

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE TOWN OF
BRASELTON ADOPTING THE 2020-2030 COMPREHENSIVE PLAN

WHEREAS, the Georgia Planning Act of 1989 authorizes local governments throughout the State to prepare Comprehensive Plans to be used in guiding their future growth and development; and

WHEREAS, the Town of Braselton, pursuant to the implementation requirements of its Comprehensive Plan, has prepared a ten-year update to its Comprehensive Plan; and

WHEREAS, the ten-year update of the Comprehensive Plan was prepared in accordance with the Minimum Planning Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, and a public hearing was properly advertised and held on July 9, 2020 at the Town of Braselton Council Chambers; and

WHEREAS, the ten-year update of the Comprehensive Plan were properly submitted to the Georgia Department of Community Affairs and the Northeast Georgia Regional Commission for review, and each has determined that the ten-year update of the Comprehensive Plan adequately addresses the requirements of the Minimum Standards and Procedures for Local Comprehensive Planning.

BE IT THEREFORE RESOLVED that the Mayor and Council of the Town of Braselton hereby adopts the ten-year update to its Comprehensive Plan;

BE IT FURTHER RESOLVED that the Mayor and Council of the Town of Braselton hereby authorizes this resolution to be submitted to the Northeast Georgia Commission and Georgia Department of Community Affairs.

Adopted this 29th day of July 2020.



Bill Orr, Mayor

Attest:


Jennifer Scott, Town Manager & Clerk

2020

Braselton

COMPREHENSIVE PLAN

**ADOPTED:
JULY 29, 2020**



Acknowledgments

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 Peggy B. Slappey, District 2
 James C. Joedecke, Jr., District 3
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Introduction

PURPOSE OF THIS PLAN

This comprehensive plan envisions the long-term future of the Town of Braselton and outlines its implementation. Over time, this plan will serve as a guide for cooperation and coordination between the Town, its service providers, partners, and current and future property owners. The goals and strategies contained in this plan have been carefully crafted to support new development and redevelopment that is beneficial to the community and maintains its vision. The plan should be used to support decisions regarding growth management, transportation, housing, economic development, and quality of life over the next few decades. Furthermore, this plan fulfills Georgia Department of Community Affairs (DCA)'s requirements for local comprehensive planning and the requirements to maintain the Town of Braselton's status as a Qualified Local Government.

The Braselton community developed this plan in such a manner that we will strengthen our long-term quality of life and perpetuate and protect our existing residential communities. Undeveloped parcels adjacent to existing single-family residential neighborhoods should be developed in a similar manner as in regard to density or use. Neighborhood entrances and existing tree buffers and landscape strips should be preserved. And, the town should ensure there are diverse housing options available to attract and retain multiple age groups.

ABOUT BRASELTON

Located 53 miles northeast from downtown Atlanta, Braselton, Georgia is a growing town with rich history and a revitalizing downtown. Covering around 34 square miles, Braselton is unique in that it is located in four counties: Barrow, Gwinnett, Hall, and Jackson Counties (see pages 6-7 for the town limits). The town is served by Interstate 85, and two major state routes, Highway 53 and Highway 211, which provide residents, employees, and visitors

easy access to and from the town. Braselton is best known for being the home of Chateau Elan Winery & Resort and nearby Road Atlanta.

The town is named for the Braselton family, who first settled in the area when William Harrison Braselton of Hall County purchased approximately 800 acres of land in what is now known as the Town of Braselton in 1876. The area quickly grew to become a center for agriculture and commerce. In 1887, John Oliver Braselton, then eight years old, decided to start his own country store. After a horse and buggy accident destroyed his original building, his two brothers, Green and William Henry, joined in his investment, and with their father's encouragement, the store turned into a thriving business along the railroad tracks that ran through the family's property. Their enterprise became known as the Braselton Brothers Department Store, with the motto "Dealers in Everything." The store, with its fourth iteration constructed in 1904, sold groceries, dry goods, notions, shoes, and millinery and clothing.

In 1916, the Town of Braselton became incorporated. William Henry Braselton was the first mayor. In the early 1980s, the Chateau Elan Winery & Resort was established, bringing many visitors into the area for years to come. Braselton continued to expand its boundaries and has attracted major companies, turning the small town into a booming residential and manufacturing area. Many of the structures from the late 1800's and early 1900's (including the Braselton Brothers' store) still stand in the town and continue to be used to house businesses that serve the local residents and visitors to the town. The Town Hall was built in 1909 and was later restored in the late 1990s. The Braselton-Stover House, originally built by Green Braselton in 1918, has been renovated and is a popular site for weddings and events.

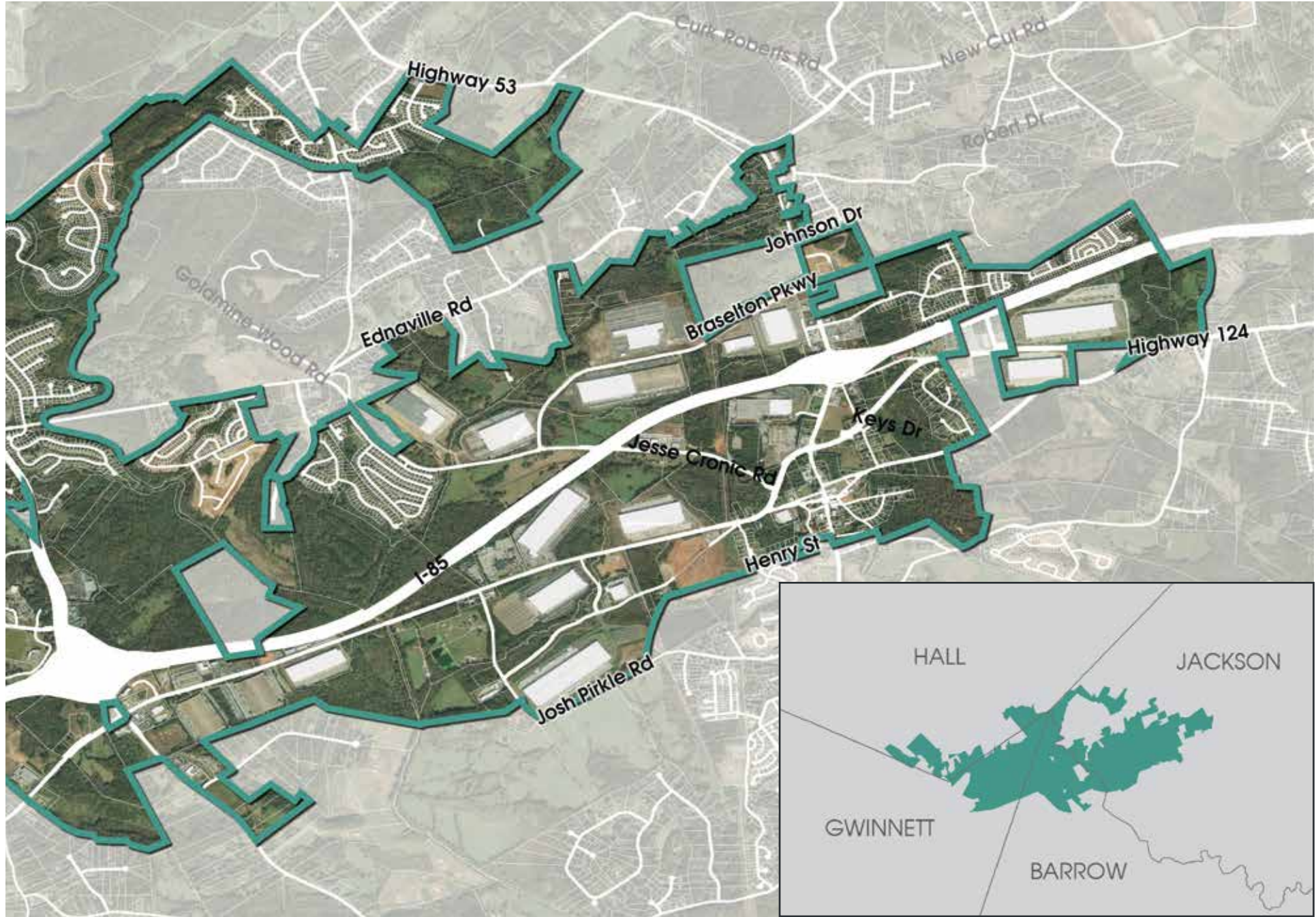
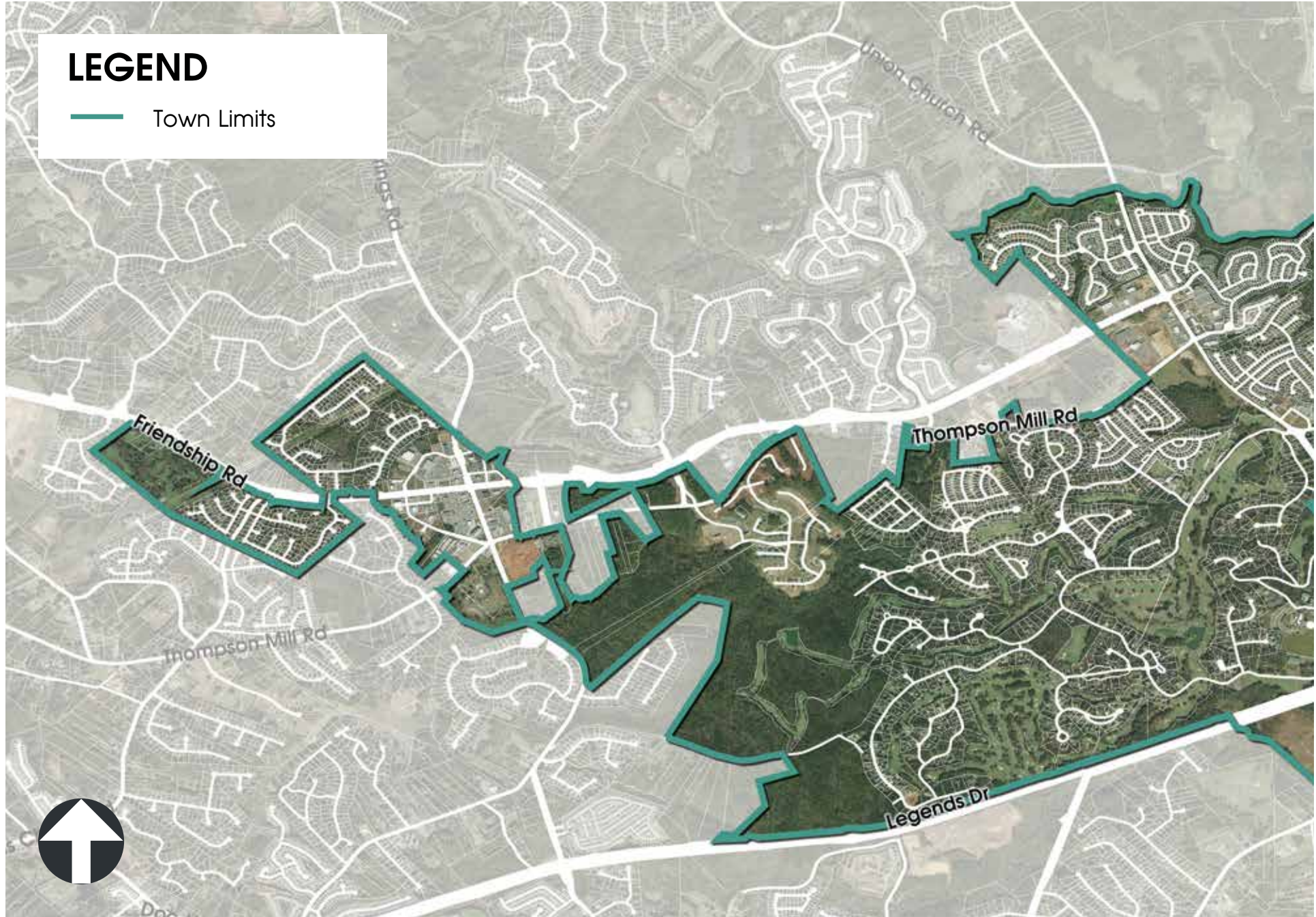
Sources: *Georgia Encyclopedia* (www.georgiaencyclopedia.org), www.downtownbraselton.com



Above: The Braselton Brothers Department Store building, date unknown.

Below: The Braselton Brothers Department Store building today. It now houses the Braselton Antique Mall among other local businesses.





1



Existing Conditions

Previous Plans | Population & Demographics |
Land Use | Transportation |
Housing & Market Study | Natural & Cultural
Resources | Summary Conclusions



Previous Plans

Plans Reviewed

- Comprehensive Plan (2015)
- Downtown Master Plan (2003)
- Urban Redevelopment Plans (2005, 2009)
- Jackson County Transportation Plan (2019)
- Gainesville-Hall Regional Transportation Plan (2020)
- Braselton Tourism Report (2019)

COMPREHENSIVE PLAN | 2015

The Town of Braselton’s latest comprehensive plan update was adopted in 2015. It currently serves as a guide for the Town’s local government officials and community leaders for decision making, including the assessment of development proposals, rezoning applications, and redevelopment plans.

As previously mentioned in the Introduction, this plan seeks to advance the parts of the 2015 plan update that are still relevant to Braselton today, while making new recommendations that account for the changes the town has experienced. The following summary highlights the plan’s basis and recommendations.

>> Primary Needs & Opportunities

As part of the planning process, the following items were assessed as Braselton’s most important **needs**:

- A desire for more diversified goods and services, particularly with dining and entertainment options.
- The town needs more variety of housing types to meet demand from the aging population and young professionals, as well as more diversity in pricing.
- New sidewalks and other alternative modes of transportation are needed, and might help lessen congestion through the town.
- The town’s existing sidewalk network needs additional connections to fill in gaps.

- Traffic congestion is a major issue, especially at the interstate interchanges.

The following items were assessed as Braselton’s most important **opportunities**:

- Recent investments in Downtown Braselton provide an opportunity for new businesses to locate there.
- Regional attractions, like Chateau Elan and Road Atlanta, draw visitors to the town.
- Braselton’s growth has been driven largely by residential development, setting the stage for more growth in the commercial, industrial, and retail sectors.
- The opening of the Northeast Georgia Medical Center offers significant opportunity to develop a node of complementary uses.
- The area around downtown offers the opportunity to develop or redevelop residential uses at a greater density.
- A larger, more diverse population along with those wishing to age in place will create a market for residential and other development that is denser, more walkable, and lower maintenance.
- The LifePath should continue to be built out to provide more connections between neighborhoods and destinations.
- The Town should continue to invest in quality of life enhancements such as recreational trails, parks, and community gathering spaces or centers.
- A multi-jurisdictional approach to addressing common transportation issues could serve as a catalyst for collaboration in other areas.

>> Guiding Principles

The previous plan also established a series of guiding principles for the future growth and development throughout Braselton:

- Focus commercial development in key activity centers/nodes to reduce sprawling development patterns.
- Encourage a greater jobs-to-housing balance, greater employment opportunities, and more housing units commensurate with employment opportunities and wages within the town.
- Aggressively preserve open spaces and pursue creation of new parks, trails and greenways.
- Establish clear design character expectations in priority areas Improve the quality of key corridors linking existing and future centers.
- Maintain rural/suburban character of single-family detached residential.

>> Key Policy Recommendations

- Work with housing developers to integrate a variety of residential types within future residential development projects.
- Along scenic corridors such as Highway 53, Highway 211, Thompson Mill Road and Spout Springs Road, institute landscape/natural buffers between roadways and future development sites to help preserve rural heritage of area.
- Reduce corridor “sprawl” along Highway 53 by establishing land use and zoning controls to create commercial “nodes” at key intersections.
- Promote inter-parcel connectivity between future developments.

DOWNTOWN MASTER PLAN | 2003

In 2003, a group of Braselton citizens, businesses, and land owners worked together with a consultant team to formulate a plan to revitalize the downtown. In the years leading to the plan's creation, Downtown Braselton had been suffering from empty neglected buildings and no new development, even as the rest of the town thrived.

>> Key Issues

Stakeholders identified the following as constraints for Downtown Braselton:

- Poor traffic circulation;
- Truck traffic that wreaks havoc with local motorists;
- No identity;
- The danger of losing valuable historic buildings; and
- Lack of development regulations.

>> Recommendations

The plan recommended the following to improve Downtown Braselton:

- The establishment of a Braselton Development Authority.
- Acquisition of property to create a Town Green.
- Extension of Braselton Parkway to create a frontage road that connects Highway 53 and Highway 211.
- Design provisions that include 12- to 15-foot sidewalks and bringing structures as close to the sidewalks as possible.
- A mixed-use town center to include office, retail, and residences of different types and densities.

URBAN REDEVELOPMENT PLANS | 2005, 2009

In the years following the 2003 Downtown Master Plan, the Town of Braselton created two urban redevelopment plans for the downtown area. The intent of these plans was to refine the 2003's vision and identify specific projects for implementation and funding.

>> 2005 Projects

The Town's first urban redevelopment plan proposed the following based on further analysis:

- Construction of a new library facility.
- Construction of a new police and court facility.

>> 2009 Projects

The latest urban redevelopment plan indicated in its analyses that approximately 70% of the land in Downtown Braselton was vacant or undeveloped. Other findings included the need for additional public facilities to accommodate population growth and the need for alternative modes of transportation to encourage more pedestrian activity. Projects from this plan included the following:

- Realignment of Highway 53 and Highway 124.
- Construction of the Town Green and amphitheater.
- Streetscape projects that would include on-street parking and wider sidewalks.



The master plan and subsequent urban redevelopment plans helped to kick off revitalization efforts for downtown through the Town Green, the adaptive reuse of historic structures, new businesses, and key transportation improvements.

JACKSON COUNTY TRANSPORTATION PLAN | 2019

Jackson County, which makes up a significant part of Braselton, updated its county-wide transportation plan in 2019. Since 2000, Jackson County has experienced tremendous population growth — nearly 22,000 residents were added between 2000 and 2015. Additionally, there was a lot of growth in its industrial employment sectors during this same time. Analyses forecasted that between 2015 and 2050, Jackson County’s population would further increase by approximately 52,000 (effectively doubling the population), and nearly 8,700 jobs would be added, prompting a need to reassess the county’s transportation network.

>> Key Recommendations & Projects

The following are recommendations and projects that relate to Braselton:

- Feasibility study for the Braselton/Hoschton Bypass.
- Repair or replacement of the Liberty Church Road/Thompson Mill Road bridge at the Mulberry River.
- Jesse Cronic Road and Thompson Mill Road intersection improvement.
- Widening of Jesse Cronic Road and Thompson Mill Road (from 2 lanes to 4 lanes).
- Braselton Parkway extension.
- Roundabout at Highway 53 at New Cut Road/Ednaville Road (GDOT).
- Widening of Highway 53 from Interstate 85 to Highway 211 (GDOT).
- Widening of Highway 124 from Josh Pirkle Road to Highway 11 (GDOT).

GAINESVILLE-HALL REGIONAL TRANSPORTATION PLAN | 2020

At the time of this plan, the Gainesville-Hall Metropolitan Planning Organization (GHMPO) was in the process of updating its Regional Transportation Plan (RTP) that covers all of Hall County and the western portion of Jackson County. The RTP update will cover a 30-year period from 2020 to 2050. This update will provide a “road map” for GHMPO’s transportation investments by prioritizing needs across the planning boundary.

>> Goals of the Plan

The following are the major goals of the plan from the 2015 RTP:

- 1. Coordination & Outreach.** Develop a financially feasible plan that will increase the likelihood of successful implementation through agency, stakeholder, and public coordination.
- 2. Multimodal Connectivity.** Provide a more integrated multimodal and intermodal transportation system that includes increased travel options by prioritizing transit, pedestrian, and bicycle travel throughout the region.
- 3. Safety/Security.** Maintain and improve transportation system safety and security for motorists, transit riders, pedestrian, and bicyclists.
- 4. System Preservation & Maintenance.** Take steps to continually monitor and maintain the transportation system.

5. Environment. Develop a transportation system that conserves energy, promotes the attainment of air quality standards, protects the natural environment, and minimizes adverse impacts.

6. Mobility & Economic Vitality. Provide a transportation system that provides for the movement of people and goods safely and efficiently and advances the region’s economic competitiveness.

7. Land Use Integration. Develop a transportation system that is efficient by integrating transportation planning with land use decisions and other comprehensive planning tools.

>> Key Recommendations & Projects

The following are recommendations and projects that relate to Braselton:

- Widening of I-85 from I-985 to north of Highway 53/Green Street (GDOT).
- Widening of I-85 from north of Highway 53/Green Street to north of Highway 11/US Highway 129 (GDOT).
- Widening of Highway 53 from I-85 to Highway 211 (GDOT).
- Widening of Highway 53/Green Street from Interstate 85 to Tapp Wood Road (GDOT).
- Widening of Highway 211 from Highway 124/Barrow County line to Friendship Road/Hall County line.
- Widening of Highway 211 from Highway 53 to Friendship Road.

BRASELTON TOURISM REPORT | 2019

In 2019, the Georgia Department of Economic Development’s Tourism Product Development (TPD) team made a series of visits to Braselton to assess the town’s existing inventory of tourism destinations, create recommendations to expand the town’s tourism opportunities, and provide resources to help further tourism in Braselton.

>> Key Recommendations

- Solidify the Braselton brand across the geographical area.
- Offer outdoor experiences and monitor lodging.
- Use arts as a solution to activate new areas.
- Activate a walkable bustling downtown with a welcome center hub.
- Finesse a slate of festivals/events to keep visitors coming.

As a result of this visit, the Town of Braselton is now eligible for funding assistance from the TPD to implement the strategies outlined within the report, including but not limited to agritourism, arts and culture, downtown development, historic preservation, and outdoor recreation.



Population & Demographics



POPULATION GROWTH

In 2000, Braselton had a population of 3,650 people and 1,176 households. Recent estimates show that the town has a population of 11,395 people with 3,723 households. In less than 20 years, Braselton has more than tripled in population. Braselton has continued to grow at a faster pace than the four counties since 2000. During this same period, Braselton's share of growth between the four counties has increased by a full half of a percentage point, showing signs of a competitive small town within this geographical area.

POPULATION PROJECTIONS

Braselton is expected to grow from 11,395 people and 3,723 households in 2019 to 18,959 and 6,032, respectively, in 2045. This equates to a net increase of 7,564 new people and 2,309 new households, or **roughly 303 new residents annually**. From 2000 to 2010, the town's population grew at an impressive 7.5%, but slowed to 4.7% between 2010 and 2019. Using a conservative growth rate, it's predicted that Braselton

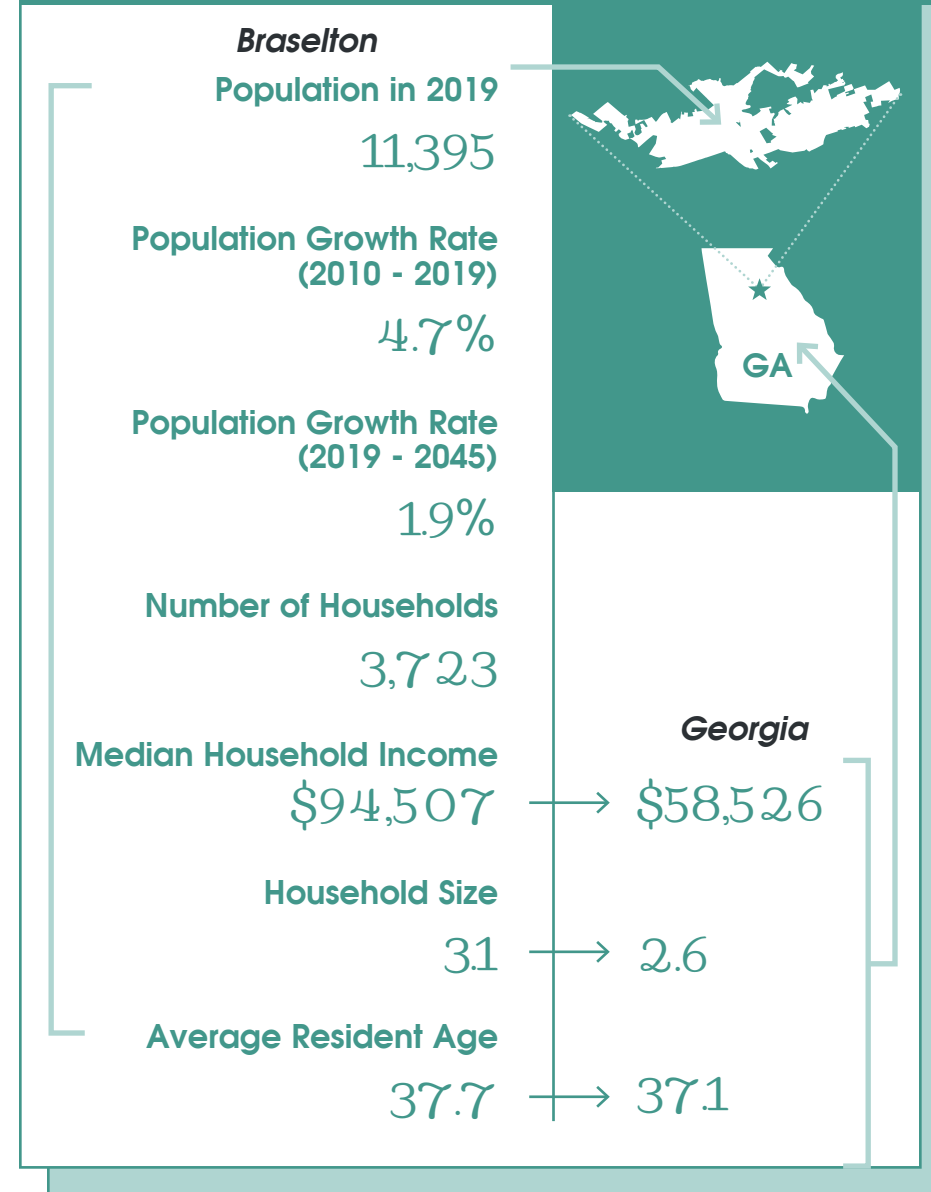
will grow at a steady annual average of 1.9% to get to 2045's projected population and household total.

The fastest growing age group within the four counties between now and 2045 is expected to be seniors (age 74 years old and over) at an average annual growth rate of 3.8%. The gap between seniors and the next closest age group in terms of fastest growing is quite significant. Those between 23 and 38 years old are projected to grow by 2.2%, 7 to 22 years old by 2%, 55 to 73 years old by 1.8%, and lastly persons age 39 to 54 years old by an estimated 1.7% on an average annual basis. Between now and 2029, the growth of seniors will skyrocket to an average annual rate of 5.2% but will gradually decline until 2045.

Population	Town of Braselton	Four Counties	State of Georgia
2000 Census	3,650	815,481	8,186,491
2010 Census	7,511	1,114,857	9,687,653
2019 Estimate	11,395	1,298,776	10,593,771
Average Annual Growth Rate, 2000-2019	6.2%	2.5%	1.4%
Average Annual Growth Rate, 2000-2010	7.5%	3.2%	1.7%
Average Annual Growth Rate, 2010-2019	4.7%	1.7%	1.0%

Sources: Claritas, Environics Analytics

>> Braselton By The Numbers



HOUSEHOLD GROWTH

Braselton has a larger average household size (3.1) than both the four counties (2.9) and state (2.6). This can be attributed to the fact that Braselton has a higher percentage of households with children. Braselton also has a lower percentage of non-family/single-person households than the four counties and state.

DEMOGRAPHICS

>> Age

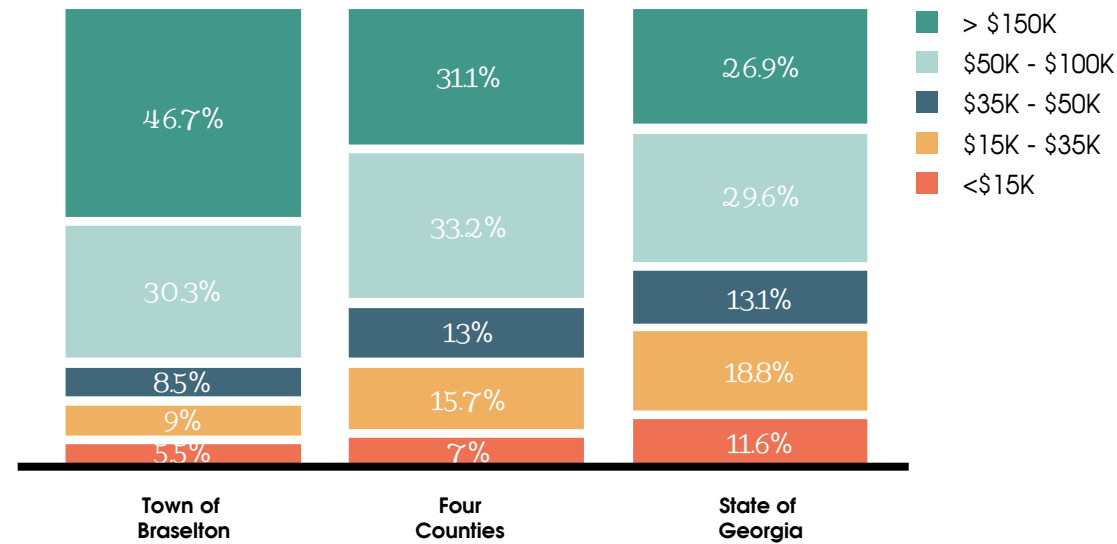
Generation X residents (born between 1965 and 1980) make up the largest concentration of Braselton's residents. The average age of residents (37.7) is higher than the average of the four counties (36.9), and the state (37.1). This disparity makes sense, as the next largest concentration of residents in Braselton are between the ages of 7 and 22, likely indicating the presence of more families than singles.

>> Income

The median household income in Braselton (\$94,507) is very strong and substantially more than the four surrounding counties (\$60,592) and the state (\$58,526). Nearly 50% of Braselton households earn over \$100,000 which is about 15% more than the four counties and 20% more than the state. Also noteworthy is the relatively small percentage of households earning an income less than \$35,000 in comparison to the surrounding counties and state. In Braselton, this group accounts for only 14.5% of the population.

Household Characteristics	Town of Braselton	Four Counties	State of Georgia
Est. Households	3,723	430,651	3,940,078
Small Households (1 or 2 people)	1,675	203,296	2,246,806
Medium Households (3-4 people)	1,439	154,065	1,239,881
Large Households (5+ people)	609	73,290	453,391
Households with Children	47%	44%	37%
Households without Children	53%	56%	63%
Non-Family Households	620	104,322	1,242,055
2019 Est. Average Household Size	3.1	2.9	2.6

Sources: Claritas, Environics Analytics



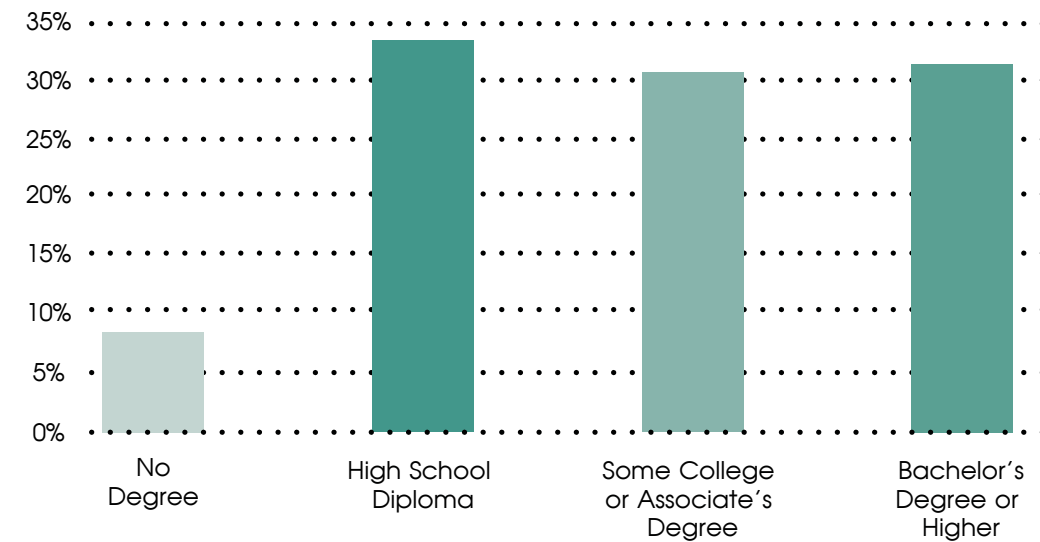
Sources: Claritas, Environics Analytics

>> Race & Ethnicity

As 76% of the population, Braselton is predominately White. Black/African-Americans are the second largest population group in the town at approximately 30% of the total population. Asians make up a small, but notable, portion of the population at about 4%. People of Hispanic or Latino origin comprise about 5% of the entire population.

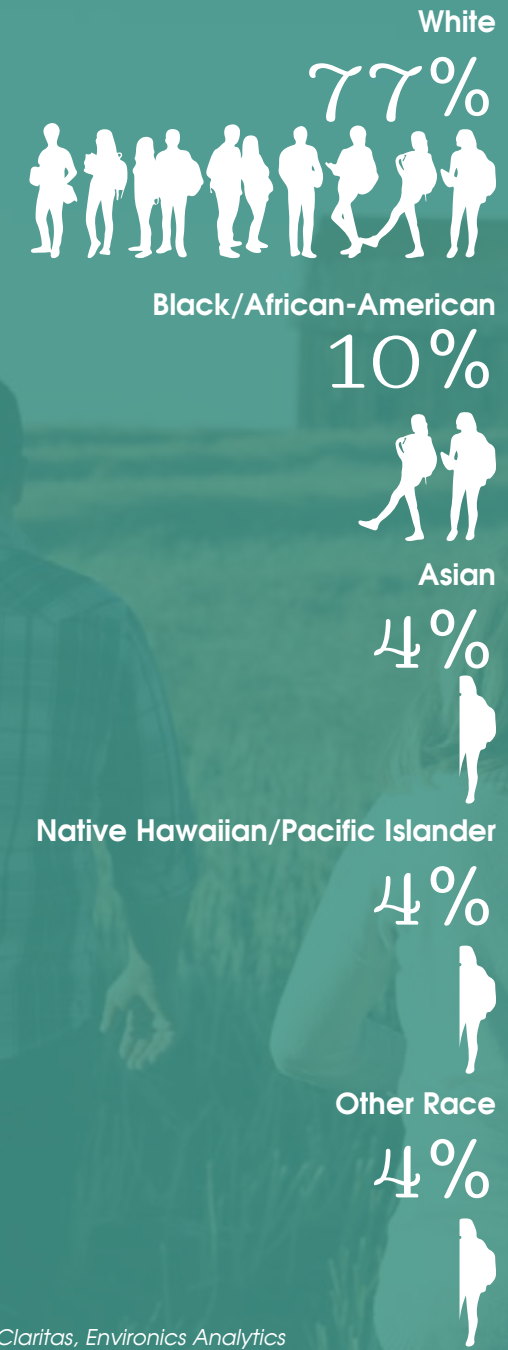
>> Educational Attainment

As shown in the chart below, about 35% of Braselton residents have a high school diploma or less education. Those with some college and/or an Associate's degree account for 32% of the population. Those with at least a Bachelor's degree make up approximately 33% of the population. Overall, the town compares to the counties and state relatively well in terms of educational attainment. Those with less than a high school diploma only make up 9.2% of the population, compared to 14% in the four counties and 14% in the entire state.



Sources: Claritas, Environics Analytics

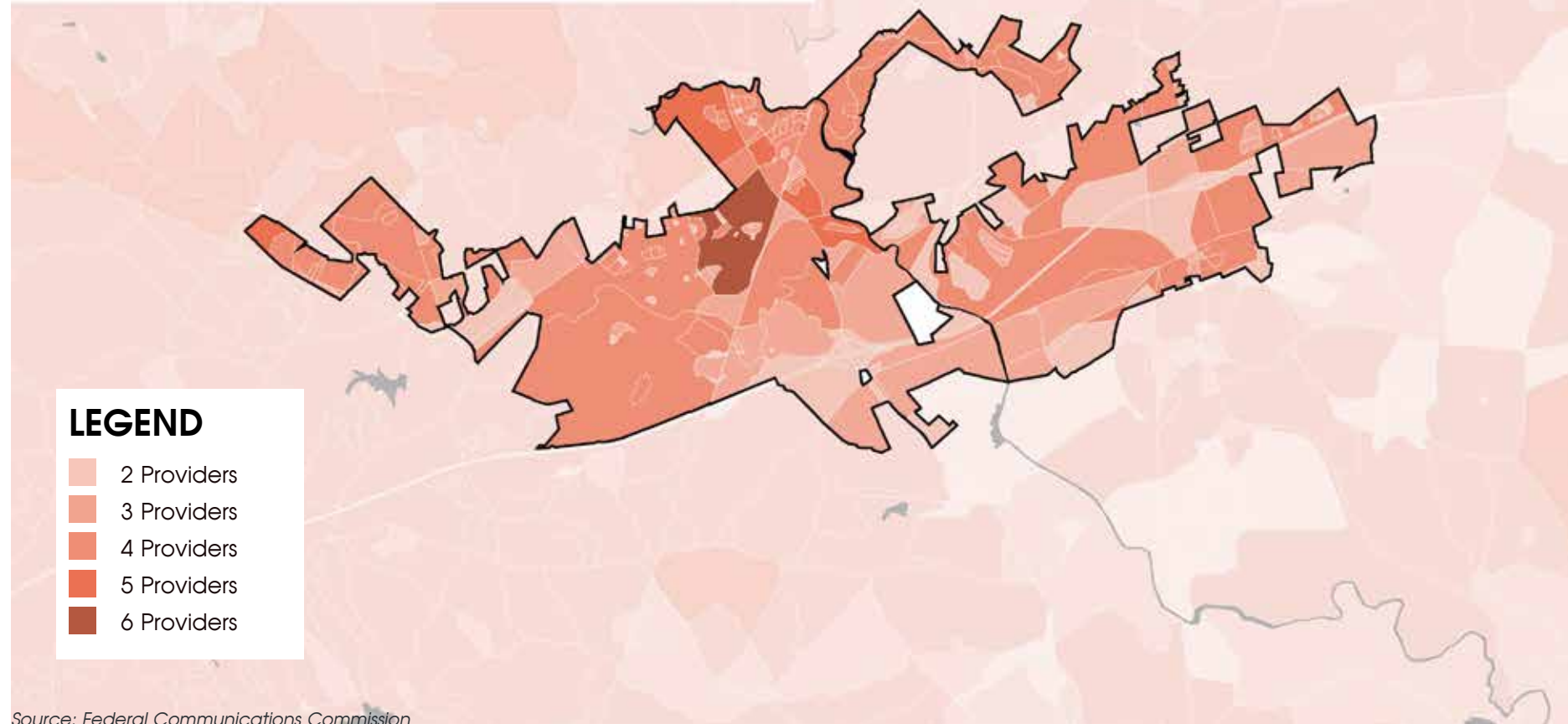
>> Race & Ethnicity in the Town of Braselton



Sources: Claritas, Environics Analytics

>> **Broadband Access**

The map below shows the number of residential fixed internet access service connections per 1,000 households by census block group. Braselton falls within the immediate metro Atlanta coverage 'ring' and is well-covered by high speed broadband internet service. This type of service is necessary to attract employers in the digital and technology industries, as well as attract and retain households.



LEGEND

- 2 Providers
- 3 Providers
- 4 Providers
- 5 Providers
- 6 Providers

Source: Federal Communications Commission

EMPLOYMENT ASSESSMENT

>> **Total Employment**

The town lost 10% of its employees during the global economic downturn. However, over the last ten years, Braselton doubled its total workforce – from 3,372 employees in 2007 to 6,758 employees in 2017. The counties' total employment grew at an average annual growth rate of 7.2% from 2007 to 2017.

>> **Employment by Sector**

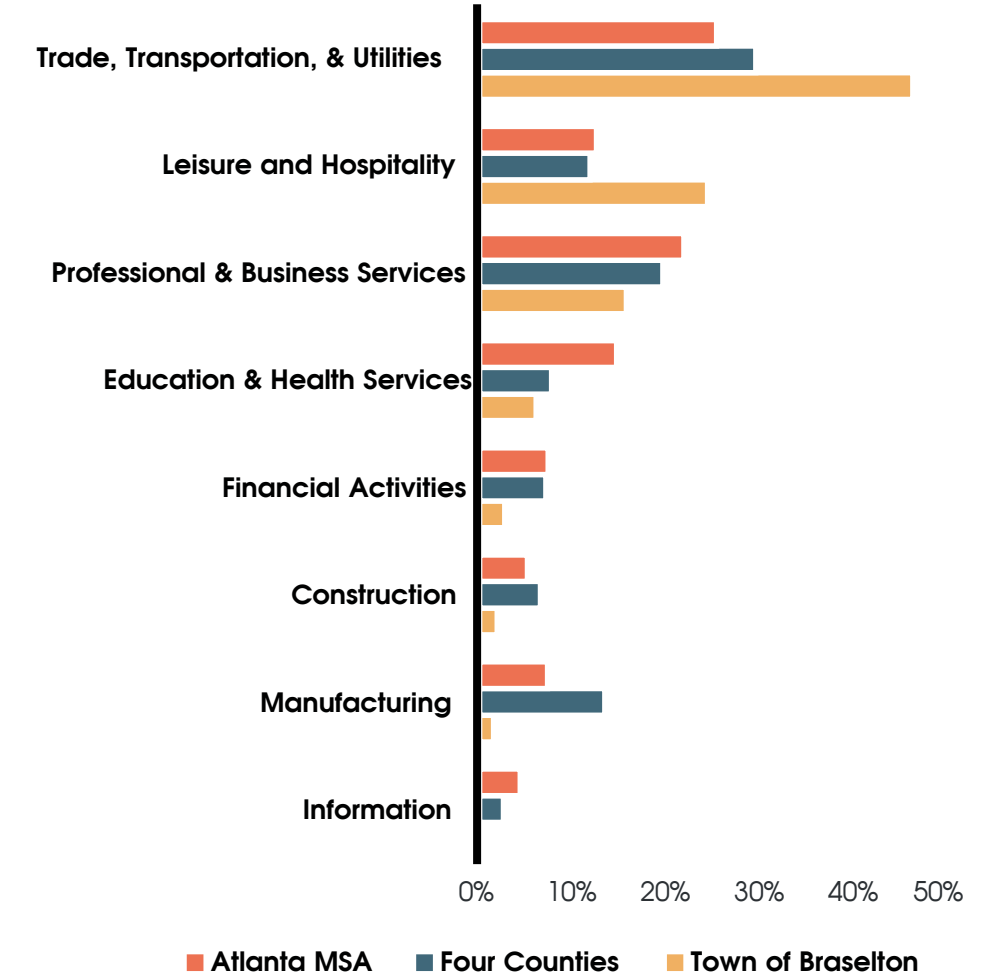
While overall employment numbers are important economic and social indicators, the types and nature of jobs vary greatly between different regions and also within regional economies. This distinction is evidenced by the adjacent chart in which the town, the four counties, and the Atlanta MSA both share and have various traits in economic bases.

As expected, the Trade, Transportation, & Utilities sector dominates all three geographies due to the region's logistical strengths. However, the location advantage is much more apparent in Braselton as 47% of all employment is in this sector. The Information sector, although one of the fastest growing in Braselton, has the least concentration of employees within all three geographies.

Unlike the four counties and the Atlanta MSA, the Leisure & Hospitality sector represents a full quarter of all employment within the town. This clustering of employment can be attributed to Braselton's strong focus on lodging, attractions, and entertainment that stretch beyond economic drivers such as Chateau Elan and Road Atlanta.



>> **Between 2007 and 2017, the Town of Braselton doubled its total workforce.**



Sources: U.S. Bureau of Labor Statistics and U.S. Census Bureau

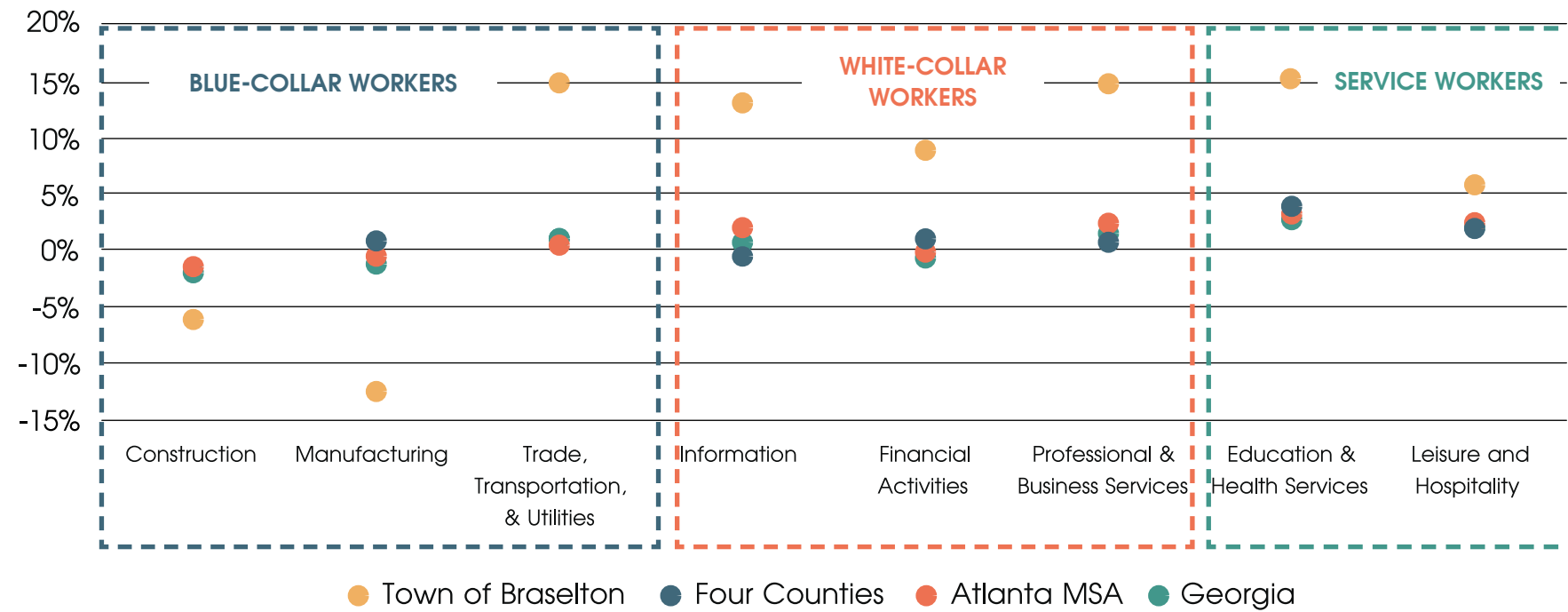
>> Employment Growth by Sector

Braselton's drastic growth rates are an effect of its relatively small employment base. Nevertheless, between 2007 and 2017, the town outpaced both the four counties and the Atlanta MSA in terms of attracting jobs in the following sectors: Trade, Transportation, & Utilities; Information; Financial Activities; Professional & Business Services; and Leisure & Hospitality. The fastest growing sector was Education & Health Services while Trade, Transportation, & Utilities saw the largest overall increase in total employment.

During this same period, the Manufacturing & Construction sectors saw a substantial decline in jobs unlike what was experienced in the four counties and the Atlanta MSA.

50% of all Braselton employment is "blue-collar," which mirrors the four combined counties, but is significantly out of touch with the Atlanta MSA's concentration of 38%. On the other hand, white-collar jobs represent 19% of Braselton's economic base, 30% of the four counties', and nearly 35% of the Atlanta MSA's.

Employment Average Annual Growth Rate (2007 - 2017)



Sources: U.S. Bureau of Labor Statistics and U.S. Census Bureau

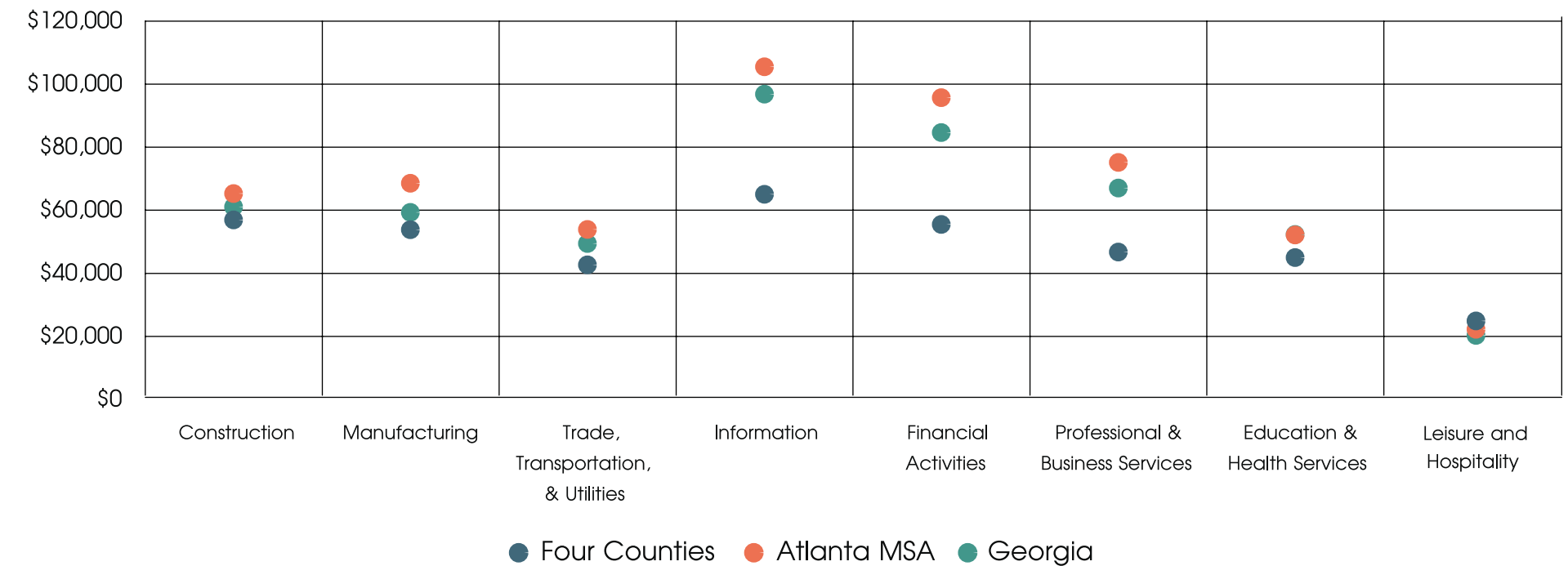
>> Average Salaries

Across an array of skilled, high-demand job fields from software developer to auto mechanic, average wages for workers in the four counties lag what's paid in the Atlanta MSA and state.

Excluding government workers, the four counties have an average weekly wage of \$937, which is significantly

lower than that of the Atlanta MSA (\$1,271) and State (\$1,138). Average wages in the four counties has increased by an average of 28% since 2008, compared to 26% in the MSA and 30% at the state level during the same period. On average, the Information (\$65,008) and Construction (\$56,857) sectors produce the highest annual salaries in the four counties.

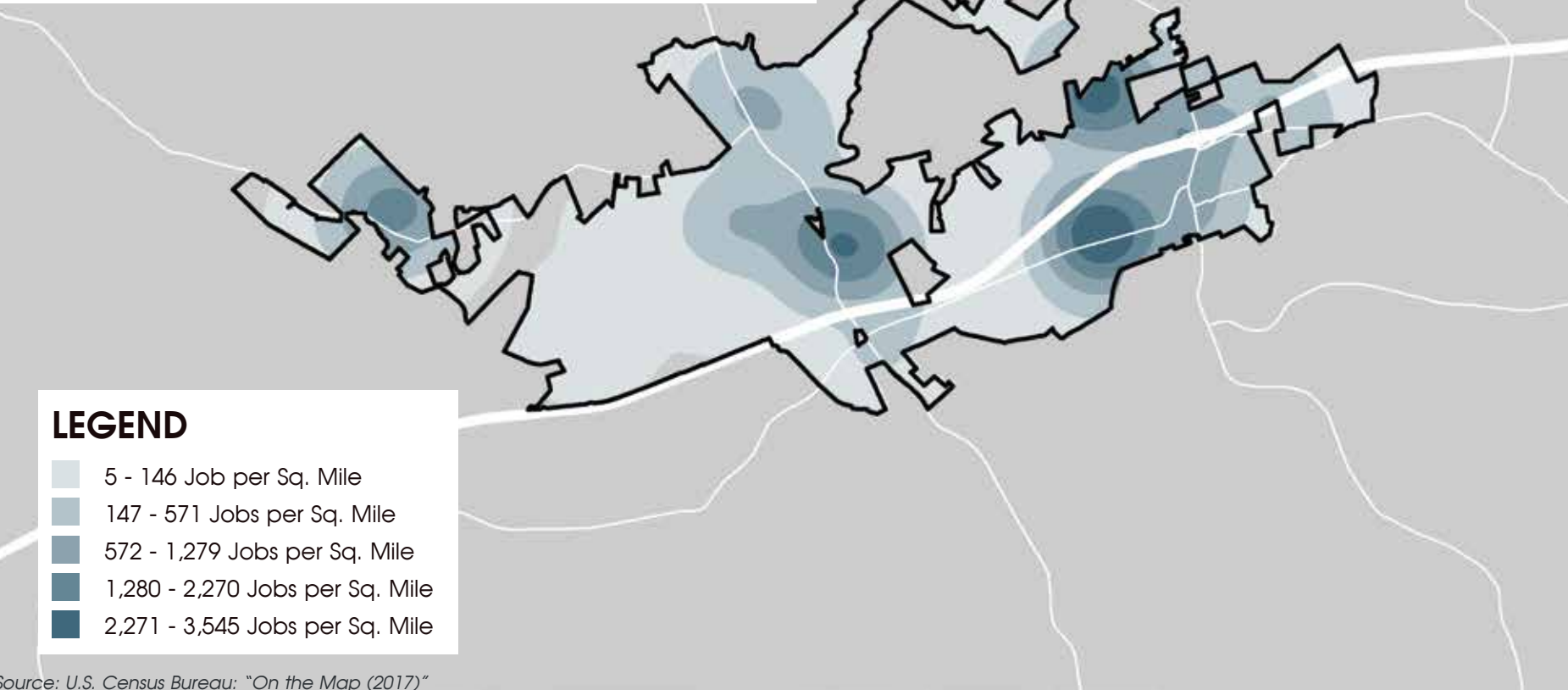
2018 Average Annual Wages



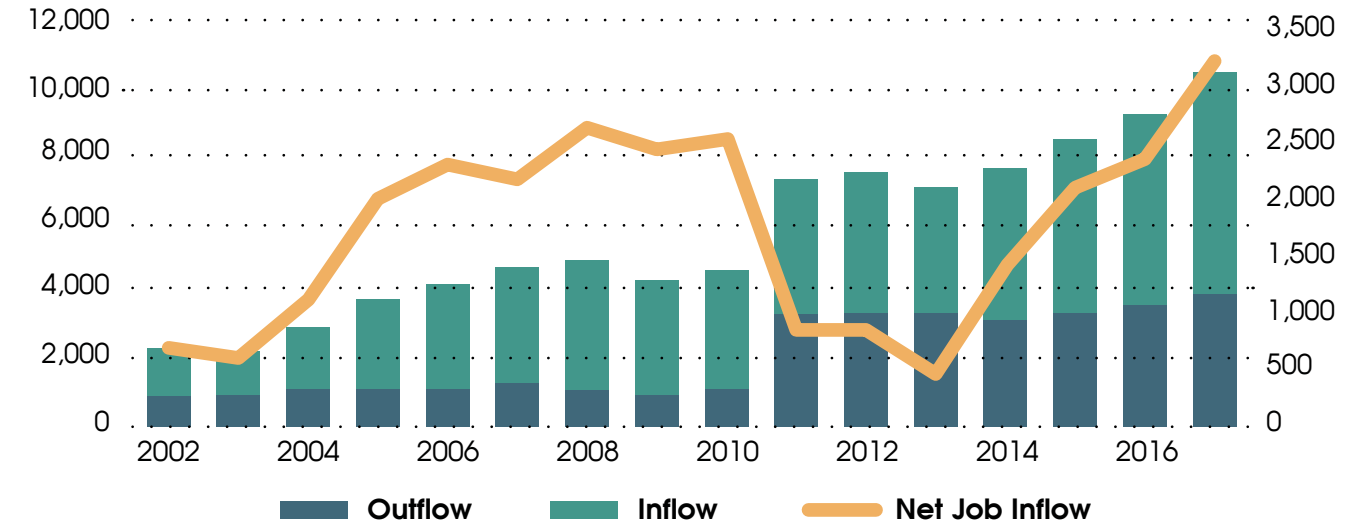
Source: U.S. Bureau of Labor Statistics

>> Employment Density

This map estimates jobs per acre within the Town of Braselton. Employment is clustered near and along three main arterial roads — Braselton Parkway, Jesse Cronin Road, and Highway 124. Braselton’s accessibility has led to the construction of massive warehouses and distribution/logistics centers. To-date, this includes 15 buildings comprising of at least 150,000 square feet of industrial uses. There is also significant employment density in the center of town near the Highway 211 interchange. This area includes both Chateau Elan and a neighborhood activity center with various retail uses.



Source: U.S. Census Bureau: "On the Map (2017)"



Source: U.S. Census Bureau: "On the Map (2017)"

>> Employee Inflow/Outflow

In 2017, there were 6,758 employees in Braselton. Of those employees, nearly 97% or 6,560 commuted inside the county (inflow) for work. Between 2002 and 2017, the net job inflow of employees commuting to Braselton for work increased on an average annual basis of 11%. During that same period, the amount of people commuting outside the county (outflow) for work increased by 10%.

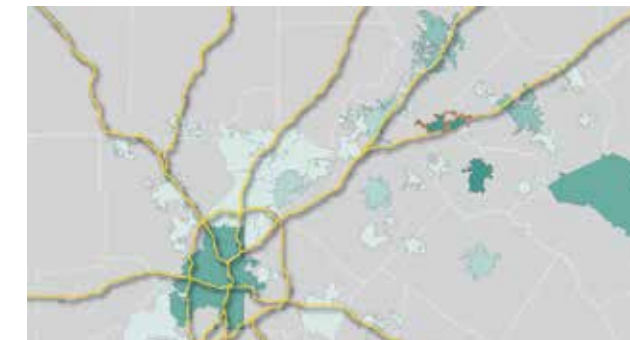
>> Commuting Patterns

Where Braselton employees live: top cities/places

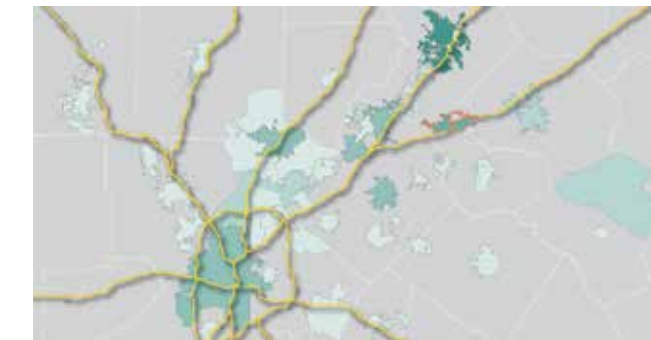
- Braselton (2.9%)
- Winder (2.7%)
- Athens-Clarke County (2.4%)
- Atlanta (2.0%)
- Gainesville (1.5%)

Where employed residents work: top cities/places

- Gainesville (8.2%)
- Braselton (5.4%)
- Buford (4.6%)
- Atlanta (4.4%)



Source: U.S. Census Bureau: "On the Map (2017)"



More

Fewer



Land Use

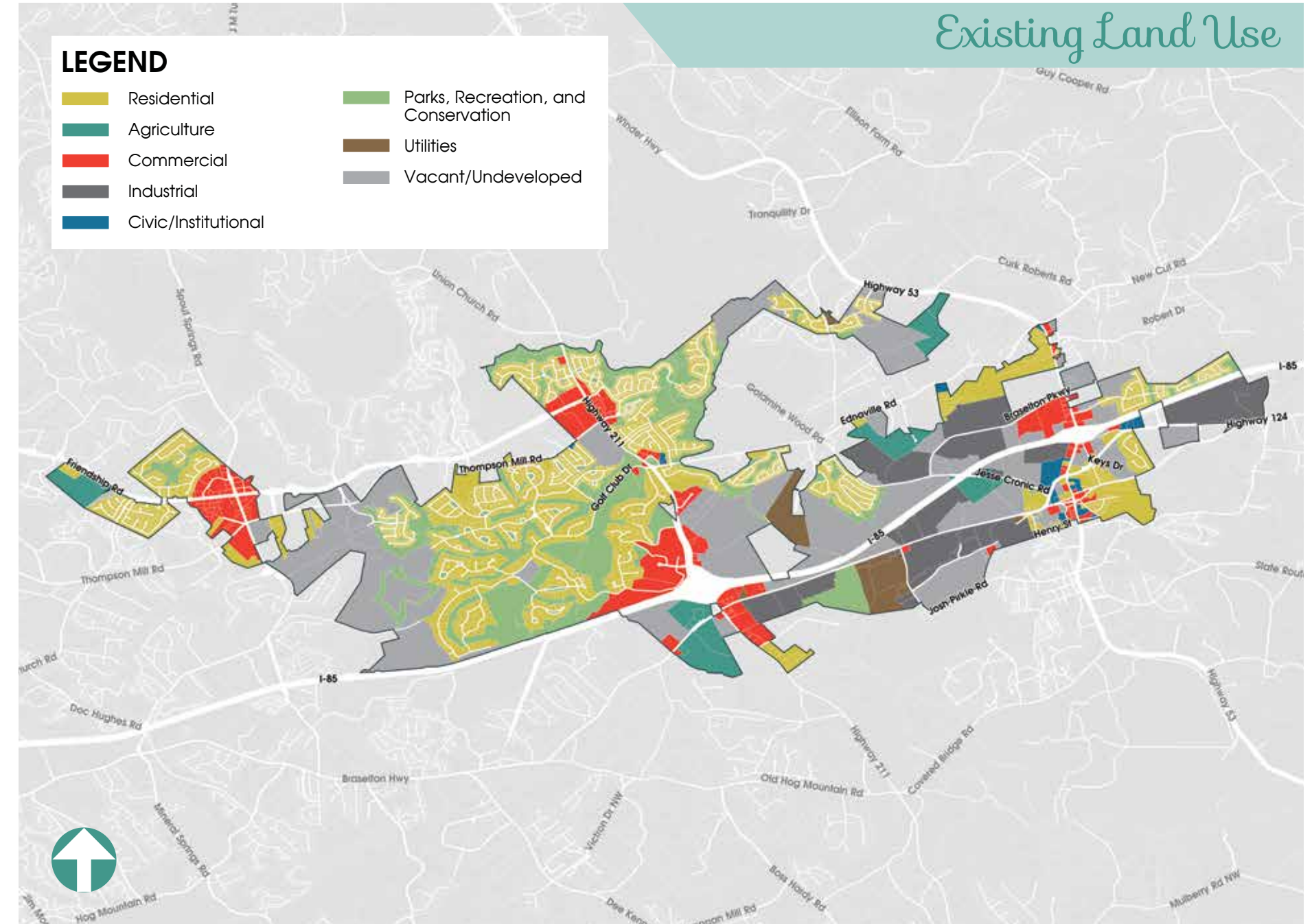
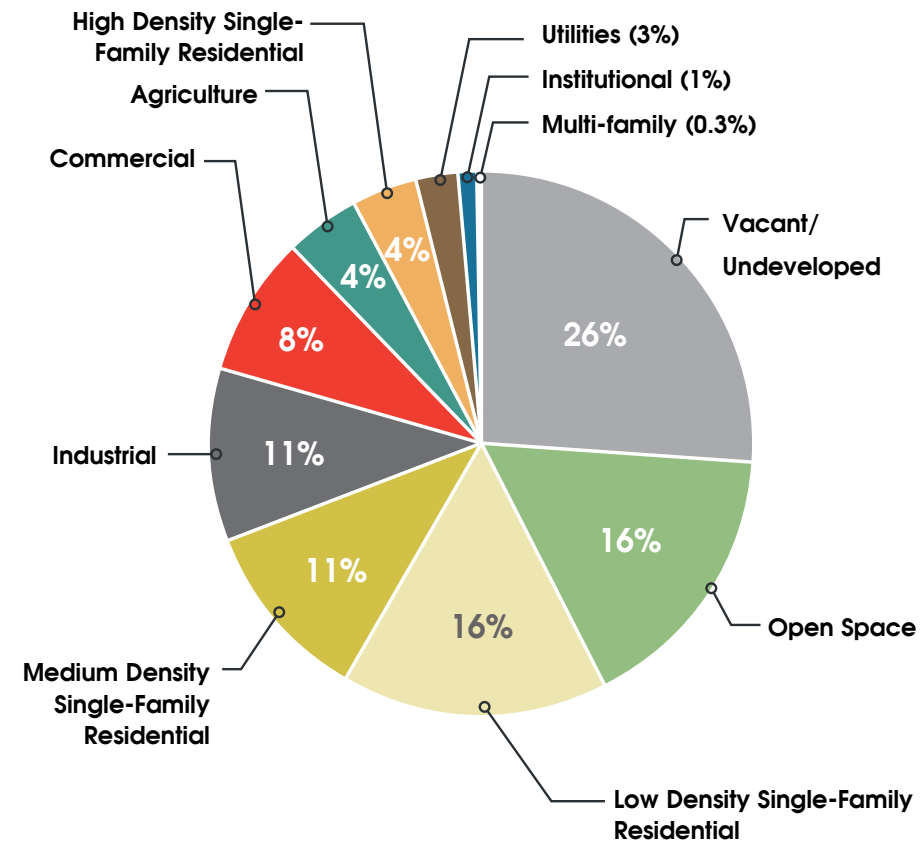
EXISTING LAND USE

>> Residential

Braselton's most prevalent land use (approximately 31% of all land) is single-family residential. Low-density single-family residential uses, defined as up to 2 units per acre, make up about 16% of land. Medium-density single-family (2-6 units per acre) and high-density single-family residential (over 6 units per acre) make up an additional 15% of the town's land. Most of the single-family residential lands in the town are grouped in subdivisions. Multi-family makes up less than 1% of total land (see pages 42-43 for more information).

>> Commercial

Approximately 8% of the town's land is commercial, which is comprised of mostly retail and office. These uses are all located near major intersections and road corridors, such as the Duncan Corners shopping center at the intersection of Friendship Road and Spout Springs Road, the Highway 211 shopping centers, Chateau Elan at the intersection of Interstate 85 and Highway 211, Downtown Braselton, and along Highway 53.





>> Industrial

Industry, specifically warehousing and distribution centers, has become a big part of Braselton's economy. Land devoted to industry makes up 11% of the town.

>> All Other Uses

Utilities comprise only 3% of Braselton's land. The town has about 1,200 acres (16% of all land) of parks and recreation facilities, both privately owned and publicly owned by the Town of Braselton, and conservation lands. Most of this is located at the Chateau Elan Golf Club and in conservation subdivisions near the Mulberry River. A very small portion of land (1%) is devoted to public and institutional uses, primarily churches and civic facilities. Lastly, a large part (26%) of the town's land is undeveloped land, however, a lot of this land has active development plans.

ZONING

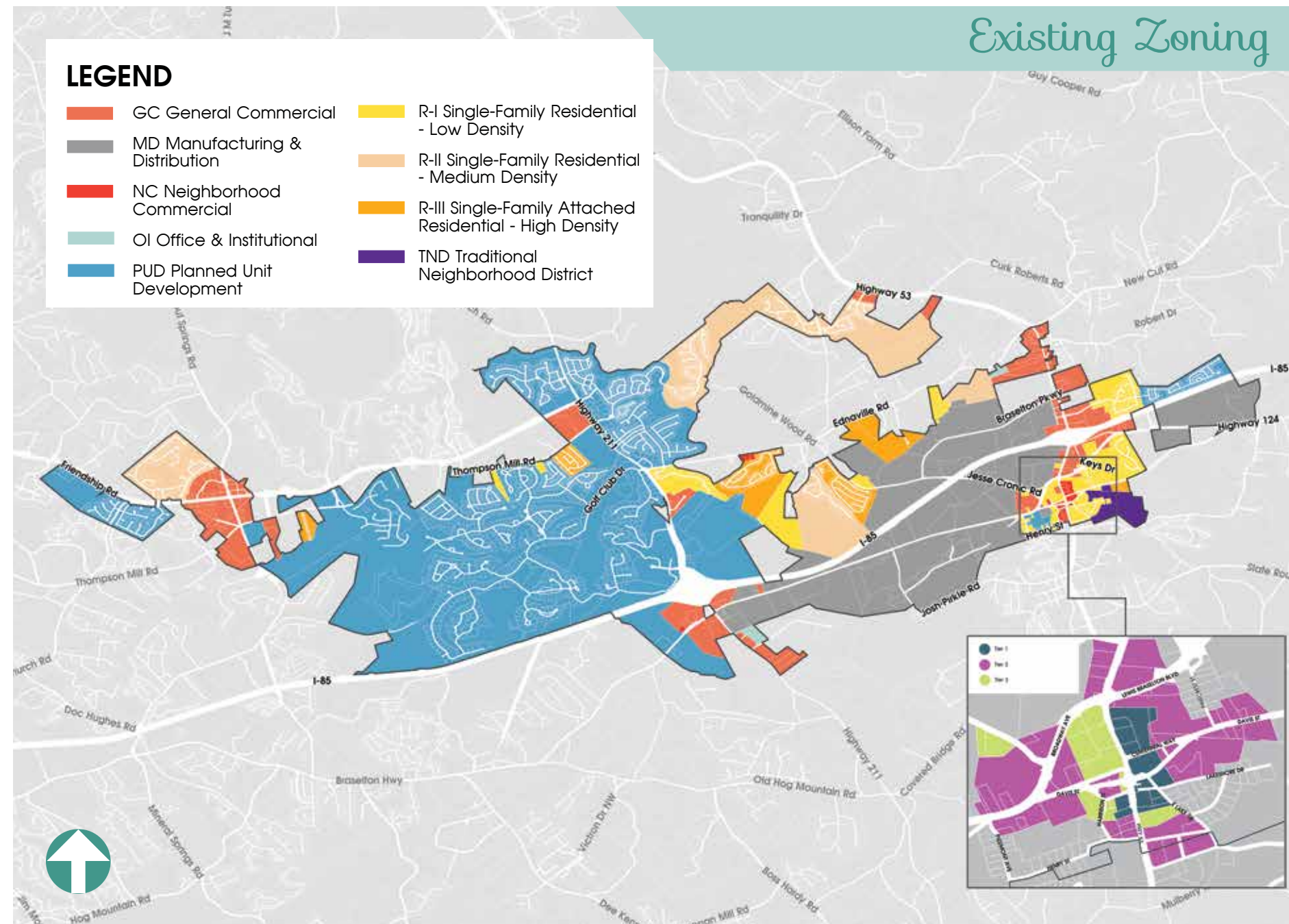
The Town of Braselton's zoning is regulated through their Development Code. The town is divided into 14 zoning districts. The most prevalent is the Planned Unit Development (PUD) Zoning District, followed by the Manufacturing and Distribution (MD) Zoning District.

>> Planned Unit Development (PUD)

The PUD District, highlighted in blue on the facing map, is the largest portion of the town. It is intended to establish truly unique developments in which conventional design requirements and districts cannot accommodate. The PUD District provides more flexibility with regard to design and uses and the blending of the two. This district also allows for more mixed-use developments rather than a conventional residential subdivision with a commercial component or office/industrial development. PUD developments may contain residential, commercial, industrial, and recreational components. Chateau Elan is the largest PUD in the town.

>> Manufacturing and Distribution (MD)

The second largest portion of the town, which is highlighted in dark gray on the facing map, is zoned as Manufacturing and Distribution (MD). The purpose of this zone is to allow for the development of business parks, the manufacturing of products, storage, and the limited sales of products. The MD zone should be considered where appropriate transportation infrastructure is available and where transition uses between commercial and business/industrial is logical and needed.



LEGEND

■ GC General Commercial	■ R-I Single-Family Residential - Low Density
■ MD Manufacturing & Distribution	■ R-II Single-Family Residential - Medium Density
■ NC Neighborhood Commercial	■ R-III Single-Family Attached Residential - High Density
■ OI Office & Institutional	■ TND Traditional Neighborhood District
■ PUD Planned Unit Development	

>> Residential Districts

Braselton has five residential zoning categories in the Development Code: R-I (Single-Family Residential District - Low Density), R-II (Single-Family Residential District - Medium Density), R-III (Single-Family Attached Residential District - High Density), R-M (Residential Multi-Family), and MHD (Manufactured Housing District). Only the first three are shown on the Town's zoning map. The residential zoning categories distinguish primarily the densities of residential development as well as the type of dwelling unit.

>> Traditional Neighborhood District (TND)

The purpose of the Traditional Neighborhood District (TND) to create a residential zoning classification that encourages a pattern of neighborhood development that will be consistent with the traditional qualities of the historic downtown area while being compatible with surrounding residential areas of the town limits. Similar to a PUD, the TND District occurs through a unified plan for a neighborhood, but includes a diversity of housing types and lot sizes to accommodate a diverse group of people in pedestrian-oriented setting.

>> Commercial Districts

Braselton has five commercial zoning categories in the Development Code: O-I (Office and Institutional District), N-C (Neighborhood Commercial District), G-C (General Commercial District), D-D (Downtown District), and B-P (Business Park District). Only the first three are shown on Braselton's zoning map. The commercial zoning districts are to accommodate the non-residential land uses and are distinguished by the intensity and relative impact to residential districts.

>> Zoning Overlays & Other Districts

In addition to their 14 base zoning districts, the Town of Braselton has two overlay districts: the Downtown Overlay District and the Highway 211 Corridor Overlay District. The purpose of the Downtown Overlay District is to encourage appropriate development and design guidelines for the downtown area, encourage infill development, and create a balance of uses. The overlay district is divided into three tiers that have standards: Tier 1 (Downtown Core), Tier 2 (Downtown Transition), and Tier 3 (Downtown Conservation). The inset on the map on the previous page shows the Downtown Overlay District and its three tiers. The Highway 211 Corridor Overlay District, which includes property within 750 feet of the road centerline, was created to promote a sense of place along Highway 211, establish consistent and harmonious design standards and unify the area, and encourage innovating development.

>> Zoning Issues

All new development in Braselton is regulated under the Town's Development Code. The code has undergone changes in recent years in the form of new zoning districts and overlays.

Braselton has experienced some difficulties with the Development Code. One of the biggest indicators of such issues is the high number of variances granted to landowners looking to rezone or redevelop property, and the other is the number of conditions the Town will place on those landowners. The other problems with the existing Development Code are listed on the next page.

Planning Considerations

- The overlays are not shown on the official zoning map.
- No language about non-conforming structures and the regulations they must follow.
- Some uses are not mentioned or addressed, such as microbreweries, places that sell local wine, etc. Mixed use developments are only mentioned in the PUD district and Downtown Overlay. If the Town wants to encourage the creation and regulate mixed use development, it needs to be a permitted use in more zoning districts.
- The design guidelines could use some work — they are very stringent in some regard but silent on some things that would make a big impact (limit or regulate drive-throughs, etc.). They are also very similar between districts.
- The minimum 2-story height requirement for the Downtown District may limit development.
- The 8 dwelling unit/acre maximum for Downtown should be revised, since small downtown buildings with only 1 or 2 dwelling units would exceed this.
- The maximum floor-to-area ratio (FAR) for the Downtown Overlay would prohibit any traditional downtown development, since those buildings are always more denser than one would believe.
- The Downtown Overlay requires 12-14 foot wide travel lanes and a 35 mph design speed — this is contradictory. Slower design speeds require narrower travel lanes.

- The TND District is good, but perhaps too prescriptive with regard to the mix of lot sizes and housing types.
- The SR 211 overlay should probably apply to major external renovations and not just interior renovations or building expansions.
- The minimum requirement for 4 foot wide new sidewalks in subdivisions is narrow.

Technical Considerations

- "Group residence" as a use is not well defined.
- Requiring houses, townhouses, and multi-family to be owned rather than rented in R-III may pose legal challenges.
- There are some content regulations related to signs that should be removed or updated.
- Update The references to the official zoning map should be updated to allow for GIS and electronic copies.

Organizational & Formatting Considerations

- The whole code should be reorganized for clarity and to put similar regulations together.
- Regulations that are repeated over and over again throughout the code should be consolidated, and contradictions should be removed.
- There are a lot of items that are duplicated in the text and in tables that should be removed.
- The uses could probably be consolidated into use groups to make things simpler for the user.
- Additional graphics would be helpful in a number of places, and the existing graphics should be updated.



Transportation

OVERVIEW

In order to determine Braselton's transportation needs for the future, the existing vehicular and non-vehicular networks warranted studying. By examining the existing roadway classifications, traffic counts, crash data, pedestrian and bicycle facilities, and transit, recommendations were able to be made to improve transportation throughout the town.

VEHICULAR TRANSPORTATION NETWORK

>> Roadway Classifications

The roads in the Town of Braselton fall under three roadway classifications. These classifications include:

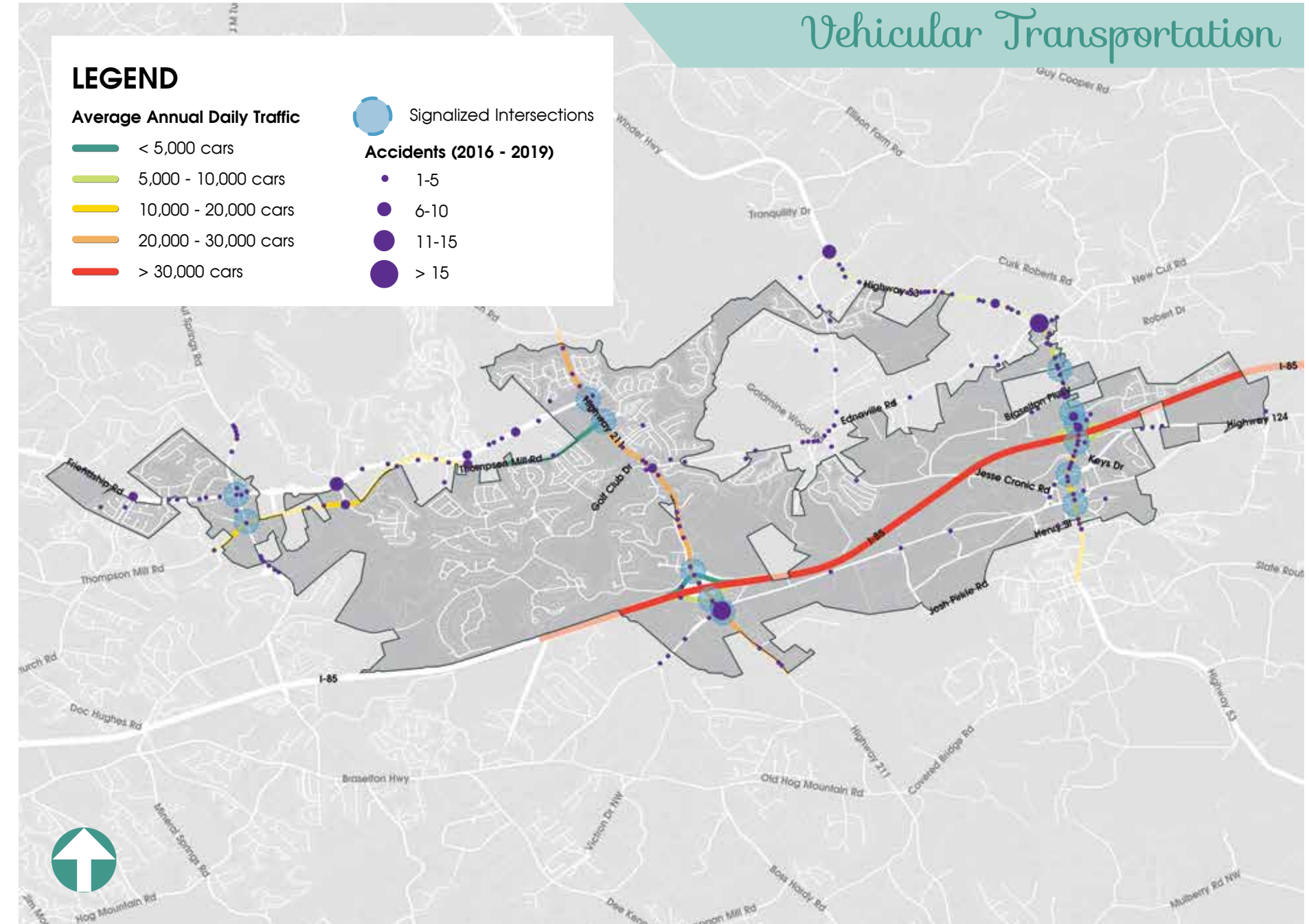
- 1. Arterials.** Roadways that provide mobility to allow traffic to move from one place to another quickly and safely.
 - Higher mobility
 - Low degree of access

- 2. Collectors.** Roadways that link arterials and local roads and perform some of the duties of each.
 - Balance between mobility and access
- 3. Local.** Roadways that provide access to homes, businesses, and other properties.
 - Lower mobility
 - High degree of access

Three of the four state routes in the town remain minor arterials along their entire stretch of roadway in the town, but Highway 124 changes from an arterial to a collector after it crosses from Barrow County to Jackson County. The remaining roadways fall into the classification of collector or local.

>> Traffic Counts

Traffic data from the Georgia Department of Transportation (GDOT)'s website was used to determine the Average Annual Daily Traffic (AADT) along the town's roadways. AADT is determined by dividing the total number of vehicles on a roadway in a year by 365 days. Residents reported congestion on Highway 211,





Above: The LifePath along Friendship Road attracts and accommodates pedestrians, runners, cyclists, and golf cart users.

Below: The Mulberry Riverwalk currently provides 2.5 miles of trails. There are plans to extend the Riverwalk.



and the data backs these observations. With an AADT ranging from 20,000 to 30,000 cars, Highway 211 has the highest traffic volumes in town.

>> Crash Data

Crash data was collected from July of 2016 to July of 2019 in order to have a better understanding of which areas had the greatest need for safety improvements. With approximately 70 collisions reported in this time frame, Highway 53 proved to be an area of concern moving forward, especially near its intersections at New Cut Road and Chardonnay Trace.

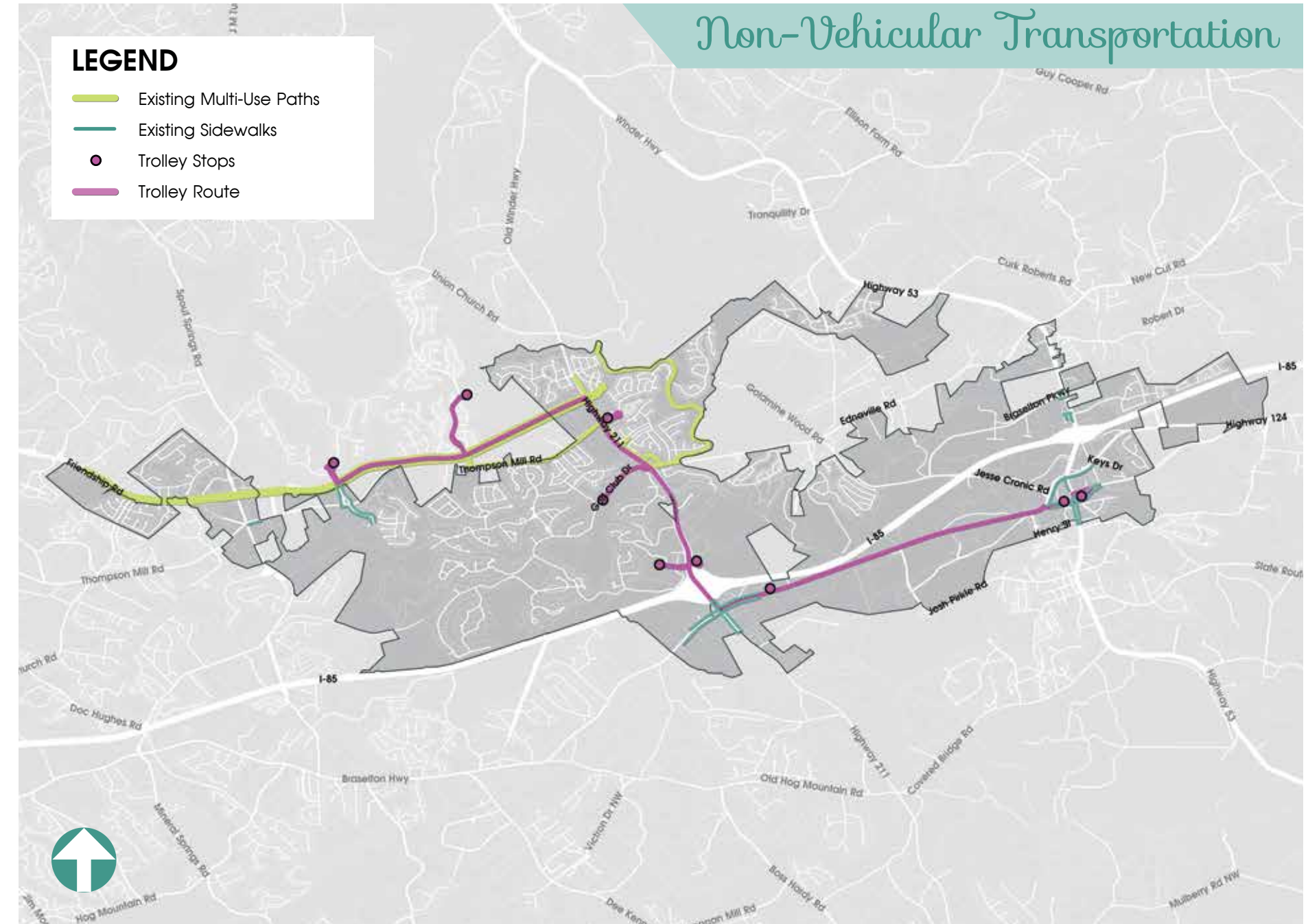
NON-VEHICULAR TRANSPORTATION NETWORK

>> Pedestrian and Bicycle Facilities

The LifePath along Friendship Road and Highway 211 contributes approximately three miles of bicycle and pedestrian facilities within Braselton's town limits. The multi-use path continues outside the town along Friendship Road through Braselton West. In addition to the LifePath, the town has approximately 3.5 miles of sidewalk along the town's arterials and collectors, and 2.5 miles of trails along the Mulberry Riverwalk. Most of these pedestrian facilities are along the Highway 211 corridor north of Golf Club Drive, and along Highway 53.

>> Public Transit

Braselton has a trolley service that connects downtown to the Highway 211 corridor. The Braselton Trolley runs Friday and Saturday from 12pm to 10pm, and Sunday from 2pm to 8pm. The trolley stops at the Braselton Brothers Department Store, the Braselton Library, Country Inn & Suites, Baymont Inn, Mulberry Walk, the Village at Deaton Creek Clubhouse, Reunion Hall, the Chateau Elan Golf Club, and the Chateau Elan Winery & Resort.



STREET SECTIONS



1

Highway 211 (Arterial)
(varies - approximately 60 ft ROW)

- No sidewalks
- 2 travel lanes
- Turn lanes
- Painted median



3

Friendship Road (Arterial)
(varies - approximately 120 ft ROW)

- Large sidewalks (approx. 10 ft.)
- 4 travel lanes
- Concrete median
- Turn lanes



2

Highway 124 (Collector)
(varies - approximately 30 ft ROW)

- No sidewalks
- 2 travel lanes
- Turn lane



4

Highway 53 (Arterial)
(varies - approximately 70 ft ROW)

- Larger sidewalks
- 2 travel lanes
- Painted median
- Intermittent trees

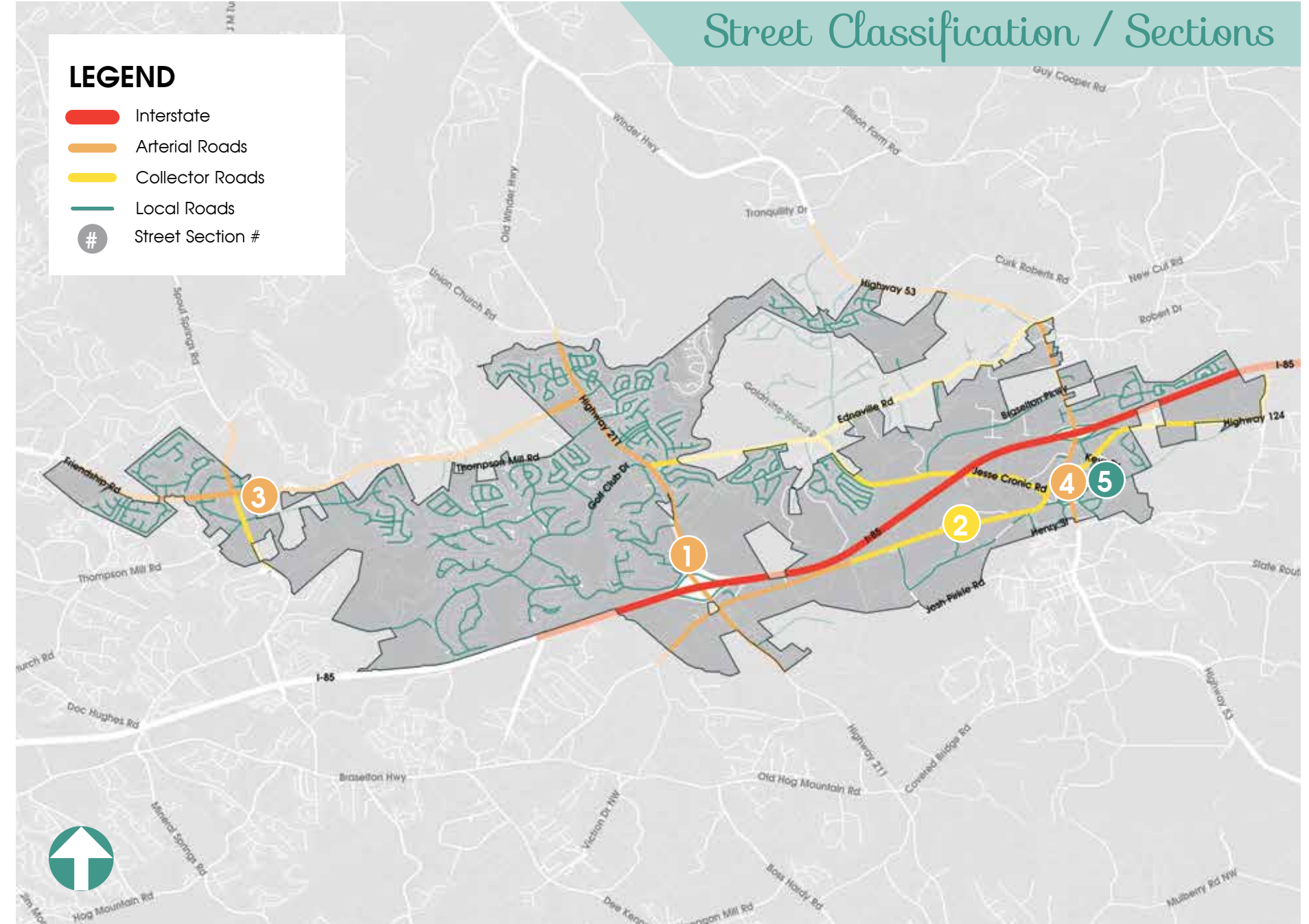


5

Davis Street (Local)
(varies - approximately 70 ft ROW)

- Sidewalks
- 2 travel lanes
- Painted median and crosswalk
- Landscaped
- Parallel parking

Each street section above correlates to street designation by color on the map at right





Housing & Market Study



To determine which components of future economic demand Braselton could capture, these analyses include a detailed accounting of the economic, demographic, and real estate characteristics of the town, as well as the four counties.

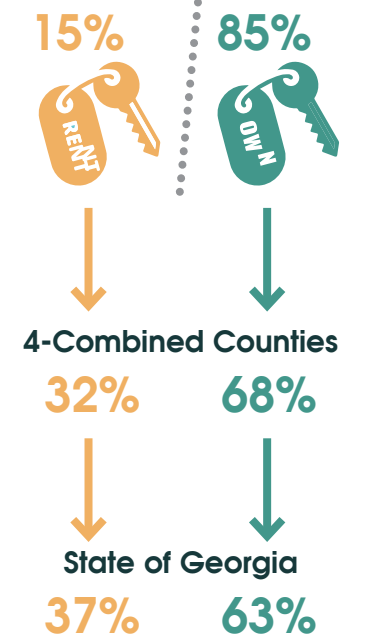
Braselton is strategically located at the 'heart' of four northeast Georgia counties — Gwinnett, Barrow, Hall, and Jackson. Due to a robust economy and folks seeking a sizable buffer from urban centers such as Atlanta, there is a re-emergence of residential and commercial trends in Braselton.

HOUSING ASSESSMENT

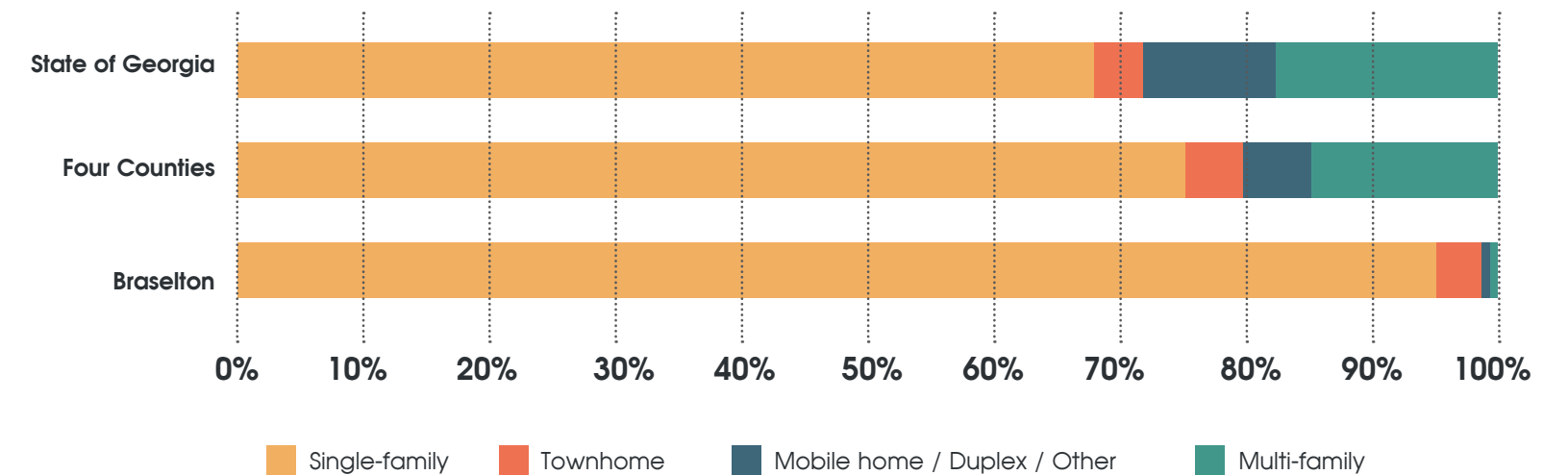
>> Housing Mix & Tenure

Braselton has an extremely homogeneous housing stock. Most occupied housing types in the town, surrounding counties, and the state are single-family detached, accounting for 95% of the housing stock in Braselton, 75% in the four counties, and 68% amongst the entire state. Multi-family inventory in Braselton is slim, but it represents 15% of the housing stock in the four counties and 18% in the state. As such, most of Braselton's housing units are owner-occupied (85%). Braselton has the highest proportion of single-family housing and least diverse housing stock compared to the four counties and state. The lack of housing diversity in Braselton means that thousands of those that work in the town limits must commute from locations with more housing options; more variety in attached and multi-family housing product can attract households with an array of incomes, particularly those supported by jobs in the area. Nearly 90% of all renter-occupied housing units are single-family detached houses and townhomes. Detached single-family dwellings represent 75% of all housing units within the four counties, 40% of all renter occupied housing units, and 92% of all owner-occupied housing units.

OCCUPIED HOUSING UNIT TENURE



OCCUPIED HOUSING UNIT TYPE

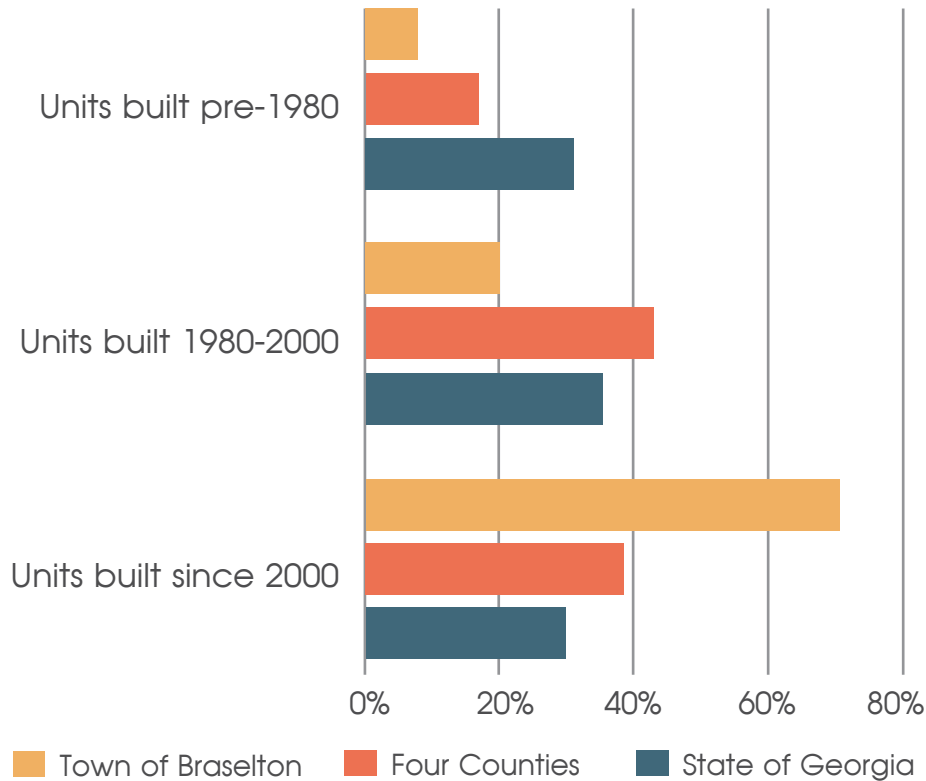


Sources: Claritas, Environics Analytics

17% all housing units within the four counties are multi-family, and 50% of all renter-occupied housing units are multi-family. As parts of the state outside of the Atlanta region are more rural, the prevalence of renters and owners occupying mobile homes increases substantially.

>> Housing Age

The housing stock in Braselton is relatively newer with 70% of all housing units built in the last 20 years. The housing stock in the four counties and the state are significantly older, with 70% of all housing units throughout Georgia built before 2000, and 60% in the four counties.



Sources: Claritas, Environics Analytics

Braselton	% of all housing units	% of all renter-occupied units	% of all owner-occupied units
Single-family detached	95.0%	79.5%	97.7%
Townhomes	3.5%	10.0%	2.3%
Subtotal	98.4%	89.5%	100%
Duplex	0.9%	6.3%	0.0%
3 or 4 units	0.0%	0.0%	0.0%
5 to 5 units	0.0%	0.0%	0.0%
10 or more units	0.6%	4.2%	0.0%
Subtotal	1.6%	10.5%	0.0%
Mobile home or other type	0.0%	0.0%	0.0%

Four Counties	% of all housing units	% of all renter-occupied units	% of all owner-occupied units
Single-family detached	75.0%	39.8%	91.8%
Townhomes	4.6%	5.7%	4.1%
Subtotal	79.6%	45.5%	95.9%
Duplex	1.4%	3.9%	0.2%
3 or 4 units	1.8%	5.1%	0.2%
5 to 5 units	4.1%	12.2%	0.2%
10 or more units	9.3%	28.2%	0.2%
Subtotal	16.5%	49.3%	0.8%
Mobile home or other type	3.8%	5.2%	3.2%

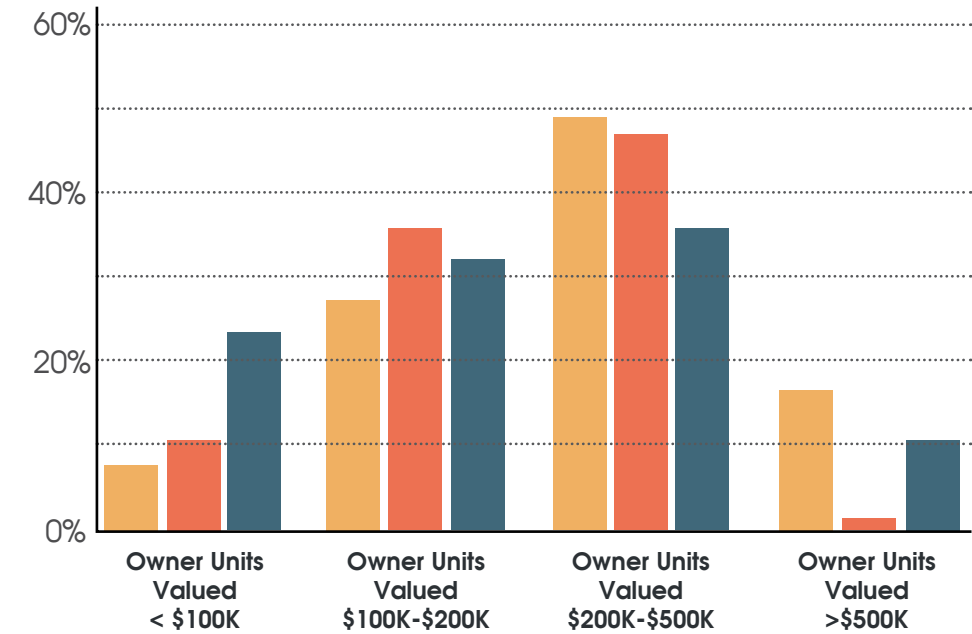
Sources: U.S. Census American Community Survey (2017), Claritas, Environics Analytics

>> Housing Value

17% of all owner-occupied homes within Braselton are valued over \$500,000, compared to just 1% in the four counties and 10% in the state. This substantial share of expensive homes has led to a median housing value of \$258,356, which is roughly 40% more than homes located in both the four counties and state.

>> Building Permits

Building permit issuance within the four counties is steadily increasing for both single-family and multi-family construction, but is still below the pre-recession peaks of 2006. Combined, the four counties issued a total of 6,026 permits for single-family and multi-family construction in 2018, and was on pace to surpass that level at the end of 2019. Since 2012, 85% of all permits were for single-family residential construction.



Legend: Town of Braselton (Orange), Four Counties (Red), State of Georgia (Blue)
Sources: Claritas, Environics Analytics

>> New Home Sales

The average home sales price in the 30517, 30548, and 30542 ZIP codes has risen nearly 20% since 2013 to \$356,515. Most new homes sold are currently single-family detached houses (98%), while the share of attached homes has only increased by 3% since 2016. The number of homes sold in the lower price band of less than \$250,000 has decreased since 2016, however, homes valued over \$300,000 have steadily increased during that same time period. In comparison, the average new home sales price within the four counties has risen nearly 14% in the past 12 months, to a new high of \$354,656. The number of homes sold in the lower price band of \$150,000-\$200,000 has decreased since 2016, however homes valued over \$300,000 has steadily increased during that same time period.



Braselton Area Total New Home Sales

Sources: Builders Online, Trulia

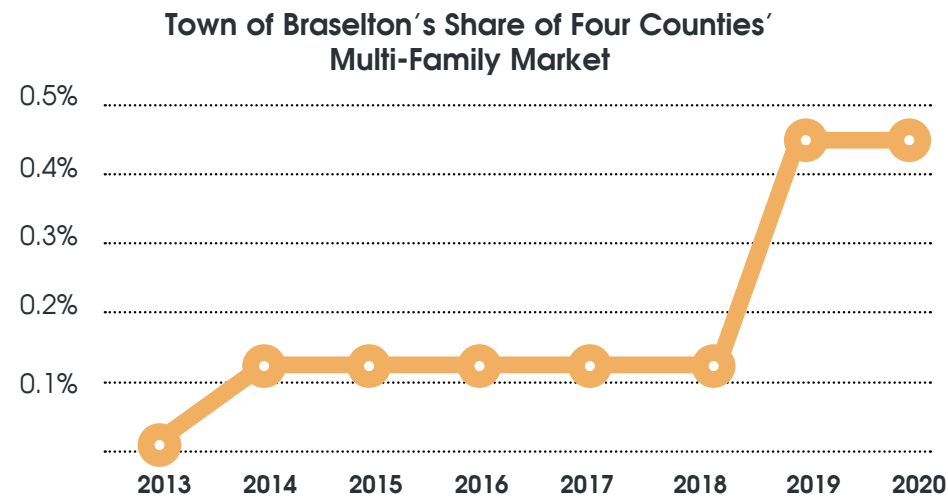
Since 2012, three major multi-family developments have been built: the Oaks at Braselton in 2012, Main Street Braselton in 2014, and Noble Vines at Braselton in 2019. Many others have been built around the town limits but do not count toward the town's totals for this analysis.



>> Apartment Market

Although the actual town limits of Braselton only received its first ever multi-family project in 2012, the third project recently delivered in mid-September of 2019. The opening of the latest multi-family project explains the lower occupancy rates within the town. This current up-tick in residential development can be attributed to consistent job growth and pent-up demand for rental housing. Braselton's fair share of the four counties' multi-family market has been nominal.

Multi-family	Town of Braselton	Four Counties
Existing Units	328	75,331
Occupancy	80.9%	92.4%
Avg. SF/Unit	1,048	1,025
Avg. Rent/Unit	\$1,347	\$1,191
Avg. Rent/SF	\$1.28	\$1.15



Source: CoStar



Noble Vines at Braselton (Luxury, all ages) 1500 Noble Vines Drive

Year Built: 2019
 Total Units: 248
 Avg. Rent/Unit: \$1,423
 Avg. Rent/SF: \$1.30



Source: Oaks at Braselton website

Oaks at Braselton (Assisted Living & Memory Care) 5373 Thompson Mill Road

Year Built: 2012
 Total Units: 86
 Avg. Rent/Unit: \$2,865-\$5,730



Source: OneStreet Residential website

Main Street Braselton (Active Adult) 1911 Highway 211 NW

Year Built: 2014
 Total Units: 80
 Avg. Rent/Unit: \$1,262
 Avg. Rent/SF: \$1.42

KEY TERMS

- **Area Median Income (AMI)** - A benchmark that divides income distribution in a given area into two equal parts: one half earn above this amount and one half below.
- The "area" for this analysis is the Atlanta MSA.
- **Affordable Housing programs and policies typically target households earning between 30% to 80% AMI**
- **Housing targeted toward households earning between 80% and 120% AMI is sometimes termed Workforce Housing.**



HOUSING AFFORDABILITY

>> Affordable Versus Cost-Burdened

The Department of Housing and Urban Development (HUD) defines housing as *affordable* if the occupants pay no more than 30% of their income for gross housing costs, including utilities. If a household pays more than 30% of income on housing costs, they are considered to be *cost burdened*. In Braselton, this is how it breaks down:

100% AMI:

\$1,850/month rent + utilities OR +/- \$325,000 mortgage

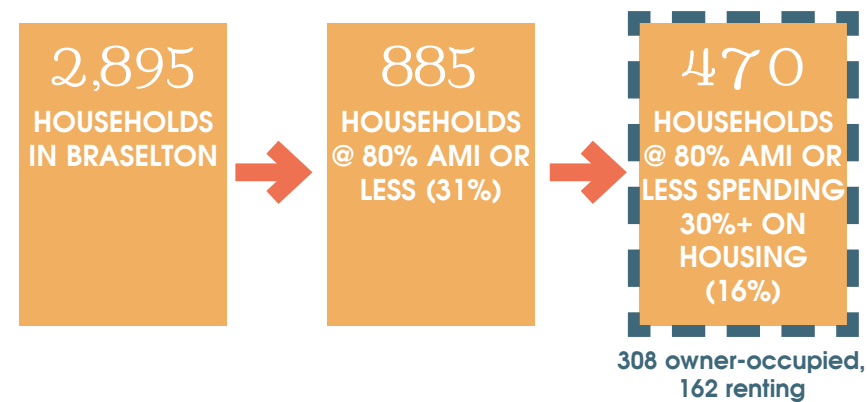
80% AMI:

\$1,450/month rent + utilities OR +/- \$250,000 mortgage

60% AMI:

\$1,050/month rent + utilities OR +/- \$180,000 mortgage

*Calculated for a household of 3 persons



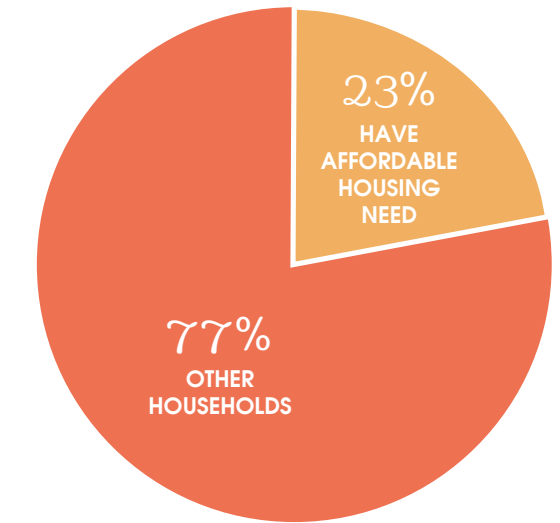
Source: U.S. Department of Housing & Urban Development

>> Household Affordability Distribution

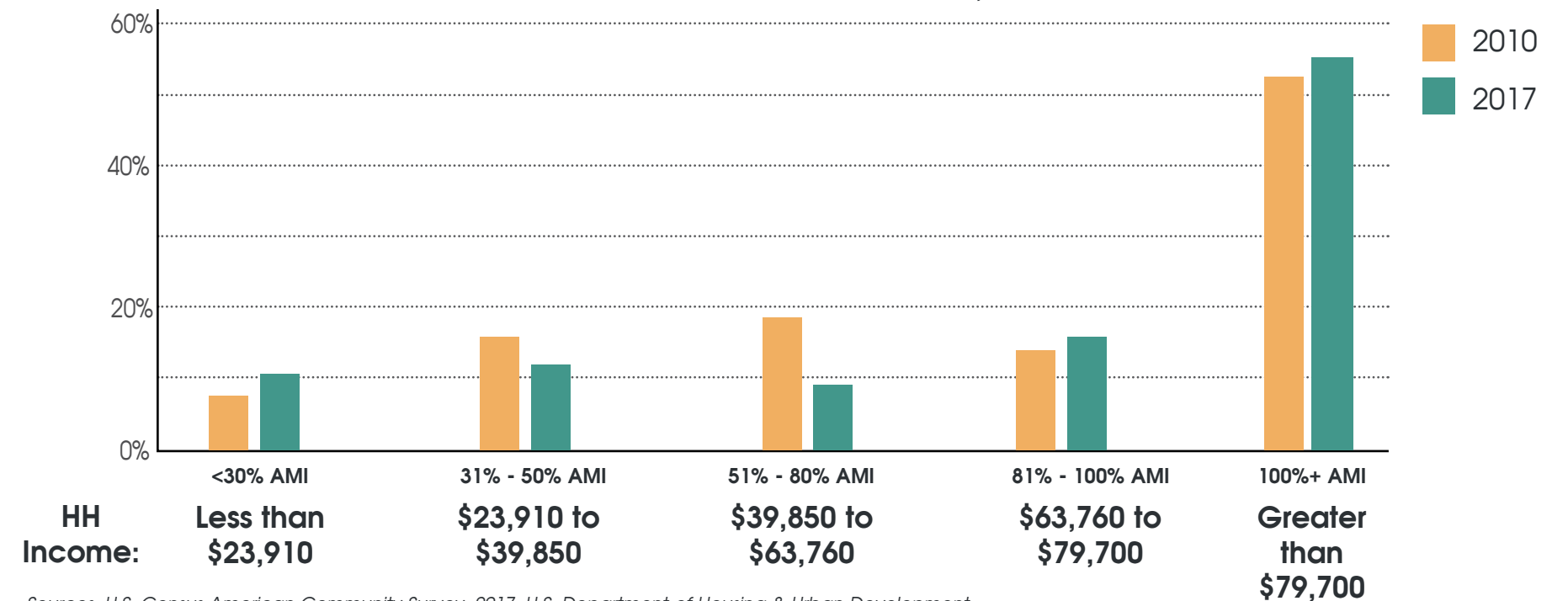
Approximately 23% of all Braselton households are spending 30% or more of their income on housing costs. The proportion of affordable housing need for owners contrasts with that of renters. 20% of owner-occupied households are spending 30% or more on housing, while 44% of renter-occupied households are spending at least 30% of their income on housing.

In 2017, over half of all Braselton households earned more than 100% AMI, an increase of 12% since 2010. This is the largest change among income distributions during that period. The number of households earning between 31% AMI and 80% declined between 2010 and 2017, while households earning up to 30% AMI experienced a slight uptick.

Braselton Affordable Housing Need, 2017



Braselton Household Income Distribution, 2010 & 2017



Sources: U.S. Census American Community Survey, 2017; U.S. Department of Housing & Urban Development

COMMERCIAL REAL ESTATE ASSESSMENT

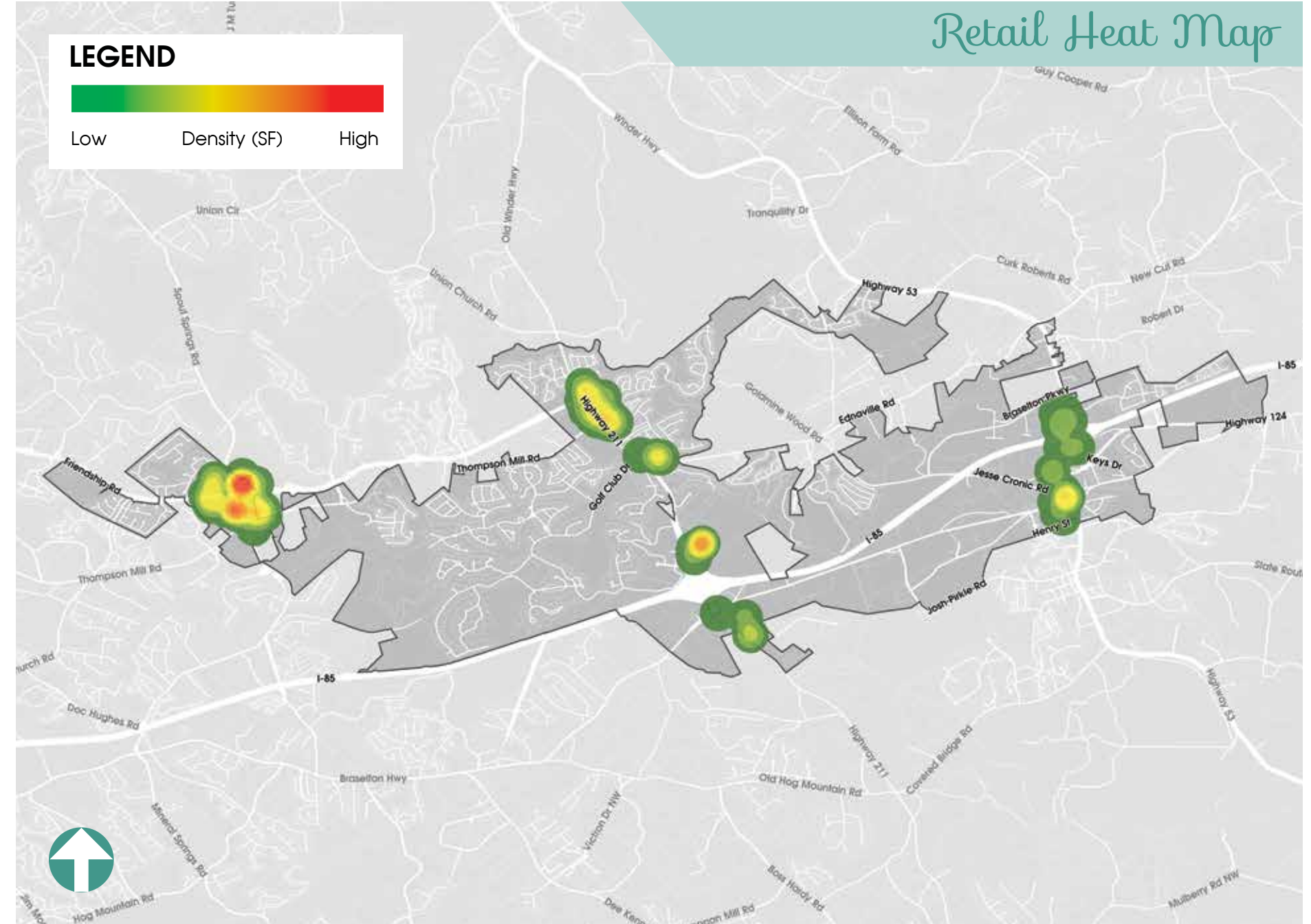
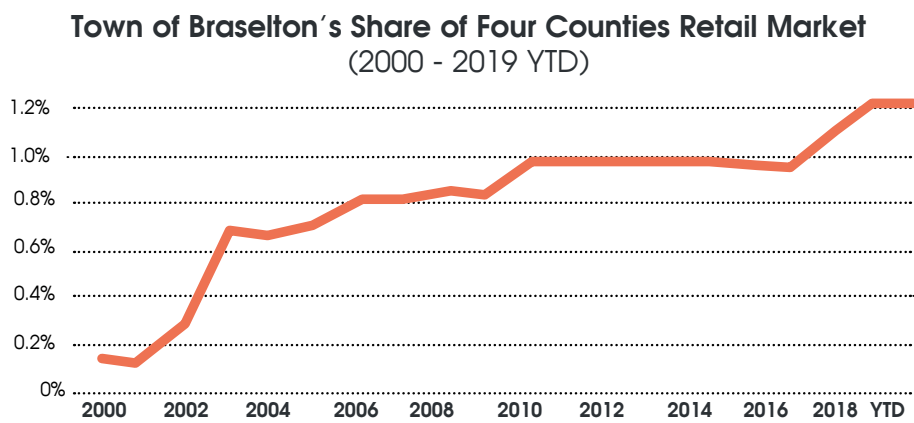
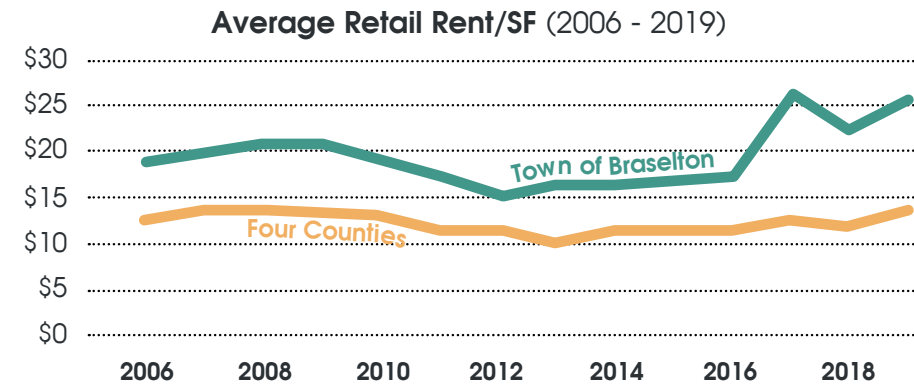
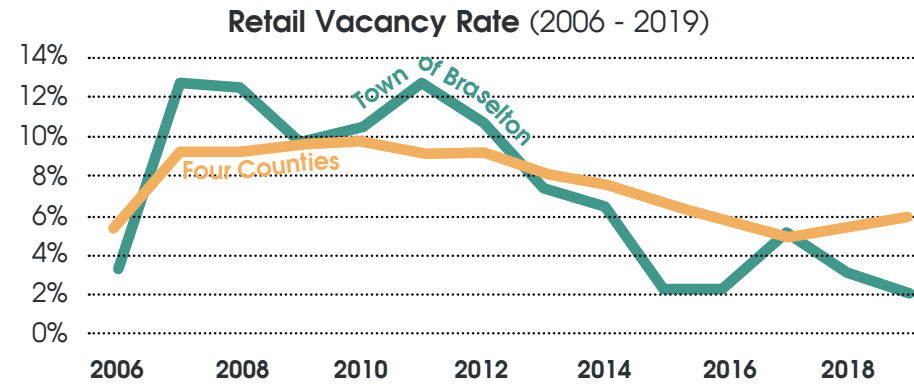
>> Retail Market

There is just under 1 million square feet of retail space in the town limits of Braselton, making up less than 2% of all the retail space in the four counties. Retail spaces are heavily concentrated in and around the Duncan Corners shopping center, along Highway 211 and near downtown. Average retail rents in Braselton (\$25.77/SF) are more than double the overall average for the four counties (\$13.34/SF). Retail vacancy in the town (2%) is substantially lower.

Due to only 7,500 square feet of new deliveries in Braselton between the years 2010 and 2015, as well as steady absorption by new tenants, vacancy rates went from its highest point (13%) in 20 years to its lowest (2%) during that five year span. Average retail rents in Braselton have always tracked higher than the four counties, however, since 2006, rents in town have increased over 35% compared to an average increase of just 8% within the four counties. The combination of rising rents and low vacancy potentially suggest the presence of unmet demand for additional retail development.

Retail	Town of Braselton	Four Counties
Existing Buildings	82	5,374
Existing SF	935,707 SF	77,061,156 SF
Vacancy	2.0%	5.8%
Avg. Rent/SF	\$25.77	\$13.34

Source: CoStar



>> Retail Spending Assessment

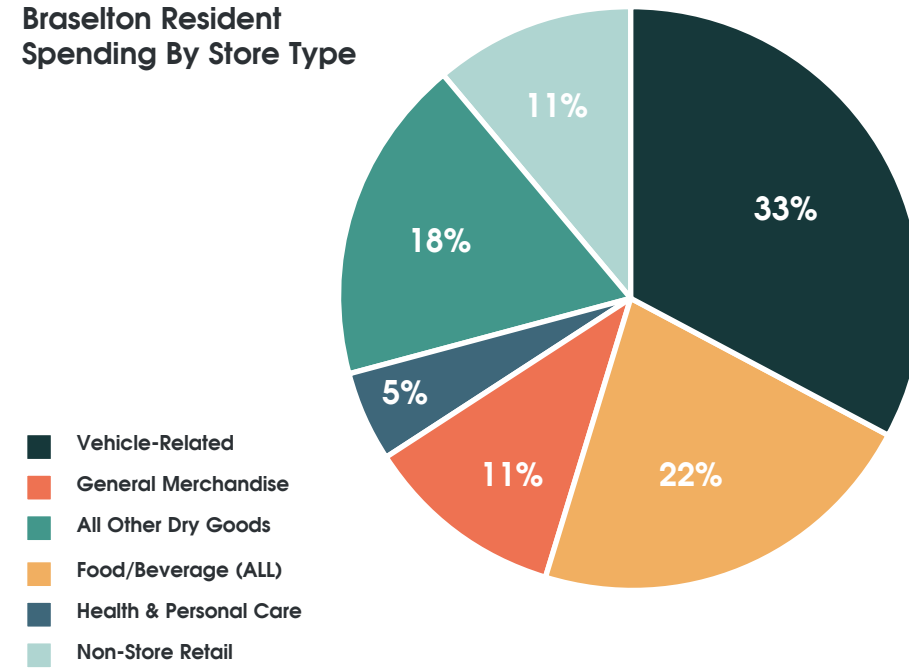
Shown at right is a summary of an analysis of retail spending by Braselton residents and at locations within Braselton.

One-third of Braselton resident spending (both inside and outside of Braselton) is on automobile related goods, include fuel and maintenance.

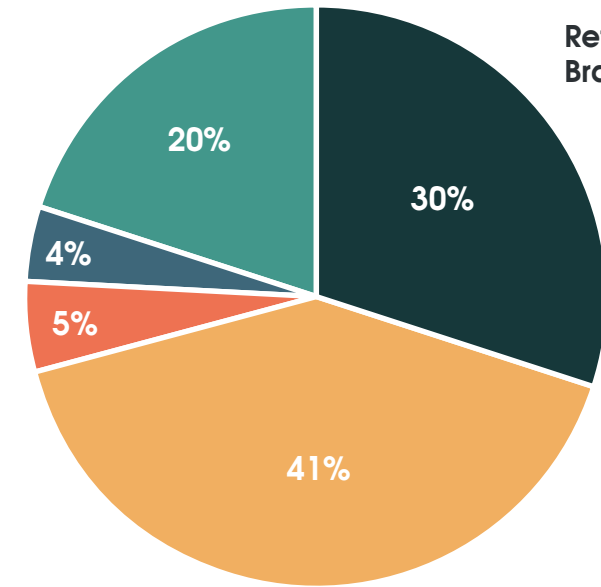
Food and beverage spending (both eating at home and away from home) comprises 22% of resident spending.



Braselton Resident Spending By Store Type



Retail Spending at Braselton Locations



Source: Claritas

In total, Braselton residents spend over \$242.3 million annually on retail goods and services. This level of spending supports approximately 390,000 square feet of retail space, both in and outside of Braselton.

Within Braselton, over 40% of the spending (by residents and non-residents) goes toward food at restaurants and at stores. Another 30% of goes toward automobiles.

In total, 976,000 square feet of Braselton retail space supports \$109 million in spending, or approximately \$112/SF, which is below the overall average spending per square foot nationally, of approximately \$300/SF.

Shown at right is the difference between demand and supply for retail by store type in Braselton.

A positive value signifies an opportunity gap (“leakage”), while a negative value signifies a surplus.

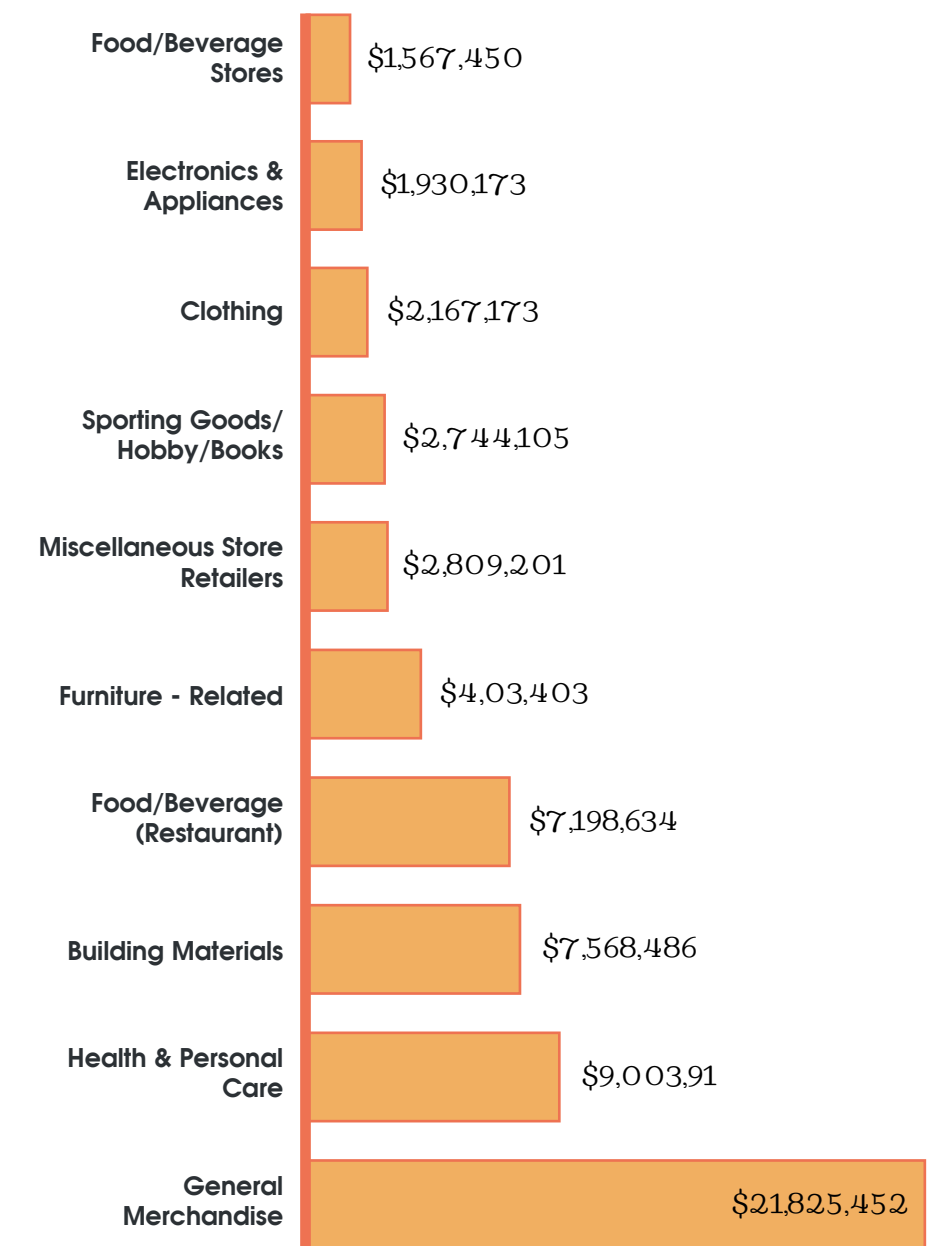
The fact that all store types show an opportunity gap means that, in those store types, there are fewer sales (supply) in the area than spending (demand) from households who reside in the same area.

This general retail leakage points to the fact that local households spend money outside of the area and additional retail offerings in Braselton could gain their support.

However, additional retail in Braselton would still need support from spending by those who live elsewhere.

Source: Claritas

Braselton Spending Opportunity Gap

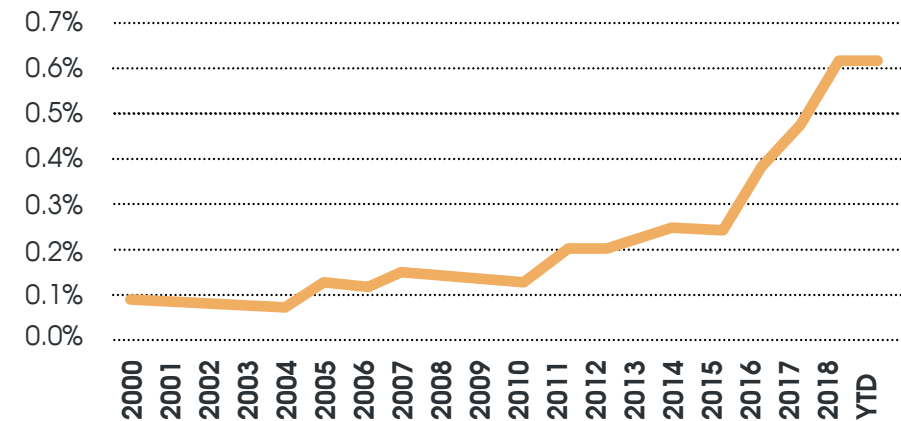


>> Office Market

Over half of the 26 existing offices in Braselton are relatively new office buildings (equating to about 260,000 square feet) inside the town limits were built after 2004. Seven of these office spaces were dedicated to medical use, and five of those buildings were completed after the Northeast Georgia Medical Center (NGMC) opened in 2015. The hospital has helped spur commercial and medical office growth in the area. The town's share of the office market has increased by 0.5% since 2000 – however, its most drastic growth has come in recent years.

Office	Town of Braselton	Four Counties
Existing Buildings	26	3,412
Existing SF	259,977 SF	41,225,476 SF
Vacancy	27.0%	7.2%
Avg. Rent/SF	\$27.44	\$17.02

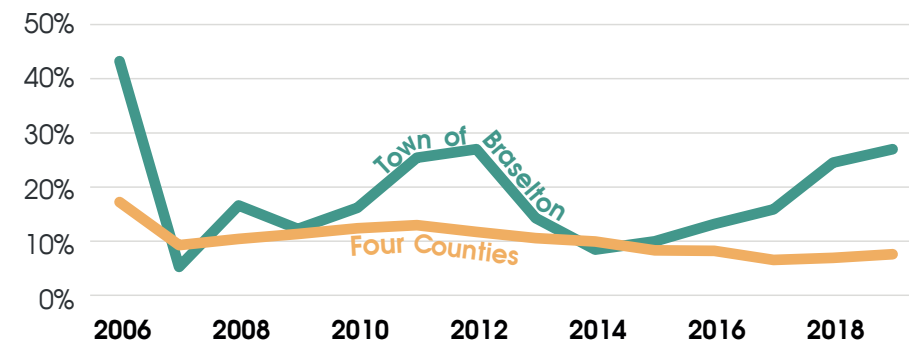
Town of Braselton's Share of Four Combined Counties Office Market (2000 - 2019 YTD)



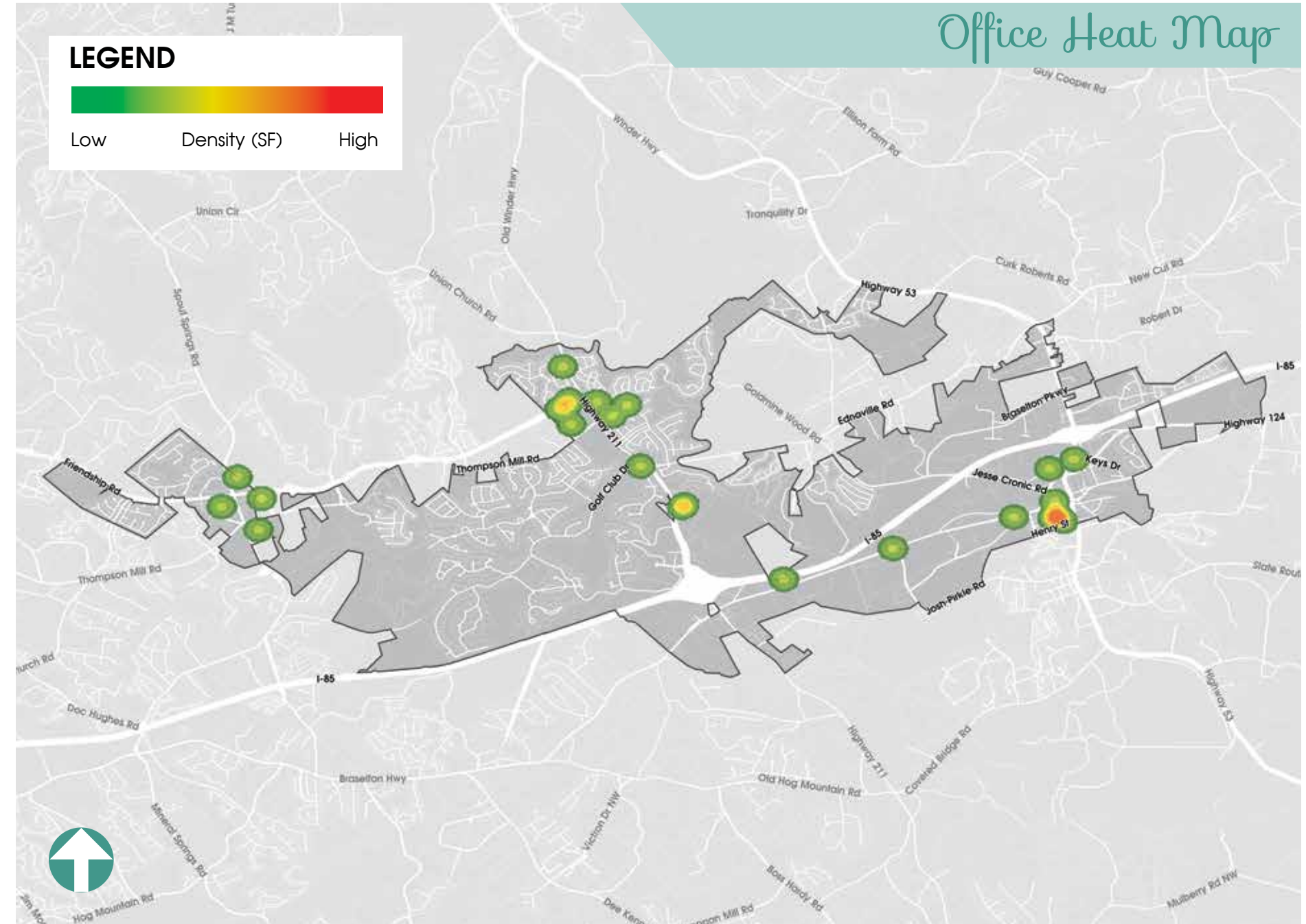
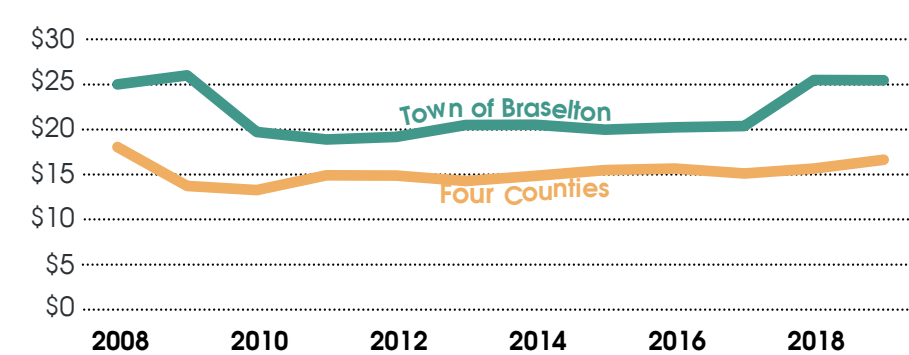
Source: CoStar

Due to recent office construction, the vacancy rate has steadily increased from 2014 to its current rate of 27%. Additionally, newer office buildings being constructed in Braselton are much larger than what was previously seen. Since 2017, eight office buildings totaling over 168,000 square feet were completed, compared to the previous count of 92,000 square feet of office space across 18 properties. Average gross rents in Braselton have inched up a bit since the recession by less than 2%, while the four combined counties saw a decrease of nearly 8%.

Office Vacancy Rate (2006 - 2019)



Average Office Rent/SF (2008 - 2019)

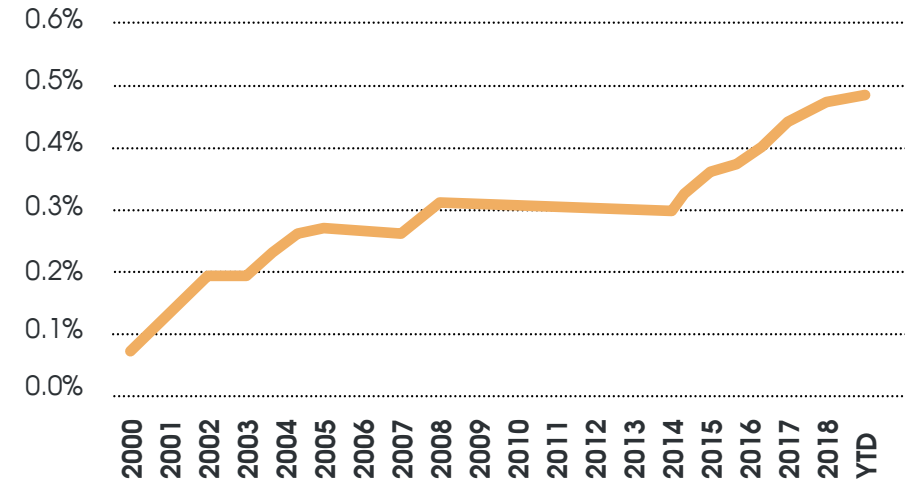


>> **Industrial & Flex Space**

Braselton's highest market share of the four counties belongs to the industrial and flex market at an impressive 4.8%. For context, the town's 12.5 square miles represents less than 1% of the combined counties' total area. Nearly 8.5 million square feet of industrial and flex space in Braselton is clustered in the southeast portion of the town near major thoroughfares such as Interstate 85 and Highways 124 and 53. These areas are attractive logistically due to high accessibility, making it easier for transport trucks to drop off and pick up items more efficiently.

Industrial & Flex	Town of Braselton	Four Counties
Existing Buildings	28	4,271
Existing SF	9,878,479 SF	206,407,006 SF
Vacancy	14.9%	8.2%
Avg. Rent/SF	\$3.82	\$4.54

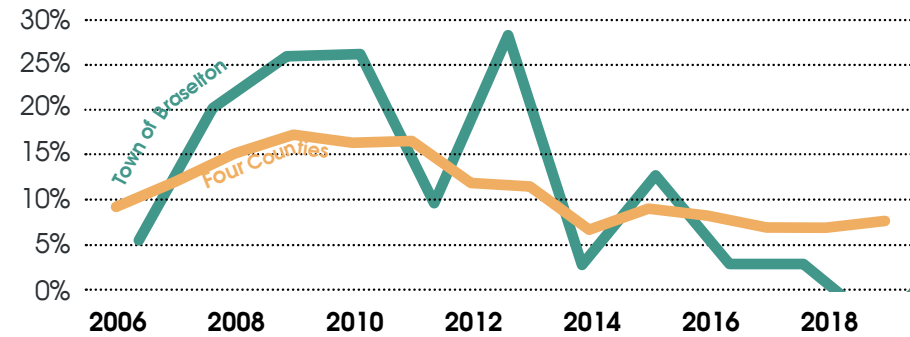
Town of Braselton's Share of Four Counties Industrial & Flex Market (2000 - 2019 YTD)



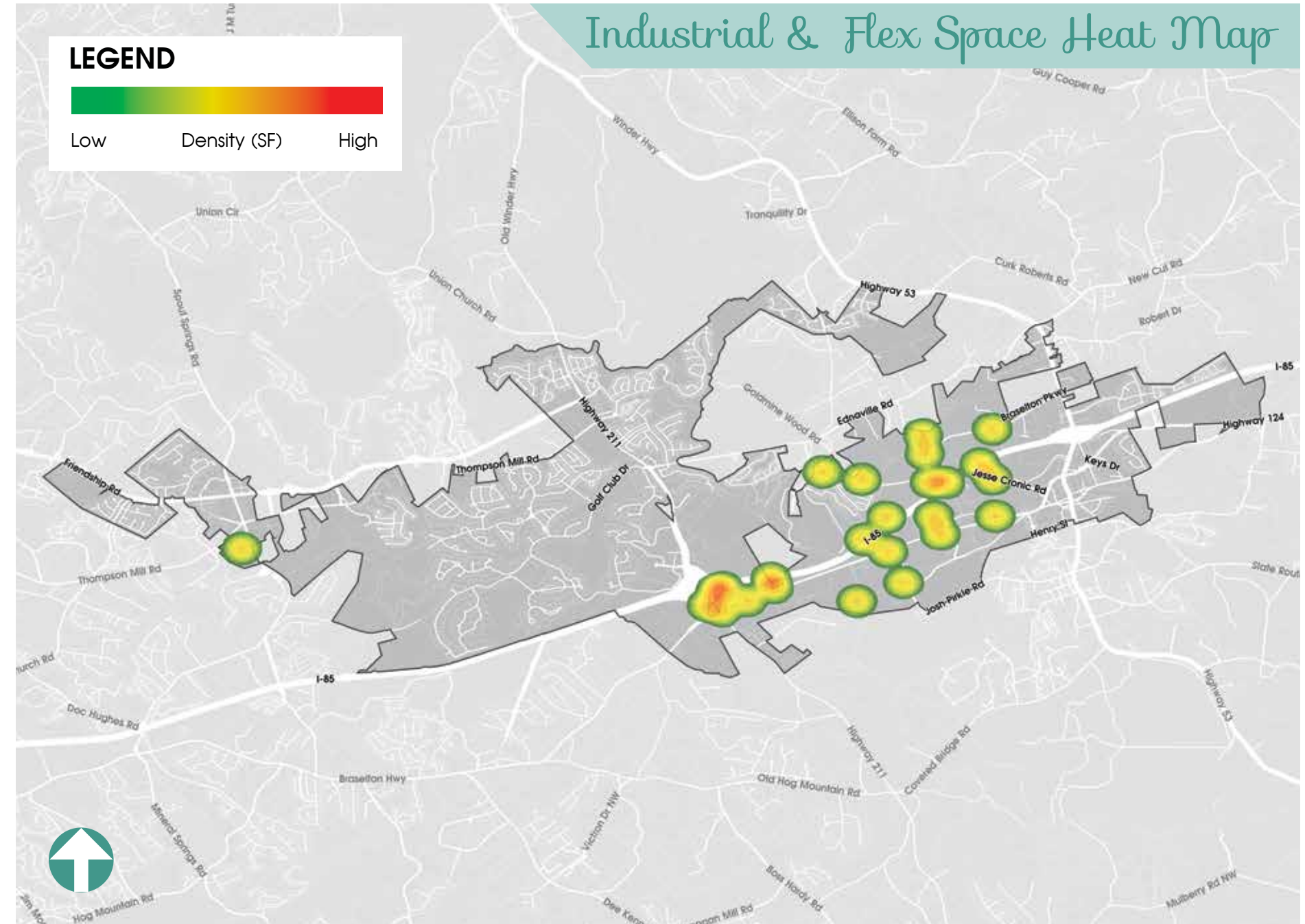
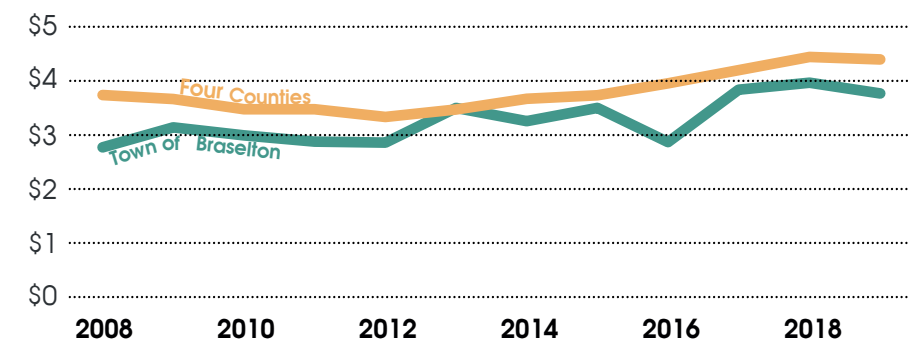
Source: CoStar

It should be noted that Braselton has a higher average vacancy rate, yet lower average rents than the surrounding counties. As a result of constant new construction of industrial and flex space and increased absorption over the past 13 years, vacancy rates in Braselton have fluctuated. The current rate (17%) is its highest since 2013, however, between 2000 and 2012, the median vacancy rate was roughly at 24.3%. Since 2008, rent per square foot for industrial and flex space has increased faster in Braselton (30%) than the four counties (22%).

Industrial & Flex Vacancy Rate (2006 - 2018)



Industrial & Flex Average Rent/SF (2008 - 2018)



EDUCATION

>> Public County Schools

Braselton's unique geographic boundary allows children in one area to go to a completely different school district than children who may live nearby. The Town operates in four different independent public school districts — Jackson County, Barrow County, Gwinnett County, and Hall County. The information on the following pages describes each school district, and performance information from the Governor's Office of Student Achievement.

Between the four school districts, there are 15 schools that Braselton's school-age children could possibly attend based on where they live — five elementary schools, five middle schools, and five high schools. The data on the next page shows that out of the four school districts represented in Braselton, two school systems rate higher (Gwinnett and Jackson), one is average (Hall), and one is not performing as well (Barrow).

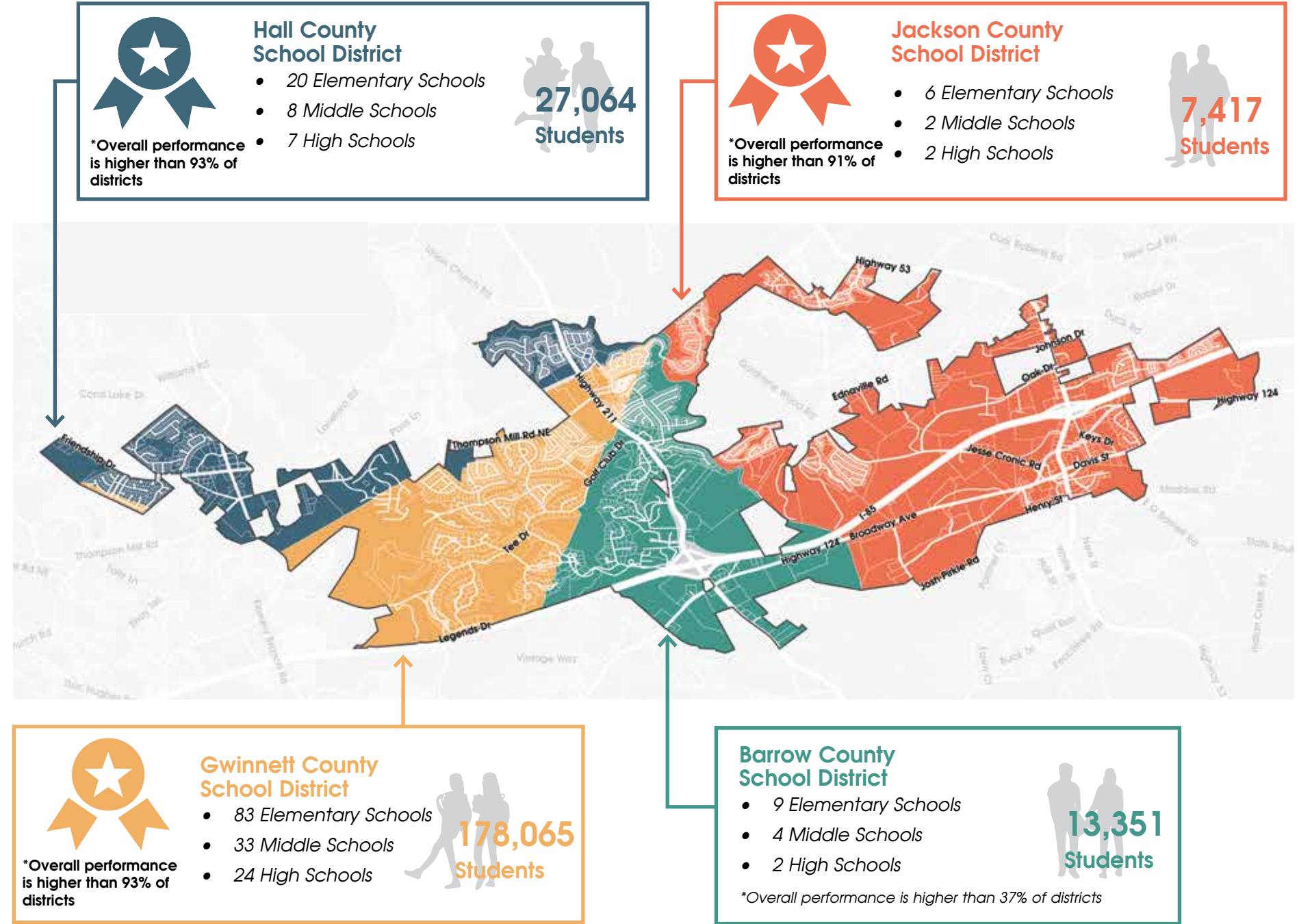


Brenau University at its main campus in Gainesville, Georgia.

Overall, the individual schools attended by Braselton's children are average, most ranking a B or C according to the Governor's Office of Student Achievement. What this data tells us is that Braselton students receive an education that is typical of Georgia schoolchildren, and that school performance may drive where families settle in Braselton.

>> Higher Education

In 2012, Brenau University (located in Gainesville, Georgia) expanded its nationally recognized BULLI (Brenau University Learning and Leisure Institute) to Braselton. The program is administered by Brenau's Center for Lifetime Study and offers a wide range of courses in each of the following categories — academics, the arts, self-improvement, and health and wellness. The evening as well as daytime classes are held in various locations throughout the town and promote the growth of local adults in their intellectual, social, and psychological development.



Source: Georgia Governor's Office of Student Achievement



ECONOMIC DRIVERS

>> Chateau Elan Winery & Resort

Chateau Elan Winery & Resort is a luxury resort on 3,500 acres and includes amenities such as a spa, golf course, winery, tennis courts, and conference spaces. At the writing of this plan, it was undergoing a \$25 million renovation with an expected completion date of November 2019. The upgrade includes new paint, windows, carpeting, bathrooms, as well as a revamped lobby with new eateries, such as a coffee and wine bar. Annually, it attracts more than 500,000 guests to Braselton. Besides being a major tourist destination, it serves as the bedrock of various adjacent upscale residential communities.

>> Road Atlanta

Located outside of town limits, Road Atlanta is a multi-purpose motor sports facility situated on 750 acres, including a racetrack recognized as one of the best in the world. Road Atlanta recently expanded an existing partnership with Michelin North American, marking the first time the Fortune 500 tire manufacturer lent its name to a racetrack. Construction is nearly complete for a new state-of-the-art four-story tower. The new building will include a 300-person event space, media center and broadcast booth, hospitality suites, and a rooftop viewing deck.



"Dining Under The Stars" night at Chateau Elan is among many of the events available for Braselton visitors and residents to enjoy.



Natural & Cultural Resources

NATURAL RESOURCES

>> Watershed

Braselton is located in the Upper Oconee watershed, part of the Oconee River basin. Of the 143 miles of assessed streams within or straddling the river basin, only 18% is designated for drinking water (the rest is designated for fishing). The Town purchases its water from Barrow County, who gets their water from the Bear Creek reservoir in Jackson County. The Georgia Environmental Protection Division (EPD) determined in 2014 that 67% of the river basin's 143 stream miles do not meet state water quality standards. Among those in Braselton town limits are the Mulberry River and Wheeler Creek.

>> Groundwater Recharge Areas

There are no groundwater recharge areas in Braselton.

>> Protected Mountains

Braselton does not contain any protected mountains.

>> Protected River Corridors

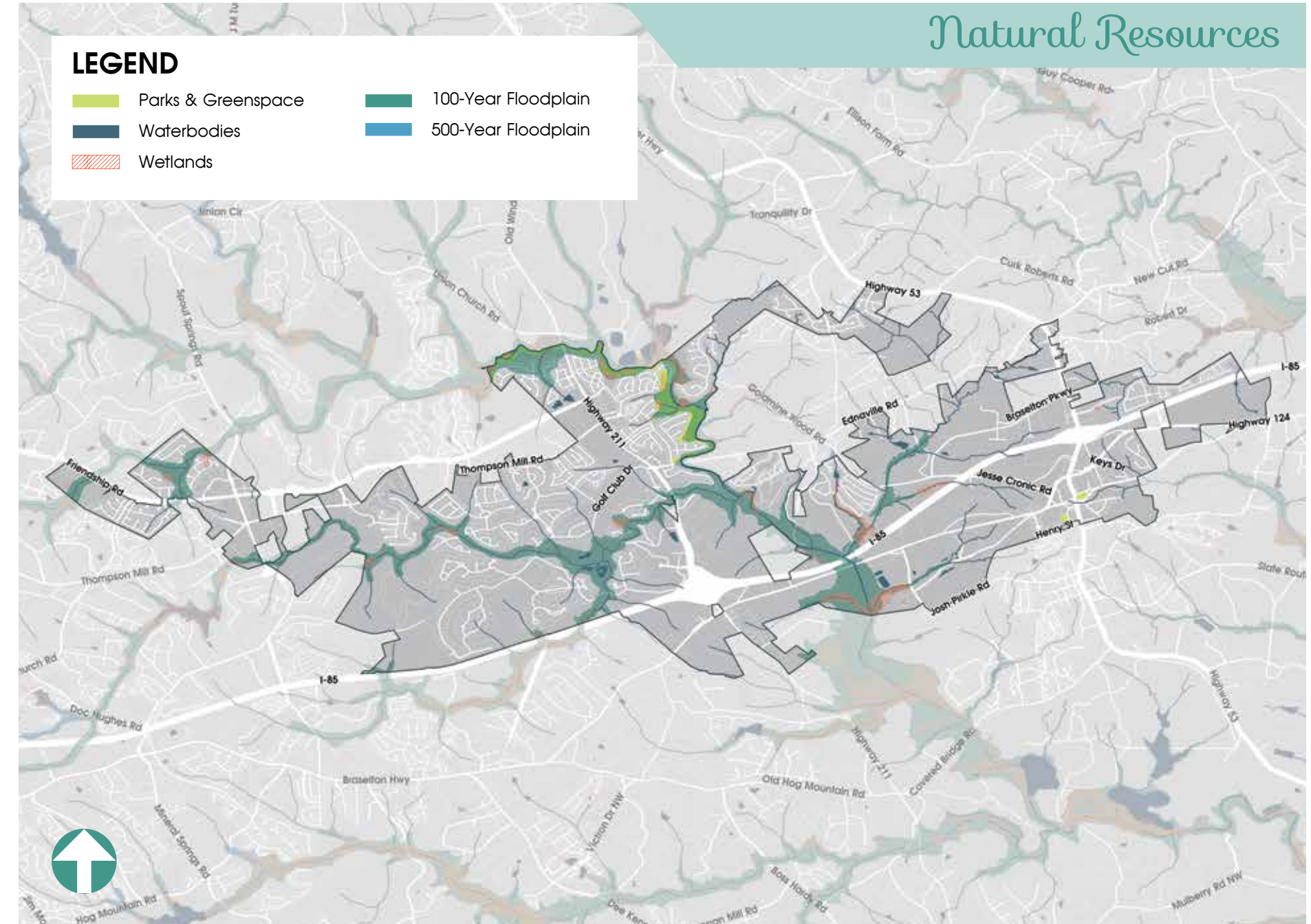
There are no protected river corridors in Braselton.

>> Wetlands

According to data compiled through the National Wetlands Inventory, there are wetlands centered around the Mulberry River and Duncan Creek. While wetlands aren't a big concern for the town, there are FEMA 100-year flood zones that may impact future development.

>> Greenspaces & Floodplains

Braselton has two main parks: Braselton Park downtown that has a playground, splashpad, and tennis courts; and the Town Green which has an amphitheater and hosts many town events. The Town is currently developing a 71 acre park along Highway 124, and creating greenspace along the Mulberry Trail via the Riverwalk. Floodplains are plentiful throughout the town, and are centered along the Mulberry River corridor and its streams.



Natural Resources



“Where French Country meets the Georgia Mountains”

- Quote from Visit Braselton

The Town of Braselton has a rich heritage and is home to the world-class amenity Chateau Elan Winery & Resort, which attracts more than a million visitors a year.

COMMUNITY & CULTURAL RESOURCES

The Town of Braselton includes many important community resources, which are defined as places where people can gather or public amenities that serve the entire community (government facilities, schools, libraries, parks, etc.).

>> Parks & Plazas

Aside from Chateau Elan, there are a few other parks and plaza spaces in the Town including the Braselton Town Green, Braselton Park, and Legends Golf Course. The Braselton Park offers residents a place for recreational activities such as tennis and soccer. The Braselton Town Green is located in the middle of downtown making it a prime location for town festivals.

>> Needed Services

Civic services for the town are primarily located within the Historic District Boundary (outlined in purple on the facing map). These include the Braselton Town Hall, Police and Fire Department, Library, Post Office, etc.

Needed services such as the Northeast Georgia Medical Center is located just outside the town limits along Friendship Road.

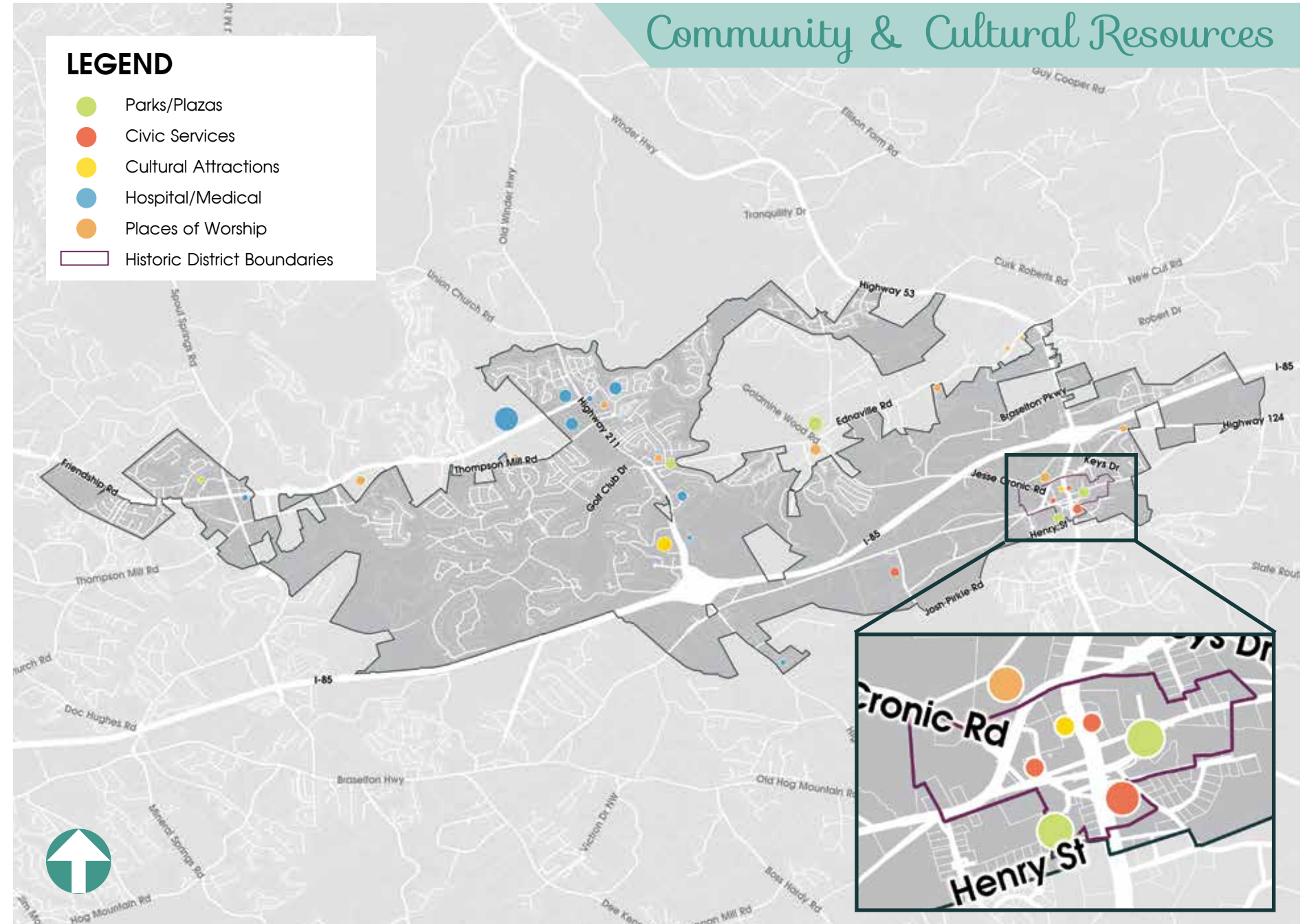
>> Cultural Attractions

Braselton’s main cultural attractions and largest in the town, are the Chateau Elan Winery & Resort and Chateau Elan Golf Club. These attractions alone attract more than a million visitors a year according to the Visit Braselton website. Also included are the many local businesses and restaurants in the town, such as the Braselton Brewing Company, Blake’s of Braselton, and Paddy’s Irish Pub.

>> Community Programming

The Town of Braselton programs events for downtown throughout the year. Most notable is the Braselton Farmers Market, the Holiday Festival & Parade, Pooches in the Park, the Antique & Artisan Festival, Chocolate Walk, Beach Bash, Movies Under the Stars, the 4th of July Festival & Parade, the Braselton Zombie Run, and the Paddy’s Day PathFest.

Community & Cultural Resources





Summary Conclusions

This chapter has made a detailed analysis of Braselton today in 2020, looking at the town from all angles and perspectives. Below is a summary of the conclusions that these analyses have drawn.

POPULATION & DEMOGRAPHICS

- Braselton's population has tripled since 2000 but growth is expected to slow somewhat, similar to projected trends in the four surrounding counties.
- Once rural and secluded, Braselton's consistent and robust growth over the past 20 years has led to a surge of residential, commercial, and industrial development.
- Braselton has a significantly higher median housing value and median household income than the region.
- The Braselton area is at the beginning stage of a notable shift toward a more aged population by 2040.

LAND USE

- Over a quarter of the town's acreage is currently vacant or underdeveloped. While some of these parcels already have development plans in progress, this demonstrates that Braselton is still a long time from being considered at full "build-out."
- Even though the town has a lot of vacant land that could be developed, great care needs to be made to ensure that infrastructure (roads, sewer, stormwater, etc) can keep up with the pressures that new development will bring.
- The Town's Development Code will need to be rewritten to modernize outdated regulations and fix gaps that are prohibiting development, make necessary clarifications, and make edits that would otherwise improve its readability and comprehension.

TRANSPORTATION

- Despite Braselton having four state highways and Interstate 85, residents have expressed concerns over the town not feeling connected from one end to the other.
- With heavy congestion on roads such as Highway 211 and Highway 53, and only 6.5 miles of sidewalk and multi-use paths, the town could benefit from expanding their existing non-vehicular network to give residents more alternative modes of transportation.

HOUSING & REAL ESTATE

- Most of the town's housing stock is comprised of single-family detached residences that were built after 2000.
- The town's housing stock is beginning to diversify with recently completed multi-family projects and independent living facilities, as well as a pipeline full of both apartment units and attached homes.
- The small percentage of renters that call Braselton home are typically by "choice" and earn substantially more than the area median income.
- The average home sales price in and around Braselton has rapidly increased over the past few years as the number of lesser value home sales has decreased while more expensive home sales has increased.
- The majority of Braselton's housing stock is valued between \$200,000 and \$500,000.

- Building permit issuance within the four counties is steadily increasing for both single-family and multi-family construction but is still below the pre-recession peaks of 2006.
- Although still nominal, Braselton's market share of the four counties commercial real estate has steadily increased over the past 20 years and an active pipeline suggests that growth will continue.
- Although somewhat limited, the retail market in Braselton is strong with low vacancy rates. In addition, the residential and job growth on the town's horizon will continue to be a catalyst for new and improved retail development.
- Braselton's high office vacancy rates can be attributed to the increased development impact of the Northeast Georgia's Medical Center and the lag in lease up of new space; however this situation should be closely monitored to avoid overbuilding while ensuring new tenants are absorbing the abundance of space already in place.
- Due to technological advances, the continued boom of e-commerce, and Braselton's accessibility, the pace of distribution and warehouse developments has led to significant growth that outpaces both the surrounding counties and broader region.

ECONOMICS

- The characteristics of Braselton that have attracted residential growth in the past, and particularly over the last 20 years, will continue to be assets for the town in the future. In turn, the number of jobs will likely continue to grow, based on the increases in residential population and continued economic development that draws employment to the area.
- Unlike many small towns in Georgia, Braselton is more than just a place to sleep, as the daytime population increases instead of declining. The town's net job inflow is a testament of its growing base population of workers.
- Although the four surrounding counties have very different economies, there are some clear trends that can be seen regarding sector wages. Across the four counties, wages tend to be low paying when compared to the region and state.
- Now realizing their catalytic development potential, Chateau Elan and Road Atlanta are becoming economic drivers for the town of Braselton. Their continued growth and improvement will prove beneficial to Braselton's tourism economy.
- Braselton's location at the crossroads of several transportation routes and distance between metropolitan areas such as Atlanta, Athens, and Greenville has proven to be a logistical advantage for companies in the Trade, Transportation, & Utilities sector.
- With direct access to the Interstate 85 corridor, Braselton has attracted a high concentrations of industrial warehouses of major companies, proving thousands of jobs.

- Although Leisure & Hospitality is the other economic base of the town, this has been the slowest growing sector recently.
- Nevertheless, future economic opportunities in tourism will likely exist with coordinated efforts.

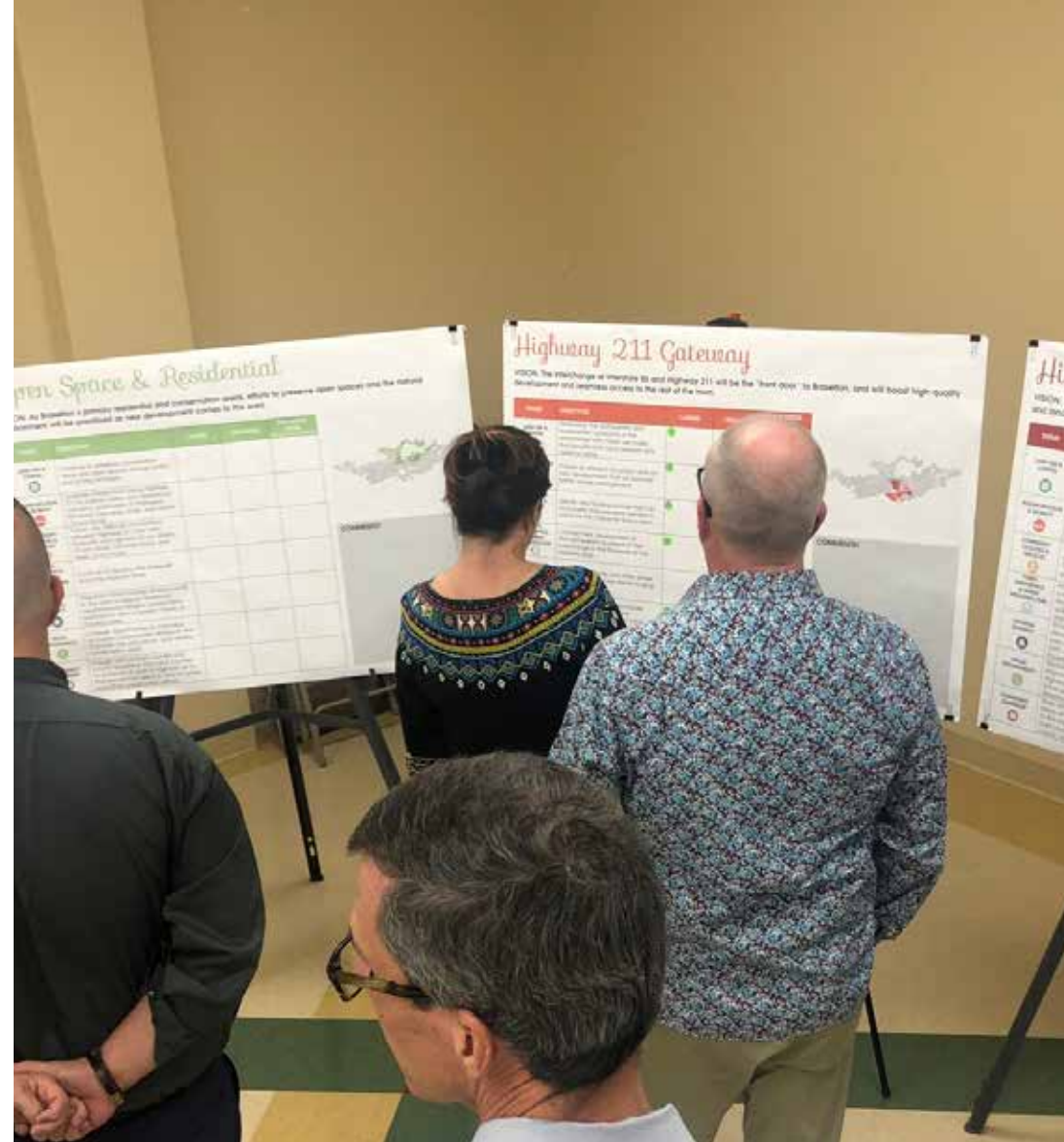
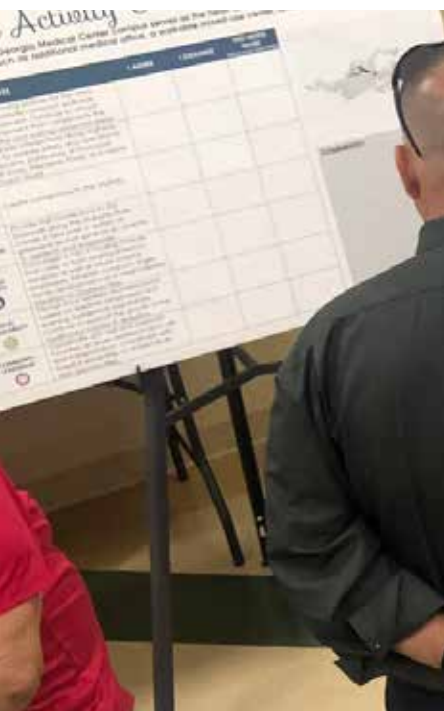
NATURAL & CULTURAL RESOURCES

- Braselton has a lot of water bodies (ponds, rivers, streams, etc) and floodplains/wetlands that may affect future development.
- The Mulberry River and Wheeler Creek have been identified by the Georgia EPD as streams that are currently not meeting the state's water quality standards. Future development near these areas should take care to not further exacerbate these issues.
- Braselton has a wealth of community and cultural resources that contribute to both resident quality of life, but also attract visitors, including the Town Green, Chateau Elan, the Braselton Brewing Company, and the Riverwalk. The Town also holds many events throughout the year that attract both residents and visitors.
- Historic Downtown Braselton is a big cultural asset for the Town. It features many historic buildings, including Town Hall, the Braselton Brothers Department Store, and the Braselton Event Center. The downtown area also has a lot of local restaurants and shops, but has potential to add even more businesses and even some residential development.



Braselton Park is in the heart of Downtown Braselton. It offers a pavilion with picnic tables, a playground, tennis courts, and a splash pad.

2



Public Engagement

Engagement Process | Meetings & Events



Engagement Process

A coordinated and participatory public engagement process enhances a study's success and timely implementation.



OVERVIEW

>> Marketing the Plan

The diagram on the facing page summarizes the public outreach through each state of the planning process. Throughout the process, marketing materials for each meeting were distributed, including fact sheets, flyers, business cards, swag bags, and continuously updating the project website.

01 Discovery JULY TO SEPTEMBER

- Study previous plans
- Analyze data & physical conditions
- Launch Community Input Survey & Project Website
- Meetings:
 - » Stakeholder Interviews
 - » Steering Committee Meeting #1

02 Visioning SEPTEMBER TO DECEMBER

- Put together a preliminary Framework Plan
- Meetings:
 - » Visioning Workshop (Kickoff Meeting)
 - » Steering Committee Meeting #2
 - » Holiday Market Pop-Up Event

03 Draft Plan JANUARY TO MARCH

- Close community input survey and interpret results
- Review information from previous engagement meetings and activities
- Develop draft recommendations
- Draft the document
- Meetings:
 - » Steering Committee Meeting #3
 - » Draft Plan Open House

04 Finalize APRIL TO JULY

- Launch public review process
- Incorporate community feedback into plan
- Meetings:
 - » Town Council Presentation
 - » Adoption by Town Council

05 Implement (YEARS 2021-2025)

- Begin implementation on projects!



The consultants offered many opportunities for the public to voice their opinions on recommendations. Interactions included stakeholder interviews, steering committee meetings, a visioning workshop, a pop-up, an online survey, and a draft plan open house.



Meetings & Events

STAKEHOLDER INTERVIEWS

Stakeholder interviews were conducted during a two day period in August 2019, at Town Hall. Stakeholders were identified by the Town based on community roles and included a diverse group of people, ranging from residents to business owners to elected officials. During the one-on-one interviews, the consultants asked specific questions regarding stakeholders' thoughts on policies, the current future land use/future development maps, major transportation projects underway, etc. Some of the key takeaways from those conversations are on the right.

STEERING COMMITTEE MEETINGS

The Town identified 47 individuals to serve on a Steering Committee. The roles of the Steering Committee included representing community interests at meetings, providing guidance regarding local preferences, serving as a sounding board for recommendations, reviewing draft plan materials before they became public, and spreading the word about the planning process. The consultants met with the Steering Committee three times over a five month period.

>> Key Points from Stakeholder Interviews

- Being spread out over four counties creates unique challenges.
- Warehouse and distribution centers built on the Jackson County side of town has been perceived negatively.
- Zoning codes are not clear, and are impeding new developments.
- Main arterials through town are difficult to manage because they are GDOT-controlled.
- Because of the presence of state highways, there is fear that trucks coming to and from the distribution centers will start using local roads as cut-throughs between Interstates 85 and 985.
- Infrastructure hasn't been able to keep up with population growth.

At the first meeting, the consultants lead the Steering Committee through a Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis to determine the key challenges and opportunities for the Town of Braselton. The results of that activity can be found below. At this same meeting, committee members participated in a prioritization exercise where they were asked to call out specific goals or policies they wanted to see reflected in the plan update. This activity ended with the creation of seven overarching themes that were adjusted throughout the process (see page 87 for more information).

At the second meeting, the consultants presented the results of the Visioning Workshop. A revised character area map and policies were presented for comment. Proposed land use changes and transportation projects were also presented for comment.

The third and final meeting took place a week before the Draft Plan Open House. Revised character area maps, future land use maps, and other concepts were presented for comment. The feedback received was used to refine these recommendations before they were presented to the general public.

>> SWOT Analysis Results

Strengths

- Major tourism destination
- No residential property taxes
- Presence of Interstate 85
- Strong Downtown Development Authority
- Higher quality of life
- Good water and wastewater infrastructure

Weaknesses

- Traffic
- No residential property taxes to fund projects
- Not enough people to fill local jobs
- Lack of housing affordability and diversity
- Not enough variety of local businesses
- The warehouses are encroaching on peoples' backyards

Opportunities

- Diversifying the tax digest
- More mixed-use/live-work developments
- Tightening up the zoning
- Adaptive reuse of vacant warehouses with film/television industry and other creative industries
- Annexations
- Tourism

Threats





- Increases in crime
- Inability to influence decisions near town limits
- Attracting undesirable development/developers
- Lack of growth management
- Loss of brick and mortar businesses
- Lack of demographic diversity
- Becoming a truck traffic cut-through

VISIONING WORKSHOP (KICK-OFF)

The Visioning Workshop was held on September 17, 2019 in the Community Room. 34 members of the community were in attendance. This meeting served as the “kick-off” for the entire public planning process.

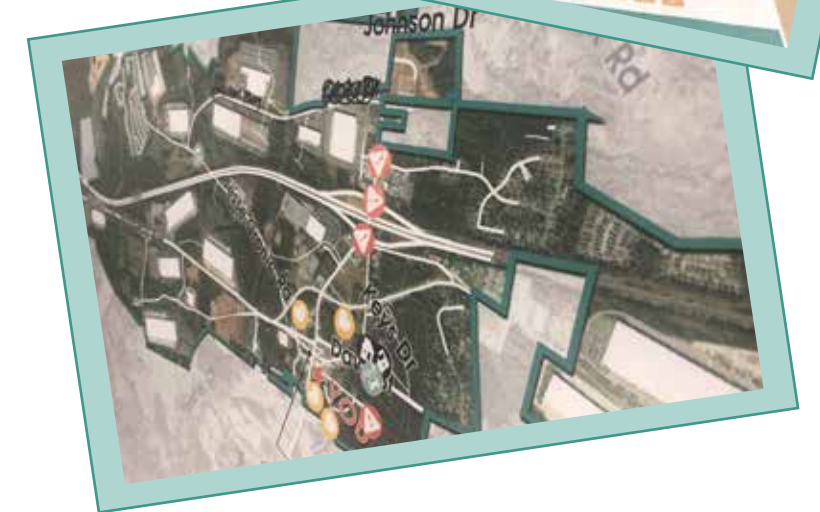
The evening began with a brief presentation explaining the purpose of comprehensive planning, the scope of the plan update, the process, and explaining the activities, which included a mapping activity, a resident wish list activity, and a “build-a-street” activity that asked residents to give input on various ideas.

>> “Sticker” Your Story Highlights

-  **Favorite Places:** Downtown Braselton and Braselton West
-  **Where Transportation Improvements Should Occur:** Along Highway 211, and connect the LifePath to Downtown Braselton through the Riverwalk and Jesse Cronic Road
-  **Danger Zones:** The interchanges at Highway 211 and Highway 53
-  **Priority Funding:** The Mulberry Riverwalk expansions

>> Resident Wish List (Top 5 Items)

<p><i>Improve traffic conditions and make infrastructure improvements on major roadways through town</i></p>	<p><i>Develop a strategy for quality growth (i.e. Smart Growth, adaptive re-use, etc.)</i></p>	<p><i>Ensure adequate amount of greenspaces are available for residents and visitors at a variety of sizes, types, and locations.</i></p>	<p><i>Explore and/or expand multi-modal transportation alternatives, particularly sidewalks, bikeways, trails (i.e. Life Path), and the trolley to connect key activity centers.</i></p>	<p><i>Update the zoning code to include more categories and develop design guidelines.</i></p>
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Above: Consultants leading the pop-up meeting at the Town's annual Holiday Market.

Below: Community members at the Draft Plan Open House. They were asked to record their feedback on each character area boundary and associated policy statements, the future land use designations, zoning changes, transportation improvements, and overall bubble plans.



POP-UP MEETING

The consultants set up a "pop-up" public meeting at Braselton's annual Holiday Market on November 16, 2019 as a means of meeting the public where they already are. The goals of the pop-up were:

- Engage with members of the community that couldn't make it to the first public meeting;
- Conduct a Visual Preference Survey (see facing page for results);
- Promote the Draft Plan Open House in January;
- Promote the Community Input Survey, and give people an opportunity to take it on-site; and
- Spread holiday cheer!

Goodie bags containing meeting flyers, treats, and information about the survey were passed out. Face painting was also made available for children (and adults!) while their parents took the surveys or talked to the consultants about their ideas. As a result of the pop-up meeting, 30 surveys were filled out and at least 50 people participated in the Visual Preference Survey.

DRAFT PLAN OPEN HOUSE

The Draft Plan Open House was held on Tuesday, January 28, 2020. The consultants did not begin with a presentation but instead, held the meeting in an "open house" format. The importance of this last meeting was to ensure with the public that the recommendations developed matched their wants, needs, and town goals. A worksheet was passed out to residents to fill out as they walked around the room. To review the full results of the meeting, a summary of the input received is shown on pages 160-165 in the Appendix.

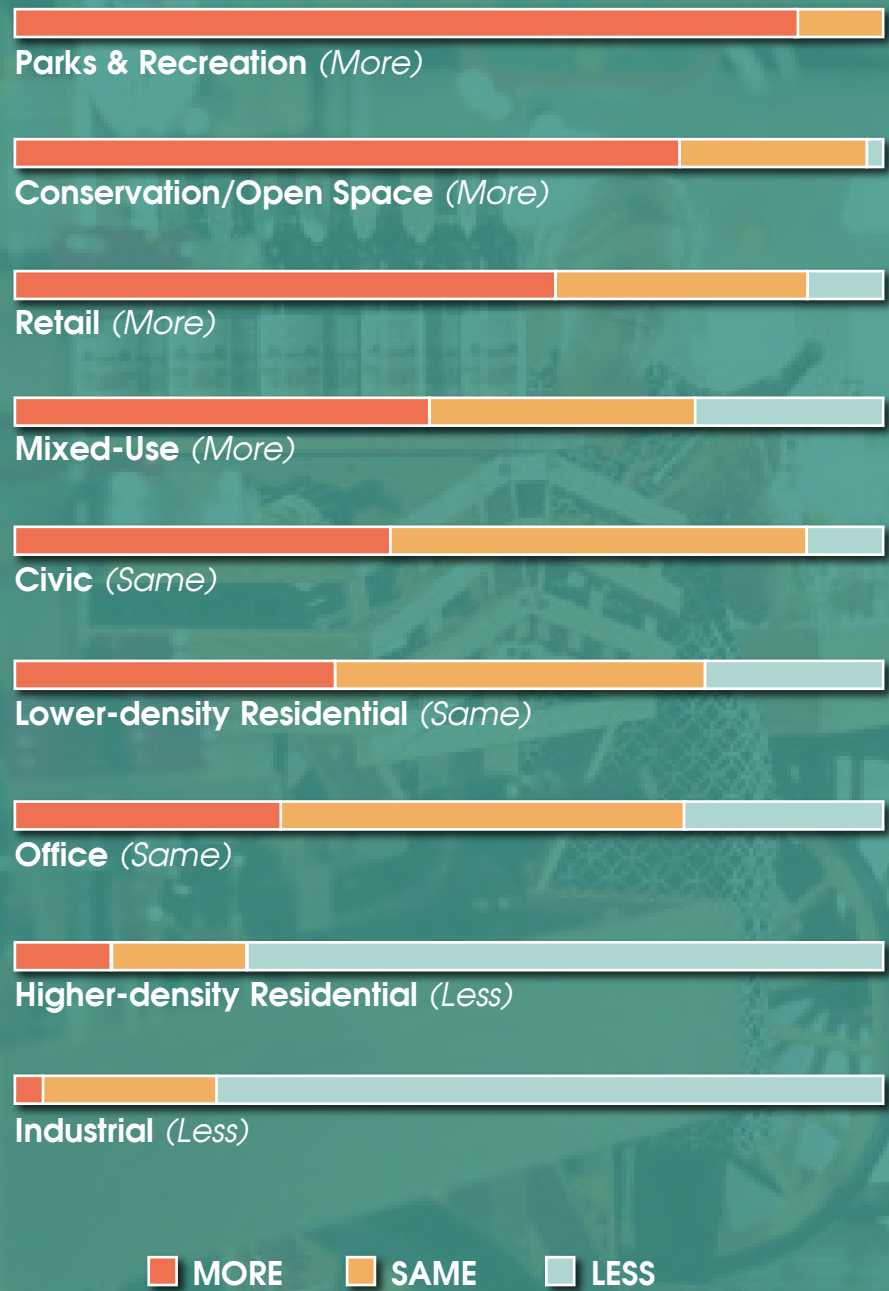
>> Visual Preference Survey (VPS) Results



The images shown were top-rated images from the VPS activity at the Pop-Up Meeting. These images show that larger lot homes, smaller multi-family, activated greenspaces, mixed-use, and separated multi-use pathways are preferred. However, some of these development types may not be feasible in Braselton due to market conditions or physical impediments.



>> What people had to say about development



>> What did people have to say about development?

Respondents indicated that transportation and infrastructure, preserving historical and cultural resources, and economic development are top priorities for the plan.

<ul style="list-style-type: none"> Single-Family Detached Homes Live-Work Units Locally-Owned Shops Casual & Fine Dining Grocery Stores Breweries/Distilleries/Wineries Art Galleries/Museums/Public Art Bars/Nighttime Entertainment Plays/Performances/Concerts 	MORE
<ul style="list-style-type: none"> Medical Offices Hotels/Inns Sports 	SAME
<ul style="list-style-type: none"> Townhomes Duplexes/Triplexes/Quadplexes Apartments Condos Accessory Dwelling Units Above-Retail Multi-Family Big Box Retail Industrial/Warehousing 	LESS

>> What are Braselton's biggest priorities?



>> What are respondent's thoughts on the overall transportation network in Braselton?

34% are **DISSATISFIED** with the transportation network

TOP REASONS THAT PREVENT PEOPLE FROM BIKING, WALKING, OR RIDING A GOLF CART:

- No (quality) facilities nearby
- Too much traffic
- It's difficult to safely cross the street

>> Which of the following would prevent you from walking/biking/taking your golf cart as much as you would like?

- 49%** - There is no sidewalk, bike lane, or path near me, or what is available is not suitable
- 37%** - Walking/riding along the street is uncomfortable due to the amount of traffic
- 29%** - It is difficult to cross the street safely

>> Grade the conditions of the following as Excellent, Poor, Satisfactory, or Fair

<ul style="list-style-type: none"> Roadway Corridors & Intersections Sidewalks Golf Cart Paths Bicycle Network Parks, Recreation 	Fair
<p>Satisfactory</p> <ul style="list-style-type: none"> Trolley Service Bridges 	

97% use a **CAR** as their primary mode of transportation **during the week** (Monday to Friday)

The number of respondents who chose **CAR**, decreased to **88%** when asked what their primary mode was on the weekend.

5% use a **Golf Cart** as their primary mode of transportation **on the weekend** (Friday to Sunday)

>> How would you grade the quality of existing housing in Braselton?



7.1
Average Rating
on a scale of 1 to 10
(1 being poor and 10 being excellent)

>> How affordable is housing in Braselton?

Neither affordable nor unaffordable. Housing costs are just right.

39%

Somewhat affordable. My neighbors and I have low housing costs, but they could be better.

25%

Somewhat unaffordable. My neighbors and I would have to move if our housing costs increased.

17%

very affordable. My neighbors and I don't spend a lot of our income on housing.

16%

Very unaffordable. My neighbors and I spend most of our income on housing.

1%

20% 40%

>> Rate the importance of transportation & infrastructure for Braselton's future



4.4
Average Rating
on a scale of 1 to 5
(1 being least important and 10 being most important)

>> Rate the importance of economic development for Braselton's future



3.8
Average Rating
on a scale of 1 to 5
(1 being least important and 10 being most important)

>> Rate the importance of new developments for Braselton's future



3.4
Average Rating
on a scale of 1 to 5
(1 being least important and 10 being most important)

>> Rate the importance of preserving historical & cultural resources for Braselton's future



4.0
Average Rating
on a scale of 1 to 5
(1 being least important and 10 being most important)

>> Rate the importance of redevelopment/adaptive re-use for Braselton's future



3.7
Average Rating
on a scale of 1 to 5
(1 being least important and 10 being most important)

>> Rate the importance of housing for Braselton's future



3.1
Average Rating
on a scale of 1 to 5
(1 being least important and 10 being most important)

>> Key Comments

(These comments were taken directly from the online community survey. Some have been edited for clarity.)

"The multi-use path along Friendship Road is a good start for bikes and golf carts, but connectivity to a variety of paths would be a great improvement."



"I think we are maxed out on warehouse space. Future growth is not compatible with additional truck traffic."



"I love this town. I spend most of my free time in downtown Braselton. It would be very nice to get a few more locally owned coffee shops and restaurants on the square."



"Let's focus on the traffic issues before approving more housing. The Town of Braselton needs to work with GDOT and the counties to ensure intersections are safe."



"Braselton includes more than the downtown area. There is major development happening on the Friendship Road corridor, and the Town needs to drive that whole area."



"Keep Braselton as a good place to live with attractive and reasonably priced housing and shopping and dining that complement the small-town feel of Braselton."





Community Vision

Needs & Opportunities | Vision & Goals
Framework Plan | Policy Recommendations
Project Recommendations



Needs & Opportunities

Through analyses and conversations with Town staff, elected officials, the Steering Committee, stakeholders, and the community, a summarized list of needs and opportunities was developed to guide policy and project recommendations. Some of these needs and opportunities have been carried over from the previous comprehensive plan due to their relevance today.

NEEDS

- The Town’s Development Code is currently not working well, and needs rewriting.
- Better growth management practices are needed to balance new development with what the existing infrastructure can support.
- There is a continued desire for more diversified goods and services, particularly dining and entertainment options, both in the town’s core and outside of it.
- The presence of warehouses and distribution centers has concerned residents as they have been built close to residential areas and have increased truck traffic. The Town will need to mitigate between the benefits of industry and the wants of residents.
- The town needs a larger variety of housing types to meet the demand from existing and emerging markets, such as the aging population, families, and young professionals.
- Since the Town of Braselton does not levy residential property taxes, the Town needs to continue to explore alternatives to fund local projects.
- Braselton needs more diversity in the pricing of homes to serve those relocating to or from within Braselton, or just starting out.
- The existing network of sidewalks needs additional connections to fill in gaps in connectivity.
- Bicycle facilities are needed to accommodate both existing and would-be cyclists.
- Congestion continues to be a major issue, particularly at “rush hour.”

- Braselton’s location north of Atlanta and access to the interstate make it a logical, if not necessary, place for trucks to cut-through or stop. There is a desire to curtail truck traffic, especially around the Highway 53 interchange where the Pilot truck stop is located.

OPPORTUNITIES

- Improving the Town’s Development Code will help Braselton solve many administrative issues, as well as help attract higher quality development.
- Recent investments in the downtown area provide an opportunity to recruit new businesses to locate there.
- The opening of the new parking deck downtown, along with the new civic center (when completed) will help bring more events and visitors to Downtown Braselton
- Regional attractions such as Road Atlanta and Chateau Elan draw a significant number of visitors to the town.
- The area surrounding the Northeast Georgia Medical Center on the town’s west side offers a significant opportunity for the development of a node of complementary uses including additional medical offices, services, and even housing.
- There may be opportunities for adaptive re-use for the warehouses and distribution centers as industries relocate and buildings become vacant. Ideal uses may include office or space for Georgia’s emerging film and television industry.
- The Town’s growth has been driven mostly by residential development, which has set the stage for more growth in the retail sector to support residents. It is estimated that the town can support around 1 million square feet of new retail space.
- The area around Downtown Braselton offers the opportunity to develop or redevelop residential uses at a greater density.
- A larger, more diverse population, along with those wishing to age in place, will create a market for residential and other development that is more walkable and lower maintenance.
- The town’s high quality of life will continue to attract new residents.
- The LifePath should continue to be expanded, with the help of the CID, to provide more connections between neighborhoods and destinations.
- The widening of Highway 211, as well as other roads, will help congestion.
- The Town should continue to invest in quality of life enhancements such as recreational trails, parks, and community gathering spaces or community centers.
- The Town should continue to invest in infrastructure to keep ahead of the demands of growth and to continue its high level of service for the foreseeable future.
- The Town should consider additional transportation studies to analyze the need for traffic calming measures, signage improvements, and repavement.



Vision & Goals



The Vision Statement defines what the Town of Braselton wants to become in the future. The Vision Statement and goals was created based on the results of public input, refined by the Steering Committee, and further refined at the Draft Plan Open House.

Braselton is a rapidly growing town that seeks to remain both a thriving regional destination and a connected vibrant hometown by:

- *Implementing quality growth measures and clear design standards;*
- *Balancing new development with conservation of greenspace;*
- *Maximizing its economic resources; and*
- *Creating an efficient multi-modal transportation network.*

Braselton's Goals



LAND USE & ZONING

Braselton will seek to achieve a balanced land use mix and will create updated regulations to reflect the vision.



PARKS & GREEN INFRASTRUCTURE

Braselton will seek to increase the amount and variety of greenspaces for residents, employees, and visitors.



TRANSPORTATION & MOBILITY

Braselton will seek to minimize traffic congestion by working with GDOT to make infrastructure improvements on all its major roadways, improving access management, and expanding its multi-modal transportation alternatives.



FISCAL RESPONSIBILITY

Braselton will seek to leverage its existing economic resources, explore various funding opportunities, work to recruit new businesses and keep existing businesses in town, and prepare for a changing economy.



COMMUNITY FACILITIES & SERVICES

Braselton will seek to maximize the use of its existing facilities and services, connect these facilities through trails and other linkages, and plan for its future needs.



COMMUNITY LEADERSHIP

Braselton's leadership will continue collaborations with the four counties, local and state agencies, businesses, and community organizations on Town issues and opportunities in order to create mutually beneficial solutions.



HOUSING

Braselton will seek to maintain its stock of primarily single-family housing options while encouraging the creation of more diverse housing types that can accommodate varying target markets.



Framework Plan

OVERVIEW

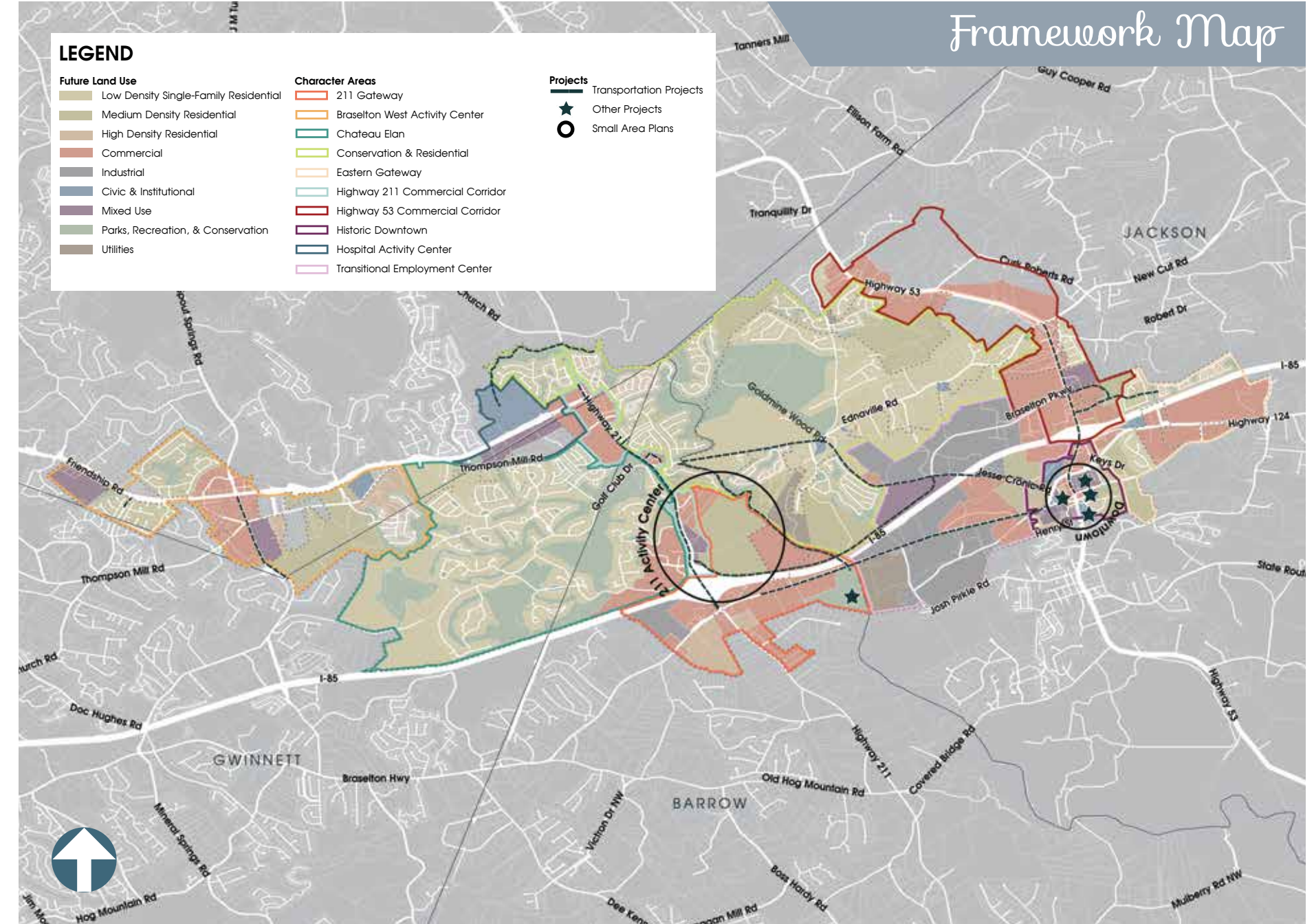
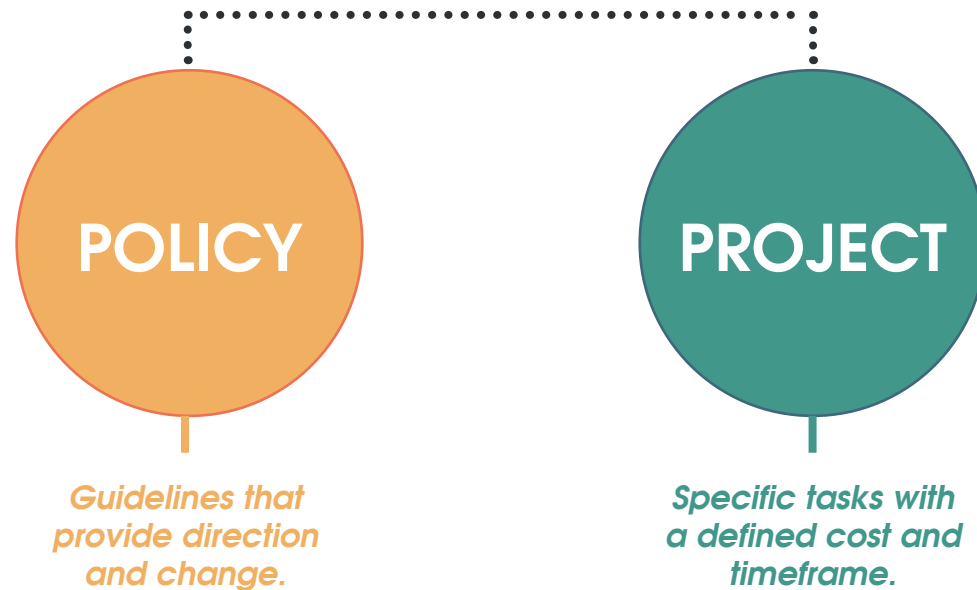
This Comprehensive Plan has divided its recommendations into two categories: policy recommendations and project recommendations.

Policy recommendations include a future land use and character areas (see pages 94-123), which prescribe future land use categories and place-based policies, and preliminary changes to the Town's zoning ordinance. Project recommendations include tasks with a defined cost and timeframe — most of what falls into this category includes development and transportation recommendations.

FRAMEWORK MAP

The framework plan on the facing page shows how these recommendations work in tandem to fulfill Braselton's vision for its future. The map shows both the policy recommendations (character area outlines and future land uses), as well as where projects are located.

Braselton COMPREHENSIVE PLAN





Policy Recommendations

GUIDING POLICIES

The goals of this plan provide aspirational statements that define how the Vision Statement can be fulfilled. Meanwhile, policies provide direction for the implementation of those goals. While most of the policies in this plan are place-based, some guiding policies were developed to help direct Braselton's overall vision:

>> Land Use & Development

- **Establish clearer development and design standards.** The Town's Development Code needs to be strengthened to encourage the types of development that are in keeping with Braselton's character, encourage better design principles, and correct outdated regulations.
- **Practice Smart Growth principles by focusing new development in existing activity centers to reduce sprawl, and creating infill development where appropriate.** Braselton residents are concerned about the strain new development may put on the existing infrastructure. The Town should seek to further develop or redevelop existing centers while strategically

placing new development on vacant parcels that will enhance existing development.

- **Continue to develop Downtown Braselton.** Having a vibrant downtown is an asset and catalyst for the town's housing market, because a majority of home buyers and renters desire downtown amenities nearby, even if they live elsewhere. This can be achieved by:
 - Encouraging mixed-use development in the downtown core;
 - Incentivizing adaptive re-use downtown through streamlining approval processes; and
 - Applying zoning policies that allow for unique and differentiated housing types that allow for market segmentation.

>> Housing

- **Encourage the creation of more "missing middle housing" types.** Braselton will benefit from having more diverse housing types other than single-family detached homes and apartment buildings not only to attract new residents, but to accommodate the changing needs of the town's population. The facing page explains the concept of "missing middle housing."

>> What is "Missing Middle Housing?"

An initiative gaining significant traction nationwide is the provision of "missing middle housing." In many cities and towns, most of the housing stock is comprised of single-family houses and/or large multi-family buildings, which do not fit everyone's needs as they relate to size, accessibility, and cost. This initiative promotes more varied housing options that exist along a spectrum of size and density.

There are many types of housing that fall under this idea:

- Cottage courts
- Townhomes
- Duplexes (2 units) and triplexes (3 units), with units either stacked or placed side-by-side
- Multiplexes (4-12 units), with units either stacked or placed side-by-side
- Courtyard-style apartments
- Live/work units
- Accessory dwelling units (ADUs)

These units can either be rented or owner-occupied, which make them flexible to changing markets.



- **Encourage a greater jobs-to-housing balance.** The Town should look to prioritize new housing developments that fit existing and future employment within the town, while recruiting jobs that fit the skills existing residents already have.
- **Seek to provide experiences for a wide range of locals and visitors through the creation of amenities.** While sufficient demand exists to grow additional housing development, demand still needs to be proven to additional builders and lenders who can impact the amount of new downtown housing supply. New amenities, including shops and restaurants, parks, recreation areas, and historic/cultural attractions help generate “buzz” and energy about Braselton among residents and workers.

>> Transportation

- **Continue to coordinate infrastructure improvements with new development.** Members of the community expressed a concern that roads and other infrastructure such as water and sewer may not be able to keep up with the demands that new development and its residents and visitors may bring. The Town has several transportation and infrastructure improvements in their pipeline that should alleviate these concerns, and should continue to consider the impacts new development will have on existing systems.
- **Collaborate and coordinate with GDOT.** The Town should work with GDOT to ensure needed pedestrian amenities along are included in planned improvements within the town limits.

>> Community Facilities & Services

- **Continue to expand upon the town’s trail network and pursue the creation of new parks.** Braselton residents expressed a desire to be able to travel from one end of the town to the other without the use of a car. The expansion of the Riverwalk and the LifePath and adding connections to key activity centers will go a long way in achieving this want.

>> Fiscal Responsibility & Economic Development

- **Engage all local utility entities as economic development partners.** The Town should work with these entities (broadband, water, wastewater, power, gas, etc.) to explore avenues to lessen the burden of infrastructure costs as part of new housing and mixed use development.
- **Build upon the Town’s existing tourism base and leverage new resources.** Tourism is often the preferred economic development strategy within a community and plays a significant role in most communities. When included as a focus in a town’s economic development plans, tourism can play a major role in a local economy by infusing new money into the economy, which then generates jobs and spurs more growth. Many small towns like Braselton want a piece of their regional tourism industry to boost their economies. As previously mentioned on page 15, the Town received a visit from the state’s Tourism Product Development (TPD) team from the Department of Economic Development. The facing page illustrates ideas that have been developed from their report’s recommendations that would help bolster Braselton’s tourism.

>> Tourism Recommendations



- 1 **Solidify the Braselton brand across the town**
- 2 **Use arts as a solution to activate new areas**
- 3 **Activate a walkable, bustling downtown with a welcome center hub.**
- 4 **Continue programming festivals and events to keep visitors coming back.**
 - **Focus on unique food and beverage offerings.** The TPD recommended using the old mill as an “underground restaurant” that hosts pop-up dinner events.
- 5 **Offer outdoor experiences and lodging**
 - **Invest in outdoor recreation.** Investing in outdoor infrastructure attracts employers and active workforces, ensuring these communities thrive economically and socially. The Outdoor Industry Association reports that outdoor recreation in Georgia generates \$27.3 billion in consumer spending annually.
 - **Attract visitors with connected greenspaces.** Visitors that come to explore via bike, scooter, or hiking will enjoy using a connected trail system that allows a longer journey.
 - **Connect visitors to cash registers.** Trails offer the most economic impact when there are businesses along it.
 - **Encourage the short-term rental economy.** The current mix of short-term rentals operating in Braselton could net a potential \$42,000 in motel tax plus an additional \$59,000 in sales tax.

Sources: Outdoor Industry Association 2017; Headwaters Economies

FUTURE LAND USE

The future land use map (see the facing page) shows recommended parcel-by-parcel future land use recommendations. This, along with the character areas (pages 98-123), will inform decision makers on the different land use and zoning changes that are envisioned for each part of the town over the next 20 years and beyond. The character area map should be the Town's primary guide for all future development decisions. The future land use map should be secondary, as it is intended to provide options for consideration. This plan does not list appropriate zoning districts for each land use classification because a complete re-write of the Development Code is anticipated to take place immediately after the plan is adopted. The character area maps show these future land use recommendations in more detail.

Currently, the Town regulates residential density using gross density. Gross residential density means that if a parcel is 20 acres and a new residential development of 40 units is built, regardless of how much acreage is devoted to other uses (roads, utilities, amenities, etc), the gross residential density is still 2 units per acre even if those 40 units were actually built on 8 of the 20 acres. Compared to net residential density, which measures how many dwelling units are built in relation to the land designated as residential lots, this allows for greater open space preservation and more creative community design. The diagram to the right shows the difference between the two methods using identical development plans.

Gross Residential Density

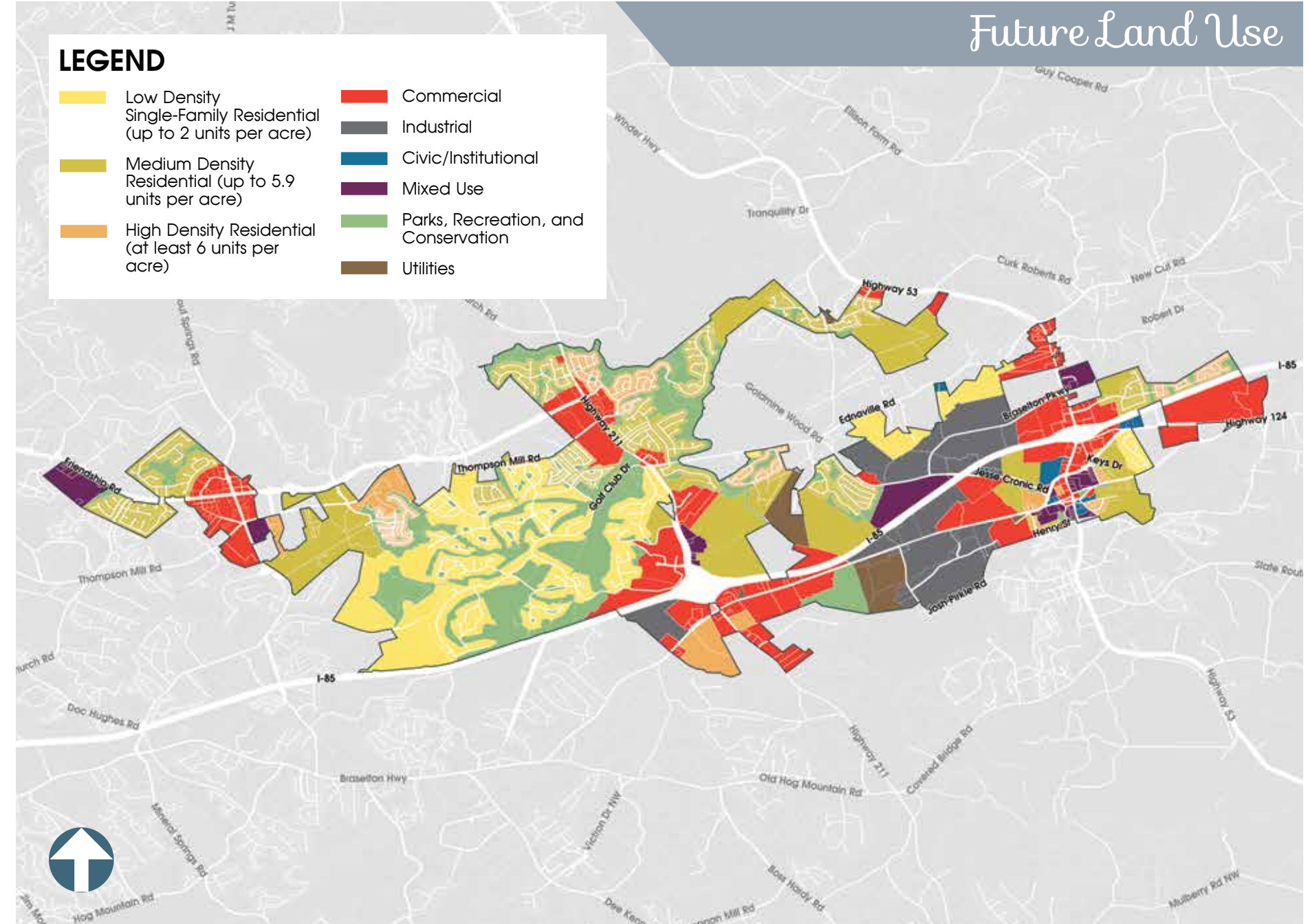


Net Residential Density



>> A note on multi-family residential development...

During the public engagement process, it was revealed that the community does not support the development of multi-family in Braselton at this time, unless it is in the context of mixed use developments or in the downtown area. However, it is in the best interest of the Town to have a strategy in place for multi-family development. This plan's overall land use strategy is to place higher density housing types in areas that either have or will one day have the infrastructure available to support that level of density. **Until the Town's Development Code can be rewritten to give the Town better control over multi-family development, it is recommended that new multi-family should only be considered if it is part of a mixed use development on a case-by-case basis.**





LOW DENSITY SINGLE-FAMILY RESIDENTIAL

Gross Residential Density:
Up to 2 units per acre

Uses:

- Single-family detached homes
- Townhomes
- Cottage courts



COMMERCIAL

Uses:

- Restaurants
- Shopping
- Office
- Medical office
- Warehouse retail or office
- Hotels
- Nursing / supporting living facilities



MEDIUM DENSITY RESIDENTIAL

Gross Residential Density: Up to 5.9 units per acre

Uses:

- Single-family detached homes
- Townhomes
- "Missing middle housing" (duplexes, triplexes, quadplexes, cottage courts, etc)



INDUSTRIAL

Uses:

- Light industrial
- Artisan / maker spaces
- Business incubators
- Film/television studios
- Flex space



CIVIC & INSTITUTIONAL

Uses:

- Town hall
- Libraries
- Civic center
- Schools
- Churches
- Hospitals
- Any tax-exempt property (with the exception of parks)



MIXED USE

Gross Residential Density:
Over 6 units per acre

Uses:

- Mixed use developments should incorporate at least three uses in combination:
 - Residential (single-family, townhomes, multi-family, etc.)
 - Retail
 - Office
 - Civic / institutional
 - Parks, recreation, & conservation
- May be horizontal or vertical in its arrangement



HIGH DENSITY RESIDENTIAL

Gross Residential Density:
Over 6 units per acre

Uses:

- Single-family detached homes
- Townhomes
- "Missing middle housing" (duplexes, triplexes, quadplexes, cottage courts, etc)
- Active senior housing



PARKS, RECREATION, & CONSERVATION

Uses:

- Parks
- Playgrounds
- Recreation centers (public & privately-owned and operated)
- Open space
- Preserves & conservatories
- Floodplains & stream buffers
- Trails



UTILITIES

Uses:

- Water treatment plants
- Cell phone / communication towers
- Power lines / substations
- Waste management



Above: Highway 211 Commercial Corridor

Below: Transitional Employment Area



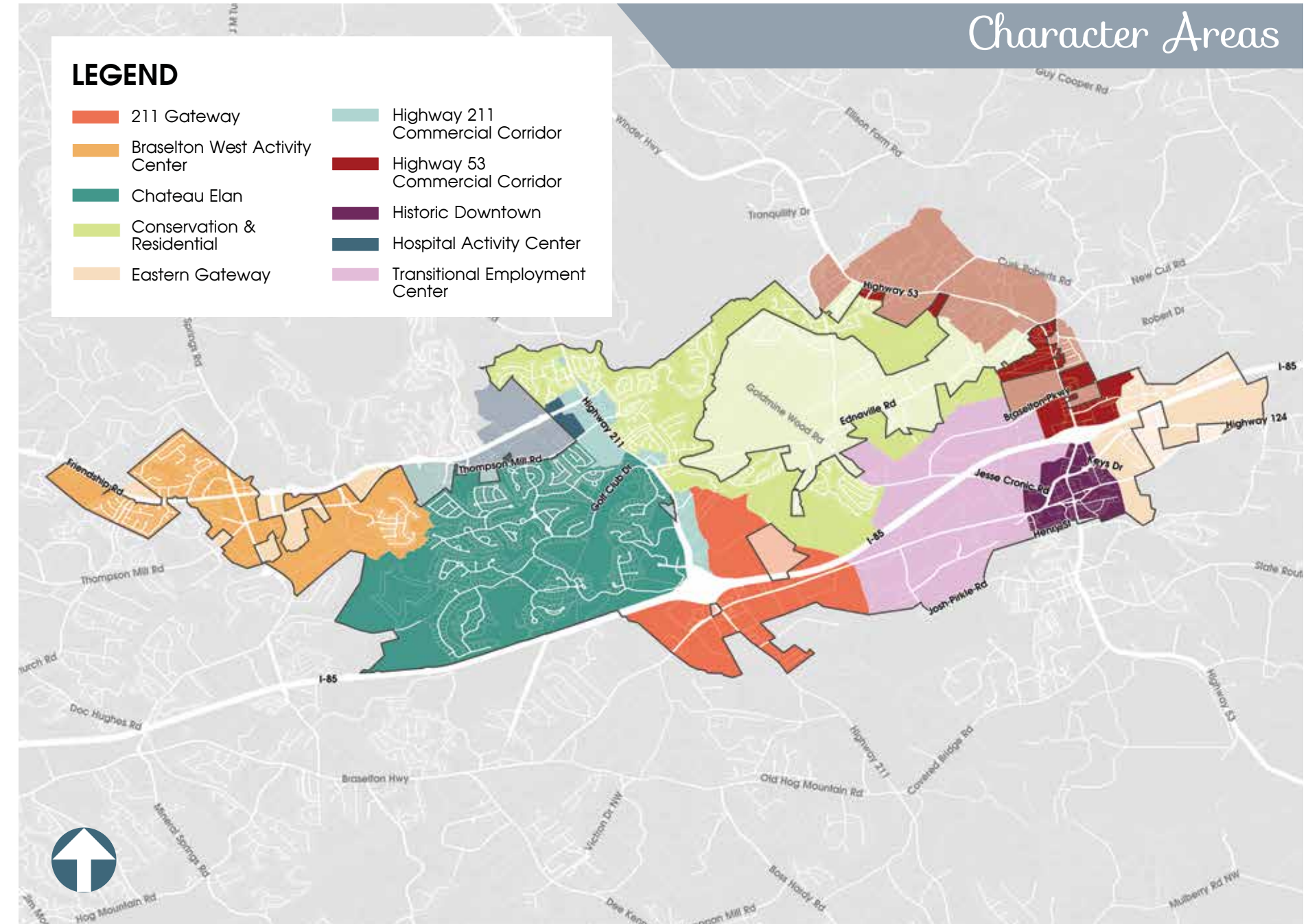
CHARACTER AREAS

The character area map to the right represents the outcome of many discussions with the Steering Committee and general public. The previous character area map was determined to still be overall relevant to Braselton's vision, but needed some minor fixes to both policies and geographic boundaries to better define the vision.

It should be noted that there are areas outside the town limits that have a prescribed character area. These parcels are those that are most likely to be annexed into the Town by developers. In these cases, a character area and land use was assigned that best reflected the interests of the surrounding areas.

>> Key Changes

- A few character areas were renamed to better reflect their intents: the Duncan Crossing Activity Center was renamed Braselton West Activity Center, Industry & Jobs was renamed Transitional Employment Center, and Open Space/Residential was renamed Conservation & Residential.
- The Transitional Employment Center's boundaries were condensed to limit where new warehouse and distribution centers could be located within the town.
- The revised map has added two new character areas: Highway 211 Commercial Corridor and Eastern Gateway.



211 Gateway



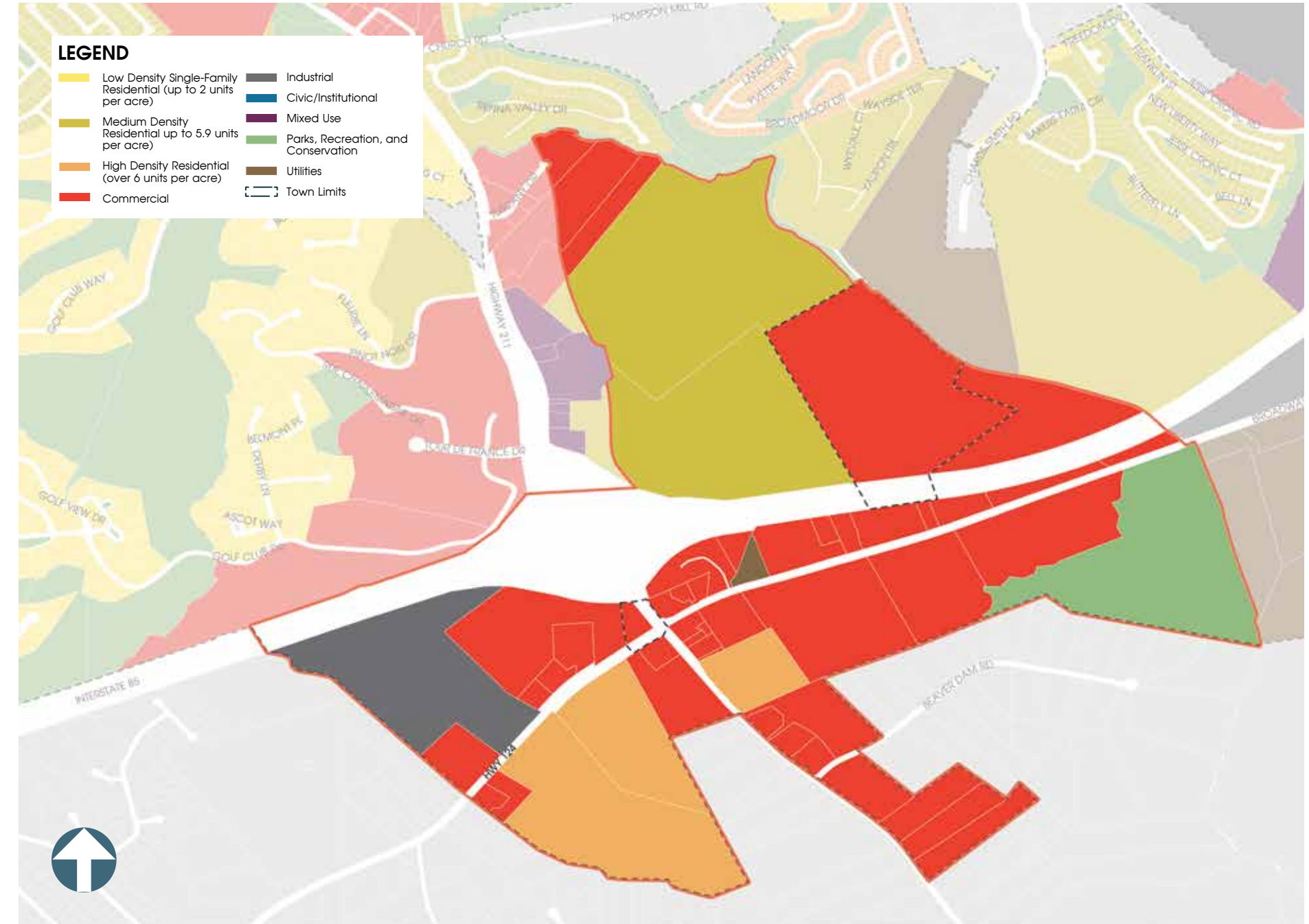
VISION: *The interchange at Interstate 85 and Highway 211 will be the central gateway to Braselton, and will boast high-quality development and seamless access to the rest of the town.*

GOAL	POLICIES
	Redevelop the northeastern and southeastern quadrants of the interchange with commercial activity nodes that serve both local residents and regional visitors.
	Create an efficient circulation plan for new developments that will promote better access management.
	Identify new funding sources that can fund public improvements needed to advance this Character Area's vision. Create a connection from the Riverwalk to the new 71-acre park.
	Connect new development at the northeastern quadrant of the interchange to the Riverwalk at the Mulberry River and the new 71-acre park.
	Encourage a mix of housing types, densities, and price points.
	New development should include commercial retail, office, and flex space to generate funds for future improvements.
	Coordinate with Barrow County on issues related to land use and transportation. Work with GDOT to make necessary safety and operational improvements to the interchange.

>> Recommended Land Uses

- Medium density residential
- High density residential
- Commercial (retail and office)
- Industrial (flex space)
- Civic/institutional
- Parks, recreation, and conservation
- Utilities

Proposed Height Limit: 4 stories

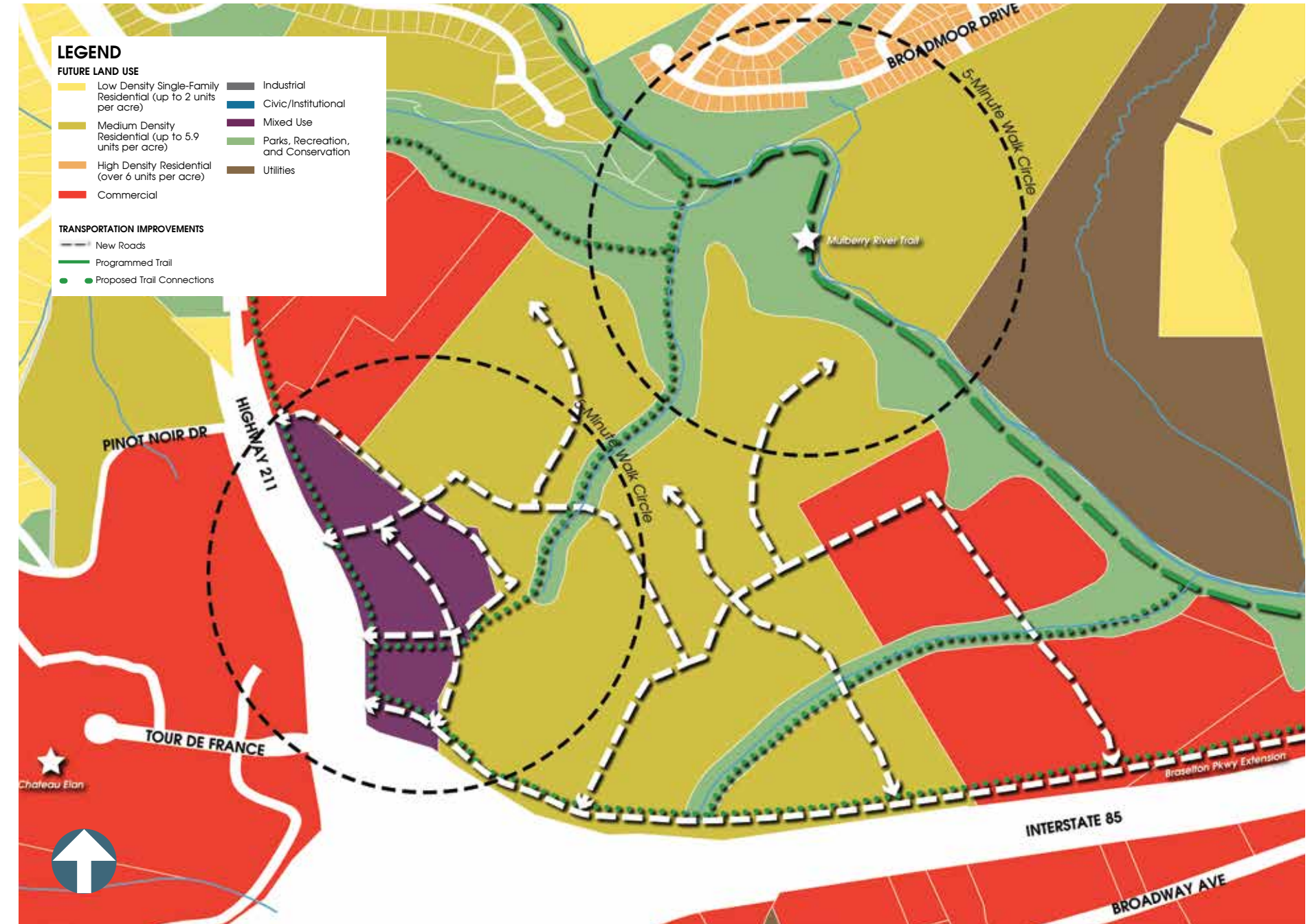


211 Activity Center Small Area Plan

There has been a lot of interest in recent years in a group of parcels totaling 229 acres on the northeastern corner of the Interstate 85 and Highway 211 interchange. In December 2019, the Braselton Town Council approved an application for a PUD for those properties that would include 205,000 square feet of new retail served by over 1,000 surface parking spaces and 413 single-family detached homes on lots averaging 8,000 square feet.

The plan* on the facing page shows this development plan along with further recommendations. The recently approved PUD came with conditions to connect the development to the Mulberry River Trail, shown on the plan along the un-developable stream buffers. It is recommended that a mixed-use "lifestyle center" be built on what is now the Publix at the Vineyards when it reaches the end of its life. Such a development would integrate into the residential neighborhood and easily accessed by walking or biking, and would feature ground-level, neighborhood-level commercial and services, with loft apartments/condos and/or office above, depending on market demand. This development would also serve as a gateway development based on its advantageous location. Lastly, a parcel to the east of the residential neighborhood (currently not in the town limits) could be integrated as either a commercial property fronting the new Braselton Parkway Extension, or there could be an opportunity to divide the parcel into both commercial development and a variety of innovating housing types.

*It should be noted that this is a long-term vision that would take 20-30 years to be fully realized.



Braselton West Activity Center



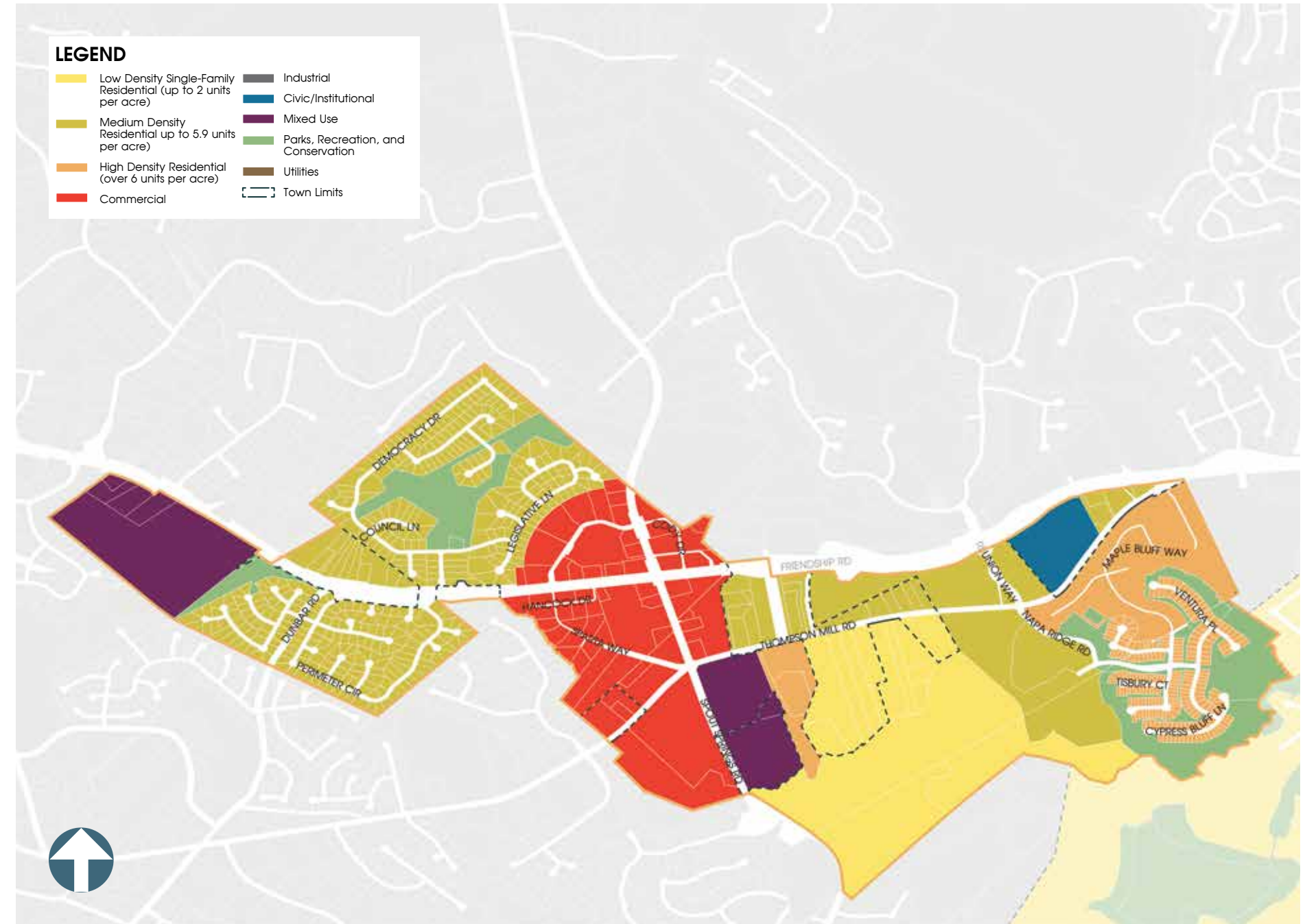
VISION: *The Braselton West Activity Center will continue to serve local neighborhoods in a compact and cohesive environment.*

GOAL	POLICIES
	Create design standards for future development to improve architectural character and landscaping.
	Make necessary safety and operational improvements along Friendship Road, Thompson Mill Road, and Spout Springs Road, and at problematic intersections.
	Plan for pedestrian/bicycle connections between adjacent neighborhoods and commercial uses, where possible. Create connections to the LifePath.
	Ensure generous setbacks and buffers between future development and adjacent natural and greenfield areas.
	Encourage a variety of community-supported housing options to be built near existing commercial centers.
	Explore the creation of a Community Improvement District (CID) for Braselton West to raise money for future improvements.
	Continue to coordinate with Hall and Gwinnett Counties on issues related to land use, transportation, and economic development.

>> Recommended Land Uses

- Low density single-family residential
- Medium density residential
- High density residential
- Commercial (retail)
- Civic/institutional
- Mixed use
- Parks, recreation, and conservation

Proposed Height Limit: 3 stories



Chateau Elan



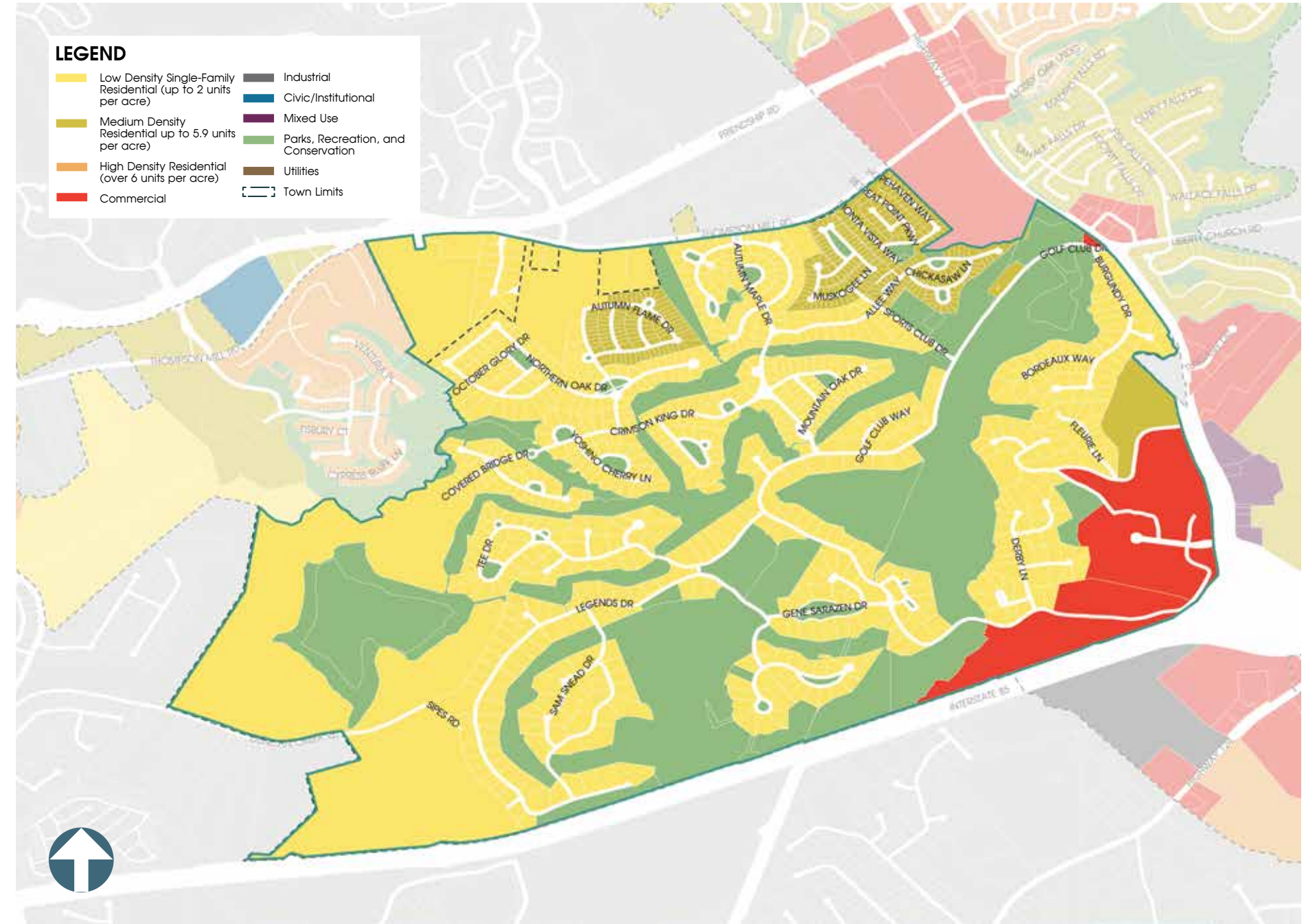
VISION: *The Town of Braselton should continue to advance the Chateau Elan Winery & Resort's role in the local and regional economy, while maintaining the residential nature of the surrounding neighborhood.*

GOAL	POLICIES
	Preserve the area's residential character around the Winery & Resort.
	Create strategies for minimizing conflicts between Chateau Elan and Highway 211's commercial traffic.
	Create connections to the LifePath.
	Create connections between Chateau Elan and amenities along the Mulberry River Corridor.
	Continue to support new residential development that is consistent with Chateau Elan's existing character.
	Continue to market the winery and resort as a major tourist attraction to capture as many funds as possible.
	Coordinate with Chateau Elan's HOA and the Winery & Resort managers with matters related to future development. Encourage the Braselton Visitors Bureau to collaborate with a representative from the Chateau Elan Winery & Resort.

>> Recommended Land Uses

- Low density single-family residential
- Medium density residential
- Commercial (retail)
- Civic/institutional
- Parks, recreation, and conservation

Proposed Height Limit: 3 stories



Conservation & Residential



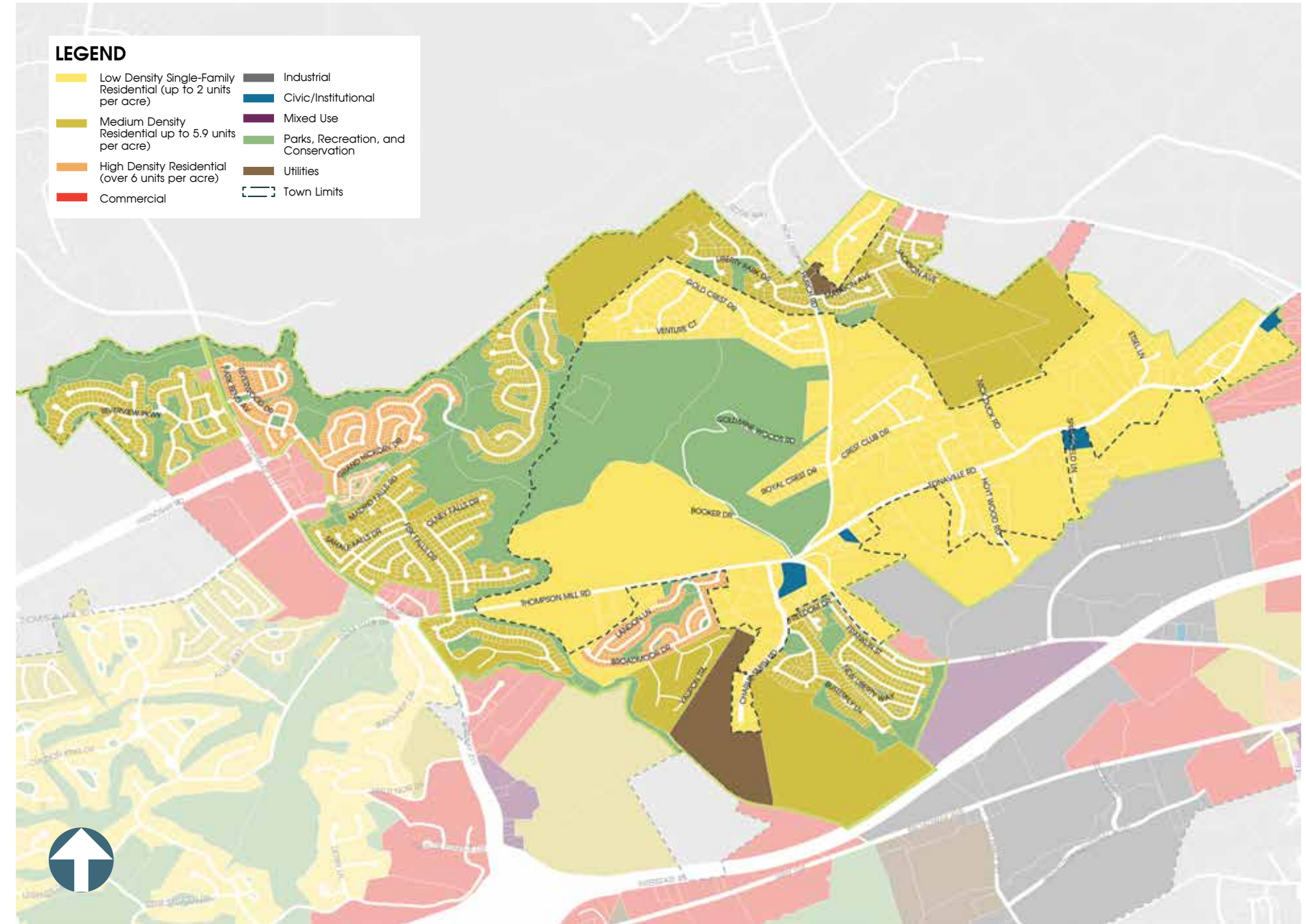
VISION: As Braselton's primary residential and conservation areas, efforts to preserve the natural environment will be prioritized as new development comes to this area.

GOAL	POLICIES
	Continue to preserve conservation areas and open spaces through policy and zoning strategies.
	Promote better access management and traffic calming in neighborhoods surrounding Highway 211. Promote connectivity in residential subdivisions by limiting the construction of cul-de-sacs.
	Pursue new trail/cart connections between Highway 211/LifePath/Riverwalk and Highway 53 via Liberty Church Road, Ednaville Road, and Jesse Cronin Road.
	Continue to develop the Riverwalk along the Mulberry River.
	Regulate future housing developments in the area to support traditional neighborhood design principles, conservation subdivisions, and a greater variety of housing types, primarily those that are low to medium density.
	Consider opportunities to capitalize on tourism opportunities related to the Riverwalk, the Arboretum, and nearby conservation areas.
	Engage with property owners and county leadership from all four counties to annex lands west of Highway 53 to improve service delivery, and to further strengthen preservation efforts. Encourage the Braselton Visitors Bureau to collaborate with a representative from the Arboretum.

>> Recommended Land Uses

- Low density single-family residential
- Medium density residential
- Commercial (retail)
- Civic/institutional
- Parks, recreation, and conservation
- Utilities

Proposed Height Limit: 3 stories



Eastern Gateway



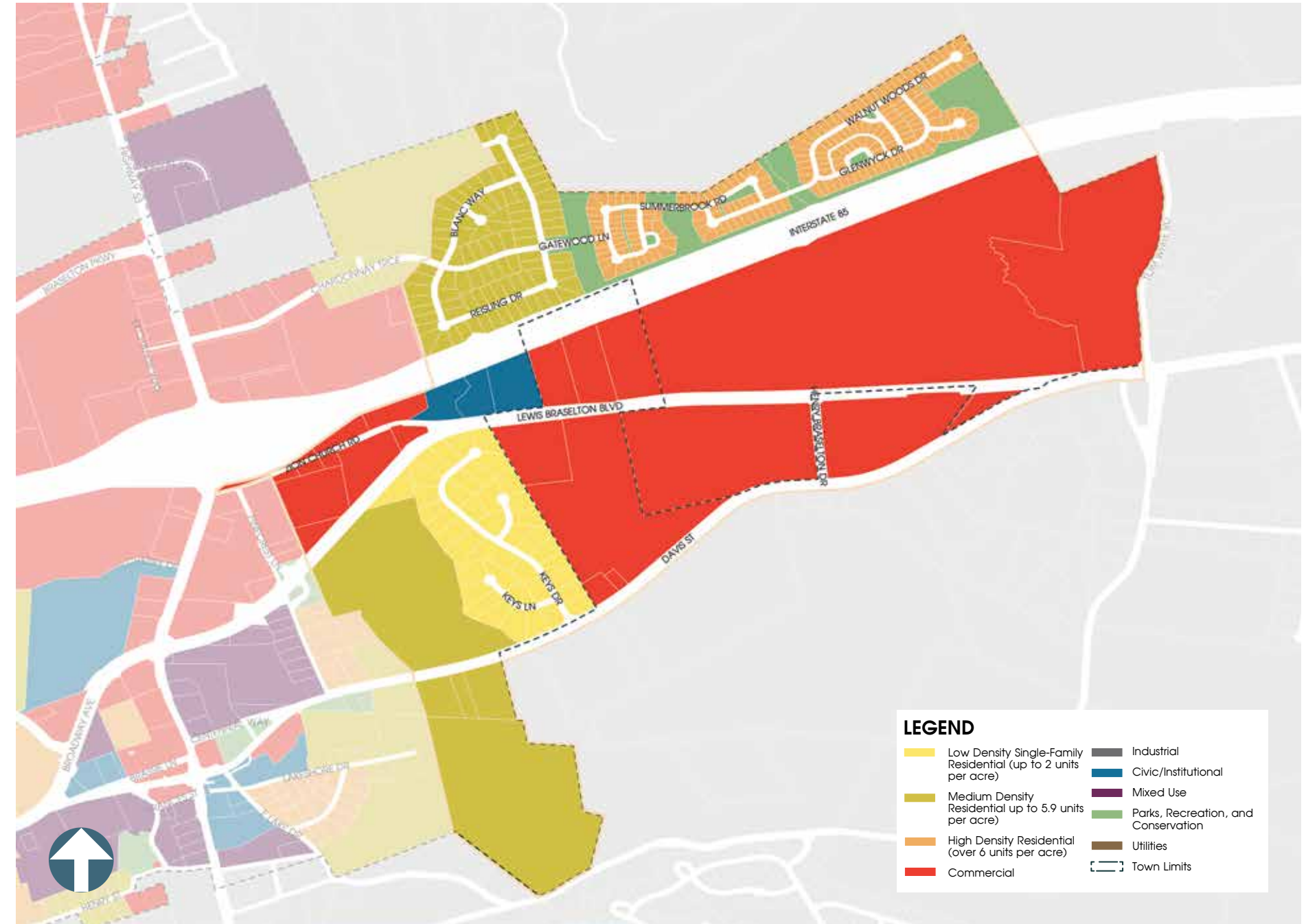
VISION: The eastern entrance into the town represents an opportunity to enhance existing single-family housing with commercial development to serve these neighborhoods, the redevelopment of warehouses, and improve connections to the Historic Downtown and Highway 53 commercial areas.

GOAL	POLICIES
	Encourage transitional development along Lewis Braselton Boulevard and David Street to create a seamless transition between Historic Downtown and new and existing residential development.
	Consider redesign of Chardonay Trace and its intersection along Highway 53.
	Pursue the creation of pedestrian and bicycle connections from the Eastern Gateway to Highway 53.
	Create pocket parks and other forms of greenspace with new residential developments.
	Encourage the development of medium-density housing types.
	Attract new neighborhood-scale and gateway commercial retail and office space to serve existing and future residents and visitors.
	Continue to coordinate with Jackson County on issues related to land use, transportation, and economic development.

>> Recommended Land Uses

- Medium density residential
- Commercial (retail and office)
- Civic/institutional
- Parks, recreation, and conservation

Proposed Height Limit: 3 stories



Highway 211 Commercial Corridor



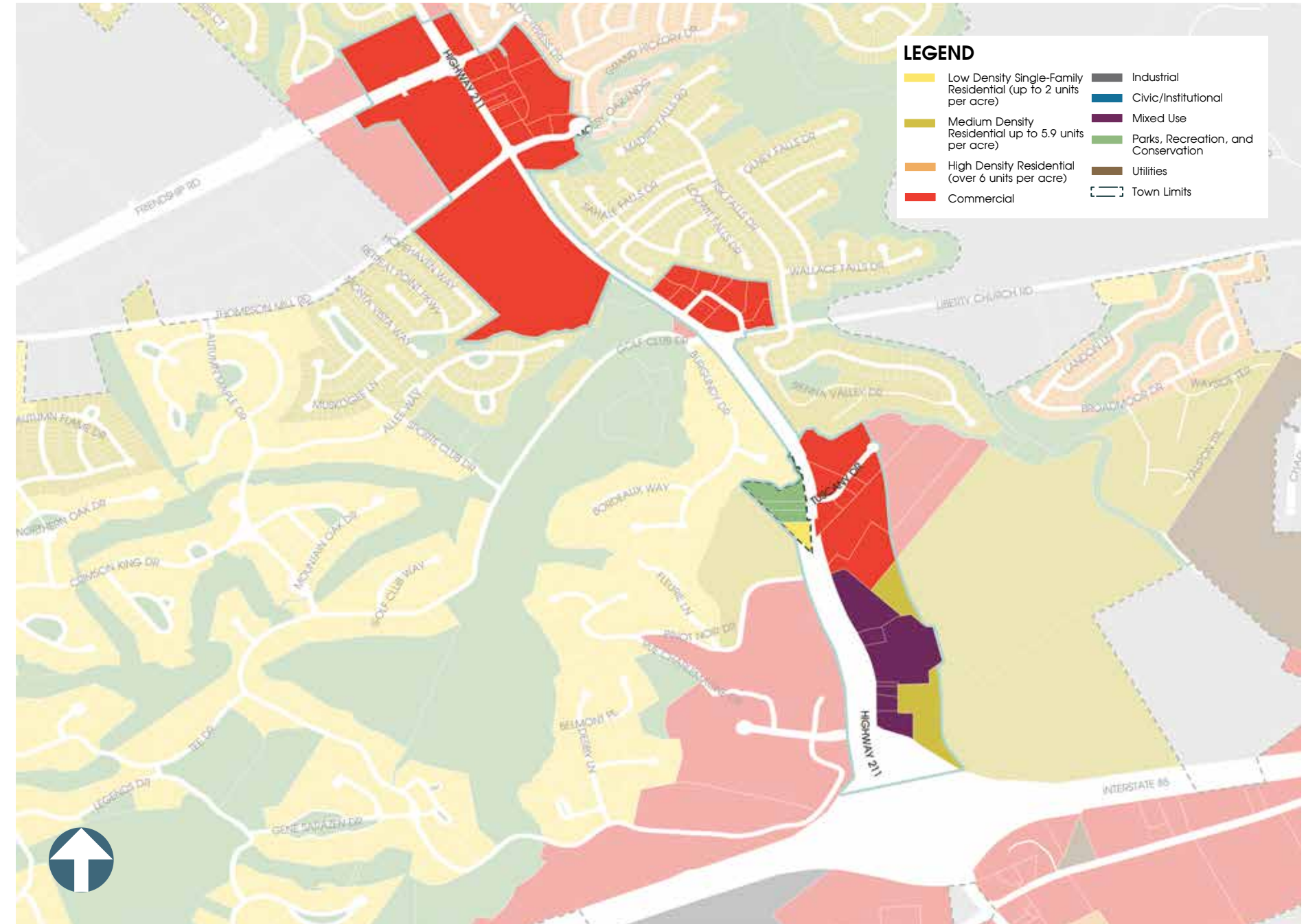
VISION: *The creation of the Highway 211 Corridor Overlay and Braselton Community Improvement District has positively impacted new commercial development along the corridor. It is the intent of this character area to build off these successes, while continuing to address both existing and future traffic concerns and economic development.*

GOAL	POLICIES
	Incorporate standards from the Highway 211 Overlay District into the city-wide Development Code rewrite. Continue to enforce these standards with new development.
	Upgrade intersections along Highway 211 to address safety and operational concerns, particularly at Thompson Mill Road, Friendship Road, and Liberty Church Road. Continue to promote interparcel access throughout the corridor's development.
	Connect all existing and future development along Highway 211 with the LifePath and the Mulberry River Trail.
	Create pocket parks and other forms of greenspace with new developments.
	Encourage the development of new housing in the context of mixed use development.
	Continue to attract new commercial retail and office space to serve existing and future residents, and enhance the Town's tax digest with more sales taxes. Work with the CID to leverage funding for capital improvement projects along the corridor.
	Work with GDOT to make necessary safety and operational improvements to the interchange and along the road corridor. Continue to support the CID's efforts.

>> Recommended Land Uses

- Single-family residential (all densities)
- Commercial (retail and office)
- Civic/institutional
- Mixed use
- Parks, recreation, and conservation

Proposed Height Limit: 4 stories



Highway 53 Commercial Corridor



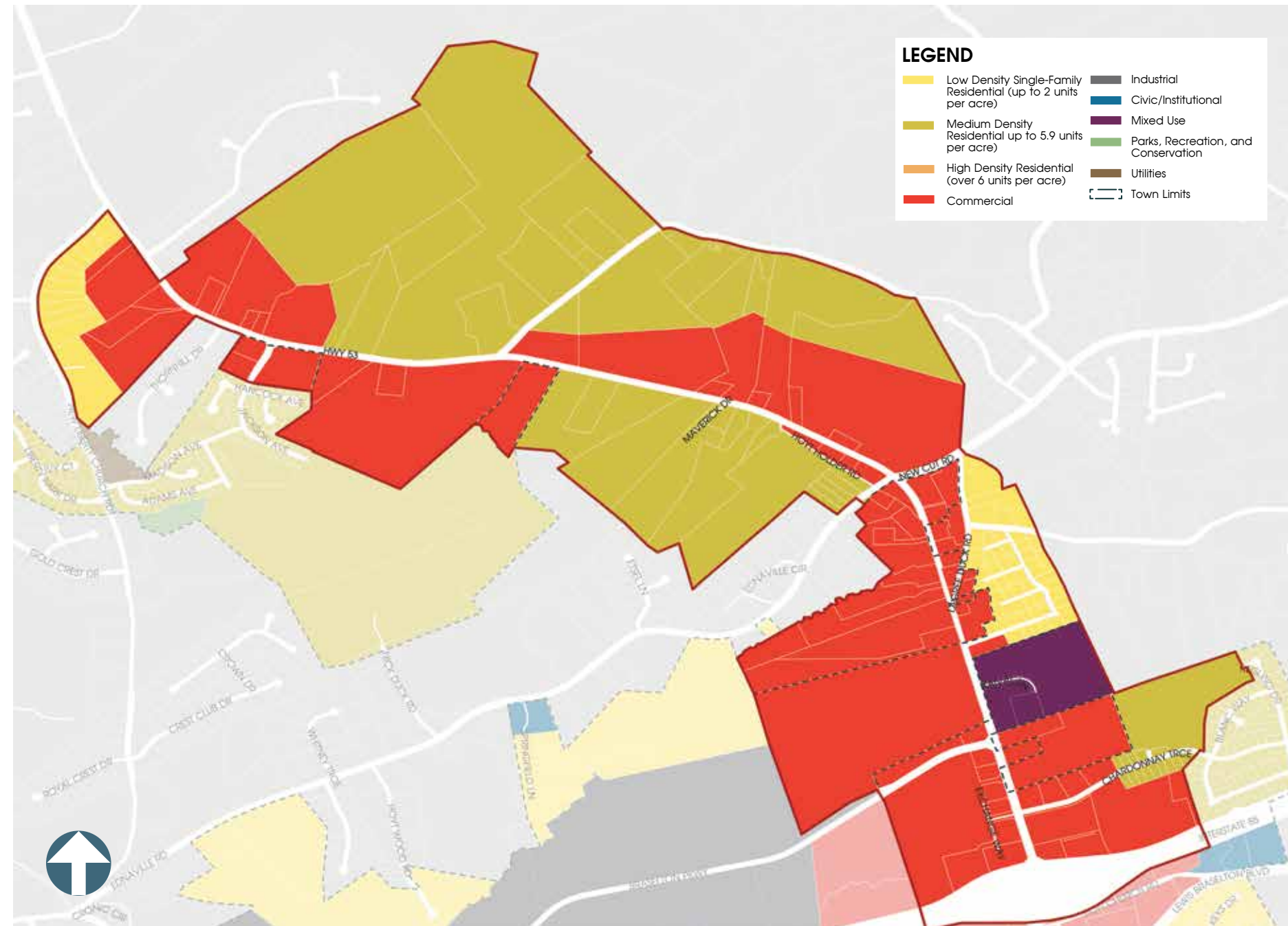
VISION: *The Highway 53 corridor shall be primarily commercial in its development, and will have high-quality architecture and landscaping along the corridor.*

GOAL	POLICIES
	Limit auto-oriented commercial to the corridor between Interstate 85 and Braselton Parkway, and encourage more pedestrian-oriented commercial development beyond. Develop design guidelines for all future development.
	Upgrade intersections to address safety concerns, particularly at Chardonay Trace, Ednaville Road/New Cut Road, and New Liberty Church Road.
	Connect adjacent residential areas to commercial nodes, where appropriate. Create connections to the town's growing trail network.
	Add sidewalks and landscape/tree buffers where appropriate along the Highway 53 corridor to promote walkability in more pedestrian-oriented areas.
	Encourage a mix of housing that appeals to a wide variety of target markets.
	Explore the creation of a Community Improvement District (CID) for the Highway 53 corridor to raise money for future projects that would benefit both Braselton and Jackson County.
	Work with GDOT to make necessary safety and operational improvements to the interchange and along the road corridor. Coordinate with Jackson County on land use and transportation. Encourage the Braselton Visitors Bureau to collaborate with a representative from Road Atlanta.

>> Recommended Land Uses

- Low density single-family residential
- Medium density residential
- Commercial (retail and office)
- Civic/institutional
- Parks, recreation, and conservation

Proposed Height Limit: 3 stories



Historic Downtown



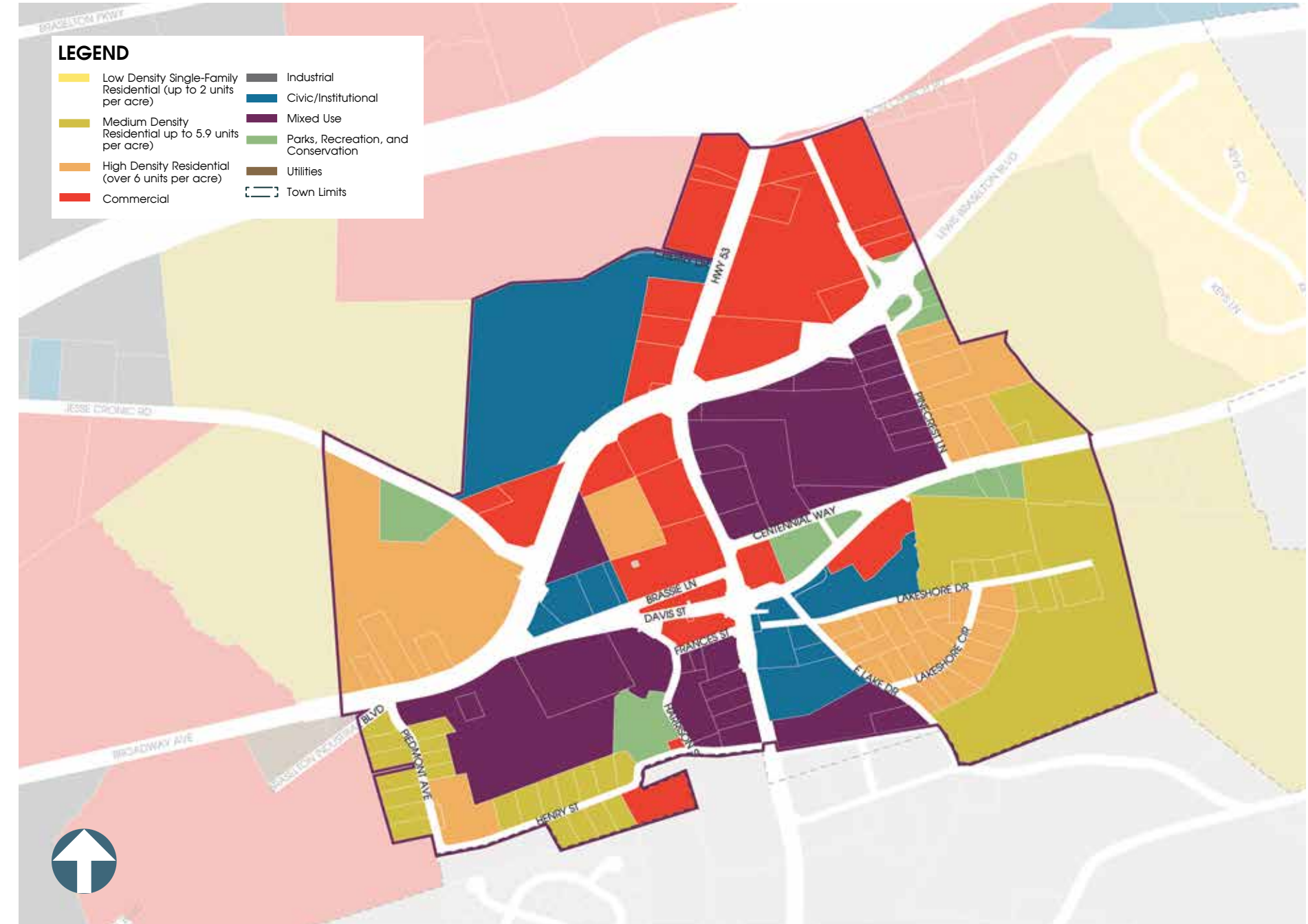
VISION: *Historic Downtown Braselton will function as one of the town's many gateways and will feature compact, walkable development that is a pleasant mix of historic and modern architecture.*

GOAL	POLICIES
	Promote historically-compatible infill development through architectural design standards, and promote new mixed use development, where appropriate.
	Enhance Highway 53 with sidewalks, landscape/tree buffers, and wayfinding.
	Continue to program events for Downtown Braselton, and explore new programming options for the town's growing and changing population.
	Continue to maintain the Town Green, and connect it to the town's growing trail system.
	Promote the creation of above-retail multi-story housing units (apartments/condos and lofts) and other medium- to high-density housing types to draw in residents who wish to live in the downtown.
	Explore the creation of a Community Improvement District (CID) for Downtown Braselton to raise money for future projects.
	Update the Town's Downtown Master Plan to leverage recent successes and plan for future development. Encourage the Braselton Downtown Development Authority to work in conjunction with the Braselton Visitors Bureau.

>> Recommended Land Uses

- Medium density residential
- High density residential
- Commercial (retail and office)
- Civic/institutional
- Mixed use
- Parks, recreation, and conservation

Proposed Height Limit: 5 stories



Downtown Small Area Plan

The Town of Braselton has been investing in their downtown for many years. Recent projects like the Town Green have increased its sense of place and have attracted visitors, and the parking garage has filled an important need. The Town plans to break ground on its new civic center in summer of 2020, which will help bring more events and to Downtown Braselton.

The plan* on the facing page shows the future land use plan for the area in more detail and reflects development plans in the Town's pipeline. New streets, that would be part of private development, create a gridded street network to promote connectivity, traffic flow, and walkability. A proposed trail would connect Downtown Braselton to the Mulberry Riverwalk via Jesse Cronic Road. The Town Green could be expanded by two acres across Centennial Way to create more greenspace for both passive recreation and more event programming; Centennial Way could be closed to traffic during events. Mixed-use development would provide both more retail opportunities for residents and visitors, and loft apartments/condos and/or office space could be placed on the upper stories, depending on market conditions. Residential development closer to the downtown core would be denser, and would become less dense as one moves away from downtown. Townhomes and other small-lot single-family housing product would be a great fit for the area, and would help provide variety of housing choices for future downtown residents.

*It should be noted that this is a long-term vision that would take 20-30 years to be fully realized.



Hospital Activity Center



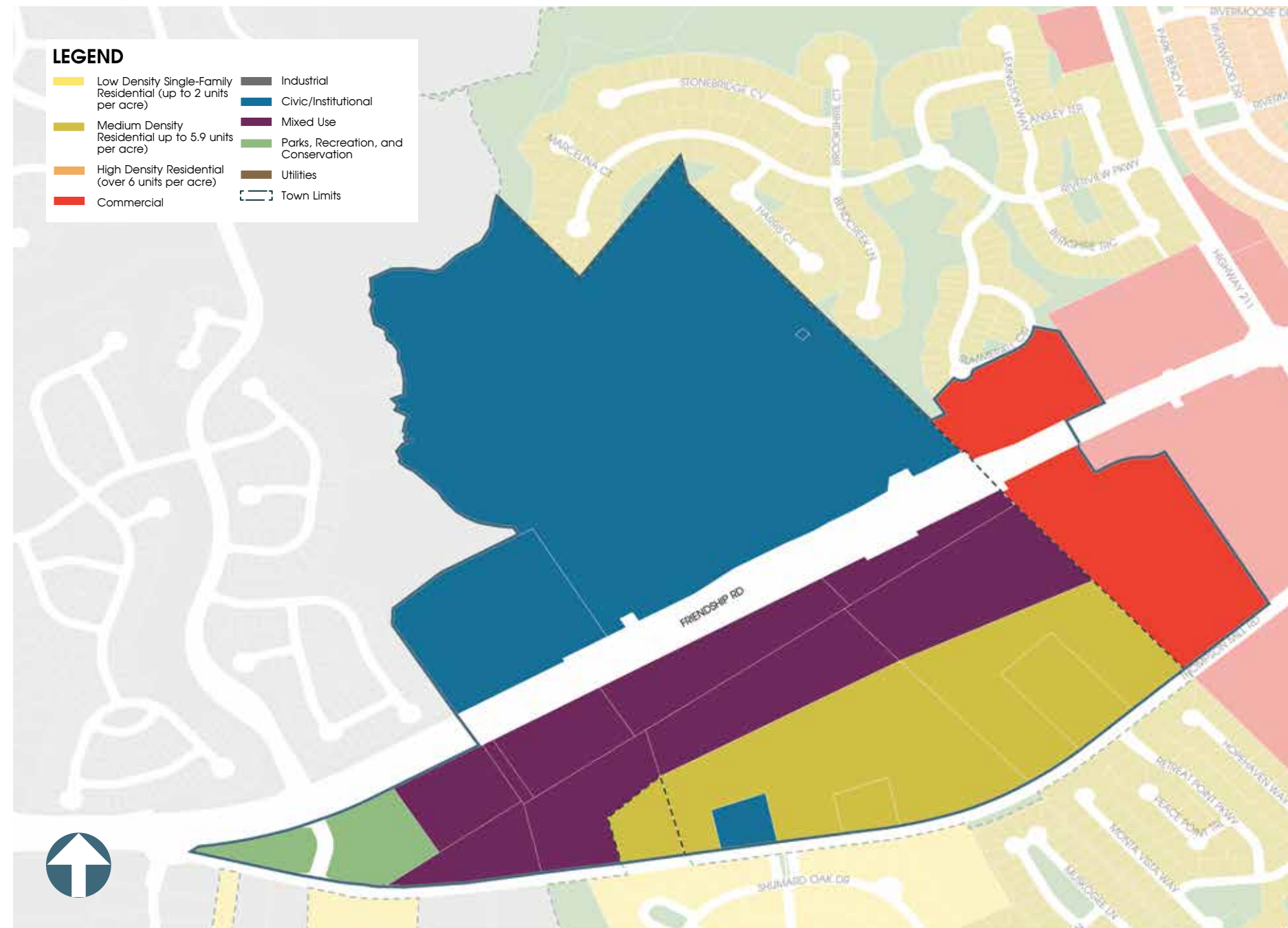
VISION: *The Northeast Georgia Medical Center campus serves as the heart of a walkable activity center that will feature complementary uses such as additional medical offices, mixed use developments with ground-floor retail, and medium- density residential areas.*

GOAL	POLICIES
	Create and enact zoning policies for the area that promote compact, walkable development. Continue to attract development that complements the hospital and existing residential areas.
	Upgrade intersections along Friendship Road to address safety and operational concerns.
	Create connections to the LifePath.
	Provide trail connections to the Riverwalk along the Mulberry River. Consider creating a new park or system of greenspaces in the area that serve as an amenity to residents and employees.
	Encourage the development of medium-density housing types that cater to both existing Braselton residents as well as future hospital employees. Establish compact, single-family development as a height/density transition to Chateau Elan.
	Recruit local retailers and restaurants based on daytime (employee) and evening (residential) populations.
	Continue to support the growth of the healthcare industry in Braselton.
	Coordinate with Hall and Gwinnett Counties on issues related to land use and transportation.
	Coordinate with hospital leadership on shared issues and opportunities.

>> Recommended Land Uses

- Medium density residential
- Commercial (retail, office, and medical office)
- Civic/institutional
- Mixed use
- Parks, recreation, and conservation

Proposed Height Limit: 4 stories



Transitional Employment Center



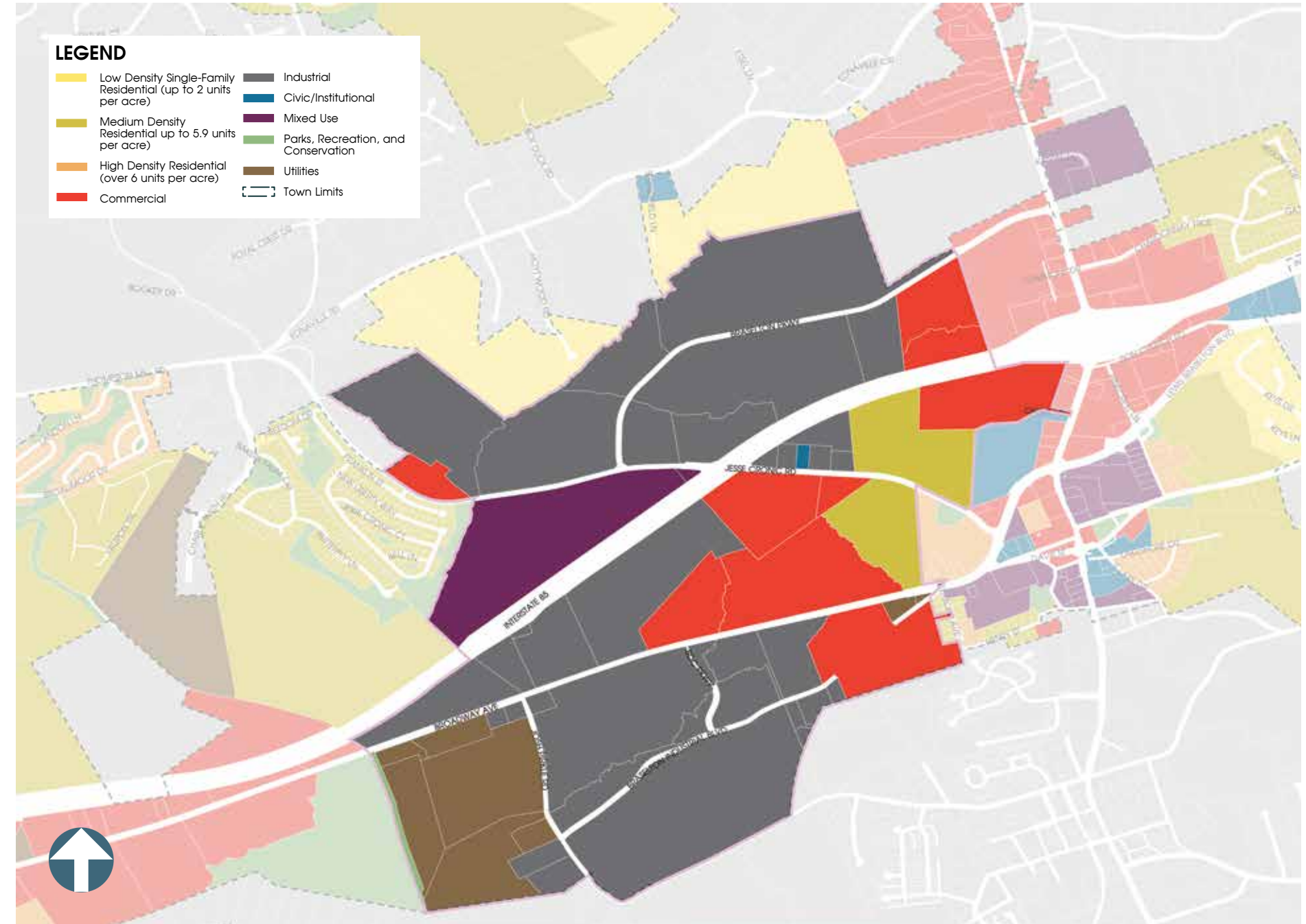
VISION: *Currently the source of Braselton's most significant concentration of employment, the Transitional Employment Center character area must consider how to leverage its existing warehousing and distribution jobs, while co-existing with Downtown Braselton and nearby residential areas and attracting new forms of commercial development.*

GOAL	POLICIES
	Create and enforce appropriate transitions between core warehousing/distribution areas and adjacent residential areas to minimize encroachment of these areas.
	Maintain and improve truck access to Interstate 85, while limiting conflict with automobiles and other transportation modes.
	Work to promote easy access to Downtown Braselton, and create trail/cart connections from Highway 211/LifePath/Riverwalk and Highway 53 via Jesse Cronin Road.
	Minimize encroachment into natural areas such as the Mulberry River corridor and the future 71-acre park off of Highway 124.
	Encourage a mix of housing that appeals to a wide variety of target markets and can support the needs of existing and future Braselton employees.
	Consider how warehouses could be re-used as they become vacant in the next couple of decades. Work to attract new industries that can utilize these spaces, such as the film industry. Work with the Empower College and Career Center to help bring new industries and employees to this area.
	Continue to coordinate with Jackson County on issues related to land use, transportation, and economic development.

>> Recommended Land Uses

- Medium density residential
- Commercial (retail and office)
- Industrial (not warehousing or distribution)
- Civic/institutional
- Mixed use
- Parks, recreation, and conservation
- Utilities

Proposed Height Limit: 3 stories



>> Why does the Development Code need updating?

- While very detailed, **the code is very complicated** for a town this size.
- It's not unusual for a new development to have a large number of variances for rezonings — **this indicates a problem.**
- The Town prescribes two sets of downtown regulations: the D-D Downtown zoning district (which is on the books, but not on the map — ergo not enforced) and the Downtown Overlay District (which is on the map — ergo enforced)...**this is confusing.**
- Graphics are outdated and not clear.
- Some sentences are confusing — they need to be **clarified.**
- **Many requirements are repeated throughout** — why not just list them once?

ZONING RECOMMENDATIONS

In order to fulfill the vision of this plan, the Development Code will need to be updated. Pages 30-31 describe the issues present with the code, and the sidebar to the left describes the main reasons that the code should be updated.

Below are the objectives the Development Code update should meet in order to be reflective of Braselton's vision:

- 1. Reorganize the entire code for clarity, remove duplicate text and contradicting provisions, and update graphics.** This will improve readability for not only the decision-makers (elected officials, Town staff, etc), but also for the users (developers, residents looking to make improvements to property, etc).
- 2. Ensure that regulations appropriately preserve Braselton's existing character.** Braselton's existing character is what attracts new residents and visitors — new Development Code regulations should seek to preserve its best characteristics.
- 3. Simplify design overlays and consider town-wide design standards.** The current guidelines are stringent in some regard, but silent on the things that could have a big impact. The Highway 211 Overlay District provides a good base for what town-wide standards could look like; simplifying this particular overlay or creating town-wide design/architectural standards would help Braselton create a unique look through new development.

- 4. Update downtown zoning regulations.** Braselton has a D-D Downtown District base zoning district on the books, as well as a Downtown Overlay District. For the sake of ease, the Town needs to clarify how to regulate downtown development. The rewrite process would need to determine if one of those would need to go and the remaining regulations to be updated.
- 5. Allow (but don't require) a mix of housing types and densities.** The Traditional Neighborhood Design district (TND) is a step in the right direction, but perhaps too prescriptive with regard to the mix of lot sizes and housing types. Overly prescriptive regulations could potentially turn off developers seeking to create quality development.
- 6. Ensure appropriate buffers, open space preservation, and tree plantings.** Greenery, common spaces, and compatibility of buffers are important to quality of development.
- 7. Create safe street standards and require adequate sidewalks.** Braselton does not have local control over many of its major road corridors (i.e. Highway 211, Highway 124, Highway 53, Friendship Road, etc), but it does have control over its smaller, local roads and those that will be built by private developers in the future. The existing code allows for street design standards that do not match their designed speed and they need to be updated for increased safety.
- 8. Ensure that all regulations are legally sound and reflect the latest laws and court precedents.** Development codes are intended to be air-tight, legislative documents, and so it is important that they are consistent with state law, model ordinances, recent court precedents, and legal best practices.





Project Recommendations



LAND USE & DEVELOPMENT PROJECTS

>> Programmed Land Use & Development Projects

The Town has a few development projects in its pipeline that will impact Braselton's future. The first is the construction of the new Civic Center (LU.3) on Davis Street between the parking deck and the Braselton Brewing Company. The Civic Center will begin construction in the summer of 2020. Additionally, the Town plans on expanding the library to provide space for a new children's wing (LU.4), expected to start construction in 2021. Currently, the Town is adding a new 71-acre park on the south side of Highway 124, adjacent to the Mulberry River (LU.5). The preparation of the master plan was completed in the summer of 2019, and phase 1 of the park will begin construction in 2020.

>> Proposed Land Use & Development Projects

Development Code rewrite (LU.2)

As stated throughout this plan, the Development Code will need to be rewritten to reflect this plan's vision and improve development regulations.

The rewrite would be carried out in three phases:

- Phase 1: Review Existing Plans and Regulations (Summer 2020 to Winter 2021)
 - Initial Meeting and Tour
 - Stakeholder Interviews
 - Project Launch
 - Legal Review
 - Code Audit Report
- Phase 2: Draft Solutions (Winter 2021 to Summer 2021)
 - Community Workshop
 - Draft Code Outline
 - Draft Policy Solutions
- Phase 3: Updated Code (Winter 2021 to Winter 2022)
 - Initial Draft Code
 - Draft Code Review Session
 - Draft Code Open House
 - Revised Draft Code
 - Adoption Process
 - Final Code

Downtown master plan (LU.7)

With all the activity happening downtown, it is recommended that the Town update their downtown master plan, first written in 2003. The scope of the plan would likely include the following:

- An inventory of land and building assets;
- A development suitability assessment of vacant and/or properties ripe for development;
- An estimate of potential development value based on potential future uses;
- An illustrative plan showing future land uses, new street alignments, transportation improvements, building configurations, and parking; and
- A list of projects that includes timeframes and funding sources.

Town Green enhancement (LU.8)

The small area plan on page 117 shows an expanded Town Green across Centennial Way that would add about 2 acres of greenspace to the downtown. Because this greenspace is next to some proposed mixed use development, it is likely that it would be constructed through a public-private partnership.

TRANSPORTATION PROJECTS

>> Programmed Transportation Projects

The Town of Braselton has several proposed projects to address its transportation needs. To help expand the town's alternative modes of transportation, a sidewalk project has been proposed on Brassie Lane (T.6), and the Town has proposed an extension to the LifePath at Dunbar Road from Friendship Road to the entrance of Reflections (T.7). A bridge over Highway 211 has been proposed to provide a safe crossing for those using the LifePath (T.18). The Town has additional phases to expand the Mulberry Riverwalk. Phase 2 will extend the trail from Liberty Church Road to Highway 124 (T.14), and Phase 3 will extend the trail from Mulberry Park to Riverstone (T.15). To address congestion on the roadways, the Town plans to widen Chardonnay Trace (T.3) and Highway 211 (T.5), and extend Braselton Parkway to Highway 211 (T.4). The extended section of Braselton Parkway will be just north of Interstate 85. Both the Highway 211 widening and Braselton Parkway Extension projects will include pedestrian improvements. In addition to these specific projects, there are improvements that will take place throughout the town, such as a road inventory and pavement condition analysis, traffic calming measures, and transportation maintenance on an as needed basis.

>> Proposed Transportation Projects

This comprehensive plan proposes 7 transportation projects that complement the projects the Town has already programmed and meets the transportation goals and policies set out in this plan.

Jessie Cronic bike path/pedestrian system (T.9)

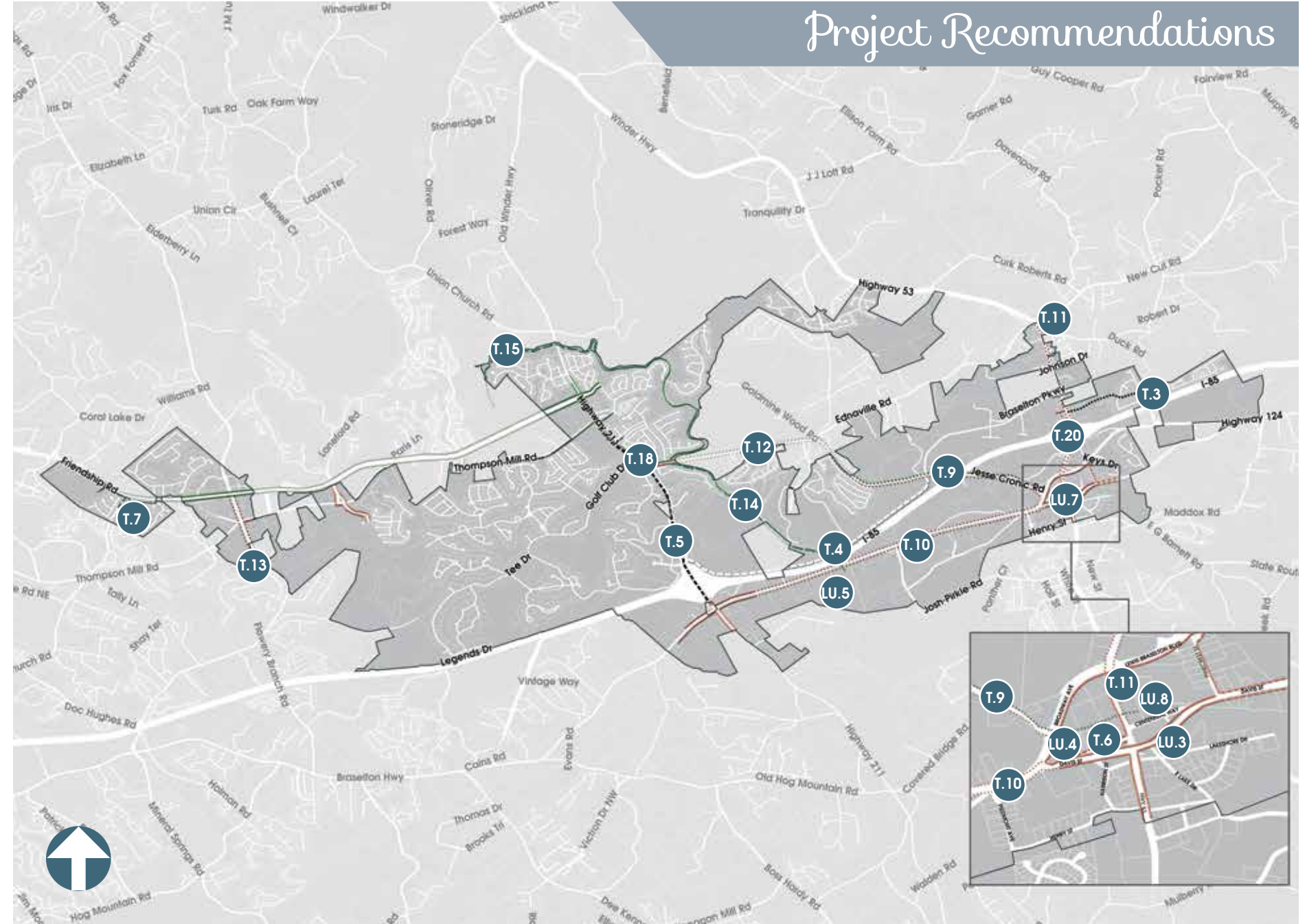
Because Jessie Cronic Road already extends from the downtown area to Thompson Mill Rd, continuing the Thompson Mill Road sidewalk and bike path project (T.12) along Jessie Cronic Road will give residents the most direct path from the existing LifePath to Downtown Braselton.

Highway 124 sidewalk extension: Highway 211 to Davis Street (T.10)

Highway 124 currently has sidewalks surrounding its intersection at Highway 211 and at its downtown end. This project would connect those existing sidewalks. When the proposed park and Phase 2 of the Riverwalk are completed, these sidewalks will help give residents an alternative mode of transportation from the Riverwalk or park to both the Highway 211 corridor and downtown.

Highway 53 sidewalk extension (T.11)

With businesses lining both sides of Highway 53, and issues with roadway congestion at peak hours, extending the sidewalks along the road's corridor will give residents an option other than getting in their car when traveling where they need to be.



Thompson Mill Road sidewalk extension and bike path: Highway 211 to Jesse Cronic Road (T.12)

The existing LifePath on Highway 211 turns onto Liberty Church Road, and ends at the town limits. With there being a desire from the town’s residents to expand the path to downtown, extending it along Thompson Mill Road, and eventually along Jesse Cronic Road to downtown, is an ideal location. With the stretch of road falling outside the town limits, the Town will need to work with the existing parcel owners and Jackson County to expand the path, but it would help give residents and visitors the most direct route to downtown.

Sprout Springs Road sidewalks (T.13)

Adding sidewalks along Sprout Springs Road will allow citizens to walk to the businesses at the Braselton West shopping centers while expanding the non-vehicular network throughout the town. The sidewalks will also give residents along the road access to the existing LifePath along Friendship Road.

“Local” road sidewalk additions (T.16)

Sidewalk projects along local roads will be added to give residents access to the proposed sidewalks and multi-use paths along the Town’s collector and arterial roads.

Roadway sign improvements on Highway 53 at Interstate 85 (T.20)

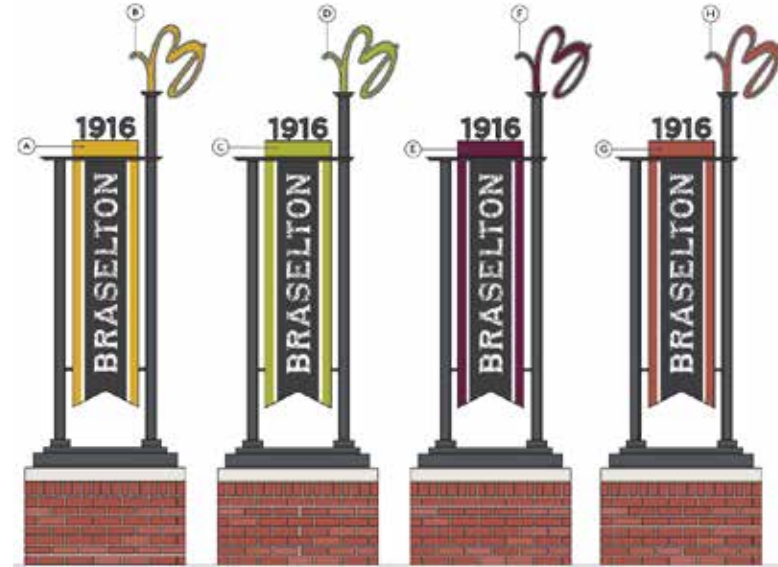
Input was given by stakeholders that the signage at Interstate 85 on Highway 53 was not clear. To ensure the safety of all travelers, the signs should be updated to give drivers clear instructions on what is happening at the exit.

ECONOMIC DEVELOPMENT PROJECTS

>> Programmed Economic Development Projects

Town-wide wayfinding signage (ED.1)

In 2019, the Town created a design for new signage and wayfinding to be installed throughout the town. Starting in 2020, the signs will be installed in key locations.



Continue administration of the Tax Allocation District (TAD) (ED.3)

Braselton has had a TAD in place since 2007. The Town plans to continue administering the TAD through the next five years.

>> Proposed Economic Development Projects

Public art master plan (ED.2)

Public art can be an economic generator for small towns. It is recommended that the Town facilitate a master planning process that examines the types of public art most appropriate for Braselton, and where they could be located.

Consideration of Regional Water Plans

WATER PROTECTION REGULATIONS & POLICIES

The Town of Braselton’s Development Code and this comprehensive plan include policies that reference and are consistent with the regional water plan and environmental planning criteria. These criteria include:

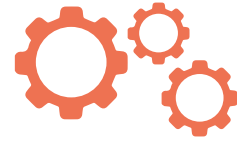
- The Metropolitan North Georgia Water Planning district plans;
- The Upper Oconee Regional Water Plan;
- The Metropolitan River Protection Act;
- Part V Environmental Planning Criteria of the Georgia Planning Act; and
- Local Town of Braselton ordinances.





Implementation

Implementation Program | Action Matrix



Implementation Program

OVERVIEW

In order for the Town of Braselton to successfully implement this plan, they will need to bring together many people, organizations, and tools as available.

ACTORS

>> Action Matrix

The Action Matrix, starting on page 138, acts as the Town's Capital Improvement Element for 2021-2025 to implement the first phases of this plan's vision. The matrix also identifies the timeframe of each project, as well as the estimated costs, funding sources, and the parties responsible for implementation.

>> Regulations

The regulations that are most likely to be instrumental in implementing the plan are zoning and other development regulations. In cases where projects do not meet the requirements set forth in the Town's regulations, policy recommendations suggest where changes may be made.

>> Elected Officials

Not only do elected officials vote to adopt local plans, they are important in the timeline and implementation of individual projects, whether they be public or private sector.

>> Town Staff & Agencies

Most public projects will be managed by the Town of Braselton's staff in various departments and agencies:

- Planning & Development;
- Public Works;
- Capital Improvements; and
- Downtown Development Authority/Urban Redevelopment Agency

How will the Braselton Comprehensive Plan get IMPLEMENTED?

Implementing this plan will involve many actors working both independently and together to fulfill the Town's vision and goals.



>> Community Partners

Community partners may include non-profits, agencies outside of Braselton, special interest groups, and advocacy groups. While not every project may warrant their participation, care should be taken to involve the appropriate groups when necessary to ensure a project's success.

These community partners may include, but are not limited to, the following organizations:

- Barrow County;
- Gwinnett County;
- Hall County;
- Jackson County;
- Braselton Convention & Visitors Bureau;
- Braselton Community Improvement District;
- Chateau Elan;
- Thompson Mills Forest and State Arboretum; and
- Neighborhood associations.

>> Private Sector

Some of the ideas set forth in this plan will require the participation from the private sector, mostly real estate developers.

FUNDING SOURCES

Total, the Action Matrix proposes over **\$46 million** of projects to be implemented over the next five years. Nearly 60% of this total is made up of transportation, stormwater, and utility projects alone. The majority of projects will receive some level of funding through Braselton's four government funds:

- **General Fund.** Comes from taxes (general obligation bonds from the counties, franchise and business taxes, insurance premium taxes, and other taxes), license and permit fees, intergovernmental contracts, fines and forfeitures, service charges, and investment earnings.
- **Hotel/Motel Fund.** Occupancy taxes are levied on the town's hotels and motels to promote tourism and facilitate economic vitality.
- **Special Purpose Local Option Sales Tax (SPLOST).** Used for capital projects, this comes from the Town's portion of the revenues received from 1% dedicated sales taxes from all four counties.
- **Urban Redevelopment Agency (URA) Fund.** Used to fund special projects part of a URA plan.

The Town also uses the following enterprise fund:

- **Water and Sewer Fund.** Accounts for the operation of the water and sewer system, including all revenues from system operations and all its expenses.

The following outside sources have been identified to supplement the Town's government and enterprise funds (some are currently used, while others are recommended):

- **Atlanta Regional Commission (ARC).** The ARC includes the core 10 counties of the Atlanta region. The ARC is also the 20-county Metropolitan Planning Organization (MPO). Gwinnett County is part of the core 10-county region, while Barrow County is part of the 19-county MPO. These areas of Braselton may be eligible for technical assistance, grants, and transportation and infrastructure dollars from ARC.
- **Community Development Block Grant program (CDBG).** This is a federal program generally available to metropolitan areas and urban counties and used for a variety of planning purposes (individual cities are not eligible on their own). In the past, communities in the Atlanta metropolitan area have applied these to transportation and planning programs in the past. CDBG can be used for pre-development, site acquisition, site improvements, property acquisition, property rehabilitation, and first-time homebuyer assistance. CDBG funds can also be used for other purposes, such as the construction of public facilities, public services, and economic development activities. At least 70% of CDBG funds must be used for the benefit of low- and moderate-income households.
- **Community Improvement Districts (CIDs).** CIDs are self-taxing districts on commercial and industrial properties that use funds to catalyze and lead infrastructure enhancements, capital projects,

and special programs to encourage investment and economic development. Many of the Atlanta region's CIDs have focused their capital programs on transportation projects, leveraging their funds as a source of local match funding and attracting state and federal funds that constitute the bulk of a project's resources. The Town currently has a Braselton CID that serves Highway 211.

- **Georgia Department of Community Affairs (DCA).** The DCA has a variety of resources to help communities fund projects and prepare for economic development.
 - **Redevelopment Fund (RDF).** Recognizing that redevelopment projects can be the most challenging economic and community development projects a local government may undertake, the RDF was created as a set-aside of Georgia's non-entitlement CDBG Program. The RDF provides local governments access to flexible financial assistance to help them implement projects that cannot be undertaken with the usual public sector grant and loan programs.
 - **RURAL Zones.** The DCA recognizes up to 10 zones per year. According to DCA, "These zones enable businesses and investors to obtain tax credits for qualified activities occurring within designated Rural Zones." DCA, in partnership with the Georgia Department of Economic Development, receives applications and designate zones each year to provide an incentive for job creation and private investment in the designated locations. Credits are available

for job creation activities, investment in downtown properties, and renovation of properties to make them usable. The credits can be layered on top of each other. It differs from other programs at DCA which provide technical assistance and access to capital because it would establish an incentive program to stimulate investment, job creation, and economic development. Cities with a population under 15,000 are eligible.

- **OneGeorgia Authority.** The OneGeorgia Authority “serves as a financial partner and catalyst in helping rural communities maintain excellent quality of life advantages while also creating sustainable and diversified economies.” Locations in Barrow, Jackson, and Hall Counties are conditionally eligible for One Georgia Authority assistance. OneGeorgia provides grants and loans for these economic development activities that could help Braselton with land acquisition, infrastructure development, business relocation assistance, and entrepreneur support.
- **Downtown Development Revolving Loan Fund (DDRLF).** DDRLF assists cities, counties, and development authorities in their efforts to revitalize and enhance downtown areas by providing below-market rate financing to fund capital projects in core historic downtown areas and adjacent historic neighborhoods. The maximum loan is \$250,000 per project.

- **Georgia Department of Natural Resources (DNR).** The state DNR has various grants and tax credit programs aimed at acquiring and conserving sensitive lands, protecting natural resources, creating and supporting parks and trails, and historic preservation.
- **Georgia Environmental Finance Authority (GEFA).** GEFA provides loans for water, wastewater, and solid waste infrastructure; manages energy efficiency and renewable energy programs; and manages and monitors state-owned fuel storage tanks. Currently, Braselton is receiving GEFA funds to replace the Vineyards lift station and replacing the Mulberry North sewer lift station and sewer force main installation.
- **Land Bank Authority with Land Trust partnership.** A land bank is a governmental entity that acquires vacant, abandoned, or tax-delinquent properties and ultimately converts liabilities into productive assets. A community land trust is a non-profit organization that acquires, retains, and manages scattered parcels of land on behalf of the community with the intention of never reselling properties. A land trust can renovate and rent or sell a house to new lower-income households while retaining ownership of the land and granting the right to occupy the site through a ground lease. While the goal of a land trust is to have people build equity and have an ownership stake, there are restrictions placed on the resale value of the home. Coordination between the land banks and land trusts can lower land acquisition costs to rehabilitate homes and lessen the bureaucratic, legal, and market timing challenges.

- **Land and Water Conservation Fund (LWCF).** The LWCF is the United States’ most important program to conserve irreplaceable lands and improve outdoor recreation opportunities throughout the nation. The program works in partnership with federal, state, and local organizations to protect land in our national parks, national wildlife refuges, national forests, national trails, and other public lands; to support state and local parks and playgrounds; to preserve battlefields and other historic and cultural sites; and to provide the tools that communities need to meet their conservation and recreation needs.
- **Intergovernmental Agreements (IGA).** Because of Braselton’s unique geography, a lot of projects will require joint funding from the county in which the project is taking place.
- **Local Maintenance Improvement Grants program (LMIG).** This GDOT-funded program provides assistance to local governments for maintenance and repair of streets off of the state system.
- **Regional Transportation Plan (RTP).** As mentioned previously, two of Braselton’s four counties are part of the ARC’s MPO, and the other two are part of the Gainesville-Hall MPO. Both MPOs have active regional transportation plans that will fund transportation projects throughout the town.
- **Tax Allocation District (TAD).** A TAD is a specially defined area where local governments sell bonds in order to fund infrastructure and other redevelopment costs within the defined area.

- **Tourism Product Development Funds (TPD).** TPD grants are available to communities who have already received technical assistance from the Georgia TPD Resource Team. The TPD grant program is semi-annual; applications are accepted each June and December for a maximum of \$10,000 and \$5,000 amounts respectively to assist with the implementation of a tourism development product.
- **United States Department of Agriculture (USDA).** The USDA offers many programs and services for communities to fund improvements ranging from improvements to community facilities and infrastructure, to attracting new business and industry. Funding comes in the forms of grants and low-interest loans.
- **United States Economic Development Administration (EDA).** The EDA’s investment policy is designed to establish a foundation for sustainable job growth and the building of durable regional economies throughout the United States. In 2019, the EDA announced that it intended to invest \$960,000 in sewer infrastructure improvements needed to support the growth of manufacturing and other businesses in the town along with a \$240,000 local match from the Town.
- **United States Environmental Protection Agency (EPA).** Every year, EPA awards more than \$4 billion in funding for grants and other assistance agreements.



Action Matrix

#	PROJECT NAME & DESCRIPTION	2021	2022	2023	2024	2025
Land Use & Development						
LU.1	Continue downtown revitalization plan and related items	x	x	x	x	x
LU.2	Development Code Rewrite	x	x			
LU.3	Construct downtown Civic Center	x				
LU.4	Library addition	x	x	x	x	
LU.5	Construct 71-acre recreational facility on Highway 124	x	x			
LU.6	Acquire and construct additional parks and recreation facilities			x	x	
LU.7	Update downtown master plan			x		
LU.8	Town Green enhancement				x	

ESTIMATED COST	FUNDING SOURCE(S)	RESPONSIBLE PARTIES	NOTES
\$200,000	General fund; DCA; QG; CDBG; GDOT	DDA/URA	2020-2024 STWP
\$155,000	General fund	Planning & Development	
\$9,985,789	SPLOST; URA bonds	URA/DDA; Capital Improvement	CIE Building Table 2020-2024
\$1,428,571	General fund; SPLOST; Grants; Private funds	Capital Improvement	CIE Building Table 2020-2024
\$650,000	Revenues; SPLOST; DNR; DCA; Grants; Private funds	Capital Improvement	CIE Building Table 2020-2024
\$880,000	General fund; SPLOST; DCA; QG; DNR; RTP; LWCF; IGA	Capital Improvement	2020-2024 STWP
\$100,000	General fund; DDA/URA; TPD	DDA/URA	
TBD	General fund; SPLOST; URA bonds; Private funds	DDA/URA; Capital Improvement	

#	PROJECT NAME & DESCRIPTION	2021	2022	2023	2024	2025
Land Use & Development (con't)						
LU.9	Debt service for new police/court facility and library in downtown area.	x	x	x	x	x
LU.10	Debt service for parking deck in downtown area	x	x	x	x	x
Transportation						
T.1	Road inventory & pavement condition analysis		x			
T.2	Traffic calming measures	x	x	x	x	x
T.3	Chardonnay Trace widening & reconstruction	x	x			
T.4	Braselton Parkway Ext. West (Braselton cost only)	x	x			
T.5	Highway 211 widening (Braselton cost only)	x	x			
T.6	Brassie Lane Sidewalk and Drainage Improvements		x			
T.7	LifePath Extension - Dunbar Rd/Friendship Road to Reflections Entrance	x				
T.8	Continue Downtown Pedestrian Zone to include street-lighting and streetscape improvements	x	x	x	x	x
T.9	Jessie Cronic Bike Path/Pedestrian System				x	x

ESTIMATED COST	FUNDING SOURCE(S)	RESPONSIBLE PARTIES	NOTES
\$1,631,070	Revenues; Impact fees	DDA/URA	CIE Building Table 2020-2024
\$1,858,169	General fund; SPLOST	DDA/URA	CIE Building Table 2020-2024
\$10,000	General fund; Revenue; Reserves	Capital Improvement	CIE Building Table 2020-2024
\$75,000	General fund; SPLOST	Capital Improvement	2020-2024 STWP
\$774,000	General fund; Revenue; Reserves; GDOT	Capital Improvement	CIE Building Table 2020-2024
\$150,000	General fund; GDOT; Grants	Planning & Development; Public Works; Capital Improvement	CIE Building Table 2020-2024
\$1,000,000	General fund; SPLOST; LMIG	Planning & Development; Public Works; Capital Improvement	CIE Building Table 2020-2024
\$150,000	General fund	Public Works	CIE Building Table 2020-2024
\$250,000	SPLOST	Public Works; Capital Improvement	CIE Building Table 2020-2024
\$165,000	General fund; SPLOST; TAD; Hotel/Motel Tax; URA Bonds; SPLOST	Public Works; Capital Improvement	2020-2024 STWP
\$2,500,000	General fund; SPLOST	Public Works; Capital Improvement	

#	PROJECT NAME & DESCRIPTION	2021	2022	2023	2024	2025
Transportation (con't)						
T.10	Highway 124 Sidewalk Extension: From Highway 211 to Davis Street				x	x
T.11	Highway 53 Sidewalk Extension: Filling gaps in the existing sidewalk within town limits				x	x
T.12	Thompson Mill Road Sidewalk Extension and Bike Path: From Highway 211 to Jesse Cronin Road				x	x
T.13	Sprout Springs Road Sidewalks					x
T.14	Riverwalk Phase II - from Liberty Church Road to south of Highway 124. Repair flood damage	x	x			
T.15	Riverwalk Phase III - from Mulberry Park to Riverstone	x	x			
T.16	Local road sidewalk additions			x	x	x
T.17	Multi-use trail to link key destinations within the town	x	x	x	x	
T.18	Highway 211 multi-use bridge	x	x			
T.19	Address transportation maintenance needs in the town on an as needed basis (including drainage)	x	x	x	x	x
T.20	Roadway sign improvements on Highway 53 at Interstate 85	x	x			
T.21	Relocate utilities for road improvements	x				

ESTIMATED COST	FUNDING SOURCE(S)	RESPONSIBLE PARTIES	NOTES
\$1,000,000	General fund; SPLOST; GDOT	Public Works; Capital Improvement	
\$1,500,000	General fund; SPLOST; GDOT	Public Works; Capital Improvement	
\$1,500,000	General fund; SPLOST	Public Works; Capital Improvement	
\$400,000	General fund; SPLOST	Public Works; Capital Improvement	
\$3,000,000	SPLOST; DNR; DCA; Grants; Net Revenues Private funds	Public Works; Capital Improvement	CIE Building Table 2020-2024
\$1,200,000	SPLOST	Public Works; Capital Improvement	CIE Building Table 2020-2024
\$100/ft	General fund; SPLOST	Public Works; Capital Improvement	
\$750,000	GDOT; Grants	Public Works; Capital Improvement	2020-2024 STWP
\$1,500,000	Gwinnett County; SPLOST; GDOT	Public Works; Capital Improvement	CIE Building Table 2020-2024
\$1,250,000	GDOT; SPLOST	Public Works; GDOT	2020-2024 STWP
\$20,000	GDOT; SPLOST; Grants	Public Works; GDOT	2020-2024 STWP
\$100,000	General fund; GDOT; Grants	Public Works; Capital Improvement	2020-2024 STWP

#	PROJECT NAME & DESCRIPTION	2021	2022	2023	2024	2025
Stormwater & Utilities						
U.1	Mulberry River bank stabilization (planning, design, and construction)	x	x	x		
U.2	Identify and plan long term water supply	x	x	x	x	x
U.3	Wastewater treatment plant enhancements to ensure it is sufficiently capable to handle the expected growth.	x	x	x	x	x
U.4	Expand urban re-use water program and install infrastructure as part of water conservation efforts	x	x	x	x	
U.5	Improve and expand the wastewater collection systems, as needed, to ensure the effectiveness of collection systems and their ability to accommodate growth in accordance with the wastewater long term plan.	x	x	x	x	x
Economic Development						
ED.1	Town-wide wayfinding signage	x	x	x	x	x
ED.2	Create a public art master plan			x	x	
ED.3	Continue administration of the Tax Allocation District	x	x	x	x	x

ESTIMATED COST	FUNDING SOURCE(S)	RESPONSIBLE PARTIES	NOTES
\$2,050,000	Reserves; SPLOST; GEFA; EDA; ARC; EPA	Public Works; Capital Improvement	CIE Building Table 2020-2024
\$331,060	General fund; GEFA	Public Works; Capital Improvement	2020-2024 STWP
TBD	TBD	Public Works; Capital Improvement	2015-2019 STWP
\$875,000	General fund; GEFA, DCA, ARC	Public Works; Capital Improvement	2020-2024 STWP
\$5,232,000	General fund; ARC; DCA; CDBG; GEFA; USDA; IGA; EDA; ARC	Public Works; Capital Improvement; Intergovernmental agreement	2020-2024 STWP
\$300,000	General fund; BVBA; CID; SPLOST; DDA/URA	Planning & Development; BVBA; DDA/URA	2020-2024 STWP
\$45,000	General fund; BVBA; TPD	Planning & Development; BVBA	
\$5,000	General fund	Planning & Development	2020-2024 STWP
\$46,020,659			



Appendix

Report of Accomplishments | Community Input Survey | Meeting Sign-in Sheets | Draft Plan Open House Summary

A.1 Report of Accomplishments

PROJECT NAME & DESCRIPTION	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
Continue Downtown Revitalization Plan, build Town Green and complete remaining Downtown Revitalization items	x				
Construct multi-use trail to link key destinations within the town		x			
Construct new police/court facility and library in downtown area. (Construction Completed, debt service only) Plan for Expansion		x			
Develop Riverwalk trail system along the Mulberry River. (Phase II) Repair Flood Damage		x			
Acquire and construct additional parks and recreation facilities and equipment	x				
Maintain, staff, and equip municipal police department to ensure an adequate level of service able to accommodate increased growth including communications	x				

PROJECT NAME & DESCRIPTION	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
Address all transportation needs throughout the town on an as needed basis.		x			
Relocate utilities for road improvements	x				
Highway 53 widening and signalization (north of Interstate 85)	x				
Braselton Parkway West parallel to Interstate 85		x			
Identify and plan long term water supply		x			
Wastewater treatment plant enhancements to ensure it is sufficiently capable to handle the expected growth.		x			
Expand urban re-use water program and install infrastructure as part of water conservation efforts		x			
Improve and expand the wastewater collection systems, as needed, to ensure the effectiveness of collection systems and their ability to accommodate growth in accordance with the wastewater long term plan		x			
Stormwater phase II implementation	x				
Improve, maintain, expand web site	x				

PROJECT NAME & DESCRIPTION	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
Create and adopt a preservation ordinance to protect the historic district				x	The Town and other agencies and authorities purchased all but one of the historic structures that had not already been preserved. The one we didn't purchase used Historic tax Credits to rehabilitate and restore.
Develop and implement a Tax Allocation District	x				
Coordinate with county(ies) to evaluate and implement a comprehensive GIS system including utility systems, floodplain and modeling	x				
Update the future land use map on a two year interval.				x	Town Council makes changes on an as needed basis rather than every two years.
Adjust all overlays in conjunction with updated comprehensive plan	x				
Apply for CLG grant funds for projects that help preserve historic district				x	The Town and other agencies and authorities purchased all but one of the historic structures that had not already been preserved. The one we didn't purchase used Historic tax Credits to rehabilitate and restore.

PROJECT NAME & DESCRIPTION	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
Prepare streetscape master plan for historic district in downtown	x				
Produce and provide educational materials about historic preservation				x	The Town and other agencies and authorities purchased all but one of the historic structures that had not already been preserved. The one we didn't purchase used Historic tax Credits to rehabilitate and restore.
Develop marketing materials for downtown	x				
Seek funding for preservation and revitalization projects	x				
Evaluate for Enterprise Zone designations				x	The Town determined it had no qualifying properties.
Develop a comprehensive inventory of natural resources				x	Counties created as part of other long term plans and a Town inventory would be redundant.
Partner with Northeast Georgia Medical Center to complete a more detailed development plan for the future activity center	x				

A.2 Community Input Survey

INTRO

The Georgia Department of Community Affairs (DCA) requires each of its cities and counties to create and update a comprehensive plan every 5 to 10 years. Braselton completed its last comprehensive plan update in 2015. The Town of Braselton’s comprehensive plan update will address the community’s vision, policies, and goals based on existing conditions and community input. A new community work program for Braselton will be established with short and long term implementation items.

All answers will be kept anonymous.

It’s an exciting time for Braselton, and we want your input! Thank you for taking the time to share what is important to you about the future of Braselton. This survey will help the Planning Team understand local issues and opportunities, and make sure the plan best reflects your interests. Your input is important to ensure a successful plan.

- Which of the statements below best describes you?
 - I live in Braselton.
 - I work in Braselton.
 - I live and work in Braselton.
 - None of these apply to me.
- Using the map below, which county/part of Braselton do you live, work, or typically visit?
 - Barrow County
 - Gwinnett County
 - Hall County
 - Jackson County
 - None of the above / I’m not sure
- What one word would you use to describe Braselton today?
- What one word best describes what you would like to see Braselton be tomorrow?

LAND USE

- What types of land uses would you like to see more, the same, or less?

Land Use	More	Same	Less
Agriculture			
Lower density residential (mostly single-family detached homes)			
Higher density residential (mostly townhomes and multi-family)			

Retail			
Office			
Industrial			
Civic			
Mixed Use (a mix of residential, retail, office, civic in one building/development)			
Parks and recreation			
Conservation/Open Space			

TRANSPORTATION / MOBILITY

- How satisfied are you with the overall transportation network in Braselton?
 - Very dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very satisfied
- What is your primary mode of transportation during the week (Monday morning-Friday night)?
 - Car
 - Carpool
 - Rideshare (Uber, Lyft, etc)
 - Bicycle
 - Walk
 - Golf cart
 - None of the above
- What is your primary mode of transportation during the weekend (Friday night-Sunday night)?
 - Car

LET'S WRAP THIS UP!

19. Please rate the following items in order of how important you think they are to Braselton's future over the next decade, with 1 being the least important and 5 being the most important.

Redevelopment / Adaptive Re-Use

1 2 3 4 5

New Developments

1 2 3 4 5

Transportation & Infrastructure

1 2 3 4 5

Economic Development

1 2 3 4 5

Housing

1 2 3 4 5

Preserving Historical and Cultural Resources

1 2 3 4 5

20. Is there anything else you would like the Planning Team to know as they move forward in the planning process?

TELL US ABOUT YOURSELF!

These questions are optional, and your answers will be used to help us improve our outreach efforts to reach

every person in Braselton. Don't worry, your answers will be kept confidential.

21. What age group do you fall?

- Under 18 years old
- 18-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old
- 60-69 years old
- 70+ years old

22. What race/ethnicity do you identify with?

- White / Caucasian alone
- Black / African-American alone
- Asian alone
- American Indian / Alaska Native alone
- Some other race alone
- Two or more races
- Other

23. What is your household's income range?

- Less than \$25,000 per year
- \$25,000 to \$39,999 per year
- \$40,000 to \$49,999 per year
- \$50,000 to \$74,999 per year
- \$75,000 to \$99,999 per year
- Over \$100,000 per year

24. What is your highest level of education?

- Less than high school
- High school diploma, GED, or equivalent

- Some college
- Associate's degree
- Bachelor's degree
- Graduate or post-graduate degree

25. What is your household size?

- 1 person
- 2 people
- 3 people
- 4 people
- 5+ people

26. Do you own or rent your residence?

- I own
- I rent

Thank you for taking our survey! The Planning Team will use your answers to better understand and plan for the future of your community. For more information, please visit www.braseltoncompplan.com.

A.3 Meeting Sign-In Sheets

KICK-OFF MEETING

Braselton Comprehensive Plan – Kick-Off / Visioning Workshop – September 17, 2019			
Name	Email Address	Name	Email Address
Sandra Slavin		Sue Compton	scompton@gmail.com
Allan Slavin	aslavin@comcast.net	Debra Swartzek	dswartzek@braselton.net
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Bobi Schurr	bobischurr78@aol.com	Zandra Coe	bfc321@gmail.com
Rod Blake	rblake7870@aol.com	Matt Ruppel	mattruppel@gmail.com
Gene Harris	geneharris@gmail.com	Pat Goodell	pgoodell@comcast.net
Vivian Finkbein	vivian.finkbein@gmail.com	Brent Sparks	brentsparks@gmail.com
Becky Richardson	beckyrichardson@windstream.net	Lynne Rankin	lynne.rankin@landscapes.com
Mike Braxton	mikebraxton@gmail.com	Kimberly Munier	kmunier@braselton.net
Kelsey Apat	kelseyapat@gmail.com	Henderson Smith	js111@braselton.net
Brandon Apat	brandon.apat@yahoo.com		
Scott Williams	scottwilliams@comcast.net		
Rick Waitman	rickwaitman@yahoo.com		
Tommy Stepp	tommy@psjnc.com		
Jared Thompson	jthompson@gmail.com		
Richard Mayberry	richardmayberry@braselton.com		
Diana Busham	dbusham@yahoo.com		
Jay Fisher	jfisher@gmail.com		

DRAFT PLAN OPEN HOUSE

Braselton Comprehensive Plan – Draft Plan Open House – January 28, 2020			
Name	Email Address	Name	Email Address
H. D. Harrison	danrew31@braselton.net	Brian McCreary	olona.mccreary@aol.com
Dudette Mary Glenn	gauglen@comcast.net	Ed Muscala	ed.muscala@aol.com
Scott Williams	scottwilliams@comcast.net	Cari & Tim Huff	elementsadayspa@gmail.com
Maisha Nester	maishanester@aol.com	Betsy Richardson	betsyrichardson@windstream.net
Jack Bossert	jbosser1@comcast.net	Richard J. Mayberry	richardjmayberry@klee.com
Lee Baker	lee@braselton.com	Anna Elizabeth Braxton	
Kran Gossett	rtgossett@gmail.com	CAROL MCCARITY	CMCCARITY@CMCCARITY.COM
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Thomas C. Kitchen	tkitchen@braselton.com	Gregg Kennedy	greggkennedy@gmail.com
Diana Busham	dbusham@yahoo.com	Dave Garrison	davegarrison@gmail.com
Rebecca Renie	rebecca.renie@gmail.com	Allan Slavin	aslavin@comcast.net
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Tina Tolliver Ehrhart	tina1989@windstream.net	Michelle Zimmerman	michelle.zimmerman@prhs.com
Joe Godfrey	2926.comcast.net	Matt Ruppel	mattruppel@gmail.com
Dore Slavin	dore.slavin@gmail.com	LeAnn Smith	lsmith@braselton.com
Anthony Lebb	mrcobb1@gmail.com	Diana Busham	dbusham@aol.com
Billy Edwards	cwe@att.net		

A.4 Draft Plan Open House Summary

DRAFT PLAN OPEN HOUSE - WORKSHEET SUMMARY

2020 Braselton COMPREHENSIVE PLAN

Welcome to our final meeting!
Use this worksheet to record your feedback. Each board is labeled with a letter and number (example: C.1, E.2) for your reference. If you have any questions, don't hesitate to ask a member of Town staff or a consultant!

B VISION STATEMENT & GOALS

- Housing should concentrate on single family housing and not more diverse housing.
- Agree with encouraging diverse housing options.
- Trails for bikes and pedestrians a priority for me.
- On board.
- How can it all be done?
- Housing - there needs to be a focus on allowing the development of affordable multi-family housing units.
- I think the vision and the pre-planning developing a strategic plan for Braselton is good. We have a lot of positive which we can build upon and working in the surrounding areas as they develop and have a better integration plan. It is exciting to see how Braselton will grow.
- Covers "now, near, and far" goals very well!
- Housing - apartments are fine when they are new, but is there a plan for their maintenance as they age so they do not bring the quality of the area down?
- Community Leadership - would like job fairs/opportunities included.
- Agree.
- Not sure how the current wording impacts/address the continued warehouse growth.
- Suggest to add promote tourism which would be good for the area and small businesses
- Transportation - improvements should include bypass around downtown and new interchanges along 85
- Community facilities - no new community facilities

C.1 CHARACTER AREAS

- Transitional employment center - no more distribution centers or warehouses.
- Very large portion of 250-300,000 (?) homes already built now be considered for warehouse employees?
- I feel existing housing in the Vineyard should not be in the Hwy 53 corridor.
- The 211 Activity Center should extend up to Friendship Road and include the Chateau Elan parcel and Hospital Activity Center.
- Can we consider a Highway 53 activity center?
- Concerned about warehouse proposal in the transitional employment area.

C.2 211 GATEWAY

	Agree	Disagree	Neither agree/disagree	It still needs work (write down any comments)
	14	1	2	
	15	1	1	
	16		1	
	16			Needs improvement
	11	5		Too many high density multi-family options.
	16	1		
	17			

C.3 BRASELTON WEST ACTIVITY CENTER

	Agree	Disagree	Neither agree/disagree	It still needs work (write down any comments)
	15	1	1	
	17			
	16		1	No bicycle only path. Sidewalks on Thompson Mill
	16	1		
	10	4	3	No apartments.
	12	2	3	Absolutely not!
	16	1		Definitely communicate with Hall County. Do they have plans here?

DRAFT PLAN OPEN HOUSE - WORKSHEET SUMMARY CONTINUED

C.4 CHATEAU ELAN

	Agree	Disagree	Neither agree/disagree	It still needs work (write down any comments)
	13		3	
	14		2	
	14		2	
	12	1	1	
	12	1	3	No apartments
	12		4	
	11		4	

C.5 CONSERVATION & RESIDENTIAL

	Agree	Disagree	Neither agree/disagree	It still needs work (write down any comments)
	17			
	11	4	1	Some families want cul-de-sacs for their children.
	16		1	ASAP, please!
	17			
	16			No to a greater variety of housing types. Needs improvement.
	16		1	
	15	1		

C.6 EASTERN GATEWAY

	Agree	Disagree	Neither agree/disagree	It still needs work (write down any comments)
	14			Typo.
	9	2	3	Must! Shouldn't hold up an alternate access to Hwy 53 and Chardonay
	10	2	3	No bicycles/yes to more sidewalks
	15			
	8	7	1	Where do you suggest high-density? Prefer medium. Do not build high density housing along 124! Reserve some space for business/family growth.
	12	3		Clothing shops, shoe store
	15			

C.7 HIGHWAY 211 COMMERCIAL CORRIDOR

	Agree	Disagree	Neither agree/disagree	It still needs work (write down any comments)
	14		1	
	15			
	14		1	
	15			
	9	3	3	Put high density housing here.
	10		4	
	14		1	

C.8 HIGHWAY 53 COMMERCIAL CORRIDOR

	Agree	Disagree	Neither agree/disagree	If still needs work (write down any comments)
	16	1		
	17			
	15	1	1	
	16	1		
	6	7	3	Needs improvement. Clean up this area. No apartments, but affordable is okay.
	14	2	1	
	15		2	

C.9 HISTORIC DOWNTOWN

	Agree	Disagree	Neither agree/disagree	If still needs work (write down any comments)
	17			Don't go overboard with the design standards. This will drive away developers.
	17			
	17			
	17			
	14	3		Do away with rear garage on townhomes
	13	1	3	
	15		1	

C.10 HOSPITAL ACTIVITY CENTER

	Agree	Disagree	Neither agree/disagree	If still needs work (write down any comments)
	14	1		
	15			
	13	1	1	
	13	1	1	More greenspace along Hwy 211.
	8	4	2	This area still needs work and planning, especially with roads and access. Must limit height.
	12	3		
	15			

C.11 TRANSITIONAL EMPLOYMENT CENTER

	Agree	Disagree	Neither agree/disagree	If still needs work (write down any comments)
	13		2	No more warehouses
	16			Create a place for trucks to park. This is a must.
	15		1	
	15	1		
	9	4	2	Needs improvement. Take into consideration the types of housing surrounding it.
	16			You'll be stuck with the warehouses.
	15		1	

D.1 FUTURE LAND USE

- No high density residential.
- No more warehouses.
- Better Wi-Fi/mobile infrastructure.
- Take care of rivers and streams.
- More multi-family needed.
- Looks good.
- They will come. Glad we are preparing.
- No apartments.
- No more warehouses.
- No more warehouses or convert unused ones to less trucking traffic.
- Why differing densities for Vineyard and Vineyard Gate? Should be consistent.

D.2 211 ACTIVITY CENTER PLAN

- No multi-family residential.
- All the new roads may adversely impact river trail.
- Love the idea of parks and trails. Hate having to go to Gwinnett County.
- Any horse trail options?
- Walking trails are a great addition along with roundabouts on 211.

D.3 DOWNTOWN PLAN

- Like the roads.
- Looks good.
- Love the idea of high-density housing. Bring life to downtown.
- Really like the concept of having more roads and access to Brassie Ln. Expansion of downtown park is a great idea.
- Maintain "small town" / historic charm with appropriate updates to buildings and update.

E ZONING RECOMMENDATIONS

- Do not reduce garage and parking requirements.
- Good idea.
- Good ideas.
- Great summary of issues.
- Traffic. We want everyone here but not driving.
- I think clarifying and making the code more easy to understand on both sides is a good thing.
- How can you place in writing to allow "but not require"? A developer WILL find a loophole. It should read "require a mix of housing and densities as noted in the individual character areas and overlay districts." To read: "housing types must follow the corresponding character area and/or overlay district."
- #8 - in this community with golf carts and cars, we cannot reduce the 2 car requirement for all townhomes and single-family homes.

F PROPOSED PROJECTS

- Adding golf cart path along the Riverwalk path to get to downtown. This will be in town limits and safer since it's not all along the streets with cars.
- Golf carts rest stops and parking.
- \$10m civic center?
- Love the vision here. Stay flexible.
- More golf cart paths - yes!
- Consider extending the trolley route through Jesse Cronin if your trail walkers get tired and need to hop on to get back to their car.
- Walkability is important.

TSW

PLANNERS
ARCHITECTS
LANDSCAPE ARCHITECTS