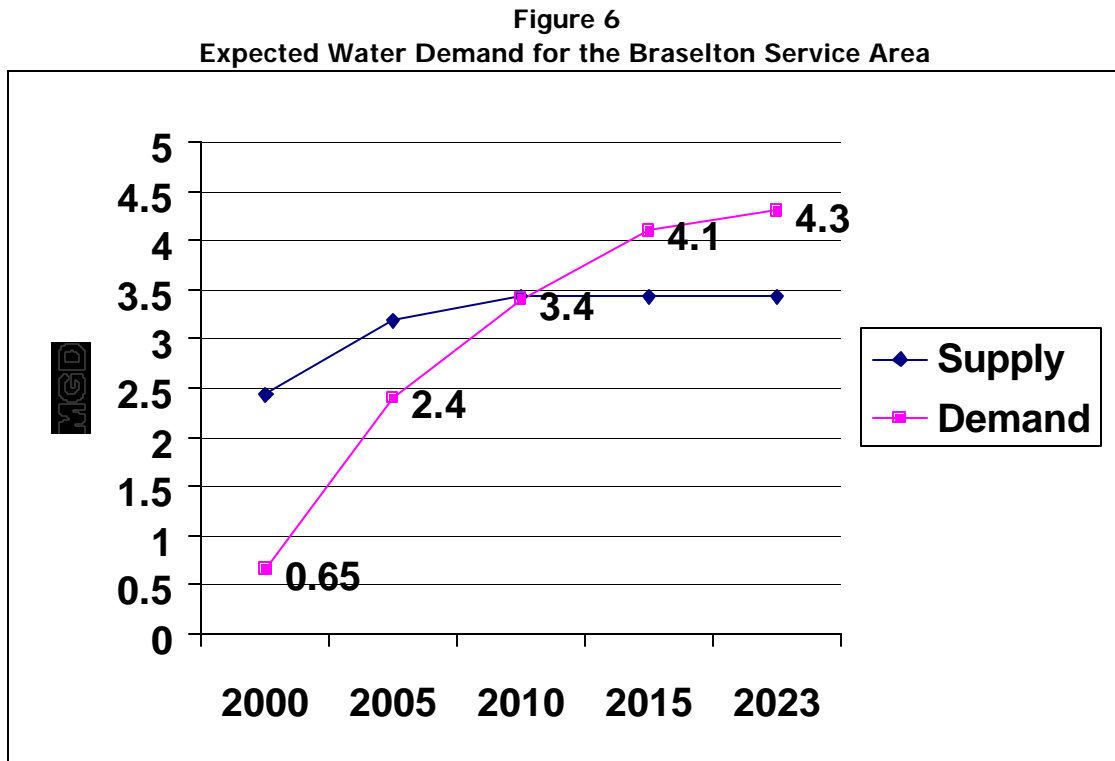
Source: Town of Braselton

### Water System Assessment

Initial expansion of the system is planned for 2004, increasing the available capacity to 3.18 mgd. Potential future expansions will increase the available capacity to 3.43 mgd in 2008. The town has implemented an urban water reuse program as a method to increase its water conservation efforts in hopes of maximizing the efficient usage of its available water capacity.

The expected growth in the area requires an increase in both the available and planned capacity. Population and housing forecasts estimate a total of 3,237 new households by the year 2023. Assuming an average consumption of 100 gallons/person/day, and assuming a 2023 population total of 9,116 (as estimated in Chapter 1), the increased growth will require an additional 0.791 mgd of water. This only takes into account estimated housing

units within the town limits, and does not include future annexations, housing development within the unincorporated service area, or future commercial and industrial development. Development is expected to outpace the planned capacity by 2011. Refer to Figure 6 for an illustration of the future water demands.



Source: Town of Braselton Engineer.

The figure uses the existing use rate for 2000 and projects future use rates based on incorporating all future demand into the water system. This illustrates the continued need for capacity expansion to keep up with the expected growth rate. This is merely an approximation of the potential impacts on the water supply based on an estimate of all development.

## Public Sewer and Wastewater

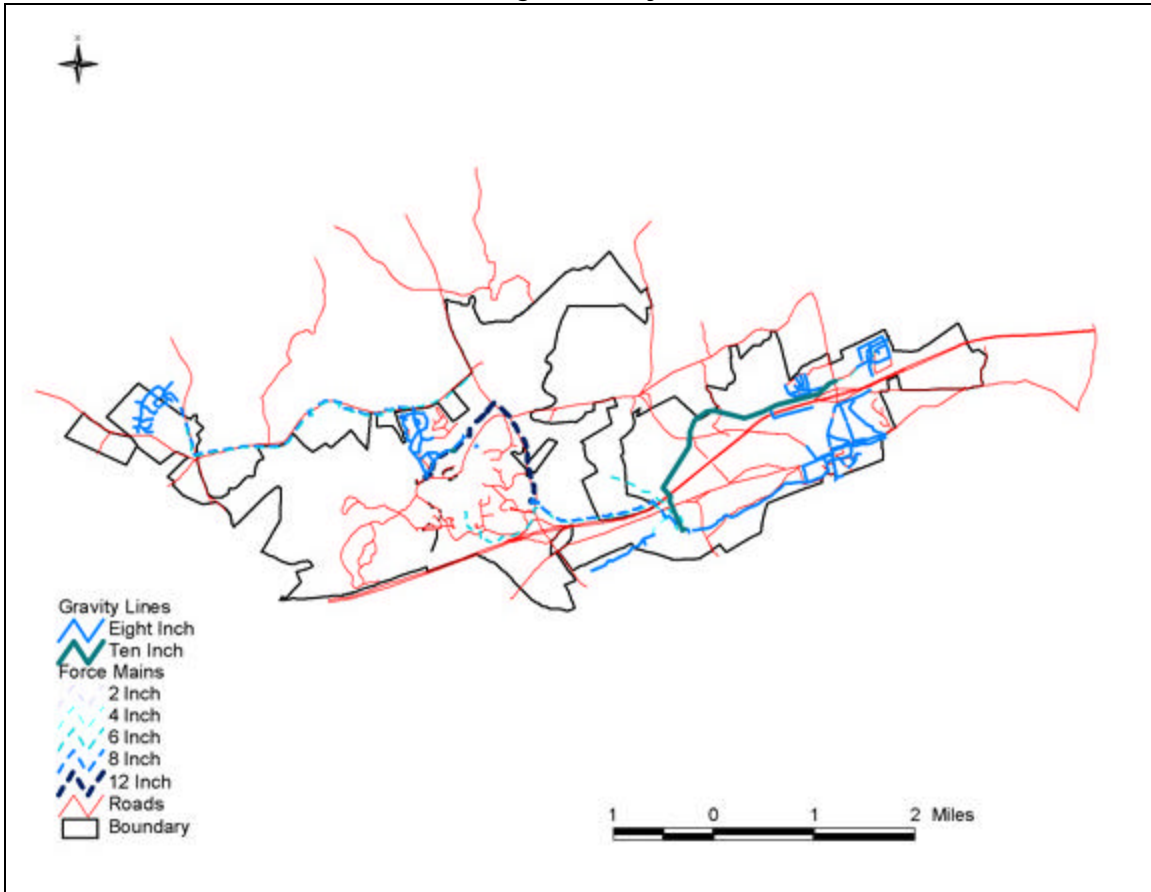
Another major issue concerning the development of Braselton is the adequacy of the public sewerage system to accommodate future growth. The availability of a public sewerage system is an attractive feature of Braselton and has led to its rapid growth as developers have sought to annex into the town because of the lack of infrastructure in the unincorporated area.

### Inventory of Existing Systems

The town operates a water pollution control plant with a capacity of 0.50 mgd. The average daily flow at the plant is 0.274 mgd, serving a total of 406 customers. Unlike the water service area, all sewer customers are within the town limits and there are currently no plans for expansion of the sewer service area beyond that.

Figure 7 illustrates the existing sewer network, differentiating between gravity flow lines and force mains that are used to pump the effluent to the treatment plant.

**Figure 7  
Existing Sewer Systems**

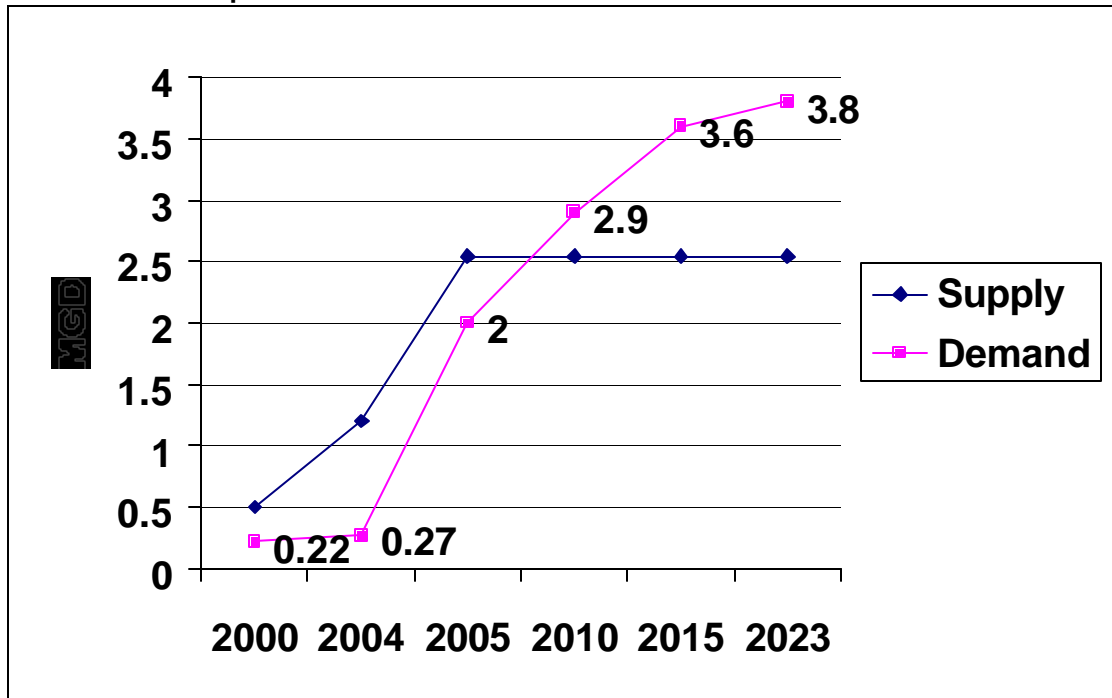


Source: Town of Braselton

### Sewer System Assessment

The current system serves only a small percentage of the total residential units in town and the demand for sewer service continues to increase as new development occurs on a yearly basis. Expansion is planned for 2004, increasing capacity to 1.2 mgd. Further expansion planned in 2005 increases the available capacity to 2.54 mgd. The estimated 3,273 additional households generate a 0.672 mgd increase in demand on the sewer system. This is based on an average use rate of 85 gallons/person/day and forecasting the 2023 population as 9,116 (as documented in Chapter 1). As mentioned in the previous section, this only includes estimated residential development. Figure 8 illustrates the potential deficiency in wastewater capacity based on development projections.

**Figure 8**  
**Expected Sewer Demand for the Braselton Service Area**



Source: Town of Braselton Engineer

The figure illustrates the existing use rates for 2000, and the expected use rate for 2004. The projections are based on the potential demand generated by incorporating all new development into the sewer system. This illustrates the continued need for capacity expansion to keep up with the expected growth rate. This is merely an approximation of the potential impacts on the sewer capacity based on an estimate of all development.

## Solid Waste

The Town of Braselton does not collect solid waste. Private haulers that contract with local homeowners and businesses handle all solid waste collection.

## Public Safety

### Law Enforcement

The Town of Braselton operates its own Police Department, which is currently located in City Hall and serves the entire town limits. The department staff consists of eight full-time uniformed officers, including the Police Chief, one part-time uniformed officer, and one K9 unit. The department averages upwards of 6,000 calls per year with an average response time of four minutes.

Overall the law enforcement capability of the Police Department adequately serves the existing population. According to the Federal Bureau of Investigation Uniform Crime Report of 2000, the national average of small urban centers under 10,000 people was 3.2 sworn officers per 1,000 residents and 4.1 total personnel per 1,000 residents. According to the staff figures for the Braselton Police Department there are currently 6.6 sworn officers per 1,000 residents, with no clerical support staff. This reflects a lack of administrative support that could be improved to provide an increased level of service.

Because of the expected growth this figure will need constant monitoring to ensure that the department is increasing their staff levels on a consistent basis in order to maintain levels of service for an increasing population. The current average is somewhat misleading, considering it is based on the resident population of the town and not on the daytime population. The daytime population is significantly higher and incorporates all local business employees, many of which do not reside in Braselton, as well as the convention and tourism population generated by Chateau Elan. The approximate daytime population, including the 2,071 employees of local businesses, the approximately 300 residents who maintain residence in the community throughout the day (small children, elderly, etc.), and the approximate 1,500 daily visitors to Chateau Elan, on any given day may reach upwards of 4,000 people. When factoring this population the average staff levels drop to 2.25:1,000.

Varying demographic traits greatly affect the requirements for law enforcement agencies from one jurisdiction to another. Any comparison between communities should be carefully conducted and national averages should only be used as indicators not benchmarks.

### **Fire Protection**

Braselton does not operate its own Fire Department. The town falls within fire protection zones in each of Barrow, Gwinnett, Hall and Jackson counties.

### **Emergency Medical Services**

Braselton does not operate its own emergency medical services. They are available through each of the county fire departments serving the Town of Braselton.

## **Hospitals and Other Public Health Facilities**

### **Hospitals and Health Centers**

Braselton does not have direct access to a hospital located within town limits. The nearest locations are in Winder, Commerce, Athens, Lawrenceville, and Gainesville.

There is a Neighborhood Healthcare Center located in town, adjacent to Town Hall along Georgia Highway 53. The Center is an affiliate of the Northeast Georgia Health Services and provides an array of routine medical services, such as X-rays, immunizations, and sutures. The Center is staffed with a certified family physician and physician's assistant.

## **Parks and Recreation Facilities**

An important aspect of urban development is recreational opportunities, both passive and active. The availability of parks and recreation opportunities plays a large role in the perceived quality of life of one area over another and can make the difference in a relocation decision.

### **Inventory of Parks and Recreation Facilities**

The National Recreation and Park Association has developed a tiered approach in defining a set of standards that communities can use when developing guidelines for parks and recreation facilities planning. The four tiers of parks can be defined as:

1. Neighborhood Park: serves the population of a neighborhood, and is generally accessible by bicycle or on foot. Typical facilities include an equipped play area, multipurpose courts, multipurpose fields, picnic area, and passive recreation area. The customary service area is a one-mile radius.



2. Community Park: located near major roadways and designed to serve the needs of more than one neighborhood. Typical facilities include a large group picnic shelter, swimming pool, lighted or unlighted baseball/softball fields, lighted tennis courts, recreation building, gymnasium, rest room, passive recreation area, and parking. The customary service area is a three-mile radius.
3. Regional Park: developed to serve several communities, population centers, or large portions of the county. Typical features include nature, hiking, riding or exercise trails, nature center, amphitheater, or other specialized building, area for boating or swimming, rest room, passive recreation area, and parking. The customary service area is a twenty-mile radius.
4. Highly Specialized Park: primarily used for athletics or specialized recreational activities. Typical facilities include baseball field, softball field, football field, soccer field, gun range, rest rooms, passive recreation area, and parking. The customary service area is a twenty-mile radius.

*-Recreation, Park, Open Space, and Greenway Standards and Guidelines; National Recreation and Park Association, 1996.*

There are other areas that may be classified as parks and recreation that do not meet the definitions set forth. Areas that have been set aside within new subdivision developments for common open space may provide passive recreational activities or simply be used for the conservation of naturally sensitive lands. Also, lands adjacent to river and stream corridors may provide passive recreation opportunities. These lands are considered to be Open Spaces, and should increase within Braselton as conservation subdivisions are implemented. Golf courses are not included because they generally do not provide recreation opportunities to the entire population.

**Table 5**  
**Existing Park Acreages**

<b>Park Type</b>	<b>Acreage</b>	<b>Acres per 1000 Persons</b>
Neighborhood	2.6	2.15
Community	0	0
Regional*	0	0
Highly Specialized	0	0
Open Spaces	0	0
<b>Totals</b>	<b>2.6</b>	<b>2.15</b>

Source: NEGRDC

The only park area currently in Braselton is the Braselton Community Park, located on Harrison Street. The park includes two tennis courts and an open recreation area. The property also houses the town's community center.

### **Planned Expansion**

The town is actively pursuing an increase in park space and is determined to facilitate the use of alternative methods of transportation throughout the town through the implementation of multi-use trail networks. The main trail is designated for the Mulberry River corridor and the town has already received donations of land along the corridor for parks and recreation purposes.

Through implementation of the downtown revitalization plan park and recreation opportunities shall increase. With the realignment of GA Highway 124, as discussed in the Transportation element of this chapter, a section of the previous road's right-of-way is designated as a town green. There are also plans for an amphitheatre and a trail network connecting downtown businesses, residences, greenways, and historic district.

**Assessment of Parks and Recreation Facilities**

The National Recreation and Park Association has set as a guideline level of service 10 acres of park, recreation, or open space per 1,000 persons. Table 6 breaks down those ten acres and identifies recommended levels of service for each of the identified park categories.

**Table 6  
Adequacy of Existing Facilities**

<b>Category</b>	<b>Existing Ratio (Acres/1000 persons)</b>	<b>Recommended Ratio</b>
Neighborhood	2.15	0.7
Community	0	0.9
Regional	0	1.6
Highly Specialized	0	2.3
Open Spaces	0	4.5
<b>Total</b>	<b>2.15acres/1000 persons</b>	<b>10 acres/1000 persons</b>

Source: NEGRDC

As the town increases its involvement in parks and recreation planning and residential development provides recreation opportunities through conservation subdivisions, or planned unit developments, the level of service will increase. This is necessary to meet the expected population expansion in the coming years. In order to accomplish this goal the town intends to undertake a comprehensive study of parks and recreation facilities addressing the supply and location of future facilities. In addition to acquiring additional facilities, the town recognizes the need to upgrade its current facility with the addition of restrooms.

**Government Facilities**

**Inventory of General Government Facilities**

This section presents an inventory of general government facilities. Although the local government owns and operates a number of buildings only those that are used for everyday government activity are reported on. The only building currently used for everyday government activities is City Hall, located at the southern entrance to the town limits at 4982 Highway 53. Town Hall houses all of the local government offices and departments and is also home to the Braselton Police Department

**Planned Expansion**

The town is planning on acquiring additional property adjacent to the existing town hall to construct a municipal annex. The proposed building would house the Braselton Police Department, courthouse, council chambers, and provide additional space for everyday local government activities.

The existing town hall does not provide adequate space to accommodate all of the existing government services and as growth continues to place greater demands on the local government facilities must be expanded.

**Educational Facilities**

Braselton does not operate a public school system, nor does it house a county public school. The town lies within each of Barrow, Gwinnett, Hall, and Jackson counties public school district, each of which offers elementary, middle and high schools providing pre-kindergarten to grade twelve.

In 2000, Braselton reported a total of 201 students, 176 of whom attended public schools and 25 of whom attended private schools. Enrollment by public school system consisted of 128 enrolled in Jackson County, 25 in Barrow County, and 22 in Gwinnett County. There were no students enrolled in Hall County in 2000, but as residential development continues in that area student populations will increase accordingly.

## **Libraries and Cultural Facilities**

### **Inventory of Existing Library and Cultural Facilities**

Braselton is a part of the Piedmont Regional Library System, that serves a three-county region including, Banks, Barrow, and Jackson. Braselton houses the West Jackson Library, located at the intersection of Harrison and Frances Streets.

Braselton is rich in cultural facilities, as noted in the Historic Resources Section. Some of the major historic resources include, one of the earliest operating roller mills in Northeast Georgia, an early 1920's cotton gin, and a variety of historic structures ranging from residential to agricultural. The Braselton historic district is currently listed in the National Register of Historic Places and contains 52 historic resources.

### **Assessment of Libraries and Cultural Facilities**

The library possesses a total of 2,050 total volumes, which is equal to 1.7-volumes per capita. A standard level of service is 1.5-volumes per capita, indicating that West Jackson Library has an adequate supply of library volumes to serve the existing population.

However, space is limited in the existing facility with little room for expansion. In order to maintain the level of service to an increasing population increased space is needed. The town is working with Jackson County and the Piedmont Regional Library System to construct a new facility adequate to accommodate the necessary expansion to match the expected population growth.

## **Needs, Goals, and Policies**

### **Transportation**

Goal: Provide a safe, efficient, and effective transportation system that reflects both existing and future needs while providing a variety of transportation options.

Need: Upgrade and expand the existing transportation facilities, as needed, to accommodate future growth in the most efficient manner.

Policy: Participate with Jackson County in the creation of a future thoroughfare plan that reflects the transportation needs associated with the future land use map.

Policy: Monitor road conditions and analyze the potential adverse impacts of new development.

Need: Improve the mobility of pedestrians and bicyclists throughout the town, particularly in and around the existing downtown.

Policy: Promote the preservation of Mulberry River corridor for use as a bicycle and pedestrian corridor.

### **Water Supply and Treatment**

Goal: Provide potable water service in a safe, clean, efficient, economical, and environmentally sound manner concurrent with new development.

Need: Increase water conservation efforts.

Policy: Continue development of urban reuse water program as part of water conservation efforts.

Need: Meet environmental criteria and public health rules and guidelines.

Policy: Protect water supply from contamination.

Need: Invest in new infrastructure as needed to ensure the continued provision of an adequate level of service.

Policy: Analyze the ability of existing infrastructure to handle all new development prior to issuing permits.

Policy: Maximize the use of existing infrastructure for potable water service.

Policy: Coordinate new development with the existence and availability of potable water service.

### **Sewer and Wastewater**

Goal: Provide sanitary sewer service in a safe, clean, efficient, economical, and environmentally sound manner, concurrent with urban development.

Need: Continue to maintain and expand existing facilities as required to efficiently meet increasing demands.

Policy: Analyze the ability of existing infrastructure to handle all new development prior to issuing permits.

Policy: Maximize the use of existing infrastructure for sanitary sewer service.

Need: Meet environmental criteria and public health rules and guidelines.

### **Solid Waste Management**

Note: The town does not provide solid waste services to residents. All solid waste collection is done by private enterprise.

### **Public Safety**

Note: The town currently only provides law enforcement services and has no immediate plans to provide either fire or emergency medical services, which are both currently handled by county departments.

Goal: Provide responsive and effective law enforcement ensuring adequate staff, equipment and space is available.

Need: Continued investment in the law enforcement agency to maintain an adequate level of service in the face of increased population.

Policy: Invest in personnel, equipment, training and facility expansion as dictated by growth.

Policy: Increase citizen involvement in crime prevention through public education and neighborhood watch programs.

### **Hospitals and Other Public Health Facilities**

Note: The town does not operate any hospitals or public health facilities and has no immediate plans for facility construction. All public health needs are served through nearby jurisdictions.

### **Parks and Recreation Facilities**

Goal: Provide, protect and maintain a quality, accessible, and economically efficient network of parks, recreation facilities, and open space that serves all residents.

Need: A recreational master plan identifying the most efficient use of existing resources and those areas in need of facility expansion.

Policy: Acquire, maintain and develop parks and recreation facilities in accordance with increased populations.

Policy: Continue implementation of the community greenspace program through expansion of park, and open space accessible to the general public, wherever feasible.

Policy: Coordinate public park expansion with local law enforcement to ensure that they are adequately protected.

Need: Construct Public restroom facilities located within the community park.

### **General Government**

Goal: Provide adequate space, equipment, and technology to local government officials and staff to facilitate the decision making process.

Need: Evaluate the use and efficiency of local government facilities and services.

Policy: Ensure continuing adequate levels of staff, equipment and space are available for local government activities.

Policy: Maintain ongoing communication between county and municipal governments to provide services in a coordinated and efficient manner.

Policy: Continue to solicit and utilize citizen advisory committees to provide public input into all planning activities.

### **Educational Facilities**

Note: The town does not operate a separate school system and relies on the efforts of Barrow, Gwinnett, Hall and Jackson County school systems.

### **Libraries and Cultural Facilities**

Goal: Provide and maintain accessible, economically efficient libraries and cultural facilities to meet the information, educational and recreational needs of all residents.

Need: Facility expansion to ensure adequate levels of service for residents.

# Chapter 6: Housing

## Introduction

Federal legislation declared, in the National Housing Act of 1949, that it is a national goal to attain "...a decent home and a suitable living environment for every American family." The difficulty lies in interpreting what constitutes a decent home and a suitable living environment. There are no easy answers to these questions and attempts to achieve this national goal at the local level have proven difficult.

There are a variety of aspects involved in planning for housing, including physical, economic, social, and environmental. Each of these are interrelated and planning for housing, in collaboration with the other elements of the Comprehensive Plan, attempts to mitigate negative impacts of the physical structure of housing on the economic, social and environmental conditions of the community.

## Purpose

The purpose of the housing section is to inventory and assess the existing housing stock and to formulate a set of goals and policies to ensure the adequate provision of housing for future populations. The town acknowledges that the private sector will continue to play the major role in providing an adequate supply of quality housing. However, the local government hopes to assist the private sector in meeting the challenges and demands of providing a suitable housing supply for existing and future populations.

The overall goals of the housing element are to:

- Encourage a variety of housing types (price, location, and structure considerations);
- Preserve the existing housing stock (rehabilitation, revitalization, and historic preservation considerations);
- Decrease negative environmental impacts of new housing construction; and
- Coordinate new housing construction with the Future Land Use map and sound growth management principles ensuring the availability of adequate utilities and facilities.

## Organization

The outline of this element follows the minimum planning standards set forth by DCA. The first section examines the housing types, The second section examines the age and condition of the existing housing stock, The third section looks at occupancy and tenure statistics for the existing housing stock, The fourth section analyzes the costs of both owner and renter occupied housing, The fifth section uses population forecasts to establish the future demand for housing, and the last section assesses the housing needs and formulates a set of goals and policies for future housing development.

## Housing Types

Table 1 analyzes the existing housing stock and includes historical data for comparison for the town and state. Over the past decade housing construction has occurred at an incredible rate in Braselton. The majority of this expansion has been an increase in single-family residential construction.

The number of single-family homes increased by 256% from 1990 to 2000 and currently represents 92.2% of the total housing stock. The majority of new construction has occurred in the western portion of the town, in the Chateau Elan development.

Comparing state and municipal percentages reveals a significant difference in both single-family and multi-family development patterns. Braselton data displays a reliance on single-family residential development that is typical of

many metro suburban areas. While state housing options are dominated by single-family homes there are a greater number of multi-family housing options, the majority of which are within major urban markets.

The town does not have an abundance of multi-family housing. Multi-family units remained at 16 units in 2000. Currently multi-family housing represents only 3.1% of the total housing stock. The only units in town are in the Dunaway Massey housing complex, which provides subsidized housing to low-income families.

There were slight increases in mobile home units from 10 in 1990 to 24 in 2000, representing 4.7% of the total housing stock. However, since the release of the census data the mobile home park has been rezoned for commercial uses and all mobile homes have been removed from the town. There are currently no mobile homes within Braselton and current residential trends suggest no further mobile home development throughout the planning horizon.

**Table 1  
Housing Units: Types and Trends**

Jurisdiction	1980		1990		2000		%Change 80-90	%Change 90-00
	Total	Percent	Total	Percent	Total	Percent		
<b>Braselton</b>	<b>109</b>	<b>100%</b>	<b>153</b>	<b>100%</b>	<b>491</b>	<b>100%</b>	<b>40.4%</b>	<b>221.0%</b>
Single-Family	95	87.1	127	83.1	452	92.2	33.7	255.9
Multi-Family	8	7.3	16	12.6	16	3.1	100.0	0.0
Mobile Home	6	5.6	10	4.3	24	4.7	66.7	140.0
<b>Georgia</b>	<b>2,012,640</b>	<b>100%</b>	<b>2,638,418</b>	<b>100%</b>	<b>3,281,737</b>	<b>100%</b>	<b>31.1%</b>	<b>24.4%</b>
Single-Family	1,525,070	75.8	1,712,259	64.9%	2,201,467	67.1	12.3	28.6
Multi-Family	334,622	16.6	598,271	22.7%	681,019	20.8	78.8	13.8
Mobile Home	152,948	7.6	327,888	12.4%	399,251	12.1	114.4	21.8

Source: U.S. Bureau of the Census; 1980, 1990, 2000

\*Total represents the total number of housing units reported during the identified census year.

\*Percent represents the percentage of total housing units for each housing category.

\*Percent Change reflects the increase in both total housing units, and each of the individual categories over the previous two decades.

Braselton was the fastest growing community in the region over the past decade. Its location along the Interstate 85 corridor, within proximity to metro Atlanta employment opportunities, has led to its rapid expansion. The majority of the housing increase is attributed to single-family residential development, as urban residents moved outward to take advantage of the quality of life that Braselton can provide.

## Age and Condition of Housing

### Age of Housing Stock

Table 2 examines the age of the housing stock and compares it with state characteristics. The age of the housing stock is a general indicator of the maintenance costs that can be expected. Overall, Braselton's housing stock is quite new. Over 61% of the stock has been built since 1990, and 87.3% of those houses have been built since 1995.

**Table 2**  
**Age of Housing Stock**

Jurisdiction	99-00*		95-98		90-94		80-89		70-79		60-69		40-59		Pre-39	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Braselton	75	16.6	166	36.8	35	7.8	82	18.2	14	3.1	44	9.8	23	5.1	12	2.7
Georgia*	1306	4.0	4135	12.6	3708	11.3	7212	22.0	6089	18.6	4160	12.7	4274	13.0	1929	5.9

Source: U.S. Bureau of the Census; 2000

\*Column 99-00 reports on new construction from 1999 through to March of 2000.

\*Georgia data is reported in 000's.

\*No. refers to the total number of units constructed during that time period.

\*% refers to the percentage of total units represented by each time period.

The housing age data reflects the rapid population increase that Braselton has experienced. Over one-half of the total housing units have been constructed since 1995, illustrating the youth of the housing stock. Braselton does have a number of historic homes, most of which are clustered in the downtown historic district, which houses the original Braselton family homes. Overall, the town is well below state levels in all categories except homes constructed from 1995 on.

### Condition of Housing Stock

The only way to gauge the condition of the housing stock is through the use of federal standards that report on the number of homes built prior to 1939, the number that lack complete plumbing facilities, and the number that house more than one resident per room (anything greater than one is considered overcrowded by federal standards). Table 3 illustrates housing condition data for the county and each of the municipalities and compares them with state levels.

**Table 3**  
**Condition of Housing Stock**

Jurisdiction	Lack of Plumbing			Pre-1939			Overcrowded		
	80	90	00	80	90	00	80	90	00
Braselton	1.8	1.7	0.0	31.1	17.4	2.7	NA	NA	2.0
Georgia	2.0	8.0	0.5	15.0	8.0	5.9	NA	4.0	4.9

Source: U.S. Bureau of the Census; 1980, 1990, 2000

\*Data is reported as a percentage of the total housing stock for each category.

\*Lack of plumbing refers to all units lacking complete plumbing facilities.

\*Pre-1939 refers to housing units constructed prior to 1939.

\*Overcrowded refers to occupied housing units that have 1.01 or more occupants per room

Overall the housing condition throughout the town is adequate and well below state levels in all three categories.

The number of units lacking plumbing facilities has decreased to zero, as reflected by the dominance of newly constructed homes and the decrease in usage of houses built prior to 1939.

### Occupancy and Tenure of Housing

This section addresses the occupancy and tenure characteristics of housing units. Vacancy rates are an important variable for determining the adequacy of the existing housing stock. Vacant houses and apartments are necessary to provide a choice of location and price for housing consumers. A healthy vacancy rate is between, approximately,



four and five percent and fluctuates according to the housing market. Too few vacant units may drive up prices and limit housing choices, while too many reduces the demand for new units, limiting available options. The tenure of a housing unit refers to whether or not it is occupied by its owner or a renter. Table 4 illustrates the occupancy and tenure characteristics for the housing stock and provides a state comparison.

The table reflects the increased single-family construction. The percentage of owner-occupied housing has increased to 88.5%, well above the state average, and the ratio of owners to renters is also well above the state level. As expected the percentage of renter-occupied housing is much lower than the state average due to the lack of multi-family housing options.

The overall vacancy rate is relatively high at 6.5%. The owner vacancy rate was well below the overall rate, at 3.3%, indicating that the demand for housing is keeping pace with new construction. The rental is much higher than the owner vacancy rate, at 8.6%.

The owner to renter ratio illustrates the overall trend of increased home ownership. The trend has increased dramatically over the past ten years increasing from 1.77:1 in 1990 to a ratio of 7.66:1 in 2000. This indicates that for every renter-occupied unit, there are 7.66 owner-occupied units.

**Table 4  
Occupancy and Tenure of Housing**

	<b>Census Year</b>	<b>Braselton</b>	<b>Georgia*</b>
<b>Total Units</b>	1980	109	20126
	1990	153	26384
	2000	491	32817
<b>Occupied Units</b>	1980	106	18717
	1990	147	23666
	2000	459	30064
<b>Vacancy Rate (%)</b>	1980	2.8	7.0
	1990	3.9	8.3
	2000	6.5	10.4
<b>Owner-Occupied (%)</b>	1980	74.5	60.4
	1990	61.4	58.2
	2000	88.5	67.5
<b>Owner Vacancy Rate (%)</b>	1980	NA	NA
	1990	NA	2.5
	2000	3.3	1.9
<b>Renter-Occupied (%)</b>	1980	25.5	32.6
	1990	38.6	31.5
	2000	11.5	32.5
<b>Renter Vacancy Rate (%)</b>	1980	NA	NA
	1990	NA	12.2
	2000	8.6	8.2
<b>Owner: Renter Ratio</b>	1980	2.9:1	1.9:1
	1990	1.8:1	1.9:1
	2000	7.7:1	2.1:1

Source: U.S. Bureau of the Census

\*Georgia Totals are reported in 000's.

\*All decimal values represent percentage totals.

\*1980 data is not available for owner and renter vacancy rates.

\*The Owner: Renter ratio is calculated by dividing the number of owner-occupied units by the number of renter-occupied units.

## Cost of Housing

There are many factors that contribute to the overall cost of housing including the price of land, construction costs, availability of financing options, and land regulation policies governing development and construction. All of these factors combine with the supply and demand of housing to determine its price. It is important that the price of housing within a jurisdiction is compatible with the earned income of its residents. Analyzing the cost structure of the housing market can help determine if there is an adequate supply of affordable housing options in the community.

Table 5 analyzes the median cost for both owner and renter occupied housing, and compares the values with state data. All dollar figures are converted to 2000 dollars for comparison.

**Table 5**  
**Cost of Housing**

Jurisdiction	Owner Median Value (\$)			Renter Median Value (\$)			Owner % Change 80-90	Renter % Change 80-90	Owner % Change 90-00	Renter % Change 90-00
	80	90	00	80	90	00				
Braselton	67,417	89,883	147,700	340	428	633	33.3	25.9	64.3	47.9
Georgia	48,275	93,939	111,200	320	453	613	94.6	41.6	18.4	35.3

Source: U.S. Bureau of the Census; 1990, 2000

Calculations by NEGRDC

\*All dollar values are expressed in 2000 constant dollars to eliminate inflation from the comparison.

The cost of housing in Braselton has increased tremendously since 1990 and is now considerably higher than the state median value. This can be attributed to the demand for high-end, single-family housing created by the Chateau Elan development and the abundance of new construction.

The renter-occupied median rent is comparable to the state, and increased at relatively similar rates. Since the majority of multi-family units are designated for low-income families, this indicates that there are a number of higher priced, single-family houses that are renter-occupied.

## Future Housing Demand

The forecast of future housing demand is based primarily on the expected population increase in Braselton and the trends established in previous sections of this chapter, and elsewhere in the plan. Currently the housing inventory is dominated by single-family residences with a very small percentage of the housing stock in multi-family development. One of the overall goals of the chapter was to encourage a variety of housing types, which requires an increase in alternative forms of housing.

The previous sections of this chapter have revealed the following trends:

1. The percentage of homeownership has increased over the past ten years and outpaces state rates.
2. The corresponding rate of renter-occupied housing has decreased.
3. The majority of multi-family housing is designated for low-income households.

4. The total percentage of mobile/manufactured homes is now zero.
5. The overall condition of the housing stock is improving with the increase in new construction.
6. The cost of housing is increasing but residents are becoming wealthier on average.

The following forecasts are merely guidelines of what to expect if existing trends continue to hold true. To calculate the forecasts, the following assumptions were made:

1. Demand for housing shall keep pace with population increase.
2. The population will be able to afford housing.
3. The percentage rates of owner and renter-occupied housing shall remain the same throughout the planning horizon.
4. Average household size shall decrease throughout the planning horizon in accordance with the forecasts established in Chapter 1.
5. An average vacancy rate of 5% shall be maintained throughout the planning horizon.
6. The percentage share of mobile/manufactured homes shall be zero throughout the planning horizon reflecting the existing conditions.
7. In turn, the percentage share of single-family and multi-family housing shall increase slightly throughout the planning horizon to offset the difference created by the lack of mobile/manufactured homes.

Table 6 illustrates the housing forecast throughout the planning horizon in five-year increments from 2000 through to 2020.

In 2000 the baseline data consisted of 92.2% single-family, 3.1% multi-family, and 4.7% mobile/manufactured homes. The assumptions eliminate the presence of mobile/manufactured homes and increase the single-family and multi-family household share to 95% and 5%, respectively. The owner and renter occupied rates are 88.5% and 11.5% respectively and will remain constant throughout the planning horizon.

**Table 6  
Housing Demands**

<b>County Totals</b>	<b>Total Units</b>	<b>New Units</b>	<b>Single-Family</b>	<b>New Units</b>	<b>Multi-Family</b>	<b>New Units</b>	<b>Mobile Home</b>	<b>New Units</b>
2000	491	-	432	-	38	-	21	-
2005	1,338	847	1,271	818	67	29	-	-
2010	2,211	874	2,101	830	111	44	-	-
2015	3,123	911	2,967	866	156	46	-	-
2023	4,073	950	3,869	903	204	48	-	-

Source: U.S. Bureau of the Census 2000  
Calculations by NEGRDC

The figures represent the total housing stock in Braselton, including vacant units. Using the standard 5.0% vacancy rate for all units produces a total of 3,732 total households.

Using the baseline assumption that owner and renter-occupied percentage rates shall remain constant throughout the planning horizon derives an owner-occupied total of 3,303 units and a renter-occupied total of 429 units in 2020.

## Needs, Goals, and Local Assessment

### Housing Choice Assessment

In order to meet the diverse needs of the population a variety of housing options need to be available. As Table 1 indicated, the majority of housing units are single-family (92.2%) and the percentage total they represent is increasing.

This trend is merely a reflection of the composition of the existing population. The demographics of households indicate that the majority are traditional, married couple types (68.6% of households). Over the past decade there has been a slight increase in the proportion of family to non-family households, with family households increasing from 73% in 1990 to 78.6% in 2000. This is further illustrated by the decrease in the number of households occupied by single residents, which fell from 23.3% in 1990 to 18.3% in 2000.

The existing housing stock seemingly matches the composition of the population. However, as the population continues to expand, economic development initiatives look to match that expansion through increased commercial and industrial activity. Increases in the retail and service industries are generally correlated with population expansion and they also support the majority of the low-wage employment opportunities. As the labor force increases in the low-wage sectors a need for affordable housing options arises and is generally met by multi-family housing. Currently the majority of multi-family housing is designated for low-income families in the Dunnaway Massey housing complex. The increased options represented in the downtown revitalization concept should help to provide a greater number of housing alternatives for the local workforce, allowing a greater percentage of local employees to reside in Braselton.

### Housing Condition Assessment

Overall the condition of the housing stock is adequate due to the very recent construction of the housing stock. Over 53% of housing has been constructed since 1995 and the demand for new housing is projected to remain constant throughout the planning horizon. There are no significant issues relating to overcrowding, or lack of adequate plumbing within the existing stock, with no major increases in either category anticipated.

### Housing Affordability

The definition of affordable housing is one of the most difficult to relay because of the negative stigma attached to the term. Affordable housing relates to the supply of housing available for the working class of the jurisdiction, whether they are highly educated professionals or minimum wage retail employees.

Assessing affordability is a measure of the housing cost burden that is placed on households. More specifically, federal standards consider a household to be cost-burdened if it pays more than 30% of its gross income on housing.

Table 7 illustrates the percentages of households that are considered cost burdened by their household expense for both owner and renter-occupied units. The data indicates the percentage of total households that spend greater than 30% of their gross income on housing expenses.

**Table 7**  
**Percentage of Cost-Burdened Households**

Jurisdiction	Owner-Occupied		Renter-Occupied	
	1990	2000	1990	2000
Braselton	27.7%	25.6%	35.8%	40.0%
Georgia	19.3%	21.0%	37.0%	35.4%

Source: U.S. Bureau of the Census; 1990, 2000

Overall the town continues to exceed state averages in both categories but the high percentage of cost burdened renters is a concern statewide. The higher percentages of cost-burdened households in the renter-occupied category are a reflection of the low-income rental units present in Braselton. The percentage of cost-burdened owner-occupied households actually decreased between census years but continues to exceed state rates. While the Braselton population has become more affluent since the 1990 census due to the in-migration of a highly educated, professional workforce (as discussed in Chapter 2), the costs of housing have increased dramatically in the town over that same time period.

To determine whether or not the housing stock is affordable to the population, increases in income levels must be analyzed. Increases in housing costs must correlate to increases in income to ensure that there are affordable housing options available to the entire population.

The median cost of housing in Braselton increased to \$147,700 in 2000. Using a generally accepted lending standard that a household can qualify to purchase a home valued at 2.5 times its annual income, households in Braselton must earn \$59,080 per year to afford a median priced home. The median income is reported as \$56,563. This illustrates that the median household income is not adequate to afford the median household value without experiencing a financial burden.

The increase in contract rent remained consistent with the state average. However, this does not necessarily mean that it is affordable to all who need it. As previously mentioned, this is a problem statewide and it is becoming increasingly difficult for lower wage employees (typically retail workers) to find adequate, affordable housing. Many of these types of jobs are paying minimum (\$5.15/hour) or comparable wages. In order to afford the median contract rent without becoming cost burdened an employee must earn greater than \$11.00/hour. Since the majority of rental units are single occupant households, or single earner families, this represents the only source of income. The average weekly wage for retail employees in Braselton was \$355, which equates to \$8.88/hour, well below the rate required to afford adequate rental housing.

As mentioned in the Chapter 2 discussion, non-residents fill the majority of employment opportunities in Braselton. Because of the high median values associated with owner-occupied housing and the lack of multi-family housing units, many of the lower wage retail and service sector employees are unable to locate adequate, affordable housing within the town. This is a factor that has led to the jobs to housing ratio imbalance (discussed in Chapter 2) of 4.94 jobs per household. The continued lack of alternatives to single-family housing units creates further problems with respect to the town's ability to house its local workforce.

Table 8 illustrates the compatibility between owner-occupied housing values and household income levels.

**Table 8**  
**Housing : Population Compatibility**

<b>Housing Units in Range (%)</b>	<b>Housing Value Range (\$)</b>	<b>Households Able to Afford Housing Units (%)</b>
2.3	< 50000	9.2
28.1	50,000-99,999	16.2
20.7	100,000-149,999	14.6
6.8	150,000-199,999	23.5
1.4	200,000-299,999	8.0
7.7	300,000-499,999	16.9
33.0	500,000+	11.5

Source: U.S. Bureau of the Census; NEGRDC Calculations

The table illustrates how well the existing housing stock serves the existing population. The most revealing statistic is that the largest demographic are those households that earn enough money to comfortably afford housing in the \$150,000 to \$199,999 range. However, the existing housing stock has only 6.8% of its total units within that

range, requiring these households to either live above or below their means. Living above their means creates a cost-burdened household and living below their means deprives a housing unit from another household within a lower spending range.

Another statistic that has led to the high percentage of cost-burdened households is that 33.0% of the housing stock is in the \$500,000+ range, while only 11.5% of the households can afford those values without becoming cost-burdened. What this reveals is that the majority of the population that falls within either the \$200,000-\$299,999 or \$300,000-\$499,999 range are living in units outside of the cost-burdened threshold.

This is an issue that is not easily solved because of the private sector’s major influence on housing supplies. However, it is a situation that requires monitoring at the local level because of the large influence housing availability has on economic development. Without a strong supply of affordable, adequate housing units the town cannot fully house the projected workforce and may struggle attracting new commercial and industrial employers

## **Needs, Goals, and Policies**

**Goal:** Promote the provision of safe, sanitary, and affordable housing to all residents and support the preservation of the environment and existing neighborhoods through sound growth management practices that minimize the adverse impacts of housing construction.

**Need:** Promote the construction of affordable housing options throughout the town.

**Policy:** Encourage the renovation of substandard housing and vacant units for use as affordable housing.

**Policy:** Encourage the inclusion of affordable options within new developments decreasing the segregation of housing types.

**Policy:** Develop ordinance to allow for mixed-use residential development in downtown district.

**Need:** Mitigate negative environmental impacts associated with increased residential development.

**Policy:** Coordinate future housing development with supporting infrastructure such as roads, schools, emergency services, water and sewer.

**Policy:** Promote clustered residential development, as found within conservation subdivisions, that provides for open space and landscape preservation and self-contained recreational areas.

**Policy:** Encourage infill and re-development wherever suitable to maximize the use of undeveloped land and to take advantage of existing infrastructure.

**Policy:** Preserve, conserve and enhance historic structures and sites wherever possible.

**Need:** Utilize the Future Land Use map to determine suitable locations for residential development.

**Policy:** Avoid scattered, non-contiguous residential development, utilizing a growth boundary to guide future annexation decisions.

**Policy:** Focus residential growth in appropriate locations as determined on the future land use map.

**Policy:** Regulate densities within designated areas to ensure adequate availability of land to support the projected development increases.

**Need:** Develop set of comprehensive subdivision regulations.

## Chapter 7: Land Use

### Existing Land Use

An existing land use map categorizes every parcel by its predominate land use. This plan represents the second update to the initial land use map created in 1991. The Department of Community Affairs Minimum Planning Standards state that the overall goal of the land use element is to “Ensure that land resources are allocated for uses that will accommodate and enhance economic development, natural and historic resources, community facilities, and housing; and to protect and improve residents quality of life.”

This element is divided into four major sections. The first discusses the existing land use map and breaks down the acreage within each of the land use categories. The second section provides an assessment of the existing land use patterns and how they have formed over the years, as well as the acreage requirements for each of the categories based on earlier analysis in the previous chapters. The third section illustrates the future land use map and outlines the community’s preferences for the general location of land uses. Finally, a set of needs goals and policies are presented to help guide the community in land development decisions.

### Existing Land Use Acreages

The Existing Land Use map illustrates the type of development that exists in the town and outlines those areas that have yet to be developed. Every parcel of land is assessed according to its use and this information is transferred to a parcel coverage map of the entire town to produce the existing land use map.

Table 1 presents the total acreage according to the following land use categories; Single-Family Residential, Multi-Family Residential, Commercial, Industrial, Government, Public/Institutional, Parks/Recreation/Conservation, Transportation/Communication/Utilities, Undeveloped/Unused, and Approved Development, a category that illustrates lands currently undeveloped/unused but with approved development proposals in place.

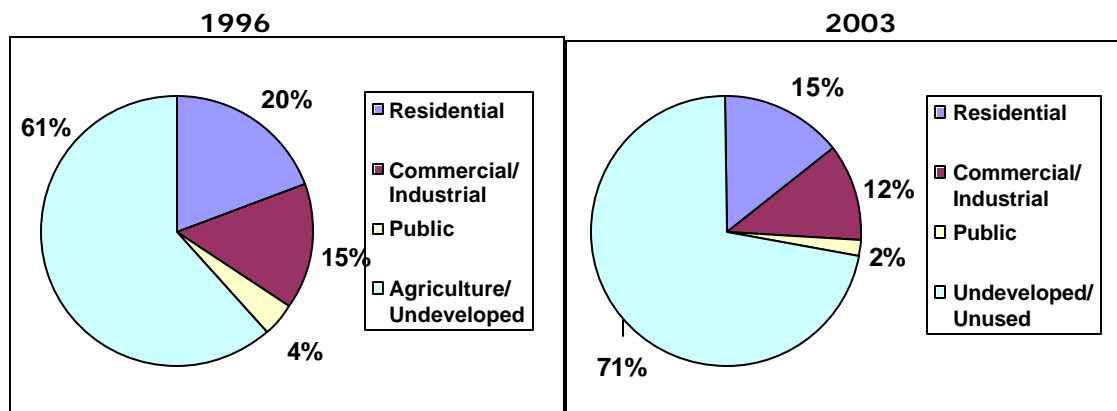
Figure 1 illustrates the changes in developed land since the 1996 Comprehensive Plan land use inventory. The most significant difference is the change in overall size of the community. The 1996 plan reported that the town consisted of 3,110 total acres. This figure has grown to 6,742 acres, representing a 118% increase in total area.

**Table1**  
**2003 Existing Land Use Acreage – Unincorporated County**

Land Use	Acres	% of Total
Total Residential	1027	15.2
Single-Family	1025	15.2
Multi-Family	2	0.0
Commercial	389	5.8
Industrial	384	5.7
Government	120	1.8
Public/Institutional	12	0.2
Parks/Recreation/Conservation	734	10.9
Transportation/Communication/Utilities	2	0.0
Approved Development	1491	22.1
Undeveloped/Unused	2583	38.3
<b>Totals</b>	<b>6,742</b>	<b>100.0%</b>

Source: Town of Braselton; calculations by NEGRDC

**Figure 1  
1996-2002 Comparison**



Source: NEGRDC

\*Public includes government, public institutional, and transportation/communication/utilities and undeveloped/unused includes parks/recreation/conservation and approved development.

### Land Use Trends

Expansion of the town’s boundary has led to the existing land use patterns. This is better illustrated by analyzing the increase in residential acreage since 1996, which was reported as 562 acres. The 2003 totals indicate that residential acreage expanded by 73% yet the percentage total of residential land actually decreased from 20% to 15%. This figure is slightly misleading because of the fact that the boundary expansion was intended to accommodate additional residential development in the town.

Analyzing the changes in Undeveloped/Unused land further explain the percentage decreases in developed lands. Despite tremendous increases in residential development and employment in the town the total percentage share of Undeveloped/Unused land (which includes Approved Development in 2003 figures) actually increased. The increases in annexations that have yet to be developed have contributed to the percentage change in undeveloped land. As these lands develop the percentage shares of Residential and Commercial/Industrial will increase accordingly.

### Land Use Assessment

#### Historical Factors

Braselton was considered a commercial center in the early-to-mid 1900’s but suffered a similar fate of many other towns its size with the advent of the regional shopping mall. Remnants of the once vibrant local economy remain in the downtown historic district, but it is apparent that very little investment has occurred in historic Braselton over the past decade.

Existing land development patterns can be largely attributed to the increased suburbanization of metropolitan Atlanta. As the City of Atlanta has grown, urban residents have continued to seek housing further away from the city center. The location of Braselton, along a major transportation route within proximity to major employment centers, has created an ideal small town environment that appeals to urban dwellers. The dominance of single-family households and the presence of the upscale housing developments in Chateau Elan further illustrate the demographic that is moving into the area.



The majority of the residential development has occurred along the Georgia Highway 211 corridor, north of Interstate 85. In turn, this has led to the majority of economic investment occurring in the western part of town creating two distinct sections of town.

### **Land Use Patterns and Infrastructure Availability**

Infrastructure is an umbrella term that relates to many of the community facilities and services referred to in Chapter 4. Certain types of infrastructure, such as water, sewer, and transportation influence where and how much development occurs. Other types, such as police, fire, ambulance, and education are influenced by where and how much development occurs. Two of the most influential infrastructure networks on the town's development patterns have been the existence of a major transportation network and sewer system.

Transportation is one of the strongest influences on land use patterns. Travel behavior and the existence of roads have a direct impact on the location of new development. As previously mentioned, the availability of an efficient transportation network was one of the largest contributing factors to existing development patterns. The existing land use map illustrates that expansion of the town has occurred along, and within proximity to, major roadways including Interstate 85 and GA highways 53, 124 and 211.

The improved efficiency of road networks has led to increased reliance on automobile travel, which is reflected in the way we develop our neighborhoods. The most prominent features of subdivisions are garages, driveways, wide roads, and a lack of sidewalks. The increased mobility of the population, in general, has led to a drastic decrease in mixed-use and neighborhood commercial development and has decreased mobility options through a forced reliance on the automobile, even for the shortest of trips.

The unavailability of sewer throughout unincorporated areas surrounding Braselton has not allowed for the construction of higher density residential developments. This has led to an increase in annexation requests into Braselton to take advantage of the sewer system. As the system expanded to accommodate the new growth it provided more opportunity for further annexation. The availability of sewer allowed greater flexibility in site plans and made Braselton an attractive location for development.

### **Local Development Policies**

The town had been operating since 1996 with an outdated Future Land Use map that did not accurately portray the town's boundaries. It has hindered both planning commissioners and government officials in their decision making process. The town developed a new Future Land Use map in 2002 to better guide local officials, and chose to develop an entire comprehensive plan in 2003 to direct future development and allow them to make informed decisions based on the town's best interests.

The traditional zoning code has led to an increased separation of uses and reinforced the notion of sprawling development throughout the suburbs. The primary focus of zoning and land use controls is to ensure a quality development that is compatible with its surrounding area. Another common theme in traditional zoning is the protection of adjacent and surrounding property values. This is not an inherently harmful notion but has increased the separation of uses. It has gone so far as to separate different styles of the same use. This is particularly apparent in the siting of residential development, and the trend has been to create a homogeneous development of similarly priced home that does not have direct access to any surrounding subdivisions. It has created an exclusionary housing environment that can severely limit options for a low-to-moderate income family.

This is not solely a reflection on Braselton, but an illustration of how traditional zoning has evolved. The town has created a conservation subdivision ordinance promoting the preservation of greenspace and allowing for innovative design concepts, and intends to increase the amount of mixed-use development trying to bring employment and shopping closer to the population, particularly within its downtown district.

## **Environmental Issues**

The ability to develop a parcel of land is directly related to the environmental constraints present on that parcel. Environmental constraints vary widely from the presence of wetlands to the inability of soil to absorb septic wastewater. Refer to Chapter 3: Natural and Historic Resources for a more detailed discussion on the environmental features present throughout Braselton.

Some of the most obvious environmental constraints are the presence of floodplains, wetlands, or steep slopes. Some of the less obvious environmental constraints are much more difficult to regulate and have the potential to pose greater development restrictions in the future if they are mismanaged now. One of the largest issues, not only in Braselton but also throughout the state, is the protection of water quality. Water quality is affected by a multitude of variables including raw sewage, urban runoff, poorly maintained septic systems, farm-animal wastes, and in a single phrase, sprawling development.

Another of the less obvious environmental constraint relates to the air quality of the region. According to the Environmental Protection Agency's (EPA) air quality standards, the 13-county Atlanta region is considered a non-attainment area. Sprawling development patterns have increased the reliance on the automobile and forced people to drive greater distances to their workplace. The increased road traffic has led to increased vehicular emissions to the point that air quality in the metro area does not meet the EPA's standards.

This is no longer solely a Metro Atlanta problem as the level of traffic has continually increased in the surrounding counties. The Georgia Department of Transportation (GDOT) is currently undergoing Phase II of a suburban county study identifying areas outside of the 13-county region that are approaching non-attainment status. Barrow and Hall counties are included in Phase II, and have recently been added to the Metropolitan Atlanta Urbanized Area. This reinforces the need to increase the number of local employees living in Braselton to help decrease the amount of vehicle miles traveled throughout the region.

These are problems that do not know political boundaries and cannot be solved by a single jurisdiction. In order to fully combat these problems full cooperation is needed on a regional scale.

## **Opportunities for Infill Development**

The notion of infill development is quite simple and refers to maximizing development in areas already served by infrastructure before developing in areas requiring infrastructure expansion. Traditionally this requires urban areas that have experienced suburban flight as traditional downtown commercial development has relocated to suburban strip shopping centers. Generally, there is already water, sewer, transportation, and in many cases the actual physical infrastructure present. Downtown revitalization projects can generate a more vibrant downtown district through mixed-use residential and commercial projects.

The majority of Braselton's expansion has occurred to the west along Interstate 85, and to the north along GA Highway 211. This has polarized the community and reduced investment in the historic downtown district. The town intends to allow mixed-use, infill development within the downtown in the hopes of revitalizing the area and creating a greater balance within the community.

## **Future Land Use**

### **Assessment of Needs**

Throughout this document each of the elements has provided a set of needs, goals or policies that relate to the future development of the town. Each of the elements is highlighted here in terms of how their needs affect the development of the future land use plan.

### ***Economic Development***

The major issue stemming from the economic development section is creating a better match between the local labor force and local employment opportunities. The percentage of the labor force that commutes is over 90% (as documented in Chapter 3). The town must increase its ability to attract quality employers to take advantage of the increasingly educated labor force that has migrated into Braselton. Maximizing employment opportunities will help to reduce traffic flow, generate greater tax revenues needed for increased service provision, and rejuvenate the communities' downtown business district.

The success of the economic development initiatives is necessary not only from a local revenue perspective, but also with regards to environmental preservation, and reducing the impacts of sprawling development. In order to significantly reduce the amount of automobile emissions and mitigate the impacts of sprawl, commuting trips must be dramatically reduced through increased local employment.

### ***Natural and Historic Resources***

The preservation of existing resources, both natural and historical, is a key element of future development within Braselton. As mentioned in earlier chapters, the downtown core represents the history of Braselton as well as opportunities for the future. The reuse and rehabilitation of historic structures within the downtown core provide opportunity to invest in the revitalization of the downtown historic district, increasing the economic viability of the historic district.

New development generally leads to loss of vegetative cover, which in turn can create water quality issues. Through the creation of conservation subdivision ordinance the town hopes to encourage the preservation of undisturbed vegetative buffers along all waterways and increase the amount of land available for open space. This is not solely a residential initiative, as the town seeks to preserve areas along the Mulberry River corridor, protecting water quality and providing increased recreation opportunities through the creation of an adjacent trail.

### ***Community Facilities and Services***

The timing and location of facility and service expansion is a major contributor to the town's ability to manage growth. Focusing new developments into those areas that can accommodate them with the necessary infrastructure is the key to the successful implementation of a growth management program.

The ability to develop in a compact fashion decreases the costs associated with providing the required infrastructure and creates population clusters that are easier to service. Compact development that preserves greenspace also increases recreational opportunities without the need to drive. It facilitates the implementation of a sidewalk or trail network minimizing unnecessary automobile trips.

### ***Housing***

Suburban development creates a homogeneous environment dominated by single-family residential development, as illustrated in the data presented in Chapter 5. The dominance of a single type of housing limits options and segregates populations based on socioeconomic characteristics. The stigmas attached to "affordable" homes prevent their inclusion in a typical subdivision forcing low-to-moderate wage earners elsewhere to locate housing.

The analysis of housing affordability in Chapter 5, illustrates that many of the low-moderate income families are forced to live outside of their means because of a lack of decent, affordable options. It is important that Braselton continue to monitor the housing and demographic conditions to identify potential deficiencies in the housing market that they may be able to help adjust through regulation.

**Projections of Required Acreage by Land Use Category**

To ensure that adequate land is dedicated to each land use according to future needs acreage must be projected throughout the planning horizon to ensure the future land use map meets the minimum requirements to support the anticipated growth.

To do this the Per Capita Use Rate method is used. This method extrapolates the rate of population per acre for each land use and calculates the projected acreage requirements based on the estimates established in the population element. To provide a more accurate indication of commercial and industrial requirements the Per Capita Use Rate is done using employment per acre as opposed to population.

The problem with this method is that it uses existing patterns and densities of development and reflects what is required twenty years from now using today’s standards. It is likely that residential densities will increase over time, as more compact forms of development are utilized.

What it does is point out the future impacts generated from today’s development patterns and helps to visualize the urban form twenty years into the future if existing trends continue. Table 2 illustrates the projections by land use groupings.

The Use Ratio reflects how much acreage of a given land use is dedicated to each resident. It is merely an estimate and a reflection of the prevailing development patterns. As previously mentioned, the calculations for the 2023 acreage needs assume that prevailing development patterns will remain constant throughout the planning horizon, which is an unlikely scenario.

**Table 2  
2023 Land Area Projections**

<b>Land Use Category</b>	<b>Existing Acreage</b>	<b>Use Ratio</b>	<b>2023 Acreage</b>
Total Residential	1,027	1.17	7,791
Public/Institutional*	134	9.00	1,012
Commercial	389	2.67	1,027
Industrial	384	2.70	1,927
<b>Total Acreage</b>	<b>6,742</b>		<b>11,757</b>
<b>Total Developed Acreage</b>	<b>1,934</b>		-
<b>Total Undeveloped Acreage</b>	<b>4,808</b>		-

Source: Calculations by NEGRDC

\*Public/Institutional includes all Government uses and Transportation/Communication/Utilities.

\*The Use Ratio for both Commercial and Industrial uses a comparison ratio of employees per acre, as opposed to population per acre.

This table illustrates that existing development patterns are not sustainable and current development densities, in terms of per capita use rates, will devour what remains of the undeveloped landmass within the existing town limits. However, this does merely illustrate potential acreages based on existing development patterns. The fact that a large percentage of the Chateau Elan development consists of low-density housing, generally on lots at or exceeding one acre, inflates these numbers and there should not be an abundance of this type of development in the future.

As the town develops more compact neighborhoods and begins to implement mixed-use style development in the downtown, the remaining land can be used much more efficiently than what is shown.

## Future Land Use Map

The Future Land Use map is an important tool used in implementing the Comprehensive Plan. The map does not represent an exact pattern of development but identifies appropriate areas of opportunity for each land use category to accommodate the expected growth.

Throughout the planning horizon, real estate markets and the availability of infrastructure and services will determine the exact location and timing of development. The map is intended as a guideline for planning commissioners, staff, and elected officials to use in making development decisions. As local economics and demographics change over time, so too should the Future Land Use map. It requires periodic monitoring to ensure that development decisions are being made using the most accurate illustration of the desired future growth patterns.

### *Future Land Use Categories*

**Multi-Family Residential:** Characteristically urban environment typically containing attached residential development, whether rental or owner-occupied units, of one to three stories. Typical densities are 8 units per acre, or greater. The provision of public sewerage is required for any development of this nature.

**High-Density Residential:** Defined as those areas capable of accommodating the expected growth throughout the planning horizon. Designed to accommodate residential uses, both attached and detached structures, with a density of greater than 1.33 units per acre. Other uses may include, but are not limited too, community and/or neighborhood parks, or any other use that is compatible with the surrounding residential community. It is the intent to promote and encourage development to occur within this district to take full advantage of existing and planned infrastructure.

**Medium Density Residential:** Generally refers to areas lacking the infrastructure necessary to accommodate high-density growth. Designated for single-family residential housing with a density of 1.01 to 1.33 units per acre, or any other use compatible with the residential environment.

**Low-Density Residential:** Defined as areas more suitable for lower development densities based on environmental factors or infrastructure constraints. Designated for single-family residential housing with a density of 1 unit per acre.

**Mixed-Use:** Designed to correspond to the downtown revitalization study. The intent is to create a clustered, vibrant and self-sufficient downtown accommodating a variety of residential, commercial, and recreational uses.

**Commercial:** Includes all retail and commercial service activities ranging from convenience stores to shopping malls. Businesses may be stand alone or clustered into commercial nodes. Actual uses may include, but are not limited too, hotels, restaurants, entertainment facilities, repair shops, or any other use that is compatible with a commercial/retail district.

**Office/Professional:** Accommodates businesses that do not directly provide products to consumers on-site, nor manufacture, store or distribute products. Businesses may be small, single offices or function as a part of a multi-tenant office park. Occupants may include doctors, lawyers, or accountants or any other professional service provider compatible with this style of development.

**Industrial:** Includes light industrial uses. Light industrial includes, but is not limited too, warehousing and distribution, trucking, and small-scale manufacturing.

**Public/Institutional:** Includes certain state, federal or local institutional land uses, including but not limited too, colleges, schools, churches, cemeteries, and hospitals.

**Government:** Includes certain, state, federal or local government land uses, including but not limited too, city halls and government building complexes, police, fire and emergency medical services stations, libraries, prisons, post offices, and military installations.

**Parks/Recreation:** This category is for land dedicated to passive or active recreational uses. These areas may be either publicly or privately owned and include, but are not limited too, playgrounds, public parks, golf courses, and recreation centers.

**Conservation:** This is dedicated to preserving the natural features, scenic qualities, or environmental value of the designated lands. These areas may be either publicly or privately owned and include, but are not limited too, nature preserves, wildlife management areas, national forests, or river and stream corridors.

**Transportation/Communication/Utility:** This category may include, but is not limited too, such uses as power generation plants, railroad facilities, radio towers, public transit stations, telephone switching stations, airports, and port facilities.

There are development concepts that are difficult to illustrate on a map, including clustered residential development and mixed-use development. The clustered developments are encouraged because of their ability to minimize impervious surfaces and preserve greenspace. They are appropriate in all residential areas, provided there are sufficient infrastructures in place to accommodate the development.

Mixed-use development is reflected on the maps but cannot fully illustrate the definition of the category. It generally refers to the combination of 2 or more land use categories, often found in master-planned communities, reflecting compact community concepts minimizing the reliance on the automobile for transportation. It is intended to allow for a mix of commercial, office, and residential development in the downtown core increasing the viability of the downtown historic district

**Future Land Use Acreages**

Table 3 displays the total acreage figures for each land use category on the 2023 Town of Braselton Future Land Use map.

Braselton uses the following parameters:

High-Density: Gross density of greater than 1.33 dwelling units per acre.

Medium-Density: Gross density of 1.01 to 1.33 dwelling units per acre.

Low-Density: Gross density of 1 dwelling unit per acre.

Multi-Family: Includes duplexes, apartments, and public housing.

**Table 3  
2023 Future Land Use Acreage**

Land Use	Acres	% of Total
Total Residential	2,703	40.1
High Density (H/D)	2,007	29.8
Medium Density (M/D)	235	3.5
Low-Density (L/D)	459	6.8
Multi-Family (M/F)	2	0.0
Commercial	749	11.1
Office/Professional (O/P)	222	3.3
Industrial	1,628	24.2
Mixed-Use	55	0.8
Government	110	1.6
Public/Institutional (P/I)	10	0.1
Parks/Recreation (P/R)	763	11.3

Land Use	Acres	% of Total
Conservation (CO)	500	7.5
Transportation/Communication/Utilities (T/C/U)	2	0.0
<b>Totals</b>	<b>6,742</b>	<b>100.0%</b>

Source: NEGRDC

## Potential Implementation Strategies

### Capital Improvements Program

A Capital Improvements Program (CIP) is a multi-year schedule of public physical improvements, usually covering a period of four to six years. CIP projects are typically large, capital intensive projects, such as the construction of a new facility or a major repair to an existing facility. The CIP is a tool that can help the local government gain greater control of its growth rate and development patterns through predictability of the location and extent of expansion of public facilities.

The CIP should work hand-in-hand with the Comprehensive Plan and utilize the future land use map as the basis for the desired development patterns throughout the jurisdiction. The desired development patterns along with the existing facility inventory will direct the CIP planning process. Future needs are based on these two factors and the growth forecasts established in the Comprehensive Plan should be updated periodically to ensure that they reflect current development patterns.

The town is in the process of concurrently preparing a CIP to help guide infrastructure and facility expansion over the next five years. The CIP reflects the needs, goals and policies in the Comprehensive Plan and does not conflict with the Service Delivery Strategy.

### Development Impact Fees

Development Impact Fees are one-time fees charged to new development to offset the costs of providing additional public facilities. All new development creates an increased demand for roads, schools, water, sewer, recreation, and public safety services. Impact fees help ensure that new development pays for the new facilities that it requires, rather than dispersing the costs evenly among all taxpayers. They can also create a financial incentive discouraging inefficient land development patterns by promoting infill development in existing urbanized areas, and discouraging “leapfrog” development by placing higher impact fees in the periphery.

The Georgia Development Impact Fee Act (GIDA) specifies that impact fees only be charged for the following activities: Libraries, Recreation, Water Supply, Roads and Bridges, Public Safety, Wastewater Treatment, and Stormwater Management

Any local government wishing to enact Development Impact Fees must address the following requirements according to the GIDA:

1. Amend its Comprehensive Plan to include a Capital Improvements Element addressing service areas for each facility, existing and proposed levels of service, facility needs projections, five-year schedule of facility improvements, and policies reflecting exemptions from impact fees.
2. Adopt a Development Impact Fee ordinance that determines the actual fee schedule.

Impact fees cannot be used to offset costs associated with regular maintenance and operation for any public facility.

Any local impact fee program must be directly related to the Comprehensive Plan and its CIP element. All mapped impact fee service areas must also correlate with the Service Delivery Strategy to avoid duplicating services already provided. The Future Land Use map must correlate with the intent of the Development Impact Fee ordinance. If the ordinance intends to promote compact, mixed-use development then the Future Land Use map must have adequate acreage identified to accommodate that type of development.

It is important to design the impact fee system to promote development where it is wanted, and discourage it elsewhere. It is linked directly with the provision of infrastructure and those areas that are currently served should be the focus of new development to minimize the need for facility expansion.

### **Adequate Public Facilities**

Adequate public facility standards, also known as concurrency requirements, are designed to control timing and location of new development by coordinating it with the availability of adequate public facilities. Each development proposal is evaluated according to its potential impact on existing facilities and whether or not they will decrease the level of service provided.

The adequate public facilities ordinance is directly related to the CIP. Without the initial direction of future expansion it is impossible to enforce an adequate public facilities ordinance as any motion to deny development permits can be challenged since there is no plan in place for future facility expansion. This generally means that any new development could not maintain an adequate level of service and that the jurisdiction is simply using the adequate public facilities ordinance to block all development.

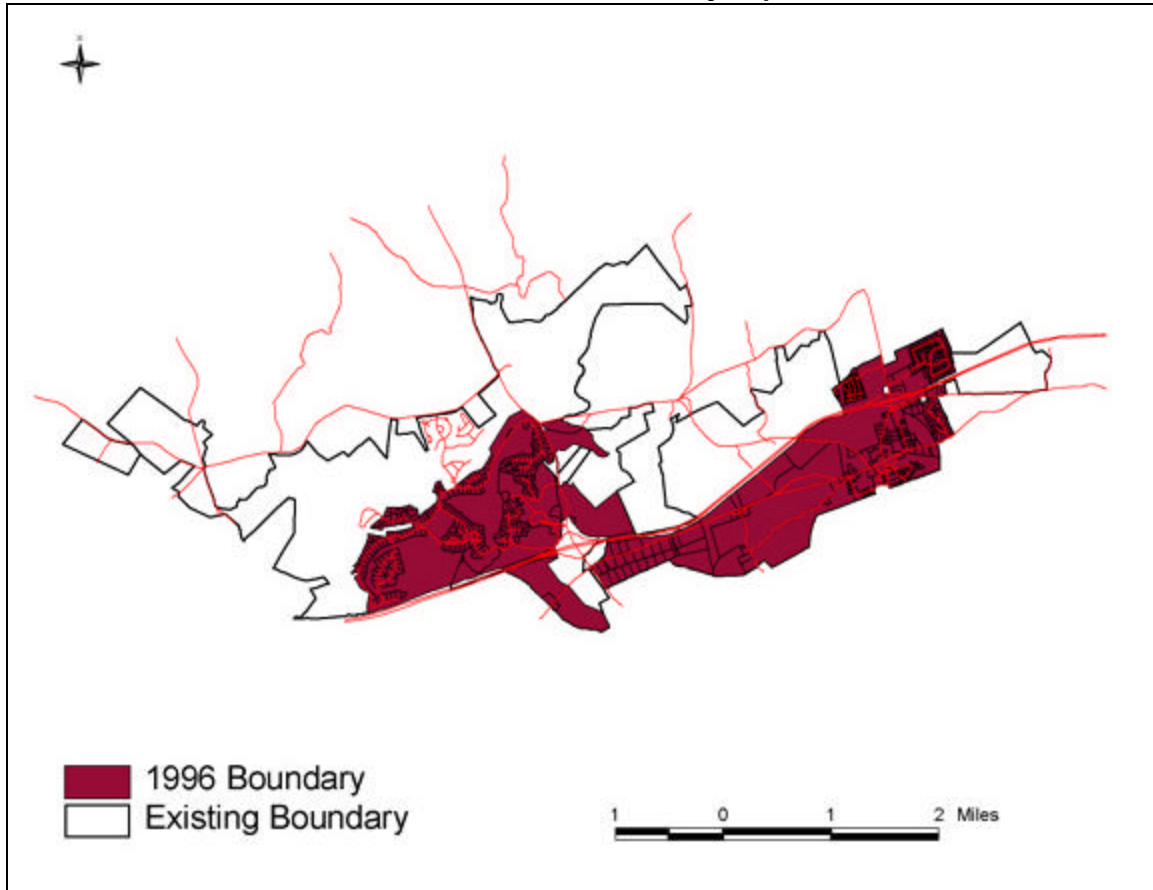
Currently adequate public facilities ordinances are not specifically authorized in Georgia Law. The successes of such programs, particularly in Maryland, and the push to enact legislation recognizing adequate public facilities as a growth management tool may facilitate their implementation in the future.

### **Urban Growth Boundary**

The Town of Braselton, like many municipalities in this region, has experienced tremendous growth between the 1990 and 2000 census years. However, Braselton has grown at alarming rates in both population (183% increase in residents) as well as its physical boundaries (118% increase in acreage). Figure 2 illustrates the change that has taken place between 1996 and 2003.



**Figure 2**  
**1996-2003 Braselton Boundary Expansion**



Source: NEGRDC

The expansion is the result of aggressive annexation that occurred during the latter part of the 1990's and reflects an unplanned growth pattern. The linear expansion along Interstate 85 and Georgia Highway 211 has polarized the community and reduced the focus on the historic downtown district. The physical distance that now exists between opposite points within the town limits has dampened community identity and created two distinct regions within the town.

The illustrated growth pattern requires costly expansion of infrastructure and community services that the town continually struggles to provide. Between 1996 and 2002 there was an 82% and 75% increase in average daily usage of the wastewater and water systems respectively, and a 37% increase in non-interstate vehicle trips (actually measured using 1997 and 2001 traffic counts). The costs associated with extending service in sprawling development patterns, such as those Braselton has experienced, far exceeds those associated with development focused on maximizing the efficient use of existing infrastructure. The town has created extensive water and sewer networks throughout the town and intends to direct growth within those networks to maximize on existing capacities before planning any future expansions.

In identifying the need to increase the efficiency of future development patterns the town has identified the opportunity to create an urban growth boundary to delineate an ultimate urban form maximizing existing infrastructure and efficiently planning future growth. The town is concerned with the growth patterns that have occurred in the past and seek to formulate a set of goals and policies that, when implemented, can direct the town towards a more sustainable future.

The creation of a growth boundary affects not only Braselton, but is also a regional issue. Through intergovernmental relationships and cooperation the boundary can become a useful tool that helps promote efficient and sustainable growth patterns region-wide as opposed to simply offloading Braselton's problems on other jurisdictions.

The intent of the boundary is to redirect growth east of Georgia Highway 211 to create a greater balance within the community. This provides an increased focus on the existing downtown, creates greater jurisdictional clarity in terms of town limit lines, and maximizes the usage of the existing infrastructure within the water service area.

Braselton has already created a set of goals to guide the creation of the urban growth boundary. The town is in the process of refining the extent of the boundary and working with the surrounding counties to incorporate a cooperative working relationship, ensuring the full effectiveness of the boundary. The identified goals are as follows:

1. Delineate the extent of future urban expansion and create jurisdictional clarity in terms of city boundary limitations.
2. Promote fiscally and environmentally sustainable development in locations where the town can most efficiently provide urban services and maximize on existing infrastructure.
3. Reestablish downtown as the central business district and allow for mixed-use activity to take place.
4. Develop additional park and recreation areas concurrently with new residential development.
5. Provide greater long-term certainty regarding future land uses outside the existing city limits.
6. Increase the ability to preserve the environmental integrity of major waterways intersecting the existing town boundary.
7. Increase the commercial viability of the town through revenue generating commercial activity along major transportation corridors.

The incorporation of the urban growth boundary into the comprehensive plan upon completion ensures that boundary conforms to all elements of the plan and creates a unified direction on the future growth of Braselton.

### **Barriers to Growth Management**

The preceding tools mentioned have all been discussed as methods to help manage the expected growth. Each of them has many positive qualities associated with them and they are all interrelated and work cooperatively with the Comprehensive Plan. However, they are time consuming processes that local governments may not have the staff or resources to undertake. They also require regional cooperation amongst local governments and service providers to agree on a plan for efficient development patterns. The successful implementation of these tools requires a full effort from all parties and cannot be accomplished as a half-hearted initiative.

Another obstacle to implementing growth management is public perception. The public generally views regulations as "downzoning" their land and reducing its value. The public is also generally opposed to higher densities of development, which is necessary in any growth management plan as a tradeoff to preserving greater amounts of open space.

The only way to enact positive change in development patterns is through continued cooperation within, and among, local governments on a regional scale and to ensure that the public is fully aware of the planning efforts and their intended benefits.

### **Needs Goals, and Policies**

Goal: Promote the orderly development of land to accommodate the anticipated growth through the protection of environmental characteristics and the coordination of available public facilities.

Need: Coordinate new development with the presence of adequate public facilities.

Policy: Utilize the Capital Improvements Program to guide public expenditure on facility expansion.

Policy: Expend public resources on expansion and construction of facilities and services in areas designated for growth on the Future Land Use Map.

Policy: Base development approval process on the ability of the existing or planned public facilities to accommodate increased use.

Need: Coordinate all new development with the Comprehensive Plan and ensure that land use and future land use information reflect current development patterns.

Policy: Ensure that sufficient acreage has been designated on the Future Land Use map to accommodate projected growth.

Policy: Promote the use of innovative development techniques in the land development ordinances, such as conservation subdivisions and mixed-use development, to increase the efficiency of development.

Policy: Ensure that development creates minimal impacts in environmentally sensitive areas.

Policy: Maintain a cooperative relationship within, and among local governments to ensure the orderly development of the entire region.

Policy: Protect the quality and integrity of existing neighborhoods through the maintenance of vegetative buffers adjacent to incompatible uses.

Policy: Locate all industrial development in existing industrial parks and concentrate commercial development within downtowns and clusters along identified corridors.

Need: Create and implement an urban growth boundary to guide future annexation decisions.

Need: Develop overlay master plans for downtown historic district and GA Highway 211 corridor.

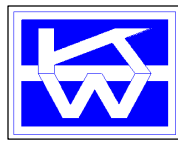
Need: Update Future Land Use map every two years to ensure it adequately reflects prevailing development patterns.

Need: Employ Geographic Information System technology to better manage land use changes.

Need: Expand and upgrade the use of technology, such as GIS, to better allow the town to monitor impacts associated with growth.

# BRASELTON GEORGIA

## Capital Improvements Element FY 2004-2008



**KECK & WOOD, INC.**  
Duluth, Georgia

## Table of Contents

<b>Element Section</b>	<b>Page</b>
Capital Improvements Element Goals and Objectives	3
Capital Improvements Planning Group	3
Financial Planning Standards	4
Assumptions Used	4
Policy for Making Changes in the Capital Improvements Element	5
Town Departments	5
Funding Sources	6
Project Categories	7
Background Information and Supporting Data	8
General Information	8
Economy	9
Population	11
Water Supply and Distribution	15
Wastewater Collection and Treatment	18
Water and Sewer Rates	20
Municipal and Police Services	23
Greenspace/Recreation	23
Downtown Beautification/Revitalization	24
Library Services	24
Millage Rate	25
Capital Cost by Comparison	25
Debt Service Coverage Ratio	26
Project Details	See Table 17-18
Sources of other Costs Estimates	Appendix A
Detailed Costs of Water/Sewer Improvement	Appendix B
Detailed Costs of Library Improvements	Appendix C

## **Tables**

Table 1	Current Mayor and Council Town of Braselton, Georgia	9
Table 2	Largest Private Employers, Braselton and Surrounding Area	10
Table 3	Population Statistics, Jackson Co. and Braselton, 1970 - 2000	11
Table 4	Population Statistics, Braselton and Surrounding Counties, 1990-2000	12
Table 5	Household Statistics	12
Table 6	Persons Per Household Statistics	13
Table 7	Population Projections	14
Table 8	Persons Per Household Projections	14
Table 9	Water/Sewer Service Area Population Projections	16
Table 10	Water Demand Projections	17
Table 11	Sewer Demand Projections	19
Table 12	Existing Water/Sewer Rates	21
Table 13	Water Rate Comparisons for 10,500 Gallons of Water Usage	22
Table 14	Sewer Rate Comparisons for 10,500 Gallons of Water Usage	22
Table 15	Debt Service Coverage Ratio	26
Table 16	Preliminary Capital Projects List	27
Table 17	Capital Improvements by Category	
Table 18	Detailed Project List and Costs	

**Chapter 2:** Methodology Report for Public Safety Impact Fee

**Chapter 3:** Methodology Report for Library Impact Fee

## **Maps**

Map 1 - Water/Sewer Service Area/Town Limits

Map 2 - NEGARDC Future Land Use Map – Year 2023

**Capital Improvements Element  
2004-2008  
Town of Braselton, Georgia**

**Capital Improvements Program Goals and Objectives**

The goal of the Town of Braselton Capital Improvements Program is to forecast future public improvement and facility needs in the Town for the next five years, to provide data concerning costs, timing, funding sources, budget impacts, and to organize the information in a written Capital Improvements Element (CIE).

Capital Improvement Program Objectives include the following:

1. Coordinating Capital Improvements carefully with the Town of Braselton Comprehensive Plan.
2. Integrating the CIE budget into the Operating Budget of the Town, to provide for a comprehensive financial Element for accomplishing the goals of the Town.
3. Organizing and executing the CIE budgetary process in a manner that will provide for detailed input from all appropriate sources, and will provide the Mayor and Council with the information necessary to respond to the needs of the community.
4. Ensuring that all actions and decisions made in the CIE budgeting process will contribute to an excellent bond rating.
5. Leveraging the Town's resources against available federal, state, and county funds so as to provide the highest level of services and facilities within the limits of financial resources.
6. Providing an effective and efficient mechanism for annual CIE reviews and revisions.
7. Forecasting the Utility System needs and other needs of the Town on a 20-year Planning horizon.
8. Provide a sound, equitable and legal basis for the establishment of Impact Fees if desired by the Town of Braselton.

**Capital Improvements Planning Group**

The Capital Improvements Element will be reviewed and revised annually by key Town personnel, and will be presented to the Mayor and Town Council for final review and adoption prior to finalization of the annual budget. The permanent Capital Improvements Planning Group will consist of persons filling the following positions:

Town Manager – Chairman	Water Superintendent
Librarian	Wastewater Superintendent
Police Chief	Planning Director
Assistant Police Chief	

Additional group members may be designated by the Town Manager or Mayor at their discretion, in recognition of anticipated specific future projects.

## **Financial Planning Standards**

Experience has provided a variety of empirical standards that are used by the Town as guidelines in evaluating proposed expenditures, establishing timetables, and comparing funding alternatives. Financial Standards have been established the Town and the following are guidelines only:

1. Debt Service Ratio – The total annual long-term debt service payments of the Town for any year (principal and interest) should not exceed 25 percent of the total annual budget for that year.
2. Capital Improvements Ratio - The total annual Capital Improvement Budget for projects to be funded by current year town funds should not exceed 20 percent of the current year revenues.
3. G.O. Debt Ratio - General Obligation debt should not exceed 5.0 percent of the total tax digest of the Town.
4. Per Capita Debt - The amount of bonded debt per capita (principal amount) should not exceed \$2,000.00. Per capita may necessarily include expected growth based on reliable data.

## **Assumptions Used**

Revenue and expense projections are made under the following assumptions:

1. General Fund
  - a) The assessed valuation of taxable property in the Town of Braselton is projected to increase at approximately the same rate as the population.
  - b) The assessed valuation of personal property subject to ad valorem taxes is projected to increase at the rate of population increase.
  - c) Franchise Tax revenues for telephone, cable, and electrical providers are projected to increase at a rate of population increase.
  - d) Recorders Court revenues will increase at the rate of growth of the Police Department.
  - e) Operating Expenditures will increase at the rate of inflation and rate of growth of the population.
  - f) Annual contingency funds in accordance with the Town's Financial Policies will be established.
  - g) Vehicles and Equipment expenditures can be financed over a period of four years at an interest rate of 5%.
  - h) Capital Leases are treated equivalent to long-term debt.
2. Enterprise Fund (Utility System):
  - a) Residential utility customers average 2.63 persons per household.
  - b) Average water use per residential household per household will remain constant.
  - c) The Town will impose annual utility system rate increases as needed.



- d) Industrial water use will grow at the same rate as residential usage.
- e) Revenue Bonds can be issued with 20-year term at 5.0 percent interest or less.
- f) Projected Utility System Revenues for each year must equal at least 130 % of the required debt service requirements for that year.

All other revenues will increase at an average annual rate of 2.0 percent.

### **Policy for Making Changes in the Capital Improvements Element**

The Mayor and Town Council, based upon consideration of recommendations made by the Capital Improvements Planning Group, will make major modifications to the CIE. Major modifications are defined as any single change involving the addition of more than \$10,000 to previously approved expenditures, or an annual cumulative total increased amount exceeding \$50,000, unless otherwise provided for in the Town's Financial Policies. All recommended changes will identify a proposed funding source and/or identification of project or schedule changes necessary to accommodate the change.

The Town Manager is authorized to make minor modifications to the CIE as she may find appropriate during the fiscal year. Minor modifications are changes include any downward adjustment to estimated project costs, any deferral of project funding or completion schedule to a later date, and individual project budget increases of less than or equal to \$10,000, unless otherwise provided for in the Town's Financial Policies. All minor modifications to the CIE shall be reported to the Mayor and Council during their next regularly scheduled Council Meeting.

### **Town Departments**

Town operations are subdivided into functional departments, as follows:

1. Administration: Includes Town Manager-Clerk, Finance and Booking, Utility Billing and the like.
2. Police Department
3. Municipal Court System
4. Planning & Development: including planning and zoning, code enforcement, permitting and building inspection.
5. Library Services
6. Water Department: Includes water supply, water storage, distribution and meter reading.
7. Sewer Department: Includes wastewater collection, treatment and disposal.
8. Economic Development

## **Funding Sources**

Funding for Town facilities and services is drawn from a variety of sources, each identified as follows:

1. **General Obligation Bonds:** General obligation refers to long-term debt used to finance capital improvements, supported by the full faith and credit of the community. General obligation debt requires the prior approval of the voters for a specific undertaking.
2. **Revenue Bonds:** Revenue Bond funds are derived from long-term borrowing supported by net operating revenues of the utility systems.
3. **State Revolving Loan Fund:** Low interest loans available for use in making Capital Improvements to the water and sewer systems.
4. **Georgia Environmental Facility Authority (GEFA) Loan:** Twenty-year, low interest loans, available with a minimum of administrative effort and bond issuance costs, for use in developing water and wastewater facilities.
5. **Capital Leases:** Long-term financing for vehicles and equipment.
6. **Federal Grants:** EPA, Community Development Block Grant (CDBG), Intermodal Service Transportation Efficiency Act (ISTEA), Farmers Home, etc.
7. **State Grants:** EPD, One Georgia Grants, Governor's Emergency Grants, Local Assistance for Road Paving (LARP), DOT local contracts, etc.
8. **Other loans** to include Farmers Home and the like.
9. **Special Purpose Local Option Sales Tax (SPLOST) Funds:** Counties can impose a sales tax to support specific Capital Improvements if approved by the County voters in an election referendum. The SPLOST funds are disbursed by the County, with a population based pro-rata portion of the total disbursed for Town projects.
10. **Impact Fees:** Charges imposed on development benefited by a capital improvement project.
11. **Net Revenues:** Funds drawn from current-year net revenues (current year revenues less current year expenses) or prior years' reserves. Current year revenues are derived from the following sources:

**Property Taxes:** The Town of Braselton historically has not utilized property taxes, but could do so based upon the adoption of a millage rate ordinance by the Mayor and Council.

**Sales Tax Revenues:** The Town of Braselton collects a 1.0% Sales Tax for use as General Fund Revenue.

**Hotel/Motel Lodging Tax:** The Town collects a 5% Hotel/Motel Tax used to promote tourism, conventions and trade shows.

**Franchise Fees:** Power, Telephone, Cable System, and Gas System operators serving customers within the Town Limits pay Franchise Fees.

**Alcoholic Beverage Taxes**

**Financial Institution Gross Receipts Tax**

**Charges for Services:** Tap Fees, Utility fees, Permit fees, etc.

**Occupational Taxes:** Business Licenses

**Insurance Premium Taxes:**

## Licenses and Permits: Building Permits, Inspection Fees

### Fines and Forfeitures:

Private Funds: Funds provided by private individuals or developers, in support of a particular improvement or activity. Private Funds may include assessment amounts imposed as well as funds paid prior to the start of a project, and funds in escrow.

### Interest Earned:

Other Revenues: May include Real Estate Transfer Taxes, Intangible Taxes, collections in lieu of tax, Cemetery Fees, Golf Course Revenues in excess of operating expenses, and other similar revenue sources.

Due From Other Governments: Capital improvement assistance provided by adjacent governments in connection with shared projects.

## Project Categories

Capital Improvement projects are grouped by categories as follows:

1. Local Streets: Includes street improvements, widening, curb and gutter additions, street extensions, intersection improvements and similar items. Also included is the state-funded LARP program for re-paving local streets.
2. Highways and Thoroughfares: Includes Town-funded improvements to major thoroughfares, including numbered highways within the corporate limits.
3. Public Buildings: Includes improvements made to, or new facilities for, Town Hall, Police, Civic Buildings and Maintenance facilities. Category does not include buildings used primarily by the Public Utility systems.
4. Public Equipment: Includes acquisition of all public equipment items, including vehicles and equipment utilized primarily by the Public Utility systems.
5. Parks and Recreation: Includes land acquisition and improvements for use as public parks and recreation facilities.
6. Storm Drainage: Includes expenditures made to correct storm drainage problems, including replacement of deteriorated or substandard storm drain elements.
7. Street Lighting: Includes street lighting improvements as well as expenditures required to relocate street lighting in connection with road widening and intersection improvement projects.
8. Sidewalk Construction and Maintenance: Includes new construction of sidewalks and bicycle paths in areas without such facilities. Does not include replacement of sidewalk segments damaged by weather, tree roots, or deterioration due to age.
9. Traffic Signals: Includes installation of new traffic signals at un-signalized intersections, and replacement and upgrade of existing signals. Does not include signal maintenance and repair.
10. Water Supply and Distribution: Includes new facilities or expansion and upgrade of existing facilities for raw water supply, water treatment, water storage, and water distribution. Also includes acquisition of new vehicles and equipment used primarily in the operation and maintenance of the water systems.

11. Wastewater Collection, Treatment and Disposal: Includes new facilities and upgrade or extension of facilities for the collection, treatment, and disposal of wastewater. Also includes acquisition of new vehicles and equipment used primarily in the operation and maintenance of the sewer systems.
12. Greenspace/Recreation: Includes open areas, areas designated for conservation, passive recreation areas for walking trails as well as traditional recreation activities.
13. Debt Service on Enterprise Fund activities.
14. Downtown Beautification/Revitalization(Streetscape): Comprehensive revitalization program typically found in the downtown area to include but not limited to improvement or construction of sidewalks, lighting, furnishings, open space areas, park and/recreational areas and the like.

### **Background Information and Supporting Data**

Projections of future needs and of capital financing ability are based on the historical growth of the community. In general, growth patterns, trends, and projections used in the CIE are drawn from the formal *Comprehensive Element for Jackson County and the Cities of Arcade, Braselton, Commerce, Hoschton, Jefferson, Nicholson, Pendergrass, and Talmo* prepared with technical assistance from the Northeast Georgia Regional Development Center (NEGRDC), dated May 1998 (hereinafter the Comprehensive Plan). This Plan is currently being updated. Selected data from the Comprehensive Plan, and 2004 update is presented and expanded upon. Additional information was secured from the *U. S. Bureau of the Census* and the *Georgia Department of Labor*. Further information was provided by the Town, including financial information and the *Town of Braselton Audit* as performed by Erwin, Knight, & Cook, L.L.C. as well as a recently completed *Engineering Report on the Expansion and Improvements to the Water & Water Reclamation Facilities* as prepared by Engineering Management, Inc, also referred to as the Town's Engineering Report. Information on library services was obtained from the document *A Building Program for a New Braselton-West Jackson Library*, prepared by Charles J. Schmidt, and Joan Anderson. Other information was obtained from a *Master Plan* document under development by Franzman/Davis & Associates, a division of Jordan, Jones and Goulding, Inc. and the *Preliminary Official Statement* for the Town's 2003 Bond Issue, as prepared by Sterne, Agee & Leach, Inc.

#### **1. General Town of Braselton Information:**

The Town of Braselton was incorporated in 1916, and was named for the Braselton Brothers who operated stores in the area beginning in 1884. It is approximately 45 miles northeast of Atlanta via the major transportation corridor of Interstate Highway 85. Braselton has excellent access for both truck and vehicular traffic via Georgia Highways 211, 53, 60, 124, 347 and Interstate Highway 85. Braselton is served by the Jackson County Airport (between Braselton and Commerce) and is approximately 1.5 hours from Hartsfield International Airport in Atlanta. The nearest railroads are in Jefferson, 10 miles to the east, and Winder, 10 miles to the south.

Elevations in Braselton are in the 900 foot range above sea level. Braselton is located in the upper fringes of the Piedmont Plateau with land generally characterized by gentle slopes and valleys

although some areas near streams may be steep. Braselton is located in the Mulberry River drainage basin.

Braselton has a Council-Manager form of government. The Mayor and four Council members, shown in Table 1, are elected to serve 4-year terms. The Town Manager is Jennifer H. Scott. As of this writing, the Town has 26 full time employees and 2 part-time employees. The town's functional organizational chart of key town positions is shown on the next page:

<b>TABLE 1</b>	
<b>Current Mayor and Council Town of Braselton, Georgia</b>	
<b><u>Name</u></b>	<b><u>Office</u></b>
Ms. Pat Graham	Mayor
Mr. Ralph Richardson	Council
Ms. Elise Cotter	Council
Mr. Dudley Ray	Council
Mr. Bruce Yates	Council

Source: Town of Braselton

## **Economy**

The economy of the Town and adjacent area is well balanced between residential and industrial/commercial growth. Residential growth has flourished due to the area serving as a bedroom community for the metro Atlanta area. With numerous state highways and I-85 providing easy access to the area, their residential growth and commercial growth is expected to continue at an even greater rate. The annexation of the Chateau Elan area provided Braselton with a substantial commercial base along with quality residential growth. It is expected that Chateau Elan will construct approximately 100 single-family homes annually for the next 15 years.

Associated with their residential growth is stable and diversified industrial/commercial activity within Braselton and its service area. The NEGARDC update for 2003 shows some 2,071 jobs in Braselton, of which only 53 were filled by town residents. The largest private employers are identified in Table 2. In addition to the Haverty's warehouse shown on Table 2, there are two additional mega-warehousing complexes either planned or underway which will add over 8.5 million feet of warehouse space. Also, a new shopping center on Hwy 211, north of I-85 opened recently with Publix Grocery store as the anchor. Another similar shopping center, with Kroger as an anchor, is scheduled to open in mid July. The Georgia Distribution Center, a 265 acre industrial park on Hwy 53, just Northwest of the Town Hall is also under construction with an potential build-out of approximately 3 million square feet.

**TABLE 2**  
**Town of Braselton**  
**Five Largest Private Employers**

Name	Product	Employment
Chateau Elan	Resort/upscale development	630
Haverty's	Furniture Warehouse	400
Braselton Poultry	Poultry Processing	238
Mayfield Dairies	Dairy Products	195
Year One	Classic Car Parts Dist.	160

Source: Town of Braselton,  
 Engineering Management, Inc.  
 Jackson Co. Chamber

The challenge for Town in the future is to be able to handle the rapid development without losing its small town character and historical integrity. A Master Plan developed by Jordan, Jones and Goulding presents mixed use development, a major in-town green with park facilities and an amphitheater, historic preservation, and interconnecting greenways. Map 2 at the end of this report shows the anticipated land use in the year 2022, and Appendix H shows some of the downtown improvements as envisioned in the Jordan, Jones and Goulding plan.

## 2. Population Data

The population of both Braselton and surrounding counties has increased significantly over the past 30 years. Braselton is unique, however, because in the 1970's, the number of households actually decreased by 21.3 percent, accompanied by a 20 percent decrease in population. The Town rebounded in the 1980's during which time the population increased by over 35 percent with housing units increasing by over 77 percent. Between 1990 and 2000, the Town's population increased by 188.52 percent

The 2000 Braselton population count includes annexation of land, which increased the incorporated area from 3.8 square miles in 1990 to 7.2 square miles in 2000. The number of persons per square mile also increased from 110 in 1990 to 167 in 2000. During the same period, the countywide population density increased from 87 persons per square mile in 1990, to 121 persons per square mile in 2000. The current area of the Town is approximately 10.7 square miles.

Because the Town of Braselton also has significant populations in the counties of Barrow, and Gwinnett, as well as some population in Hall County, it is important to look at population trends in these counties as well, since they among the fastest growing counties (top 200) in the United States. Population statistics are shown in tables 3 thru 7:

<b>Table 3 Population Statistics Braselton and Jackson County</b>				
<u>Census</u>	<u>Braselton</u>		<u>Jackson County</u>	
<u>Year</u>	<u>Town</u>	<u>% Change</u>	<u>County</u>	<u>% Change</u>
1970	386	-20.2	21,093	+20.1
1980	308	+35.71	25,343	+18.4
1990	418	+188.52	30,005	+38.6
2000	1206		41,589	

Source: U. S. Census

<b>TABLE 4</b>		<b>Census Population</b>		<b>Change, 1990 to 2000</b>	
<b>Jurisdiction Name</b>	<b>State</b>	<b>April 1, 1990</b>	<b>April 1, 2000</b>	<b>Number</b>	<b>Percent</b>
Barrow County	GA	29,721	46,144	16,423	55.3
Gwinnett County	GA	352,910	588,448	235,538	66.7
Hall County	GA	95,428	139,277	43,849	45.9
Jackson County	GA	30,005	41,589	11,584	38.6
<b>Town of Braselton</b>	<b>GA</b>	<b>418</b>	<b>1206</b>		<b>188.52</b>
Source U.S. Census					

**TABLE 5**  
**Household Statistics**  
**Braselton and Surrounding Counties**

<b>Jurisdiction</b>	<b>1990</b>	<b>2000</b>	<b>Change</b>	
	<b><u>Households</u></b>	<b><u>Households</u></b>	<b><u>Number</u></b>	<b><u>Percent</u></b>
Barrow Co.	10,676	16,354	5,678	+ 53.2
Gwinnett Co.	126,971	202,317	75,346	+ 59.3
Hall County	34,721	47,381	12,660	+ 36.5
Jackson Co.	10,721	15,057	4,336	+ 40.4
<b>Braselton</b>	163	459	296	+181.6

Source: U.S. Census 1990 100 percent data, 2000 100 percent data



**TABLE 6**  
**Persons Per Household**  
**Braselton and Surrounding Counties**

<u>Census Jurisdiction</u>	<u>1990 Persons/household</u>	<u>2000 Persons/household</u>	<u>% Change</u>
Barrow County	2.78	2.82	1.44
Gwinnett County	2.78	2.91	4.68
Hall County	2.75	2.94	6.91
Jackson County	2.80	2.76	(1.43)
Braselton	2.56	2.63	2.73

Source: U.S. Census

The 1998 Comprehensive Plan contains population projections for the years 1995 through 2015. However, the 2000 population of Braselton already exceeds the projected 2015 population shown in the 1998 Comprehensive Plan. Attempting to predict demographic changes with accuracy is often difficult. Utilizing previous and current demographic trends with population statistics compiled by the U. S. Bureau of the Census is helpful, however, much of the Town's future growth could be due to annexation, and will in great measure be a result of the Town's policies on growth. Preliminary indications from the update of the Town's Comprehensive Plan is that the Town may establish certain boundaries within in which anticipated annexations might occur. It is safe to conclude, however, with its access to transportation corridors, excess sewer capacity, proximity to fast growth counties and its progressive government, Braselton could continue to experience unprecedented growth. Projections made in the plan are presented as follows:

**Table 7**  
**Braselton Population Projection Alternatives**

<b>Year</b>	<b>Historical</b>	<b>Series A</b>	<b>Series B</b>	<b>Series C</b>	<b>Series D</b>
1970	386	386	386	386	386
1980	308	308	308	308	308
1990	418	418	418	418	418
2000	1206	1206	1206	1206	1206
2010		1260	2100	2950	5161
2020		1820	4160	5770	9116

**Table 8**  
**Braselton "Series D" Population (5 Yr. Increments)**

<b><u>Year</u></b>	<b><u>Population</u></b>	<b><u>Persons Per Household</u></b>
2000	1206	2.63
2005	3184	2.50
2010	5161	2.45
2015	7139	2.40
2020	9116	2.35
*2023	10303	2.34

\*2023 update provided by NEGARDC 8/19/03

- Series A            Exponential curve based on population 1970 - 2000
- Series B:         Exponential curve based on population 1980 - 2000
- Series C:         Exponential curve based on population 1970 - 2020  
 assuming build out of developments
- Series D:         Linear extrapolation to build-out by 2020

For the purposes of this study, Series D is considered as the most likely to represent the future population of the Town of Braselton. Projections in a recent water/sewer study performed by Engineering Management for the Town show projected water/sewer service area populations. These projections are consistent with Series D, and will be used in this study. These service area projections are shown in Table 9.

### **3. Water Supply and Distribution System**

The Town of Braselton currently provides water service to over 1600 customers located within a utility service area of approximately 23.8 square miles. Water is provided to these customers through a distribution system that consists of approximately 40 miles of water lines ranging from 2 to 12 inches in diameter. Water storage is provided by 4 tanks, which provide a total of 1,465,000 gallons of storage.

The Town's water supply comes from a well system capable of producing 275,000 gallons per day. In addition, the Town purchases water on a wholesale basis from several sources. An agreement with Gwinnett County provides for purchases up to 1.25 MGD. An agreement with Jackson County to purchase water from the Bear Creek reservoir in amounts up to 1 million gallons per day is also in place and expected to be used in the spring of 2004. In addition, an agreement with Barrow County to purchase up to 700,000 gallons per day was signed, for total resources of 3,225,000 gallons per day

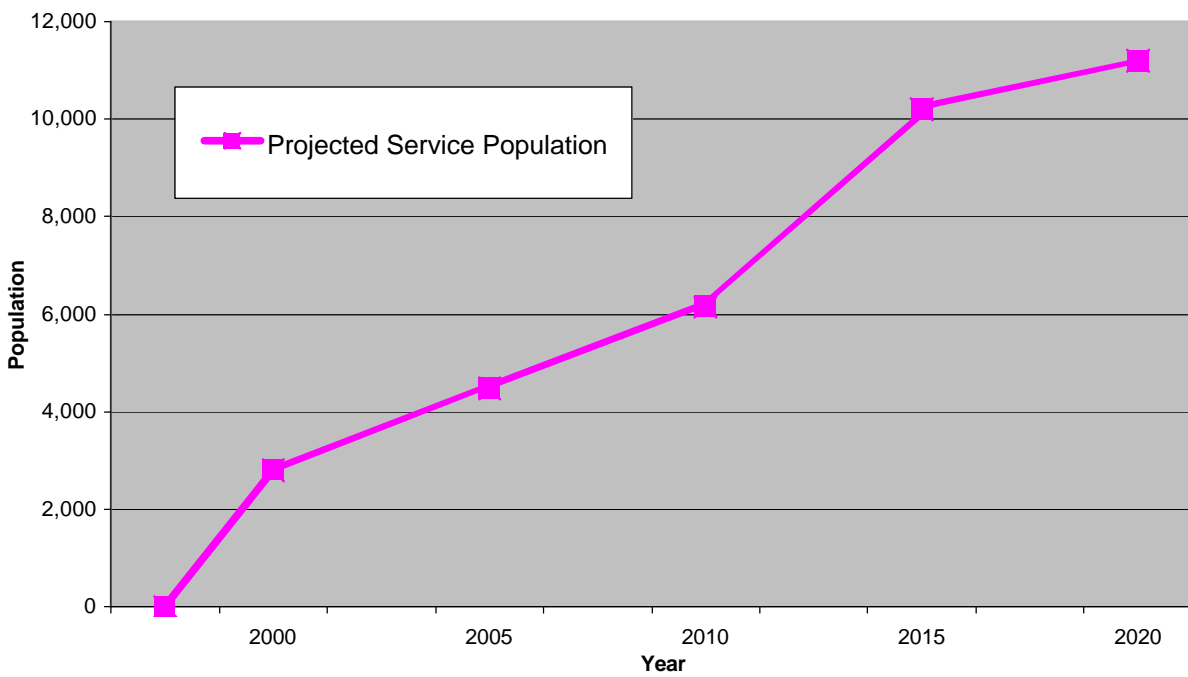
Table 9 shows the projected service area population for water and sewer. While the amount of water soon to be available is greatly in excess of the current demand, it should be noted that estimates show 500 residential lots in Town's service area will require service during the next 24 months. Given the growth that the Town faces during the next 15-20 years, the Town is exhibiting considerable foresight in entering into these contracts for additional water now. Table 10 shows the available supply vs. the anticipated demand. Based on these figures, the current supply should last until 2011; however, distribution system improvements need to be made to assure deliveries of water at adequate volumes and pressures. These improvements, known as Phase IV of the Town's Water Improvement Plan consisted of construction of approximately 63,000 linear feet of 8", 10" and 12" water mains with hydrants, valves, etc. This was completed in 2003 at a cost of approximately \$750,000. In addition, a modern maintenance facility was constructed. Some 1.8 million dollars, (excluding support costs) in additional distribution improvements known as "Thompson Mill Area Water System Improvements", have been identified by Engineering Management, Inc. and are included in this Capital Improvement Element.

**Table 9**  
**Town of Braselton Projected Service Area Population for Water and Sewer Service**

<u>Year</u>	<u>Projected Service Population</u>
2000	2,800
2005	4,475
2010	6,150
2015	10,200
2020	11,200

Source: Engineering Management, Inc.

**Projected Water/Sewer Service Area Population**



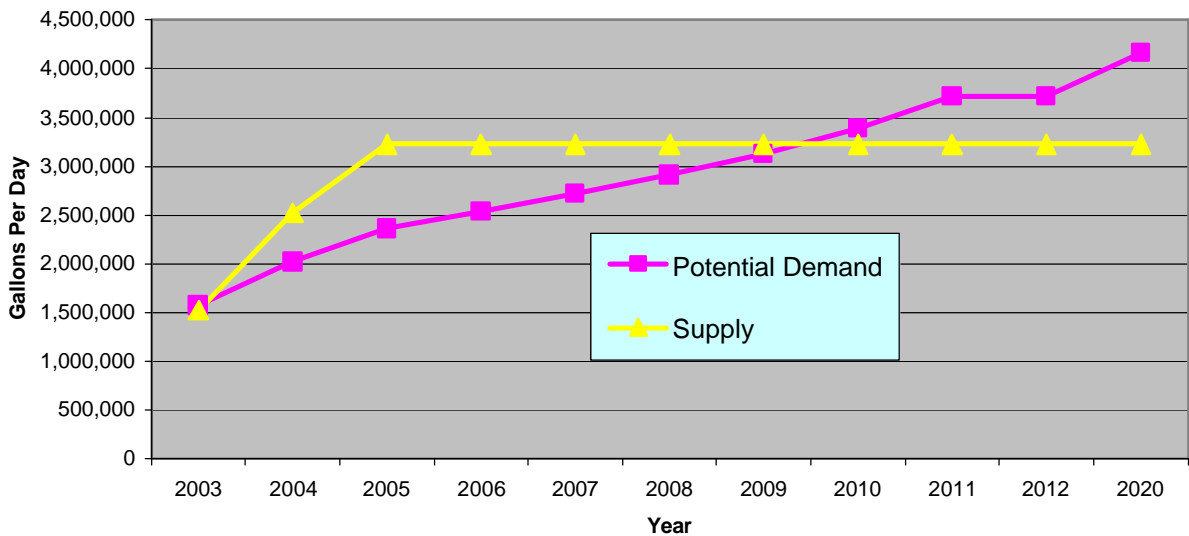
**Table 10**

**Water Supply vs. Potential Demand (GPD)**

<b>Year</b>	<b>Potential Demand</b>	<b>Supply Available</b>
<b>2003</b>	1,570,697	1,525,000
<b>2004</b>	2,018,156	2,525,000
<b>2005</b>	2,358,698	3,225,000
<b>2006</b>	2,534,764	3,225,000
<b>2007</b>	2,718,647	3,225,000
<b>2008</b>	2,910,392	3,225,000
<b>2009</b>	3,127,410	3,225,000
<b>2010</b>	3,392,173	3,225,000
<b>2011</b>	3,715,184	3,225,000
<b>2012</b>	3,715,184	3,225,000
<b>2020</b>	4,160,737	3,225,000

Source of Demand Estimates: Engineering Management, Inc.

**Water Supply vs. Potential Demand**



#### **4. Wastewater Collection, Treatment and Disposal Systems**

The Town of Braselton provides wastewater collection and treatment to residential, commercial and industrial customers. There are currently approximately 500 connections to the system. The collection consists of approximately 10 miles of 8", 10", and 12" gravity sewer and 9 pump stations with force mains. The Town currently has one treatment facility near the Mulberry River off Josh Pirkle Road. The present permitted capacity of the facility is .54 MGD. The treatment system consists of a 3 cell aerated pond, a storage pond, a filter system and a slow rate land application system utilizing drip and spray irrigation. The system produces reuse quality effluent.

The Town has been asked to provide sewer service to additional stages of the Chateau Elan residential development off Thompson Mill road, and well as to additional projects. The Town's Engineering Report identifies a need of over 1 million gallons per day in wastewater capacity with future demand approaching 3.7 MGD within 25 years.

Due to the high cost and difficulty of obtaining additional land for traditional spray irrigation, the town has opted to upgrade the treatment capacity to "reuse" quality. This will give the Town more options for wastewater disposal including use in recreational areas such as the Chateau Elan golf course, landscaping, and discharges into surface waters. The Town has received tentative approval for a 2 MGD discharge on Walnut Creek and has entered into a design/build contract for a 1.27 MGD facility, which can be quickly upgraded to 2.54 MGD as demand increases. Also, since the Town has a completed watershed assessment, the discharge permit can be increased by an additional 730,000 gallons per day. The planned plant and system improvements as identified in the Town's Engineering Report are estimated to cost \$8,328,000 (excluding support costs) and are included in this Capital Improvement Element.

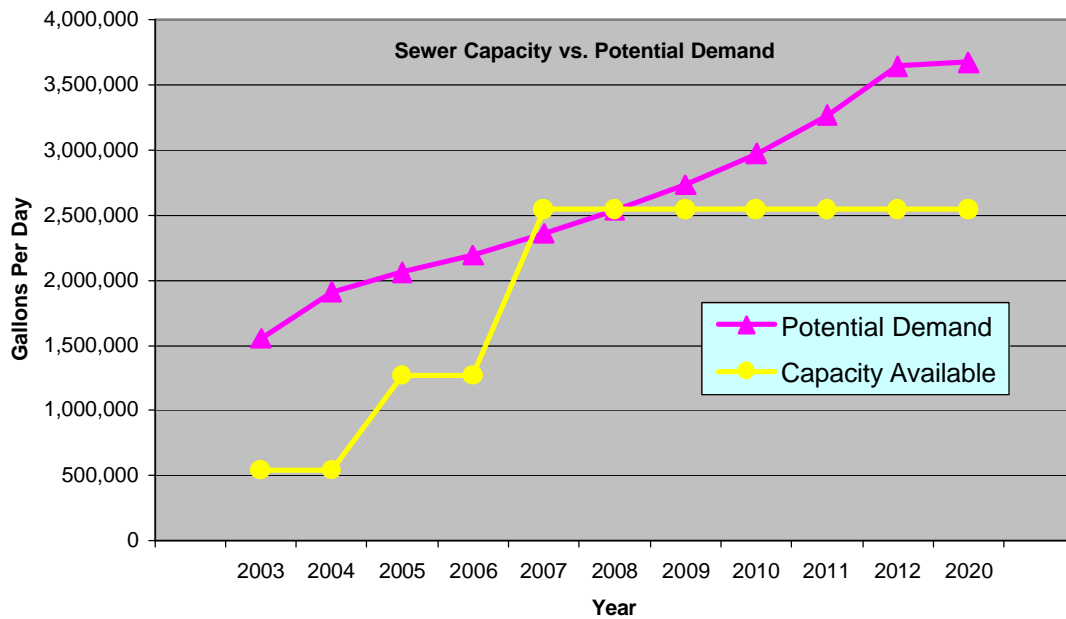
Table 11 shows the capacity represented by planned improvements vs. potential demand. It should be noted that the Town has a waiting list and additional sewer customers are not connected until the infrastructure is available to serve them. Infrastructure will not be built without firm commitments. Therefore, in table 11, the potential demand will in some years exceed the system capacity. However, as stated earlier, the actual demand will be controlled by the Town and customers will not allowed actually connect to the system until the infrastructure is in place. Based on the anticipated growth of the service area and population served, the proposed treatment facilities improvements (assuming the 1.27 mgd is eventually expanded to 2.54 mgd) can be expected to meet projected demands until 2009. If the Town plans to aggressively try to meet all of the sewer demands of the future, then the planning, upgrading and expansion of sewer services will need to take place on an on-going basis.

**Table 11**

**Sewer Capacity vs. Potential Demand (GPD)**

<b>Year</b>	<b>Potential Demand</b>	<b>Capacity Available</b>
<b>2003</b>	1,553,402	540,000
<b>2004</b>	1,910,928	540,000
<b>2005</b>	2,062,084	1,270,000
<b>2006</b>	2,192,417	1,270,000
<b>2007</b>	2,359,232	2,540,000
<b>2008</b>	2,533,545	2,540,000
<b>2009</b>	2,730,835	2,540,000
<b>2010</b>	2,971,528	2,540,000
<b>2011</b>	3,265,174	2,540,000
<b>2012</b>	3,640,223	2,540,000
<b>2020</b>	3,670,223	2,540,000

Source of Demand Estimates: Engineering Management, Inc.



## **5. Water and Sewer Rates**

Water and Sewer Service Charges are reviewed annually by the Mayor and Council. The Town of Braselton has a minimum monthly water and wastewater rate, which covers the cost of usage volumes up to 2,000 gallons and the administrative costs for meter reading and billing. Beyond the minimum usage level, water customers are billed on a graduated rate, increasing as usage volume increases. Minimums increase with meter size. Due to the lower population density outside of the Town limits, the operational cost for customers outside of the Town limits is higher. Therefore, residential water customers outside the Town limits pay a higher minimum for water to compensate for the additional costs in serving a lower population density area. Sewer customers are billed in a similar manner, but the rate is higher due to the higher cost of collecting and treating sewage.

Fees are charged to connect to the water and wastewater systems. The current rates and fees were adopted in December of 1998, and are shown in Table 12:



**TABLE 12  
Existing Water Usage Rates (3/4 meter)  
(Adopted 12/98)**

<u>Usage (gal)</u>	<u>Water System</u>	
	<u>Inside Braselton</u>	<u>Outside Braselton</u>
First 2,000	\$10.00 (minimum)	\$13.00 (minimum)
Next 3,000	\$3.50 per 1,000 gal.	\$3.50 per 1,000 gal.
Over 5,000	\$3.90 per 1,000 gal.	\$3.90 per 1,000 gal.

**Water and Sewer Connection Fees  
(Adopted 12/98)**

<u>Item: Water Meter Size</u>	<u>Inside Braselton</u>	<u>Outside Braselton</u>
¾ inch	\$ 700	\$ 700
1 inch	\$ 850	\$ 850
2 inch	\$ 2,300	\$ 2,300
3 inch	\$ 11,200	\$ 11,200
4 inch	\$ 14,900	\$ 14,900
6 inch	\$ 22,500	\$ 22,500
8 inch	\$ 37,000	\$ 37,000
<b>Sewer</b> (Per Equivalent Dwelling Unit – 350 GPD)	\$ 2,500	N/A

The current rates and connection fees for the Town of Braselton are comparable to other water providers in the surrounding area. A comparison of the customer cost for 10,500 gallons of water usage for the Braselton water system is shown in Table 13.

Table 14 shows a comparison for sewer service based on the same volumes. A review of these tables indicate Braselton’s water and sewer rates are very competitive, particularly in areas outside the Town limits.

**TABLE 13**  
**Water Rate Comparison for 10,500 Gallons of Water Usage (3/4 meter) Braselton and Surrounding Areas**

<u>Water System</u>	<u>Inside Town Limits</u>	<u>Outside Town Limits</u>
Braselton	\$38.45	\$41.45
Commerce	\$32.88	\$52.50
Gwinnett Co.* <small>*subject to 25% summer surcharge</small>	N/A	\$39.54
Jackson County W&SA	N/A	\$57.50
Gainesville	\$26.68	\$49.07

Source: Keck and Wood

**TABLE 14**  
**Sewer Rate Comparison for 10,500 Gallons of Sewer Usage Braselton and Surrounding Areas**

<u>Sewer System</u>	<u>Inside Town Limits</u>	<u>Outside Town Limits</u>
Braselton	\$39.20	N/A
Commerce	\$32.88	\$52.50
Gwinnett Co.	N/A	\$45.94
Jackson County W&SA	N/A	N/A
Gainesville	\$48.86	\$55.32

Source: Keck and Wood

## **6. Municipal Police Services:**

The Braselton Police Department consists of 8 employees including a Chief, Assistant Chief, a Lieutenant, Sergeants, Corporals, Officers and a K-9 officer. The area of service is the Town limits. The Department is responsible for an area of over 10 square miles, and currently operates in approximately 500 square feet of space in Town Hall. Due to the expected growth in population, the department will grow accordingly, but is already lacks the necessary space to function properly. Calls for service made via 911 increased from 651 in 1998 to 6461 in 2002. In addition to serving a rapidly growing resident population, even further demands are made on the department by the increasing number of workers coming into the community to work or through the community to in route to work. Department of Labor statistics (2001) show some 14,267 workers employed on a job site in Jackson County. Some 2,071 of these work in Braselton (Chateau Elan, Haverty's, etc.) and many more traverse through Braselton because of its access to I-85 and major state routes. Add to that number the over 500,000 tourists who annually visit such places as Chateau Elan, Road Atlanta and the like, and the demand for police services is evident. Police services, which involve protection of property as well as life, must be provided 24 hours per day, 7 days per week, whether or not the employee is at work or whether the resident is at home. More space for this department should be a top priority. Braselton's current Planning and Development Department is also short of space and will undoubtedly grow as the population continues to grow. The Town plans to construct a 14,000 square foot facility to house the Police Department (including Court Services). This facility is expected to serve the Town for the next 20 years. The Planning and Development Department can then expand in the space currently used by the Police Department. Funds are also included in the event it is necessary for the Police to operate its own dispatch center in the future. Because the Town wishes to implement impact fees as a source of revenue to pay for this project, a thorough presentation and detailed methodology report is required to insure fair distribution of police services and an equitable sharing of costs between existing and new development in accordance with Georgia law. Therefore, a detailed Methodology Report for Public Safety Impact Fee is presented as Chapter 2 of this Capital Improvements Element.

## **7. Greenspace/Recreation:**

Town facilities currently include two tennis courts and a ball field. Hurricane Shoals on the Oconee River has been developed to include 33 acres of river front land including picnic shelters and restroom facilities. This facility is owned and operated by Jackson County. Braselton residents also have easy access to excellent private facilities such as Chateau Elan (championship golf and spa) as well as racetrack facilities such as Road Atlanta and Georgia International Speedway. Lake Lanier is also within 30 minutes of Braselton. Due to current and projected growth, the Town recognizes the increasing demand for recreation and the need of additional conservation through acquisition of greenspace. Therefore, there are several projects of this type included in this plan, including Phases I and II of Riverwalk Projects, and the acquisition of additional greenspace/park acreage in the downtown area. One accepted standard for park/recreational areas is 10 acres per 1,000 people. The Town's goal is to maintain this standard as much as possible by increasing its recreation/greenspace acreage as the Town grows. The Town envisions a system of interconnecting greenways, with pedestrian and bike trails along with sidewalk construction to provide alternatives to automobile usage. At this time, some 100 acres has been acquired for the Riverwalk Project.

## **8. Downtown Beautification/Revitalization**

The Town recognizes its historic past, its future growth potential and the unique opportunity this presents for beautification and revitalization of the downtown area.

Projects developed in a master plan report by Franzman/Davis and Associates, a division of Jordan, Jones and Goulding, Inc. and included in this report are acquisition of property on Hwy 124 for a town green and the creation of a Downtown Pedestrian Zone to include sidewalks, improved lighting, streetscape improvements and the like. The Town also wishes to preserve and enhance the historic “core” downtown area. A viable downtown area represents a “quality of life” asset for all Braselton residents, as well as a strong catalyst for quality retail and commercial growth.

## **9. Library Services:**

The Town, in conjunction with the Piedmont Regional Library system, operates the Braselton Library, a 600 square foot facility containing approximately 1600 volumes. The area of service is the Town limits of Braselton. The library is staffed by two paid professional librarians and 5 part-time volunteers, and is open approximately 40 hours per week. The library is located in a building that is approximately 80 years old and was formerly part of the old Braselton High School. While the Town and Library staff have done an excellent job in utilizing this space, the building is inadequate to meet the needs of the future. There is no hot water, no parking, no closet space, and no room for expansion. Handicapped accessibility is also an issue. The next nearest library is over 10 miles away. Therefore, recognizing the residential growth faced by the Town, the inadequacy of the current building, and the desire provide services which will enhance the quality of life of the residents the Town would like to build a new 6100 square foot facility. This project should serve the town for the next 20 years. Because the Town wishes to implement impact fees as a source of revenue to pay for this project, a thorough presentation and detailed methodology report is required to insure fair distribution of library services and an equitable sharing of costs between existing and new development in accordance with Georgia law. Therefore, a detailed Methodology Report for Library Impact Fee is presented as Chapter 3 of this Capital Improvements Element.

## **10. Transportation – Roads and Thoroughfares:**

Transportation issues are always critical in rapid growing communities. In order to improve traffic circulation and detour large trucks away from Hwy 53 and the downtown area, the Town has included the Phase I construction of a Truck By-Pass from Cherry Drive at Hwy 53 to Jessie Cronic, and realignment of Zion Church Road (which is county maintained) at Cherry Drive with the by-pass as projects in this capital improvement element. In addition, the Town wishes to reroute SR 124 at the intersection of Hwy 53, to eliminate the current offset alignment. This will eliminate a major traffic hazard and reduce traffic congestion. This is a key part of the core downtown revitalization project. The Town has already had preliminary contact with DOT

concerning these projects. These projects should be eligible for DOT aid in the form of a “City Contract”, but certain projects involving other jurisdictions will require intergovernmental cooperation.

#### **11. Millage Rate/Tax Revenues**

Historically, the effective millage rate for the Town of Braselton has been zero.

#### **12. Debt Service Coverage Ratio**

Set forth in Table 15 is the ratio of Net Revenues Available for Debt Service to Debt Service on Revenue Bonds secured by revenues of the Utility Systems.

**13. Preliminary Project List** A preliminary projects list as adopted by the Town Council is shown on Table 16.

#### **13. Capital Cost Comparison By Category 2004-2008**

A pie chart graphical representation of Capital Improvements by Category for fiscal years 2004 through 2008 is presented in Table 17. Detailed Project Data from which the pie chart was derived and contained in Table 18.

#### **15. Project Details 2004-2008**

Detailed Project descriptions, including project categorization, funding source(s), and year scheduled are contained in Table 18.

**TABLE 15**

**Debt Service Coverage Ratio**

3 Year Period ending June 30, 2002

Historical Net Revenues Available for Debt Service <sup>1</sup>	\$6,129,140
Historical Debt Service on Revenue Bonds	<u>\$1,140,880</u>
3 Year Historical Debt Service Coverage Ratio	<b>x 5.37</b>

<sup>1</sup> Net income (loss) of the System plus interest, depreciation and amortization

Source: Town of Braselton Audit as performed by Erwin, Knight & Cook, L.L.C, 2003 Town of Braselton Preliminary Official Statement for 2003 Water and Sewer Revenue Bonds, Analysis by Keck & Wood.

## **Table 16**

### **Town of Braselton Capital Improvements Program**

#### Preliminary Project List

- 1) Municipal Complex to include:
  - a. Police Department
  - b. Municipal Court
  - c. Civic Room(s)
  - d. Acquisition of property for above project.
  
- 2) Highway Projects to Include:
  - a. Realignment of Hwy 124 @ intersection of Hwy 53
  - b. Construct Phase I of Truck Bypass from Cherry Drive at Hwy 53 to Jesse Cronin Road
  
- 3) Downtown Beautification/Revitalization to include:
  - a. Acquisition of property (Hwy 124) for Town Green
  - b. Downtown Pedestrian Zone to include sidewalks, street-lighting and streetscape improvements
  
- 4) Greenspace/Recreation Projects to include:
  - a. Construction of Riverwalk Phase I from Hwy 211 to Liberty Church Rd.
  - b. Construction of Riverwalk Phase II from Liberty Church Road to a point beyond Hwy 124.
  - c. Acquire additional greenspace in the downtown area for recreational uses such as soccer field.
  
- 5) Construct a new library in Braselton as a part of the Piedmont Regional Library System.
  
- 6) Water and Sewer System projects as described in a report from Engineering Management, Inc. dated January 30, 2003, and further developed in an Engineering Report on the Expansion and Improvements to the Water and Water Reclamation Facilities dated March 2003.

## Appendix A

### SOURCES OF COST ESTIMATES

*Comprehensive Plan – Short Term Work Program (2002-2007)* as prepared by the Northeast Georgia Regional Development Commission

Town of Braselton Proposed Budget for FYE 2004

Town of Braselton Staff

Georgia Department of Transportation

*A Building Program for a New Braselton-West Jackson Library*, by Charles J. Schmidt and Joan Anderson.

Piedmont Regional Library

*Preliminary Official Statement* for the Town's 2003 Bond Issue as prepared by Sterne, Agee and Leach, Inc.

*Engineering Report on the Expansion and Improvements to the Water and Water Reclamation Facilities* as prepared by Engineering Management, Inc.

*Master Plan Document for the Town of Braselton*, as prepared by Franzman/Davis & Associates.

Needs Assessment and Cost Estimates for Public Safety as prepared by the Facilities Group.



**Appendix B**

**Town of Braselton**

**Wastewater Treatment Facility Expansion Program and Water System Improvements.**

**Estimated Project Costs**

Source: Engineering Management, Inc. March 2003

**Construction**

A. Construction-Design-Build 1.24 mgd WWTF	\$ 5,638,000
B. Construction – Future Re-Use Pump Station Upgrade	\$ 400,000
C. Construction – 30,3030 LF 16”Re-use Line to Walnut Creek	\$ 1,050,000
D. Construction - Additional Holding Pond	\$ 260,000
E. Thompson Mill Area Water System Improvements	\$ 1,800,000
F. Construction – Re-Use Water Pump Station/Storage Tank	\$ 500,000
G. Construction – Re-Use Water Irrigation Systems	<u>\$ 480,000</u>
Subtotal	\$ 10,128,000

**Project Support Costs**

Water-shed assessment	\$ 75,000
Program Management	\$ 150,000
Construction Observation	\$ 150,000
Concrete and Compaction Testing	\$ 15,000
Easement Acquisition	\$ 25,000
Land Acquisition	\$ 250,000
Interest During Construction	\$ 570,000
Bond Issue Cost	\$ 457,000
Bond Insurance Cost	\$ 281,000
Contingencies	<u>\$ 399,000</u>
Subtotal	\$ 2,372,000
TOTAL	\$12,500,000

**Appendix C**

**New Library Facility  
Estimated Project Budget**

**Source: Charles Schmidt and Joan Anderson**

**Construction**

6,100 square ft. New Construction @\$119/sq. ft \$725,900

**Architectural Design**

Design/engineering fees 50,100

**Furniture and Equipment**

Furniture, Computers, Shelving, Etc. 170,000

**Other**

Consultants (interior design, etc) 16,700

Soil Engineering/Survey/Testing 4,500

Advertise bids 2,000

Miscellaneous 2,500

Printing (Blueprint Specifications) 3,000

Legal and Audit 4,000

Site Development 22,000

Contingency 36,300

Sub Total 91,000

**Project Total**

**\$1,037,000**

Note: Land Cost and Major Site Improvements are not included.





## CHAPTER 2

### METHODOLOGY REPORT FOR PUBLIC SAFETY IMPACT FEE

#### **Purpose:**

In preparing the 5 year Capital Improvement Element, it became apparent to the leadership of the Town that many capital improvements were going to be required in order for the Town insure adequate public facilities in the face of the unprecedented growth it had experienced and will continue to experience. In order to evaluate all possible forms of revenue, the Town appointed an Impact Fee Advisory Committee. After review, it was the consensus of this Committee that the planned new public safety facility and the new library were the projects most appropriate for the use of impact fees as a partial means of financing by the Town. The purpose of this chapter is to provide the additional information necessary to meet the standards set forth by the Department of Community Affairs and to provide a legal basis and logical methodology for the imposition of impact fees for the new police facility. The information will include updated cost estimates and population projections.

#### **Sources of Information:**

Sources of information include *Town of Braselton Capital Improvements Element 2004-2008* as prepared by Keck and Wood, Inc., 2003, including the references listed on page 8 of that document, the 2003 update of the Town's *Comprehensive Plan*, as prepared by The Northeast Georgia Regional Development Commission (NEGARDC), *Town of Braselton Short Term Program, 2002-2007* as prepared by NEGARDC, *A General Overview of Impact Fees, Volume One*, as published by the Georgia Department of Community Affairs, 1992 (referred to as 1992a) and *Impact Fees: Georgia's Comprehensive Requirements, Volume Two*, as published by the Georgia Department of Community Affairs, 1992 (referred to as 1992b), *Developmental Impact Fee Compliance Requirements*, as published by the Georgia Department of Community Affairs, *A Practitioner's Guide to Development Impact Fees*, by James C. Nicholas, Arthur C. Nelson, and Julian C. Juergensmeyer, 1991, American Planning Association, *Determining the Appropriate Development Impact Fee Using the Rational Nexux Test*, by James C. Nicholas and Arthur C. Nelson, Journal of the American Planning Association, Winter, 1988, *Policy Guide on Impact Fees*, American Planning Association, 1997, *Trip Generation, 5<sup>th</sup> Edition*, Institute of Transportation Planners, 1991, *Trip Generation, 7<sup>th</sup> Edition*, Institute of Transportation Planners, 2003. The Facility Group prepared need assessments, and cost projections for the police facility in May, 2004. The Northeast Georgia Regional Development Commission prepared functional population estimates and updated general population estimates in July, 2004. Municipal/County sources include

impact fee ordinances for Hall County, Georgia, City of Roswell, Ga., including the Development Impact Fees Method Report by Growth Management Consultants, Inc., City of Canton, Ga., and City of Locust Grove, Ga.

### **Background:**

Impact Fees are authorized by the Georgia Development Impact Fee Act of 1990, provided certain standards are met. (DCA, 1992a) This Act incorporated into the enabling legislation certain principles developed in the literature and the courts to set forth a set of clear standards for the imposition of impact fees. These standards include limiting impact fees to certain capital improvements, the establishment of service areas and levels of service, linkage to the Comprehensive Plan and Capital Improvement Element, the requirement that the fee must be rationally linked (“rational nexus”) to demands for service created by new development and that the fee must represent a proportional and fair share of the costs, etc. The standards incorporated into the law are consistent with the American Planning Association's recommendations regarding impact fees (APA, 1997). Some 28 Georgia communities are now using impact fees.

### **Project Description and Projection of Needs**

The Town of Braselton plans to build a new Police station, including court facilities. This need is identified in the Needs and Policy Statement of the 2003 Town's Comprehensive plan, Short Term Work Program (2002-2007) and Capital Improvements Element, and is based on the tremendous increase in population and calls for service (a ten-fold increase between 1998 and 2002) the Town had experienced and is projected to experience in the future. In a needs study performed by The Facility Group, the needs of the Braselton Police Department projected for the next 20 years documents a need for a facility totaling 14,280 square feet (see Table 2A) These needs are based on 20 year population estimates, 20 year employment estimates, and “daytime” population estimates which take into account the large amount of tourism Braselton experiences, as shown in the CIE. This building is projected to meet the Town’s needs for the next 20 years. In a detailed cost study, the project of the new facility is projected to be \$ 200.25 per square foot. A detailed cost estimate can be found at Table 2B. The total facility cost used in this in Chapter is \$2,859,569. This number is derived from the total cost of \$3,002,369 found in table 2B, less the F.F.E. costs (which are not eligible for impact fee funding) of \$142,800. Facilities for police services are eligible for impact funding under the Georgia Development Impact Fee Act (DCA 1992a), and this police facility has an estimated useful life of greater than 10 years.

### **Population Estimates and Beneficiaries of System Improvements:**

Certain services such as police and fire benefit both households and businesses. They both require these services and benefit from them. (Nicholas and Nelson, 1988) Police services, which provide for the protection of property as well as life, must be provided 24 hours a day, 7 days a week, whether or not the employee is at work or whether or not the resident is at home. Businesses place demands on facilities of this type in exactly the same manner as people do (Nicholas, Nelson, and Juergensmeyer, 1991). All new growth, both business and residential, within the Town limits, will demand their proportional share of police protection, and the Town is obligated to provide it. The benefit of police services is substantial and certain, as it is the primary mission of the Police Department of the Town of Braselton to protect lives and property within its jurisdiction (the Town limits). The CIE and additional information from the NEGARDC indicate a substantial employee population for Braselton originating outside the Town. Therefore, the impact fee calculations for the police station project is based on “Functional Population,” which is the resident population added to the employment population. These functional population estimates are found on Table 2C and were prepared by the Northeast Georgia Regional Development Commission. The impact fees for the police station will apply to businesses as well as residents.

### **Current Inventory:**

As described in the first portion of the CIE, the police department operates in 500 square feet of space in the Braselton Town Hall (a remodeled antebellum home). One visit to the department is enough to realize the severe lack of space, particularly in the areas of office space, interview rooms and evidence storage. The current facility is inadequate for the growth the Town has already experienced and needs to be replaced by a larger facility to insure adequate law enforcement facilities to accommodate the continued growth that is expected.

### **Area of Service:**

The Town of Braselton has historically operated its police department from one central location, as do many small towns in Georgia, and the area of service is the Town limits. Officers patrol certain zones, but are always available to back up other officers. Due to the small size of the Town and the economies of scale in constructing one building, the area of service for the Town has historically been the Town limits, and the Town will continue to use one service area (the Town limits) for the foreseeable future. Police stations, fire stations, libraries and the like, often serve large areas. Since police service areas extend to the entire community and beyond (as backup for other jurisdictions) (Nicholas, Nelson, and Juergensmeyer, 1991) ideally, the service area would be the entire jurisdiction. In general, local governments are urged to use the minimum number of service areas required to accomplish their objectives (DCA, 1992b) As set forth in a previous section, all residents and businesses benefit equally from police protection, which the Town is obligated to provide. Police services are not “fee based” or “location based” and are provided equitably to all areas by the Town. Furthermore, the small size of the Town, combined with the aforementioned factors, demonstrates that the Town limits can be an equitable and viable service area. Therefore, the service area for Police services will continue to be the corporate town limits.

### **Level of Service:**

The current level of service can be expressed in terms of square feet per functional population by dividing the square feet of the current facility (500), by the current functional population (4446). This yields a level of service of .1125 square feet per functional population. As noted above and elsewhere in the CIE, the current facility and consequently this level of service are extremely inadequate. The needs study performed by The Facilities Group recommends a 14,280 square foot facility which, based on the 2024 functional population of 19,307, equates to a level of service of .74 square feet per functional population. Therefore, a level of service of .74 square feet per functional population is hereby adopted. This obviously leaves a deficit in the current level of service, which must be alleviated and paid for by the Town from sources other than impact fees.



**Costs:**

All costs used as basis for impact fees must be realistic, verifiable and as accurate as possible. (DCA, 1992), Since the Town has no past expenditures in this area on which to base estimates, it has chosen to rely on professionals in this field to produce accurate cost estimates for this project. The Town has chosen the Facilities Group for this purpose. The Facilities Group, which has its own public safety division, is a leader in the design, project management and building of public safety, and other public facilities. In its cost study, the total eligible cost of the facility is estimated at \$2,869,569 or \$200.25 per square foot.

**Implementation Time Frame:**

The Town plans to begin construction by February 1, 2005 and complete construction by October 1, 2005.

**Impact Fee Calculation:**

Based on the new level of service adopted by the Town, the demand for facility space for the year 2004 is 3290 square feet (current functional population of 4446 times a level of service of .74 per functional population). Based on the current facility of 500 square feet, this leaves a deficiency of 2790 square feet. This deficiency in the level of service is not eligible for funding through impact fees. In addition, the new facility will be replacing the 500 square feet currently used for police services. This replacement cost of the old facility is also not eligible for impact fee funding. In addition there is 1050 feet of dedicated space for municipal court which are not eligible for impact fees. Therefore, the first 4340 square feet of the new facility is not eligible for impact fee funding. At an average project cost of \$200.25 per square foot, this represents \$869,085 in project costs, which must be deducted from the total project cost for the purpose of calculating impact fees. These costs must be paid from sources other than impact fees, and represent 30.4% of the project costs. Deducting \$869,085 from the total project cost of \$2,859,569, leaves a remainder of \$1,990,484 in project costs that are eligible to be financed with impact fees. The remainder (the amount of the project attributable to new growth) is divided by the increase in functional population between the years 2004 and 2024. ( $\$1,990,484 / 14,861 = \$134.20$ ) This is the cost, per employee and per resident to the Town of Braselton for providing a public safety facility to new development in the Town.

### **Funding Sources:**

The purpose of this section is to provide a description of funding sources the Town expects to use to pay for the portion of this project that is not eligible for impact fee funding. Based on the calculations on page 4 of this chapter, \$869,100 (rounded) of this project is not eligible for impact funding. The Town has been awarded \$148,000 in cash from drug-related seizures by the Court. Monies of this nature must be spent on public safety activities, therefore it is available for this project. This leaves a balance of \$721,100. The Town plans to finance this project for ten years. Based on a term of ten years with an assumed maximum interest rate of 5%, the Town's payments for the balance of the non-impact fee portion of this project will be \$91,800 per year. Due to the phenomenal growth of tourism in the Town over the past several years, the unrestricted portion of the hotel-motel tax has grown to over \$350,000 per year. Therefore, the Town can commit \$91,800 per year from the unrestricted portion of the hotel-motel tax to cover this portion of the debt.

### **Credits**

Impact fee payers must be given credits for any future property tax collections that would be allocated to pay for capital improvements serving new growth. Also the amount of any non-local monies received for the project, such as state or federal grants must be deducted from the cost of the project in calculating impact fees. The Town of Braselton has been unable to secure any state or federal grants. Furthermore, the Town does not charge any property tax, nor has any plans to implement one. Also, the fines and forfeitures generated by the police department on an annual basis are less than the operational costs. Therefore, no tax credits are due.

### **Calculation Table**

Table 3C sets forth the calculations for the impact fee for both the public safety and library projects. Residential fees are based on an average household size as shown in 5-year increments from 2005 to 2023 as shown on Table 8. The average household size is 2.41 persons per household. (Note: The average household sizes did not change in the July, 2004 population updates) Employment figures are based on or derived from the *ITE Trip Generation Manual, 5<sup>th</sup> Edition*, *ITE Trip Generation Manual, 7<sup>th</sup> Edition*, *Trip Generation Characteristics of Free Standing Discount Stores: A Case Study* by Manoj K. Kha and David J. Lovell, and *Developmental Impact Fee Methods Report, (City of Roswell)* by Growth Management Consultants, Inc., and local field research. The administration fee is calculated at 3% of the subtotal of the public safety and library impact fee. The library impact fee is based on residential population alone. The public safety impact fee is based on “functional population” or the sum of both residential and employment populations.

Table 2A Public Safety Square Footage Needs  
 Source: The Facilities Group

<b>Braselton Police/Municipal Court Building</b>				
Component	Net Square Feet	Net to Gross Factor	Gross Square Feet	
1.00	Municipal Court	752	35%	1,050
2.00	Police Administration	5,344	30%	6,947
3.00	Police Patrol	1,166	35%	1,574
4.00	Police Investigation	1,433	35%	1,935
5.00	Police Staff Resources	816	35%	1,102
6.00	General Building Requirements	300	25%	375
<b>Building Totals</b>		<b>9,811</b>		<b>12,982</b>
Building Circulation (Halls, Stairs, Elevator)			<b>10%</b>	<b>1,298</b>
<b>Total Building Square Feet</b>				<b>14,280</b>
7.00	Parking			34,500

Table 2B Detailed Cost Estimate Source: The Facilities Group

The Facility Group 1 Item # Work Package	U/P	Cost Estimate
<b>BSF: 14,280</b>		
<i>2a Earthwork and Grading</i>	\$3.00	42,840
<i>2c Site Utilities (within property boundaries)</i>	\$3.00	42,840
<i>2d Site Paving and Walks</i>	\$4.00	57,120
<i>2e Site Accessories</i>	\$1.50	21,420
<b>Total Site Construction Costs</b>	<b>\$11.50</b>	<b>164,220</b>
<i>3 Concrete</i>	\$6.00	85,680
<i>4 Masonry</i>	\$9.00	128,520
<i>5 Metals</i>	\$12.50	178,500
<i>6 Carpentry: rough &amp; finish</i>	\$2.00	28,560
<i>7 Moisture Thermal</i>	\$8.50	121,380
<i>8 Doors and Windows</i>	\$8.00	114,240
<i>9 Finishes</i>	\$13.00	185,640
<i>10 Misc. Building Specialties</i>	\$2.50	35,700
<i>11a Fixed Non-security Equipment</i>	\$0.50	7,140
<i>13 F. F. &amp; E.</i>	\$10.00	142,800
<i>14 Conveying</i>	\$3.50	49,980
<i>15a Plumbing Systems</i>	\$3.50	49,980
<i>15b Fire Protection</i>	\$1.50	21,420
<i>15c HVAC System</i>	\$12.50	178,500
<i>16 Electrical Systems</i>	\$12.50	178,500
<i>17 Security Systems</i>	\$4.50	64,260
Change Order Contingency	5%	102,925
Estimate / Design Contingency	5%	102,925
Construction Material Testing	1%	19,605
<b>Total Building Construction</b>	<b>\$125.79</b>	<b>1,796,255</b>
<b>Total Building Const/Site</b>	<b>\$137.29</b>	<b>1,960,475</b>
<b>General Conditions/Contingencies</b>		
General Conditions	11.00%	300,561
General Contractors Fee	6.00%	163,942
General Liability	1.00%	27,324
<b>Total General Conditions/Contingencies</b>		<b>491,826</b>
<b>Total Site/Bldg Const/Contingencies</b>	<b>\$171.73</b>	<b>\$2,452,301</b>
<b>Professional Fees</b>		
Architectural/Engineering/Design Fees	8.00%	218,589
Reimbursable Expenses/Printing costs	0.25%	6,831
Project Management Fees	2.00%	54,647
<b>Total Project Costs</b>		<b>\$2,732,369</b>
	\$ / s.f.	\$191.34
<i>Land Costs</i>		<i>\$270,000</i>
<b>Grand Total</b>		<b>\$3,002,369</b>

Note #1 Excludes development fees, unforeseen site conditions, land costs, interest, infrastructure upgrades beyond project boundary lines

Note #2 Assumes shallow, spread footing foundations for all buildings

Note #3 Assumes construction management, multi-trades contracts

Note #4 Assumes a site, without environmental contamination.

**Table 2C Functional Population 2000-2025**

Source: NEGARDC

**Functional Population, 2000 - 2025**

Year	Residential Population	Employment	Functional Population
2000	1,206	2,018	3,224
2001	1,461	2,018	3,479
2002	1,716	2,018	3,734
2003	1,971	2,018	3,989
2004	2,226	2,220	4,446
2005	2,481	2,422	4,903
2006	3,101	2,625	5,726
2007	3,722	2,827	6,549
2008	4,342	3,029	7,371
2009	4,962	3,231	8,193
2010	5,583	3,434	9,017
2011	6,312	3,636	9,948
2012	7,041	3,838	10,879
2013	7,770	4,040	11,810
2014	8,499	4,243	12,742
2015	9,228	4,445	13,673
2016	9,705	4,647	14,352
2017	10,182	4,849	15,031
2018	10,659	5,052	15,711
2019	11,136	5,254	16,390
2020	11,614	5,456	17,070
2021	11,971	5,658	17,629
2022	12,382	5,861	18,243
2023	12,685	6,063	18,748
2024	13,042	6,265	19,307
2025	13,399	6,467	19,866

## CHAPTER 3

### METHODOLOGY REPORT FOR LIBRARY IMPACT FEE

#### **Purpose:**

In preparing the 5 year Capital Improvement Element, it became apparent to the leadership of the Town that many capital improvements were going to be required in order for the Town insure adequate public facilities in the face of the unprecedented growth it had experienced and will continue to experience. In order to evaluate all possible forms of revenue, the Town appointed an Impact Fee Advisory Committee. After review, it was the consensus of this Committee that the planned new public safety facility and the new library were the projects most appropriate for the use of impact fees as a partial means of financing by the Town. The purpose of this chapter is to provide the additional information necessary to meet the standards set forth by the Department of Community Affairs and to provide a legal basis and logical methodology for the imposition of impact fees for the new library facility. The information will include updated cost estimates and population projections.

#### **Sources of Information:**

Sources of information include *Town of Braselton Capital Improvements Element 2004-2008* as prepared by Keck and Wood, Inc., 2003, including the references listed on page 8 of that document, the 2003 update of the Town's *Comprehensive Plan*, as prepared by The Northeast Georgia Regional Development Commission (NEGARDC), *Town of Braselton Short Term Program, 2002-2007* as prepared by NEGARDC, *A General Overview of Impact Fees, Volume One*, as published by the Georgia Department of Community Affairs, 1992 (referred to as 1992a) and *Impact Fees: Georgia's Comprehensive Requirements, Volume Two*, as published by the Georgia Department of Community Affairs, 1992 (referred to as 1992b), *Developmental Impact Fee Compliance Requirements*, as published by the Georgia Department of Community Affairs, *A Practitioner's Guide to Development Impact Fees*, by James C. Nicholas, Arthur C. Nelson, and Julian C. Juergensmeyer, 1991, American Planning Association, *Determining the Appropriate Development Impact Fee Using the Rational Nexux Test*, by James C. Nicholas and Arthur C. Nelson, Journal of the American Planning Association, Winter, 1988, *Policy Guide on Impact Fees*, American Planning Association, 1997, *Trip Generation, 5<sup>th</sup> Edition*, Institute of Transportation Planners, 1991, *Trip Generation, 7<sup>th</sup> Edition*, Institute of Transportation Planners, 2003, Needs assessments, and cost projections for the library were prepared by Joan Anderson and Charles J. Schmidt, in a document entitled *A Building Program for a New Braselton-West Jackson Library*, prepared in 2003. Additional information was provided by the Town of Braselton and the Piedmont Regional Library. The Northeast Georgia Regional Development

Commission prepared functional population estimates and updated general population estimates in July, 2004. Municipal/County sources include impact fee ordinances for Hall County, Georgia, City of Roswell, Ga., including the Development Impact Fees Method Report, by Growth Management Consultants, Inc., City of Canton, Ga., and City of Locust Grove, Ga.

### **Background:**

Impact Fees are authorized in the Georgia Development Impact Fee Act of 1990 provided certain standards are met. (DCA, 1992a) This Act incorporated into the enabling legislation certain principles developed in the literature and the courts to set forth a set of clear standards for the imposition of impact fees. These standards include limiting impact fees to certain capital improvements, the establishment of service areas and levels of service, linkage to the Comprehensive Plan and Capital Improvement Element, the requirement that the fee must be rationally linked (“rational nexus”) to demands for service created by new development and that the fee must represent a proportional and fair share of the costs, etc. The standards incorporated into the law are consistent with the American Planning Association's recommendations regarding impact fees (APA, 1997.) Some 28 Georgia communities are now using impact fees.

### **Project Description and Projection of Needs**

The Town of Braselton plans to build a new library facility to serve the Town of Braselton. This need is identified in the Needs and Policy Statement of the 2003 Town's Comprehensive plan, Short Term Work Program (2002-2007) and Capital Improvements Element, and is based on the tremendous increase in population and patron requests (a ten-fold increase between 1998 and 2002) the Town had experienced and is projected to experience in the future. A needs study performed by Charles Schmidt and Joan Anderson documents the need for a Library facility totaling 6,100 square feet (see Table 3A). This building is projected to meet the Town's needs for the next 20 years. In a detailed cost study, the project of the new facility is projected to be \$197.66 per square foot. A detailed cost estimate can be found at Table 3B. Facilities for library services are eligible for impact funding under the Georgia Development Impact Fee Act. (DCA, 1992a), and this library facility has an estimated useful life of greater than 10 years.



### **Population Estimates and Beneficiaries of System Improvements:**

Certain services such as police and fire benefit both households and businesses. They both require these services and benefit from them. (Nicholas and Nelson, 1988) However, others programs, such as recreation and library facilities, tend to serve primarily residential households (Nicholas, Nelson, and Juergensmeyer, 1991). All new residential growth within the Town limits will demand their proportion share of library services, which the town has chosen to provide. The Town leaders have correctly concluded that a good library adds greatly to the quality of life of the Town's residents and is essential in attracting quality growth. The benefit of library services is substantial and certain, and will serve all residents of Braselton. Therefore, the impact fee calculations for the library project are based on "Residential Population" These residential population estimates are found on Table 2C and were prepared by the Northeast Georgia Regional Development Commission. The impact fees for library will apply only to the projected residential population.

### **Current Inventory:**

As described in the first portion of the CIE, the library operates in 600 square feet of space in a small building built in the 1930's. A visit to the library is enough to realize the severe lack of space, particularly in the areas of office space for the growing library staff and there is no areas to accommodate the storage and display of new volumes the library will need to buy to accommodate growth. The current facility is inadequate for the current growth the Town has already experienced and needs to be replaced by a larger facility to insure adequate library facilities to accommodate the continued growth that is expected.

### **Area of Service:**

The Town of Braselton has historically operated its library from one central location, as do many small towns in Georgia. The library is available to all town residents. Due to the small size of the Town and the economies of scale in constructing one building, the area of service for the Town has historically been the Town limits, and the town will continue to use one service area (the Town limits) for the foreseeable future. Police stations, fire stations, libraries and the like, often serve large areas. (Nicholas, Nelson, and Juergensmeyer, 1991) Since the library service area extends to the entire community and beyond, ideally, the service area would be the entire jurisdiction. In general, local governments are urged to use the minimum number of service areas required to accomplish their objectives (DCA, 1992b) As set forth in a previous section, all residents benefit equally from library services, which the Town has chosen to provide. Library services are basically free and not “fee based” nor “location based” and are provided equitably to all areas by the Town. Furthermore, the small size of the Town, combined with the aforementioned factors, demonstrates that the Town limits can be an equitable and viable service area. Therefore, the area of service for library services will continue to be the corporate limits of the town.

### **Level of Service:**

The current level of service can be expressed in terms of square feet per residential population by dividing the square feet of the current facility (600) by the current residential population (2226). This yields a level of service of .270 square feet per person. As noted above and elsewhere in the CIE, the current facility and consequently this level of service is woefully inadequate. In their needs study for the Town, Schmidt and Anderson are recommending a 6,100 square foot facility. Dividing 6100 square feet by the projected 2024 population of 13,042 equals a desired level of service of .47 square feet per person. Therefore, a level of service of .47 square feet per person is hereby adopted. This obviously leaves a deficit in the current level of service, which must be alleviated and paid for by the Town from sources other than impact fees.

### **Costs:**

All costs used as basis for impact fees must be realistic, verifiable and as accurate as possible. (DCA, 1992), Since the Town has no past expenditures in this area on which to base estimates, it has chosen to rely on professionals in this field to produce accurate cost estimates for this project. The Town has chosen Charles Schmidt and Joan Anderson for this purpose. This group has consulted on more than 80 library projects and has extensive education, training and experience in the library field. Based on their cost study, the total project cost is estimated at \$1,205,700 or \$197.66 per square foot.

### **Implementation Time Frame:**

The Town plans to begin construction by March 1, 2005 and complete construction by November 30, 2005.

### **Impact Fee Calculation:**

Based on the new level of service adopted by the Town, the demand for facility space for the year 2004 is 1046 square feet (current residential population of 2,226 times a level of service of .47 square feet per person). Based on the current facility of 600 square feet, this leaves a deficiency of 446 square feet. This deficiency in the level of service is not eligible for funding through impact fees. In addition, the new facility will be replacing the 600 square feet currently used for library services. This replacement cost of the old facility is also not eligible for impact fee funding. Therefore, the first 1046 square feet of the new facility is not eligible for impact fee funding. At an average project cost of \$197.66 per square foot, this represents \$206,753 in project costs, which must be deducted from the total project cost for the purpose of calculating impact fees. These costs must be paid from sources other than impact fees.

In summary, a total of 1046 square feet at a total cost of \$206,753, which represents 17.15% of the project costs, cannot be financed with impact fees. Deducting \$206,753 from the total project cost of \$1,205,700, leaves a remainder of \$998,947 in project costs that are eligible to be financed with impact fees. The remainder (the amount of the project attributable to new growth) is divided by the increase in residential population between the years 2004 and 2024. ( $\$998,947 / 10,816 = \$92.36$ ) This is the cost, per resident to the Town of Braselton for providing a new, modern library facility to new development in the Town.

### **Funding Sources:**

The purpose of this section is to provide a description of funding sources the Town expects to use to pay for the portion of this project that is not eligible for impact fee funding. Based on the calculations on page 5 of this chapter, \$207,000 (rounded) of this project is not eligible for impact funding. The Town plans to finance this project for ten years. Based on a term of ten years with an assumed maximum interest rate of 5%, the Town's payments for the non-impact fee eligible portion of this project will be \$26,400 per year. Due to the phenomenal growth of tourism in the Town over the past several years, the unrestricted portion of the hotel-motel tax has grown to over \$350,000 per year. Therefore, the Town can commit \$26,400 per year from the unrestricted portion of the hotel-motel tax to cover this portion of the debt.

### **Credits:**

Impact fee payers must be given credits for any future property tax collections that would be allocated to pay for capital improvements serving new growth. Also the amount of any non-local monies received for the project, such as state or federal grants must be deducted from the cost of the project in calculating impact fees. The Town of Braselton has been unable to secure any state or federal grants for this project. Furthermore, the Town does not charge any property tax, nor has any plans to implement one. Also, the nominal fines generated by the library and assistance from other agencies on an annual basis are much less than the operational costs. Therefore, no tax credits are due.

### **Calculation Table**

Table 3C sets forth the calculations for the impact fee for both the public safety and library projects. Residential fees are based on an average household size as shown in 5- year increments from 2005 to 2023 as shown on Table 8. The average household size is 2.41 persons per household. Employment figures are based on or derived from *ITE Trip Generation Manual, 5<sup>th</sup> Edition*, *ITE Trip Generation Manual, 7<sup>th</sup> Edition*, *Trip Generation Characteristics of Free Standing Discount Store; A Case Study*: by Manoj K. Kha and David J. Lovell, and *Developmental Impact Fee Methods Report*, (*City of Roswell*) by Growth Management Consultants, Inc., and local field research. The administration fee is calculated at 3% of the subtotal of the public safety and library impact fee. The library impact fee is based on residential population alone. The public safety impact fee is based on "functional population" or the sum of both residential and employment populations.

Table 3A Library Space Summary  
 Source: Schmidt and Anderson, Town of Braselton

	Collection	PC's	Public Seating	Net Sq. Ft.
<b>Main Entrance</b>				
Lobby			2	100
Public Rest Rooms				250
<b>Circulation</b>				
Service Desk	100	2		325
Work Area	600	1		150
Storage	100			50
Telecomm		1		50
<b>Reference Services</b>				
Collection	500			160
<b>Adult Services</b>				
Browsing	636		4	250
Collection	16,500			1,230
Seating	400	4	12	400
<b>Catalog</b>				
Public Access		4	1	80
<b>Children Services</b>				
Collection	12,300			1,000
Seating		4	17	430
<b>Community Education Services</b>				
Program/meeting room			50	535
Kitchenette				50
Storage				50
<b>Staff</b>				
Lounge				75
Restroom				50
<b>Building Services</b>				
Custodial Closet				50
Mechanical Room				200
Exterior				0
Unassigned				615
<b>Total</b>	<b>31,136</b>	<b>16</b>	<b>86</b>	<b>6,100</b>

Table 3B Detailed Project Cost Estimates  
 Braselton Library

**Construction\***

6100 sq ft New Construction @ \$119/sq ft \$725,900

**Architectural Design\***

Design/Engineering Fees 50,100

**Other\***

Consultants (Interior Design, etc.) 16,700

Soil Engineering/Survey/Tests 4,500

Advertise Bids 2,000

Printing (Blueprints and Specifications) 3,000

Legal and Audit 4,000

Site Development 22,000

Contingency 36,300

**Books and Shelving\*\*** 150,000

**Land\*\*\*** 170,000

**Project Total** **1,205,700**

Sources of estimates:

\*Schmidt and Anderson

\*\*Piedmont Regional Library

\*\*\*Town of Braselton

<b>Table 3 C Town of Braselton Impact Fee Calculations Land Use Designation</b>	<b>Unit of Measure</b>	<b>Employees or Residents per Unit of Measure</b>	<b>Public Safety Impact Fee</b>	<b>Library Impact Fee</b>	<b>Admn. Fee</b>	<b>Total Impact Fee Per Unit of Measure</b>
Detached Residential	Dwelling	2.41	323.42	222.59	16.38	\$562.39
Attached Residential	Dwelling	2.41	323.42	222.59	16.38	\$562.39
Auto Parts Store	Per 1000 Sq. Ft.	0.96	128.83	0	3.86	\$132.70
Building Materials/Lumber	Per 1000 Sq. Ft.	1.24	166.41	0	4.99	\$171.40
Bank- Walk -In	Per 1000 Sq. Ft.	2.10	281.82	0	8.45	\$290.27
Bank-Drive In	Per 1000 Sq. Ft.	3.82	512.64	0	15.38	\$528.02
Church	Per 1000 Sq. Ft.	0.52	69.78	0	2.09	\$71.88
Convenience Store (15-16 hrs)	Per 1000 Sq. Ft.	2.40	322.08	0	9.66	\$331.74
Convenience Store (24 hrs)	Per 1000 Sq. Ft.	3.40	456.28	0	13.69	\$469.97
Convenience Store w/gas pumps	Per 1000 Sq. Ft.	3.63	487.15	0	14.61	\$501.76
Day Care Center	Per 1000 Sq. Ft.	2.80	375.76	0	11.27	\$387.03
Discount Club	Per 1000 Sq. Ft.	1.30	174.46	0	5.23	\$179.69
Electronics Superstore	Per 1000 Sq. Ft.	0.96	128.83	0	3.86	\$132.70
Factory Outlet Center	Per 1000 Sq. Ft.	1.67	224.11	0	6.72	\$230.84
Fast Food Restaurant	Per 1000 Sq. Ft.	10.90	1,462.78	0	43.88	\$1,506.66
Free Standing Discount Store	Per 1000 Sq. Ft.	1.53	205.33	0	6.16	\$211.49
Furniture Store	Per 1000 Sq. Ft.	0.43	57.71	0	1.73	\$59.44
General Office Building	Per 1000 Sq. Ft.	3.29	441.52	0	13.25	\$454.76
Paint/Hardware Store	Per 1000 Sq. Ft.	0.96	128.83	0	3.86	\$132.70
High Turnover Restaurant	Per 1000 Sq. Ft.	9.92	1,331.26	0	39.94	\$1,371.20
Low Turnover (sit down) Restaurant	Per 1000 Sq. Ft.	7.46	1,001.13	0	30.03	\$1,031.17
Home Improvement Superstore	Per 1000 Sq. Ft.	0.96	128.83	0	3.86	\$132.70
Hospital	Per 1000 Sq. Ft.	3.03	406.63	0	12.20	\$418.82
Hotel/Motel	Per Room	0.90	120.78	0	3.62	\$124.40
Industrial Bldg or Park	Per 1000 Sq. Ft.	2.00	268.40	0	8.05	\$276.45
Lodge/Fraternal Org	Per 1000 Sq. Ft.	1.00	134.20	0	4.03	\$138.23
Medical/Dental Office	Per 1000 Sq. Ft.	4.83	648.19	0	19.45	\$667.63
Mini-warehouse	Per 1000 Sq. Ft.	0.05	6.71	0	0.20	\$6.91
Movie Theatre	Per 1000 Sq. Ft.	1.40	187.88	0	5.64	\$193.52
New/Used Car Sales	Per 1000 Sq. Ft.	1.61	216.06	0	6.48	\$222.54
Nursery (Garden Center	Per 1000 Sq. Ft.	1.89	253.64	0	7.61	\$261.25
Nursing Home	Per 1000 Sq. Ft.	1.15	154.33	0	4.63	\$158.96
Pharmacy/Drug Store	Per 1000 Sq. Ft.	1.67	224.11	0	6.72	\$230.84
Private School (K-12)	Per 1000 Sq. Ft.	8.09	1,085.68	0	32.57	\$1,118.25
Quality Restaurant	Per 1000 Sq. Ft.	7.46	1,001.13	0	30.03	\$1,031.17
Quick Lubrication Vehicle Shop	Service Bay	2.10	281.82	0	8.45	\$290.27
Recreational Center	Per 1000 Sq. Ft.	0.84	112.73	0	3.38	\$116.11
Self-Service Car Wash	Per Stall	0.20	26.84	0	0.81	\$27.65
Shopping Center	Per 1000 Sq. Ft.	1.67	224.11	0	6.72	\$230.84
Specialty Retail Shops/Strip Centers	Per 1000 Sq. Ft.	1.82	244.24	0	7.33	\$251.57
Supermarket	Per 1000 Sq. Ft.	1.26	169.09	0	5.07	\$174.16
Tire Store	Per 1000 Sq. Ft.	0.94	126.15	0	3.78	\$129.93
Warehouse	Per 1000 Sq. Ft.	1.28	171.78	0	5.15	\$176.93
Wholesale Market	Per 1000 Sq. Ft.	0.82	110.04	0	3.30	\$113.35
Other	Per Employee	1.00	134.20	0	4.03	\$138.23

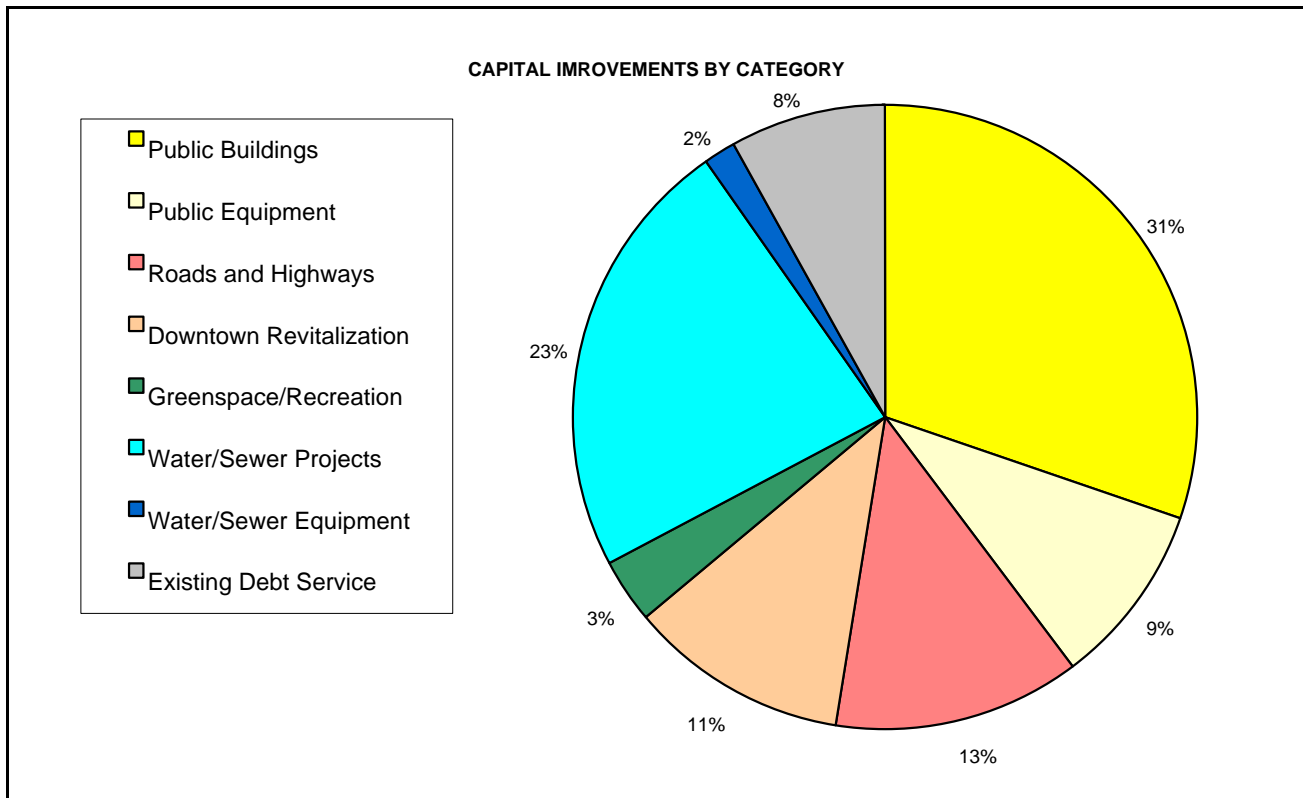




Table 17

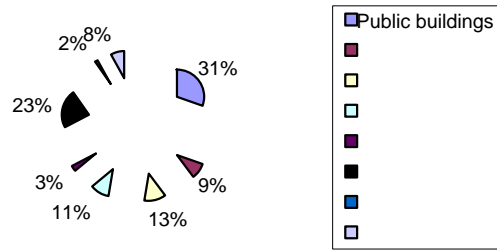
**CAPITAL IMPROVEMENTS BY CATEGORY 2004-2008  
TOWN OF BRASETON, GA**

CATEGORY	FISCAL YEAR					TOTALS
	2004	2005	2006	2007	2008	
Public Buildings	\$380,000	\$4,300,000	\$0	\$0	\$0	\$4,680,000
Public Equipment	\$162,000	\$65,000	\$89,000	\$80,000	\$1,065,000	\$1,461,000
Roads and Highways	\$0	\$900,000	\$1,100,000	\$0	\$0	\$2,000,000
Downtown Revitalization	\$270,000	\$375,000	\$375,000	\$375,000	\$375,000	\$1,770,000
Greenspace/Recreation	\$0	\$250,000	\$250,000	\$0	\$0	\$500,000
Water/Sewer Projects	\$555,000	\$555,000	\$774,000	\$774,000	\$908,000	\$3,566,000
Water/Sewer Equipment	\$184,000	\$15,000	\$16,000	\$17,000	\$18,000	\$250,000
Existing Debt Service	\$195,000	\$195,000	\$272,000	\$272,000	\$320,500	\$1,254,500
<b>TOTALS</b>	<b>\$1,746,000</b>	<b>\$6,655,000</b>	<b>\$2,876,000</b>	<b>\$1,518,000</b>	<b>\$2,686,500</b>	<b>\$15,481,500</b>



**CAPITAL COST BY CATEGORY**

### CAPITAL COST BY CATEGORY

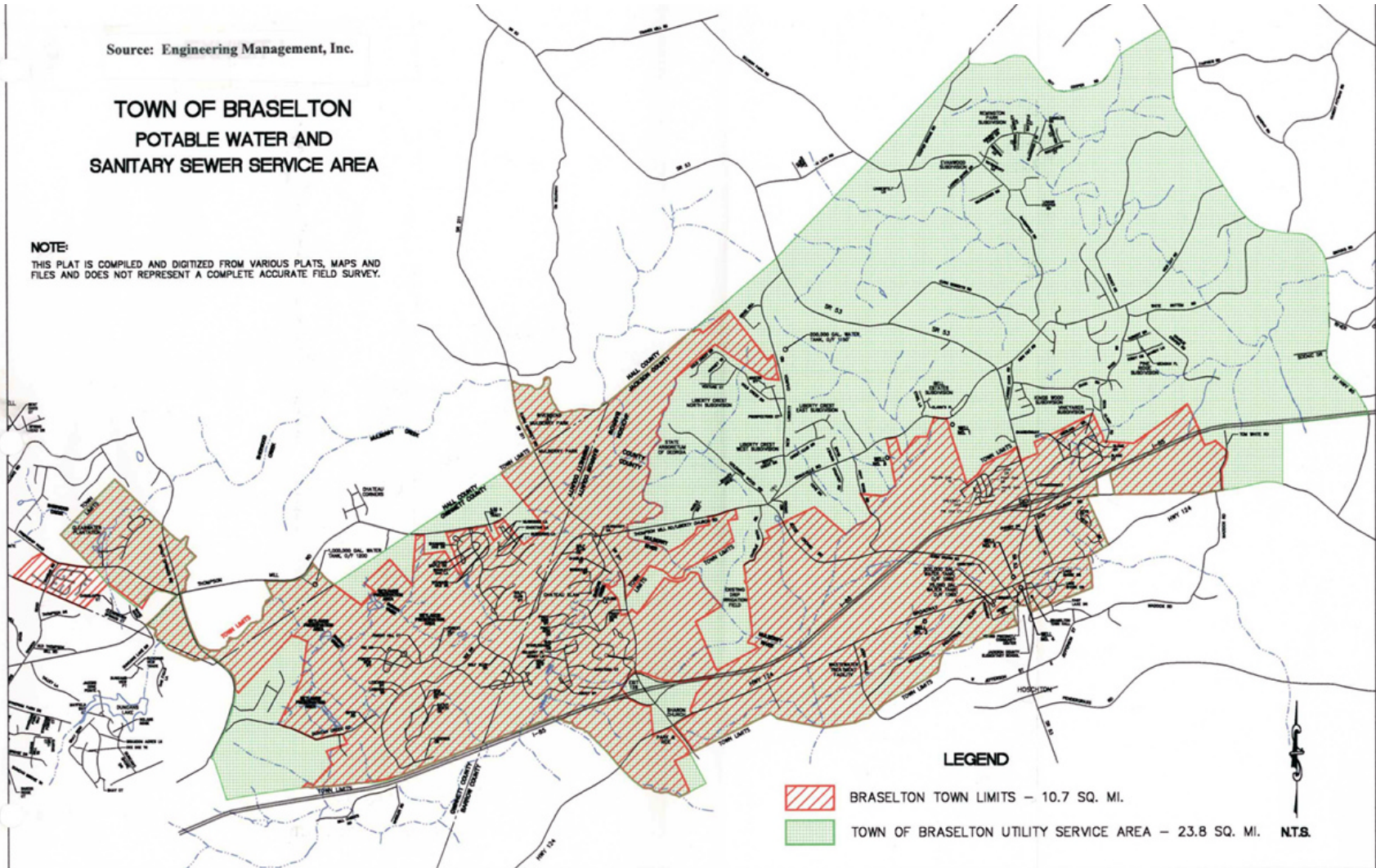


Source: Engineering Management, Inc.

# TOWN OF BRASELTON POTABLE WATER AND SANITARY SEWER SERVICE AREA

**NOTE:**

THIS PLAT IS COMPILED AND DIGITIZED FROM VARIOUS PLATS, MAPS AND FILES AND DOES NOT REPRESENT A COMPLETE ACCURATE FIELD SURVEY.



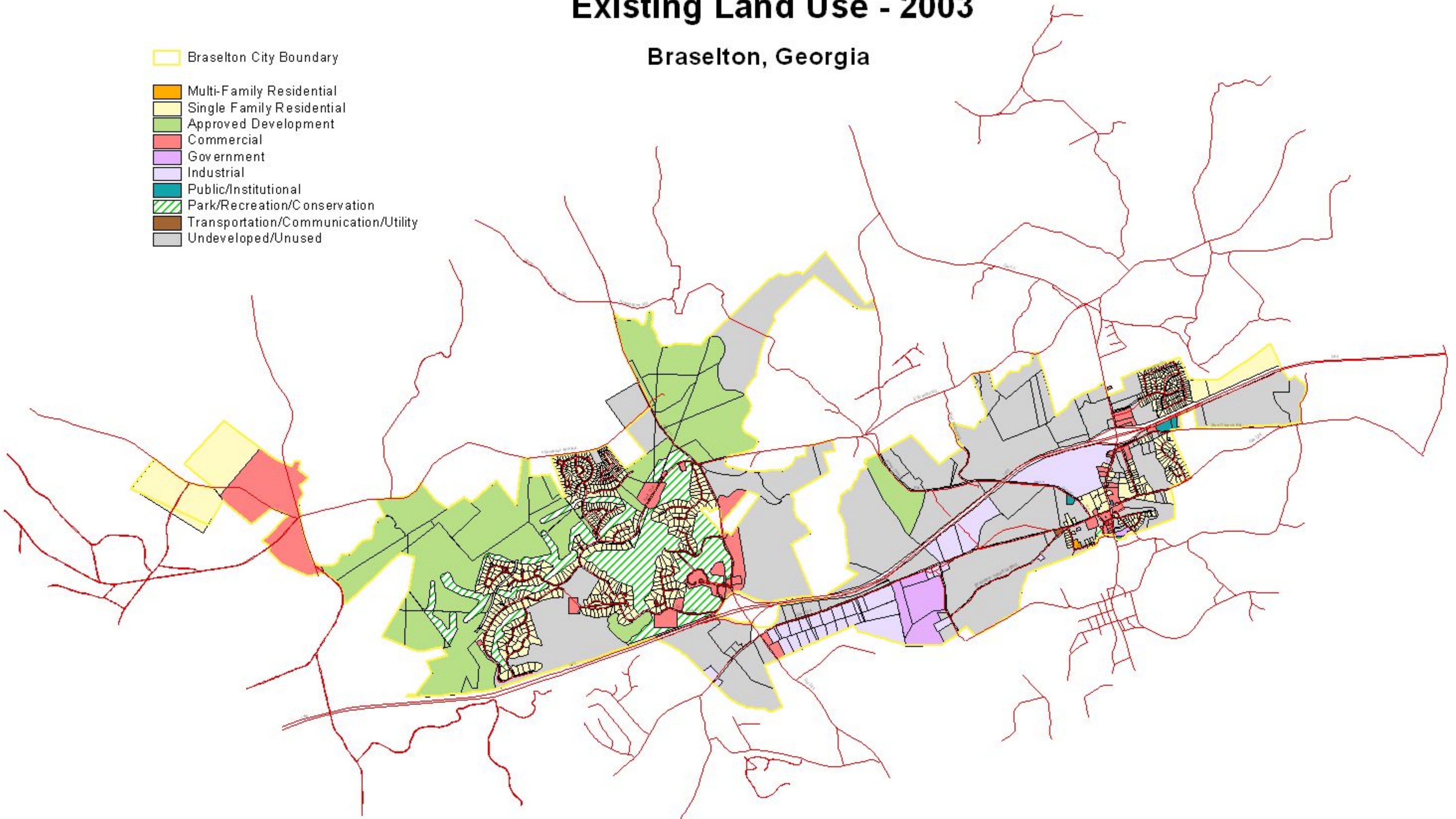


# Existing Land Use - 2003

## Braselton, Georgia



-  Braselton City Boundary
-  Multi-Family Residential
-  Single Family Residential
-  Approved Development
-  Commercial
-  Government
-  Industrial
-  Public/Institutional
-  Park/Recreation/Conservation
-  Transportation/Communication/Utility
-  Undeveloped/Unused





# Future Land Use - 2023

## Braselton, Georgia



- ..... Proposed Roads
- Braselton City Boundary
  
- High Density Single Family Residential
- Medium Density Single Family Residential
- Low Density Single Family Residential
- Commercial
- Conservation
- Government
- Industrial
- Mixed-Use
- Office/Professional
- Office/Warehouse
- Public/Institutional
- Parks and Recreation
- Transportation/Communication/Utility
- Undeveloped/Unused

