



# City of Brunswick, Georgia

## COMMUNITY PARTICIPATION PROGRAM

Prepared for  
**City of Brunswick Comprehensive Plan**

Prepared by  
**EDAW Inc**  
**Malvada Consulting**

October 2007

# Introduction

## Background

The City of Brunswick is a historic coastal city with origins dating back to the pre-Revolutionary period. In recent decades, the City of Brunswick saw a stagnant economy and population loss even as the surrounding communities were seeing growth and development. The most recent trend, however, is that the City of Brunswick is starting to see revitalization, particularly in its historic downtown core. Much of this revitalization is attributable to the successful Blueprint Brunswick project, which laid out a vision for the redevelopment of key parcels in the City in 2003.

The revitalization that the City has seen recently is buttressed by new leadership in the City. Most interviewed stakeholders feel the current direction of the City is positive and think that the City's new leadership has engaged the community broadly. As a result, most stakeholders have a hopeful attitude about the future of Brunswick and its ability to address its problems.

The City of Brunswick is a majority African-American city and has a large concentration of low- and middle-income households. The surrounding coastal area, on the other hand, is predominantly Caucasian and largely high-income households. In particular there are concentrations of wealth on St. Simon's Island and Sea Island. Because of the economic dichotomy of the region, the issues which are a priority for the City and its residents often will not hold the same priority for the larger community. At the same time, there are many well-functioning regional service providers that serve the entire regional community, including residents of the City.

The larger context for the City of Brunswick includes important national trends towards increasing coastal development and downtown revitalization. Both of these national trends suggest that the City of Brunswick will continue to experience revitalization, growth, and development in coming years. Helping the City shape this development is the key objective of this Comprehensive Plan.

## Planning Process

A consultant team, led by the planning and design firm EDAW, will be developing the Comprehensive Plan for the City of Brunswick and guiding the Community Participation process. The EDAW Team will be working closely with the City of Brunswick's Community Development Department throughout the process. Together, the Community

Development Department and the consultant team are herein referred to as "the planning team"

This Community Participation Program has been developed for the City's latest Comprehensive Plan process which was kicked off in August of 2007 and is expected to conclude in April of 2008.

The Comprehensive Plan will be the City's primary guide for managing future growth and development. This will include not just the regulation of development, but also the protection of natural areas, the preservation of cultural features, and the provision of community facilities such as roads, sidewalks, sewers, and parks.

The Comprehensive Plan will have three parts:

- **Community Participation Program** – A plan for how to get the public involved in the planning process.
- **Community Assessment** – An overview of the state of the community, including a review of the City's population, housing, economic development, transportation, cultural resources, natural resources, and community facilities.
- **Community Agenda** – A guide to future physical development and to addressing the issues and opportunities that are of concern to the Brunswick community.

The Community Participation Program and the Community Assessment will be developed between August and November of 2007, and the Community Agenda will be developed between November of 2007 and April of 2008.

## Direction-Setting

Each piece of the Comprehensive Plan helps to set the direction for the future growth and development of the City. These decisions will be made by the planning team with continuous consultation from public stakeholders. The following is a review of the direction-setting that will be settled during the development of each part of the Comprehensive Plan.

### *Community Participation Program*

- **How to get the word out about the Comprehensive Plan.** The planning team must develop strategies and methods for making City of Brunswick stakeholders aware that the Comprehensive Plan is being developed, and must educate stakeholders on the contents of the plan and their opportunities for input into the plan.

- **How to involve different stakeholder groups.** Different stakeholder groups in the City of Brunswick have different needs, interests, and abilities. The planning team must seek out ways to reach out to different stakeholder groups.

#### *Community Assessment*

- **Potential Issues and Opportunities.** Based on research and data collected on the City of Brunswick, the planning team will develop a list of potential issues and opportunities that the community is facing. This list is developed based on the professional knowledge and experience of the planning team, but it will be modified in consultation with community stakeholders during the Community Agenda phase of the project.
- **Areas Requiring Special Concern.** The planning team will identify geographic locations in the City of Brunswick that require special attention due to particular issues or concerns.
- **Preliminary Character Areas.** Based on existing maps, data, and field visits around the City, the planning team will divide the City into Character Areas. Character Areas are parts of the City with a distinctive physical character and clear boundaries, such as a particular neighborhood or group of neighborhoods. The Character Area map will be modified with public input during the Community Agenda phase of the project.

#### *Community Agenda*

- **General Vision Statement.** A vision statement articulates what the community wishes to keep the same and what it wishes to change over a long period of time – for example 20 years. The statement should paint a picture of what the City will be like at the end of the planning period if the plan is completely successful.
- **Community Issues and Opportunities.** This is a list of issues and opportunities that currently face the City and affect the quality of life of its residents, workforce, and property owners. Defining the issues and opportunities helps to set priorities for the rest of the Comprehensive Plan.
- **Identification of Character Areas.** The City will be divided into a series of separate areas that cover the entire City. Each area will be given boundaries, a name, and its own vision of how it should develop.
- **Desired Development in Each Character Area.** Each Character Area will be defined by the appropriate types of development and the urban

design characteristics that are appropriate for each. This may include, for example, areas of historic character, limitations on building scale and height, or definitions of appropriate street types.

- **Implementation Program.** The Implementation Program includes strategies for addressing the Community Issues and Opportunities, long term policies to guide local government, and the development of a Short Term Work Program. The Short Term Work Program (STWP) is a five year plan which includes projects the City should undertake to realize the Vision and to address Issues and Opportunities. A list of actions will be developed and scheduled for the City to undertake during this five year period. Long term policies will be developed to help provide ongoing guidance to decision makers on how to achieve the Vision and how to address identified Issues and Opportunities.

## Preliminary Stakeholder Groups and Issues

Nine in-person stakeholder interviews were conducted to identify the concerns of different stakeholder groups within the City. Additional stakeholder concerns will be integrated into the Community Participation Program throughout the planning process. This table provides a useful preview of different stakeholder groups and their areas of concern.

### Preliminary Stakeholder Groups and Issues

Stakeholder Group	Issues of Concern	Public Participation Needs
African-Americans	<ul style="list-style-type: none"> <li>-Recent increase in violent crime in certain City neighborhoods</li> <li>-Managing new development without displacing current residents</li> <li>-Improve the quality of the neighborhoods</li> <li>-Need for increased community involvement</li> <li>-Increase and disperse the supply of quality affordable housing</li> <li>-Need to motivate kids to stay in school and offer vocational alternatives</li> </ul>	<ul style="list-style-type: none"> <li>-Involve the religious community</li> <li>-Do not rely solely on internet; use radio and newspaper to get the word out</li> <li>-Tuesday and Thursday evenings are best</li> <li>-Concern that community will not come out for long term visioning (apathy)</li> <li>-Avoid terminology/jargon that might intimidate low income residents from participating</li> </ul>
Hispanics / Latinos	<ul style="list-style-type: none"> <li>-Adequate support in the school system for children who do not speak English</li> <li>-Lack of public transportation</li> <li>-Changing immigration policies</li> </ul>	<ul style="list-style-type: none"> <li>-Use trusted community institutions as the base for Hispanic outreach</li> <li>-Provide bilingual opportunities for participation</li> <li>-Avoid meetings at City Hall or government institutions</li> <li>-Avoid weekend meetings</li> </ul>
Neighborhood Groups	<ul style="list-style-type: none"> <li>-Improve the quality of the neighborhoods</li> <li>-Need for increased community involvement</li> </ul>	<ul style="list-style-type: none"> <li>-Concern that community will not come out for long term visioning</li> </ul>
Major Employers	<ul style="list-style-type: none"> <li>-Infrastructure needs to be adequate for growth</li> <li>-Increased City-County cooperation</li> <li>-Community divide between rich and poor</li> <li>-Difficulty recruiting reliable entry level workers</li> </ul>	<ul style="list-style-type: none"> <li>-None</li> </ul>
Non-Profit	<ul style="list-style-type: none"> <li>-Address the wealthy/poor divide in the community</li> <li>-Balance growth to preserve valued community resources</li> <li>-Increase collaboration between islands and mainland communities</li> <li>-Need for increased activity downtown and in evenings</li> <li>-Need to ensure that new development is compatible</li> </ul>	<ul style="list-style-type: none"> <li>-Meetings during the workday are preferred</li> </ul>
Religious Community	<ul style="list-style-type: none"> <li>-Do something about the extreme poverty in the community</li> <li>-Provide quality affordable housing</li> <li>-Ensure there are adequate quality jobs in the community</li> <li>-Provide adequate technical education to qualify workers for jobs</li> </ul>	<ul style="list-style-type: none"> <li>-Religious community is eager to participate</li> <li>-Help education and engage the community, help them to take responsibility for their future</li> <li>-Would like to use this opportunity to facilitate community leadership</li> </ul>
Small Business	<ul style="list-style-type: none"> <li>-Continue to attract new small business to the community</li> </ul>	<ul style="list-style-type: none"> <li>-Market the plan in a way that is exciting and engaging</li> <li>-Meetings that start around 6:30 are good for businesses</li> </ul>
Seniors	<ul style="list-style-type: none"> <li>-Meeting scheduled but canceled</li> </ul>	<ul style="list-style-type: none"> <li>-Meet with seniors during the day time</li> </ul>

## Level of Public Involvement

The planning team is committing to a clearly defined level of public involvement. This is important because it helps public stakeholders know how much influence they are able to have over the content of the Comprehensive Plan.

Identifying the planned level of public involvement also helps to set the public participation objectives for the project.

In short, committing to a specific level of involvement helps the planning team keep in mind their objective while developing the Community Participation Program. Our goal is to develop a Comprehensive Plan that reflects the community's desires as well as the professional expertise and knowledge of the planning team.

### *Level of Public Participation*

We will involve community stakeholders in the major direction-setting decisions during the development of the Comprehensive Plan.

### *Public Participation Goal*

The planning team's goal is to work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and incorporated in major plan direction-setting.

### *Our Promise to the Public*

The planning team will work with you to ensure that your concerns and issues are directly reflected in the proposals developed and provide feedback on how your input influenced the content of the Comprehensive Plan.

## Public Participation Objectives

The following table illustrates how the planning team will seek to involve the public during each major decision that we face during the development of the Comprehensive Plan. On the left side of the table is a list of decisions and direction-setting events that we will face as we are developing the Comprehensive Plan. In the center of the table is a corresponding public participation objective for each decision. On the right side of the table are the public participation methods the planning team intends to use to achieve this objective. At each stage of the plan, we will work to achieve the corresponding public participation objective and so ensure that the public is adequately involved.

### Comprehensive Plan Direction-Setting and Public Participation

Project Phase: Community Assessment and Community Participation Program		
Decision Event	Public Participation Objective	Planned Public Participation Methods
1. How to involve different stakeholder groups	Identify the public participation mechanisms that are most suitable for different stakeholder groups. Identify preferred meeting times, locations, and structures.	-Newspaper Research -Networking -Discussions with City Staff -One on One Stakeholder Interviews
2. Initiation of the Comprehensive Plan	Increase awareness of the Comprehensive Plan in the community. Identify and contact stakeholder representatives from major stakeholder groups. Educate stakeholders about the purpose of Comprehensive Planning.	-Community Kick Off Meeting -Comprehensive Plan Website -Newspaper & Radio Publicity -Flyers & Handouts -Phone Calls
Project Phase: Community Agenda		
Direction-Setting Event	Public Participation Objective	
3. Develop Vision Statement and Identify Community Issues and Opportunities	Work with multiple stakeholder groups to help them articulate a long term vision, issues, and opportunities for the City of Brunswick. Develop a sense of community ownership of the Vision Statement. Educate stakeholders on their responsibility in realizing the vision.	-Community Kick Off Meeting -Small Focus Groups -Issues and Opportunities Survey -Publicity of Vision Statement
4. Identify and define Character Areas and desired development types for each Character Area	Develop Character Areas that reflect the neighborhood identities of City residents. Educate stakeholders on urban design issues. Work with stakeholder groups to develop an urban design vision for each Character Area.	-Community Workshop -Character Area Survey -Newspaper/Radio Publicity -Flyers/Handouts -Phone Calls
5. Develop Implementation Program for implementation of the Comprehensive Plan	Make sure that the community priorities of various stakeholder groups are reflected in the Implementation Program. Educate stakeholders on how the City will act to realize the Comprehensive Plan. Make sure the Implementation Program reflects the Vision, Community Issues, and Opportunities.	-Publicize draft Implementation Program -Small Focus Groups -Community Open House

## Schedule

<b>Project Phase: Community Assessment</b>	
1. How to involve different stakeholder groups	Aug. – Sept. 2007
2. Initiation of the Comprehensive Plan	Sept. – Oct. 2007
<b>Project Phase: Community Agenda</b>	
3. Develop Vision Statement and Identify Community Issues and Opportunities	Nov. 2007 – Jan. 2008
4. Identify and define Character Areas and desired development types for each Character Area	Jan. – Feb. 2008
5. Develop Implementation Program for implementation of the Comprehensive Plan	Feb. – Mar. 2008

## Public Participation Methods

A variety of public participation methods will be used throughout the Comprehensive Plan process. These include large public meetings, smaller focus group meetings, one-on-one stakeholder interviews, printed and online surveys, and various media such as newspapers and radio. Different public participation methods will be used to achieve different public participation objectives and to reach out to the many diverse segments of the community.

### *Public Meetings*

There will be a series of three public meetings: A Community Kick Off Meeting, a Community Workshop, and an Open House. All interested people are welcome to attend any of these meetings. These meetings will generally involve some kind of presentation followed by opportunities for public feedback. Public feedback may be gathered through exercises with maps, breakout discussion groups, comments cards, or other interactive techniques.

### *Focus Groups*

Two series of focus group sessions are planned. Focus groups sessions are smaller meetings targeted to a particular segment of the community or targeted to a particular issue. The advantage of focus group meetings is that smaller meetings in convenient locations often make involvement easier for stakeholders who otherwise might not be able to participate. Focus groups tend to have less time devoted to presentations and more time devoted to discussion.

### *Publicity Efforts*

Publicity efforts for the Comprehensive Plan will be multi-faceted. A website will be used for easy distribution of documents and easy mass access. Newspaper and radio publicity will be used to inform people of upcoming public meetings. Flyers or handouts will be distributed at central locations throughout the community to engage stakeholders who may have less access or be less accustomed to using the internet.



## Evaluation Plan

A key part of a Community Participation Program is a plan to evaluate the success of public participation efforts. Only through a review and evaluation of efforts can the process be improved and adjustments made for future public participation events.

A brief meeting evaluation form will be handed out to the public at each major public meeting. The results from this meeting evaluation form will be tabulated and used for the future reference of the planning team.

Follow up meetings will be conducted the morning after each public meeting. The attendance at these follow up meetings will include planning consultants and City of Brunswick staff. During these evaluation meetings, attendees will discuss whether the public participation objective was achieved and how the public participation methods were received. Logistical and operational issues may also be covered if necessary.

If serious issues should arise during a major public meeting, key stakeholders will be called after the meeting to evaluate the adequacy of the meeting in addressing these issues.



# City of Brunswick, Georgia

## COMMUNITY ASSESSMENT

Prepared for  
**City of Brunswick Comprehensive Plan**

Prepared by  
**EDAW Inc**

October 2007



# Executive Summary

## Introduction

### What is a Comprehensive Plan?

A Comprehensive Plan is the City's primary guide for managing future growth and development. This includes not just new buildings, but also the protection of natural areas, the preservation of cultural features, and the provision of community facilities such as roads, sidewalks, sewers, and parks.

The Comprehensive Plan will have three parts:

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resources, natural resources, and community facilities.

**Community Agenda** – A guide to future physical development and to addressing the issues and opportunities that are of concern to the Brunswick community.

This Community Assessment document marks the end of the Community Assessment phase of the Comprehensive Plan and the commencement of the Community Agenda phase of the plan.

### Executive Summary

This Community Assessment Executive Summary briefly summarizes some of the primary issues facing the City of Brunswick for its future growth and development and in support of the Comprehensive Plan process. This document is a summary of a larger document, the Community Assessment, which thoroughly reviews the current state of the



Glynn Academy's Bell



Restored Fountain in Hanover Park Square





**Buildings, landscape, and natural areas all contribute to community character and define character areas**

community. The purpose of the Executive Summary and the Community Assessment are to capture the current state of the City of Brunswick and to lay a foundation for planning the City's future.

Copies of the complete Community Assessment document are available from the City of Brunswick website and are available for review from the City's Community Development Department. The publication and distribution of this Executive Summary and the accompanying Community Assessment allow City of Brunswick stakeholders to have a more informed conversation in order to develop the Community Agenda – the primary statement of how the City wants to guide its future development, and the centerpiece of the Comprehensive Plan.

This Executive Summary includes the following sections:

- Issues and Opportunities
- Areas of Special Concern
- Proposed Character Areas
- Existing Land Use
- Quality Community Objectives
- State Environmental Planning Criteria

The **Issues and Opportunities** section identifies issues facing the Brunswick community identified through the research and analysis conducted for the Community Assessment. These issues will be further refined through public meetings and discussions held during the Community Agenda phase of the plan.

**Areas of Special Concern** describes geographic areas of the City that are facing serious or unique issues of concern. These may include especially valuable natural or cultural resources or areas of the City with particular problems.

**Proposed Character Areas** describes how the City has been divided into distinct areas for defining the character of future development. Character areas are marked by distinguishing features in their built or natural environments

and boundaries that distinguish them from other areas. Separating and defining the character of each area will help to keep the City of Brunswick an interesting place to live with a high quality of life. Members of the public will be invited to alter and refine what makes each character area unique during the development of the Comprehensive Plan.

**Existing Land Use** is the current physical pattern of activities or land uses and how they are distributed through the City. Analyzing land uses patterns can reveal important trends in the City's growth and development.

**Quality Community Objectives** are desirable characteristics or objectives for any community to have. These have been defined by the State of Georgia's Department of Community Affairs. This section of the Executive Summary described how well the City of Brunswick performs in relation to the benchmarks set out in the Quality Community Objectives.

**State Environmental Planning Criteria** are important environmental regulations that the State of Georgia Department of Community Affairs recommends for each community. This section describes whether the City of Brunswick has these or similar regulations in place and whether these regulations apply to the City.



# Potential Issues and Opportunities

## Population and City Growth

### Issues

- Providing public services for and including the growing Hispanic workforce in the broader community, while dealing with a variety of linguistic and immigration status obstacles.
- Meeting the needs of a growing senior population, including an expanding need for health care and social services. Particular attention is warranted for the low-income senior population.
- There are concentrations of poverty in the City and the divide between the wealthy and poor populations in the City and the region is a concern.
- Lack of accurate information about current population size and growth.

### Opportunities

- Capitalize upon the ongoing Blueprint Brunswick planning process to spread the benefits of new investment and redevelopment throughout the City.
- Increase City-County cooperation to promote the efficiency and effectiveness of public services.

## Economy

### Issues

- Increasing de-centralization of employment opportunities could lead to decreased access to employment opportunities for poor populations without vehicles.
- The regional economy is transitioning away from a traditional industrial base to more service, arts, entertainment and professional jobs. As a result, employment opportunities increasingly



Historically, much employment has been concentrated in downtown Brunswick

require an educated or trained job-ready workforce in order to earn a living wage. Job training and life skills training are needed to qualify for even entry level jobs.

- Port of Brunswick development needs to be balanced with impacts to the City's quality of life, including public access to the waterfront and Brunswick's natural amenities.

### Opportunities

- The Port of Brunswick is likely to be a continuing source of economic and employment growth as international trade expands. Recent trends indicate increasing activity through the port and increased demand for port traffic and related economic activities.
- The provision of transit service to major employment destinations could enhance the accessibility of more outlying employment locations for the vehicle-less population.
- The City and associated non-profits provide strong support for the development and expansion of small businesses.



Brunswick has a major historic housing stock, and is seeing increasing infill housing



## Housing and Community Development

### Issues

- Some City neighborhoods have experienced long disinvestment, neglect, and decline. In these areas there are often concentrations of vacant and dilapidated structures. High rental and vacancy rates may have contributed a climate of disinvestment and neglect in certain City neighborhoods.
- The City lacks an adequate supply of affordable housing. There is a large lower income working population and current subsidized housing opportunities have a lengthy waiting list.
- The lack of an active nonprofit housing developer operating within the City is a concern as it limits the supply of new affordable housing.
- The low income senior home owning population needs assistance in maintaining the quality of their housing because they are often unable to perform maintenance on their own.
- As infill development increases in the City, it is important that new development is compatible with existing neighborhoods and fits in with the historic context of existing neighborhoods.

### Opportunities

- The City has the opportunity to promote

stable, mixed income neighborhoods with a mix of housing types and a diverse population. The City's historic grid and block pattern promotes the possibility of diverse, mixed income neighborhoods.

- The large supply of vacant lots in the City provides an opportunity for developing new affordable housing and stabilizing neighborhoods in the City.
- Accessory dwelling units may provide an opportunity to increase the supply of affordable housing in a way that is compatible with the historic character of Brunswick. These units may also increase opportunities for residents to age in place by providing supplemental income for home owners.

## Land Use and Urban Design

### Issues

- Bay Street is overly wide for the level of traffic it carries and serves to separate the City of Brunswick from its waterfront.
- Historic patterns in the Old Town district, including narrow streets and double frontage lots, pose a challenge for urban design and infill development in this area. Parking is often scattered in a haphazard fashion and the fronts of some residences face the backs of others, decreasing property values.
- New civic buildings and schools



in Brunswick should fit within the traditional urban pattern and promote walking and biking to school where possible.

- Better urban design regulations are needed throughout the City in order to guide the compatibility of new development with historic patterns and in order to elevate the standard for urban design in the City.

*Opportunities*

- Reconnecting the City of Brunswick and its downtown to the East River could help the City re-establish a vital natural connection with its surroundings and increase development opportunities along the waterfront and in the downtown area. Public access to the waterfront and associated recreational and tourism activities could likewise be increased.
- The Hercules site may someday require redevelopment and allow the re-connection of the urban fabric of the City. Neighborhoods and streets can be knitted together and revitalized.
- New development on the US Hwy 17 Commercial Corridor could improve the City’s image and create a clear sense of entrance into the City and its downtown area.
- Defunct industrial and railroad lands in general present an opportunity for land to be reclaimed for public uses such as parks and greenways.
- The City’s waterfront could be made available for public access and enhanced with public amenities. The City needs clear standards and incentives to promote the development of a river walk.
- A Safe Routes to School program could be implemented to take advantage of the close proximity of Brunswick’s schools to its neighborhoods and its generally walkable development patterns.
- The City’s historic squares, while

providing welcome open space, are generally lacking in facilities and poorly maintained as gathering places for the community. They lack the paths, seating, shade structures, and other features that could make them focal points for their surrounding communities.

**Community Facilities**

*Issues*

- Although the historic parts of the City are fairly well served for parks, the more northern neighborhoods need parks for recreation and as centers for their communities.
- Brunswick’s sole groundwater supply, the Floridan aquifer, is experiencing saltwater intrusion. The long term viability of this water supply is uncertain, and the City and County may need to seek out other water sources or otherwise promote more efficient water use.
- The newly formed Joint Water and Sewer Commission has created a unique opportunity for improved efficiency of water and sewer services and increased the City’s access to potable water.
- The City has not established clear benchmarks or targets for level of service of many community facilities.

*Opportunities*

- Increase City-County cooperation to promote the efficiency and effectiveness of public services.
- The City’s historic grid structure provide a number of well-placed squares and pocket parks.
- The City could invest in municipal wireless internet to improve City services and increase resident access to high technology.



**Community facilities include fire stations, parks, and other City-owned infrastructure**





Marsh lands, open water, and marsh views are important natural resources for Brunswick



## Natural Resources

### Issues

- Brunswick has an inordinately high percentage of brownfield sites within its City limits. These sites can greatly hinder redevelopment and may pose environmental hazards.
- Poorly draining soils, low topography, and coastal proximity make Brunswick particularly susceptible to flooding
- International competition has reduced the economic competitiveness of the natural resources in the area, such as timber and shrimp.

### Opportunities

- Brunswick’s strongest asset is its unique coastal setting, including its surrounding marsh lands and rivers. This environmental setting enhances quality of life and increases Brunswick’s appeal as a tourist destination.

## Cultural Resources

### Issues

- Some of Brunswick’s historic pattern of streets and squares has been lost due to decades of development and neglect.
- Historic preservation initiatives have generally not extended beyond that of the Old Town area.

### Opportunities

- Brunswick’s historic assets provide a vehicle to promote neighborhood rehabilitation and economic development. The City has a variety of programs and incentives to protect its historic assets.
- The City and the region have a strong tradition of visual and literary arts. Arts and culture could be used as a catalyst for increased economic development and improved educational opportunities.
- The City’s historic parks and squares offer opportunities for strong community and neighborhood anchors and gathering places.

## Transportation

### Issues

- The City needs increased transportation options for its low income population, which often lives without access to a private vehicle.

### Opportunities

- The City has an opportunity to improve bicycle facilities as an alternative to auto travel as Brunswick is flat, compact, and benefits from a strong network of alternative routes for carrying traffic. The City could develop a connected network of bike routes to major destinations throughout the City.
- The City is interested in developing an East Coast Greenway, a bicycle and pedestrian facility connecting various parks along its eastern marshfront.



## Areas of Special Concern

### Industrial Waterfront

Currently, most of the City's waterfront along the East River is occupied by industrial land uses that prevent public access and views of the water. Blueprint Brunswick established increased public access to the East River waterfront as far south as First Avenue as a priority, with additional potential open space opposite on Andrew's Island. Public access to the waterfront would bring quality of life and economic benefits to the City of Brunswick, and re-establish the City's connection with its surrounding natural environment.

### Old Town/Downtown Brunswick

Downtown is on the upswing, with a growth in retail businesses, rehabilitations of historic buildings, and increasing interest in downtown residential living. The City is also working to restore its historic squares, part of the original town plan for the City of Brunswick. Now is the prime opportunity to envision how a fully revitalized Old Town district will appear, including incorporating a mix of residential options and integrating new development into the historic development fabric.

### Hercules Site

The Hercules site is the largest industrial site in the City and is a major disruption in the regular urban fabric of the City of Brunswick, with its regular, small blocks and neighborhood oriented development patterns. There is some possibility that the plant may close in the future. The City must be prepared to handle the brownfield remediation issues and redevelopment opportunities presented by the potential closure of the plant.

### Habersham/Dixville/MLK Boulevard Corridor

The development of Liberty Harbor has increased real estate speculation in the nearby neighborhoods of Habersham and Dixville. Some investors are purchasing and renovating housing or building infill housing in hopes of



a quick profit, and this is generating unstable investment rather than gradual revitalization of the neighborhood.

### Infill Development

There are few large, undeveloped parcels remaining in the City of Brunswick. As the City's prospects improve, the likelihood of the development of these parcels increases. The City must take a pro-active role in articulating how new developments can integrate into the City's historic fabric, and so set out a model for development that can guide incoming developers.

### US Highway 17 Corridor

The US Hwy 17 commercial corridor is the City's front door. The majority of the traffic to St. Simon's, Sea, and Jekyll Islands travels along this corridor. However the appearance of the US Hwy 17 corridor is scattered, unattractive, and inconsistent. The City has developed an overlay for this corridor but more work can be done to improve the quality of urban design along the corridor and to present the best face forward that the City of Brunswick has to offer in order to improve the City's image and increase tourist traffic into the City.

The currently industrial waterfront is a key area of concern because it limits public access

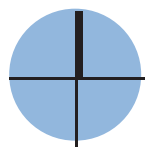




**LEGEND**

- Development Opportunities
- City Boundary

Development opportunities diagram is intended for conceptual planning use only. Acreages are approximate and may be inaccurate due to inclusion of right of way or inexact boundary measurements.



NORTH

## Existing Land Use

Land use data provided in this map was acquired from Glynn County in September of 2007. As with any land use map, not all information can be guaranteed to be accurate and up to date.

The City of Brunswick has a highly integrated network of mixed land uses, largely due to its historic, fine-grained pattern of blocks. Residential, institutional, commercial, and open space land uses are tightly woven within the block network. Multifamily land uses are relatively scarce.

A few large land uses break the general, fine grained pattern of land use. On the southern end of the City, a series of industrial and institutional land uses occupy much of the City's waterfront. The Hercules site is a major industrial land use in the central section of the City. To the north, large institutional and commercial land uses are apparent, such as the Coastal Georgia Community College and commercial land uses near the intersection of Altama and Community Boulevard.

The northern part of the City has a completely different land use pattern from the southern part. The block structure is haphazard or largely disappears. Parcel sizes tend to be much larger and irregularly shaped. Land use patterns are shaped less by blocks than by corridors.

Commercial land uses are primarily located along major corridors. However there are several distinct patterns of commercial development. Larger scale, strip, auto-oriented commercial development is found along Altama Avenue, Cypress Mill Road, and US Hwy 17, while smaller scale, community oriented commercial development is found along Norwich and parts of Gloucester Streets. Downtown patterns of commercial development in a main street pattern occur on the main streets of Gloucester and Newcastle.

Institutional land uses are highly distributed throughout the City and occupy a relatively high percentage of City land. Institutional land uses are concentrated near downtown in the Old Town area and along the Martin Luther King and Altama Avenue corridors. The large institutional land uses in the northern part of the City include Coastal Georgia Community College, the Southeast Georgia Regional Medical Center, and Brunswick High School.

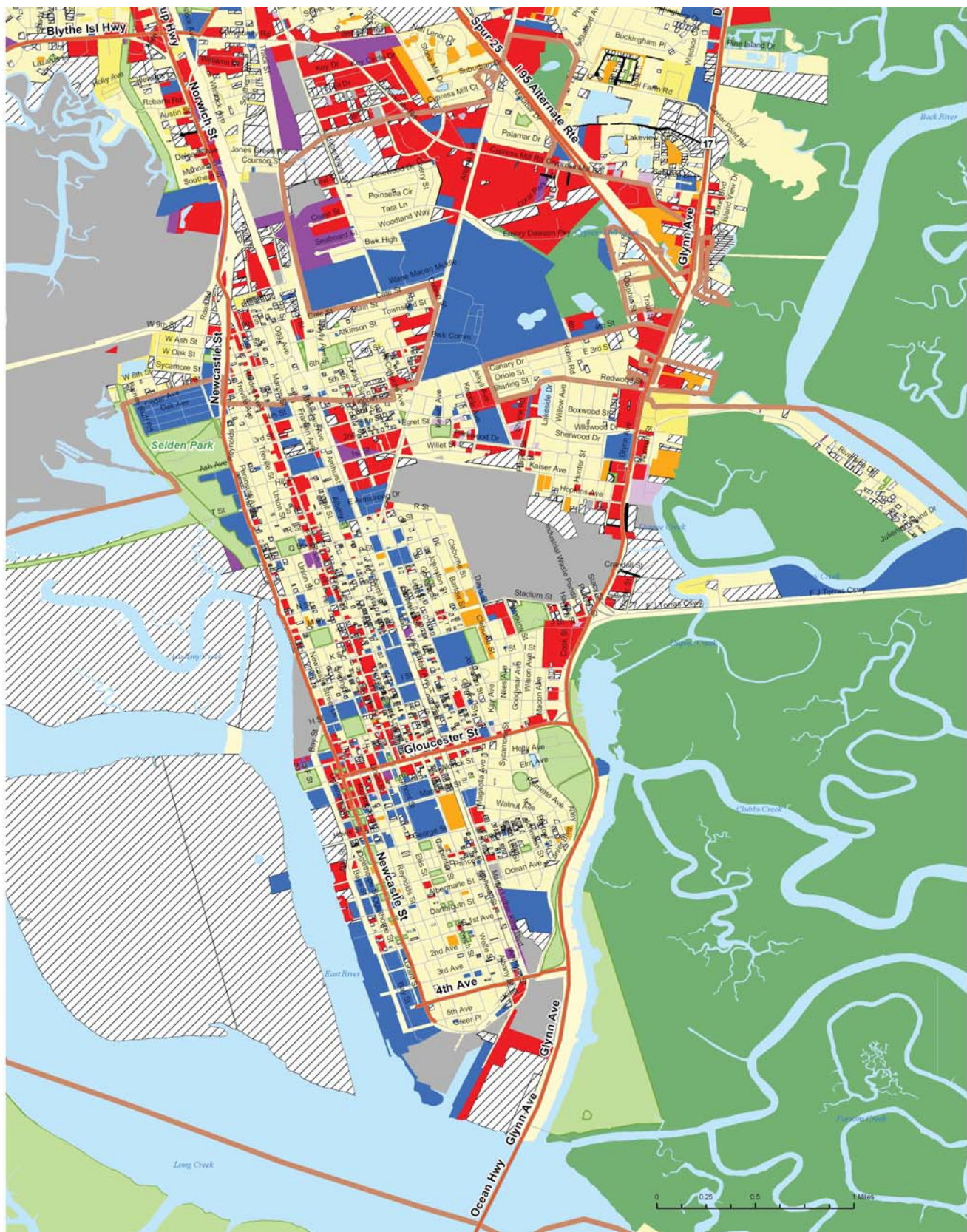
Industrial land uses are primarily found along the southern tip of the City and the Hercules site.

Open space, parks, and squares are found throughout the City, but most notably along its edges. The eastern edge of the City has a number of parks and views out onto the marsh. The western edge of the City has parks such as Selden Park and Mary Ross. Central squares are located in the Old Town and New Town parts of the City.



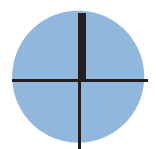
Commercial land uses along the Gloucester corridor





**LEGEND**

- |                              |                           |                                      |                    |
|------------------------------|---------------------------|--------------------------------------|--------------------|
| Existing land use            | Single Family Residential | Office Commercial                    | Industrial         |
| Agriculture/Forestry         | Mobile Home Residential   | Public/Institutional                 | Drainage; ROW;     |
| Easement                     | MultiFamily Residential   | Transportation/Communication/Utility | Undeveloped/Vacant |
| Park/Recreation/Conservation | General Commercial        |                                      |                    |



NORTH

## Proposed Character Areas

Character Areas are parts of Brunswick with a unique identity or uniquely defining characteristics. If someone asked you what part of Brunswick you live in, how would you tell them where you live? What makes it different? All of the City must be divided into distinct Character Areas for the Comprehensive Plan.

The idea behind Character Areas is that every area needs to be treated differently to respond to its unique character and the objectives that support that character. You need different policies for a downtown than you do for a residential area or for a rural area. Each Character Area will be assigned a recommended physical character, including land uses and development types.

### Old Town

Old Town is the oldest part of the City of Brunswick, planned from before the Revolutionary War. Old Town displays a regular block structure with small blocks and some of its historic squares are still preserved as open space. The Old Town Character Area exhibits the widest mix of land uses of any part of the City, with civic and governmental structures, retail and business establishments, and a variety of historic and modern single family homes. Most of Old Town is covered by the Brunswick Historic Preservation District, where new development and renovations are overseen by the City's Historic Preservation Board. Parts of the Character Area, particularly the Newcastle, Gloucester, Norwich, and MLK corridors, are covered by the Downtown Development Authority and are eligible for its programs.

### Industrial Waterfront

Industrial land uses line the East River west of Bay Street and south of 4<sup>th</sup> Avenue. Many of these industrial uses have a lengthy history with the City dating back to when it was a hub for processing timber related products and seafood. One of the major land users on the industrial waterfront is the Georgia Ports Authority, which runs the Mayor's Point Terminal. A rail line runs along the

waterfront and provides rail access to many of these parcels. The industrial uses along the waterfront generally prevent public access and views to the river and marshes beyond.

### Hercules

The Hercules plant, which processes tree stumps into resins and related materials, occupies a large piece of land in the northern sector of the City, highly visible from US Hwy 17 and the Torras Causeway. The appearance of the site is typical for a heavy industrial use with large machinery, chain link fences, and a smokestack over the central plant. There is some possibility that the Hercules plant may close in the future; if so, environmental constraints may restrict future development on the site.

### US Highway 17 Corridor

The US Hwy 17 Corridor is a highly visible and highly traveled part of the City as it is the primary gateway to both St. Simon's Island and Jekyll Island. The US Hwy 17 Corridor has a split personality, with low density, highway oriented commercial uses and views of open space and marshlands characterizing different sections. Some of the commercial areas along US Hwy 17 are deteriorating and suffering from disinvestment. The City zoning ordinance includes an overlay to govern the appearance of new development on US Hwy 17 and to promote a parkway appearance by regulating landscaping, signs, and curb cuts.

### North Brunswick

The northern portion of the City north of 4<sup>th</sup> Street includes an irregularly shaped area primarily centered on Altama Avenue but also with frontage on Community Road and the Spur 25. The development pattern here is very mixed with no one type of development predominating. The campus of the Coastal Georgia Community College and Brunswick High School comprise major civic uses. Linear, auto-oriented commercial uses with scattered building sites and large parking areas are found along Altama Avenue, Community Boulevard, and the Spur 25. Two residential neighborhoods with curved but connected street systems, Magnolia Park and College Park, are also part of this area.



These buildings and streets are typical of the Old Town Character Area.



## **Brunswick Neighborhoods**

Neighborhoods in the City of Brunswick are distinct in character but most share some key common characteristics. Most neighborhoods display a connected, rectangular street grid which serves to maximize connectivity between different land uses for both vehicles and pedestrians. Most neighborhoods also feature one or more squares or parks in a central location in the neighborhood. Most neighborhoods are also defined by predominantly single family housing, though housing styles and the pattern of lots vary greatly depending upon the era when the neighborhood was first developed.

## **New Town/ Town Commons**

New Town is the second oldest area of the City. The Character Area extends northwards from Old Town/F Street up to T Street and east to the Hercules Plant and includes both sides of MLK Boulevard. New Town includes three large public squares that were set aside when it was originally platted, such as Palmetto Square. The New Town Character Area is defined by a regular rectangular block pattern which serves to connect diverse land uses in a highly integrated pattern, but also makes it more difficult to identify boundaries between distinct neighborhoods. Land uses in New Town are predominantly single family, though there are many commercial land uses along Norwich and some churches and schools scattered through the area. There are also large multifamily Brunswick Housing Authority properties in this Character Area which tend to stand out from their surroundings.

## **South End Brunswick**

Though the block pattern for South End Brunswick is a continuation of that of Old Town, the residences in this Character Area are predominantly in a brick ranch style. This area was developed in the post-World War II era. This area is almost all single family with the exception of the Glynn Iron metal scrap yard. South End Brunswick is bounded by mostly industrial uses to the east and south.

## **Liberty Harbor**

Liberty Harbor is a new, master-planned development currently under construction at the southern tip of the City of Brunswick near the landing for the Sydney Lanier Bridge. Liberty Harbor will include single family residences, condominiums, and a shopping village with public spaces and entertainment venues, all connected within a highly walkable framework. Liberty Harbor will include a marina and public waterfront access. The City of Brunswick is also developing a new public park in this Character Area to be known as Liberty Ship Park.

## **Dixville/ Habersham Park**

These historic neighborhoods date back to the period just after the close of the Civil War. Historic and newer single family homes are mixed in this Character Area. The area is bounded by US Hwy 17 on the east, MLK Boulevard on the west, and includes some industrial land uses on its southern end. The new Glynn Middle School is planned for just south of this area.

## **Windsor Park**

Windsor Park is a 1930's-1940's subdivision developed on the site of a former City golf course. Windsor Park is distinguished from surrounding neighborhoods by its curvilinear street pattern and its circular (as opposed to rectangular) central park. The Windsor Park Character Area also includes Howard Coffin Park. The Character Area is bounded by Gloucester to the north, US Hwy 17 to the east, and Lee Street to the west.

## **Mayhew/Urbana**

Urbana and Mayhew are post-war subdivisions with mostly single family housing. A large garden apartment development, Whispering Oaks, is a major land use feature of this neighborhood. The Abbott Andrews Brunswick Housing Authority development is also located in this Character Area. These neighborhoods are bounded by the US Hwy 17 commercial corridor to the east, the Hercules Plant to the north, and the Burroughs-Molette School to the west. Edo Miller Park is on the northern boundary of the neighborhood adjoining Hercules Park.





## Parkwood

The Parkwood Character Area includes a 1960's single family neighborhood in a regular block pattern as well as a small medical district surrounding the Southeast Georgia Regional Hospital on Parkwood Avenue. There are also some 1970's era townhouses in this neighborhood. The Parkwood Character Area is bounded by the US Hwy 17 Corridor on the east, the Hercules Plant on the south, and Altama Avenue on the west.



## Riverside

The Riverside Character Area is a single family neighborhood located on a peninsula bordered by the Back River and Terry Creek. Homes here tend to have water views and boat docks for accessing the water. The Riverside Character Area is somewhat isolated from other parts of the City of Brunswick and so is less impacted by land use compatibility issues.

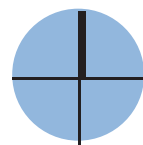
**Neighborhood character is defined by housing type, streets, sidewalks, and other public realm features**







LEGEND



NORTH



Pedestrian friendly neighborhoods and tree cover are two important aspects of quality communities

## Quality Community Objectives

The Georgia Department of Community Affairs has developed the Quality Community Objectives to help local communities determine how well they are doing in managing their growth and development. The following list includes a series of objectives, defined in italics, followed by a description of how the City of Brunswick is performing as a community relative to this objective.

The primary purpose of this section is to help local stakeholders know how well their community measures up to these recommended standards. These Quality Community Objectives are not mandates, but rather they provide a starting point for discussion about the issues and opportunities that will be addressed in the Comprehensive Plan.

### Traditional Neighborhoods

*Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.*

The development pattern for most of the City of Brunswick is based on a historic organization of small blocks with residences, workplaces, shopping areas, and civic institutions all within easy walking distance of one another. The City's zoning code tends to separate uses, but the City has introduced a Traditional Neighborhood planned district that permits a mix of uses and traditional

development patterns.

Amenities in the City's neighborhoods vary greatly. The City has a marvelous network of existing trees, but efforts to plant new trees are minimal. The sidewalk network is spotty but mostly complete in the downtown area and its vicinity. The City spends a small amount of capital funds extending its sidewalks system annually. Because of the location of schools in town, many children can and do walk or bike to school, though bicycle and pedestrian facilities near schools could be improved.

### Infill Development

*Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraged development or redevelopment of sites closer to downtown or the traditional urban core of the community.*

The City of Brunswick is a model community in terms of its infill development efforts. The 2003 Blueprint Brunswick plan identified key sites for redevelopment and included detailed development strategies for each site. The City also has a Brownfield Task Force that is currently assessing seven potential brownfield redevelopment sites with grant funding. The City has developed a tear down list of target dilapidated properties for demolition, and the Downtown Development Authority maintains a list of vacant lots and buildings in the downtown area. One area where the City would like to improve its efforts is by incorporating this information into a Geographic Information System



## Sense of Place

*Traditional downtown areas should be maintained as the focal point of the community. Community focal points should be attractive, mixed-use, pedestrian friendly places where people choose to gather for shopping, dining, socializing, and entertainment.*

The City of Brunswick values and seeks to preserve its unique sense of place. The City's distinctive character benefits from a variety of natural and cultural resources. The oldest part of Brunswick, known as Old Town, is protected with a designated historic district. Old Town includes Downtown Brunswick, which has many of the characteristics of a traditional downtown including main streets with historic buildings and continuous frontage. Projects in Old Town must be approved by the City's Historic Preservation Board. The highly trafficked US Hwy 17 commercial corridor is covered by an overlay zoning district that promotes an improved appearance through landscaping and limiting curb cuts. Also, the City has a sign chapter in its ordinance that regulates the types, sizes, and locations of signs. The City would like to further ensure its aesthetic character by incorporating more graphically communicated, design-oriented regulations.

## Transportation Alternatives

*Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.*

The City of Brunswick is not currently served

by regular transit service, but the Brunswick Area Transportation Study (BATS) committee has undertaken a study to determine the feasibility of regular transit service in the Brunswick and central Glynn County areas. The transit study proposes a number of potential routes to major destinations in the county.

The sidewalks system is fairly good in the City, but there are major parts of the City without sidewalks. New development is not required to have sidewalks in the City. The City does not have a pedestrian and bicycle network plan, but a greenway is planned between Howard Coffin Park and the planned Liberty Ship Park.

Shared parking arrangements are generally permitted in the City and the City is currently studying the adequacy of parking downtown.

## Regional Identity

*Each region should promote and preserve a regional identity or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.*

The City of Brunswick is integrated into the region in terms of its economy, its culture, its tourism offerings, and its physical character. Brunswick and the Golden Isles share a convention and visitor's bureau. Both Brunswick and the Golden Isles market the surrounding natural environment, beaches, marshes, and trees and the deep heritage of the area to tourists. The City and Glynn

The City of Brunswick maintains its identity through the preservation of historic buildings and coastal features





**Open space provides important environmental and public benefits.**

## **Open Space Preservation**

*New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts. Compact development ordinances are one way of encouraging this type of open space preservation.*

County collaborate on economic development efforts through the joint City-County development authority. Many of the City's key industries are historic industries that rely on traditional regional products such as timber and seafood.

Architecture and landmarks unique to the region are found in the City of Brunswick as well as on St. Simon's and Jekyll Islands. The City functions as a cultural center for arts and civic events both downtown and at the Coastal Georgia Community College.

## **Heritage Preservation**

*The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.*

As noted earlier, the City has established an historic district covering Old Town Brunswick and oversees development and renovations in this area through its Historic Preservation Board. The City has also developed a Traditional Neighborhood Development zoning district in order to promote new development that is compatible with historic development patterns. On the federal level, the US government has enacted a Gullah-Geechee Cultural Heritage Corridor to preserve historic sites and artifacts and assist local organizations in telling the story of Gullah and Geechee cultures.

As most of the land in the City of Brunswick has been developed at some time in the past, open space issues for the City revolve more around managing existing parks and reclaiming developed land for new parks. The City benefits from a well-planned park system as a result of its early master plans for the Old Town and New Town areas. However, the level of facilities and maintenance of the parks in Brunswick could be improved. Signature Squares is a local non-profit organization dedicated to restoring the City's historic squares to 19<sup>th</sup> century conditions, when the City was at its peak. The City is also very interested in new opportunities to reclaim once developed land for parks, particularly along its waterfront and in other formerly industrial areas.

## **Environmental Protection**

*Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.*

The City of Brunswick is predominantly urbanized and the most important sensitive natural environments, rivers and wetlands, are protected by state and federal regulations. One area where the City has been increasing its efforts lately is in stormwater, where there is a new stormwater ordinance and the City is increasing the training of its public works staff. Trees, which are a special part of Brunswick's natural environment, are not generally protected outside of the historic district.



## **Growth Preparedness**

*Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.*

The City is not currently facing any immediate constraints with regard to growth preparedness, however the overall feeling is that the City could be better prepared for future growth. Generally the water, sewer, and roadway systems are considered adequate though the City's wastewater system could lose its capacity cushion due to rapid growth in the County. The City does not currently have a Capital Improvements Program and the zoning code is considered out of date. The development process is fairly transparent and well understood by the development community.

All development review processes are conducted in public and publicized, but the level of public interest is generally low. The agendas of the City Commission and the Downtown Development Authority Board are regularly publicized. Extensive public outreach is planned for this Comprehensive Plan.

## **Appropriate Businesses**

*The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.*

The City of Brunswick has a broad economic base including significant employment in the paper and related products industry, tourism, seafood, health care, and government sectors. Economic development efforts are led in a regional, coordinated strategy by the Brunswick-Glynn County Development

Authority, which has identified target industries most appropriate for the region's growth. A regional economic development strategy has been adopted for building upon the region's economic and human resource assets. The Downtown Development Authority is currently conducting a study to identify the most appropriate businesses to continue the momentum for the downtown's revitalization.

## **Employment Options**

*A range of job types should be provided in each community to meet the diverse needs of the local workforce.*

Several nonprofit and government agencies provide services in the areas of employment and entrepreneur support. The Coastal Area District Development Authority provides a variety of small business loans to entrepreneurs, while the University of Georgia Small Business Development Center assists with counseling and technical assistance. Employment for less skilled labor is available through local industry and landscaping and construction jobs in the community. Professional and managerial jobs are available in the government and medical sectors of the economy.

## **Housing Choices**

*A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.*

Even though housing in the City is more affordable than in many other locations in the region, there is a well known lack of affordable housing for low and moderate income households in the City that also meets the City's minimum code requirements. The City has taken and is taking a number of actions to address the affordable housing issue, including permitting multifamily, permitting upper story residential, permitting small lot housing, working with affordable housing developers, and providing funding





A variety of educational and training opportunities is vital for a quality community

to programs that offer housing for those with special needs. The City does not currently allow accessory dwelling units to be created. Another issue of concern is that current regulations may not ensure compatibility of new development with old neighborhoods. The City is very interested in exploring new ways of adapting regulations, tapping into sources of funding, and initiating new collaborations to increase the supply of affordable housing.

### Educational Opportunities

*Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, and to pursue entrepreneurial ambitions.*

The Coastal Georgia Community College, located in the City of Brunswick, is a key educational and training resource for the community. The Coastal Georgia Community College offers two year associate degrees as well as technical training and certificate training for immediate employment. The Glynn County School Board is currently working on a public-private venture to roll out the Golden Isles Career Academy, which will more directly link high school education with local employment opportunities. Entrepreneurial opportunities are supported by a number of local organizations that facilitate small business, such the Downtown Development Authority.

### Regional Solutions

*Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in*

*greater efficiency and less cost to the taxpayer.*

The City of Brunswick participates in a number of regional organizations and efforts to serve the regional community efficiently. The Brunswick-Glynn County Economic Development Authority is one such regional entity. The City has actively participated in the state sponsored Coastal Comprehensive Plan. The City of Brunswick and Glynn County have recently agreed on a Joint Water-Sewer Commission to cooperate on water and sewer service provision for the region. Other areas of cooperation between the City and the County include the convention and visitor’s bureau, emergency response, the library system (part of a seven-county system), and the Brunswick Area Transportation Study Group (BATS).

The City and City residents are particularly interested in recent developments on Jekyll Island. Residents are interested in protecting their current access to public beaches, fishing areas, and other public amenities.

### Regional Cooperation

*Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.*

The City of Brunswick and Glynn County do not have a formal process for coordinating and cooperating on key regional issues, but City and County elected officials do tend to consult each other as issues of joint concern





Well designed storm-water features can improve water quality and decrease water pollution

come up. City elected officials and staff network with other cities and discuss issues that pertain to cities of their size. Local elected officials do have informal communications, and in the past there were quarterly meetings between the City and County Commissions. Regional structures are in place to address many issues of regional concern, such as BATS for transportation and the Joint Water Sewer Commission on water and sewer issues.

## State Environmental Planning Criteria

### Overview

The Georgia Planning Act of 1989 requires municipalities to adhere to minimum planning standards as defined by the Act. These standards require Comprehensive Plans to identify and assess any environmentally sensitive areas within their boundaries, and determine if local action is needed for their protection. The criteria are divided into five distinct sections, covering primary natural resources.

- Criteria for Water Supply Watersheds
- Criteria for Protection of Groundwater Recharge Areas
- Criteria for Wetlands Protection
- Criteria for River Corridor Protection
- Criteria for Mountain Protection

### Criteria for Water Supply Watershed

This section presents guidelines and minimum requirements for ensuring the health of surface watersheds used for potable water demands. Brunswick pulls all of its water from groundwater sources so this section does not apply to the City.

### Criteria for Protection of Groundwater Recharge Areas

Protection of Groundwater Recharge Areas became a part of the State Planning Environmental Criteria as an effort to ensure the safety of the State's potable water resources. While Brunswick has no

Groundwater Recharge Areas within its boundaries, four exist within Glynn County. The newly formed Joint Water and Sewer Commission will have several items to consider in order to fulfill criteria necessary for groundwater protection.

- The Commission must insure that new and existing stormwater basins for industrial uses in and around recharge areas are noted and avoided if feasible.
- The Commission should seek to adopt ordinances in groundwater recharge areas that reflect these minimum standards.

### Criteria for Wetlands Protection (391-3-16.03)

Department of Natural Resources has emphasized wetland protection because these habitats have an unusually high diversity of species and also provide useful ecological functions such as filtering water. Brunswick should ensure every effort is made towards achieving the outlined minimum criteria since wetlands are an integral part of the surrounding landscape. Two requirements from the State Criteria are specifically pertinent.

- "Unacceptable Uses: Receiving areas for toxic or hazardous waste or other contaminants." Maps provided by City of Brunswick show several stormwater outfalls near industrial uses. Untreated outfalls near these uses have a high probability of containing contaminants.
- "Wetlands will be appropriately identified and mapped in the land-use plans developed by local and regional governments." All mapping and data established by this Comprehensive Planning process should be utilized and made readily-accessible.

### Criteria for River Corridor Protection

Georgia's waterways are a critical resource for potable water supply, navigation, and species habitat. Establishing minimum criteria for river protection is a vital component of the planning process for any area. While



much of the necessary protections are in the form of stream buffers promulgated by state and federal legislation, further steps may be necessary under the State Planning Environmental Criteria.

Brunswick has taken steps to further protect its river corridors by creating the Stormwater Ordinance. This ordinance helps reduce impervious surface cover, assures adherence to the Georgia Erosion and Sedimentation Act, and restricts illicit discharge into stormwater areas. The ordinance is a useful tool in further protecting river corridors.

*Criteria for Mountain Protection (391-3-16.05)*

This section identifies specifications for land disturbing activity along Georgia's mountains and ridges. With Brunswick's low lying topography, this set of criteria is not applicable.

The most crucial areas for Brunswick in terms of the State Environmental Planning Criteria are clearly the protection of wetlands and groundwater recharge areas. The City should consider a wetland ordinance under the guidance of the Georgia Department of Natural Resources, and the City should work within the Joint Water Sewer Commission to ensure that groundwater recharge areas are adequately protected.





# Community Assessment

## Research and Analysis Document

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# Population 1.0

## Population Change

The City of Brunswick is in the middle of a change moment. Over the decade from 1990-2000, the City of Brunswick lost population, even as Glynn County saw significant population growth. Recent estimates and patterns now show that this trend is reversing. The City of Brunswick is now gaining population, and as this is a relatively new trend, it is difficult to know how much population the City will gain and how quickly.

Given the uncertainty over the magnitude and timing of the City’s population growth, three projections are provided – a middle range projection, a low range projection, and a high range projection. All of these population projections should be considered feasible. Ultimately, the City’s population is limited by its small land area and permitted development densities within that land area, so population growth cannot continue indefinitely.

Given these projections, the City of Brunswick will see a population growth of between 20-50% from 2005 - 2030. This is the equivalent of adding between 3,000 and 8,500 people to the City. This rate of population growth is about what is expected for the State of Georgia and Glynn County overall.

*1990-2000 Population Growth for the City of Brunswick and Glynn County<sup>1</sup>*

	1990	2000	1990-2000 Growth	Annual Growth Rate
<b>City of Brunswick</b>	16,433	15,600	-5.1%	-0.5%
<b>Glynn County</b>	62,496	67,568	8.1%	0.8%

*Population Estimates for the City of Brunswick since 2000<sup>2</sup>*

	2000	2001	2002	2003	2004	2005	2006
<b>Brunswick</b>	15,585	15,638	15,766	15,655	15,668	15,793	16,074
<b>Population Growth</b>		53	128	-111	13	125	281
<b>Percent Growth</b>		0.3%	0.8%	-0.7%	0.1%	0.8%	1.8%

Population is ensured to grow based on existing projects that have been approved or are under construction within the City. The largest of these projects is Liberty Harbor, which is expected to add 1800 units. This project alone will produce a major population boost for the City of Brunswick.

In addition, the City has seen a recent and large growth in its Hispanic population. Much of this population remains uncouncted because of language barriers and/or immigration status. By some estimates, the City’s “shadow population” of Hispanic immigrants may number as many as 5,000 persons.

<sup>1</sup> Source: Census 2000 Summary File 1; Census 1990 Summary File 1

<sup>2</sup> Source: US Census Bureau, Population Estimates Program, 2006

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*2000-2030 Projected Population and Population Growth for the City of Brunswick and Glynn County<sup>3</sup>*

	2000	2005	2010	2015	2020	2025	2030
<b>City of Brunswick</b>	15,600	17,335	18,786	20,114	21,269	22,298	23,200
<b>High Range</b>	15,600	18,203	20,379	22,371	24,104	25,647	27,000
<b>Low Range</b>	15,600	16,468	17,193	17,857	18,435	18,949	19,400
<b>Glynn County</b>	67,568	75,084	81,368	87,118	92,121	96,581	100,483
<b>Population Growth</b>							
	2000	2005	2010	2015	2020	2025	2030
<b>City of Brunswick</b>		1,735	1,451	1,328	1,155	1,029	902
<b>High Range</b>		2,603	2,177	1,992	1,733	1,544	1,353
<b>Low Range</b>		868	726	664	578	515	451
<b>Glynn County</b>		7,516	6,284	5,750	5,003	4,460	3,902

<sup>3</sup> Source: Georgia Coast 2030, Population Projections for the 10 County Coastal Region, Center for Quality Growth and Regional Development, 2006. Low and High Range forecasts from EDAW, 2007.

## Age

Over the decade from 1990-2000, the age distribution of the City of Brunswick has been fairly stable. In comparison to the State of Georgia, the City of Brunswick has a large population under 18 (29%) and a large senior population (15%). This means that in the City of Brunswick there are relatively more dependents in comparison with the working-age population.

*Age Distribution for City of Brunswick, 1990<sup>4</sup>*

Age	Count	Percent
Under 5 years	1,409	9%
5 to 17 years	3,288	20%
18 to 20 years	764	5%
21 to 24 years	853	5%
25 to 44 years	4,566	28%
45 to 54 years	1,484	9%
55 to 59 years	679	4%
60 to 64 years	780	5%
65 to 74 years	1,365	8%
75 to 84 years	936	6%
85 years and over	309	2%
<b>Under 18 years</b>	<b>4,697</b>	<b>29%</b>
<b>65 years and over</b>	<b>2,610</b>	<b>16%</b>
<b>Total population</b>	<b>16,433</b>	<b>100%</b>

<sup>4</sup> Source: Census 1990 Summary File 1

*Age Distribution for City of Brunswick, 2000<sup>5</sup>*

Age	Count	Percent
Under 5 years	1,178	8%
5 to 9 years	1,174	8%
10 to 14 years	1,171	8%
15 to 19 years	1,229	8%
20 to 24 years	1,082	7%
25 to 34 years	2,003	13%
35 to 44 years	2,227	14%
45 to 54 years	1,872	12%
55 to 59 years	671	4%
60 to 64 years	613	4%
65 to 74 years	1,139	7%
75 to 84 years	874	6%
85 years and over	367	2%
<b>Under 18 years</b>	<b>4,507</b>	<b>29%</b>
<b>65 years and over</b>	<b>2,380</b>	<b>15%</b>
<b>Total population</b>	<b>15,600</b>	<b>100%</b>

<sup>5</sup> Source: Census 2000 Summary File 1

Population projections by age are provided for Glynn County, with the City of Brunswick expected to follow similar trends. Overall, the working population between 40-59 years old is expected to become a smaller proportion of the population, while the senior population over 65 will become an increasingly large proportion of the population. Over 22% of Glynn County's population will be over 65 in 2030, and for the City of Brunswick this proportion could be even higher, given its current larger than average senior population.

*Projections of Population by Age for Glynn County through 2030<sup>6</sup>*

Age Cohort	2005	2010	2015	2020	2025	2030
0 – 4 Years Old	4,873	5,239	5,628	6,012	6,393	6,756
5 – 9 Years Old	4,711	5,152	5,534	5,973	6,404	6,826
10 – 14 Years Old	4,916	5,000	5,460	5,880	6,372	6,838
15 – 19 Years Old	5,275	5,241	5,362	5,859	6,339	6,856
20 – 24 Years Old	4,758	4,955	4,962	5,106	5,594	6,056
25 – 29 Years Old	4,291	5,087	5,263	5,285	5,447	6,006
30 – 34 Years Old	4,397	4,670	5,456	5,646	5,693	5,915
35 – 39 Years Old	4,550	4,697	4,991	5,798	6,008	6,086
40 – 44 Years Old	5,274	4,817	4,987	5,315	6,153	6,375
45 – 49 Years Old	5,420	5,554	5,079	5,274	5,635	6,496
50 – 54 Years Old	5,102	5,735	5,858	5,368	5,611	5,978
55 – 59 Years Old	4,705	5,217	5,852	5,990	5,527	5,795
60 – 64 Years Old	3,681	4,713	5,211	5,855	6,013	5,586
65 – 69 Years Old	2,929	3,702	4,716	5,232	5,896	6,024
70 – 74 Years Old	2,392	2,675	3,375	4,330	4,796	5,425
75 – 79 Years Old	2,000	1,963	2,180	2,760	3,544	3,933
80 – 84 Years Old	1,576	1,498	1,461	1,629	2,075	2,656
85+ Years Old	1,574	2,111	2,682	3,239	4,049	5,480
<b>Total</b>	<b>72,427</b>	<b>78,025</b>	<b>84,055</b>	<b>90,551</b>	<b>97,549</b>	<b>105,088</b>

<sup>6</sup> Source: Woods and Poole, Glynn County Estimates, 2006.

*Proportion of Population by Age Cohort for Glynn County  
2005 vs. 2030<sup>7</sup>*

Age Cohort	2005	2030	Change
0 – 4 Years Old	6.7%	6.4%	-0.3%
5 – 9 Years Old	6.5%	6.5%	0.0%
10 – 14 Years Old	6.8%	6.5%	-0.3%
15 – 19 Years Old	7.3%	6.5%	-0.8%
20 – 24 Years Old	6.6%	5.8%	-0.8%
25 – 29 Years Old	5.9%	5.7%	-0.2%
30 – 34 Years Old	6.1%	5.6%	-0.4%
35 – 39 Years Old	6.3%	5.8%	-0.5%
40 – 44 Years Old	7.3%	6.1%	-1.2%
45 – 49 Years Old	7.5%	6.2%	-1.3%
50 – 54 Years Old	7.0%	5.7%	-1.4%
55 – 59 Years Old	6.5%	5.5%	-1.0%
60 – 64 Years Old	5.1%	5.3%	0.2%
65 – 69 Years Old	4.0%	5.7%	1.7%
70 – 74 Years Old	3.3%	5.2%	1.9%
75 – 79 Years Old	2.8%	3.7%	1.0%
80 – 84 Years Old	2.2%	2.5%	0.4%
85+ Years Old	2.2%	5.2%	3.0%

The youth population – those under 18 – will be a mostly stable proportion of the population. Therefore youth services such as schools and recreation services will need to grow approximately in proportion with forecast population growth.

In the table above, blue population cohorts are a shrinking proportion of the population, while orange population cohorts are an increasing proportion of the population.

As the age structure of the City of Brunswick shifts toward an older distribution, it will be important for the City to plan for the needs of this growing segment of the population. Potential needs of the senior population include affordable housing, health care, transportation, and other social services.

The reduction in the size of the mature working-age population may also affect the supply of the labor force. Attracting an adequate and well-trained labor force may be an issue of increasing concern for the future of the Brunswick metropolitan area.

<sup>7</sup> Source: Woods and Poole, Glynn County Estimates, 2006.

## Race and Ethnicity

Historically racial composition in the Brunswick and Glynn County area has mostly been a division between African-American and White populations. The City of Brunswick has been and is still majority African-American, while Glynn County has been and is majority White. This difference in racial composition may be one of the reasons that the City and the County have had difficulty cooperating on certain initiatives in the past, as political issues can have undertones of racial power issues.

In recent years, the City of Brunswick has seen rapid growth in its population of Hispanic ethnicity. As of 2000, the Census count established the Hispanic population at 5.8% of the population, but local government officials believe this count is lower than the actual Hispanic population. This is introducing a more complex racial and ethnic dynamic into the community. With growth in the Hispanic population, cultural tension has increased, with many issues falling along White-Hispanic or African-American-Hispanic lines. It should be noted that “Hispanic” is technically not a race, but an ethnicity. Some of the issues of concern include linguistic issues, immigration status, drunk driving, and reporting of crimes. According to Census data, about 80% of the Hispanic population is of Mexican origin.

As of 2000, the City of Brunswick’s population was 36% White and 60% African-American, with 4% of the population in other race or mixed race categories. The trend from 1990-2000 was a reduction in the White and Asian populations, and a stable African-American population. Now that the City’s population is growing, it is likely that the trend towards “white flight,” if there had been one, is now over. The fastest change in racial and ethnic composition was in the Hispanic population, which grew some 500% from 1990-2000. Anecdotal evidence indicates that this rapid population growth of the Hispanic population has continued through the present.

*Racial and Ethnic Distribution of the City of Brunswick, 1990<sup>8</sup>*

Race and Hispanic Origin	Count	Percent
White	6,726	40.9%
Black	9,570	58.2%
American Indian, Eskimo, or Aleut	37	0.2%
Asian or Pacific Islander	70	0.4%
Other race	30	0.2%
Hispanic origin (of any race)	146	0.9%
<b>Total Population</b>	<b>16,433</b>	<b>100.0%</b>

*Racial and Ethnic Distribution of the City of Brunswick, 2000<sup>9</sup>*

Race	Count	Percent
<b>One race</b>	<b>15,382</b>	<b>98.6%</b>
White	5,680	36.4%
Black or African American	9,330	59.8%
American Indian and Alaska Native	42	0.3%
Asian	55	0.4%
Native Hawaiian and Other Pacific Islander	5	0.0%
Some other race	270	1.7%
Two or more races	218	1.4%
<b>HISPANIC OR LATINO AND ORIGIN</b>		
Total population	15,600	100.0%
Hispanic or Latino (of any race)	908	5.8%
Mexican	704	4.5%
Puerto Rican	43	0.3%
Cuban	15	0.1%
Other Hispanic or Latino	146	0.9%

<sup>8</sup> Source: Census 1990 Summary File 1

<sup>9</sup> Source: Census 2000 Summary File 1



*Change in Population Size of Different Racial and Ethnic Groups of the City of Brunswick, 1990-2000<sup>10</sup>*

RACE or ETHNICITY	Percent Growth
White	-16%
Black or African American	-3%
American Indian and Alaska Native	14%
Asian	-21%
Some other race	1527%
Hispanic or Latino	522%

Projections of racial composition and ethnicity are included from Glynn County because the City’s population was deemed too small to be suitable for these type of detailed population projections.

Glynn County is projected to have a fairly stable racial population balance, with the percentage of the White population decreasing slightly and the percentage of the African-American population increasing slightly. It is difficult to predict what the implications of this racial change are for the City of Brunswick. Presumably much of the population growth that is occurring now is primarily due to in-migration rather than natural population growth. As a result, the population of the City of Brunswick may become more like that of the State of Georgia as a whole, i.e. a higher proportion of White population.

*Projections of Racial Composition for Glynn County, 2000-2030<sup>11</sup>*

	2000	2005	2010	2015	2020	2025	2030
White alone	71%	70%	70%	69%	69%	69%	68%
Black or African American alone	26%	26%	26%	26%	27%	27%	27%
American Indian and Alaska Native alone	0%	0%	0%	0%	0%	0%	0%
Asian or Pacific Islander	1%	1%	1%	1%	1%	1%	1%
other race	2%	2%	3%	3%	3%	3%	4%

*Projections of Hispanic Origin for Glynn County, 2000-2030<sup>12</sup>*

	2000	2005	2010	2015	2020	2025	2030
Persons of Hispanic origin	2,019	2,396	2,773	3,150	3,527	3,904	4,281

With regards to population of Hispanic origin, Glynn County is projected to see substantial growth. Since much of the Hispanic population in Glynn County is centered in the City of Brunswick, it is likely that the City of Brunswick will continue to see strong Hispanic population growth.

With its increasing Hispanic population, the City of Brunswick will be challenged on many fronts. Although people of different races and ethnicities often see themselves aligned with different interests, it will be the challenge of the City to ensure that the different aspects of the community remain in dialogue and that the overall public interest is served. The City may have to adapt to a changing legal environment with regards to immigration issues, as the federal and state governments create different policy initiatives with regards to immigration. One of the basic challenges for any local government is to ensure that all populations are aware of local laws and regulations and to issue necessary public services to all qualified populations. The issue of language also must be addressed, whether it is the policy of the City to provide documents in Spanish or to promote the learning of English among immigrant populations, or some combination of both.

The continued demographic split between the County and City will likely mean that City-County coordination will continue to present a challenge. At the same time, the City and the County in both the public and non-profit sectors have a track record of cooperation where they find mutual benefit.

<sup>10</sup> Source: Census 2000 Summary File 1; Census 1990 Summary File 1

<sup>11</sup> Source: Woods and Poole, Glynn County Estimates, 2006.

<sup>12</sup> Source: Woods and Poole, Glynn County Estimates, 2006.

## Income

The City of Brunswick's population has a below-average income relative to the State of Georgia. Median household income severely lags the State of Georgia, both past and present. During the decade of 1990-2000, the City's median household income fell further behind the State's. Median household income for the City was only 52% of the State's, just \$22,272, for the year 2000.

### *Median Household Income for City of Brunswick and State of Georgia, 1990-2000<sup>13</sup>*

	1990	2000
<b>City of Brunswick</b>	17,959	22,272
<b>Georgia</b>	29,021	42,433
<b>As % of State</b>	62%	52%

The income distribution for the City of Brunswick shows large low-income populations and small high-income populations. Over the decade of 1990-2000, it appears that this trend was maintained.

As of 1990, there were very few high-income households within the City of Brunswick. There were large low income and middle income populations. The largest grouping for 1989 data was the \$15,000-24,000 household income cohort.

As of 2000, the City of Brunswick was still dominated by low income and middle income populations. There were still few high income households in the City of Brunswick. The largest household income cohorts in 2000 were the less than \$10,000 cohort and the \$15,000-24,000 cohort.

### *Household Income Distribution for the City of Brunswick, 1989<sup>14</sup>*

Households	6,144	
<b>Less than \$5,000</b>	814	13%
<b>\$5,000 to \$9,999</b>	1,000	16%
<b>\$10,000 to \$14,999</b>	750	12%
<b>\$15,000 to \$24,999</b>	1,338	22%
<b>\$25,000 to \$34,999</b>	870	14%
<b>\$35,000 to \$49,999</b>	730	12%
<b>\$50,000 to \$74,999</b>	490	8%
<b>\$75,000 to \$99,999</b>	111	2%
<b>\$100,000 to \$149,999</b>	29	0%
<b>\$150,000 or more</b>	12	0%

### *Household Income Distribution for the City of Brunswick, 1999<sup>15</sup>*

Households	6,012	100%
<b>Less than \$10,000</b>	1,297	22%
<b>\$10,000 to \$14,999</b>	842	14%
<b>\$15,000 to \$24,999</b>	1,101	18%
<b>\$25,000 to \$34,999</b>	840	14%
<b>\$35,000 to \$49,999</b>	732	12%
<b>\$50,000 to \$74,999</b>	688	11%
<b>\$75,000 to \$99,999</b>	258	4%
<b>\$100,000 to \$149,999</b>	167	3%
<b>\$150,000 to \$199,999</b>	62	1%
<b>\$200,000 or more</b>	25	0%

Per capita income for the City of Brunswick also severely lags the State of Georgia's per capita income. Looking at per capita income, the City fell further behind the State over the 1990-2000 decade. On the other hand, per capita income growth at 46% did exceed the growth in inflation as measured by the consumer price index, which grew 34%, over the 1990-2000 decade.

<sup>13</sup> Source: Census 2000 Summary File 3; Census 1990 Summary File 3

<sup>14</sup> Source: Census 1990 Summary File 3

<sup>15</sup> Source: Census 2000 Summary File 3

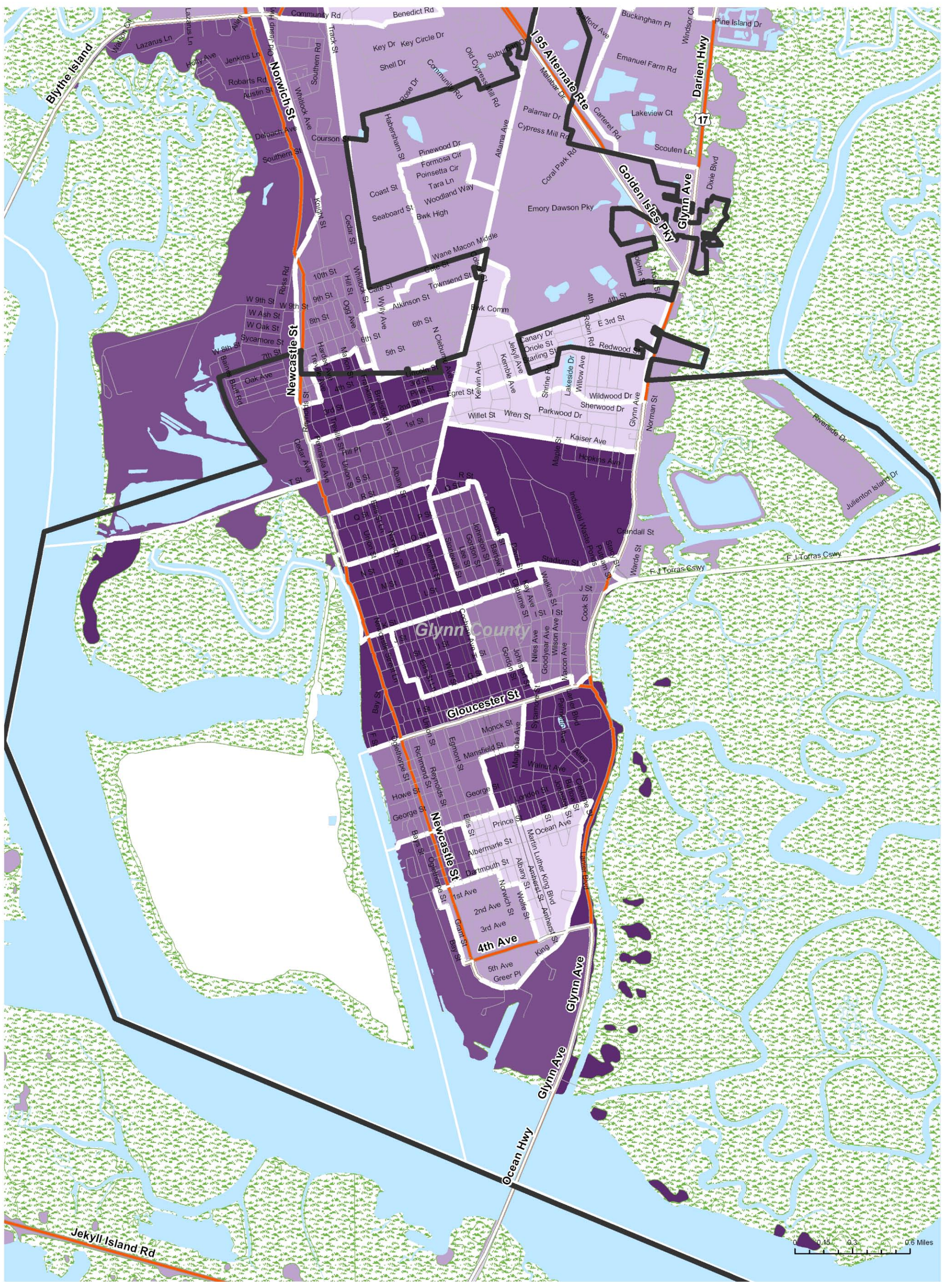
*Per Capita Income for City of Brunswick and State of Georgia, 1990-2000<sup>16</sup>*

	1990	2000
City of Brunswick	8,937	13,062
Georgia	13,631	21,154
As % of State	66%	62%


Like many cities in the south, the City of Brunswick has long been a location where poor and disadvantaged populations are concentrated. The City continues to confront the multiple issues that are associated with concentrations of poverty – lack of employment opportunities, poor public facilities, deteriorating neighborhoods, and a generally disenfranchised population.

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<sup>16</sup> Source: Census 1990, 2000 Summary File 3



<b>LEGEND</b>	2000 Poverty/Block Group	21% - 30%	Brunswick Boundary	
	10% or less	31% - 40%		Coastal Marshland
	11% - 20%	More than 40%		



NORTH

## Housing 2.0

### Housing Types and Mix

For a highly urban environment, housing in the City of Brunswick is dominated by single family housing with regard to type. In 2000, 62% of housing was of the single family housing type, with the second most common housing type being small multifamily complexes of less than 10 units, which were 14% of the housing units. About 7% of housing units are in multifamily housing developments of over 50 units, and about 7% of housing units are in double units (duplexes).

Few housing units were produced in the City of Brunswick from 1990-2000. The largest growth was in multifamily housing of 50 or more units, where approximately 380 units were added between 1990-2000. In most other categories, there was a net loss of housing units, indicating a general lack of investment and population stagnation.

More recent trends suggest that the City is starting to see increasing investment in housing. Housing renovations are quite common and some new-construction infill housing is coming to the City as well.

The development of Liberty Harbor will also add substantially to the City’s housing stock, and will include both single family as well as condominium housing types.

Based on Census data, it appears that there was significant housing deterioration between 1990-2000. The percent of housing units with inadequate kitchen or plumbing facilities increased from less than 1% of the housing stock to nearly 5% of the housing stock, a relatively strong indicator of disinvestment during this period.

	1980	1990	2000
<b>Total Housing Units</b>	6,911	6,901	6,918
<b>Single Units (detached)</b>	4,822	4,550	4,317
<b>Single Units (attached)</b>	551	239	248
<b>Double Units</b>	415	505	477
<b>3 to 9 Units</b>	762	961	991
<b>10 to 19 Units</b>	135	360	208
<b>20 to 49 Units</b>	24	82	111
<b>50 or more Units</b>	171	76	459
<b>Mobile Home or Trailer</b>	31	57	92
<b>All Other</b>	0	71	15
<b>Percents</b>			
<b>Single Units (detached)</b>	70%	66%	62%
<b>Single Units (attached)</b>	8%	3%	4%
<b>Double Units</b>	6%	7%	7%
<b>3 to 9 Units</b>	11%	14%	14%
<b>10 to 19 Units</b>	2%	5%	3%
<b>20 to 49 Units</b>	0%	1%	2%
<b>50 or more Units</b>	2%	1%	7%
<b>Mobile Home or Trailer</b>	0%	1%	1%
<b>All Other</b>	0%	1%	0%

<b>Section Outline</b>	<b>PG</b>
Housing Types & Mix	2-1
Condition & Occupancy	2-2
Housing Cost	2-3
Special Housing Needs	2-4
Jobs-Housing Balance	2-8

<sup>17</sup> Source: Census 1980, 1990, 2000 Summary File 1

## Housing Condition and Occupancy

It is not surprising that City of Brunswick has older than average housing stock. In fact, most of the City’s housing stock was built before 1959 – 55%, as of the 2000 Census. An older housing stock does not necessarily mean a deteriorated housing stock, however, as that depends upon the quality and frequency of maintenance. However, older housing stock is generally more vulnerable to deterioration due to lack of investment.

*Age of Housing Units in the City of Brunswick, 1990 and 2000*<sup>18</sup>

	1990	2000
1990 to 2000	NA	6%
1980 to 1989	11%	10%
1970 to 1979	11%	11%
1960 to 1969	20%	18%
1940 to 1959	42%	36%
1939 or earlier	16%	19%

*Age of Housing Units in the State of Georgia, 1990 and 2000*<sup>19</sup>

	1990	2000
Built 1970 - 1979	36%	37%
Built 1960 - 1969	25%	25%
Built 1950 - 1959	17%	17%
Built 1940 - 1949	9%	9%
Built 1939 or earlier	12%	12%

<sup>18</sup> Source: Census 1990, 2000 Summary File 3

<sup>19</sup> Source: Census 1990, 2000 Summary File 3

*Condition of Housing Units in the City of Brunswick, 1990 and 2000*<sup>20</sup>

	1990	2000
<b>Total housing units</b>	6,901	6,918
<b>Complete Plumbing Facilities</b>	6,875	6,792
<b>Lacking Plumbing Facilities</b>	26	126
<b>Complete kitchen facilities</b>	6,876	6,703
<b>Lacking complete kitchen facilities</b>	25	215
<b>Percents</b>		
<b>Complete Plumbing Facilities</b>	99.6%	98.2%
<b>Lacking Plumbing Facilities</b>	0.4%	1.8%
<b>Complete kitchen facilities</b>	99.6%	96.9%
<b>Lacking complete kitchen facilities</b>	0.4%	3.1%

<sup>20</sup> Source: Census 1990, 2000 Summary File 3

Both 1990 and 2000 data indicate a high rate of renters and a low percentage of home ownership in the City. In fact, data indicate that the rate of renter occupancy rose while the rate of home ownership declined from 1990-2000. Rental housing can be important as part of the housing mix because it provides housing for those families and individuals whose income does not allow them to put together a down payment or otherwise afford a home. However, the high rates of rental housing in the City may also result in neighborhood disinvestment and decline, as home owners are more likely to invest in the maintenance of their properties than owners of rental properties.

Vacancies were also high in 1990 and 2000, with vacancies reaching 13% in 2000. High vacancy rates are another indication of a weak housing market and potential neighborhood decline.

*Occupancy and Vacancy for the City of Brunswick, 1990 and 2000*<sup>21</sup>

	1990	2000
<b>Total Housing Units Built</b>	6,901	6,918
<b>Housing Units Vacant</b>	740	876
<b>Housing Units Owner Occupied</b>	3,050	2,687
<b>Housing Units Renter Occupied</b>	3,111	3,355
<b>Percents</b>		
<b>Housing Units Vacant</b>	11%	13%
<b>Housing Units Owner Occupied</b>	44%	39%
<b>Housing Units Renter Occupied</b>	45%	48%

<sup>21</sup> Source: Census 1990, 2000 Summary File 3

## Housing Cost

Median housing costs rose from around \$42,000 in 1990 to roughly \$61,000 in 2000, a 46% increase. This increase in housing costs is much higher than the comparative increase in median household incomes, which only rose 24% between 1990-2000. As a result, housing affordability declined during this decade and an increasing percentage of households have become cost burdened.

*Median Housing Costs for City of Brunswick in Comparison to Median Household Income, 1990, 2000.*<sup>22</sup>

	1990	2000	Percent Increase
<b>Median property value</b>	41,800	61,200	46%
<b>Median rent</b>	315	434	38%
<b>Median HH Income</b>	17,959	22,272	24%
<b>Property Value as % of HH Income</b>	233%	275%	

A household is defined to be “cost burdened” with respect to housing if that household must spend more than 30% of its gross income on housing costs. The percentage of households which are cost burdened by housing rose significantly, from 14% to 31% between 1990-2000. The increasing burden of housing cost is also reflected in overcrowding, which rose slightly between 1990 and 2000. Since 2000, housing prices have risen very rapidly in the City of Brunswick as they have through most of the country. As a result, housing affordability is now a more serious problem for the City.

*Number and Percent of Cost Burdened Households in City of Brunswick, 1990-2000*<sup>23</sup>

	1990	2000
<b>30% - 49%</b>	880	995
<b>50% and greater</b>	NA	877
<b>Not computed</b>	189	416
<b>Households</b>	6161	6042
<b>Percent Cost Burdened</b>	14%	31%

<sup>22</sup> Source: Census 1990, 2000 Summary File 3

<sup>23</sup> Source: Census 1990, 2000 Summary File 3

*Overcrowded Households in City of Brunswick, 1990-2000<sup>24</sup>*

	1990	2000
<b>Total occupied housing units</b>	6,161	6,042
<b>More than 1 person per room</b>	386	446
<b>More than 1 person per room</b>	6%	7%

Between 2000 and 2006, the average cost of housing in the City of Brunswick nearly doubled. The rate of growth in the price of housing in the City has been even higher than that of St. Simon’s Island. Although average costs can be misleading (a few high-priced homes can skew average cost much higher than median cost), this data is a significant indicator of the rapid rise in housing prices in the City. On the other hand, home prices in the City of Brunswick are only a fraction of the housing price found on St. Simon’s Island. In comparison with St. Simon’s Island, the City’s housing is quite affordable.

*Increase in Brunswick and Surrounding Area Home Prices, 2000-2006, Based on Home Sales<sup>25</sup>*

Location	2000	2003	2004	2005	2006	Percent Increase, 00-06
<b>Brunswick</b>	\$65,364	\$92,681	\$103,716	\$122,268	\$129,044	97%
<b>Mid-South SSI</b>	\$233,499	\$234,823	\$410,262	\$380,652	\$422,688	81%
<b>Mid-North SSI</b>	\$239,823	\$272,343	\$345,374	\$382,885	\$436,717	82%

Another measure of the rise of housing cost is the demand for public housing. As of January 2004, the Brunswick Housing Authority had a waiting list of 840 households, which is more than 60% of the number of households currently served by the housing authority. Following is a table of housing units and subsidies provided by the Brunswick Housing Authority as of the publication of the City’s Consolidated Plan in 2004 (the Consolidated Plan is a 5-year plan to address the major housing and other community development needs of the City and includes plans for the expenditure of federal Community Development Block Grant funds).

<sup>24</sup> Source: Census 1990, 2000 Summary File 3

<sup>25</sup> Source: Brunswick Downtown Development Authority, 2007

*Brunswick’s Assisted Housing Inventory<sup>26</sup>*

	Total	0-1 Bedroom	2 Bedrooms	3+ Bedrooms
<b>Public Housing</b>	589	109	233	236
<b>Section 8</b>	750	n/a	n/a	n/a

The Consolidated Plan briefly reviewed potential obstacles to the provision of affordable housing. Some of the main issues identified in the Consolidated Plan include:

- Availability and cost of land for multifamily housing
- Cost and availability of vacant land suitable for development
- Public opposition to new affordable housing
- Financing – lender requirements to low income households
- Lack of a provision for personal care homes or assisted living facilities in residential settings

Another issue that may be a constraint on the supply of affordable housing is the lack of coordination between the

City and non-profit housing developers. There are several non-profits that have an interest in developing affordable housing in the City, but a clear lead organization for developing affordable housing is yet to emerge. Non-profits can play a vital role in coordinating public and private resources to promote new affordable housing development.

**Special Housing Needs**

Like any urban area, the City of Brunswick is faced with a variety of populations with special housing needs. These populations include low-income populations, seniors, those with physical disabilities, the homeless, those with mental illnesses, people with AIDS, and victims of domestic abuse. The City’s most complete assessment of these populations, their needs, and the primary service providers in the area is the City’s 2004 Consolidated Plan. The Consolidated Plan is a 5-year plan to address the major housing and other community development needs of the City. Given limited funding to address these needs, the Consolidated Plan identifies the following priorities:

<sup>26</sup> Source: City of Brunswick Consolidated Plan, 2004-2009



- Assistance to extremely low income and low income households
- Increased coordination for social, human, and community services
- Economic development and skills training
- Addressing homelessness

The Consolidated Plan also provides a table of planned initiatives and targets for each initiative. Some of the special housing needs identified in the plan are presented below.

According to Comprehensive Housing Accessibility Strategy data, the City had 1,516 extremely low income households and 1,277 low income household in 2000. These households have difficulty affording market rate rental and for-sale housing.

The homeless are notoriously difficult to count. Homeless service providers estimated that they had served about 150 persons in the 2 year period leading up to the Consolidated Plan. The 2000 Census counted 44 homeless persons in Brunswick. Many homeless remain uncounted due to their staying with friends, family, or in temporary shelters in cars or abandoned houses. The Consolidated Plan identifies the need for both emergency and transitional housing for the homeless. Transitional housing for the homeless must provide long term support services in order to facilitate the transition out of homelessness. Some of the populations that are vulnerable to homelessness include low income, single parent, female headed households, people living paycheck to paycheck, people with disabilities, and victims of domestic violence. The Glynn Community Crisis Center reports that 70% of the women receiving its services are victims of domestic abuse.

The disabled population has unique housing needs in terms of housing configuration and transportation access. The Consolidated Plan reports a high rate of disabled residents in the City of Brunswick. As disabled people often are limited to Social Security income, their need for affordable housing is particularly acute. Their homes must have adequate accessibility accommodations and the disabled often need to live near public transportation services to increase their mobility.

Another population with special housing needs is those with mental illness and those with substance abuse problems. The Gateway Center for Human Development provides a residential center with support services for those with mental illnesses or recovering from substance abuse. Those with mental illnesses and substance abuse problems need supportive services as well as housing assistance.

The senior population in the City of Brunswick is another concern for special housing needs. The Consolidated Plan estimated that 14% of seniors lived below the poverty level as of 2000. Many seniors live alone and are therefore subject to safety issues. Also, many seniors live without vehicles and are therefore mobility-limited. Safety and housing rehabilitation are of concern with the senior population. When the Consolidated Plan was published, the Southeast Georgia Community Development Center was active in providing housing rehabilitation services to seniors.

Persons with AIDS often have unique housing and medical care needs. Although no count of persons with AIDS with housing needs was available from the Consolidated Plan due to privacy reasons, several social service agencies in Brunswick reported serving persons with AIDS. These organizations include the Coastal Area Support Team, the Manna House of Brunswick, Inc., the Southeastern Coastal Georgia Chapter of the American Red Cross, the Housing Authority of the City of Brunswick, CMAP, the Brunswick Multipurpose Center, and Habitat for Humanity of Glynn County.

*Estimated Special Housing Needs for Individuals, City of Brunswick, 2004*<sup>27</sup>

		Estimated Need	Current Inventory	Unmet Need/Gap
	Emergency Shelter	2	2	0
<b>Beds / Units</b>	Transitional Housing	6	4	2
	Permanent Housing	4	2	2
	<b>Total</b>	<b>12</b>	<b>8</b>	<b>4</b>
	Job Training	5	4	1
	Case Management	1	3	
<b>Estimated</b>	Substance Abuse Treatment	1	5	
<b>Supportive</b>	Mental Health Care	5	1	4
<b>Services</b>	Housing Placement	7	5	2
<b>Slots</b>	Life Skills Training	0	2	
	Other	4	18	0
	Chronic Substance Abusers		27	
	Seriously Mentally Ill		33	
<b>*Estimated</b>	Dually – Diagnosed		44	
<b>Sub-</b>	Veterans		38	
<b>populations</b>	Persons with HIV/AIDS	No accurate count	No accurate count	No accurate count
	Victims of Domestic Violence	300 cases	300 cases	
	Youth		18	
	Other			

<sup>27</sup> Source: City of Brunswick Consolidated Plan, 2004-2009

*Estimated Special Housing Needs for Families with Children, City of Brunswick, 2004<sup>28</sup>*

		Estimated Need	Current Inventory	Unmet Need/Gap
	Emergency Shelter	2	2	0
<b>Beds / Units</b>	Transitional Housing	6	4	2
	Permanent Housing	4	2	2
	<b>Total</b>	<b>12</b>	<b>8</b>	<b>4</b>
	Job Training	5	4	1
	Case Management	1	3	
<b>Estimated</b>	Substance Abuse Treatment	1	5	
<b>Supportive</b>	Mental Health Care	5	1	4
<b>Services</b>	Housing Placement	7	5	2
<b>Slots</b>	Life Skills Training	0	2	
	Other	4	18	0
	Chronic Substance Abusers		27	
	Seriously Mentally Ill		33	
<b>*Estimated</b>	Dually – Diagnosed		44	
<b>Sub-</b>	Veterans		38	
<b>populations</b>	Persons with HIV/AIDS		No accurate count	
	Victims of Domestic Violence		300 cases	
	Youth		18	
	Other			

<sup>28</sup> Source: City of Brunswick Consolidated Plan, 2004-2009

## Jobs-Housing Balance

Census 2000 data shows that 66% of people who lived in the City of Brunswick also worked in the City of Brunswick. This shows a strong jobs-housing balance for City residents – most people who live in the City are also able to find jobs in the City, which helps to minimize the distance of commutes. It should be noted that the City is a regional jobs center and that many people who live in the region commute in to the City. There are several major transportation routes into the City including US 17, US 82, and US 341. This network of routes into the City helps to diffuse traffic and prevent undue congestion for commuters. Another major commute pattern for the region is to jobs on St. Simon’s and Sea Islands, and it can be presumed that many City residents commute over the Torras Causeway to these islands. The general trend county-wide is for employment to disperse throughout the County, which may help prevent an over-concentration of employment relative to housing in the City.

The City is a relatively affordable location within the Brunswick region. This makes it easier for workers to live near their jobs if they wish to do so. However, housing prices have risen rapidly in recent years and there is a widely perceived lack of affordable housing both within the City and within the larger metro region. Some workers respond to the lack of affordable housing within the metro region by moving to the rural periphery and driving long distance to jobs which are located in the more central areas.

## Economic Development 3.0

### Economic Base

For any central City such as Brunswick, it is important to point out that the City's economy does not exist in isolation but is highly integrated into the regional economy. Major industries and linkages exist between and within different parts of the Brunswick metropolitan area. Many City residents work outside the City, and many people from other areas work inside the City. The City's economy cannot truly be considered a separate entity and economic trends are best understood within the context of the regional economy.

The City of Brunswick's historic economic base comes from its location as a port City. The Port of Brunswick and the seafood industry both have historically paid a major role. The City of Brunswick was also historically a center for the processing of paper and related wood products. All of these historic industries are still active in the City to a greater or lesser extent.

The major new industry in the City of Brunswick and the Golden Isles area is tourism. Tourism and related industries have grown strongly in the Golden Isles area and more recently for the City of Brunswick as well.

Looking at location quotients, which measure concentrations of employment, the City of Brunswick's economy centers on Arts, entertainment, recreation; accommodation and food services; Other Services; Wholesale Trade; and Educational, health and social services. The City of Brunswick is particularly strong in Arts, entertainment, recreation, accommodation and food services.

Another important employment base for the City of Brunswick is government employment. In addition to Glynn County offices, government employment in the City of Brunswick includes the Georgia Department of Natural Resources Coastal Resource Division, the University of Georgia Marine Extension Office, and the US Coast Guard.

*Employment by Industry for the City of Brunswick, 1980-2000<sup>29</sup>*

	1980	1990	2000
<b>Total Employed Civilian Population</b>	7,037	6,390	6,057
<b>Agriculture, Forestry, Fishing, hunting &amp; mining</b>	88	143	93
<b>Construction</b>	406	407	425
<b>Manufacturing</b>	1,482	874	527
<b>Wholesale Trade</b>	249	155	364
<b>Retail Trade</b>	1,255	1,493	739
<b>Transportation, warehousing, and utilities</b>	361	364	178
<b>Information</b>	NA	NA	42
<b>Finance, Insurance, &amp; Real Estate</b>	294	317	299
<b>Professional, scientific, management, administrative, and waste management services</b>	152	281	389
<b>Educational, health and social services</b>	1,174	927	1,216
<b>Arts, entertainment, recreation, accommodation and food services</b>	896	13	1,103
<b>Other Services</b>	263	957	466
<b>Public Administration</b>	417	459	216

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<sup>29</sup> Source: Census 1980, 1990, 2000 Summary File 3

*Employment by Industry for the City of Brunswick, as Percent of Total Employment, 1980-2000*<sup>30</sup>

	1980	1990	2000
<b>Agriculture, Forestry, Fishing, hunting &amp; mining</b>	1%	2%	2%
<b>Construction</b>	6%	6%	7%
<b>Manufacturing</b>	21%	14%	9%
<b>Wholesale Trade</b>	4%	2%	6%
<b>Retail Trade</b>	18%	23%	12%
<b>Transportation, warehousing, and utilities</b>	5%	6%	3%
<b>Information</b>	NA	NA	1%
<b>Finance, Insurance, &amp; Real Estate</b>	4%	5%	5%
<b>Professional, scientific, management, administrative, and waste management services</b>	2%	4%	6%
<b>Educational, health and social services</b>	17%	15%	20%
<b>Arts, entertainment, recreation, accommodation and food services</b>	13%	0%	18%
<b>Other Services</b>	4%	15%	8%
<b>Public Administration</b>	6%	7%	4%

**Labor Force**

Unemployment in the City of Brunswick was substantially higher than the State of Georgia in 2000. In 2000, the City's unemployment rate was 10.2% versus 5.5% in the State. This pattern also held true in 1990 as well. Likewise, the labor force participation rate for the City of Brunswick (58.7%) was lower than the State's rate (66.1%) in 1990 and 2000. It is likely that the higher unemployment rate and lower labor force participation rate are related to the lower average level of education for City of Brunswick residents. Looking more closely and unemployment, the 2000 unemployment rate was higher for women at 12.5% than for men at 7.6%. Men may have an easier time finding employment in the City of Brunswick due to the relatively large number of blue collar jobs in seafood processing, paper processing, and wholesale industries in and around the City.

<sup>30</sup> Source: Census 1980, 1990, 2000 Summary File 3

Recently, unemployment in the Brunswick metropolitan area has been quite low, and many employers are complaining of a qualified labor shortage. The Georgia Department of Labor reported unemployment of 4.0% for the Brunswick metropolitan area in July of 2007, which was lower than the reported state rate of unemployment at 4.9%.

*Labor Force Participation and Unemployment for the City of Brunswick, 1990-2000*<sup>31</sup>

	1990		2000	
	Count	Percent	Count	Percent
<b>Total Males and Females</b>	12,193		11,539	
<b>In labor force:</b>	7,066	58.0%	6,769	58.7%
<b>Civilian Labor force</b>	7,053		6,745	
<b>Civilian Employed</b>	6,390	90.6%	6,057	89.8%
<b>Civilian unemployed</b>	663	9.4%	688	10.2%
<b>In Armed Forces</b>	13		24	
<b>Not in labor force</b>	5,127	42%	4,770	41%
<b>Total Males</b>	5,289		5,005	
<b>Male In labor force:</b>	3,512	66.4%	3,186	63.7%
<b>Male Civilian Labor force</b>	3,499		3,162	
<b>Male Civilian Employed</b>	3,152	90.1%	2,922	92.4%
<b>Male Civilian unemployed</b>	347	9.9%	240	7.6%
<b>Male In Armed Forces</b>	13		24	
<b>Male Not in labor force</b>	1,777	34%	1,819	36%
<b>Total Females</b>	6,904		6,534	
<b>Female In labor force:</b>	3,554	51.5%	3,583	54.8%
<b>Female Civilian Labor force</b>	3,554		3,583	
<b>Female Civilian Employed</b>	3,238	91.1%	3,135	87.5%
<b>Female Civilian unemployed</b>	316	8.9%	448	12.5%
<b>Female In Armed Forces</b>	0		0	
<b>Female Not in labor force</b>	3,350	49%	2,951	45%

<sup>31</sup> Source: Census 2000 Summary File 3

The education level of the people of the City of Brunswick lags behind the average education level for the State of Georgia. For example, the percentage of people with at least some college work in the City of Brunswick is 35.4% versus 49.9% for the State. Likewise, looking at college graduates, the State has nearly twice the rate graduates as the City of Brunswick. On the other hand, the education level within the City of Brunswick has been increasing, with the percentage of people with some college work rising from 28.4% to 35.4% over the decade of 1990-2000. The relatively low level of education in the City of Brunswick may be a partial explanation for the higher levels of unemployment occurring within the City's population.

*Educational Attainment for the City of Brunswick, 1980-2000*<sup>32</sup>

	1980	1990	2000
Less than 9th Grade	2,856	1,532	1,201
9th to 12th Grade (No Diploma)	2,225	2,308	1,998
High School Graduate (Includes Equivalency)	2,883	3,454	2,916
Some College (No Degree)	1,186	1,490	1,841
Associate Degree	NA	353	428
Bachelor's Degree	550	701	723
Graduate or Professional Degree	411	355	360
<b>Total</b>	<b>10,111</b>	<b>10,193</b>	<b>9,467</b>

*Educational Attainment for the City of Brunswick by Percent, 1980-2000*<sup>33</sup>

	1980	1990	2000
Less than 9th Grade	28.2%	15.0%	12.7%
9th to 12th Grade (No Diploma)	22.0%	22.6%	21.1%
High School Graduate (Includes Equivalency)	28.5%	33.9%	30.8%
Some College (No Degree)	11.7%	14.6%	19.4%
Associate Degree	0.0%	3.5%	4.5%
Bachelor's Degree	5.4%	6.9%	7.6%
Graduate or Professional Degree	4.1%	3.5%	3.8%
<b>Total</b>	<b>10,111</b>	<b>10,193</b>	<b>9,467</b>

<sup>32</sup> Source: Census 1980, 1990, 2000 Summary File 3

<sup>33</sup> Source: Census 1980, 1990, 2000 Summary File 3

*Educational Attainment for the State of Georgia by Percent, 1990-2000*<sup>34</sup>

	1990	2000
Less than 9th Grade	12.0%	7.5%
9th to 12th Grade (No Diploma)	17.1%	13.9%
High School Graduate (Includes Equivalency)	29.6%	28.7%
Some College (No Degree)	17.0%	20.4%
Associate Degree	5.0%	5.2%
Bachelor's Degree	12.9%	16.0%
Graduate or Professional Degree	6.4%	8.3%
<b>Total</b>	<b>10,111</b>	<b>10,193</b>

<sup>34</sup> Source: Census 1990, 2000 Summary File 3

## Personal Income and Wages

By far most personal income for City of Brunswick residents comes from wage or salary income, at 67.9% in 2000. However, City of Brunswick residents received a lower percentage of their income from wages and salary, at 67.9%, than State of Georgia residents did at 78.2%. City of Brunswick residents received a higher proportion of their incomes from Social Security and other forms of retirement income, which combined made 15.6% of the City's income versus 8.6% of the State's. This is unsurprising given the high proportion of seniors within the City of Brunswick.

In terms of trends in personal income, income from wages decreased the most as a percent of total income from 1990-2000, while self employment income increased the most, rising from just 2.9% of aggregate income in 1990 to 5.2% of aggregate income in 2000 for the City of Brunswick. A similar increase in self employment income was not seen in the State of Georgia, indicating that perhaps conditions have become more favorable for small businesses in the City of Brunswick during the 1990-2000 period.

### *Personal Income by Type, Percent Distribution, City of Brunswick, 1990-2000<sup>35</sup>*

	1990	2000
<b>Aggregate wage or salary income for households</b>	71.8%	67.9%
<b>Aggregate other types of income for households</b>	2.2%	3.4%
<b>Aggregate self employment income for households</b>	2.9%	5.2%
<b>Aggregate interest, dividends, or net rental income</b>	4.6%	5.8%
<b>Aggregate social security income for households</b>	10.5%	8.8%
<b>Aggregate public assistance income for households</b>	2.1%	2.1%
<b>Aggregate retirement income for households</b>	6.0%	6.9%
<b>Total</b>	<b>10,111</b>	<b>10,193</b>

<sup>35</sup> Source: Census 1990, 2000 Summary File 3

### *Personal Income by Type, Percent Distribution, State of Georgia, 1990-2000<sup>36</sup>*

	1990	2000
<b>Aggregate wage or salary income for households</b>	78.5%	78.2%
<b>Aggregate other types of income for households</b>	1.1%	1.7%
<b>Aggregate self employment income for households</b>	6.3%	5.6%
<b>Aggregate interest, dividends, or net rental income</b>	5.6%	5.3%
<b>Aggregate social security income for households</b>	4.3%	4.0%
<b>Aggregate public assistance income for households</b>	0.7%	0.6%
<b>Aggregate retirement income for households</b>	3.4%	4.6%

<sup>36</sup> Source: Census 1990, 2000 Summary File 3



## Commuting Patterns

The City of Brunswick has historically been a major employment center for the Brunswick region. This is still the case; however, employment has been steadily decentralizing through broader Glynn County. Glynn County is still home to the vast majority of employment for the region. As of 2000, most residents in the City of Brunswick also worked in the City (66%). However the trend from 1990-2000 is that an increasing number of City of Brunswick residents are working outside of the City. Data also shows that as of 2000 nearly all residents of Glynn County worked inside the County (94%).

*Location of Employment for City of Brunswick Residents, 1990-2000<sup>37</sup>*

	1990	2000
<b>Worked in State of residence</b>	100%	100%
<b>Worked in place of residence</b>	78%	66%
<b>Worked outside of place of residence</b>	22%	34%
<b>Worked outside of state of residence</b>	0%	0%

*Location of Employment for Glynn County Residents, 2000<sup>38</sup>*

County of Employment	Number	Percent
Glynn	29,424	93.7%
Camden	365	1.2%
McIntosh	303	1.0%
Wayne	247	0.8%
Duval, FL	145	0.5%
Chatham	140	0.4%
Liberty	78	0.2%
Brantley	77	0.2%
Other	628	2.0%
<b>Total</b>	<b>31,407</b>	<b>100.0%</b>

As of 2000, the City of Brunswick had a high proportion of residents who did not own any vehicle (nearly 20%). It should also be noted that an additional 44% of households had just 1 vehicle. This may be a positive sign or a negative

<sup>37</sup> Source: Census 1990, 2000 Summary File 3

<sup>38</sup> Source: Census 1990, 2000 Summary File 3

sign. On the positive side, compact and accessible land use patterns may make vehicle ownership unnecessary for many residents. However on the negative side, lack of a vehicle may significantly restrict employment opportunities for residents. This may become an increasing issue as employment continues to decentralize and disperse throughout Glynn County. The following table compares vehicle ownership in the City of Brunswick to that in the State of Georgia.

*Vehicle Ownership by Household, City of Brunswick and Georgia, 2000<sup>39</sup>*

	Georgia	City of Brunswick
<b>Total Households</b>		
<b>No vehicle available</b>	8.3%	19.7%
<b>1 vehicle available</b>	32.3%	44.1%
<b>2 vehicles available</b>	39.8%	25.3%
<b>3 vehicles available</b>	14.3%	8.5%
<b>4 vehicles available</b>	3.9%	2.1%
<b>5 or more vehicles available</b>	1.4%	0.3%

## Economic Resources

### *Brunswick Glynn County Development Authority*

The Brunswick-Glynn County Development Authority is the premier economic development organization in the region for the recruitment and retention of industry. The Development Authority is tapped into all aspects of industrial growth, such as major sector trends, real estate availability, and infrastructure and labor demands of industry. The Brunswick and Glynn County Development Authority markets the area for industrial development by providing information, sites, and facilitating incentives for target industries. Currently the Development Authority is working to refine its marketing strategy and to identify target industries. The Brunswick and Glynn County Development Authority works to package appropriate incentives to recruit new industry. Among the tools it employs is the authority to issue bonds to finance loans for industrial development. Parts of Glynn County are also able to offer tax exemptions for unfinished goods that move through the Port of Brunswick. Also, the Development Authority works with the State Department of Economic Development to package local and state incentives together –

<sup>39</sup> Source: Census 1990, 2000 Summary File 3

with the state providing tax incentives for new or existing industries that generate job growth.

#### *Small Business Development*

The City of Brunswick has a number of institutions and programs to facilitate small business development in the City. Glynn County and the City of Brunswick are currently (as of 2007) listed as Entrepreneur Friendly communities by the Georgia Department of Economic Development.

The City of Brunswick maintains a Downtown Development Authority to promote physical and economic development in the downtown area. The Downtown Development Authority provides marketing information to attract tourists and investors into the downtown area. The DDA also runs a Jump Start program to promote new retail businesses in the downtown area by assisting with start-up costs. The City's Historic Preservation Board, which maintains and protects the historic character of the downtown area, is also administered through the DDA.

The Coastal Area District Development Authority (CADDA) is another key organization for the promotion of small business in the City of Brunswick. Located downtown, CADDA is the primary provider of federal Small Business Association loans for the coastal region. These Small Business Association loans can be used to help finance fixed asset capital expenditures for establishing a new business or expanding an existing small business. CADDA also provides counseling to small businesses, offering them assistance in putting together business plans or financing strategies for expansion. CADDA also hosts an assortment of other low interest loans funds, some of which are dedicated to specific functions. Some low interest loan funds are dedicated to assisting economically disadvantaged business owners, while other funds are dedicated to promoting downtown revitalization.

Located adjacent to CADDA, the University of Georgia maintains a Small Business Development Center (SBDC) downtown. The goal of the Small Business Development Centers is to provide education for potential and existing small business owners. The SBDC offers education both through individual consulting and through classroom education. This training is available to any small business owner. Some of the consulting services that the SBDC provides include assistance in putting together business plans, budgets, cash flow projections, and loan proposals. They also can compare a specific business to industry trends to help them understand how they are performing. The SBDC also provides export specialists to help the small business owner explore export markets.

#### *Training*

Coastal Georgia Community College (CGCC) is part of the Technical College System of Georgia. As such, CGCC is the primary location for workforce development, employee training, and adult education for the coastal region. CGCC serves both as a community college and as a technical school which provides direct training that leads to employment in current openings. For Adult Education, CGCC offers classes in preparation for a GED and in adult literacy. In terms of technical education, CGCC currently offers 44 technical training programs and can develop specific programs to meet a new need for industrial labor. CGCC is a participant in several of the Georgia Department of Economic Development's programs, including the Quick Start program and the new Work Ready program. The new Work Ready program promotes regional coordination of workforce development programs with economic development strategy.

The Georgia Department of Labor (DOL) also has an office in Brunswick and offers individualized assistance in finding and paying for training for entry level skilled jobs. The Georgia DOL uses federal funding through the Workforce Investment Act/ Individual Training Account program that will help dislocated workers find training in a new, in-demand field. The DOL will also help dislocated workers find new positions in their current field if available. In order to qualify for training, a potential worker must pass an aptitude test and must be seeking employment in an in-demand occupation. Usually the training period is between 6 months to 2 years. The DOL will help the job seeker find and pay for training and in some cases may be able to assist with child care as well. Much of the technical training paid for by the Workforce Investment Act/ Individual Training Account program is offered by the CGCC nearby.

The Golden Isles Career Academy is a new joint effort by Glynn County, Glynn County Schools, and various private sector partners to increase the level of technical and vocational training options offered to high school students in the Brunswick and Glynn County areas. Funded by SPLOST and E-SPLOST funds as well as a variety of donations, ground was broken on the Golden Isles Career Academy in May of 2007 and the school is expected to open in fall of 2008. Golden Isles Career Academy will be a charter technical high school, and its curriculum is being designed by a collaborative partnership of the school board, local colleges, and local businesses. The curriculum is expected to include subjects such as: Agriculture, Automotive, Business Education, Construction, Cosmetology, Dental Assisting, Electronics, Engineering, Graphic Communications, Health Care, Hospitality, Law Enforcement/Public Safety, Manufacturing, Technology, Welding/Machine Shop, and

Work Ethic. Students at the Academy will also have the opportunity to participate in externships and internships in order to link their education and training with real on-the-job experience. The Academy will be governed by a joint public/private board.

#### *Transportation*

The City of Brunswick is well connected to the region and the country through its transportation infrastructure. I-95, a major north-south interstate, runs nearby the City with three exits providing access into the City. Other major arterials connecting the City to its regional surroundings include US highways 17, 82, and 341.

The Port of Brunswick is one of two major ports operated by the Georgia Port Authority. The City of Brunswick is served by three local airports and two international airports. The City of Brunswick's international airports are each an hour away – the Jacksonville International Airport and the Savannah International Airport. The three local airports are the McKinnon St. Simons Island Airport, the Brunswick Golden Isles Airport, and the Jekyll Island Airport. The local Brunswick Golden Isles Airport has a brand new terminal and an 8,000 foot runway. The Brunswick Airport currently offers daily service by Atlantic Southeast Airlines. Both CSX and Norfolk Southern provide freight rail to the county and directly to the Port of Brunswick in particular.

The Glynn County Long Range Transportation Plan proposed a number of road projects that will help maintain the City of Brunswick's regional connectivity. Recently US 341 has been widened to 4-lanes throughout, and GDOT is continuing its work on widening I-95 to six lanes, a project that should be completed within the next 2 years.

#### *Port of Brunswick*

The Port of Brunswick has three deepwater terminals and a strong reputation for productivity and efficiency. The Port handles bulk goods and has seen growth in the amount of machinery and automobiles it has shipped in recent years. From 1994 to 2003 the Port saw an increase in the number of vehicles shipped from about 100,000 to over 300,000 units. Twelve different auto manufacturers use the Colonel's Island Terminal to ship their products. The Mayor's Point Terminal primarily handles forest products, while the Marine Port Terminal largely handles break bulk and bulk commodities. The US Army Corps of Engineers is continuing to work on a harbor deepening project first begun in 2002. The total \$70 million harbor widening project requires \$16 million in additional funds before it can be completed. The project will result in deeper channels, wider

turning basins, as well as the restoration of some marshlands.

A number of other major improvements are coming to the Port of Brunswick. The north side of the Colonel's Island terminal is mostly developed, but the south side has over a thousand acres of developable land with port access. A new overpass will cross over US Hwy 17 and the railroad which will allow a free flow of traffic from the south side of Colonel's Island, increasing its access and development potential. At the same time, a cooperative project with Norfolk Southern is improving the rail access to Colonel Island. This new direct rail connection will help shipments from the Port avoid time-consuming switch yards and shave several days off of the transshipment process.

## **Economic Trends**

#### *Major Employers*

Some of the major, private sector employers in the City of Brunswick include Southeast Georgia Regional Medical Center, Koch Cellulose, King and Prince Seafood, Hercules, Georgia Pacific Gypsum, and Jered Industries. From this list it is apparent that Brunswick's historic industries in paper, pulp, and related materials and in seafood are still significant employers. Outside the City, the Sea Island Company and other tourism and resort related developments are also major employers. The City is also a hub for a variety of public employment, including City of Brunswick, Glynn County, Glynn County Schools, and various state and federal departments such as the Coastal Resources Division of the Georgia Department of Natural Resources.

#### *Major Trends*

Although the City of Brunswick is still a major center for employment for the region, the trend is for employment to decentralize and spread throughout the county. There are a number of explanations for this trend. The City has limited land area, and major employers are more likely to find adequate size parcels outside the City. Also, as population decentralizes, employment is likely to follow for the convenience of the community population. Decentralization of employment is not necessarily a negative; however, for those who do not own a reliable personal vehicle decentralization of employment may result in reduced employment opportunities.

At the same time, the City of Brunswick is seeing significant downtown revitalization which is evidenced by the

renovation of historic buildings, new construction, and the opening of many new small businesses downtown. Downtown is experiencing solid growth in retail, shops, and restaurants and may soon be approaching a critical mass that will serve to attract even more of the same. Stakeholders who live and work throughout the region have noticed downtown's revitalization and applaud this development.

The one common feature of the City of Brunswick's economy that has remained consistent through four centuries is the importance of its port. The port is one of the primary reasons the City was established, was the primary engine of its growth in the New South period, and remains relevant as its recent surge in economic activity reveals. While the primary portions of the Port of Brunswick are currently predominantly outside the City, the long term growth of the Port is important to the City and the region. International trends such as the growth in international trade and fluctuations in oil prices are likely to make the Port and associated rail lines increasingly important in the future of the region. Balancing port development with local quality of life will be a key challenge for the coming decades.

Some of the strongest growth in the regional Brunswick/Golden Isles economy has been in the tourism sector. This growth pattern is likely to continue. The Brunswick/ Golden Isles area has a number of attractions, including a coastal environment, many natural resources, beautiful surroundings, a temperate climate, and ample historic and heritage resources. Population growth along the entire eastern seaboard will also drive increases in tourist activity.

The City of Brunswick has significant employment in its historic industries, namely wood products processing and seafood processing. The seafood processing industry has seen major shifts lately with seafood from Asia underpricing locally produced seafood and therefore dominating the market. Also the seafood processing industry has seen consolidation in recent years. Most of the industries that are currently operating in the Brunswick area appear to be stable and are expected to operate at current levels for the foreseeable future. However, increasing industrial efficiency means that little employment growth can be expected from these historic industries. Most employment growth is expected to come from service-sector jobs such as health care and tourism. A complete list of expected growth occupations for the coastal region is available from the Georgia Department of Labor website.

### *Major New Developments*

The most important new development to come to Brunswick in some years is Liberty Harbor. This 110-acre development on the southern tip of Brunswick will introduce a major increase in the number of dwelling units as well as make important waterfront property publicly accessible. Higher end residences will also provide a boost to the tax base of the City.

Liberty Harbor is proposed as a mixed-use development with single family homes, condominiums, marina slips, and retail, with an expected 1800 new units. The master plan for Liberty Harbor has been approved by the City and construction has started as of the summer of 2007.

The City is planning on developing a new water-front park, to be called Liberty Ships Park, adjacent to the Liberty Harbor development. Liberty Ships Park will include a boat ramp for boat launches, and a greenway is planned to link the new park to Howard Coffin Park.

Another major development coming to the City is Parkwood Village at the intersection of US 17 and Parkwood Avenue. This mixed-use development includes 110 units of condominiums, 100,000 square feet of retail and 300,000 square feet of office. The Parkwood Village development is also remarkable in that it makes use of the City's new planned Traditional Neighborhood District zoning category.

Cattycorner to the approved Parkwood Village development is an associated development called Riverside Plaza at Parkwood Village. This is also a major, mixed use development on the US 17 corridor with a maximum of 175,000 square feet in mixed commercial and residential uses, including a proposed hotel.

## Cultural Resources 4.0

### Historic Resources Overview

Brunswick was one of the first ports for the American colonies. Its grid system of streets and parks were designed in 1771 by George McIntosh, whose plan was quite similar to Savannah's in character. The original town plan included six public squares surrounded by public lots and a substantial town commons of over 2,000 acres. In 1797, the Georgia General Assembly transferred the Glynn County seat from Frederica to Brunswick. Brunswick incorporated in 1836, and began growing in earnest after the arrival of railroad in 1856.

Brunswick also felt the brunt of the American Civil War. To save the port from Union usage, Confederate soldiers burned Saint Simon's Island's lighthouse in 1862 and later the City of Brunswick as they fled the area. The period after the Civil War, Reconstruction, left an imprint on the City as it struggled to rebuild. Brunswick's lack of historic buildings from the period of 1868-1874 reflects this depression. Yet, the period of the New South, between 1874 and 1904, saw strong growth as Brunswick provided a base for the growing timber industry. World Wars I and II made the City a major supplier of transport ships and a storing point for naval supplies.

The above events and dates show that Brunswick has been the center of the coastal region since its birth, and is unusually rich in cultural resources. While the nuances of history are often lost through the ages, physical structures present strong reminders and contribute to the identity of a place, which is particularly apparent in Brunswick's historic downtown squares and avenues. Recognizing the artifacts of Brunswick's history ensures important resources will not be lost as Brunswick experiences change and new growth. The Comprehensive Plan seeks to highlight these historical features and present measures for their preservation.

Quatrefoil Consulting completed a two-phase Historic Resource Survey report for the City of Brunswick in 2005. The survey was both broad and detailed, covering the large majority of resources that may be eligible for listing with the National Historic Register. The Survey contains a historic overview of the City, an architectural analysis of potentially eligible historic buildings including architecture style, type, and historic integrity, and a listing of properties that may be eligible for historic nomination. Selected historic resources are described and their locations indicated. The Survey also recommends certain historic resources for nomination to the

National Register, focusing on those properties with the most historic significance and the greatest degree of historic integrity.

These resources were surveyed and catalogued according to time period. The divisions, according to Quatrefoil Consulting, are as follows:

- Antebellum (1820-1859) – 2 historic resource
- Civil War/Reconstruction (1860-1879) – 8 historic resources (1%)
- New South (1880-1919) – 491 historic resources (63%)
- Roaring Twenties (1920-1929) – 77 historic resources (10%)
- Great Depression (1930-1939) – 105 historic resources (13%)
- World War II/pre-Cold War (1940-1949) – 46 historic resources (6%)
- Cold War (post 1950) – 39 historic resources (5%)

By far the largest portion of historic resources surveyed were single family residential, comprising 89% of the total resources surveyed. However, several notable civic buildings were also amongst the buildings surveyed.

Brunswick also benefits from a supportive citizenry, one that has formed organizations for the explicit purpose of protecting and promoting these resources. Organizations such as Brunswick Landmark's Foundation, Signature Squares of Brunswick, and the efforts of Blueprint Brunswick, all seek to promote Brunswick's historic resources as cornerstones to the area's cultural experience.

By combining available funding with restoration efforts, these organizations have created unique locations which house a variety of contemporary activities, from civic institutions to cultural venues to special events. Blueprint Brunswick anchored the revitalization of the downtown area on landmarks such as Old City Hall.

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## Historic Resource Survey

Brunswick has several historic neighborhoods and areas that define the City. These neighborhoods are:

- Old Town
- Town Commons
- Mayhew
- Lanier Plaza
- New Town
- Windsor Park
- Dixville
- Habersham Park
- Urbana
- South End Brunswick
- Southyard

### *Old Town*

The Brunswick Old Town Historic District is the site of the original planned town of Brunswick. Originally, Brunswick was established and planned in its current pattern of streets and squares by the British colonial authority in Georgia, though it was not substantially developed until the 19th century. The British foundation of the City is reflected in the street names, which come from various British royalty of the time. Brunswick contains an outstanding collection of late 19th century residential and public buildings. Also of note are the hexagonal stone tiles which were originally used to pave the sidewalks. Unfortunately, many of the distinctive squares have been lost to development and through streets.

### *Old City Hall*

Old City Hall was designed by Alfred Eichberg in a Richardson Romanesque/Queen Anne style in 1889. It is notable for its wealth of period detail including granite exterior, pine flooring, fireplaces, and gaslight fixtures. Currently it is used as for City offices and as the location for City Commission public hearings. It is also available as an event facility open to the public.

### *Glynn Academy<sup>40</sup>*

Originally built in Hillsborough Square, the original structure served as the only educational building in Brunswick for a period of nearly fifty years, 1840-1889. A new Annex was built in 1889, which underwent a renovation in 1923 to memorialize the Glynn County men who had

served during World War I. The architect, Hendrik Wallin, carried out the memorial idea by using as his motif the architectural design of the celebrated Louvain Library in Belgium, whose destruction by the Germans infuriated the civilized world.

### *Ritz Theatre*

The Ritz Theatre was originally constructed in 1898 to house a theatre, accompanying shops, and offices. Later, the Ritz became a venue for vaudeville and motion pictures in the 1930's. With the change to films, the theatre was modernized to an art deco look complete with a large marquee. The City of Brunswick purchased the building in 1980. Since 1989, the building has gradually been rehabilitated to reflect its original Victorian roots revealing its brick detailing, transoms, and glasswork. Today, the Ritz houses the Golden Isles Arts & Humanities Association, which oversees a regular series of performing arts events.

### *Mary Ross Waterfront Park – Liberty Ships*

Brunswick was the site of the construction of the Liberty Ships used to haul cargo for the United States during World War II. The J.A. Jones Construction Company oversaw the construction of 99 Liberty ships, over 440 feet in length, during the height of the war mobilization period. The employees received a commendation from the crew of the U.S.S. Pompon for continuing work during Christmas Day with no compensation to demonstrate their support the war effort. A 23-foot scale replica of a Liberty Ship is displayed on the grounds of the Mary Ross Waterfront Park in downtown Brunswick.

### *New Town*

New Town Brunswick began with the need to build Glynn Academy in 1835, when land was carved out of the town commons and sold as lots to raise money in order to finance construction of the school.

### *Glynn County Courthouse*

The historic Glynn County Courthouse was constructed in 1906 in the Neoclassical Revival style under the designs of C.A. Gifford and E.S. Betts. This courthouse replaced an older courthouse that was damaged in the hurricane of 1896. The historic Glynn County Courthouse was used for official court activities until 1991.

Currently the Courthouse hosts offices for the Board of Commissioners, the Administration, and the County Attorney. Commission Chambers on the second floor serve as the meeting location for the Board, the Planning Commission, and other groups.

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<sup>40</sup> Source: Glynn Academy website, <http://www.glynn.k12.ga.us/GA/>

### *Selden Park – Selden Normal & Industrial Institute*

Selden Park, near the banks of the Turtle River, is built on the former site of The Selden Normal & Industrial Institute. The Institute was considered one of the finest black educational facilities of its time. The institute was conceived of by Rev. Samuel Dent, an alumnus of Morehouse College in Atlanta, and came to fruition largely due to the efforts of an educator named Carrie E. Bemus. Miss Bemus, an African-American woman, was responsible for developing the curriculum and recruiting the original faculty of the Institute.

The early buildings and land acquisition for the Institute were largely financed out of her personal savings and her fund-raising efforts. Opened in 1903, the Institute, which was originally called the Christian High School and Normal and Industrial Institute, pioneered the intermediate education of blacks throughout the coastal area. The Selden Institute merged with other educational institutions over the years, until its historic campus in the City of Brunswick was no longer needed.

Selden Normal & Industrial Institute was named for Dr. Charles Selden, a missionary noted for his work in China, who helped to finance the Institute. Dr. Selden's philanthropic contributions financed the expansion of the Institute through the acquisition of land where Selden Park sits today. The school was later purchased by Glynn County for a public park. Today, Selden Park's 33 acres are a popular gathering spot for family reunions, picnicking, and recreational sports, including swimming, basketball, and soccer.

Other Properties Listed on the National Historic Register:

- Ballard School
- Colored Memorial School and Risley High School
- Needwood Baptist Church and School

### *The Gullah-Geechee Cultural Heritage Corridor*

National legislation has established the Gullah-Geechee Cultural Heritage Corridor, a coastal corridor from northern Florida to southern North Carolina where the National Park Service will seek to partner with local governments and organizations to preserve and interpret the historical legacy of the Gullah and Geechee cultures. A Gullah-Geechee Cultural Heritage Corridor Commission is being established in 2007 to oversee these efforts, and will include historic preservation officials from the states of Florida, Georgia, South Carolina, and North Carolina as well as recognized experts in fields such as historic preservation and anthropology. The Commission will have the power to develop a management plan and conduct a variety of

activities in support of historic preservation and interpretation of cultural resources along the corridor. There will likely be opportunities for federal funding for projects that interpret the story of Gullah/Geechee culture and identify and preserve historic Gullah/Geechee sites and artifacts.

## **Cultural Resources Overview**

The Ritz Theater is the center of Brunswick's cultural events activities. The building's historic character conveys an ambiance and style for community events and the arts. As stated previously, the building is steeped in history and has undergone extensive renovation, complete with stage and gallery space. Currently, the theater houses the central coordinating council for the arts in Brunswick and Glynn County, the Golden Isles Arts and Humanities Association (GIAHA).

The GIAHA also manages Brunswick's other main cultural facility, Mary Ross Waterfront Park. The park contains models of the Liberty Ships built at J.A. Jones Shipyards during the World Wars. It also has an outdoor amphitheater suitable for music events and plays, a farmers market, and boasts views overlooking the harbor and shrimping boats. The park plays host to a wide variety of festivals and events throughout the year.

### *Cultural Organizations*

Golden Isles Arts and Humanities Association (GIAHA) is responsible for coordination of a variety of cultural activities for the City and the region, and GIAHA collaborates with several other organizations to promote a rich cultural experience for Brunswick's citizens. Moreover, by working with arts organizations throughout the community and by utilizing Grassroots Arts Program (GAP) funding provided by the Georgia Council for the Arts, the GIAHA brings cultural programs to Brunswick's public schools. The following is a list of arts organizations affiliated with GIAHA:

- Brunswick Community Concert Association (Music)
- C.A.P.E. Theatre (Theater Group)
- Glynn Art Association (Visual Arts)
- Island Concert Association (Music)
- The Island Players (Theater Group)
- The Mozart Society (Music)

The Brunswick-Glynn County Public Library, located in downtown Brunswick, is the headquarters for the Three Rivers Library System. The Three Rivers Library System is

funded by state and local sources, including Glynn County and the City of Brunswick, as well as the Friends of the Library citizen group. As the headquarters library, the Brunswick Library offers a number of advantages to Brunswick residents, as it is the library with the most books and the largest reference department. The library contains over 125,000 items, including not just books, but also other media items such as audios, videos in various formats, newspapers, and magazines. The Brunswick Library also offers a full array of computer resources with 25 computers and high speed internet access.

The Brunswick Library is home to a number of special resources. These resources include a law collection of the Brunswick Bar Association, a library for the blind and physically handicapped, and a variety of resources on local history and culture. The Brunswick Library's historical collections include historic photos, genealogical materials, and records on important local monuments such as the J A Jones Shipyard.

The Brunswick Library is also host to a variety of events for both school children and adults. Events include a vacation reading program, foreign films, musical performances, and lectures. The Library's auditorium provides a forum for a variety of public events and sometimes serves as a location for receptions of visiting authors.

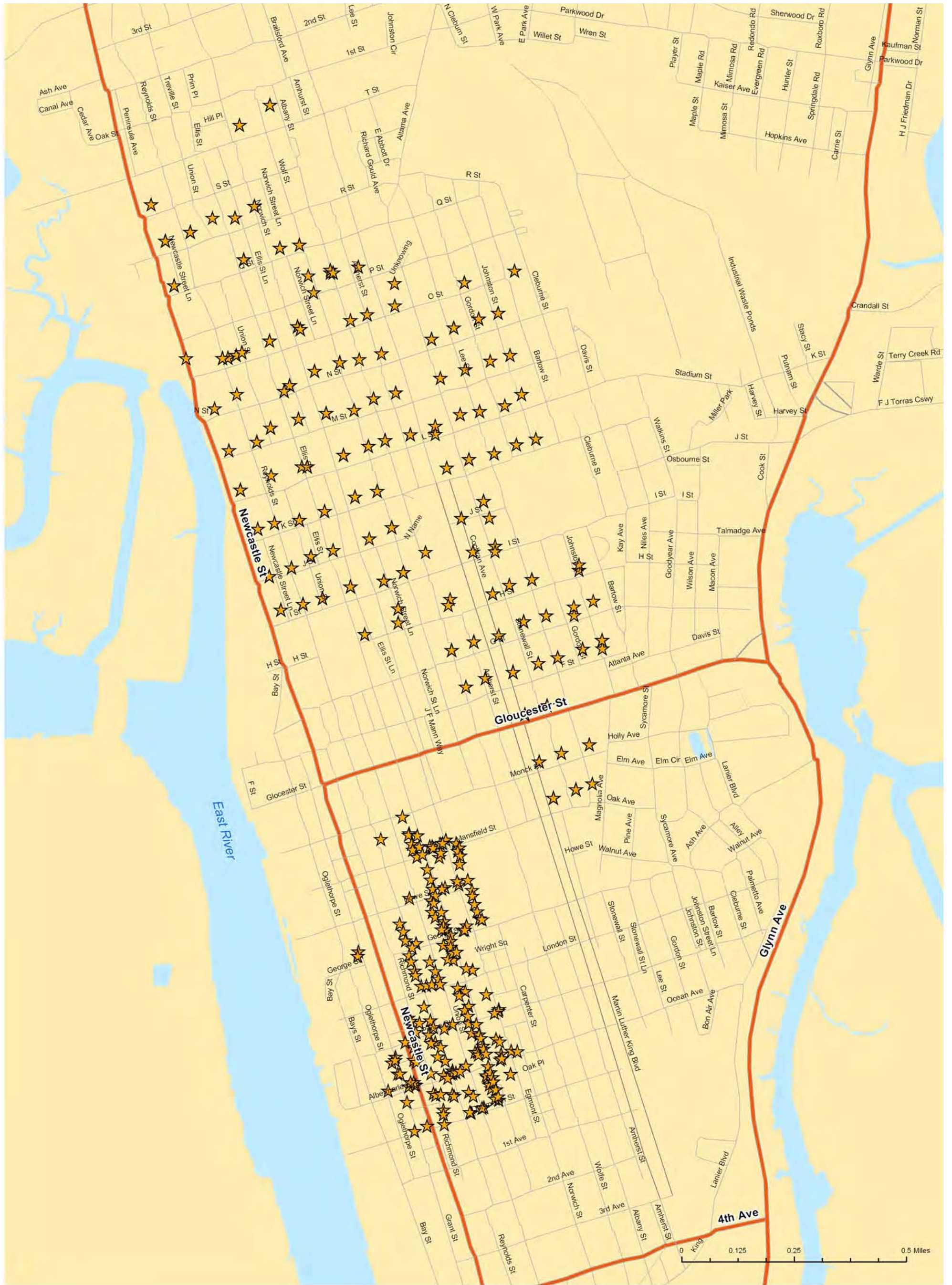
Coastal Georgia Community College (CGCC) is also host to a number of cultural and artistic events for the Brunswick and Golden Isles community. The CGCC offers a Speakers Bureau through its office of Institutional Advancement. Through the Speakers Bureau, experts in a variety of fields offer talks on subjects of interest which are generally open to the public and free of charge. CGCC also conducts Cultural Affairs events, such as musical and theatre offerings.

#### *Special Events*

GIAHA brings a number of annual events to the City, often hosted at the Ritz Theater and Mary Ross Waterfront Park. These events are specifically geared toward engaging the community by providing family-friendly recreation and entertainment.

- Old-Fashioned July 4th Celebration
- Military band concerts
- Kids arts workshops during street fairs
- Brunswick's 150th anniversary party
- Brunswick's Stewbilee





LEGEND

- ★ Local Historic Site
- Brunswick Boundary



# Natural Resources 5.0

## Natural Resource Overview

An important element of land use planning is the assessment of how natural resources are used, managed, developed and preserved within a community. This chapter provides an inventory and assessment of locally significant and unique natural resources and presents a determination of their vulnerability to the impacts of growth and development.

Brunswick’s geography is heavily influenced by its coastal location. The coastal area is defined by large areas of wetlands and marsh, with a series of barrier islands beyond. The major inhabited islands surrounding Brunswick are St. Simons Island, Jekyll Island, and Sea Island, the largest being St. Simons Island. Large areas of marshland intercut with intercoastal waterway lie between the islands and the mainland.

The Turtle River and the East River branch off the Brunswick River and skirt the city’s edges. Brunswick’s rivers are intimately connected with the marshlands and the barrier islands that define the surrounding landscape.

As a coastal county, the Brunswick area is very flat and drainage can be a problem. The possibility of ground water contamination from pollution in groundwater recharge areas presents a likely concern since some of the major aquifers are close to the surface. Soils in the area present a problem for Brunswick specifically since they drain poorly, contributing to the prevalence of flood prone land.

## Climate

Brunswick’s climate is classified as subtropical, with high temperatures in summer and moderate temperatures in winter with generally high humidity. July is the hottest month with average highs of around 90 and average lows of around 75. December is the coolest month with average highs around 66 and average lows around 44. The number of days with temperatures over 90 degrees ranges from 75-80 days. The temperature drops below freezing only a few days a year and then only for brief periods.

Rainfall averages between 49 to 54 inches with greater rain in summer than in fall. The water table is usually highest in October due to these rainfall variations.

Brunswick is potentially subject to tropical storms and hurricanes. During the 1900’s Brunswick experienced fewer hurricane-level storms than many other parts of the Atlantic coastline. However during the 1800’s Brunswick experienced several major storms. Weather patterns are always evolving, and Brunswick may experience a major tropical storm or hurricane in the near future. Preparedness for the city, and for its residents, is vital. Brunswick has a local emergency management plan that is coordinated out of the Police Department.

## Geology and Topography

Brunswick is part of Georgia’s Coastal Plain. The Coastal Plain consists partly of sediment eroded from the Piedmont over the past 100 million years, and partly from limestone generated by ocean creatures and ocean-related organic processes. As the edge of Georgia’s Coastal Plain, Glynn County consists primarily of sands and muds from the Quaternary era, the most recent ice age dating back 1.6 million years.

Receding ocean levels shaped Brunswick’s topography and the entire coastal region, which is characterized by a series of ridges that represent former shorelines. Thus, gentle ridges running parallel to the current shoreline create a coastal plain that has a very gradual slope upwards from the Atlantic coast and little topographical variation. Brunswick sits in the lower Coastal Plain Physiographic Province, where lower elevation of the plain combined with poorly draining soils, placing the city largely within the flood areas as defined by Federal Emergency Management Agency.

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## Environmentally Sensitive Areas

### *Wetlands*

Wetlands serve as important fish and wildlife habitats and are an integral factor in food chain production. Numerous plant and animal species have adapted to the special conditions of freshwater wetlands and cannot survive elsewhere. Wetlands are a particularly fragile and valuable part of the Georgia coastal ecosystem. Moreover, this ecosystem type is a critical natural resource amenity and a strong coastal buffer for mainland Brunswick since it borders both the western and eastern edges of the city.

Wetlands generally include swamps, marshes, bogs and similar areas. Wetlands provide a variety of benefits to surrounding areas including flood protection/control, erosion control, water quality maintenance, groundwater recharge/supply, and recreation opportunities. Most commercial fish and shellfish species, including shrimp, breed and raise their young among coastal marshes and estuaries. Migratory waterfowl also use coastal and inland wetlands for resting, feeding, breeding and nesting.

Brunswick is famous for its wetland areas. Immortalized in the Sidney Lanier poem “The Marshes of Glynn,” the wetland areas lining Brunswick’s eastern border are an important cultural resources in addition to being a natural resource.

Marshes in general are defined by soft-stemmed vegetation which is adapted to saturated conditions. Tidal Marshes, the typology that most defines Brunswick’s wetlands, are similar in vegetation but are influenced by ocean tides and are often brackish.

Here are the findings of the Coastal Management Plan on Freshwater Wetlands:

“Wetlands are some of the most productive natural areas in the world. Important fish and wildlife habitat, wetlands are the nursery areas for most of the fish and shellfish used for human consumption. These fish and shellfish also depend on wetlands for breeding, spawning, feeding, and cover. Migratory birds and waterfowl use wetlands for food, shelter, breeding, and wintering grounds. Many other animal species, including many threatened and endangered species, rely on wetland habitats for their survival.

Wetlands are critical to humans as habitat for commercially-important fish and shellfish species, and as habitat for hunted waterfowl and fur-bearers.

They also provide important recreation areas for boaters, hunters, fishers, hikers, photographers, etc. Functionally, wetlands are important in helping control flooding and erosion. They are also frequently located between water bodies and high ground, thus serving as buffers. Finally, wetlands help improve water quality and availability. They purify water by processing nutrients, suspended materials, and other pollutants. They help increase water availability by absorbing water in wet seasons and gradually releasing it during dry periods.”

**Source: State of Georgia Coastal Management Program and Draft Environmental Impact Statement, 1997.**

While largely regulated through direct federal, state, and local action, wetlands are also indirectly affected by regulations pertaining to surface waters since surface water quality upstream directly affects the water quality of wetlands downstream.

The Environmental Protection Agency (EPA) restores and maintains the environmental integrity of the nation’s wetlands primarily through the powers granted by Section 404 of the Clean Water Act. Section 404 gives the EPA the power of permitting dredge and fill operations on water within federal jurisdiction. Any development on jurisdictional wetlands requires a permit from the Army Corps of Engineers. The EPA severely restricts any development on wetlands through its permitting requirements.

Brunswick must also consider the implications of state regulations and requirements for wetland areas. Several state acts are related to wetland protection, and include the Georgia Water Quality Control Act, the Georgia Erosion and Sedimentation Act, and the Georgia Marshlands Protection Act.

The Georgia Water Quality Control Act allows the Environmental Protection Division the authority to monitor and ensure the quality of State waters. Environmental Protection Division regulations address the treatment of sewage, industrial waste, and other wastes prior to discharge into State waters.

The Georgia Erosion and Sedimentation Act requires a minimum 25’ undisturbed buffer adjacent to any State waters in order to protect water quality.

The Georgia Coastal Marshland Protection Act helps to protect all estuarine areas that are coastally influenced, including waters, marshes, and marshlands. A permit is required to develop, dredge, fill, or build upon any of the

areas covered by the Act, except docks for private recreational use. Any type of community dock or marina requires a permit. Permits are issued at the discretion of the Coastal Marshland Protection Committee, which evaluates applications based upon their environmental impacts. Projects are generally permitted if they are water-dependent, do not alter the flow of navigational waters, do not increase erosion, and do not interfere with marine life.

Individual private docks must apply for a Revocable License Permit, available through the Coastal Resources Division.

Glynn County and the City of Brunswick proper differ in their stormwater management practices. Stormwater ordinances protect wetland quality by minimizing the volume of stormwater runoff and improving stormwater quality. High volumes of stormwater and/or polluted stormwater can impair the functioning of wetlands as wildlife habitats.

Glynn County's recently passed Water Resources Protection ordinance includes a design manual and detailed requirements for new development, while the City of Brunswick's stormwater ordinance is somewhat less stringent.

The Georgia Department of Natural Resources requires local governments to map wetlands over a certain minimum size and indicate the presence of wetlands in their Comprehensive Plans. The Comprehensive Plan must address the following impacts on wetlands:

1. Whether impacts to an area would adversely affect the public health, safety, welfare, or the property of others.
2. Whether the area is unique or significant in the conservation of flora and fauna, including threatened, rare or endangered species.
3. Whether alteration or impacts to wetlands will adversely affect the function (including the flow or quality) of water, cause erosion or shoaling, or impact navigation.
4. Whether impacts or modification by a project would adversely affect fishing or recreational use of wetlands.
5. Whether an alteration or impact would be temporary in nature.
6. Whether the project contains significant state historical and archaeological resources, defined as "Properties On or Eligible for the National Register of Historic Places."
7. Whether alteration of wetlands would have measurable adverse impacts on adjacent sensitive natural areas.
8. Where wetlands have been created for mitigation purposes under Section 404 of the Clean Water Act, such wetlands shall be considered for protection.

Recommended uses for wetlands by the Department of Natural Resources include timber production, wildlife and fisheries management, wastewater treatment, recreation, and natural water quality treatment. Hazardous waste facilities and landfills should not be permitted in wetlands.

#### *Brownfields*

Brunswick's contribution over the last two centuries to the United State's industrial engine has left a mixed legacy. The waste of industrial uses marks many areas as unusable and potentially hazardous. The Environmental Protection Agency has created a list of national priorities among the known releases or threatened releases of hazardous substances, pollutants, or contaminants throughout the United States and its territories dubbed the National Priority List (NPL). The concentration of NPL sites in Brunswick is particularly alarming. Out of twenty NPL sites in the state, four are located in Brunswick, a notable percentage of the total.

List of National Priority Sites:

- Escambia Brunswick Wood Preserving
- Hercules 009 Landfill
- LCP Chemicals Georgia Inc.
- Terry Creek Dredge Spoil /Hercules Outfall

There are other sites that are less severe hazards than the NPL sites, but still trigger the federal Comprehensive Environmental Response, Compensation, and Liability Act, which places strict liability on the owner for clean-up and mitigation. These sites, including the NPL sites, are called "Brownfields" since they remain undevelopable until remediated.

Georgia Environmental Protection Division, which is responsible for site inventory, assessment, and supervision of clean-up efforts, explains that Georgia has made significant progress in the last few years on brownfield redevelopment through its new Brownfield Program.

"In the past, many impacted or potentially impacted properties passed through the state response program without triggering action under any federal or state authority. These properties occupied a "no-man's land" where a lack of state resources for cleanup oversight and approval caused them to languish for years as blighted properties. In 2002, the Hazardous Site Reuse and Redevelopment Act (Georgia's brownfields statute) was amended to include liability protection for purchasers of contaminated sites, provided that cleanup standards

are met. This legislation, along with the tax incentive passed in 2003, has resulted in greater attention being focused on redevelopment of contaminated properties statewide. Georgia sought federal funding under the CERCLA 128(a) program, in order to build state capacity to manage cleanup of these properties. The CERCLA 128(a) funding significantly enhances the capability of the state response program, through establishment of a voluntary cleanup program under the HWMB of EPD, to enable these properties to proceed more quickly towards cleanup, reuse and revitalization.”<sup>41</sup>

List of sites included in Georgia EPD’s Brownfield Program:

- 2135 Line Street
- Liberty Harbor Site GPA Property, 56 Shipyard Drive
- Lanier Plaza Shopping Center, 1919 Glynn Ave.(Tract 1 & Tract 2)
- O’Brian Corp(Tract 1 and 2), 2700 Glynn Ave.(US Highway 17)
- Liberty Harbor Site, 100,102 & 103 Shipyard Drive

#### *Floodplains*

Brunswick’s low elevation combined with poorly draining soils creates huge flood areas for the City of Brunswick. Most of the land within Brunswick’s city limits is identified by the Federal Emergency Management Agency (FEMA) as zoned AE or VE, both of which are susceptible for flooding. Flooding poses a very serious threat to health and public welfare alike since nearly all of Brunswick lies within the 100-year floodplain, meaning heavy rainstorms can create dangerous conditions and flash floods.

Brunswick’s proximity to the coast heightens the likelihood of 100-year storm events due to tropical storms. Tropical storms can severely damage property not only through wind damage, but also by fueling flooding with huge amounts of rainfall. Still, storms pushed down from inland can be just as, if not more, threatening due to the fact they are often less localized. Some of the strategies for addressing flooding are included in the Community Facilities section of this Community Assessment.

One way Brunswick seeks to minimize flood damage is by participating in the National Flood Insurance Program (NFIP). This program includes minimum standards for construction including minimum heights above sea level.

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<sup>41</sup> Georgia Department of Natural Resources, Environmental Protection Division website, <http://www.gaepd.org/Documents/BFPublicRecord.html>, 2007

Brunswick participates in this program through building code enforcement, where inspectors ensure that new development meets FEMA regulations.

#### *River Corridors*

Curving around the City, the Brunswick River creates the passage between St. Simons Island and Jekyll Island. Two rivers drain into the greater Brunswick River estuary, dotting the landscape with great expanses of marshland. The Turtle River borders the Southwestern edge of the city’s land mass, while the East River hugs coast near the Brunswick peninsula’s apex. These rivers play a significant role in Brunswick’s economic vitality, since both the Turtle and East River are used extensively by Brunswick’s shipping and shrimp industry. Furthermore, these rivers give Brunswick its distinct, coastal Georgia feel and act as a primary tourist attraction and amenity.

Fortunately, because these rivers avoid crossing several jurisdictional areas, their drainage basins are located mostly within Glynn County; this yields a rare opportunity to protect these river resources. One of the major hindrances to water resource protection management is that it requires communication and commitment from several different entities across jurisdictional boundaries. As pristine water resources are growing increasingly rare and valuable, more local governments are coordinating with regional and federal entities to implement advanced planning strategies to protect water quality

#### *Soils*

Due to its history of gradual formation by the receding of the Atlantic Ocean, Brunswick’s soils are primarily sedimentary, composed of sands and muds. Outlying marsh area soils are largely Bohicket – Capers. The Bohicket series consists of very poorly drained, very slowly permeable soils that formed in marine sediments in tidal marshes. These soils are flooded twice daily by sea water and present slopes of less than 2 percent.

However, most of Brunswick’s soils are characterized as Mandarin Urban, poorly drainable and moderately permeable. Brunswick’s northern area has a mixture of Mandarin and Rutlege fine sand; both are dark, acidic, and poorly drained.

Characterized primarily by Mandarin and Rutlege soil types, Brunswick must consider the impact of their marginal drainability on water quality, especially with the possibility of septic system contamination. Future development pressure will require increased sewage infrastructure, Brunswick must provide sewer service since ground and

surface waters, as well as wetlands, may be threatened by inappropriately located septic systems.

For erosion control, Brunswick requires permit filers to adhere to the latest standards and design criteria set forth in the Manual for Erosion and Sediment Control in Georgia, as published by the state's Soil and Water Conservation Commission. This ordinance specifies certain erosion control measures be installed by contractors who work on construction projects in the City.

#### *Plant and Animal Habitat*

While Brunswick itself does not have many notable habitat locations for flora and fauna within the city proper, it is important to take note of the surrounding landscape. Wetlands are some of the most important natural habitats on earth, hosting a wealth of diverse species. The City's proximity to these areas is one of its greatest assets. A list of notable species and habitats in the land surrounding Brunswick has been provided in the Natural Resources section of Glynn County's Comprehensive Plan and is available from Georgia Department of Natural Resources.

#### *Other Natural Resources*

Brunswick does not have any areas that would qualify for Mountain Protection according to the Georgia Department of Natural Resources' definition of protected mountain, and therefore does not need a Mountain Protection Plan.

## **Significant Natural Resources**

#### *Ground Water Supply<sup>42</sup>*

Brunswick pulls water from the Upper Floridan Aquifer at eight well locations with depths varying from 750 to 1050 feet. These wells average nearly 4.6 million gallons a day. Unfortunately, these wells are facing chlorine contamination from the deeper substrate, and the City has examined drilling into the Brunswick or Miocene Aquifer, a shallower aquifer from the Miocene age.

These aquifers must replenish their stores from surface water in areas where the water can filter through the soil and earth. Such areas are named "groundwater recharge areas," and none exist within the city limits of Brunswick. However, it is important to encourage partnership with the surrounding County to assure protection of groundwater recharge areas. Groundwater recharge areas can be protected by land use regulation and limitations on waste disposal. These options should be seriously considered

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<sup>42</sup> Source: City of Brunswick, 2006 Water Quality Report, issued June 2007.

since contamination in one aquifer can migrate to other aquifers.

The groundwater recharge area for the Floridan aquifer is near the fall line of Georgia. The groundwater recharge areas for the Miocene aquifer include most of St. Simons Island and the area in the vicinity of the US 82 exit (Exit 29) off of I-95.

Georgia Environmental Protection Division (EPD) has located the source of chloride contamination in the Floridan aquifer. According to a June 2006 report, a T-shaped plume of saltwater is intruding into the aquifer directly below the City of Brunswick. EPD explains that increased pumping will affect the rate of intrusion and have delineated a four-part strategy to manage contamination:

- 1) Avoiding further water withdrawals in sensitive areas,
- 2) Increased conservation and reuse for all water users,
- 3) Clear and consistent justification of need for water withdrawal permits, and
- 4) Continuous monitoring of the Floridan aquifer.

EPD explains that if Brunswick and Glynn County work in concert they will have enough water and wastewater capacity to meet growth demand for the next half decade. However, this depends on city-county cooperation to encourage efficient use and distribution. Steps have already been taken toward addressing the problem, primarily by creating a Joint Water and Sewer Commission with Glynn County. The joint commission will be able to provide additional water to the city.

The status of the Miocene and surface aquifers are less well known and are currently under study. Generally, these shallower aquifers are thought to be more susceptible to contamination than the larger and deeper Floridan aquifer. The quantity and quality of these aquifers must be better known before adequate regulation of these sources can be put in place.

An immediate concern is that the County lacks ordinances for groundwater recharge area protection. Glynn County does not currently have an ordinance to protect groundwater recharge areas. Georgia Department of Natural Resources has developed a model ordinance for counties to protect significant groundwater recharge areas. The ordinance works by limiting the location of landfills and hazardous wastes, establishing containment mechanisms for other types of waste, and establishing minimum lots sizes for the use of septic tanks in these areas.

#### *Surface Water Supply*

Surface water of high quality is an important component for natural habitat systems and the wildlife they support. Moreover, if saltwater contaminates Brunswick's aquifers it could potentially become an important resource for drinking water as well. Currently, drawing surface water presents a costly option since it would have to be pulled from Altamaha several miles inland to avoid chloride contamination. Still, with potentially declining aquifer quality Brunswick must keep the option in mind. Furthermore, since the marsh lands and the habitat they provide depend upon surface water quality, the City should encourage protection of these natural amenities.

Surface waters can become contaminated from point and non-point pollution sources. Point sources refer to specific industrial plants that dispose of waste into a water body. Nonpoint sources of pollution include any surface area on the earth that can carry pollutants, such as parking lots, roads, and farms with fertilizers. Surface waters can be protected in part from nonpoint sources of pollution by vegetative buffers and by good stormwater management practices.

The City contributes to non-point source pollution from its parking lots, streets, and other impervious surfaces. Furthermore, new development can produce undesirable runoff from sediment and erosion. The City has sought to mitigate such sources of pollution by adopting management plans for erosion, stormwater, and impervious surface control, through its Soil and Erosion Control Ordinance and its Stormwater Management Ordinance.

#### *Water Use*

Most water use in Georgia's coastal areas is for power generation and industrial production that is water-intensive – namely pulp and paper manufacturing. With the new coastal Georgia water permitting plan, all new and continuing industrial water users will be held to high standards with regard to water conservation, the efficient use of water resources, and the justification of water need. Also, no new water permits will be issued for areas near the existing saltwater plume boundary.

#### *Air Quality*

The Georgia Environment Protection Division monitors ambient air quality including the levels of different pollutants in the air. Acceptable levels of pollutants are defined by the US Environmental Protection Agency. Pollutants of concern to the US EPA include Sulfur Dioxide, Particulate Matter, Carbon Monoxide, Ozone, Nitrogen Dioxide, and Lead. The Environmental Protection Division's air monitoring site in Glynn County has not detected any pollutants in excess of EPA standards.

However, as vehicular travel along Interstate 95 between Brunswick and Jacksonville, Florida intensifies, air quality in the region may change and must be regularly monitored.

#### *Agricultural and Forestry Lands*

Brunswick does not have significant agricultural or forestry lands, but Glynn County does have significant forestry lands. High water levels in soils make much of the land suitable for both soft and hard wood production. Trees in these forests include slash pine, loblolly pine, longleaf pine, cypress, blackgum, sweetgum, and water oak. Over 100,000 acres, about 42% of Glynn County's land, is estimated to currently be in forestry uses. Most of this land is believed to be owned by private forestry concerns. Forestry products are important for Brunswick's paper and pulp industries. The State of Georgia produces about 1 billion cubic feet of softwood roundwood and about 200 million cubic feet of hardwood roundwood annually.

"Roundwood" is the term used to describe trees as a product when they are first cut down and before they are processed. Brunswick hosts a number of roundwood processing industrial facilities. These facilities include Koch Cellulose LLC's pulp and cellulose plant, Georgia Pacific's gypsum and sawmill operations, and Hercules' resin and paper chemicals plant. Paper manufacturing was the largest manufacturing sector in Glynn County and employed 1,849 people in 2004.

Trees also serve as another kind of resource. Brunswick's, like much of coastal Georgia's, identity is associated with the Live Oak. These trees are iconic and an integral part of the coastal Georgia landscape. While Brunswick does not currently have a tree ordinance, it does have a Tree Advisory Board to help inform decisions on the management of this resource.

#### *Fishing Industry*

The state of Georgia harvests an average of 10.9 million pounds of fish products annually with an average total value of \$22.4 million. In terms of value, the top products are shrimp, blue crabs, and demersals (bottom feeding fish). Shrimp are by far the dominant product accounting for 75% of the value of the annual catch. The latest data from NOAA's Fishery Office of Science and Technology indicates that the port of Brunswick brought in a catch of 1.9 million pounds worth \$5.1 million in the year 2000.

## Natural Resource Summary

Natural resources in the area, such as forests, water ways, and aquatic ecosystems, have been an integral part of Brunswick's and the surrounding area's economy for decades. These resources support industries such as timber, fishing, and shipping. International competition is reducing demand for natural products and goods out of the Brunswick area, but these resources are the backbone of new growth in the tourism industry. Intact, they provide a unique experience for visitors, and are increasingly becoming a valuable asset.

While Brunswick is largely built out, it can guide redevelopment regulations and non-point source pollution from stormwater. At a time when the City is seeking to redevelop there is prime opportunity for implementing regulation on impervious surface cover and stormwater flow. These regulations help protect the existing natural amenity of the marsh lands, a critical component for Brunswick's appeal for residents and visitors alike.

The Joint Water and Sewer Commission is a strong example of a positive environmental approach. Since much of the land in Glynn County is unsuitable for septic systems, it is advantageous to have the City's sewer resources available. Furthermore, the Joint Water and Sewer Commission allows for more efficient use of water resources in the County, a key aspect for future development and planning in the face of uncertain aquifer conditions.



The aquifers are of particular importance for Brunswick and the surrounding county. As pumping demand for potable water increases, so does the potential for infiltration of chloride into the Floridan aquifer. Neither Brunswick nor Glynn County has taken steps to protect the recharge areas for these aquifers. While all of these areas lie outside of the City of Brunswick, the City should still take a pro-active role in addressing the situation since it depends on aquifers as its only source of potable water.

As its port becomes increasingly important and as tourism continues to boom across Georgia's coastline, the City of Brunswick must realize that its water resources are its greatest asset. The City must endeavor to protect its water resources, for its economy, for its environment, and for its future.

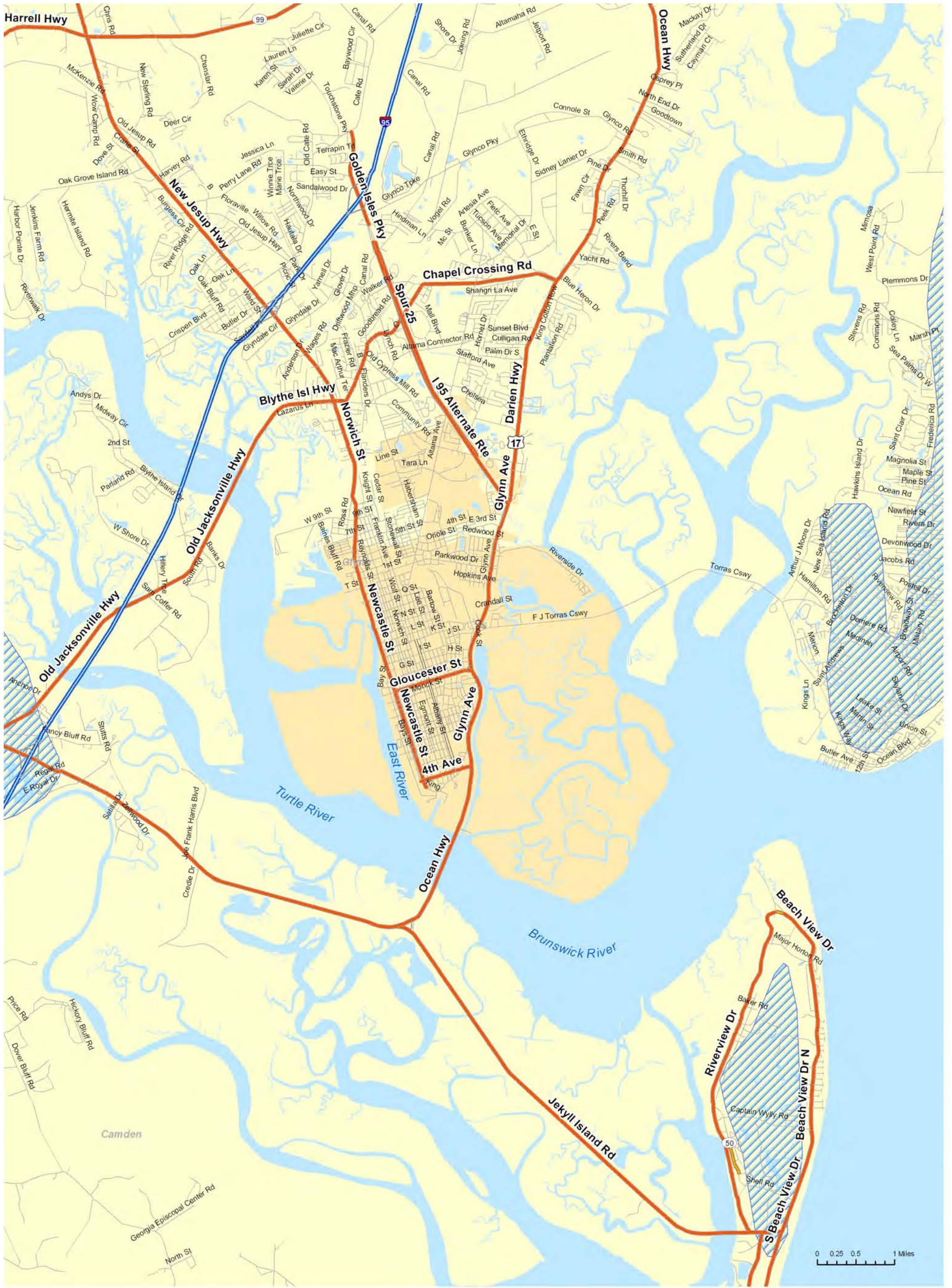






**LEGEND**

-  Brownfield Sites
-  Brunswick Boundary

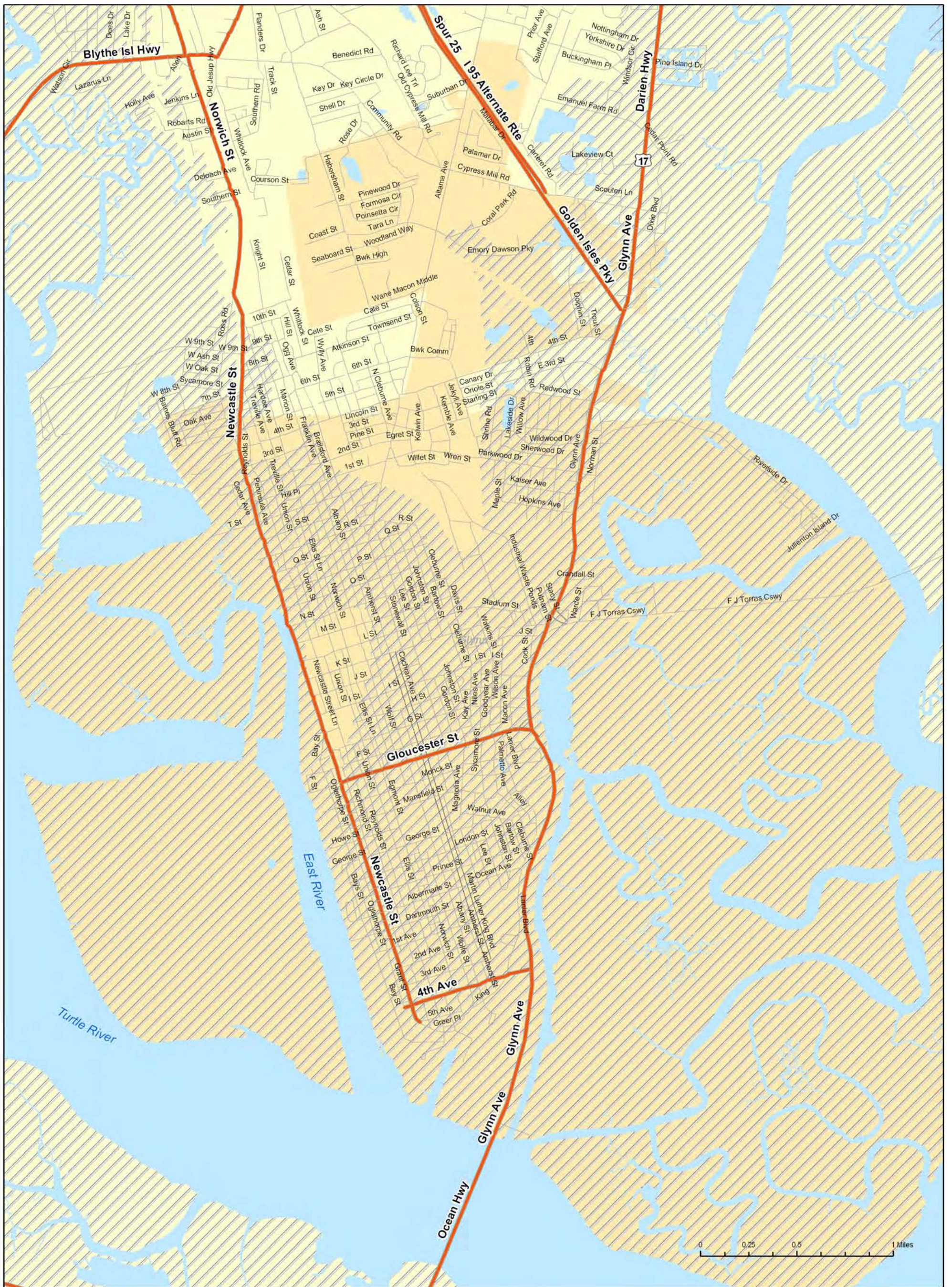






**LEGEND**

-  Glynn Co. Groundwater Recharge Areas
-  Brunswick Boundary





LEGEND

-  100-year Floodplain
-  Brunswick Boundary





**LEGEND**

- Parks/Conservation Lands
- Brunswick Boundary





**LEGEND**  
 Wetlands  
 Brunswick Boundary



# Community Facilities 6.0

## Community Facilities Overview

One of the primary responsibilities for any municipality is to provide adequate services and facilities for its citizenry. Population growth in a community necessitates an expansion in governmental services and facilities. Fortunately, population growth also generally stimulates an increase in tax base, making it possible to create needed improvements. However, choosing which investments to make in public facilities is an important part of growth management, and is best undertaken after thorough assessment of the community’s needs. In an effort to promote efficient use of resources, this chapter evaluates existing conditions relating to infrastructure and facilities.

It should be noted that one important Community Facilities issue not addressed in this Community Assessment is the handling of solid waste. A Solid Waste Plan is being developed concurrently with the Comprehensive Plan and will address this issue in depth.

## General Government Facilities

Most of Brunswick’s governmental facilities are found in the heart of downtown Brunswick. The City of Brunswick’s downtown area has special cultural significance as the historical center for government and commerce in the region. Most of the administrative offices are located within the historic Customs House (also known as New City Hall).

Currently, plans are underway to build new Public Safety and Public Works Complexes. As the City experiences population growth, the existing facilities for Public Safety officials have been deemed inadequate in terms of space and technology; new facilities will help ameliorate these concerns. The Public Works Complex will be moved from the downtown area. The new Public Works Complex will provide ample work and storage space for the department’s needs.

## Public Safety

### Police

The following is the Mission Statement of the City of Brunswick Police Department:

“The City of Brunswick Police Department is committed to providing professional and ethical police services; always maintaining the highest law enforcement standards; responding efficiently and effectively to the needs of our community; enhancing the quality of life through technological innovations and by building successful community partnerships through proactive policing and problem solving. We are the ‘City that Cares.’”

The Brunswick Police Department protects public safety through the following divisions: The Patrol Services Division, the Criminal Investigations Division, the Special Services Division, the Glynn-Brunswick Narcotics Enforcement Team, the Support Services Division, and the Administration Division. The largest of the divisions is the Patrol Services Division, which handles response calls and patrolling.

The Brunswick Police Department issues an annual executive summary of its primary activities including calls responded to, arrests, citations, and other police activities. In 2006, Brunswick Police responded to 37,682 calls and made 2,517 arrests.

To accommodate growth in the police force, the department is constructing a new Public Safety headquarters. This new headquarters will be proximate to both Bay Street and Gloucester Street, which are collector roads, thus allowing for efficient response times. The department is currently seeking three more officers to fulfill current level of service needs.

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Stormwater Management	6-5
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## *Fire*

The Mission Statement of the City of Brunswick Fire Department is as follows:

"Our Purpose is to Save Lives, Protect Property, and Promote Safety"

The Brunswick Fire Department provides the following services:

- Structural Firefighting
- Emergency Medical Services
- Hazardous Materials Response (limited)
- Special Operations Response (limited)
- Hazardous Materials Response (limited)

The Brunswick Fire Department provides emergency medical services at the First Responder level. All Brunswick Fire Department personnel are trained through a minimum 40 hour course. This course includes a State of Georgia approved First Responder Course.

The Brunswick Fire Department handles hazardous materials responses at the First Responder Operations Level. First Responders are individuals who respond to releases or potential releases of hazardous substances as part of the initial response to the site for the purpose of protecting nearby persons, property, or the environment from the effects of the release. They are trained to respond in a defensive fashion without necessarily trying to stop the release. Their function is to contain the release from a safe distance, keep it from spreading, and prevent human exposure.

The Brunswick Fire Department works and trains with two local Technician Level Hazardous Materials Response Teams. They have agreed to assist the Brunswick Fire Department with their hazardous materials incidents. The Brunswick Fire Department has a contract with the Rhonc Pelounc, a world-wide hazardous materials response D.A.R.T. Team to assist emergency response needs.<sup>43</sup>

## *Emergency Management*

The City prepares plans for emergencies and helps citizens prepare for emergencies through its Emergency Management Coordinator. Currently, the Emergency Management Coordinator is located in the City's police

department. Emergencies that are particularly relevant to the City of Brunswick include tropical storms, hurricanes, tornados, and flooding events. However the Emergency Management Coordinator is responsible for preparing the City for all potential emergencies, including hazardous materials, epidemics, and terrorism. The City of Brunswick takes an All Hazards approach to Emergency Management.

Residents and workers in the City of Brunswick are recommended to be aware of the Evacuation Zone in which they reside and established Evacuation Routes. Evacuation Zones, Evacuation Routes, and other information on preparing for severe weather are available in your local AT&T telephone directory. Residents should also know multiple alternate routes for evacuation and should avoid low lying areas during evacuation. Residents are advised not to drive through an inundated area during a flood or tropical storm event. Residents should also be prepared to shelter in place. Information about materials needed to shelter in place is currently available from the Glynn County website or by calling the City of Brunswick Emergency Management Coordinator.

The City of Brunswick works with several partners to improve emergency preparedness. Emergency Management works with the Coastal Health District and local hospitals to prepare for potential epidemics such as Avian Flu. Emergency Management promotes planning, training, exercises, and citizen involvement through Community Emergency Response Teams (CERT).

## **Water and Wastewater**

### *Water System Background*

Glynn County is divided into four water systems and three sewer service districts: The four water systems include, St. Simons Island (South SSI), Hampton Plantation (North SSI), North Mainland and South Mainland. The Turtle River serves as the boundary between the two mainland sewer districts.

The Joint Water Sewer Commission operates all water and wastewater systems. This Commission, set up by the City and County, consists of a five member, appointed board with two appointed by the City and two appointed by the County. The four appointees will elect a fifth member to serve a two year term, and then all commission members will elect a chairperson. This commission is delegated the responsibility of acquiring, regulating, distributing, and maintaining all water supply, treatment, and sewerage systems for both the City and the County. Furthermore, the Commission is charged with the standardization of city and county ordinances related to water.

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<sup>43</sup> Source: Brunswick Municipal Website, 2007

The Brunswick water supply system consists of a water source, treatment plants, distribution and storage network. The source for Brunswick's potable water supply is the Floridian aquifer. Water from the aquifer is aerated and chlorinated then pumped into the system. Water is supplied to individual users by a network of pipes and storage tanks.

Large transmission lines, called distribution mains, carry water to major demand areas and interconnect with a network of smaller lines which eventually supply individual establishments. Both the distribution mains and distribution network should be interconnected to form flow loops to allow water to circulate from various portions of the system to areas of highest demand. Water is delivered under pressure within the distribution system in order to ensure adequate flow to meet demands. Demand fluctuates during the day with peaks during the morning and evening related to residential use.

Demand also fluctuates during the year with peaks during the summer months. To provide adequate quantities and pressure to meet peak use and fire flow demands, storage tanks are linked with the distribution system. During low demand periods these tanks are filled with water. During the peak demand periods, water is pumped from the tanks back into the system.

#### *Water Regulatory Framework*

The Environmental Protection Agency has established minimum drinking water standards as dictated by the Safe Drinking Water Act. The EPA standards are divided into "primary" (those required for public health) and "secondary" (recommended for aesthetic quality) categories.

Georgia adopted its own Safe Drinking Water Act in 1977 to comply with federal requirements. The Georgia Department of Natural Resources, Environmental Protection Division (EPD) is the state agency responsible for implementing Georgia's Safe Water Drinking Act. In this regard, EPD has rules classifying and regulating public water systems.

#### *North Mainland Water System Inventory*

All of Brunswick's water infrastructure falls into this division of the City-County system, serving the city proper and the unincorporated area immediately north and west of the city limits and the area of 1-95 at exit 29.

#### **Ground Storage Tank / Clear Well Sites**

The North Mainland System consists of four wells that fill upon demand the Cate Rd. elevated tank. Golden Isles #1 well has a 200,000 gallon ground tank. Canal Rd. is a

pumping well. Golden Isles #2 well has a 200,000 gallon ground tank. Ridgewood well is a pumping well with a hydropneumatic tank. In all, the North Mainland system is permitted to draw 2.450 MGD daily average, and 2.350 MGD monthly average.

#### **Elevated Tanks**

The wells in the North Mainland system fill upon demand the 500,000 gallon elevated tank at Cate Road. These wells are linked with a SCADA (supervisory control and data acquisition) system that monitors levels and fill the Cate Rd. elevated tank and provides operational data and alarms.

#### *North Mainland Water System Assessment*

The mainland water system demands are expected to grow steadily over the next 20 years. The growth will be directly related to development plans along 1-95 corridor, between exits 29 and 42 and along SR 99 and US 82 corridors. The development on the mainland is also expected to accelerate because of diminishing land availability on St. Simons for moderate income families. Long term planning is underway to connect the North and South Mainland systems, along SR 99, to hydraulically balance the system and maintain water quality.

The State of Georgia passed two laws in the past two years for managing long- term coastal water supply. The Georgia EPD has implemented certain strategies during the past year for enacting these laws. The Water Conservation law, SB 10, requires water conservation guidelines for all water permit holders. SB 202, Water Supply Planning and Permits, deals with required water supply planning.

#### *Water Supply Chloride Intrusion*

According to Glynn County's Comprehensive Plan there is a demand for the County and Brunswick to increase the capacity of water withdrawals from existing wells on the mainland during the next 10 years. However, according to Brunswick Water and Wastewater Department's 2007 report, the Floridian aquifer is experiencing contamination from chloride intrusion, and greater draws can increase the rate of infiltration.

The area of saltwater intrusion is directly related to pumping levels in the downtown area. The EPD reports that the area of intrusion has stabilized since the mid-1980. The stabilization has resulted from decreasing water withdrawal usage of industrial permit holders. The decreased withdrawal has also been noticed in water levels which have increased slightly since 1990. Furthermore, to combat contamination the Water and Wastewater Department has



made modifications to the well at the Perry Park Water Plant. Still, the chloride intrusion poses a threat to the viability of the Upper Floridan Aquifer.

The EPD is not permitting new golf courses or other recreational uses to access the Floridian aquifer. In the future all non-potable water, non-industrial users may be required to use alternate water sources. Among the recommendations from the EPD for future water supply are the following; 1) Consider alternate sources of water including surface, alternate aquifers and wastewater for some users, 2) Implement water conservation and efficiency measures, 3) Possible permit reductions.

Facing these issues has prompted Glynn County and the City of Brunswick to enter into a Joint Water and Sewer Commission. The Commission will allow more efficient allocation of water and allow Brunswick access to the Miocene Aquifer. Still, the City and County will be required to locate additional water sources during the next 20 year period. These water sources may include additional wells, reuse, or possibly intake and treatment of water from the Altamaha River.

#### *Sewer System Background*

Sewerage systems are comprised of three components which perform basic functions of collection, treatment and disposal of sewage. The collection system is composed of a network of sewer pipes which collect sewage (wastewater) from individual establishments and convey it to a central location for treatment. Due to the relatively level terrain of Glynn County, a pumping system is used in conjunction with the major components of the collection systems. This allows sewage to be conveyed under pressure against the force of gravity and for long distances at minimal slopes. In conjunction with this type of system, the term "force main" is often applied to pressurized sewers without regard to their location within the network.

Effluent and sludge are the waste products of the treatment process. Effluent is the treated wastewater which flows out of the treatment plan. Sludge refers to the accumulated solid residues of the treatment process. Prior to final disposal, sludge is usually subjected to an additional biological treatment process to remove pathogens and water. Common disposal methods include burial in solid waste landfills and land application as a soil conditioner for agricultural purposes. Treated effluent water is discharged to state waters or spray irrigated.

#### *Regulatory Framework*

The Federal Water Pollution Control Act is the controlling national legislation relating to the provision of sanitary

sewer service. The goal of this act is the restoration and/or maintenance of the chemical, physical, and biological integrity of the nation's waters. The act established the national policy of implementing area-wide waste treatment and management programs to ensure adequate control of sources of pollutants. The U.S. Environmental Protection Agency is responsible for implementing the act. The Georgia Department of Natural Resources Environmental Protection Division (EPD) is responsible for the regulation of wastewater facilities.

#### *Brunswick Sewer System Inventory* <sup>44</sup>

Brunswick's Academy Creek plant is designed as a regional facility. The plant provides secondary treatment and discharges the effluent into Academy Creek. The City buries its sludge on private property through agreements with landowners. The Academy Creek plant has a permitted capacity of 13.5 MGD and averages close to 6.0 MGD, however due to inflow and infiltration the plant handles close to 10 MGD during wet weather.

The City of Brunswick wastewater collection system consists of over 130 miles of pipe and 60 pumping stations. Proper operation and maintenance of the sewers results in almost half (49%) of wastewater costs incurred by the Brunswick water utility. In 2002, the City established its current Fats Oils and Grease control program with the goal of eliminating one of the primary causes of sewer blockages.

#### *Brunswick Sewer System Assessment*

Glynn County and the City of Brunswick have authorized a Joint Sewer Water Commission, which was approved by voters in July of 2006. The City and County will coordinate their sewer and water infrastructure to create a single, unified water and wastewater system and to enhance the overall efficiency and service to public and private customers. Coordination of sewer and water infrastructure will avoid duplication of resources and will better serve future growth within the City and County. This Joint Commission should benefit both the County and the City as the City is currently low on water supply and the County is currently low on wastewater processing capacity.

The northern service district will be served by the City of Brunswick's Academy Creek wastewater treatment plant. The Academy Creek Plant, with a capacity of 13.5 MGD, should be able to handle the projected flows from the area of for the next several years and possibly beyond.

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<sup>44</sup> Source: **The War on Water Pollution Fighting Dirty Water on Two Fronts**, <http://brunswickga.org/nm/publish/cleanwater.html>, 2007.

Brunswick is moving forward with several improvements to its sewer infrastructure by utilizing SPLOST IV funding. These projects include innovative use of water reclamation to reduce demand on potable water and plans for new water and wastewater facilities. A list of projects derived from the City's website are as follows:

*SPLOST IV Project Descriptions, Tier I:*

**Sanitary Sewer – K Street**

Install sanitary sewer and storm drains on "K" Street from Newcastle to US Hwy 17. This includes installation of new lines on Macon Street and Talmadge Street. Currently, lines are inadequate to carry loads, and may be required to carry flow from St. Simons Island in the near future. With the installation of these lines it will eliminate Lift Stations 15, 16, 18, and 19, therefore reducing associated maintenance costs.

**15" Gravity Sewer – Dixville**

Install a sanitary gravity sewer line and storm drainage in this area. This will eliminate all known septic tanks in the south end area, remove sewer lines from alleys and improve all storm drainage.

**30" Gravity Sewer**

Install a gravity sewer from Reynolds Street at Fifth Street to Lift Station #35 in the Arco area. The existing gravity sewer is inadequate from current flows and flows are projected to increase due to development in the I-95 Interchange area.

**Sludge Drier**

Install a Sludge Drier that is compatible with the existing composting process and equipment located at the Wastewater Treatment Plant. This will reduce amendment requirements and maintenance costs at the Compost Facility, and eliminate hauling and manpower requirements.

**Gravity Sewer – FLETC**

Install a north end gravity line, which replaces portions of the 27"/42" Gravity Sewer from FLETC to Second Street at Reynolds Street. The existing lines vary in size and will not be adequate to handle projected flows from the Branniger Tract and PAWS Project.

**ARCO 12" Water Main**

Install a water main from Ninth Street at Newcastle Street to Ross Road and north to Austin Street along US Hwy 341. This will provide adequate water service and fire protection to the Arco Area of Glynn County by looping Austin Street. This area currently has inadequate water pressure for maximum fire protection.

*SPLOST IV Project Descriptions TIER II & III*

**Sanitary Sewer – K Street**

Continuation from Tier I.

**Water Reclamation Project**

This is for installation of a pumping station and a 2-inch line from Academy Creek Wastewater Treatment Plant to Georgia Pacific Plant to pipe effluent for use as cooling water. This will allow Georgia Pacific to decrease Floridian Aquifer withdrawal and allow the City to increase water withdrawal permit quantity.

**Water/Wastewater Complex**

Construct a complete Water and Wastewater Complex. This will be constructed concurrently and as a part of the Public Works Complex. Current operations are spread throughout the City making communications and data sharing difficult. This would pool resources for several operating divisions of government and make many smaller parcels of land available for private investment.

**Stormwater Management**

Stormwater is an important concern in Brunswick for two reasons - the City's flat topography and the surrounding marsh ecosystem. As a low-lying, flat area, the City is susceptible to flash floods if stormwater is not properly drained. Brunswick's urban nature exacerbates this possibility since impervious surfaces greatly increase stormwater flows. As the City and County continue to develop land, the total amount of impervious surface increases, a process that further strains stormwater systems. Stormwater systems pushed beyond capacity offer little protection for residences and businesses during flood events. Furthermore, stormwater often carries a variety of pollutants threatening the health of the drainage areas, which, in Brunswick's case, are the surrounding wetlands.

The City of Brunswick has dramatically increased its attention toward mitigating the effects of stormwater runoff pollution. The largest of its initiatives has been increasing its stormwater infrastructure capacity to prevent flooding. In order to fund infrastructure improvements the City has attached stormwater projects to SPLOST funding.

According to the report for SPLOST IV, Brunswick has allocated funds for two stormwater projects in its Priority One phase: Replacing the storm drain at Howe Street and the drain at 'N' Street. These upgrades will help sections of the stormwater system that are currently in failure, and

improve capacity at these locations to make them capable of handling 25-year storms.

Physical infrastructure is only one component in stormwater management, and Brunswick is making several other important strides.

Brunswick has recently made it a priority to receive the Small Municipal Storm Sewer Permit (MS4) as outlined by Georgia Environmental Protection Division. In order to achieve the MS4 permit, the City must demonstrate compliance with a number of Best Management Practices (BMPs) for stormwater related to community education, system management, and regulations for new development.

In response, Brunswick has created a variety of programs. For example, the City has mapped the entirety of its stormwater system into GIS data and has created a public landscaping class covering issues such as xeriscaping and landscaping BMP's. Furthermore, the City of Brunswick has begun a phased analysis of all of the stormwater outfalls in the City, where testing will ascertain the presence and levels of dangerous pollutants.

Additionally, Brunswick has created a new Stormwater Ordinance, which addresses many aspects of stormwater management, including site design, illicit discharge, pre and post-construction permitting for erosion control, etc. The ordinance requires that post-development runoff be no greater than pre-development runoff, and it requires that stormwater quality be improved by catching and filtering water. Land owners must also maintain their stormwater filters to ensure their continued effectiveness.

However, all ordinances and measures require enforcement to be effective. Brunswick has the ability to effectively reduce stormwater in pre-construction settings, since all development requires site plans for permitting, but post-construction follow up is still an issue. Due to limited staff size, the City must depend upon the efforts of private property owners for code compliance in post-construction.

The City has created a public advertising campaign to raise public awareness with regard to stormwater issues. This campaign has received awards from the state due to its effectiveness and success, but public awareness must be supplemented with adequate enforcement and maintenance of BMPs. Enforcement and maintenance of stormwater BMPs are most effective when implemented through City resources and staffing. Currently, Brunswick is attempting to devise an appropriate fee and maintenance protocol for BMPs by 2007.

## Parks and Other Community Facilities

### *Brunswick Parks and Recreation Department*

The Mission Statement of the Brunswick Parks and Recreation Department is

"The Brunswick Parks and Recreation Department constantly seeks to improve the quality of life for the citizens of Brunswick by providing community-oriented programs and city-wide beautification."

The Department is divided into two divisions: Parks and Programs. The Parks division is primarily responsible for maintaining equipment and facilities for recreation and providing landscaping for the grounds. The Programs division acts as the administrator and manager of City recreational programs.

The Department's administrative facilities are located at Howard Coffin Park, which also provides:

- Four Tennis Courts
- Four Baseball/Softball Diamonds
- Two Soccer/Football Fields
- Half-Mile Walking Track
- Playgrounds/Picnic Areas

### *Public Parks*

The City has at least part of 13 of the original planned squares. These include Machen, Jekyll, Queen's, Hanover, King's, Crispin, St. Simon's, Hillary, Blythe, Wright, Halifax, Satilla, and Frederica. In addition, the City has eight parks with recreational facilities. In addition to Howard Coffin, these are listed below:

- Orange Square (Location: L and Reynolds Streets)
  - Two Tennis Courts
  - Picnic Area
  - Playground Area
- Palmetto Square (Location: R and Reynolds Streets)
  - Two Tennis Courts
  - Picnic Area
  - Playground Area
- Goodyear Park (Location: Parkwood Ave.)
  - Two Tennis Courts
  - Picnic Area
  - Playground Area
- College Park (Location: Malabar Drive)
  - Full Basketball Court
  - Picnic Area

- Playground Area
- Overlook Park (Location: Hwy 17 adjunct to Howard Coffin Park Pier)
  - Picnic Area
- Selden Park (County Owned, Location: Intersection of Newcastle and 4th Street)
  - Tennis Court
  - Swimming Pool
  - Full Basketball Court
  - Volleyball Court
- Mary Ross Waterfront Park (Location: Highway 341 and Gloucester Street)
  - Event Facilities
  - Picnic Area
  - Riverwalk

#### *Community Programs and Events*

The following is a list of recreational opportunities provided by the Programs division. While not all are currently offered, the list is representative of programs available in the past:

#### **Youth**

- Special programs
- Softball
- Coed baseball
- Flag football
- Tackle football
- Basketball
- Golf (seasonal)
- Tennis (seasonal)
- Co-sponsored traveling baseball teams (Big Red Association; prerequisite standards; emphasizes youth development)
- Co-sponsored Table Tennis Club (Brunswick Table Tennis Club; emphasizes youth mentorship/development; USA Table Tennis Affiliate)

#### **Adults**

- Softball
- Young adult basketball
- Joint senior citizen program with the Department of Community Development located at 2001 I Street

- Co-sponsored Table Tennis Club (Brunswick Table Tennis Club; emphasizes youth mentorship/development; USA Table Tennis Affiliate)

#### *Parks and Greenspace Assessment*

One of Brunswick's greatest assets is its historic grid pattern with integrated parks and open space. This pattern originally had a number of pocket parks and squares that greatly enhanced the City's attractiveness. Over time, some of these historic squares have been cut through by roads, developed upon, and under-maintained to the point that their original character and function has been lost. Currently, many of the City's historic squares are in a state of disrepair and inattention.

The Blueprint Brunswick plan has identified opportunities to revitalize key greenspace areas, which would greatly enhance the aesthetic appearance of proximate land uses. Anecdotal evidence suggests that many pocket parks have been adopted and maintained by local business, connoting citizen interest. Signature Squares of Brunswick, a local non-profit citizen group, has also undertaken as its mission the revitalization of the squares.

#### *Community Centers and Buildings*

The following is a list of community centers:

#### **Roosevelt Lawrence Community Center**

Location: 1109 H Street

The center is equipped with popular and traditional recreational game tables, two classrooms, and a multi-purpose gymnasium to facilitate the recreational needs of youth and adults.

#### **City of Brunswick Multi-Purpose Center**

Location: 2007 I Street

This facility seeks to address the nutritional and respite care needs of Brunswick's senior citizen community in a congregate setting. The facility also serves members of the senior community with memory losses and others who need individualized care through trained staff.

Activities Available Include:

- Bingo
- Leisure and Recreational Activities
- Community Education
- Health Screenings
- Exercise Programs
- Senior Citizen Advocacy
- Prescription Program Assistance

- Legal Assistance through “Georgia Cares”

### **Three Rivers Regional Library**

Location: 208 Gloucester Street

The Three Rivers Regional Library is located in downtown Brunswick and is administered by the Three Rivers Regional Library System. The services provided by the Three Rivers Regional Library include access to a variety of informational materials such as books, video tape, books on CD, and DVDs. Materials for blind and physically handicapped persons are also provided. The library conducts programs geared toward children to promote its informational and educational mission.

### **Compliance with the Service Delivery Strategy**

The existing Service Delivery Strategy between the City of Brunswick and Glynn County was executed on May 28, 1999. This 1999 version of the Service Delivery Strategy has remained in effect since that date. Throughout our process of assisting the City of Brunswick with the update to the Comprehensive Plan, we have reviewed the Service Delivery Strategy, especially the service areas, providers, adequacy of facilities, and future expansion plans.

With the sole exception of the provision of water and sewer services, our analysis of existing community facilities and services, combined with the best available information from City staff, shows that they are consistent with the Service Delivery Strategy. No other significant changes have occurred in the delivery of government services provided by the City and the County.

The provision of water and sewer services is in the process of consolidation between the City and County. The General Assembly of Georgia adopted House Bill 1585, signed into law by the Governor on April 19, 2006, approved by referendum on July 18, 2006, creating the Brunswick-Glynn County Joint Water and Sewer Commission as a separate legal entity from the City and the County.

Therefore, the Community Agenda and the Comprehensive Plan will resolve this change for the provision of water and sewer services to recognize the formation of the Brunswick-Glynn County Joint Water and Sewer Commission.

All of the other services presented in and submitted as the 1999 version of the Service Delivery Strategy are expected to remain in full effect.



**LEGEND**

-  Pre-kindergarten
-  Public School
-  Private School
-  Public Two-Year College
-  Adult Edu. Center
-  City Hall
-  County Jail
-  Courthouse
-  Fire Station
-  Hospital
-  Library
-  Public Safety
-  Wastewater Treatment Facility/Water System
-  Parks/Recreation/Open Space
-  Brunswick Boundary



## Transportation 7.0

### Glynn County/City of Brunswick Long Range Transportation Plan (LRTP)

Glynn County Metropolitan Planning Organization (also known as the Brunswick Area Transportation Study or BATS) developed a Long Range Transportation Plan in 2005. This plan developed a list of recommended transportation improvements based upon transportation modeling and systematic evaluation of current conditions. The Long Range Transportation Plan (LRTP) recommends and ranks potential transportation projects for a 25 year time horizon; however, a new Long Range Transportation Plan is developed every 5 years.

The LRTP includes arterial widenings, new roadways, transportation system management improvements, intersection improvements, bridge improvements, and bicycle and pedestrian improvements. Each improvement is objectively scored and ranked according to its merit as determined by location, need, anticipated benefit, implementation schedule, and estimated cost.

Only projects in the LRTP are eligible for federal and state transportation funding. The plan addresses all aspects of transportation, including roads, bicycle and pedestrian facilities, transit, airports, ports, trucking, rail, and multimodal connections between modes. Transportation Enhancements, such as scenic corridors or recreational trails, are also addressed.

The following is the Vision Statement for the LRTP:

“The citizens of Brunswick and Glynn County envision a multimodal transportation system in Glynn County that is economically efficient, environmentally sound, and move people and goods in an energy-efficient manner. It will position Glynn County to compete in the global economy of the 21st century, and to prepare for future technologies and future limits on fossil fuels. Citizens value a transportation system that will support sustainable economic development and quality of life, while preserving their investment in neighborhoods natural resources historic sites, air and water quality. They want a system that meets both personal and business transportation needs and provides affordable, safe convenient choices for transportation. The public wants full participation in transportation planning to

ensure a system that is physically and economically accessible to all citizens of Brunswick and Glynn County. Citizens want transportation planning integrated with overall community planning and land use policies, so that transportation design is proactive and supports planned orderly growth, rather than reactive to development.”

#### *Agencies and Roles*

The Metropolitan Planning Organization is the organization in charge of transportation planning efforts for any given metropolitan area. In 1991, Governor Zell Miller certified the Brunswick Area Transportation Study (BATS) as the official MPO for transportation planning in Glynn County and Brunswick. According to the Intermodal Surface Transportation Act, only improvements named by the MPO are eligible for state funding. Responsibility for the BATS process falls to the Glynn County Planning Department, as it is the agency named in the MPO appointment.

The Georgia Department of Transportation provides technical support and advice to the Glynn County Metropolitan Planning Department during the planning process. The Federal Highway Administration oversees the process and ensures that the LRTP meets federal planning standards.

The current LRTP was the product of an extensive public participation process, including three steering committees to help develop the plan. The Transportation Policy Committee, consisting of elected officials, appointees, and Georgia Department of Transportation representatives, was the primary decision-making body for the planning process. The Technical Coordinating Committee, which included local and state officials with transportation backgrounds, provided technical advice on the feasibility and expense of transportation projects. The Citizens Advisory Committee played the role of representing general citizenry and their concerns during the planning process.

#### *Methodology*

A detailed transportation model was used to determine the adequacy of the transportation system for future needs. The model involved a forecast of population, employment, and predictions of trip numbers from various origins to various

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destinations. The transportation model allows transportation planners to predict which road segments are likely to become congested as future growth and development occur.

#### *LRTP Plan Recommendations*

##### **Recommendations for Roads**

Road project recommendations are based on a number of considerations including projected level of service, connectivity, safety, and hurricane evacuation. Level of service is a measurement of the capacity of the road in comparison to the amount of traffic on that road. Roads are graded between “A” and “F” with grades “E” and “F” considered to be “failing” roads – highly congested roads that greatly slow down the speed of traffic.

As a result of this analysis, a list of 31 road or bridge projects is recommended in the LRTP. These projects include road widenings, new facilities, bridge replacements, intersection improvements, and corridor studies. This list of projects is considered cost-feasible, which means the projects should be capable of being funded out of current transportation funding mechanisms based on current trends.

While a variety of traffic improvement projects are identified in the LRTP according to projected Level of Service demands, very few are within the city limits. However, three locations are identified by BATS as needing future improvements to ease congestion and promote traffic safety. The plan proposes road widening of Fourth Avenue from two to four lanes for its entire length between US Hwy 17 and US 341. Similarly, the LRTP calls for road widening along Martin Luther King Boulevard between Fourth Avenue and Gloucester Street. Finally, the plan suggests a four lane extension from SR 25 West to K Street be built to improve traffic flow and safety.

##### **Recommendations for Bicycle and Pedestrian Facilities**

The LRTP reviews previous studies for bicycle and pedestrian infrastructure. A review of existing bicycle and pedestrian paths, which are fairly extensive on St. Simons Island, Jekyll Island, and in downtown Brunswick, is included.

Brunswick Area Transportation Study hired PBS&J in 1994 to determine appropriate expansion of bicycle and pedestrian infrastructure. The PBS&J study made several recommendations for pedestrian and bicycle improvements within the city. Top priority was placed on improvements along Fourth Avenue and Martin Luther King Boulevard.

The LRTP also reviews the Coastal Georgia Recreational Trail Plan. This plan reaches throughout the entire Georgia coastline creating a network of trails, greenways, and related

facilities for bicyclists and pedestrians, linking to historic, natural, and cultural amenities.

This plan was further developed into a set of specific recommendations for Glynn County in the Coastal Georgia Alternative Plan. The main arterial bicycle path moves through Brunswick proper along US Hwy 17. Bicycle and pedestrian projects are recommended in the Transportation Enhancement section of the LRTP. Furthermore, the LRTP explains that BATS will work with the City and County to support the development of ordinances requiring sidewalks adjacent to new activity centers.

##### **Recommendations for Transit**

There is no existing regular public transit service within the BATS service area. The Coastal Georgia Area Community Action Authority provides demand-responsive transit to the elderly and those with mental and physical disabilities. Hours of operation are Monday through Friday from 7:30 am to 4:00 pm and reservations must be received three working days in advance.

The consulting firm of Day Wilburn Associates, Inc. completed the Brunswick/ Glynn Transit Needs and Opportunities Study in December 2004. This study outlined a number of goals for forwarding a viable public transit system within Brunswick and the County at large.

The primary recommendations from the Transit Needs and Opportunities Study are for four fixed routes and a rideshare program, including a recommended fixed route through Brunswick proper. A detailed financial plan for transit implementation is also included. The LRTP adopts the recommendations from the earlier transit study into the larger transportation plan.

Glynn County has recently submitted two grant applications to GDOT to finance capital and operations expenses for running four fixed transit lines for two years. GDOT has accepted the first grant application (application for capital funding) and it is being review by FTA. The second grant application for transit funding is currently being reviewed by GDOT. The Policy Committee of BATS has not yet established the specific transit routes which will be funded. If funded, the transit program will be administered by BATS.

##### **Recommendations for Airports and Ports**

The LRTP relies heavily on a previous airport study conducted by the LPA Group. Two airports are studied: The Brunswick Golden Isles Airport (BQK), and the McKinnon St. Simons Airport (SSI). The LRTP reviews the history, the existing facilities (as of the LPA report date), and the existing



land use around each airport. A list of recommended airport projects is provided for each airport.

According to the LRTP, LPA Group Transportation Consultants conducted an assessment of the BQK Airport in 2003. The recommended improvements to the Brunswick Golden Isles Airport included additional and improved taxiways, runways, hangers, and terminals. Expanded parking and new terminal access roadways were also recommended. LPA Group emphasized the importance of purchasing an 87 acre tract of land north of the airport to buffer against non-complementary land uses and bolster commercial/ industrial opportunity.

The LRTP laid out short and long term capital improvement plans taking into account trends in traffic patterns at the airport and the recommendations of the LPA 2003 report.

This section of the report also details Brunswick's port facilities. The report describes the port facilities available at the Marine Port Terminals and the Mayor's Point Terminals. The LRTP recommends deepening of Brunswick Canal from 30 feet to 36 feet. The estimated cost of this project is \$51 million.

### **Recommendations for Trucking and Rail**

Many of the roads projects recommended in the LRTP will serve the needs of the trucking industry as well. However, much of the needed improvements are located outside Brunswick's city limits.

The existing rail network, including Norfolk Southern, CSX, and the Golden Isles Terminal Railroad are reviewed in the LRTP. Existing facilities and operations are described, including an in-depth description of how freight works its way from the Colonel's Island Terminal to the Norfolk Southern and CSX rail lines.

A new rail connection is proposed in the LRTP from the Golden Isles Terminal Railroad to Norfolk Southern to reduce the time in transit for freight from the Colonel's Island Terminal. While this particular project is located outside of Brunswick's city limits, it would decrease train layover time in Brunswick Yard by 24 hours and reduce noise in adjacent residential neighborhoods. This project is currently moving forward. The project's estimated cost is \$2.6 million.

### **Recommendations for Transportation Enhancement Projects**

One of the main programs required of MPOs under the Intermodal Surface Transportation Efficiency Act is a Transportation Enhancement program to promote quality of

life in communities. Projects that may qualify for Transportation Enhancement funds include pedestrian and bicycle projects, as well as historic preservation, landscaping, and beautification opportunities related to surface transportation.

The LRTP reviews a list of recommended transportation enhancement projects and describes steps towards their implementation including funding and a review of existing conditions where appropriate. The recommended Transportation Enhancement projects relevant to Brunswick include:

- Bay Street/Oglethorpe gateway to historic Brunswick project – Park and mixed use development project to anchor a gateway into downtown.
- Highway 17 Beautification – Landscaping and a bike path along US Hwy 17 from Spur 25 to the Sydney Lanier Bridge.
- Brunswick-Altamaha Canal Greenway – First phases would involve reviewing right-of-way ownership and clearing ownership issues along the canal.

Additionally, the Blueprint Brunswick plan, commissioned by the city, has distilled the recommendations for the Bay Street/ Oglethorpe gateway and Highway 17 into conceptual landscape plans. Furthermore, the Blueprint Brunswick plan has outlined more potential street enhancements along Newcastle Street.

### **Financial Feasibility**

Financial feasibility is assessed in the LRTP through its Financial Plan section. The section divides projects into maintenance and new construction assigning each an expected cost. In addition, the plan evaluates past funding amounts and forecasts expected monies to be received from federal and state sources. These are weighed against expenditures to determine the viability of projects.

The total cost of the proposed road projects matches the expected funding and is approximately \$347M dollars (in 2004 dollars) exclusive of maintenance projects. Costs for Transportation Enhancement Projects and transit costs and their required local matches are estimated separately from roadway projects.

Local funding is provided for largely by SPLOST monies. Brunswick is currently in its fourth round of SPLOST programs. The cost estimates provided by the LRTP assume \$5,000,000 million in SPLOST funding from the City and County governments.

The total local cost (excluding fare revenues) for implementation of the proposed transit service was estimated at \$8 million for capital and operating costs for the first five years of operation. Since the completion of the LRTP, rapidly increasing construction costs may have changed the financial feasibility of this plan. This may have implications on the project funding and timing of many of the recommended transportation projects.



**LEGEND**

- Existing Trails
- State Bike Path
- Planned Bicycle Routes
- Brunswick Boundary
- Planned Shared Use Path
- Railroad



## Intergovernmental 8.0

### Glynn County

On many issues and within many regional organizations, the City and County cooperate effectively. However, the relationship between the City of Brunswick and Glynn County has also been fraught with challenges. Some currently effective regional organizations include the Brunswick-Glynn County Development Authority, Glynn-Brunswick Memorial Hospital Authority, the Brunswick and Golden Isles Convention and Visitors Bureau, and the Brunswick Area Transportation Study.

The most recent development between the City and the County is the Joint Sewer and Water Commission. This Commission has been formed so that the City and the County can share water and sewer infrastructure in order to achieve efficiencies and meet the needs for future growth and development. While the Joint Sewer and Water Commission has been agreed upon and approved, disagreements during the process have heightened the tension between City and County governments.

On most day to day issues, the City and the County operate independently and coordinate on an as-needed basis. In the past there have quarterly meetings between the County and City Commissions, but this is not a current practice. Both County and City staff acknowledge that a higher degree of coordination could enhance the effectiveness of administration on issues such as redevelopment, planning, and coordination of regulations.

### Glynn County Schools

As the historic center of the region, the City of Brunswick is home to many of the Glynn County School system’s public schools, including both Brunswick High School and Glynn Academy. The City is also home to the administrative complex for Glynn County Schools.

Glynn County Schools conducts its own planning for future schools and develops its own population projections for the student population. In general it is expected that most new schools will be built in areas currently experiencing high population growth on the western and southern parts of Glynn County. New schools in the City are generally not anticipated.

One exception to this is the planned relocation of Glynn Middle School. Glynn Middle is being relocated to facilitate the restoration of Wright Square, one of Brunswick’s historic squares. The new Glynn Middle School is being planned for the southern end of the City off Lanier Boulevard.

### Jekyll Island

Jekyll Island is administered by a state authority, the Jekyll Island Authority, charged with its management and development as a state-owned park. Although official relations between the City of Brunswick and Jekyll Island are limited, many City residents use the island for its recreational offerings and are very concerned with its future development and preserving public accessibility to its offerings.

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# City of Brunswick, Georgia

## COMMUNITY AGENDA

Prepared for  
**City of Brunswick**

Prepared by  
**EDAW Inc**

May 2008



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# Glossary

**Accessory Dwelling Unit** - Garage apartments, granny flats, or similar secondary housing units located on the same lot with a single family residence.

**Brownfield** - Sites that are underutilized or not in active use, on land that is either contaminated or perceived to be contaminated.

**Character Area** - a specific geographic area within the community that:

- has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, a neighborhood, or a transportation corridor);
- has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or
- requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.).

**Community Agenda** - The portion of the comprehensive plan that provides guidance for future decision-making about the community, prepared with adequate input from stakeholders and the general public. It includes: (1) a community vision for the future physical development of the community, expressed in the form of a map indicating unique character areas, each with its own strategy for guiding future development patterns; (2) a list of issues and opportunities identified by the community for further action, and (3) an implementation program that will help the community realize its vision for the future and address the identified issues and opportunities.

**Community Assessment** - The portion of the comprehensive plan that is an objective and professional assessment of data and information about the community prepared without extensive direct public participation. It includes: (1) a list of potential issues and opportunities the community may wish to take action to address, (2) evaluation of community policies, activities, and development patterns for consistency with the Quality Community Objectives, (3) analysis of existing development patterns, including a map of recommended character areas for consideration in developing an overall vision for future development of the community; and (4) data and information to substantiate these evaluations and the potential issues and opportunities.

**Community Participation Program** - The portion of the comprehensive plan that describes the local government's program for ensuring adequate public and stakeholder involvement in the preparation of the Community Agenda portion of the plan.

**Community Vision** - A statement of overall goals that describes the desired future that the community seeks to achieve. The vision statement is the central organizing principle of the plan that drives the more detailed parts of the Community Agenda.

**Comprehensive Plan** - A local government's primary guide for managing future growth and development, including a comprehensive analysis of issues facing the locality, analysis and projections regarding prospective issues over a defined time period in the future, and policies and strategies for addressing these issues.

**Community Scale** - Developments or facilities that attract users from a moderately sized area such as a cluster of neighborhoods, usually covering an area less than 3-5 miles from the development or facility location.

**Greyfield** - Sites that are underutilized or not in active use, on land that is commercially developed, usually with large parking areas.

**Land Bank** - A government-based authority that purchases, assembles, and clears title to land in order to facilitate redevelopment.

**Land Trust** - A community-based organization that purchases and assembles land for a specific community purpose, such as for open space or affordable housing.

**Land Use** - The activity and manner in which a parcel of land is used or occupied.

**Life-Cycle Housing** - Housing that is designed to enable residents to live in the same home as they become elderly by providing a variety of accessibility and adaptability features.

**MBE** - Minority-owned business enterprise.

**Mixed-Income** - Residential development that include a significant number of both market-rate and subsidized rental housing units where the size and quality of market rate and subsidized units are comparable.

**Mixed-Use** - Development that combines two or more of the types of development on a single site: residential, commercial, office, industrial or institutional.

**Neighborhood-Scale** - Developments or facilities that primarily attract users from the immediate neighborhood, usually from those less than 1 or 2 miles of the location of the development or facility.

**New Urbanism** - A design approach for neighborhoods, cities, and streets that emphasizes the quality of the public realm and the interface between architecture and the public realm. Please find more information about New Urbanism from the Congress for the New Urbanism ([www.cnu.org](http://www.cnu.org)).

**Qualified Local Government** - A county or municipality which has a comprehensive plan in conformity with the minimum standards and procedures and has established regulations consistent with its comprehensive plan and with the minimum standards and procedures.

**Regional-Scale** - Developments or facilities that attract users from a large area, as large as 10 or 20 miles in distance.

**Streetscape** - The space between the buildings on either side of a street that defines its character. The elements of a streetscape include: building frontage/façade; landscaping (trees, yards, bushes, plantings, etc.); sidewalks; street paving; street furniture (benches, kiosks, trash receptacles, fountains, etc.); signs; awnings; and street lighting.

**Stakeholder** - Any person or entity with a legitimate interest in an issue addressed by the Comprehensive Plan.

**Universal Design** - Design for buildings and sites so as to make them usable and accessible by people of varying ages, abilities, and handicaps. This generally includes design to permit wheelchair accessibility.



## Vision Statement

### City of Brunswick 2030 Vision

The City of Brunswick will grow into its future like a glorious Live Oak, with:

- **Strong Roots**
- **Quality Communities**
- **Economic Growth**
- **Revitalized Image**

The City of Brunswick will cherish, protect and enhance its connections with its natural, historic, and cultural **roots**.

The City of Brunswick will re-build beautiful neighborhoods with gathering places such as parks, churches, and schools, a variety

of quality housing, and a strong sense of **community** with actively involved citizens and engaged, well-coordinated community organizations.

The City of Brunswick will cultivate the **growth** of its economy and its people, by encouraging entrepreneurship, improving workforce development, and fostering community volunteer and leadership opportunities.

And the City of Brunswick will present a revitalized and rehabilitated **image** by showcasing its natural and historic beauty and by redeveloping its underutilized areas in a manner in keeping with its traditional, human-scaled development pattern. Polluted, contaminated, and dilapidated areas will be vigorously rehabilitated and made available for reuse.





# Community Issues and Opportunities

## Community Issues and Opportunities

### Overview

This list of Community Issues and Opportunities expresses the priority issues of concern to Brunswick stakeholders. Community Issues and Opportunities also came out of the research and analysis that occurred during the Community Assessment. These issues help give shape to the rest of the Community Agenda by creating a clear focus for actions and policy to realize the 2030 vision.

### Roots

- Protect the City's natural resources, including rivers, marshes, and tree cover, and increase connections to key natural resources such as the waterfront.
- Keep Brunswick's small-town charm and friendly character.
- Protect and preserve the City's historic buildings and character.

### Community

- Promote a wide variety of affordable housing through a balance of rehabilitation and new construction.
- Maintain a neighborhood focus, place resources and services in or near neighborhoods, and invest in the quality of neighborhoods.
- Increase public safety and police presence, find new, innovative, and participatory methods for preventing and reducing crime.
- Increase community involvement and capacity in poor and disenfranchised communities, including immigrant communities.

### Growth

- Encourage the creation of greater employment opportunity and entrepreneurship for citizens through workforce development and small business development.
- Address the risks associated with coastal flooding through improved drainage facilities and encouraging emergency preparedness.
- Support mobility of all citizens, especially low-income citizens and seniors, by improving public transportation.
- Develop a comprehensive network of bicycle and pedestrian pathways throughout the City.
- Establish better coordination and communication between governmental entities.

### Image

- Improve the appearance of all aspects of the City, with special attention to neglected properties and major gateways into the City.
- Address the City's large inventory of dilapidated and substandard housing.
- Address existing pollution within the community and promote the clean-up and redevelopment of brownfields.
- Invest in the restoration and improvement of facilities in the City's squares and parks.
- Ensure new and infill development is compatible in scale and character with existing neighborhoods.







# Future Development Narrative

## 2.1 Character Areas as Guides to Future Development

The following future development narratives define a vision and preferred development patterns for each character area in the City. The future development narratives are both the basis for land use regulation and for implementation projects that address the specific needs of each area of the community.

It should be noted that character areas do govern future land use, although in a different way than a traditional future land use map. Character areas may permit a variety of land uses, and generally promote a mixed-use approach to land use planning. Within character areas, design issues of scale, massing, building placement, architectural style, and performance issues such as traffic volume and waste handling are just as important as permitted land use categories. Character areas do, however, restrict land uses to those on the list of appropriate uses, and some of these uses may be restricted to certain sub-areas within the character area, such as to parcels along major roadways.

Scale of development is as important as land use in the City of Brunswick. When the term “neighborhood” is used to describe scale in this plan, this means that the size of buildings and parcels should be in-scale with typical larger residential parcels and structures in the City of Brunswick. Commercial and office uses may be appropriate for Brunswick neighborhoods, but they should occur in buildings that are approximately typical of large residences in the City and on sites generally under 5 acres in size.. When the term “community” is used to describe scale in this plan, this means that the size of buildings

and parcels should be in-scale with traditional community uses such as elementary schools and civic buildings. Generally these sites will be about 5-10 acres in size, but in all cases compact building design and minimal, discretely placed parking areas are encouraged.

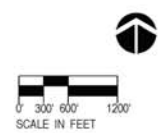
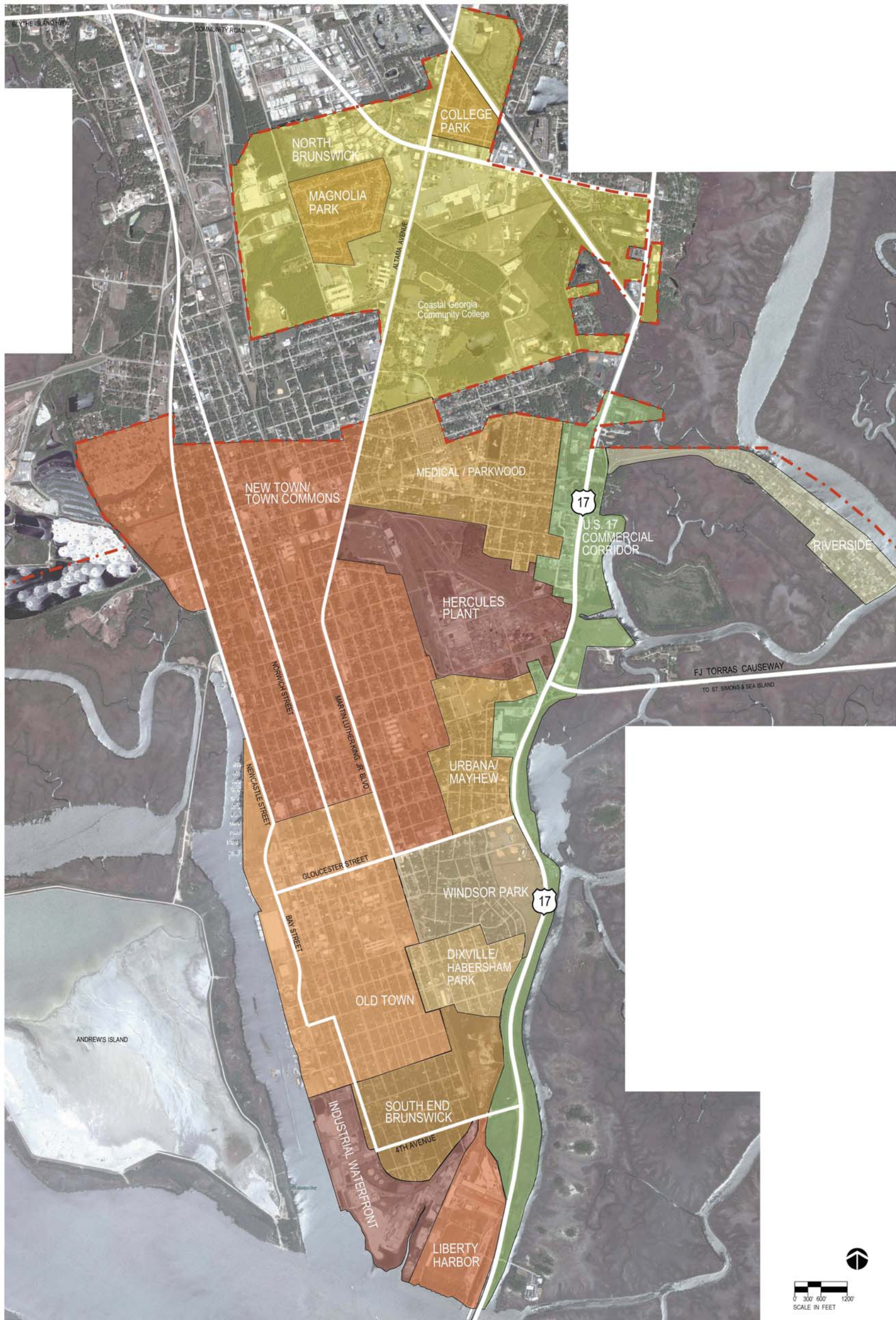
The future development map was developed through an interactive process between the planning team and the community. Boundaries for the character areas and brief descriptions of the character areas were included in the Community Assessment. These boundaries and descriptions were then distributed for comment and refinements.

The future development map was then further refined through the Character Area Charrette held on January 31st of 2008. During the charrette, public stakeholders discussed the issues and assets for each character area. Appropriate development patterns and potential vision statements were also discussed. All of the public input from the charrette, along with findings from the Community Assessment, were used to develop the following future development policy statements.

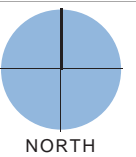


*Character Areas use architecture, public realm, and natural features to preserve a distinct identity*





LEGEND



NORTH





## 2.2 North Brunswick

### Character Area Description

This northern portion of the City includes an irregularly shaped area primarily centered on Altama Avenue but also with frontage on Community Road/Cypress Mill Road and the Spur 25. The development pattern here is very mixed with no one type of development predominating. The campus of the Coastal Georgia Community College and Brunswick High School comprise major civic uses in this area. Linear, auto-oriented commercial uses with scattered building sites and large parking areas are found along Altama Avenue, Community Road/Cypress Mill Road, and the Spur 25. Two residential neighborhoods with curved but connected street systems, Magnolia Park and College Park, are also part of this area.

These neighborhoods have well defined boundaries and consistent single-family development patterns, but also offer proximity to nearby commercial and institutional services.

### Character Area Vision

The vision for the North Brunswick area is multi-layered, reflecting its land use diversity. For the single-family neighborhoods of Magnolia Park and College Park, the vision is to preserve the character and boundaries of these suburban, single-family neighborhoods. For Altama and Community Road/Cypress Mill Road, the vision is for new, mixed-use,

urban boulevards with active, pedestrian-oriented streetscapes. For Spur 25, the vision is for a major commercial corridor including big box retail with limited access to ensure transportation mobility. It is also important to the North Brunswick community that it retain its institutional assets – the Coastal Georgia Community College, Brunswick High School, and Jane Macon Middle School. These institutional assets should be better connected with nearby neighborhoods and knit together with a connected framework of pedestrian and bicycle paths.

### Appropriate Land Uses

- Single-family residential development within Magnolia Park and College Park
- Community-scale commercial, institutional, multifamily, and mixed-use development along Altama Avenue and Community Road/Cypress Mill Road
- Regional-scale commercial development including big box developments along Altama Avenue, Community Road/Cypress Mill Road, and Spur 25
- Industrial development on the western portions of Habersham

### Recommended Development Patterns

- Vertical, multistory mixed-use development with retail on the ground floor along major corridors
- Potential housing for college students developed in New Urbanist-style patterns



**Figure 2.1** Mixed-use development helps to activate public streets



**Figure 2.2** Single-family ranch home on wooded lot



along Altama, Community Road/Cypress Mill Road, or US 17 corridors

- Clustering high-density development at nodes along major corridors
- Greyfield redevelopment that converts vacant or under-utilized commercial strips to mixed-use assets
- Developments that have easy access to nearby transit, shopping, schools and other areas where residents travel daily
- Suburban single-family residential areas with strong boundaries and consistent massing, setback, and front yards
- Preservation and enhancement of major institutions, such as high schools and community colleges, along major corridors
- Community facilities such as schools developed in a way that the entire community can share facilities such as meeting rooms, libraries, and playgrounds

#### Recommended Transportation Patterns

- New greenways and pedestrian/bicycle paths to connect residential areas to commercial areas, employment areas, and transit stops
- Landscaped buffers between the roadway and pedestrian walkways
- Landscaped raised medians separating traffic lanes
- Restrictions on the number and size of signs and billboards
- Landscaping of parking areas to minimize visual impact on adjacent streets and uses
- Parking lots that incorporate on-site stormwater mitigation or retention features, such as pervious pavements
- Location of parking at rear or side of buildings to minimize visibility from the street
- Shared parking arrangements that reduce overall parking needs
- Driveway consolidation and inter-parcel connections between parking lots
- Garages located to the rear or side of each residence

#### Recommended Implementation Measures

- Design a new street section for Altama Avenue that includes a wide pedestrian promenade, street trees, lighting, street furniture, bus shelters, bicycle lanes, travel lanes, and if possible a landscaped median. Ensure that all modes of transportation are adequately planned for per the City's Complete Streets policy.
- Engage in a comprehensive infrastructure upgrade of all residential streets in a phased and systematic fashion throughout the character area. Focus infrastructure improvements on drainage, curb, gutter, sidewalks, and streetlights on major streets.
- Create a master plan for pedestrian and bicycle paths connecting the neighborhoods with the institutions of Coastal Georgia Community College, Brunswick High School, and Jane Macon Middle School, as well as the major commercial corridors.
- Stay actively involved in strategic and master planning for the Coastal Georgia Community College. Ensure that the college retains its technical training mission, and seek to better integrate the college into the community through joint activities and initiatives.
- As land becomes available for purchase, pursue opportunities for purchase of future parks or nature preserves in this area.
- Seek to increase recreational opportunities for North Brunswick residents by encouraging public access to recreational areas that are part of the middle school and high school campuses.
- Change the zoning along Altama and Community Road/Cypress Mill Road to permit mixed-use development and require pedestrian streetscapes and street-oriented urban design with parking to the rear.



## 2.3 Medical-Parkwood

### Character Area Description

The center of the Parkwood Character Area is the Southeast Georgia Health Systems Brunswick Campus, which is surrounded by related medical uses, particularly east of Hampton Avenue. East, west, and south of the hospital are 1960's single-family neighborhoods with regular block patterns and predominantly single-story ranch style homes. These residences benefit from their central location within the City of Brunswick, with easy access to the hospital, the community college, and commercial services. There are also some 1970's era townhouses in this neighborhood south of Kaiser Avenue. The Parkwood Character Area is bounded by the US Highway 17 Corridor on the east, the Hercules Plant on the south, and Altama Avenue on the west.

### Character Area Vision

The Medical/Parkwood Character Area should retain its single-family character while allowing the hospital to serve its important public service mission. In order to balance the competing needs of the neighborhood and the hospital, clear boundaries should be set on the hospital's future expansion to keep it from gradually eroding the stability of surrounding neighborhoods.



**Figure 2.3** Medical land uses are an important part of the Parkwood character area

### Appropriate Land Uses

- Single-family residential
- Medical related commercial development and parking areas east of Hampton and along parts of Shrine Road, in the area south of the Hospital and north of Hercules, and in the area between the park and the Hospital
- Multifamily development in existing locations of multifamily
- Mixed-use and multifamily development at the intersection of Parkwood Drive and Altama.

### Recommended Development Patterns

- Single-family houses in residential neighborhoods with off-street parking
- Medical-related commercial development and parking areas east of Hampton and along parts of Shrine Road, in the area south of the Hospital and north of Hercules, and in the area between the park and the Hospital
- Existing multifamily developments should be permitted to redevelop into configurations that better support Brunswick's traditional urban forms and block patterns
- Mixed-use and multifamily development at the intersection of Parkwood Drive and Altama. This is an important intersection for the community and should have a quality appearance



**Figure 2.4** Single family neighborhood with consistent setbacks for homes





- Suburban single-family residential areas with strong boundaries and consistent massing, setback, and front yards
- Clustered high-density development at nodes along major corridors
- Greyfield redevelopment that converts vacant or under-utilized commercial strips to mixed-use assets
- Stay actively involved in strategic and master planning for the Southeast Georgia Health Systems Brunswick Campus.
- Consult with the neighborhoods about the potential need for traffic calming to discourage cut-through traffic.

#### Recommended Transportation Patterns

- Shared parking arrangements that reduce overall parking needs
- Location of parking at rear or side of buildings to minimize visibility from the street
- Parking lots that incorporate on-site stormwater mitigation or retention features, such as pervious pavements
- Garages located to the rear or side of each residence
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc.
- Landscaped buffers between the roadway and pedestrian walkways

#### Recommended Implementation Measures

- Establish clear boundaries in the character area for the expansion of medical uses and parking areas that serve medical uses. Encourage additional medical development to occur along the US 17 or Altama corridors.
- Design a new street section for Altama Avenue that includes a wide pedestrian promenade, street trees, lighting, street furniture, bus shelters, bicycle lanes, travel lanes, and if possible a landscaped median. Ensure that all modes of transportation are adequately planned for per the City's Complete Streets policy.
- Engage in a comprehensive infrastructure upgrade of all residential streets in a phased and systematic fashion throughout the character area. Focus infrastructure improvements on drainage, curb, gutter, sidewalks, and streetlights on major streets.
- Create a master plan for pedestrian and bicycle paths connecting the neighborhoods with the Southeast Georgia Health Systems Brunswick Campus, the Coastal Georgia Community College, and major commercial corridors.





**Figure 2.5** Single family homes in Riverside display a variety of modern coastal styles

## 2.4 Riverside

### Character Area Description

The Riverside Character Area is a single-family neighborhood located on a peninsula bordered by the Back River and Terry Creek. Homes here tend to have water views and boat docks for accessing the water. The Riverside Character Area is somewhat isolated from other parts of the City of Brunswick and so is less impacted by land use compatibility issues.

### Character Area Vision

The Riverside Character Area should retain its single-family character and attractive natural surroundings. The Riverside area is distinguished by its location on a peninsula, which provides marsh views and water access to these high-end single-family homes. The goal for this area should be to maintain its current amenities and to protect the character of the existing single-family neighborhood.

### Appropriate Land Uses

- Single-family residential development

### Recommended Development Patterns

- Single-family residential neighborhood with off-street parking
- Undeveloped marshlands and wetlands
- Preserved views of marshlands and the river

- New development should minimize disturbance of marshes and wetlands
- Development that is compliant with FEMA regulations through residential elevation, etc.

### Recommended Transportation Patterns

- No recommended transportation patterns for this character area

### Recommended Implementation Measures

- No recommended implementation measures for this character area



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**Figure 2.6** Buildings adjacent to the sidewalk enliven a corridor



**Figure 2.7** Wide sidewalks and street trees make a street inviting for pedestrians

## 2.5 US Highway 17 Corridor

### Character Area Description

The US Highway 17 Corridor is one of the two highest-visibility corridors that lead into the City (the other being US 341/Newcastle Street). The US Highway 17 Corridor serves not just as the gateway to the City of Brunswick, but also as the primary gateway to the Golden Isles as well. The northern portion of the US Highway 17 Corridor is primarily comprised of low-density, highway-oriented commercial uses, while the southern portion is characterized by views of open space and marshlands. Some of the commercial areas along US Highway 17 are deteriorating and suffering from disinvestment, but there is new redevelopment activity along the corridor. It is a critical time for the City because there is a currently small window of opportunity to shape the character of future development along the corridor before it is re-developed. There is an overlay in the City's zoning code that is intended to help shape the appearance of new development on US Highway 17, but community stakeholders believe more detailed design guidance is needed to ensure an appropriate character for this area in the future.

### Character Area Vision

The US Highway 17 Corridor should be a true gateway to the City of Brunswick and the Golden Isles region. This means the appearance of the corridor is paramount. Preserving

views of and access to the marshfront is essential, particularly along the southern, "natural," part of the corridor. The corridor would benefit from reduced visual clutter in terms of billboards, signs, and overhead utility wires. Architectural styles should reflect the native traditions of Brunswick and the Golden Isles, and existing historic structures, such as the visitor center, should be preserved. New and improved wayfinding and the visual definition of gateways are important to the corridor as it is the entrance point for so many visitors. Several ideas for establishing gateways via landscaping along the corridor are part of the Blueprint Brunswick plan. If possible, a new cultural heritage site, for example a site that reflects on the Gullah/Geechee heritage of the area, should be developed along the corridor. The corridor should be truly multimodal with bicycle, pedestrian, and transit facilities as well as the roadway. Pedestrian and bicycle facilities should integrate into the overall vision for the East Coast Greenway where feasible. Development on the corridor should be multi-story, street-oriented, and predominantly mixed-use, with parking and service areas to the rear so that the architecture, the median landscaping, and the marsh form the dominant features of the corridor. Redevelopment along the northern portion of the corridor can help to reshape US 17 from a regional throughway into a new center of activity for the community.



### Appropriate Land Uses

- Multi-story, mixed-use development with commercial uses on the first floor
- Multifamily residential development, including senior housing towers
- Tourism and cultural facilities
- Hotels and resorts
- Protected greenspace, wetland, and wildlife habitats

### Recommended Development Patterns

- Structures (shopping, warehouses, offices, etc.) located near street front, with parking in rear of buildings, making the corridor more attractive and more pedestrian-friendly
- Vertical, multistory mixed-use development with retail on the ground floor
- Developments that take advantage of marshfront views, such as restaurants or hotels
- Clustering high-density development at nodes along major corridors
- Developments that have easy access to nearby transit, shopping, schools and other areas where residents travel daily
- Greyfield redevelopment that converts vacant or under-utilized commercial strips to mixed-use assets
- Site plans, building design and landscaping that are sensitive to natural features of the site, including topography and views

### Recommended Transportation Patterns

- Multi-modal streetscapes with ample room for pedestrians and amenities to draw people to the corridor
- Landscaped buffers between the roadway and pedestrian walkways
- Landscaped raised medians separating traffic lanes
- Location of parking at rear or side of buildings to minimize visibility from the street
- Shared parking arrangements that reduce overall parking needs
- Landscaping of parking areas to minimize visual impact on adjacent streets and uses
- Parking lots that incorporate on-site stormwater mitigation or retention features, such as pervious pavements

- Pedestrian connections between development on the corridor and residential areas behind the corridor
- New greenways and pedestrian/bicycle paths to connect residential areas to commercial areas, employment areas, and transit stops
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc.
- Driveway consolidation and inter-parcel connections between parking lots
- Restrictions on the number and size of signs and billboards

### Recommended Implementation Measures

- Develop enhanced design guidelines for the US 17 corridor that require multi-story structures, manage the building envelop, establish a build-to line, regulate building materials, and require a pedestrian streetscape along the corridor.
- Design a new street section for US 17 that includes a wide pedestrian promenade, street trees, street furniture, bus shelters, bicycle lanes, travel lanes, and if possible a landscaped median. Ensure that all modes of transportation are adequately planned for per the City's Complete Streets policy.
- Require developers to bury utility wires as new development occurs.
- Ban any new billboards along the corridor, and require that old billboards be removed as a condition of new development or redevelopment permitting.
- Partner with the County and the Brunswick and Golden Isles Visitors Bureau to seek funding for a Gullah/Geechee cultural center along the corridor.
- Design and implement a series of wayfinding signs and public art features along the corridor, including a prominent feature at the intersection of Gloucester to direct people towards downtown.



## 2.6 Hercules

### Character Area Description

The Hercules plant, which processes tree stumps into resins and related materials, occupies a large piece of land in the northern sector of the City, highly visible from US Highway 17 and the Torras Causeway. The appearance of the site is typical for a heavy industrial use with large machinery, chain link fences, and a smokestack over the central plant. If the Hercules plant closes in the future, environmental constraints may restrict future development on the site. Nearby Brunswick residents complain of air, water, and soil pollution from the Hercules site.

### Character Area Vision

The City should be prepared in the case of plant closure to conduct an environmental assessment of the site and explore redevelopment possibilities. In the meantime, the City should view the Hercules plant as a valuable source of employment for the community, and should continue to monitor and address the environmental impacts of past and present plant operations.



**Figure 2.8** Landscaping can screen unsightly land uses

### Appropriate Land Uses

- Continued industrial land uses are currently appropriate for this character area
- Future land use should be determined by an inclusive master planning process and environmental constraints

### Recommended Development Patterns

- Should the plant close, it is recommended that a public Master Plan process be conducted for the site to take into account all of the constraints and opportunities posed by such a large site in the middle of the City
- Factors that should be considered include environmental remediation and continuing hazards, impacts on adjacent neighborhoods, opportunities to reconnect the street grid, community facility and open space needs, economic development needs, and appearance from the US 17 corridor



**Figure 2.9** Quality materials, such as brick, can improve appearance of industrial facades



### Recommended Implementation Measures

- Collaborate with the Georgia Environmental Protection Division to monitor, prevent, and remediate contamination of air, water, and soil related to past and present Hercules operations.
- Provide the public with information relating to known air, water, and soil contamination.
- Develop a Street Framework Plan for the Hercules site in advance of its potential close. A Street Framework plan could re-establish the street grid and be binding by the force of law, but would not regulate potential future land uses. A Street Framework plan would ensure that whatever development might occur on the Hercules site would serve to reconnect the City and its neighborhoods. Flexible, adequately sized block sites can be used that adapt to multiple land uses.



## 2.7 New Town/Town Commons

### Character Area Description

New Town is the second oldest area of the City. The character area extends northwards from Old Town/F Street up to T Street and east to the Hercules Plant and includes both sides of MLK Boulevard. New Town includes three large public squares that were set aside when it was originally platted. The New Town Character Area is defined by a regular rectangular block pattern which serves to connect diverse land uses in a highly integrated pattern, but also makes it more difficult to identify boundaries between distinct neighborhoods. Land uses in New Town are predominantly single-family, though there are many commercial land uses along Norwich and some churches and schools scattered through the area. There are also several large multifamily Brunswick Housing Authority properties in this character area which tend to stand out from their surroundings.

There are three major corridors that help define the New Town area. MLK Boulevard runs north-south through the New Town area. The MLK area is somewhat underdeveloped. It has a very wide right-of-way in comparison with its traffic volume, and the corridor contains a large median with a tall utility corridor down its center. The Norwich corridor also runs north-south through the New Town area. Land uses along the Norwich corridor tend to be commercial or institutional in nature with some outdoor



**Figure 2.10** Single-family houses with porches could provide good infill for New Town

storage such as automobile sales, and buildings are generally situated directly adjacent to the corridor as characteristic of a 'main street'. Along the western edge of New Town is the Newcastle/US 341 corridor, which functions as a main Gateway to Brunswick (along with US 17). Due to the waterfront and the rail line running adjacent to Newcastle, land uses and architectural styles are quite diverse, with commercial, industrial, institutional, and residential land uses scattered in an incoherent fashion on the corridor.

### Character Area Vision

The vision for the New Town/Town Commons area is a revitalized, diverse, urban single-family neighborhood with quality infrastructure. The neighborhood will be improved through a variety of infrastructure investments, including drainage improvements, curb and gutters, street lights, and sidewalks. Neighborhood parks will be improved by additional amenities such as benches, lighting, walking paths, and playgrounds. Dilapidated housing will be renovated and new, infill single-family housing will be developed on vacant lots. The neighborhood will continue to be mixed-use with schools and churches as part of the neighborhood, and neighborhood-oriented commercial development will occur along Norwich and MLK. Newcastle will become a gateway into the City with new, street-oriented redevelopment and an improved streetscape. The City's waterfront will become more accessible to neighborhood residents.



**Figure 2.11** Corner stores contribute to a sense of place





### Appropriate Land Uses

- Single-family residential development
- Neighborhood scale commercial development along Norwich and MLK, developed in a “Main Street” fashion with the building fronting the streetscape and parking to the rear
- Community facilities such as schools, parks, museums, and libraries, predominantly located on the major corridors of Norwich, MLK, and Newcastle
- Multifamily development along the MLK and Newcastle corridors, but compatible in scale with single-family surroundings
- Townhouse development along the Norwich and Newcastle corridors
- Mixed-use along the Newcastle corridor south of P Street

### Recommended Development Patterns

- Houses located near the street, with front porches that encourage interaction with neighbors
- New residential development that matches the mix of housing types and styles of the community
- Accessory housing units that provide rental opportunities for small households
- Addition of neighborhood commercial centers on appropriate infill sites to serve surrounding neighborhood
- Greyfield redevelopment that converts vacant or under-utilized commercial strips to mixed-use assets
- Structures (shopping, warehouses, offices, etc.) located near street front, with parking in rear of buildings, making the corridor more pedestrian-friendly
- Community schools developed at smaller scale and located in neighborhoods where students can walk to class
- Emphasizing and protecting views of the river for development along Newcastle

### Recommended Transportation Patterns

- Improved streetscaping for Norwich, MLK, and Newcastle with the introduction of pedestrian and bicycle facilities and other streetscape amenities
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc

- Restrictions on the number and size of signs and billboards on MLK, Newcastle, and Norwich

### Recommended Implementation Measures

- Develop new design guidelines for the Norwich corridor that guide height, massing; include a build-to line and a pedestrian streetscape along the corridor.
- Design and implement a new streetscape for Norwich entering into the downtown.
- Design and implement new street sections for MLK, Norwich, and Newcastle. Include pedestrian and bicycle facilities on all corridors and include transit facilities along MLK. Include a landscaped median on MLK and Newcastle.
- Conduct an accessory housing study to determine potential configurations for accessory housing units that would leave the neighborhood character intact.
- Promote HOPE VI or similar redevelopment of housing authority properties as mixed income properties that better integrate into the surrounding urban fabric.
- Ban any new billboards and minimize free standing signs along the Newcastle/ Norwich corridors, and require that old billboards be removed as a condition of development/redevelopment permitting.
- Engage the neighborhood in planning charrettes for the public squares in the area in order to plan for park amenities.
- Engage in a comprehensive infrastructure upgrade of all streets in a phased fashion throughout the character area, starting with major streets. Focus infrastructure improvements on drainage, curb, gutter, sidewalks, and streetlights.
- Require the screening and landscaping of commercial outdoor storage areas
- Preserve neighborhood school sites in the character area, but where possible open them up to community use.
- Engage in a “block-by-block” strategy for reclaiming neighborhoods by phasing in public & private investment and coordinating infrastructure investments with community development and policing initiatives.
- Explore the designation of key structures or districts within the New Town Character Area for eligibility for the National Register.



## 2.8 Urbana/Mayhew

### Character Area Description

Urbana and Mayhew are post-war subdivisions with predominantly single-family housing. A large and recent mixed-income, garden apartment development, Whispering Oaks, is a major land use feature of this neighborhood. The Abbott Andrews Brunswick Housing Authority development is also located in this character area. These neighborhoods are bounded by the US Highway 17 commercial corridor to the east, the Hercules Plant to the north, and the Burroughs-Molette School to the west. Edo Miller Park is on the northern boundary of the neighborhood adjoining the Hercules site.

### Character Area Vision

The Urbana-Mayhew Character Area should retain its predominantly single-family character. A small neighborhood surrounded by commercial and industrial uses, it is important to maintain the physical integrity of this neighborhood's boundaries. There is a significant amount of multifamily development in the character area, and while this is currently compatible with the character area, multifamily development should not be permitted to expand significantly in land area or scale. It is important to restore the connectivity of the street grid or to at least restore pedestrian pathways to the east, west, and north where possible. Increasing connections with the US 17 corridor is of particular value. The neighborhood should continue to benefit from schools and parks that are part of its fabric. As with other Brunswick neighborhoods, there is a crucial need to improve infrastructure, especially drainage infrastructure

### Appropriate Land Uses

- Single-family residential development
- Neighborhood scale commercial, institutional, and mixed-use development along Gloucester, developed in a "Main Street" fashion with the building fronting the streetscape and parking to the rear



**Figure 2.12** Neighborhood street with quality sidewalk, lighting, and regular street trees

- Community facilities such as schools, parks, museums, and libraries, built to a neighborhood scale
- Multifamily redevelopment in existing areas of multifamily development, of compatible scale to the single-family areas surrounding and in traditional regional architectural styles

### Recommended Development Patterns

- Houses located near the street, with front porches that encourage interaction with neighbors
- Infill residential development on vacant sites. These sites, with existing infrastructure in place, are used for new development, matching character of surrounding neighborhood
- Accessory housing units that provide rental opportunities for small households and income generation for homeowners to increase affordability
- Multifamily developments that face the street, broken into a series of smaller masses that mimic single-family development, and preserve the historic block structure. Multifamily developments should have parking to the rear with alley access if possible
- Structures (shopping, warehouses, offices, etc.) located near street front, with parking in rear of buildings, making





**Figure 2.13** Neighborhood-scaled community facility

the corridor more attractive and more pedestrian-friendly

- Greyfield redevelopment that converts vacant or under-utilized commercial strips to mixed-use assets
- Community schools developed at smaller scale and located in neighborhoods where students can walk to class
- Community facilities such as school developed in a way that the entire community can share facilities such as meeting rooms, libraries, and playgrounds

#### Recommended Transportation Patterns

- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc
- Landscaped buffers between the roadway and pedestrian walkways
- Garages located to the rear of each property, or on-street parking is used for residents' automobiles
- Maximum size for parking lots in neighborhood commercial areas
- Parking lots that incorporate on-site stormwater mitigation or retention features, such as pervious pavements

#### Recommended Implementation Measures

- Promote affordable infill development and accessory housing units along with housing rehabilitation programs in the area.

- Promote HOPE VI or similar redevelopment of housing authority properties as mixed-income properties that better integrate into the surrounding urban fabric.
- Engage the neighborhood in planning charrettes for each of the parks in the area in order to plan for park amenities.
- Engage in a comprehensive infrastructure upgrade of all streets in a phased and systematic fashion throughout the character area, starting with major streets. Focus infrastructure improvements on drainage, curb, gutter, sidewalks, and streetlights.
- Preserve neighborhood school sites in the character area, but where possible open them up to community uses during off-school hours.
- Change the future land use along Gloucester to permit mixed-use and promote a 'main street' development pattern.

## 2.9 Windsor Park

### Character Area Description

Windsor Park is a 1930's-1940's subdivision developed on the site of a former City golf course. Windsor Park is distinguished from surrounding neighborhoods by its curvilinear street pattern and its circular (as opposed to rectangular) central park. Single-family homes in Windsor Park include a wide variety of architectural styles and larger lot sizes than are found in most of Brunswick's other neighborhoods. The Windsor Park Character Area also includes Howard Coffin Park. The character area is bounded by Gloucester to the north, US Highway 17 to the east, and Lee Street to the west.

### Character Area Vision

The Windsor Park Character Area should retain its single-family, relatively low-density character. Howard Coffin Park is a major community amenity, with its swimming pool, gym, tennis courts, and other recreational facilities. The park should continue to respond to evolving community needs and concerns. As with other Brunswick neighborhoods, there is a crucial need to improve infrastructure, such as the addition of sidewalks, street lights, and especially drainage infrastructure.

### Appropriate Land Uses

- Single-family residential development
- Neighborhood scale commercial, institutional, and mixed-use development along Gloucester, developed in a "Main Street" fashion with the building fronting the streetscape and parking to the rear
- Community facilities such as parks, museums, and libraries, built to a neighborhood scale

### Recommended Development Patterns

- Houses located near the street, with parking areas located to the side or the rear of the house
- New residential development that matches the mix of housing types and styles of the community
- Open space, environmental protection lands, and parks



Figure 2.14 Windsor Park, the heart of the neighborhood



### Recommended Transportation Patterns

- One-way street around Windsor Park
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc
- Landscaped buffers between the roadway and pedestrian walkways
- Garages located to the rear or the side of each residence

### Recommended Implementation Measures

- Revise the zoning code for Windsor Park to ensure that new single-family development is compatible in scale, massing, and placement with traditional development patterns. The code should ensure that new residences put their 'face' to the street, with parking to the side or rear, and that front yards are preserved.



**Figure 2.15** Windsor Park homes are diverse in style but consistent in massing and setbacks

## 2.10 Dixville/Habersham Park

### Character Area Description

These historic neighborhoods date back to the period just after the close of the Civil War. Historic and newer single-family homes are mixed in this character area. The neighborhood is predominantly single-family with small parcel sizes and a wide variety of architectural styles. There are scattered commercial and industrial properties along MLK Boulevard as well as some scattered multifamily development. The area is bounded by US Highway 17 on the east, Albany Street on the west, and includes some industrial land uses on its southern end. The new Glynn Middle School is planned for just south of this area.

### Character Area Vision

The Dixville/Habersham Park Character Area should retain its predominantly single-family character. The Dixville/Habersham Park Character Area will see significant infill development and revitalization, as well as improved neighborhood infrastructure. It will remain a tightly-knit community with affordable single-family housing and committed, long time residents. Commercial, industrial, and multifamily areas will be redeveloped into neighborhood commercial and low-density multifamily development that enhance the character and vitality of the neighborhood. The new location of Glynn Middle School will serve to revitalize the neighborhood by

providing a center for the neighborhood and additional recreational options for neighborhood residents.

### Appropriate Land Uses

- Single-family residential development
- Neighborhood scale commercial, institutional, and mixed-use development along MLK, developed in a “Main Street” fashion with the building fronting the streetscape and parking to the rear
- Community facilities such as schools, parks, museums, and libraries, built to a neighborhood scale
- Multifamily redevelopment in existing areas of multifamily development, of compatible scale to the single-family areas surrounding and in traditional regional architectural styles

### Recommended Development Patterns

- Infill development on vacant sites closer in to the center of the community. These sites, with existing infrastructure in place, are used for new development, matching character of surrounding neighborhood
- New residential development that matches the mix of housing types and styles of the community
- Houses located near the street, with front porches that encourage interaction with neighbors



**Figure 2.17** Multifamily development can be compatible in scale and traditional in design



**Figure 2.18** Infill development should complement existing neighborhood character



- Accessory housing units that provide rental opportunities for small households and income generation for homeowners to increase affordability
- Well-designed development that blends into existing neighborhoods by disguising its density (e.g., small-scale apartment buildings, multi-family that looks like a single residence from the street, etc.)
- Reuse of existing vacant or underutilized structures (e.g. commercial centers, office spaces, warehouses) to accommodate new community facilities
- Revitalization of existing neighborhood commercial centers to capture more market activity and serve as community focal points
- Greyfield redevelopment that converts vacant or under-utilized commercial strips to mixed-use assets
- Community schools developed at smaller scale and located in neighborhoods where students can walk to class
- Community facilities such as school developed in a way that the entire community can share facilities such as meeting rooms, libraries, and playgrounds
- Revise the zoning code for Dixville/Habersham to ensure that new single-family development is compatible in scale, massing, and placement with traditional development patterns. The code should ensure that new residences put their 'face' to the street, with parking to the side or rear and front yards preserved.
- Conduct an accessory housing study to determine potential configurations for accessory housing units that would leave the neighborhood character in tact.
- Promote the use of the City's TND Zoning category for the redevelopment of existing commercial, industrial, and multifamily properties in the neighborhood.

#### Recommended Transportation Patterns

- Garages located to the rear of each property, or on-street parking is used for residents' automobiles
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc
- Landscaped buffers between the roadway and pedestrian walkways
- Improved streetscaping for MLK with the introduction of pedestrian and bicycle facilities and other streetscape amenities

#### Recommended Implementation Measures

- Promote affordable infill housing development and accessory housing units along with housing rehabilitation programs in the area.
- Engage in a comprehensive infrastructure upgrade of all residential streets in a phased and systematic fashion throughout the character area. Focus infrastructure improvements on drainage, curb, gutter, sidewalks, and streetlights on major streets.



## 2.11 Old Town

### Character Area Description

Old Town is the oldest part of the City of Brunswick, planned from before the Revolutionary War. Old Town displays a regular block structure with small blocks. Some of its historic squares are still preserved as open space, while others have been disturbed by private development, institutional development, or intervening streets. The Old Town Character Area exhibits the widest mix of land uses of any part of the City, with civic and governmental structures, retail and business establishments, and a variety of historic and modern single-family homes. The downtown area has seen recent revitalization, with restored historic structures, new streetscapes, and a variety of new businesses opening on Newcastle Street. Most of Old Town is covered by the Brunswick Historic Preservation District, within which new development and renovations are overseen by the City's Historic Preservation Board. Parts of the character area, particularly the Newcastle, Gloucester, Norwich, and MLK corridors, are covered by the Downtown Development Authority and are eligible for its programs.

### Character Area Vision

The Old Town Character area is the historic, civic, and cultural center of the Brunswick community. Although recent years have seen revitalization of both its commercial and residential areas, much work remains to be done. One of the highest priorities is to reconnect the City with its historic waterfront, with improved public access, commercial



**Figure 2.19** Multifamily and mixed-use development should line Brunswick's waterfront

activities along the waterfront, a publicly accessible pedestrian riverwalk, increased public spaces and parks, and new mixed-use development along the waterfront to capitalize on this high-value property. Additional streets should serve to better connect the riverfront with downtown and views to the water should be preserved where possible. The Blueprint Brunswick plan provides a detailed urban design strategy for fulfilling this vision for infill development in the waterfront area. In addition, historic squares need to be restored to their original dimensions and filled with community-friendly amenities such as walking paths, lighting, and benches. Neighborhoods in Old Town need to see continued renovation of homes and infill on vacant lots. Glynn Academy needs to be made more pedestrian-friendly, with sidewalk improvements connecting the school with surrounding neighborhoods. Downtown should see a continued revitalization and a wider variety of activities and entertainment for all ages, but particularly for young adults and community youth.

### Appropriate Land Uses

- Single-family residential development
- Multifamily development in existing locations of multifamily
- Community-scale commercial, institutional, and mixed-use development along Gloucester and Newcastle downtown
- Multi-story, mixed-use or condominium development along the Newcastle and Bay Street corridors and in the waterfront area with publicly accessible boardwalks along the waterfront



**Figure 2.20** Civic uses should have traditional architecture and be pedestrian-friendly





- Hotels, resorts, and hospitality developments in the downtown area and along Newcastle and Bay Streets
- Tourism and cultural facilities in the downtown area and along Newcastle, Gloucester, Bay Streets
- Protected greenspace, parks, wetlands, and wildlife habitats
- Public marinas and associated uses

#### Recommended Development Patterns

- Mixed-use or hospitality developments of human scale with retail on the ground floor to activate the waterfront
- Commercial structures (shopping, warehouses, offices, etc.) of human scale located near street front, with parking in rear of buildings, making the community more attractive and pedestrian-friendly
- Greyfield redevelopment that converts vacant or under-utilized commercial areas to mixed-use assets
- Major institutions, such as government buildings, churches, and schools, particularly along major corridors
- Houses located near the street, with front porches that encourage interaction with neighbors
- Accessory housing units that provide rental opportunities for small households and income generation for homeowners to increase affordability
- New residential development that matches the mix of housing types and styles of the community
- Redevelopment of existing multifamily developments into configurations that better support Brunswick's traditional urban form and block pattern
- Prohibition of land uses that have outdoor storage
- Prohibition of industrial uses in high-value areas

#### Recommended Transportation Patterns

- On-street parking in front of retail development on Norwich, MLK, Gloucester, Newcastle, and Bay Streets
- Small blocks and continued street grid patterns throughout the downtown area
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc
- Restrictions on the number and size of signs and billboards on MLK and Newcastle

- Maximum size for parking lots in neighborhood commercial areas

#### Recommended Implementation Measures

- Design a new street section for Gloucester Street that includes sidewalks, street trees, street furniture, bus shelters, bicycle lanes, travel lanes, and if possible a landscaped median. Ensure that all modes of transportation are adequately planned for per the City's Complete Streets policy.
- Ban any new billboards and minimize free standing signs along the Newcastle and Norwich corridors, and require that old billboards be removed as a condition of development/redevelopment permitting.
- Acquire suitable land to increase downtown parking and engage in parking management strategies to make best use of available parking.
- Increase parking enforcement related to employee parking on primary commercial streets downtown.
- Require that new development along Brunswick's riverfront dedicate adequate land for continuous public access per the City's waterfront design plans as a condition of development approval.
- Develop a common long-term plan for the City's waterfront with the Georgia Ports Authority
- Seek to attract a neighborhood grocery downtown.
- Plan for a complete network of sidewalks, bicycle lanes, and bicycle paths throughout downtown and connecting to other areas of the City.
- Continue to work on sidewalk improvements throughout Old Town, with a focus on the Glynn Academy area.
- Conduct design charrettes for the City's squares and parks to plan for future amenities and increase community stewardship of parks.
- Conduct an accessory housing study to determine potential configurations for accessory housing units that would leave the neighborhood character in tact.
- Develop policies for permitting Bed and Breakfasts in residential areas.
- Promote evening entertainment activities for young adults and youth in the Old Town area, such as concerts and movies.





**Figure 2.21** Great neighborhood streets have ample tree cover and good sidewalks



**Figure 2.22** Single-family housing typical of South End Brunswick

## 2.12 South End Brunswick

### Character Area Description

Though the block pattern for South End Brunswick is a continuation of that of Old Town, the residences in this character area are quite different with a predominantly brick ranch style. This area was developed in the post-World War II era. The South End Brunswick area is almost all single-family with the exception of the Glynn Iron metal scrap yard. South End Brunswick is bounded by mostly industrial uses to the east and south.

### Character Area Vision

The vision for the future of South End Brunswick is a tree-covered, quiet urban neighborhood convenient to downtown and waterfront parks. Much of this vision is currently true today, except for the desired parks along Brunswick's waterfront. This is a stable, single-family neighborhood with little cut-through traffic, and these are characteristics the area would like to maintain. One issue of concern to the neighborhood is employee parking for the nearby King and Prince facilities, which residents would like to see accommodated with on-site parking. Increased parking enforcement could help to mitigate this issue.

### Appropriate Land Uses

- Single-family residential development
- Neighborhood-scale commercial, institutional, and mixed-use development along MLK, developed in a "Main Street" fashion with the building fronting the streetscape and parking to the rear
- Community facilities such as schools, parks, museums, and libraries, built to a neighborhood scale
- Open space, environmental protection lands, and parks

### Recommended Development Patterns

- Houses located near the street with consistent massing, setbacks, and front yards
- New residential development that matches the mix of housing types and styles of the community
- Open space, environmental protection lands, and parks
- Community schools developed at smaller scale and located in neighborhoods where students can walk to class

### Recommended Transportation Patterns

- New greenways and pedestrian/bicycle paths to connect residential areas to commercial areas, employment areas, and transit stops
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc
- Landscaped buffers between the roadway and pedestrian walkways
- Garages located to the rear or the side of each residence



### Recommended Implementation Measures

- Design a new street section for 4th Avenue that includes sidewalks, street trees, street furniture, bus shelters, bicycle lanes, travel lanes, and if possible a landscaped median. Ensure that all modes of transportation are adequately planned for per the City's Complete Streets policy.
- Increase parking enforcement related to employee parking on residential streets in South Brunswick.
- Consider expanding the historic district southwards to 2nd Avenue.
- Historic markers from the area should be restored to their original locations.



## 2.13 Industrial Waterfront

### Character Area Description

Industrial land uses line the East River west of Bay Street and south of 4th Avenue. Many of these industrial uses have a lengthy history with the City dating back to when it was a hub for processing timber-related products and seafood. One of the current major industrial operations in this area is King and Prince Seafood, which is to this day a thriving and productive operation. An occasionally active rail line runs along the waterfront and provides rail access to several of these parcels. Many industrial properties have access through Bay Street, but because Bay Street discontinues, some of the southernmost properties have relatively poor access and must rely on Newcastle Street, which is predominantly residential in character.

### Character Area Vision

The City of Brunswick encourages viable industrial enterprises to remain in the City along its southern waterfront (south of 1st Avenue) and seeks to maintain a collaborative relationship with these employers.

### Appropriate Land Uses

- Industrial land uses
- Parking areas
- Open space, environmental protection lands, and parks

### Recommended Development Patterns

- Industrial land uses with rail, road, and waterfront access
- Parking areas for employees

### Recommended Transportation Patterns

- Adequate off-street parking to accommodate area employment
- New greenways and pedestrian/bicycle paths to connect residential areas to commercial areas, employment areas, and transit stops
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc
- Landscaped buffers between the roadway and pedestrian walkways

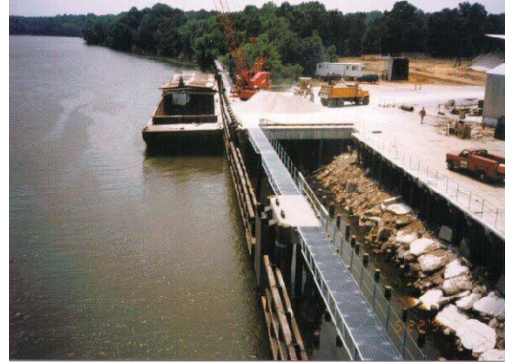


Figure 2.23 Industrial waterfront with pier

### Recommended Implementation Measures

- Collaborate with the Brunswick Glynn County Development Authority to retain industries in this area.
- Develop a plan to manage industrial and truck traffic routes and speed.



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## 2.14 Liberty Harbor

### Character Area Description

Liberty Harbor is a new, master-planned resort community currently under construction at the southern tip of the City of Brunswick near the landing for the Sydney Lanier Bridge. Liberty Harbor will include single-family residences, condominiums, a shopping village, recreational amenities, and a variety of public spaces all connected within a highly walkable framework. Residential development will include single-family homes, up to 20-story condominiums, and townhouses. Liberty Harbor is master planned in the “New Urbanist” framework with buildings fronting public streets and high quality streets and public spaces. Liberty Harbor will include a marina and public waterfront access through a pedestrian promenade. The City of Brunswick is also developing a new public park in this character area to be known as Liberty Ship Park.

### Character Area Vision

Liberty Harbor will be a high amenity, master planned resort community with views and connections to Brunswick’s waterfront and marshes.

### Appropriate Land Uses

- Land uses in Liberty Harbor are governed by the approved master plan for the development.

### Recommended Development Patterns

- Development in Liberty Harbor is part of a mixed-use, master planned community with a variety of residential types, recreational community amenities and open spaces, and some neighborhood retail.

### Recommended Transportation Patterns

- Improve connectivity between Liberty Harbor and downtown, including a potential transit connection
- Continued public access through Liberty Harbor to the riverfront

### Recommended Implementation Measures

- Connect Liberty Ship Park with the rest of the City through bicycle and walking paths.



Figure 2.24 Waterfront should be engaging and designed to human-scale to encourage use



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# Community Agenda

## Section Two

# Implementation Program

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# Community Issues and Opportunities

## Overview

This list of Community Issues and Opportunities expresses the priority issues of concern to Brunswick stakeholders. Community Issues and Opportunities also came out of the research and analysis that occurred during the Community Assessment. These issues help give shape to the rest of the Community Agenda by creating a clear focus for actions and policy to realize the 2030 vision.

### Roots

- *Protect the City's natural resources, including rivers, marshes, and tree cover, and increase connections to key natural resources such as the waterfront.*
- *Keep Brunswick's small-town charm and friendly character.*
- *Protect and preserve the City's historic buildings and character.*

### Community

- *Promote a wide variety of affordable housing through a balance of rehabilitation and new construction.*
- *Maintain a neighborhood focus, place resources and services in or near neighborhoods, and invest in the quality of neighborhoods.*
- *Increase public safety and police presence, and find new, innovative, and participatory methods for preventing and reducing crime.*
- *Increase community involvement and capacity in poor and disenfranchised communities, including immigrant communities.*

### Growth

- *Encourage the creation of greater employment opportunity and entrepreneurship for citizens through workforce development and small business development.*
- *Address the risks associated with coastal flooding through improved drainage facilities and encouraging emergency preparedness.*
- *Support mobility of all citizens, especially low-income citizens and seniors, by improving public transportation.*
- *Develop a comprehensive network of bicycle and pedestrian pathways throughout the City.*
- *Establish better coordination and communication between governmental entities.*

### Image

- *Improve the appearance of all aspects of the City, with special attention to neglected properties and major gateways into the City.*
- *Address the City's large inventory of dilapidated and substandard housing.*
- *Address existing pollution within the community and promote the clean-up and redevelopment of brownfields.*
- *Invest in the restoration and improvement of facilities in the City's squares and parks.*
- *Ensure new and infill development is compatible in scale and character with existing neighborhoods.*

## Community Issues and Opportunities In-Depth

This section defines the community issues and opportunities. These definitions will help the community better understand the issues that it is facing and further community dialogue about potential solutions.

### Roots

*Protect the City's natural resources, including rivers, marshes, and tree cover, and increase connections to key natural resources such as the waterfront.*

The City of Brunswick is host to impressive environmental resources, including rivers, marshes, and magnificent live oaks. However, the citizens of Brunswick currently have little access to these resources in terms of public parks, greenways, piers, docks, and viewsheds. The City's task for the future is twofold: First, to take measures to protect fragile natural resources, which can be impacted by development patterns, stormwater runoff, and industrial pollutants; and second, to improve public amenities that provide access to these natural resources. Some ideas that have been suggested include building a riverwalk along the East River or a fishing pier. A greenway along the US 17 marsh front has also been proposed. Whatever the specifics that are involved, the City should continue to endeavor to protect its natural resources and improve accessibility to natural resources for its citizens and visitors. Protecting and enhancing these natural resources will lead to improved quality of life and further economic development as people invest in living and working in the midst of these natural surroundings.

*Keep Brunswick's small-town charm and friendly character.*

Brunswick retains to this day a small-town charm. People know each other and look out for each other, and it's easy to come across a friend or a neighbor in the course of a day's activities. As new people and new development comes to Brunswick, the community would like to retain its small-town, community-oriented character.

*Protect and preserve the City's historic buildings and character.*

Brunswick's beautiful historic homes and buildings provide a tangible link to the past and create a sense of the identity for Brunswick as a unique place. Historic preservation also has a track record of fostering economic development as people seek the beauty and timeless values of investing in historic buildings. Historic neighborhoods have often seen property values rise faster, and historic Main Streets across

the country have seen economic revitalization. Brunswick stakeholders agree that preserving the City's historic buildings is important to its future.

Moreover, stakeholders would like new development to integrate with historic patterns, seeking to be compatible in scale and massing, and take design cues from nearby historic structures.

### Community

*Promote a wide variety of affordable housing through a balance of rehabilitation and new construction.*

Many stakeholders commented on the rising price of housing and the increasing difficulty of finding an affordable home for themselves or their loved ones. Affordable housing is needed for the full range of incomes, from low to moderate to high incomes. The City needs to make sure that residents are aware of the programs and resources that can assist them in purchasing an affordable home. Home ownership needs to be promoted, but rental housing options should also be available for those who are not able or who do not wish to buy a home. A variety of housing types should be available, because not everyone wants or needs a single-family home. Quality, affordable senior housing should be a particular focus for the community.

*Maintain a neighborhood focus, place resources and services in or near neighborhoods, and invest in the quality of neighborhoods.*

Brunswick is a community of traditional neighborhoods; these are the special kind of places where you can walk to a school or a park or a neighborhood corner store. Each neighborhood is different, varying in housing types and neighborhood amenities.

Brunswick's strong neighborhoods are potential building blocks for improving quality of life and increasing the sense of community. Neighborhoods are a natural unit for social organization because people know each other and information and resources are naturally shared. Placing social services such as neighborhood-scaled schools, churches, police precincts, or youth programs in neighborhoods increases social capital, improves quality of life, and makes important resources easily accessible to those who need them the most. The City of Brunswick should continue to focus on developing community services in

neighborhood locations and building them to the neighborhood scale.

*Increase public safety and police presence, and find new, innovative, and participatory methods for preventing and reducing crime.*

Crime and public safety are serious issues for the City of Brunswick, issues that the current leadership and police force are seeking to address. Additional police targeted to problem areas is part of the solution, but community involvement in preventing and reducing crime is essential as well.

Success breeds success. Problems with public safety can lead to neighborhood decline and disinvestment. Likewise, improved public safety can lead to new investment, which will help to generate further safety improvements. Public safety efforts need to be coordinated with other community development efforts so the entire community can move forward and see progress together.

*Increase community involvement and capacity in poor and disenfranchised communities, including immigrant communities.*

All of Brunswick's citizens should be involved in planning and other civic decision-making processes with the City. However, the responsibility for educating, involving, and informing the public does not rest with the City alone. Citizens must be responsible for becoming informed and taking action to help shape the future of their communities.

To achieve the full vision of the Brunswick community, a greater section of the community will need to be informed and involved. The City and community leaders should therefore look to best practices for capacity building and community involvement for disenfranchised communities.

## **Growth**

*Encourage the creation of greater employment opportunity and entrepreneurship for citizens through workforce development and small business development.*

There is a growing gap between the available employment opportunities and an underemployed workforce in the City of Brunswick. Brunswick's economy has traditionally been focused upon large industrial employers who provided stable employment with relatively competitive wages. In the new economy, workers must take more initiative in seeking job opportunities, increase their work readiness, and continually engage in learning and training opportunities in order to qualify for quality jobs. In order to make this

transition, the full range of workforce development options and opportunities needs to be brought to bear to help the Brunswick workforce prepare for the economy of the future.

Both Brunswick's workers and its employers could benefit from improved workforce development. Luckily, many of the institutions to help develop the workforce are already in place, but new strategies and greater coordination may be required.

*Address the risks associated with coastal flooding through improved drainage facilities and encouraging emergency preparedness.*

With much of the City in the official 100-year floodplain, improving drainage and promoting emergency preparedness are crucial for protecting public health, safety, and welfare. Improved drainage systems decrease the damage to private property and helps to keep vital evacuation routes clear during flood events. The quality of stormwater must also be a consideration because stormwater can impact nearby wetlands, rivers, and aquatic life. Where possible, natural drainage features should be preserved or restored, or mitigation measures should be used to reduce the speed and volume of stormwater to its final outlets.

*Support mobility of all citizens, especially low-income citizens and seniors, by improving public transportation.*

Many stakeholders suggest that there is a strong need for public transit in the community, particularly for low-income workers and seniors. The City is host to a surprisingly large number of households without a vehicle, and many seniors cannot drive or would prefer not to drive. Transit routes serving major residential concentrations and employment and shopping destinations could be a positive benefit to the City.

*Develop a comprehensive network of bicycle and pedestrian pathways throughout the City.*

Much of the downtown area of Brunswick is amenable to walking, and with a grid of parallel streets and flat topography, Brunswick is very bike friendly as well. The City has an opportunity to develop a comprehensive network of bicycle and pedestrian pathways spanning all of the major destinations in the City. This would improve neighborhood quality of life and increase transportation, health, and recreational options. The City of Brunswick is compact enough that walking and biking are viable means of transportation, and the City should capitalize upon this growing trend to promote these healthful outdoor recreational activities.

The City hired the consulting firm PBS&J in 1994 to create a Pedestrian and Bicycle Master Plan. Regular updates and monitoring and an implementation plan are necessary in order to realize the benefits of the Master Plan. The City's first step should be to conduct an inventory of projects completed to date from the Master Plan.

*Establish better coordination and communication between governmental entities.*

To the citizens of eastern Glynn County, the City of Brunswick, and St. Simon's and Jekyll Islands, Brunswick is not a specific municipality but a community that spans across official boundaries. Many people cross between the City and County boundaries to work, shop, or seek entertainment. The City and County necessarily have different government, different management, and somewhat different priorities. But the citizens of the Brunswick area would like to see greater cooperation and coordination between the City and County. In particular, these citizens object to either the City or County ignoring the priorities of the other and making decisions that are counter to the other's interests.

The political differences between the City and the County cannot be resolved by a plan. However, it is worth noting that the citizens of the area view themselves largely as a single community and that common interests are generally aligned. Most stakeholders we spoke to strongly encouraged greater City-County coordination and collaboration.

## **Image**

*Improve the appearance of all aspects of the City, with special attention to neglected properties and major gateways into the City.*

The community spoke with a loud voice for a top-to-bottom clean-up of their City. Stakeholders were concerned with dilapidated apartments and homes, vacant lots, accumulated garbage, and unsightly industrial and commercial properties along major corridors. Parts of the City of Brunswick are remarkably beautiful, but too often the most visible parts of the community – its major gateways – are neglected and unattractive. Stakeholders supported an aggressive program of private and public action to upgrade properties and improve the appearance of the community.

*Address the City's large inventory of dilapidated and substandard housing.*

The City of Brunswick currently has many empty lots and dilapidated homes. Although the City has embarked on an

aggressive demolition program with assistance to property owners, City residents emphasized that poorly maintained properties are a persistent problem. Greater accountability is needed among both home owners and landlords for maintaining their property in a reasonable manner, so that their neighbors are not negatively impacted.

Empty lots and dilapidated homes could be turned from a liability into a resource if these locations and structures are used to develop new, affordable infill housing. New or rehabilitated infill housing would also serve to stabilize neighborhoods, improve the property values of adjacent homes, and decrease the crime and public safety threat of dilapidated structures.

*Address existing pollution within the community and promote the clean-up and redevelopment of brownfields.*

A related problem to the dilapidated properties is the high level of industrial pollution and high number of brownfield properties in the City. Industrial pollution can impact the quality of the air and water and potentially be a threat to public health. A clean environment is not the City's responsibility alone; state and federal government agencies also play a major role. But the City must do its part to enforce environmental regulations and collaborate with state and federal partners.

Brownfield cleanup and redevelopment should remain a focus for the City. Cleaning up brownfields helps to mitigate environmental risks, and redeveloping brownfields where possible improves the physical character of the City and adds to tax revenues. The City must seek to leverage state and federal resources and advice to continue progress on remediating brownfields.

*Invest in the restoration and improvement of facilities in the City's squares and parks.*

The City of Brunswick has a wonderful heritage of public squares and parks that dot the various neighborhoods. Many of these parks are under-developed in the sense that they do not have the amenities that are often expected in a public park or square, such as walkways, benches, fountains, entrances, or playgrounds. Each of these parks could serve as the heart of a neighborhood, becoming a gathering place for bringing people together. Improving these parks with amenities would encourage social interaction and enhance nearby property values.

*Ensure new development is compatible in scale and character with existing neighborhoods.*

The City of Brunswick invites and promotes new development, particularly new infill development, in both its residential and commercial areas. Infill development in residential areas should be compatible in scale and character with the existing neighborhood fabric. Brunswick's neighborhoods are livable and walkable with regular patterns of building heights, setbacks, façade features, and a connected street grid. Though new architectural styles can be compatible, new development should preserve these urban design characteristics of the existing development patterns. Development in the downtown area should be compatible with the traditional scale and massing of downtown Brunswick, with varied building facades and building heights generally in the midrise range.



## State Quality Community Objectives

### North Brunswick

Infill Development Objective: The North Brunswick area is rife with redevelopment opportunities along its major corridors. Current development patterns are low density with large parking areas and inefficient land use patterns. Mixed-use redevelopment opportunities could increase property values as well as improve the appearance and accessibility of these corridors. Mixed-use development in this area could include commercial, office, institutional, and multifamily residential and could be developed to promote the use of transit along the Altama Avenue corridor.

Sense of Place Objective: As with the other major streets in the City of Brunswick, there is an opportunity to redevelop Altama Avenue and create a new pedestrian-oriented streetscape to remake the image of the corridor and enhance its sense of place. Altama Avenue could become a gathering place for the nearby community.

Transportation Alternatives Objective: The Altama Avenue Corridor is an appropriate location for focusing transit service, bicycle trails, and pedestrian paths. Altama Avenue connects such key destinations as downtown Brunswick, the Coastal Georgia Community College, Southeast Georgia Health Systems Brunswick Campus, and the Colonial Mall. Full-service bus shelters should be developed along this primary transit corridor and integrated into the streetscape design. At the same time, Altama Avenue provides a vital north-south bicycle route connection that carries less vehicular traffic than the US 17 corridor, so it is an important route for bicycle facilities as well.

Open Space Preservation Objective: Although most neighborhoods in Brunswick have plentiful public parks or squares, North Brunswick has both the fewest parks and the greatest opportunity for new parks. New parks in this area could take advantage of surface ponds or existing dense forest to create a nature-oriented atmosphere unlike Brunswick's other parks. There appear to be several opportunities for new parks off of Habersham or adjacent to the Coastal Georgia Community College campus. At the same time, the Coastal Georgia Community College campus already offers substantial open space, and it should be a priority that this resource remains accessible to the broader community.

Educational Opportunities Objective: The Coastal Georgia Community College is a vital educational and workforce development resource in the City of Brunswick, and the City should seek to keep the College in its current location. The potential transformation of the college into a four-year university is a major opportunity, but the City should seek to ensure that the college retains its technical training mission, which is an invaluable resource for workforce development for the less educated population.

### Medical/Parkwood

Environmental Protection Objective: The City should protect environmentally sensitive wetlands from adverse impacts due to development. A wetland ordinance appropriate for the City should be considered, modeled on recommendations from the Georgia Department of Natural Resources.

### Riverside

Environmental Protection Objective: The City should protect environmentally sensitive wetlands from adverse impacts due to development. A wetland ordinance appropriate for the City should be considered, modeled on recommendations from the Georgia Department of Natural Resources.

### US Highway 17 Corridor

Infill Development Objective: Key sites for infill development are prevalent along the US 17 Corridor. Infill development along the corridor can help to improve both the appearance and the economic vitality of the City. New



infill development must be guided into an aesthetically pleasing form that is appropriate for this Gateway corridor.

Sense of Place Objective: The US 17 Corridor is an appropriate setting for place-making for the City of Brunswick. It is ideal for creating a truly bicycle- and pedestrian-friendly mixed-use setting that takes advantage of the City's unique marshland views. Strong design guidelines or other form-based regulations will be needed to realize the full potential of the corridor. Existing and new parks, greenways, and streetscapes can be knit together into a series of public spaces that invite citizens and visitors alike to use the US 17 Corridor as a community destination.

Transportation Alternative Objective: The US 17 Corridor is an appropriate location for focusing transit service, bicycle trails, and pedestrian paths. The City is already planning a bicycle path along the southern end of the corridor from the future Liberty Ship Park to Howard Coffin Park. Where possible, bicycle and pedestrian paths should separate from the busy roadway and adjoin the marshlands to provide scenic views. Bus shelters should be developed along the corridor at key locations and should be integrated into the streetscape design.

Regional Identity Objective: As a gateway to both Brunswick and the Golden Isles, it is important that new structures on this corridor reflect the traditional architecture of this region. Likewise, cultural and tourism facilities and wayfinding signs should be developed for the corridor based upon the architectural heritage of the area. Landscaping can also be used to identify key gateways in the community and screen unsightly land uses along the corridor.

Heritage Preservation Objective: The marshes of Glynn should continue to be a highlighted feature of this corridor with interpretive materials relating to Sydney Lanier and his poetry.

## **Hercules**

Infill Development Objective: Should the Hercules plant close, it presents a prime redevelopment site with full access to infrastructure, close to the City of Brunswick, the Torras Causeway, and Spur 25. As with all redevelopment, care must be taken to ensure compatibility with adjoining residential areas.

Environmental Protection Objective: The primary concern with the Hercules site is and will continue to be environmental impacts. There are several known

contaminated areas, such as the Terry Creek outfall, that are suspected to be related to past or present Hercules operations. These sites need to be monitored and remediated, and ongoing monitoring of the plant is needed to prevent future environmental hazards.

## **New Town/Town Commons**

Traditional Neighborhood Objective: New Town/Town Commons is not a new "Traditional Neighborhood Development" but a true, original, historic traditional urban neighborhood with a mix of land uses and a pedestrian friendly pattern of grid streets. One of the goals of the City is to preserve and enhance the characteristics that make New Town/Town Commons a traditional neighborhood. These characteristics include having parks, schools, and institutions within walking distance; having small-scale, neighborhood-oriented commercial shopping areas; and having human-scale development patterns such as small blocks, main streets, and buildings of moderate scale. These characteristics of New Town/Town Commons should be protected and further improved.

Infill Development Objective: The New Town/Town Commons area could benefit from infill single-family housing in residential areas as well as infill commercial, multifamily, and mixed-use development along its major corridors. There are many vacant and neglected properties that could benefit from infill development.

Sense of Place Objective: The Newcastle corridor is a key gateway to the City. The Newcastle corridor should be planned as an attractive and dramatic entrance into the City with a distinct character from the commercial strip that currently characterizes the portion of Newcastle north of the City. Views of the riverfront should be preserved and riverfront access should be provided where possible. The character of Newcastle should start out as a green corridor with low scale, single-family development and should transition rapidly into a highly developed urban corridor as it approaches downtown. Industrial properties fronting the corridor should be screened and landscaping maintained to improve the appearance of the corridor. A new streetscape, ideally with a landscaped median and street trees, is needed for the Gateway function of the corridor to be fulfilled.

Heritage Preservation Objective: Many structures within the New Town/Town Commons area are historic and those areas with concentrations of historic structures should be considered for historic district designation.

Housing Choices Objective: The overall character of the New Town/Town Commons area should remain as a single-family neighborhood. However, multifamily development is appropriate for the major corridors of MLK and Newcastle, while townhome development is appropriate for the Norwich corridor. Accessory units are also appropriate for this character area.

## **Urbana/ Mayhew**

Traditional Neighborhood Objective: Urbana/Mayhew is not a new “Traditional Neighborhood Development” but a true, original, traditional urban neighborhood with a mix of land uses and a pedestrian friendly pattern of grid streets. One of the goals of the City is to preserve and enhance the characteristics that make Urbana/Mayhew a traditional neighborhood. These characteristics include having neighborhood parks, schools, and institutions within walking distance; having small-scale neighborhood-oriented commercial shopping areas along major streets; and having human-scale development patterns such as small blocks and buildings of moderate scale and massing. These characteristics of Urbana/Mayhew should be protected and further improved.

Infill Development Objective: The Urbana/Mayhew area could benefit from infill single-family housing in some areas. Infill residential development should be compatible in scale and orientation with the traditional urban fabric.

Housing Choices Objective: The Urbana/Mayhew neighborhood offers more diverse housing choices than most other Brunswick neighborhoods, including single-family housing, mixed-income apartments, and townhouses. The City should promote the renovation or redevelopment of multifamily housing areas in a way that restores the street grid of the neighborhood, promotes street-oriented development with “eyes on the street,” and creates massing and architecture that fits in with Brunswick’s traditional patterns. Accessory units are also appropriate for this character area.

## **Windsor Park**

Traditional Neighborhood Objective: Windsor Park is not a new “Traditional Neighborhood Development” but a true, original, traditional urban neighborhood with a mix of land uses and a pedestrian friendly pattern of grid streets. One of the goals of the City is to preserve and enhance the characteristics that make Windsor Park a traditional

neighborhood. These characteristics include having neighborhood parks, schools, and institutions within walking distance; having small-scale neighborhood-oriented commercial shopping areas along major streets; and having human-scale development patterns such as small blocks and buildings of moderate scale and massing. These characteristics of Windsor Park should be protected and further improved.

Environmental Protection Objective: The City should protect environmentally sensitive wetlands from adverse impacts due to development. A wetland ordinance appropriate for the City should be considered, modeled on recommendations from the Georgia Department of Natural Resources. The City should consider protections for wetlands that are isolated and non-jurisdictional, taking into account the drainage and other environmental functions these wetlands provide for City neighborhoods.

## **Dixville/Habersham Park**

Infill Development Objective: The Dixville/Habersham area could benefit from infill single-family housing in vacant lots throughout the character area, and could also benefit from an increase in owner-occupied housing. Providing low-income home ownership and rehabilitation programs for this area will aid in its revitalization. Infill residential development should be compatible in scale and orientation with the traditional urban fabric.

Traditional Neighborhood Objective: Dixville/Habersham is not a new “Traditional Neighborhood Development” but a true, original, traditional urban neighborhood with a mix of land uses and a pedestrian friendly pattern of grid streets. One of the goals of the City is to preserve and enhance the characteristics that make Dixville/Habersham a traditional neighborhood. These characteristics include having neighborhood parks, schools, and institutions within walking distance; having small-scale neighborhood-oriented commercial shopping areas along major streets; and having human-scale development patterns such as small blocks and buildings of moderate scale and massing. These characteristics of Dixville/Habersham should be protected and further improved.

Housing Choices Objective: The overall character of the Dixville/Habersham area should remain as a single-family neighborhood. However, areas of multifamily development should be maintained and redeveloped in some circumstances. Multifamily redevelopment should be done in a way that respects the scale and urban fabric of the community, with small massing, street-oriented buildings,

and parking to the rear. Accessory units are also appropriate for this character area on lots of adequate size.

## Old Town

Traditional Neighborhood Objective: The residential part of Old Town is not a new “Traditional Neighborhood Development” but a true, original, historic traditional urban neighborhood with a mix of land uses and a pedestrian friendly pattern of grid streets. One of the goals of the City is to preserve and enhance the characteristics that make Old Town a traditional neighborhood. These characteristics include having parks, schools, and institutions within walking distance; having small-scale neighborhood-oriented commercial shopping areas; and having human-scale development patterns such as small blocks, main streets, and buildings of moderate scale. These characteristics of Old Town’s residential areas should be protected and further improved.

Infill Development Objective: Old Town could benefit from infill housing in the vacant lots found throughout the character area. Infill residential development should be compatible in scale and orientation with the traditional urban fabric. There are also infill redevelopment opportunities for mixed-use, commercial, multifamily, and institutional development along Newcastle, Gloucester, and Martin Luther King Boulevard. Mixed-use redevelopment in these areas could increase property values as well as improve the appearance and pedestrian friendliness of these corridors.

Sense of Place Objective: The Old Town Character Area includes downtown Brunswick, which serves as a focal point for the Brunswick community and the region. Downtown Brunswick is currently quite successful as a mixed-use destination that accommodates shopping, dining, socializing, and entertainment; however, there is continued opportunity for Brunswick to improve and further develop its downtown area. Opportunities for the downtown area include providing improved parking; increased amenities in parks and squares; attracting more retail, shopping, and dining; and promoting more nightlife and entertainment.

Transportation Alternatives Objective: The Old Town Character Area is the ideal walking community, with most of the needs of everyday life within walking distance of its historic residences. Transportation alternatives can be further improved through new sidewalks and sidewalk improvements, new bicycle paths and bicycle lanes, and the addition of transit access to the downtown area.

Open Space Preservation Objective: The City of Brunswick should seek to preserve the waterfront and marshlands surrounding the Old Town Character Area. These valuable open spaces increase property values and provide the citizens of Brunswick with a connection to their natural surroundings and to Brunswick’s history as a port City.

Heritage Preservation Objective: The Old Town Character Area contributes to regional identity through the preservation of its historic architecture, streets and squares, and its connections to the marshfront and riverfront. The City should continue to promote historic preservation and adaptive reuse of historic buildings and encourage traditional maritime uses, accessible to residents and tourists alike, along its historic waterfront.

Appropriate Business Objective: The Old Town Character Area is appropriate for a wide variety of small businesses. The area is well suited to link into the tourism economy of the larger region through expanded attractions, hotels, bed and breakfasts, restaurants, and entertainment. Waterfront-related businesses such as fishing expeditions and shrimping boats could serve to connect the City with its historic industries while catering to the growing tourism market. Government and other institutional employers, as well as financial institutions, have thrived in the Old Town area. Arts and cultural institutions are also an increasing segment of the Old Town business community.

Housing Choices Objective: The geography of Old Town is diverse enough to accommodate a wide variety of housing choices. Single-family neighborhoods are appropriate for the southern area of Old Town, while multifamily residences are suitable for Gloucester, Newcastle, and Bay Streets. There is a particular opportunity for mixed-use residential development along the waterfront to take best advantage of river views and downtown access. Residential-over-retail development is also appropriate for the historic buildings along Newcastle, where the upper stories are currently underutilized.

Educational Opportunities Objective: As the center of the community and as the home to many of Brunswick’s primary institutions, Old Town is an appropriate location for educational opportunities. Educational opportunities can be developed for all age groups, from children through retirees, and across multiple lines of interest, from the arts to entrepreneurship. Local institutions such as Glynn County Schools, the Coastal Georgia Community College, the Library, and the Golden Isles Arts and Humanities Association can work together to promote educational offerings and opportunities downtown.

## **South End Brunswick**

Traditional Neighborhood Objective: South End Brunswick is not a new “Traditional Neighborhood Development” but a true, original, traditional urban neighborhood with a mix of land uses and a pedestrian friendly pattern of grid streets. One of the goals of the City is to preserve and enhance the characteristics that make South End Brunswick a traditional neighborhood. These characteristics include having neighborhood parks, schools, and institutions within walking distance; having small-scale neighborhood-oriented commercial shopping areas along major streets; and having human-scale development patterns such as small blocks and buildings of moderate scale and massing. These characteristics of South End Brunswick should be protected and further improved.

## **Industrial Waterfront**

Appropriate Business Objective: The City of Brunswick should seek to retain industrial employers who require large numbers of less skilled workers. These industries have historically been an important source of employment for City residents. The City has suitable locations for such employers in this Industrial Waterfront Character Area. Appropriate rail, roadway, and waterway access should be maintained or developed as necessary to support these industries.

## **Liberty Harbor**

Open Space Preservation Objective: The network of open spaces that are a part of Liberty Harbor’s master plan should be preserved and where possible connected to the larger open space system of the City of Brunswick. Public access to the waterfront and the pedestrian promenade should be preserved.

## Implementation Program - Policies

City Comprehensive Plan policies are categorized by the Community's Issues and Opportunities statements, so that City policies directly reflect these priority issues and community concerns. The policies are organized into four major themes (from the Vision Statement): *Roots*, *Community*, *Growth*, and *Image*. "Roots" policies relate to preserving the natural, historic, and cultural roots of the community. "Community" policies focus on developing strong and inclusive neighborhoods and communities. "Growth" policies promote economic development, employment opportunities, and infrastructure improvements. "Image" policies address polluted and neglected areas and the public face of the City.

### Roots

*Protect the City's natural resources, including rivers, marshes, and tree cover, and increase connections with improved public access to key natural resources such as the waterfront.*

- 1.1. Recognize the value of the City's natural resources in terms of providing clean air and water, flood protection, shade and temperature moderation, and as economic and cultural resources for the City.
- 1.2. Expand and improve public access to all natural resources, particularly Brunswick's marshes and waterfronts.
- 1.3. Reconnect the City of Brunswick and its downtown to the East River. This will help the City re-establish a vital natural connection with its surroundings and increase development opportunities along the waterfront and in the downtown area. Public access to the waterfront and associated recreational and tourism activities could likewise be increased.
- 1.4. Look to Andrew's Island as an opportunity to relocate Port facilities off of the East River waterfront.
- 1.5. Preserve the views of wetlands to the east and south of the City and make them publicly accessible where the opportunity exists.
- 1.6. Protect wetlands by ensuring that industrial wastewater outfalls are properly treated and regulated with regard to rate of water flow, erosion controls, and temperature.
- 1.7. Improve the quality of stormwater runoff and minimize the impact on wetlands by reducing the speed and volume of stormwater outfalls and preserving natural stormwater drainage patterns where possible.
- 1.8. Protect wetlands by adopting an appropriate wetland protection ordinance for the City of Brunswick, modeled upon the wetland protection ordinance recommended by the Georgia Department of Natural Resources.
- 1.9. Promote on-site stormwater retention to reduce flooding and improve water quality, and promote the reuse of stormwater for landscaping as a water saving strategy.
- 1.10. Factor in potential impacts on water quality and stormwater when making decisions on new developments and transportation improvements.
- 1.11. Encourage environmentally responsible site and development plans with third-party certification, i.e. LEED, Earthcraft, etc.
- 1.12. Preserve, protect, and plant trees, and consider a tree ordinance to protect mature and valuable specimen trees.
- 1.13. Promote the protection and maintenance of tree stands and open space in new developments.

*Keep Brunswick's small-town charm and friendly character.*

- 2.1. Promote Brunswick's commercial services, retail offerings, and cultural amenities to new residents and encourage their civic participation in local affairs.
- 2.2. Promote locally owned and independent small businesses.
- 2.3. Require compatible infill development that matches the existing urban fabric in scale and massing.
- 2.4. Prohibit gated communities or subdivisions in the City.

*Protect and preserve the City's historic buildings and character.*

- 3.1. Protect and preserve historic structures.

- 3.2. Protect and preserve the City’s historic grid pattern of streets and squares.
- 3.3. Reestablish the grid street pattern and squares where previously lost.
- 3.4. Promote adaptive reuse of historic structures.
- 3.5. Expand the historic district or create new historic districts in areas with noteworthy historic resources, while taking into consideration potential impacts on housing affordability.
- 3.6. Ensure that new institutional and commercial buildings in the City are compatible with the City’s historic pattern of streets and squares and consistent with its traditional urban fabric. Such buildings should be situated to promote primarily pedestrian access with vehicular access provided in a manner that preserves the City’s historic development patterns.
- 3.7. Maintain City-owned historic buildings to national historic preservation standards.
- 3.8. Rework the zoning code to promote new development that is compatible with the City’s historic development patterns.
- 3.9. Promote the preservation of traditional water-based uses along the waterfront such as fishing, shrimping, and boat-building in a way that makes these traditional industries accessible to visitors and residents.
- 4.5. Continue to permit housing development on existing substandard lots.
- 4.6. Continue to permit small lot housing that is appropriate to the urban context.
- 4.7. Promote small-scale multifamily developments in the form of single-family structures as infill development in single-family areas where appropriate.
- 4.8. Promote multifamily projects, such as garden apartments, along major corridors such Martin Luther King Boulevard.
- 4.9. Encourage upper story residential opportunities in downtown Brunswick.
- 4.10. Promote the strategic redevelopment of Housing Authority properties as mixed-income housing development in “New Urbanist” design configurations that serve to connect public housing with their surrounding community.
- 4.11. Encourage the distribution of affordable housing throughout the City and the County.
- 4.12. Promote universal housing design in order to increase housing options available for seniors and the disabled and to ensure a wide range of life cycle housing in the community.
- 4.13. Seek to meet the special housing needs of the disabled, the handicapped, and the homeless.

**Community**

*Promote a wide variety of affordable housing through a balance of rehabilitation and new construction.*

- 4.1. Promote home ownership among moderate and low-income households.
- 4.2. Promote mixed-income, diverse neighborhoods which incorporate a variety of housing sizes and types in order to encourage a full range of housing choice.
- 4.3. Continue to promote rehabilitation of substandard housing.
- 4.4. Promote compatible infill development on vacant lots to strengthen neighborhood fabric.

*Maintain a neighborhood focus, place resources and services in or near neighborhoods, and invest in the quality of neighborhoods.*

- 5.1. Promote greater community involvement and neighborhood activism, and catalyze the development or activation of non-profit community development corporations in the City.
- 5.2. Encourage every neighborhood to have a center for gathering the local community, such as a park, a school, a community center, or a retail hub.

- 5.3. Protect and promote neighborhood commercial development in single-family residential areas that is of appropriate and compatible scale.
- 5.4. Define neighborhood commercial development standards to ensure its compatibility with its residential context taking into consideration issues such as traffic, noise, waste handling, building massing, lighting, and landscaping.
- 5.5. Provide a variety of housing programs to promote quality affordable housing, housing renovation, and increased home ownership.
- 5.6. Seek to place public services in smaller scale buildings in neighborhoods, i.e. police, libraries, and schools.
- 5.7. Promote more orderly on-street parking and discourage yard parking.
- 5.8. Discourage governmental and institutional expansions into existing residential areas. Encourage institutional expansion to occur through intensifying land use patterns through increased density, structured parking, shared parking, or satellite campuses.
- 5.9. Promote parks and recreational facilities that meet the needs of the disabled, the mentally challenged, and the elderly.

*Increase public safety and police presence, and find new, innovative, and participatory methods for preventing and reducing crime.*

- 6.1. Seek to provide safe neighborhoods and protect people’s personal safety and property.
- 6.2. Encourage active citizen participation in maintaining neighborhood safety.
- 6.3. Coordinate public safety and community development efforts so that they have a simultaneous and mutually reinforcing impact on targeted neighborhoods.
- 6.4. Balance efforts between crime enforcement and crime prevention and involve faith-based and community organizations in crime prevention initiatives.
- 6.5. Continue to maintain a well prepared and equipped fire department to minimize the threat to life and property of fire hazards.

*Increase community involvement and capacity in poor and disenfranchised communities, including immigrant communities.*

- 7.1. Support and foster the development of neighborhood associations and/or organizations throughout the City.
- 7.2. Encourage transparent decision making processes throughout City government and its associated government entities.
- 7.3. Actively seek citizen participation and promote citizen awareness of critical City decisions.
- 7.4. Seek to provide bilingual contacts in agencies critical to public health, safety, and welfare.
- 7.5. Continue to support and promote the expansion of temporary shelter and other services for the homeless population.

## **Growth**

*Encourage the creation of greater employment opportunity and entrepreneurship for citizens through workforce development and small business development.*

- 8.1. Seek to connect the existing underemployed workforce with local employment opportunities.
- 8.2. Seek to retain and increase high wage jobs with quality employee benefits.
- 8.3. Consider the employment needs and skill levels of the existing population in making decisions with regard to proposed economic development projects.
- 8.4. Collaborate with local employers to understand their workforce needs.
- 8.5. Collaborate with state and educational agencies to coordinate workforce development efforts.
- 8.6. Promote collaboration between the Glynn County School’s Golden Isles Career Academy and local businesses.
- 8.7. Support programs for the retention, expansion and creation of businesses that are a good fit for Brunswick’s economy in terms of job skill requirements and linkages to existing businesses.

- 8.8. Support Enterprise Glynn to increase entrepreneurial opportunities for small businesses in Brunswick, especially for minority-owned businesses.
- 8.9. Support the activities of the Brunswick Downtown Merchant Association and the Brunswick Downtown Development Authority.
- 8.10. Plan for and provide adequate downtown parking and proactive management of existing parking to encourage the continued growth of retail businesses downtown.
- 8.11. Continue to permit home occupations in residential areas so long as traffic and other impacts are compatible with residential surroundings.
- 8.12. Permit neighborhood commercial development at appropriate locations and scales in single-family residential areas.

*Address the risks associated with coastal flooding through improved drainage facilities and encouraging emergency preparedness.*

- 9.1. Promote emergency preparedness among citizens, businesses, non-profits, and government entities.
- 9.2. Strive towards public involvement in the development of citizen emergency response teams.
- 9.3. Provide and maintain state-of-the-art drainage facilities throughout the City to reduce flooding and minimize the impact of stormwater on the environment.
- 9.4. Promote the development of flood-proof structures where economically feasible and appropriate.
- 9.5. Promote on-site stormwater retention to reduce flooding and improve water quality, and promote the reuse of stormwater for landscaping as a water saving strategy.

*Support mobility of all citizens, especially low-income citizens, seniors and youth, by improving public transportation.*

- 10.1. Provide a quality of transit service such that people who have a choice will choose transit if it is convenient to their destination.

- 10.2. Seek to provide adequate public transportation to meet the daily needs of seniors and workers without a private vehicle.
- 10.3. Provide transit service to major concentrations of housing, major employment destinations, daily shopping needs, and major medical institutions.
- 10.4. Promote appropriate development along transit lines, including employment centers, mixed-use development, multifamily housing, and convenience shopping services such as drug stores and groceries.
- 10.5. Promote appropriate design for development along transit lines, including sidewalks and buildings with primary entrances directly and easily accessible from sidewalks. Place parking to the rear or the side of the building where feasible.
- 10.6. Require new commercial developments or redevelopments to provide sidewalks that comply with the City's design standards.

*Develop a comprehensive network of bicycle and pedestrian pathways throughout the City.*

- 11.1. Connect key public destinations such as parks, schools, and libraries with bicycle paths and sidewalks.
- 11.2. Provide bicycle racks at key public destinations such as parks, schools, and libraries, and encourage major commercial and institutional destinations to provide bicycle racks.
- 11.3. Adopt a "Complete Streets" policy where all roadway types require the establishment of bicycle paths and sidewalks as they are improved and as appropriate to the street type.
- 11.4. Promote the use of bicycle paths, sidewalks, and pedestrian paths as beneficial to public health and the environment.
- 11.5. Promote context sensitive solutions for major urban thoroughfares as established by the Institution for Transportation Engineers and the Congress for the New Urbanism.



*Establish better coordination and communication between governmental entities.*

- 12.1. The City of Brunswick will seek to coordinate its policies and activities with Glynn County to their mutual benefit wherever possible.
- 12.2. The City of Brunswick will openly share information with Glynn County.
- 12.3. The City of Brunswick will seek to retain Glynn County offices in the downtown area.
- 12.4. The City of Brunswick will inform citizens about the current areas of successful cooperation with Glynn County, including transportation planning, transit service, economic development, public schools, and the joint water-sewer commission.
- 12.5. The City of Brunswick will seek to develop a common long-term plan for the City's waterfront with the Georgia Ports Authority.
- 12.6. The City of Brunswick will seek to ensure safe and adequate supplies of water through the environmental protection of ground and surface water sources that supply vital aquifers.

## **Image**

*Improve the appearance of all aspects of the City, with special attention to neglected properties and major gateways into the City.*

- 13.1. Continue to update and implement Blueprint Brunswick and its strategy for targeted revitalization in key catalyst sites.
- 13.2. Oppose expansion of the County Jail in its current location as harmful to the revitalization occurring downtown and to the potential for revitalization along the Newcastle corridor.
- 13.3. Promote uniform right of way design for Brunswick's major corridors and invest in streetscape improvements along the major corridors and gateways into the City.
- 13.4. Expand and update overlays and/or employ other appropriate urban design standards for major corridors.

13.5. Improve code enforcement efforts and communicate these efforts to citizens and neighborhood groups.

13.6. Educate property owners on their maintenance responsibilities.

*Address the City's large inventory of dilapidated and substandard housing.*

- 14.1. Promote the renovation of dilapidated and substandard housing in order to increase the supply of affordable new housing and eliminate neighborhood hazards.
- 14.2. Continue to demolish dilapidated housing that poses a threat to the health and safety of neighborhoods.
- 14.3. Seek to quickly turn over tax delinquent properties, chronically dilapidated properties, and vacant lots to affordable housing developers with a track record of producing quality, neighborhood-compatible, affordable housing.
- 14.4. Seek to quickly clarify ownership of heir's property, and where necessary, condemn property to expedite property renovation or rehabilitation.
- 14.5. Continue to promote property maintenance and set standards for healthy living conditions for all residences.
- 14.6. Target specific revitalization areas by concentrating a variety of programs on a limited geographic area, with the goal of eliminating hazards, improving neighborhood property values, and catalyzing private investment and infill development. Target areas will be selected based on areas "in transition" with significant lower income populations, active neighborhood organizations, and existing community assets that can serve as a resource for revitalization efforts.

*Address existing pollution within the community and promote the clean-up and redevelopment of brownfields.*

- 15.1. Promote vigorous brownfield remediation and redevelopment.
- 15.2. Monitor levels of pollution in known brownfields.
- 15.3. Inform citizens about known pollution hazards in and around brownfields.

- 15.4. Collaborate with state and federal organizations to prevent and address pollution hazards.
- 15.5. Maintain close contacts with management of the Hercules facility and develop contingency plans regarding its potential closure. Contingency plans should include plans for environmental assessment and sources of funding for brownfield remediation.
- 15.6. Develop a Street Framework Plan for the redevelopment of the Hercules site. The Street Framework Plan should seek to re-establish a neighborhood pattern of streets and blocks and to rebuild and strengthen adjoining neighborhoods.

*Invest in the restoration and improvement of facilities in the City's squares and parks.*

- 16.1. Improve parks and open space facilities to better meet residents' social, recreational, and health promotion needs.
- 16.2. Provide pleasant, accessible, functional public gathering places and parks throughout the community, with additional parks added in those areas that are currently lacking.
- 16.3. Require that new development along Brunswick's riverfront dedicate adequate land for continuous public access per the City's waterfront design plans as a condition of development approval.
- 16.4. Collaborate with neighborhood and non-profit efforts to invest in and rehabilitate City parks and squares in order to enhance the quality of life for Brunswick's citizens.
- 16.5. Involve citizens in the design process for open space plans and improvements.
- 16.6. Plan for replacement of trees on publicly owned land and along public rights of way as they naturally come to the end their life cycle.

*Ensure new development is compatible in scale and character with existing neighborhoods.*

- 17.1. Promote new development that takes its design cues from the surrounding urban fabric in terms of scale, materials, and architectural features.

- 17.2. Require major new housing developments to maintain the urban form and character of the surrounding neighborhood context, with the street grid maintained and setbacks, building massing, and architectural design styles that take their cue from the surrounding neighborhood.
- 17.3. Require a compatible scale and character for infill development.
- 17.4. Where possible, provide graphic design guidance for redevelopment to encourage compatible infill.

## **Other Policies**

### *Economic Development*

- 18.1. Support the efforts of the Brunswick-Glynn County Economic Development Authority and the Brunswick Downtown Development Authority in attracting and retaining business and industry in the region.
- 18.2. Seek to grow the tax base of the City by promoting private development of underutilized and vacant lands.
- 18.3. Support the redevelopment of the Brunswick waterfront to its highest and best use.
- 18.4. See policies 8.1-8.12

### *Natural Resources*

- 19.1. Promote enhanced solid waste reduction and recycling initiatives.

### *Community Facilities*

- 20.1. Ensure that capital improvements needed to accommodate future development are provided concurrent with new development and redevelopment.
- 20.2. Require public water and sewer connections for all new development or redevelopment in the City.

### *Transportation*

- 21.1. Promote the orderly and efficient movement of people and goods throughout the City.
- 21.2. Continue an ongoing comprehensive transportation planning process in cooperation with Glynn County.

- 21.3. Ensure new and reconstructed roadways will be appropriately designed, using a context sensitive design approach, to enhance community aesthetics and to minimize environmental impacts .
- 21.4. Support using traffic calming and other design considerations to ensure that excessive vehicular traffic does not negatively impact residential neighborhoods.

*Intergovernmental*

- 22.1. Work with the Joint Water Sewer Commission to ensure the proper treatment of wastewater and avoid the use of septic tanks in urbanized areas.
- 22.2. Provide high quality water service to meet the household, industry, commercial, and fire protection needs of the City of Brunswick in a manner that is cost effective, efficient, and sustainable.
- 22.3. Ensure a high quality sewerage system which serves the needs of Brunswick residents in a manner that is cost effective, efficient, and sustainable.
- 22.4. Promote appropriate environmental protections and land uses in Glynn County’s groundwater recharge areas, which serve as a primary source of water that flows into the City and County’s underground aquifers.
- 22.5. Develop a land bank initiative in coordination with Glynn County and the Glynn County Board of Education.
- 22.6. Work with Glynn County to encourage new affordable housing opportunities outside of the City.
- 22.7. Provide input to public entities in the area when they are making decisions that are likely to have an impact on the Brunswick community.
- 22.8. Cooperate with the Glynn County Board of Education in regard to the appropriate location of schools and use of schools as community facilities.
- 22.9. Engage in cooperative planning exercises with the Coastal Georgia Regional Development Center.

# Implementation Program - Strategies

## Long Term and Ongoing Strategies

### *Continue to Implement a City-Wide Affordable Housing Strategy*

The City of Brunswick will continue its current efforts to provide decent affordable housing to its residents and expand upon those efforts. The City will seek to build relationships with local for-profit and non-profit developers to increase the supply of affordable housing. The Brunswick Housing Authority will continue to play a key role in expanding the supply of affordable housing and will be an ongoing partner with the City.

The City will seek to increase the supply of decent affordable housing by working on many fronts. The City will work to encourage adequate standards for rental property to make sure all of the City's renters live in safe and decent housing conditions. The City will engage in homeowner rehabilitation programs to assist existing lower-income home owners with the maintenance and upkeep of their homes. Affordable housing will also be expanded by the construction of new infill housing on vacant lots. The City will promote programs that build individual single-family homes on single lots, and also will seek to develop larger scale mixed-income multifamily residential infill on larger properties. Brunswick will also seek to increase the supply of affordable senior housing to accommodate the City's growing elderly population.

While promoting all of these types of affordable housing, the City will seek to maximize its investments in housing by partnering with private and non-profit developers and by seeking state and federal monies. The City will also look into the potential to develop and maintain ongoing sources of revenue to support affordable housing, such as low interest loan funds or a housing trust fund. The City will seek strategies that allow it to build and maintain a stable or increasing supply of affordable housing over the long term.

### *Engage in a Block-by-Block Strategy for Turning Around Brunswick Neighborhoods*

*"The best way to eat the elephant standing in your path is to cut it up into little pieces." -- African Proverb*

The task of revitalizing Brunswick's neighborhoods is large and complex. Without a clear vision to guide the process, it

may be difficult to figure out where to begin. The block-by-block strategy is recommended as the most efficient and equitable method to address Brunswick's community development needs.

The City should begin with a comprehensive community inventory that identifies housing conditions, streets, sidewalks, drainage, crime statistics, vacancy rates, and other measures of the community. The City should then establish three levels of neighborhood conditions:

- Very strong blocks with just a few properties that require attention;
- At risk blocks with widespread vacancies, dilapidated structures and high crime rates; and
- Those blocks somewhere in the middle or "in transition."

The block-by-block strategy works by targeting limited City resources to ensure the most benefit for the community. For example, cleaning up the sole vacant lot or securing the sole vacant property on an otherwise strong block would be a dynamic step to make sure the rest of the block does not begin to decline. For more challenging areas with prevailing issues of neighborhood blight, the strategy should be to match revitalization efforts with other City programs such as paint grants, housing rehabilitation programs, neighborhood watch, non-profit agencies programs, and infrastructure projects.

Another feature of this strategy is to reward those blocks that are making positive change. Build on existing leadership in targeting revitalization efforts (see section below on neighborhood organizations). The best efforts will go virtually unnoticed unless there is follow-up, maintenance, and a community social network supporting these revitalization programs.

Recent nearby examples include the City of Savannah, which has implemented a neighborhood planning process that includes measurable benchmarks. Communities are targeted based on need, but also based upon participation in neighborhood programs. For example, neighborhoods active in block of the month, yard of the month, and other City sponsored revitalization programs would be targeted first.

In Tennessee, the Uptown Memphis project is a coordinated effort of rehabilitation and new construction for a mixed income community. Using tax increment financing and a \$35 million federal HOPE VI grant, developers teamed up with the City of Memphis to revitalize a 100-block mixed-income neighborhood that has been called "revitalization without gentrification."

The common thread in Savannah and Memphis has been the use of public-private partnerships to maximize the ever-dwindling resources dedicated to revitalizing our nations' neighborhoods.

### *Promote Neighborhood Organizations*

Successful community revitalization programs are the result of a close partnership between the local government and the residents of the neighborhoods. It is not possible for City staff to maintain these relationships with each and every resident, but through active neighborhood associations, the feasibility of these partnerships is far increased. In Brunswick, several active neighborhood associations have been involved in the Comprehensive Planning process. The City should build upon these strong groups, ensure their continued success, and foster the creation of new neighborhood associations in targeted areas.

Volunteers are the key component in these partnerships. Assistance from City staff in starting up the groups, advice with meeting logistics, and access to information provides the support the volunteers need to keep the neighborhood associations active and engaged. The City could sponsor quarterly planning sessions for neighborhood leaders as a way to share best practices, build on the sense of community, and announce new or expanded neighborhood programs. Community policing, neighborhood watch, and a block captain system could also be encouraged through the neighborhood associations. Recognition programs and awards could be developed for the most active neighborhood association or the group that attracts the most new members.

While Brunswick has a rich history of community involvement, much more could be done. Sources of neighborhood leaders are found in churches, schools (Glynn Academy has a class of students that are involved in leadership development), community and senior centers, recreation centers, and business groups.

The organization of a network of neighborhood associations will provide a place for residents of Brunswick to learn about revitalization activities and, more importantly, will provide a place for them to be heard.

### *Foster a Life-Long Learning Community*

In a society where knowledge is power, the City will seek to empower its citizens by engaging the entire community in the habit of life-long learning. Advanced learning can no longer be relegated to just a select few, nor can learning stop

at the end of high school. Brunswick has a variety of educational resources – the Coastal Georgia Community College, Glynn County Schools, the Adult Learning Center, the Small Business Development Center, the Brunswick-Glynn County Public Library, etc. – and these resources should be promoted to the entire population in a coordinated and ongoing manner based upon the theme of life-long learning.

There are opportunities for persons of every age and of every ability to learn and expand the horizon of their opportunity. The goal for the City should be that every citizen engages in some type of teaching or learning every year. The large senior population in the City of Brunswick and in the Golden Isles should be called upon to volunteer and to pass along their knowledge and experience to the next generation. Those with less education should be encouraged to develop full literacy and to have their workforce readiness assessed by the State of Georgia's Work Ready program. Those with more education should be encouraged to explore entrepreneurship as a possibility. Renters can be offered courses on developing strong credit histories and purchasing a home; homeowners can take courses on remodeling or improving their homes. People of all ages and backgrounds can be engaged in exploring arts and literature.

The City will do its part to promote a life-long learning community. Citizens and non-profit organizations must also do their part, as an initiative of this size cannot be put into place by the City alone. The vision put forth by the City of Brunswick's citizens calls on all citizens to help grow the City by growing themselves through engaging in life-long learning activities.

### *Promote Public - Private Partnerships for Supporting Greenspace and City Beautification*

One of Brunswick's strongest assets is the presence of parks in its neighborhoods. Many neighborhoods such as Windsor Park, Old Town, and New Town have park land as a neighborhood amenity. However, many of these parks are in sub-standard condition and would benefit from improvements. As with all small governments, the demands on the City budget make park beautification a difficult prospect in Brunswick. Yet, small improvements can make a marked difference on a public space, and often these improvements can be initiated by citizens themselves.

Brunswick should encourage citizen involvement in restoring its parkland in locations where the City cannot dedicate ongoing funds. To do so, it is recommended that the City put forth an Adopt-a-Park program. The City

would be responsible for coordinating volunteer activity and educating community volunteers. However, the City should take advantage of community resources, such as not-for-profit agencies, that are already seeking park beautification.

The best strategy for initiating an Adopt-A-Park program is to seek out community groups that have a vested interest in the neighborhood. Neighborhood associations, civic groups, religious organizations, service organizations, and school organizations are ideal candidates for this program. The City should cultivate partnerships with the above organizations to encourage commitment to the program.

The City should also develop a memorandum of agreement with committed partners to establish an understanding of expectations for the program. These expectations could include but are not limited to:

- Number of clean-ups expected annually
- Requirements on recycling practices
- Reporting practices
- Requirements for first-aid training for supervisors

In return, the City should find methods of supporting the effort. Volunteers should be recognized by the City paying for signage and promotional materials of the program. Furthermore, the City could allocate funds for providing volunteers refreshments and equipment. The City should also contact groups to define successes and challenges to address any needed changes in the program.

The City could also encourage city-wide beautification efforts that involve mission driven not-for-profit organizations. For example, the city of Atlanta has partnered with the Trees Atlanta campaign (<http://www.treesatlanta.org>), which focuses on planting trees along road medians and parkland. The partnership has led to hundreds of new tree plantings in Atlanta at minimal cost since the organization provides volunteer labor for each planting.

#### *Develop a City-Wide Communications Strategy*

The City of Brunswick has pursued an aggressive agenda of City-wide improvement. A range of programs including a new transit system, property acquisition for additional parking near downtown, community oriented crime prevention, housing and economic development programs and many others are well on their way to implementation. However, based on interviews with community stakeholders and feedback generated at public meetings many citizens simply did not know about these successes. This demonstrates a need for the City to better publicize its achievements.

Many communities have addressed this situation by designating a public information officer (PIO). This could be a new full-time employee or could be a set of additional responsibilities added to an existing position. Getting the word out through various formats, maintaining relationships with the media, providing content for newsletters and websites, and other communications strategies would comprise the job description of the PIO.

It is important to emphasize that the PIO would not be a political appointee and would not be expected to advance the candidacy and accomplishments of elected officials. Rather, the focus would be on the on the community development programs and partnerships that are underway to make a better Brunswick.

Despite the prevalence of the internet and electronic communication in our society, not everyone has access to the Internet. In low and moderate income neighborhoods, this is especially true. Therefore, the communications strategy should not rely primarily on e-mail, web sites, and internet-based notification. Printed newsletters, utility bill inserts, newspaper stories, display ads, radio and television announcements are all components of a potential public information strategy.

#### *Institute a Neighborhood Clean-up Program*

Community involvement is often the strongest tool for developing momentum behind community development programs. Although it is difficult to overcome inertia, most communities see a rapid increase in results after moving the first few steps. A good starting point for engaging the community for these first steps is to hold a neighborhood clean-up.

Neighborhood clean-ups are useful for a number of reasons. They can help identify those in the community who are willing to take an active role and those who would best be able to tap into local resources. Secondly, they provide an avenue to strengthen both communication and social interaction within the community. Most importantly, it provides citizens an opportunity to participate in a program where the benefits of their efforts are instantly visible to both themselves and the community at large.

Some people assume that neighborhood clean-ups only work in areas with established neighborhood groups; however, any community can stage a clean-up with a just little preparation.

The following are some steps to organizing a clean-up:

- Identify a target problem. By giving a community a concrete problem or challenge it is much easier to stir

up interest. More importantly, it is much easier to identify the time commitment needed from each person.

- Identify a date. Understand that finding a date where everyone will be able to attend is impossible, but asking for feedback will help identify the best one.
- Identify approvals and equipment needed. Some locations such as parks and public facilities will require approvals. Moreover, the site will need to be surveyed to determine what kind of equipment will be needed.
- Identify tasks. To ensure that those who show up are not left empty handed, try to understand what efforts are needed to complete the job and lay out teams and attack strategies for the day.

The day of the clean-up, it is suggested that the organizers conduct a kick-off to welcome all the participants. Furthermore, it is suggested that contact information be collected to encourage long-term contacts with community advocates.

Creating a Neighborhood Clean-up Award could encourage citizens to participate. This award could be a monetary award given periodically (i.e. monthly, quarterly, annually) to the most improved neighborhood or through a competition.

The City could also help by providing equipment to the community so it could undertake clean-up efforts. Common programs include providing large scale refuse bins and tool lending banks. One example of a successful adopt-a-park program is the City of Scottsdale, Arizona's "Make it your own... make it your home" program (see: <http://www.scottsdaleaz.gov/reinvestment/nhd.asp>.)

#### *Promote Community Policing Strategies and Partnerships*

Community policing promotes community interaction as an approach for controlling crime in an area. By developing relationships with community residents, police are more aware of a neighborhood's issues and concerns. Furthermore, communities are more likely to come forward and help identify perpetrators if there is an existing bond of trust and connection with police officials.

The Brunswick Police Department has identified a number of Significant Goals for the Fiscal Year of 2007/2008. Many of these goals support a community policing strategy. The Department desires an increase in bicycle patrols in neighborhoods, which would provide more opportunities for police officers to foster stronger relationships with residents. Secondly, the Department has recognized the importance of retaining employees as this allows for officers to build strong relationships with the community.

Finally, the City has committed to upholding the Weed and Seed Program. The program is an initiative created by the United State Department of Justice and administered by the Community Capacity Development Office. The Weed and Seed Program is a multi-pronged strategy where criminal elements are "weeded" out from the community and then the community is "seeded" with social services, ranging from prevention, intervention, treatment, and neighborhood restoration programs.

#### *Implement Crime Prevention through Environmental Design*

Many crimes are the result of perceived opportunity, where perpetrators are most likely to pursue crimes which offer the quickest and simplest return. Physical elements can either encourage or inhibit the desire to pursue criminal activity. New development and re-development should be designed to take advantage of the crime-preventing design factors as much as possible.

Crime Prevention through Environmental Design (CPTED) has established a set of guidelines for reducing criminal activity through physical design. Most importantly, crime prevention through environmental design focuses less on target hardening (i.e. locks, gates, etc.) and more on components such as visibility and lighting to control access. Some examples of CPTED policies include:

- Using fences, hedges, tree lines, or planter boxes to separate spaces
- Marking changes in elevation and using variations in paving or flooring materials to define transitions from public to private spaces
- Discouraging loitering and illicit activity by using gardens, artwork and furniture to individualize spaces and show that someone cares and is paying attention
- Using signs to establish ownership and any limits on use
- Buildings, yards, gardens, sidewalks, and other features are well maintained, clean and in working order, which is a sign of guardianship

These design features may be supported by locks, alarm systems, CCTV, guards or other security measures in some situations.

CPTED is useful because it helps a community analyze all of the factors that encourage criminal acts. Furthermore, the program is particularly suited for communities attempting to target problem areas in specific neighborhoods as it results in a set of programs or strategies that are proactive and tailored to the problem and the location.

CPTED engages an array of citizens, government agencies, and local institutions, each of which has a role to play in defining the problem and deciding upon an appropriate solution, as well as some accountability for long-term improvements.

CPTED may be particularly appropriate for some Brunswick Housing Authority properties that have poorly defined distinctions between public and private spaces. Simple and inexpensive measures such as fencing, access control, lighting, and landscaping could increase the sense of resident and neighborhood security with regard to these properties.

Resources for CPTED suggestions and development guidelines are most readily found on the CPTED website, <http://www.cpted.net/home.html>.

### *Promote Minority Business Development<sup>1</sup>*

Minority-owned businesses can play a key role in expanding opportunity and prosperity to the entire Brunswick community. Minority-owned businesses often have difficulty growing and seeking large contracts because they do not have the established network of connections that would help them to seek new business, and as smaller businesses, they may have difficulty expanding their capacity to competitively bid on larger contracts. The goal of a minority business enterprise development program is to increase the number of minority-owned businesses and help these business to grow.

The two primary strategies for promoting minority businesses (sometimes know as MBEs for Minority-Owned Business Enterprise) are to increase opportunity for MBEs and to build capacity of MBEs. In addition to assisting minority-owned businesses, some local governments seek to assist woman-owned businesses and/or disabled-owned businesses as well, under the name of Disadvantaged-Owned Business Enterprise or DBE promotion.

Programs to increase opportunity often begin with a study or analysis of the current state of MBEs in the community. Such a study would begin by gathering MBEs together and discussing with them the barriers they face to increased opportunity or growth. Industries would be identified where experienced, viable MBEs exist and could take on additional growth. An analysis of the disparity in terms of the number and value of contracts awarded by various

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<sup>1</sup> Primary source for this information is PolicyLink's Equitable Development Toolkit, [policylink.org](http://policylink.org).

government agencies would be conducted to see what percent of contracts are currently going to MBEs. Such a study of current MBE capacity and opportunity would form the groundwork for further action.

If appropriate, the City of Brunswick can consider an ordinance to target a certain percentage of City contracts to MBE contractors. Many major cities across the country have passed such ordinances, and some smaller cities such as Durham, NC have as well. An ordinance to target a certain percentage of City contracts to MBEs must be carefully crafted to meet legal scrutiny. Qualified MBE firms must be available, and if they are not, a waiver should be possible for avoiding the requirement. The program must also target exclusively small MBEs, with the definition of small MBE usually conforming to criteria established by the federal government's Small Business Administration.

Even if the City of Brunswick does not decide to pass an MBE ordinance, the City and associated non-profits can work to promote existing federal programs that increase opportunity for MBEs. Every federal government department has an Office of Small Disadvantaged Business Utilization, and the relevant office for FLETC should be contacted to explore increased MBE contracting opportunities there. The Small Business Administration offers a number of programs to assist MBEs, and these should be promoted to local MBEs. Small Business Administration programs include an online database of available MBEs, bid price adjustments for MBE competitive bids, and the 8(a) Business Development Program, which provides technical assistance to MBEs. The federal Department of Transportation also has targets for engaging MBEs/DBEs in its construction projects, making transportation projects a favorable target for MBE opportunity. The Department of Transportation also offers a bonding assistance program to assist small MBEs with the bonding requirements associated with many major construction projects.

The other primary strategy for MBE development is capacity building. Some common programs to help MBEs develop capacity include technical assistance with the bonding process and the development of mentorship programs that match larger enterprises with similar, smaller minority-owned enterprises. Mentorship programs in other areas have proven an effective method for MBE capacity building and have shown mutual benefits for the larger as well as the smaller firms.

### *Hold an Annual Job & Workforce Development Fair*

In order to promote workforce development opportunities, the City of Brunswick should hold an annual job,



entrepreneurship, and workforce development fair downtown. The City should seek to secure the participation of the Adult Literacy Center, the Downtown Development Authority, the Small Business Development Center, the Coastal Georgia Community College, the Glynn-Brunswick Public Library, Glynn County Schools, the Georgia Department of Labor, the Latin American Resource Center, and other workforce development providers in the region. Information should be provided on employment and training opportunities for all levels of qualification, from earning a GED to seeking technical qualification to pursuing 4-year degree programs at Coastal Georgia Community College. The Department of Labor should provide information on the most promising high growth occupations for varying levels of education or qualification.

In conjunction with the job fair, workforce development agencies can meet and establish plans to better coordinate their efforts. Each workforce development agency should be aware of and promote the initiatives of other agencies, and opportunities to connect the clients of one program to the offering of other agencies should be explored.

#### *Formalize Capital Improvement Programming*

Even though the City of Brunswick has several capital improvement projects under its Special Option Sales Tax (SPLOST), the City would greatly benefit from formalizing these and other improvements into an annually maintained Capital Improvement Plan. A Capital Improvements Plan, or CIP, is a long-range plan, usually spanning four to seven years, which focuses on specific capital projects and major equipment needs. A CIP provides a planning schedule and identifies options for financing the plan.

The CIP is useful as it helps the municipality coordinate with the other public entities that are also expending public funds. These entities, such as the City government, parks and recreation district, and school district, would benefit from having a clear plan that is in line with the City's annual budget.

The CIP also provides other fiscal benefits to the community. By following the program, leaders can consolidate all project costs, which can reduce borrowing cost and stabilize debt. Finally, the CIP can be utilized as an economic development tool.

The City of Brunswick should ensure that certain steps are taken when developing a Capital Improvements Plan. Most importantly, the City should identify what kind of projects would qualify under inclusion for the CIP. Secondly, the City should create guidelines for implementing funding and

projects. Thirdly, the plan should be concurrent with any state laws and definitions.

Some common strategies of funding for Capital Improvement Programs include:

- **GO – General Obligation:** General obligation is a strategy of using long-term debt to finance the cost of a capital improvement. Prior to project planning and design, a statutory authority must be established and the Governing Body must adopt a resolution authorizing the improvement.
- **Pay As You Go:** Funding for the CIP is budgeted each year in order to pay cash for the capital improvements. This fund is used in lieu of issuing general obligation bonds.
- **Excise Tax:** Represents excise tax payments.
- **Escrow Funds not at Risk:** Escrow funding paid by private developers or property owners to pay their portion of the project. This money is paid prior to the start of the project.
- **Special Assessment:** Property owners that benefit from improvements are charged all or a portion of the cost of the improvement, based on the type of project.

#### *Accelerate FEMA's Community Rating System Tropical Storm Mitigation Program*

FEMA's Community Rating System is a voluntary program for local governments that encourages community floodplain management activities beyond those required by the National Flood Insurance Program (NFIP). The Community Rating System provides a guided framework for communities to better prepare for and mitigate potential damage from flood events. This framework includes a menu of recommended actions with a scoring system of credits for each, technical assistance, and financial incentives.

Property owners of local governments that successfully implement a Community Rating System program qualify for reduced costs on their flood insurance. The Community Rating System rates each participant community between Class 10 and Class 1, with lower classes corresponding to higher levels of flood mitigation activity and lower insurance premiums. Currently, the City of Brunswick is eligible for the Community Rating System as a Class 9 community; Glynn County is eligible as a Class 8 community; and Jekyll Island is eligible as a Class 6 community. It is recommended that the City of Brunswick seek to improve its Class rating within the Community

Rating System and re-dedicate more resources to these floodplain management activities.

The benefits of the Community Rating System go far beyond discounts for flood insurance. An effective Community Rating System program has the potential to save lives, to reduce or prevent damage to property, to save money, and to protect the environment. Every member of the community benefits from the Community Rating System program. There is no fee to enroll in the program with FEMA, though some of the program activities may involve implementation expenses.

Credits are given to local communities in the Community Rating System for four types of activities:

- Public Information (This includes programs that advise people about flood hazards, flood insurance, and ways to reduce flood damage)
- Mapping and Regulation (These activities include mapping areas not shown on the Flood Insurance Rate Maps, preserving open space, enforcing higher regulatory standards, and managing stormwater)
- Flood Damage Reduction (This includes a comprehensive floodplain management plan, relocating or retrofitting flood prone structures, and maintaining drainage systems)
- Flood Preparedness (This includes flood warning, levee safety, and dam safety programs)

The Community Rating System program is overseen by a CRS Coordinator. Because CRS activities can impact insurance rates, all CRS activities must be recorded, measured, and evaluated. As various CRS activities are completed, the CRS Coordinator informs FEMA. Once the City qualifies for a lower Class rating, a verification visit is conducted to audit the City's CRS program. Annual recertification and ongoing maintenance of the program are also required.

## Short Term Work Program

### *Develop Form-Based Codes for Brunswick*

Form-based codes are particularly appropriate for Brunswick because they can help new development fit into the historic development patterns of the City. Form-based codes focus on the regulation of building form and the relation of the building to the public realm rather than the use-based regulation of zoning. Form-based codes are based on the premise that multiple uses can be appropriate for a given location so long as the form is appropriate to the context. This allows a community to maintain a distinct physical character over time, while allowing land uses to continuously evolve to meet market demands.

Form-based codes may enable Brunswick to achieve many of its land use goals simultaneously. Form-based codes could serve to create design guidelines for Brunswick's major corridors, ensure the compatibility of residential development in neighborhoods, promote the development of accessory housing units, and encourage neighborhood commercial development. Form-based codes may be able to achieve all of these objectives because they increase the amount of architectural, public realm, and design guidance while decreasing the amount of land use regulation and segregation.

Form-based codes regulate design characteristics such as the height and bulk of buildings, the design of the street and sidewalk, the location of parking, and building types. As they are usually communicated through illustrated standards, form-based codes are often easier for residents to understand.

The typical steps in developing a form-based code would be:

1. Creating an inventory of current development patterns, including street types, block types, building types, open space types, and so on
2. Mapping the community into a series of neighborhoods, districts, and corridors (can correspond to character areas from Comprehensive Plan)
3. Holding public charrettes to review current development patterns and proposed new and infill development patterns through a review of desired development types
4. Developing diagrams for each neighborhood, district, and corridor that indicate design standards for streets, sidewalks, buildings, parking, and facades
5. Creating a palette of architectural types based on typical architectural patterns in the community, and assigning those to different neighborhoods and districts

6. Illustrating and recording the design standards developed through this process

While form-based codes have the potential to make the development approval process easier, extensive education is needed before form-based codes are introduced in a community. City staff, residents, political leaders, and developers may be unfamiliar with how form-based codes operate and uncomfortable with the implications of form-based development regulation. A patient and ongoing educational process is essential to the success of such a major departure from the tradition of zoning-based land use regulation. Also, if form-based codes are employed in addition to existing zoning, the development approval process could become more, rather than less, complex.

More information on developing form-based codes is available from the Georgia Department of Community Affairs and from professional organizations such as the Congress for the New Urbanism.

### *Develop a City-County Land Bank*

A land bank is a government entity whose purpose is to convert tax delinquent properties into productive use. Many communities have used land banks to address large inventories of abandoned and tax delinquent properties. When well managed, a land bank can reduce blight, produce new affordable housing, and increase local tax revenues by putting property into privately owned, productive use.

Land banks are often created through an agreement between local governments. By delegating authority to a single entity with a focused mission, land banks are able to tackle a host of problems associated with tax delinquent properties. Land banks are able to fix title problems, improve foreclosure proceedings, and expedite the transfer of underutilized properties into the hands of active developers.

Generally land banks have a board of directors and their own staff independent of each local government's staff. The powers of the land bank should be well defined, including the power to acquire and manage property and in some cases the power to waive delinquent taxes. Land banks also have disposition authority, or discretion in how they sell land to private developers and under what terms. It is important for a land bank to have clear and limited goals so that it can make decisions about delinquent property quickly and efficiently. It is recommended that the focus of a Brunswick-Glynn County land bank be on the elimination of blight and the production of affordable housing.

Further information on developing a land bank is available from the Local Initiatives Support Corporation (<http://www.lisc.org>). Some model land banks include the ones in Atlanta, Georgia and the land bank of Genesee County, Michigan (<http://www.thelandbank.org>).

### *Establish a Community Land Trust*

Community Land Trusts (CLTs) are a mechanism for providing a permanent source of owner-occupied housing for a particular community. CLTs remove the cost of land from the housing purchase, making the home more affordable and keeping the home price low for the long term for future low-income homebuyers. Most CLTs target homebuyers that earn between 50%-80% of area median income (AMI). There are currently about 190 CLTs in the US, and the first one was founded in Georgia in 1968. As the effectiveness of this strategy has become better known, there has been a rapid pace of growth in the formation of new CLTs in the 1990s and 2000s.

CLTs are primarily involved in the development of new for-sale affordable housing. CLTs may engage in either new construction or rehabilitation of existing housing stock. Most CLTs focus on the development of detached single-family housing, but some CLTs work on attached forms of owner-occupied housing and others provide rental housing as well. Some other activities of CLTs include homeownership counseling, property management, and open space preservation.

The CLT ownership model for homes is one of joint ownership between the home owner and the CLT. The CLT is usually a private, non-profit, board managed organization. The CLT retains ownership of the land, while the home owner purchases the structure on the land and engages in a long term lease of the land from the CLT. Usually the leases are structured as 99-year, renewable leases. The rights, responsibilities, and benefits of home ownership are shared between the home owner and the CLT. When the homeowner wishes to sell their home, they must sell it at a price determined by a formula established by the CLT. Generally this formula promotes long term residence, capital accumulation by the home owner, and continued affordability for the home upon resale.

There are several models for organizing a CLT, including an organizational model provided by the 1992 National Affordable Housing Act. This organization model recommends a "tripartite" board with membership from leaseholders, community residents, and public officials and funders. The governing board is usually between nine and fifteen members and is elected by the membership of the CLT. Generally all residents of the host community can

become members. The membership also has the right to change the CLT bylaws, sell its land, change its resale formula, or dissolve the CLT.

Other communities have found that an engaged CLT board and staff continuity are both key to a CLT's long term success. Most CLTs rely on multiple sources of funding, including resident and user fees, federal government funding, local government support, and foundation grants.

Community Land Trusts are a particularly appropriate mechanism for Brunswick because land prices are currently low compared with the region or other coastal areas. Now is a prime opportunity for the community to lock in a supply of affordable housing, which will ensure that the community will remain diverse and affordable long into the future. Establishing a Community Land Trust now could be insurance against the potential for rampant gentrification in Brunswick's future.

### *Conduct a Stormwater Utility Feasibility Study*

Brunswick is a community that is surrounded by sensitive habitat in the form of its unique marshlands. However, those marshlands are highly sensitive to non-point source pollution often caused by stormwater runoff. Brunswick has a high amount of impervious surface area within the City. Consequently, the stormwater run-off is very high and contributes to degrading the quality of these marshlands.

A stormwater utility is a service provided by the City to manage rainfall run-off within the City. A stormwater utility generates revenue through user fees in a manner similar to other utilities that provide water, electricity, solid waste, etc. These fees create a dedicated revenue stream which can be utilized only on stormwater system maintenance and operations. Fees can also be used for stormwater system's planning and construction.

Most stormwater utility fees are structured around charging users based upon their respective contribution to stormwater run-off. Defining what a user's "respective contribution to stormwater run-off" can be problematic, though it is usually based upon the amount of impervious surfaces on each property. Therefore, it is important for the City to undertake a study to assess the feasibility of a stormwater utility to determine what the fee structure should be.

The feasibility study should consider the two main components of establishing a stormwater utility: the organizational structure of the utility and the determination of the rate structure. Establishing the utility requires a determination of whether an entirely new utility is needed or if services and implementation can be handled by existing utilities. Determining the rate structure and basis is a more

difficult process. A wide variety of approaches exist for determining the user fee. Some communities have developed fees based on square footage of impervious area while others charge a flat fee per dwelling unit, and yet others have based the figures on the number of bedrooms within a household. Whichever approach, Brunswick should take steps to ensure that the user fee is seen as fair by community stakeholders.

#### *Update Long Range Transportation Plan*

The Brunswick Area Transportation Study (BATS) is the group responsible for overseeing transportation planning for the Brunswick-Glynn County area. The most recent Long Range Transportation Plan (LRTP) was completed in October of 2005. Since the Long Range Transportation Plan must be completed every five years, BATS will need to begin a LRTP update in 2010 or sooner.

The federal government requires metropolitan areas to engage in a continuing, cooperative, and comprehensive transportation planning process. BATS has maintained its continuing planning process through efforts such as the LRTP.

Each LRTP must project future transportation patterns, including traffic volumes and congestion. The LRTP will then select transportation projects based on these anticipated future transportation needs. Transportation projects will be evaluated and prioritized using a systematic methodology. The transportation improvement program should be constrained to what is financially feasible given existing transportation funding resources. The LRTP should be truly multimodal in nature, planning for rail, airports, roads, transit, bicyclists, and pedestrians. Also, the LRTP should take into consideration crucial intermodal connections that promote the flow of goods and people.

With the City of Brunswick seeing significant new development, especially with Liberty Harbor, the LRTP will need to take into account reasonable projections of this new growth in planning for future transportation improvements. Also, the new LRTP will need to take into account the percentage of transportation trips that will be captured by the new transit service that should be rolled out in the BATS study area soon.

#### *Develop a City-Wide Pedestrian and Bicycle Master Plan*

One of the hallmarks of vibrant cities is the strong presence of pedestrian activity. Having people present on the streets creates a sense of warmth and community within an area. However, pedestrians and cyclists are often discouraged by the threat of vehicular traffic. Brunswick's street grid was

laid out during a period when vehicles were less predominant and consequently its design is well-suited for pedestrian activities.

The City has already taken steps toward reinforcing the goal of creating a pedestrian-friendly environment. In 1994, the City hired PBS&J to create a City-wide Pedestrian and Bicycle Master Plan. The plan included proposed improvement with prioritized targets and projected costs. However, no inventory or follow-up analysis has been conducted to ascertain the status of the program. The City's first step should be to conduct a pedestrian and bicycle facility inventory to determine what has been done and what is left towards realizing the plan.

Next, the City-Wide Pedestrian and Bicycle Master Plan should be updated with the identification of priority projects, an updated implementation strategy, including financing, and model designs for different types of pedestrian and bicycle facilities. Model designs for pedestrian and bicycle facilities could also be developed as part of the *City Wide Street Schematic Design Plan* (see below).

One of the biggest roadblocks to implementing pedestrian plans is the perceived lack of funding for projects of this magnitude. Yet, federal funding is available to helping such programs. The Federal Highway Administration (FHWA) has specifically identified pedestrian plans as a priority for funds. The best federal sources for such funds can be found through Congestion Mitigation and Air Quality Improvement (CMAQ), Transportation Enhancements (TE), and the National Highway System (NHS) as all are eligible to be used for bicycling and pedestrian improvements that encourage multi-modal transportation.

#### *Implement a Safe Routes to School Program*

Brunswick benefits from a strong urban fabric, the essential element that great cities across the world share. Such a fabric ensures that residential areas are close to civic and institutional buildings, making Brunswick an ideal City to implement a Safe Routes to School program. By promoting walkability, a Safe Routes to School program has a variety of benefits for both children and neighborhoods. Most importantly, it encourages childhood health, as studies show children are becoming increasingly sedentary. Neighborhoods near schools benefit from reduced traffic congestion and better air quality.

Building a Safe Routes to School program requires input from the community and should be a staged process to ensure stakeholders are both interested and committed. The first step is to define the context of the program. Community leaders need to identify at what scale they are

going to pursue a program; for example, should it be district-wide or for a few target schools? Subsequently, the community should identify a steering committee and a program champion to support the process. This steering committee can include a coalition of school leaders, community leaders, and local government. Finally, the steering committee should become familiar with the requirements and criteria for a Safe Routes program as defined by the *National Highway Traffic Safety Administration Safe Routes Toolkit*.

The next major step is to hold a kick-off meeting to raise public awareness and to distill the process. The kick-off meeting has two main goals: to create a vision and to generate next steps. Next, the program should focus on gathering data not only on current conditions, but on developing a benchmarking process for the program.

After the above elements are in place, the steering committee should focus on creating a Safe Routes to Schools plan and identifying funding sources. Some ideas for funding sources include:

- Federal programs: SAFETEA-LU (including funds allocated to SRTS), Congestion Mitigation and Air Quality, Surface Transportation Program, Recreational Trail Program and others
- State SRTS programs
- Environmental and air quality funds
- Health and physical activity funds
- County and City funding
- Philanthropic organizations and foundations

Implementing the plan should also include a follow-up program that can update and alter the original program as needed. Monitoring should identify the number of children safely walking and bicycling to school and which strategies are proving the most effective. Finally, it is the responsibility of the steering committee to identify ways to sustain and expand the program.

The Safe Routes to School website provides detailed guidance on implementing a Safe Routes to School program: <http://www.saferoutesinfo.org/guide/steps/index.cfm>.

### *Develop City-Wide Street Schematic Design Plan*

In order to promote an improved appearance and to implement a Complete Streets policy, the City of Brunswick should develop schematic designs for its entire roadway network. A schematic design is a generalized design that shows how the public right of way and the private realm adjacent to the public right of way will be managed. A schematic design plan for Brunswick's streets will promote

all models of travel and properly balance the interests of travelers and the improvement of the public realm.

To develop a schematic design plan for the City of Brunswick, each street should be assigned a street type. Street types may include Boulevards, Avenues, Residential Avenues, Commercial Streets, Residential Streets, Lanes, Alleys, and Roads. Each street is designated a street type based on the average daily traffic the street bears and the urban context in which the street occurs – considering the density, intensity, and mix of uses surrounding the street.

Schematic design plans address the design of both the roadway and the streetscape, taking into account both traveler needs and urban design considerations. A schematic design plan should cover such issues as:

- Design speed and target speed for the street
- Number and width of lanes
- Appropriateness or inappropriateness of deceleration lanes
- Two-way or one-way street designation
- Presence of on-street parking
- Minimum bicycle lane width
- Access management considerations (control of driveways)
- Width of the sidewalk (pedestrian thoroughway)
- Width of furnishings zone (for trees, lights, benches, etc.)
- Requirements for the presence of street trees at regular intervals
- Recommended street lighting
- Width of the frontage zone (area between the building and the sidewalk)
- Recommended building setbacks
- Transit stop design
- Intersection design and turn lanes

In short, a schematic design for a street provides generalized guidance for the ultimate preferred design of both the roadway area and the streetscape area of the public right of way. This ensures that future transportation improvements promote all modes of travel and that the street design contributes to the community's desired image for the corridor.

### *Develop Street Framework Plan for Hercules Site*

A street framework plan for the Hercules site is a plan that would designate the future street network for the site should it ever be sold and redeveloped. The purpose of a street framework plan would be to reconnect the City's existing street network and to ensure a continuation of the City's regular block pattern through the Hercules site. Reconnecting the street grid would improve property values

of adjoining neighborhoods and re-establish Brunswick's historic development patterns in this area.

Establishing a street framework plan would in no way affect the current operations of the Hercules plant. Also, it would not govern future land use for the site, which should only be determined after adequate environmental and market studies. The blocks in the street framework plan should be large enough to accommodate a variety of potential uses, from single-family housing to a new college campus. The purpose of the street framework plan would just be to establish the pattern of streets and blocks, and therefore to ensure that whatever redevelopment takes place is not isolated but integrated into the Brunswick community.

## Supplemental Plans

### *Blueprint Brunswick*

An updated version of the Blueprint Brunswick plan is being developed simultaneously with this new Comprehensive Plan. The Blueprint Brunswick plan and the Comprehensive Plan are symbiotically related; the initiatives outlined in the Blueprint Brunswick plan further the policies and land use patterns established in the Comprehensive Plan. Blueprint Brunswick is identifying a series of catalyst sites for redevelopment that will help to improve the City's image and promote its economic growth. The Blueprint Brunswick plan is focused on targeted redevelopment in specific areas, while the Comprehensive Plan focuses on the entire City of Brunswick and contains both short term and ongoing priorities for the City.

Some of the focus areas for Blueprint Brunswick are the same as the ones identified in this Comprehensive Plan. Blueprint Brunswick focuses on promoting redevelopment and infill development in Old Town, particularly along the City's waterfront and the Gloucester corridor.

Redevelopment and urban design improvements along US 17, which serves as a major gateway into the City and the region, are also a focus of the Blueprint Brunswick plan.

### *Urban Transit Implementation Plan*

Glynn County and the City of Brunswick are currently working on an Urban Transit Implementation Plan in order to roll out the proposed new transit service in the area. This implementation plan will include guidance on all issues that must be addressed in the implementation of new transit service in the Glynn County-Brunswick area. Issues to be addressed include route design and frequency, operating schedules, fare structure, and so on. The plan will also include a phasing strategy with benchmarks for starting up transit service from scratch.

### *Solid Waste Management Plan*

The Solid Waste Management Plan was developed and adopted in 2007 and is hereby incorporated into the Comprehensive Plan by reference. The Solid Waste Management Plan (SWMP) includes a comprehensive review of the City's waste collection and disposal efforts, as well as its efforts to reduce the waste stream. The SWMP includes sections on the amount of waste by type, the waste collection process, waste reduction efforts, land limitation for landfills, and recommendations for improvements to the solid waste management system. Some of the primary recommendations from the SWMP are to institute drop-off recycling centers throughout the City, to fund the purchase of new waste collection vehicles, and to increase education on recycling and proper waste disposal of tires.



ID	Project	2008	2009	2010	2011	2012	2013	Ongoing	Responsible Entity	Estimated Cost	Funding Sources
<b>Economic Development Projects</b>											
1	Continue identification and assessment of brownfield sites; develop a strategy for their remediation and redevelopment.	X	X	X	X	X	X	X	Brownsfield Task Force/ Comm. Dev./ Fanning	\$30-100K	EPA, CDBG
2	Implement selected projects from the Blueprint Brunswick Master Plan to revitalize and redevelop key catalyst sites throughout the City.	X	X	X	X	X	X	X	Comm. Dev./ Planning/ DDA	\$100K+	Various
3	Promote minority-owned business enterprises through a study of MBE capacity and by initiating business mentoring programs and business incubators.	X	X	X	X	X	X	X	SBDC/ DDA/ Comm. Dev.	Staff costs	City
4	Hold an annual job, entrepreneurship, and workforce development fair downtown. Secure the participation of Adult Literacy Center, Chamber of Commerce, DDA, SBDC, CGCC, Public Library, Glynn County Schools, GDOL, LARC, and other workforce development providers.		X	X	X	X	X	X	Comm. Dev./ DDA/ CGCC/ Schools	Staff and promotional costs	City, DCA Homebuyer Education, One Georgia Equity Fund, CDBG
5	Aggressively expand downtown development to the Norwich corridor, through tools such as marketing studies, increased parks and public facilities, a unifying streetscape design, and promoting housing redevelopment and infill in adjacent neighborhoods.		X	X	X				DDA/ Comm. Dev./ Planning/ Archways	\$100K+	City
6	Recruit a neighborhood grocery to the downtown area.		X	X					DDA/ Comm. Dev.	Staff costs	City
7	Establish an empowerment or enterprise zone to promote economic and community development.				X	X	X		City Manager/ Comm. Dev./ County/ Archways/ DDA/ Chamber	Staff costs	City

ID	Project	2008	2009	2010	2011	2012	2013	Ongoing	Responsible Entity	Estimated Cost	Funding Sources
<b>Cultural &amp; Environmental Projects</b>											
8	Develop a Gullah-Geechee ordinance to support the development of interpretive exhibits and/or a coastal heritage center as part of the federal Gullah-Geechee Heritage Corridor.	X	X	X					Comm. Dev./ Planning/ BGIVB/ County/ Historic Nonprofits	Staff costs	City
9	Develop a tree ordinance for the protection of specimen trees.		X	X	X				Planning/ Comm. Dev.	Staff costs	City
10	Pursue the recognition of Windsor Park & Dixville as national historic districts listed in the National Register.		X	X					DDA/ Historic Board/ Planning/ City Manager	<\$30K	DDA
11	Rezone all marshlands to Conservation Preservation.		X						Planning	Staff costs	City
12	Develop a comprehensive inventory of cultural, archaeological and historic properties and resources, as well as important cultural and historical viewsheds, expanding upon the City's existing historic resource inventory.			X	X	X			Comm. Dev./ DDA/ Historic Board/ Planning/ CGRDC	\$30-100K	City
13	Pursue the recognition of additional parts of New Town/Town Commons as national historic districts.				X	X			DDA/ Historic Board/ Planning/ City Manager	<\$30K	DDA

ID	Project	2008	2009	2010	2011	2012	2013	Ongoing	Responsible Entity	Estimated Cost	Funding Sources
<b>Housing Projects</b>											
14	Expand home rehabilitation programs for low income home owners.	X	X	X	X	X	X	X	Comm. Dev./ Housing Non-Profits	\$100K+	HUD, DCA, BPHA
15	Foster partnerships with for-profit and non-profit developers to develop new, affordable infill housing.	X	X	X	X	X	X	X	Comm. Dev./ Housing Non-Profits	\$30-100K	HUD, DCA, BPHA
16	Promote the development of affordable single family housing in strategic neighborhood revitalization areas by expanding financial assistance to homebuyers and providing incentives to for-profit and non-profit developers.	X	X	X	X	X	X	X	Comm. Dev.	Using existing City community development funding sources.	City, BPHA, HUD
17	Design and implement a Community Housing Assistance Program.	X	X	X					Comm. Dev./ Planning/ CHRAB/ BPHA	Staff costs	City, BPHA
18	Develop a long range plan for addressing the needs of low-income elderly and handicapped persons.		X	X					Coast Georgia Area Agency on Aging/ Comm. Dev.	\$30-100K	City, BPHA
19	Pursue the establishment of a Community Land Trust to ensure a permanent source of affordable housing for Brunswick residents.		X	X	X				Comm. Dev./ Archway Program/ Housing Non-Profits	\$30-100K	City, BPHA, DDA
20	Develop an implementation strategy for elevating rental housing standards throughout the City.		X						City Commission/ Comm. Dev./ Housing Non-Profits	Staff costs	City
21	Develop a Senior Citizens Independent Living Housing Plan.			X	X				Comm. Dev./ Housing Non-Profits	Staff costs	HUD/ Donations
22	Establish a County-City Land Bank to clear title and sell tax delinquent and other neglected properties.			X	X	X			Comm. Dev./ Archway Program/ Housing Non-Profits	Staff, coordination, legal costs.	County, City, BPHA
23	Develop a community-wide strategy for addressing chronic homelessness, with improvements to emergency housing and other related services.			X	X				Comm. Dev./ Non-Profits/ Faith-Based Service Providers/ BPHA	\$30-100K	DCA
24	Develop a new senior housing project in a transit-accessible location, preferably close to other community resources.			X	X	X			Comm. Dev./ BPHA/ Non-Profits/ DDA	\$100K+	HUD, DCA, LIHTC

ID	Project	2008	2009	2010	2011	2012	2013	Ongoing	Responsible Entity	Estimated Cost	Funding Sources
<b>Infrastructure &amp; Parks Projects</b>											
25	Maintain accreditation as a class-2 ISO Fire Department.	X	X	X	X	X	X	X	Fire	Staff costs	City
26	Pursue Level-3 rescue response status as a Georgia search and rescue team.	X	X	X	X	X	X	X	Fire	Staff costs	City
27	Establish a City-wide wireless internet system with functionality for public safety officials and other city departments, with the eventual expansion of service to the general public.	X	X	X					IT/ Police	\$30-100K	Georgia Technology Authority
28	Develop design standards for public access along Brunswick's riverfront, including access to the riverfront from public streets.	X	X						Comm. Dev./ Planning/ DDA	Staff costs	City
29	Increase the availability of downtown parking and engage in parking management strategies to make efficient use of existing parking.	X							City Commission/ DDA/ Comm. Dev./ Police	\$600,000	General Funds, Parking Tickets and Revenues
30	Develop Liberty Ship Park adjacent to Liberty Harbor.	X	X						Parks/ City Commission/ Engineering	\$1.6 million	TEA/ General Funds
31	Participate with a private contractor to develop and implement an expanded recycling program and facility to be used for city-wide recycling	X	X						Public Works	Staff Costs	City
32	Develop a city-wide Drainage Master Plan (coordinate with stormwater utility feasibility study).		X	X					City Engineer/ Public Works/ Planning	\$30-100K	Stormwater Utility, MOST
33	Establish a stormwater utility to fund drainage improvements, starting with an study addressing a drainage needs assessment, the utility's organizational structure, and fee calculation and assessment.		X	X					City Manager/ Finance/ Engineer/ Public Works/ Planning	\$100K+	City
34	Develop an annual Capital Improvement Program to plan for future capital expenditures and update annually.		X	X	X	X	X	X	City Manager/ Public Works/ City Engineer/ Finance	Staff costs	City
35	Improve neighborhood infrastructure - drainage, sidewalks, lighting, curb, gutter, etc - as programmed in the Capital Improvement Program.			X	X	X	X	X	Comm. Dev./ Engineering/ Public Works/ BPHA/ JWSC/ Non-Profits	\$30-100K	Stormwater Utility/ MOST/ SPLOST/ One Georgia Equity Fund/ CDBG
36	Develop a Comprehensive Parks Plan to manage the City's green spaces and recreational needs.			X	X	X			Planning/ Parks	\$30-100K	City
37	Conduct a feasibility study with regard to increasing funding for the City's infrastructure needs with MOST.			X	X				City Manager/ Finance/ Engineer/ Public Works/ Planning	\$100K+	City

ID	Project	2008	2009	2010	2011	2012	2013	Ongoing	Responsible Entity	Estimated Cost	Funding Sources
<b>Community Involvement &amp; Planning Projects</b>											
38	Encourage and support the establishment of neighborhood organizations and foster active participation in civic issues.	X	X	X	X	X	X	X	Comm. Dev./ Neighborhood Organizations/ Churches/ Schools	Staff costs	City
39	Develop a city-wide communications strategy for promoting the positive news of progress and community involvement in Brunswick.	X	X	X	X	X	X	X	City Manager/ Public Information Officer	Staff costs	City
40	Accelerate FEMA's Community Rating System programs to mitigate flooding risks and increase the community's preparedness for tropical storm flooding events.	X	X	X	X	X	X	X	Emerg. Manag./ Engineering/ Public Works/ Planning	\$100K+	Stormwater Utility
41	Construct approved City gateway features, wayfinding signs, and/ or public art projects at the north and south entrances of US 17 into the City, at the entrance of US 341 into the City, at Gloucester and US 17, at the end of the Torras Causeway, and in other potential locations.	X	X	X					DDA/ Comm. Dev./ Planning/ Golden Isles Arts/ BGIVB	\$100K+	TEA/ General Funds
42	Designate the boundaries of a medical district within the Parkwood/Medical Character Area through a neighborhood charrette.	X	X	X					Planning/ Community Dev./ Hospital/ CGCC	Staff costs	City
43	Conduct neighborhood-specific charrettes on affordable housing, infill housing design, and needed infrastructure improvements throughout the City. (Potential connection to form-based codes).	X	X						Comm. Dev./ Engineering/ Public Works/ BPHA/ JWSC/ Non-Profits	\$30-100K	City
44	Designate future land use for the Brunswick waterfront as mixed-use development, and include a requirement for providing public space lining the riverfront.	X	X						Planning/ Comm. Dev.	Staff costs	City
45	Rework the zoning code to more flexibly permit accessory dwelling units (Potential connection to form-based codes)	X	X						Planning/ City Commission	Staff costs	City
46	Investigate standards for large-scale developments to require a public charrette process as part of adequate neighborhood review.		X	X	X				Planning	Staff costs	City

ID	Project	2008	2009	2010	2011	2012	2013	Ongoing	Responsible Entity	Estimated Cost	Funding Sources
<b>Community Involvement &amp; Planning Projects (2nd Page)</b>											
47	Establish a "best neighborhood clean up" award for property owners, tenants, and/ or neighborhood organizations that make the greatest improvement to their area on a quarterly basis.		X	X	X	X	X	X	Comm. Dev./ Neighborhood Organizations	Staff costs	City
48	Regulate the design standards for automobile dealerships and other outdoor storage land uses. Limit such uses to the Highway Commercial zoning district (Potential connections to form-based codes).		X	X	X				Planning	Staff costs	City
49	Annexation Plan - Pursue annexation in order to make a more contiguous and 'common-sense' boundary for the City.		X	X	X				City Manager/ City Attorney/ Planning/ City Commission	Staff costs	City
50	Rework the zoning code to promote new development that is compatible with the City's historic development patterns. Consider the use of a form-based code instead of traditional land use zoning. Revise lot standards in the zoning code so they fit the most common existing lot sizes in the City.		X	X					Planning/ City Commission/ CGRDC/ Historic Board	\$30-100K	City
51	Enhance overlay design guidelines for US 17 to require multi-story structures, a build-to line, and a pedestrian streetscape along the corridor.		X	X					Comm. Dev./ Planning	\$30-100K	City
52	Conduct design charrettes for all of the City's squares and parks to plan for future amenities and increase community ownership of parks.			X	X				Parks/ Planning/ Comm. Dev./ Signature Squares	\$30-100K	City
53	Revise the subdivision ordinance to promote new development that is compatible with the City's historic development patterns.			X	X				Planning/ Engineering	Staff costs	City
54	Develop policies for permitting Bed and Breakfasts in residential areas.			X	X				Planning/ Legal/ Historic Board	Staff costs	City
55	Revise the zoning ordinance to increase flexibility with respect to neighborhood commercial development (Potential connection with form-based codes)				X	X			Planning/ Legal/ City Commission	Staff costs	City
56	Develop a provisional Street Framework Plan for the Hercules site as a contingency plan in case the current plant should close.					X	X		Planning/ Engineering	Low	City

ID	Project	2008	2009	2010	2011	2012	2013	Ongoing	Responsible Entity	Estimated Cost	Funding Sources
<b>Transportation Projects</b>											
57	Update the Long Range Transportation Plan, and re-evaluate the boundaries and projections for future Traffic Analysis Zones (TAZs).	X	X	X	X				BATS/ Planning/ DDA/ Public Works	\$45,000	GDOT/ County/ City
58	In cooperation with Glynn County, establish regular transit service per the Glynn County Urban Transit Implementation Plan, connecting residents to employment, shopping, and health care destinations.		X	X	X	X	X	X	BATS/ County	\$230,000 annually	County/ City/ GDOT/ FTA
59	Develop a City-wide Street Schematic Design Plan with designations, functional descriptions, and schematic designs for all streets in the City. Ensure that schematic designs for streets include all modes of transportation. Develop specific cross-section designs for US 17, US 341, Bay Street, Altama, and MLK Blvd.		X	X					Planning/ Engineering/ Public Works	\$35,000	City
60	Conduct a design charrette for US 17 with the goal of developing voluntary or compulsory design guidelines and a desired streetscape design for the corridor.		X	X					Planning/ Engineering	Low	City
61	Build a bicycle path connecting Liberty Ship Park to Howard Coffin Park.		X	X					Comm. Dev.	\$225,000	DNR Recreational Trails, CDBG
62	Develop a City-wide Bicycle and Pedestrian Master Plan with facilities standards for all street types and a phasing strategy for extending pedestrian and bicycle access to the entire City. Place a particular emphasis on access to public schools from residential areas, i.e. "safe routes to school."			X	X	X			Comm. Dev./ City Manager/ Public Works/ CGRDC/ Schools/ GDOT	\$45,000	Safe Routes to School, GDOT
63	US 17 Streetscape - Design and construct new streetscapes, on easements or in the public right-of-way, including new sidewalks, street trees, lights, benches, and a possible median.			X	X				Planning/ Engineering/ GDOT	\$8 million	TEA/ General Funds
64	Bay Street Streetscape - Design and construct new streetscapes in the public right-of-way, including new sidewalks, on-street parking, street trees, lights, benches, and a possible median.				X	X			Planning/ DDA/ Engineering/ GDOT	\$4 million	TEA/ General Funds
65	Gloucester Streetscape - Design and construct new streetscapes in the public right-of-way, including new sidewalks, on-street parking, street trees, lights, benches, and a possible median.					X	X		Planning/ DDA/ Engineering/ GDOT	\$4 million	TEA/ General Funds

## Glossary of Terms

### Acronyms & Abbreviations

Archways - University of Georgia Archways Program	Finance - City of Brunswick Finance Director
BATS - Brunswick Area Transportation Study	FTA - Federal Transit Administration
BGIVB - Brunswick & the Golden Isles Visitors Bureau	GDOT - Georgia Department of Transportation
BPHA - Brunswick Housing Authority	Golden Isles Arts - Golden Isles Arts & Humanities
Chamber - Brunswick-Golden Isles Chamber of Commerce	Historic Board - City of Brunswick Historic Preservation Board
City Manager - City Manager of Brunswick	Hospital - Southeast Georgia Health Systems
CGCC - Coastal Georgia Community College	HUD - Housing & Urban Development
CGRDC - Coastal Georgia Regional Development Center	IT - City of Brunswick Information Technology
CHRAB - Community Housing Resource Advisory Board	JWSC - Joint Water Sewer Commission
Comm. Dev. - City of Brunswick Community Development	Legal - City Attorney of Brunswick
CDBG - Community Development Block Grants	MOST - Municipal Option Sales Tax
County - Glynn County	Non-Profits - Community Non-Profit Organizations
DCA - Georgia Department of Community Affairs	Parks - City of Brunswick Parks and Recreation
DDA - Brunswick Downtown Development Authority	Planning - City of Brunswick Planning
DNR - Georgia Department of Natural Resources	Police - City of Brunswick Police
Emerg. Manag. - City of Brunswick Emergency Management Director	Public Works - City of Brunswick Public Works
Engineering - City of Brunswick Engineer	Schools - Glynn County School System
EPA - Environmental Protection Agency	SPLOST - Special Option Sales Tax
Fanning - University of Georgia Fanning Institute	TEA - Transportation Enhancement Activity
Fire - City of Brunswick Fire Department	



# **Appendix I**

## **Public Meeting Summary**

# City of Brunswick Comprehensive Plan

## Community Kick Off Meeting Summary

### Overview

The City of Brunswick Department of Community Development initiated the first of three public meetings to introduce the Comprehensive Plan: a long-term plan that serves as a primary guide for managing future growth and development. A total of 70 citizens participated in the Community Kick-Off held at Howard Coffin Park on Thursday, October 18<sup>th</sup> from 6:30pm to 8:30pm. The purpose of the Community Kick Off was to introduce participants to the Comprehensive Planning process and to begin the public visioning phase of the project.

Participants were invited to provide input through a variety of ways. The meeting began with an introductory presentation, followed by a question and answer session to help orient attendees to the planning process. The PowerPoint presentation outlined the three (3) major components of the Comprehensive Plan:

- 1) **Public Participation Plan** – a plan for how to get the public involved in the planning process;
- 2) **Community Assessment** – an overview of the existing conditions of the Brunswick community including a review of the City’s population, housing, transportation, cultural resources, economic development, natural resources and community facilities; and
- 3) **Community Agenda** – a guide to future development and addressing concerns of the issues and opportunities within the Brunswick community.

A brief break was held, during which individual discussions could continue. Participants were given a Public Participation Survey and a Community Kick-Off Evaluation form to complete during the meeting. After the break, the meeting transitioned into an interactive visioning workshop divided into four (4) breakout groups facilitated by consultants. During the breakout session, citizens were asked to respond to a series of visioning questions regarding existing and future improvements for the City.

### Major Themes

The number and variety of concerns regarding the City’s future growth were deep and wide, however consistent themes started to emerge from the breakout group discussions. These themes have been identified as a starting point for a continuing discussion about a vision for the City’s future.

- Improve the appearance of all aspects of the City, with special attention to neglected properties and major gateways into the City
- Keep Brunswick’s small town charm and friendly character
- Find ways to address poverty and lack of affordable housing
- Maintain a neighborhood focus, place resources and services in or near neighborhoods, invest in the quality of neighborhoods
- Address the City’s large supply of dilapidated and substandard housing
- Increase public safety and police presence, find new, innovative, and participatory methods for preventing and reducing crime
- Protect and preserve the City’s historic buildings and character
- Protect the City’s natural resources, including rivers, marshes, and tree cover, and increase connections and access to key natural resources such as the waterfront
- Increase outreach and participation in poor and disenfranchised communities
- Support mobility of low income citizens and visitors by improving public transportation

## Questions and Answers

An open question and answer period was held immediately following the presentation. The consultant team answered a series of questions from the public in attendance. Many of the questions focused on how the City's plan would apply to the County and whether or not the County's proposed jail extension could be stopped. The Comprehensive Plan can address the public's aspiration for protecting its valued resources, such as its waterfront, however the Comprehensive Plan is not legally binding and standard political processes must continue to be used to address difficult issues such as the proposed jail expansion.

The following is a list of questions that were asked and abbreviated responses:

- Does the state approve the plan?  
*Answer* – Yes. The plan must fulfill a standard planning process.
- The 1992 standards have changed value and how will this impact this Comprehensive Plan?  
*Answer* – a) The Comprehensive Plan is a 20 year plan and updates every 5 years. The planning is a continuous process.  
  
b) The Work Program updates every year. The plan will be evaluated and will include a list of projects to address changes and modifications.
- Are we looking of demographic and population shifts?  
*Answer* – The Community Assessment will reflect eight (8) key issues to include demographic and population.
- The Comprehensive Plan is mandated by the State for City and County. What if the County is not cooperative? We are limited physically – does the County have some obligation with the City?  
*Answer* – a) All plans have regional concerns  
b) The State doesn't interfere  
c) A Service Delivery Strategy is in place with Glynn County, City of Brunswick and Jekyll Island.  
d) The State has a mediation service in place to address conflict resolution issues between City and County governments.
- When will we be able to get back together again? We need more meetings.  
*Answer* – We will have a public meeting in January '08.
- Clarify the end product process and policies.

*Answer* – Right now we are introducing the project to the community and requesting your input. As we move further in the planning process, we will begin to clarify those issues.

- What opportunities will open up to the communities? Currently there is no transportation, jobs and skills training. How do we make programs to benefit the citizens?  
*Answer* – Improving access and training can be addressed in the Comprehensive Plan. As you bring up these issues, we will record them and make sure that they are addressed as we move forward. However at this stage we are just identifying issues; solutions will be addressed later in the planning process.
- What is the difference between the Comprehensive Plan and Blueprint Brunswick?  
*Answer* – The Comprehensive Plan is required by the State. The Blueprint project is not required and is focused on redevelopment. The Comprehensive Plan looks at the entire city and all aspects of planning for the future.

## Public Participation Survey

A public participation survey was distributed at the Community Kick Off meeting. The survey identified 25 potential issues of concern for community stakeholders; these issues were derived from the research and analysis conducted during the Community Assessment. The survey also encouraged people to write in their own issues of concern if it was not covered in the list. The survey asked stakeholders to rate every issue between 1 and 5, 1 for least

important and 5 for most important. The entire survey is included below as an attachment.

The results of the survey thus far are that every issue listed is overall important to the community, as no issue scored less than a 3.5. However the top ten issues are as follows:

*Emerging Issues of Concern to Brunswick Stakeholders (27 surveys to date)*

<b>Issue Category</b>	<b>Issue</b>	<b>Average Score (5=Most Important)</b>
Economic Development	A focus on small business expansion is vital to the City's economy and identity.	4.69
Housing and Community Development	The City should ensure new development is compatible with surrounding neighborhoods.	4.62
Natural Resources	Addressing brownfield cleanup and facilitating redevelopment opportunities.	4.58
Community Facilities	Providing adequate public safety services such as emergency services, fire, and police.	4.56
Population and City Growth	Increasing City-County cooperation to promote the efficiency and effectiveness of public services.	4.52
Economic Development	Greater job training and workforce readiness will be necessary as the regional economy transitions from its traditional industrial base to a more service (i.e., health care, tourism) base.	4.48
Natural Resources	Protection of coastal natural features such as salt and freshwater marshes, rivers, and trees.	4.46
Natural Resources	Addressing flooding through improved drainage and stormwater management.	4.42
Housing and Community Development	The City should focus on increasing the supply of affordable housing.	4.35
Community Facilities	Preparing the City and its residents for emergencies such as floods or hazardous waste spills.	4.35

## Public Participation Survey Comments

### *Land Use and Urban Design*

- Progressive user friendly architecture
- We are surrounded by water. But there's junk everywhere on it, Hardly any for community use
- I see improvement but the rundown houses make areas un-attractive to buyers and renters, city should re-establish white goods and bulk trash pickup, very important!!
- Better neighborhood protection by code enforcement
- City should rebuild potential black working and lower class neighborhoods. City should rebuild those areas to populate the areas with home ownership for young families and seniors. Bring back the working class safe black neighborhoods in the city! Its Americana!
- (Question 1) no sail
- Don't let the county ignore the CP
- Clean up the 42 toxic waste sites in Brunswick. Reduce county "bullying" or city planning
- The city should invest in ridding the community of its blight of dilapidated buildings and abandoned lots, neglected streets and infrastructure and poverty
- City needs to transform itself in a program of phased neighborhood models addressing multiple values:
  - Public safety
  - Improvement standards-property value
  - Amenities
  - Transportation (elderly)
- Priorities – Jobs, security/safety, crime fighting, affordable housing, senior services
- Clean up the entire city

### *Natural Resources*

- Same places flood all the time? Maybe road needs built up
- Provide frequent cleaning of street drains
- Drainage management is long overdue; this is so important!
- Storm water management, not drainage
- Clean up the waterfront and provide access to the public to view the water. Get rid of the dilapidate, falling apart structures
- Clean up east river. Large marina needs large pump out facilities

### *Cultural Resources*

- I think the city is trying to restore historic pattern
- (In response to question two) I don't see that happening here – it hasn't caught on
- (Question 3) again reverts to the trash everywhere – you can have a decent place, but trashy inhabitants next door
- Signature Squares are great more input needed from city. Most of the square are an embarrassment
- Pick up white goods and bulk trash! City use to do it, and a lot of people think you can still do it. Couches, stoves etc all on side of the roads – alleys – most folks have no access to hauling it off
- More code enforcement
- African American Cultural Center of the Gullah Geechee People should be shared as a tourist attraction, It's time!
- An African America cultural center is long overdue! This area is located surrounded by an abundance of African/ black culture. Lets develop a center for all children to explore and grow.
- Put a secondary educational opportunity a boutique school or second campus (SCAD) downtown (not a jail) so students and their visitors would use and live downtown
- Bring jobs into the city (transportation should be second option)
- Create variety of jobs and training, skilled workers, technology, professional, for high school and college grads and middle seniors
- Job training center for adults, community code of civility for youth.

### *Economic Development*

- City has double taxation – city and county tax. Also most of city is in a flood zone – more expensive to live there!
- (Question 1) disagree with health care concern
- Black as small businesses must be revitalized Brunswick/ small business grants/ trainings increases the way of life for those who may not have the opportunity. It increases levels of living and decreases
- Teardown burnt out homes
- Health care and tourism is to narrow

### *Housing and Community Development*

- Talk to Sammy Thompson, he builds affordable houses
- City has no business "investing" –how are they to do that? Buy houses?

- As long as the lower income keeps theirs cleaned up
- Ordinances for trash, abandon autos need enforced
- More code enforcement.
- Rebuild the working class (black neighborhoods) in the city, home ownership is a must! It can work - take a look at Greensboro, NC, online!!
- Some housing was built in a hurry during WWI and II, many are beyond repair. Important! Curbs, gutters, sidewalks, this will attract investment
- Use new urban planning and mixed use standards to create efficient density and open space

### ***Community Facilities***

- (Question 2) duh!
- (Question 3) of course!
- Yes to emergency preparedness I am afraid of another Katrina here.
- No more emergency exits, like what happened during hurricane hugo! No thanks!
- Open more man made ponds and lakes for drainage and swimming
- It is better to remove irresponsible industry than prepare for waste spills, over 170 hazardous waste spills since 1990, or over one per month, public is not informed when spills/ release happen
- Street pavement and street signage and each intersection
- Multiple evaluation centers, neighborhood flex centers, shared business centers, with global telecommunications
- Strong law enforcement more well trained police officers visible-and roving-crush gangs!

### ***Transportation***

- Skateboard, Frisbee, Dog Paths
- Definitely! Maybe some folks will get off welfare etc
- (question 2) seems to be adequate
- Safe and smart for the City!
- Public bus transportation was tried a few years back didn't work was a waste
- Redundant questions from economic development, see housing and community development
- Update traffic signals and coordinate signals
- Carts and shuttles, go to "The Villages" community as a model
- Goofy faux brick/store on union street dangerous

### ***Population and City Growth***

- Very important need low cost senior housing
- I don't know only if they are legal- otherwise use funds to send them back
- My needy sister can't get housing- everything is a runaround
- County residents and government have a poor description of city needs to change
- Programs for youth in this area are much needed.
- Don't let county run over city!
- Hispanic population illegals is causing economic hardship for established trades and low income workers
- Important to control growth and density, (Example South Florida did not do this with terrible consequences!)
- Cultural centers to educate citizens and feature for visitor hospitality, consider a combined Brunswick and Glynn County, police and other

## Evaluation Form – (Total of 25 respondents)

The purpose of the evaluation form was to determine the effectiveness of the Community Kick Off Meeting. The objectives of the Community Kick Off Meeting was to help

stakeholders understand what the Comprehensive Plan is, how it is development, and to start a dialogue on issues of concern to the Brunswick community.

<p><b>1. How did you hear about the meeting?</b></p> <ul style="list-style-type: none"><li>• Newspaper Ad – (12 respondents)</li><li>• Email – (4 respondents)</li><li>• Phone Call – (1 respondent)</li><li>• Flyer – (1 respondent)</li><li>• Word of mouth – (6 respondents)</li><li>• Other – (1 respondent)</li></ul>
<p><b>2. Did this meeting help you to understand what the Comprehensive Plan is about and why it is important?</b></p> <ul style="list-style-type: none"><li>• Yes, very helpful - (13 respondents)</li><li>• Yes, somewhat helpful – (9 respondents)</li><li>• No, I still don't understand what the Comprehensive Plan is about - (3 respondents)</li></ul>
<p><b>3. Did you understand how you can have input into the Comprehensive Plan?</b></p> <ul style="list-style-type: none"><li>• Yes – (23 respondents)</li><li>• No – (1 respondent)</li></ul>
<p><b>4. Did the survey and meeting exercises help you to identify issues of concern for you relating to the Comprehensive Plan?</b></p> <ul style="list-style-type: none"><li>• Yes – (21 respondents)</li><li>• No – (1 respondent)</li></ul>

## Evaluation Form Comments

- This is a great start. Keep up the great momentum!
- Good open discussion
- Could have made more effort to inform and encourage more diverse attendance (low income particularly).
- Great, I hope that Brunswick can once more be beautiful!
- Have more public meetings
- Need to determine the goal and objectives regarding uses and opportunities (investment, jobs):
  - Workplace Community – what investments, locations, etc.
  - Lifestyle Community – recreation
  - Habitat Community
- Have business cards available
- Woefully inadequate amounts of meetings for a comprehensive plan
- Enjoyed group input – let's expand this to a greater community effort

## **Visioning Breakout Group Discussions**

After the presentation and question and answer session, breakout group discussions were held. There were a total of four breakout groups, each with a group facilitator. The visioning process was guided by a series of questions, but participants were generally allowed to talk about any issue of concern. The three visioning questions were:

- 1) You are describing the City or a place in the City to a friend of yours. What do you say?*
- 2) What are the things you would like to see changed?*
- 3) What are the things you would like to remain the same?*

Discussions went on for about 45 minutes. Afterwards, participants from each group shared their tables' discussion with the entire meeting. Notes from each of the four breakout groups are recorded below:



Questions	Group #1	Group #2	Group #3	Group #4
<p><b>I. You are describing the City or a place where you live in the City to a friend of yours. What do you say?</b></p>	<ul style="list-style-type: none"> <li>➤ Port City/Historic District</li> <li>➤ Garbage Dump &amp; Debris</li> <li>➤ Coastal City</li> <li>➤ No public transit</li> <li>➤ Driven by tourism</li> <li>➤ 44 toxic waste sites</li> <li>➤ Dangerous/Crime</li> <li>➤ Poverty/Oppressed Neighborhood</li> <li>➤ Dilapidated housing</li> <li>➤ Deadbeat landlords</li> <li>➤ Lack of sidewalks</li> <li>➤ No hurricanes in 100 years</li> <li>➤ Charm and beauty in certain areas</li> <li>➤ Access to I-95</li> <li>➤ Slow pace of improvements (decision making)</li> <li>➤ Access to ocean</li> <li>➤ Natural beauty – marshes</li> <li>➤ People are considerate</li> </ul>	<ul style="list-style-type: none"> <li>➤ Working port city with recreation advantages that may bring growing problems</li> <li>➤ Beautiful at night</li> <li>➤ Real town (live, play, work and good opportunities)</li> <li>➤ Exhibits a small town with lots of potential</li> <li>➤ Walking community – plays, dinner, shopping</li> <li>➤ The City is a peninsula and the whole neighborhood has a great feeling like a cul de sac</li> <li>➤ Friendly town, neighborly with lots of growth</li> <li>➤ Heartfelt area (work hard, friendly, ocean is a benefit)</li> <li>➤ After hours the downtown changes (crime and stark economic contrast is an issue)</li> <li>➤ Room for improvement with the school system</li> <li>➤ Overall the county is not pedestrian friendly (lack of handicap accessibility, sidewalks and transportation)</li> <li>➤ Need adult training for jobs</li> <li>➤ Improve customer service skills on jobs</li> <li>➤ Provide open forums for growing concerns and responsiveness</li> </ul>	<ul style="list-style-type: none"> <li>➤ Connect to public waterfront, pedestrian, bikes, Bay Street traffic calming and pedestrian friendly</li> <li>➤ Public transportation particularly for seniors – low cost/affordable</li> <li>➤ Neighborhood access to jobs and education (develop a neighborhood revitalization strategy)</li> <li>➤ Charter school with a variety of training</li> </ul>	<ul style="list-style-type: none"> <li>➤ Save old buildings</li> <li>➤ Memorials, statues, cultural center</li> <li>➤ Restore and preserve Dixville community</li> <li>➤ Better infrastructure (water &amp; sewer)</li> <li>➤ Elimination of dilapidated housing and add more housing stock</li> <li>➤ Wayfinding, clear and visitor friendly</li> <li>➤ Revitalization Programs (expand)</li> <li>➤ No more condominiums</li> <li>➤ Mixed –use community and economy (including industrial)</li> <li>➤ Organize neighborhood associations</li> <li>➤ Destination location</li> <li>➤ Encouraging (promote) a port city</li> </ul>

<p><b>2. What are the things you would like to see changed?</b></p>	<ul style="list-style-type: none"> <li>➤ New single family detached neighborhoods</li> <li>➤ More recreation for youth and entertainment</li> <li>➤ Better use of natural facilities</li> <li>➤ Better boat (private) access to river</li> <li>➤ Bulk item trash pick up</li> <li>➤ Crime – police presence</li> <li>➤ Youth activities – charge fees</li> <li>➤ Hispanic labor – enforce laws</li> <li>➤ Improve condition of housing</li> <li>➤ Infill development</li> <li>➤ Economic – Ports – No tax revenue</li> <li>➤ Public housing – mixed with some homeownership</li> <li>➤ More citizen input in government</li> <li>➤ Cleanliness/Trash</li> <li>➤ Drainage – flooding during storms</li> </ul>	<ul style="list-style-type: none"> <li>➤ Improvements to parks and recreation facilities</li> <li>➤ Conduct a needs assessment on facilities to establish a fair distribution of services within the city</li> <li>➤ The city can use a public transportation system tailored to the needs of the City</li> <li>➤ Manage dilapidated housing and buildings</li> <li>➤ Consolidate housing authorities and build new, nicer facilities (example: Whispering Oaks)</li> <li>➤ Need for a rental control board</li> <li>➤ Maintain vacant and abandoned buildings – implement an ordinance to maintain or sell property</li> <li>➤ Alternative energy options</li> <li>➤ Improve recycling program with incentives</li> <li>➤ Increase arts/creative expression opportunities</li> </ul>	<ul style="list-style-type: none"> <li>➤ Promote home ownership</li> <li>➤ Reduce absentee landlords</li> <li>➤ Code enforcement</li> <li>➤ Address dilapidated houses</li> <li>➤ Solid waster disposal and policy communication</li> <li>➤ Safety in low income area</li> <li>➤ Streetscape program for Bay Street</li> <li>➤ Increase youth activity opportunities (low cost, no cost)</li> <li>➤ Volunteer programs need to involve youth</li> <li>➤ Better utilization of existing park facilities</li> <li>➤ Air quality, retain tree canopy</li> <li>➤ Creating “gateways” to city</li> <li>➤ Preserve squares and sidewalks</li> <li>➤ Better intergovernmental relationships (city and county)</li> <li>➤ Signage (ordinances, clutter)</li> <li>➤ No Jail</li> </ul>	<ul style="list-style-type: none"> <li>➤ Greater public connections to water front</li> <li>➤ Model, Clustered Development (TND)</li> <li>➤ Involved Citizenry</li> <li>➤ Revitalize Dixville/small black owned businesses</li> <li>➤ Clean up city</li> <li>➤ Revitalize all areas in downtown</li> <li>➤ Provide space for poorest neighborhoods to come together to get organized</li> <li>➤ Don’t let redevelopment tip scales, preserve balance in economy (industrial, residential and commercial)</li> <li>➤ Reduce poverty by increasing opportunities</li> </ul>
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<p><b>3. What are the things you would like to remain the same?</b></p>	<ul style="list-style-type: none"> <li>➤ Marshes</li> <li>➤ Historic district expansion – mixed use</li> <li>➤ Downtown Dev./Economic Dev.</li> <li>➤ Parks &amp; Green spaces</li> <li>➤ Keep diversity in community</li> </ul>	<ul style="list-style-type: none"> <li>➤ Diversity</li> <li>➤ Better management of coastal resources</li> <li>➤ Protect Open Space</li> <li>➤ Beautiful Trees</li> <li>➤ Preserve rich history</li> <li>➤ Old Bridges</li> <li>➤ Incentives to renovate &amp; restore property Address the needs of the senior community (better signage)</li> <li>➤ Improve sidewalks and build new ones</li> <li>➤ Strategic placement of police call boxes</li> </ul>		<ul style="list-style-type: none"> <li>➤ Traditional, revitalized, black home ownership, stabilized, black established (area around Howard Coffin)</li> <li>➤ Hometown, small-town feel</li> <li>➤ Southern Hospitality</li> <li>➤ Natural beauty</li> <li>➤ Water</li> <li>➤ Festivals</li> </ul>
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## **Next Steps**

The meeting concluded with a brief discussion of upcoming milestones and an approximate schedule for Comprehensive Plan documents and additional opportunities for public input. These include:

- Summary Report – Posted to Website (November '07)
- Public Workshops (November-December '07)
- Public Meeting – Community Agenda (January '08)

## **Public Outreach Methods**

The meetings were advertised through a variety of methods, including:

- Paid advertisement in the Brunswick News and Harbor Sound publications
- Press release distributed to local media outlets (radio, print and TV)
- Public notices distributed via email and posting to City of Brunswick departments, churches, corporations, civic/social organizations, library, retail and coffee shops, etc.
- Notifications to a variety of community leaders identified through research
- Website postings at [www.brunswickga.org](http://www.brunswickga.org)

## **Attendance**

### *City of Brunswick Representatives:*

Mayor Bryan Thompson

Roosevelt Harris, Jr., City Manager

William M. Weeks – Director Community Development

Arne Glaeser – City Planner

Valerie L. Stallworth – Project Coordinator

### *City Commissioners*

Cornell Harvey, Commissioner

Mark Spaulding, Commissioner

### *Consulting Staff:*

Louis Merlin – EDAW, Inc.

Glenn Coyne – EDAW, Inc.

Christian Gable – EDAW, Inc.

Miriam P. Cummings, Malvada Consulting Group

Please mail or hand in completed survey to:  
 Bill Weeks, Community Development Department, PO Box 550, 601 Gloucester St., City of Brunswick, GA 31520

# Public Participation Survey

## City of Brunswick

### Issues and Opportunities Questionnaire

The purpose of this survey is to assess the concern of the citizens of Brunswick on the key issues and opportunities identified in the Community Assessment. Questions are divided into categories related to the issues and opportunities identified by analysis and research conducted for the Community Assessment. Please circle the number that most accurately reflects your level of concern toward the question.

### Land Use and Urban Design

Opinions voiced on design and use of land in the City help shape its character.

City should focus on reconnecting downtown and neighborhoods to the waterfront.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

City should establish design standards for new development that reflect historic character.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

The City should invest in the restoration and improvement of facilities in its squares and parks.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Write in your issue below:

### Natural Resources

Natural resources provide both economic and aesthetic benefits; they also represent the foundation of several local industries from timber to tourism.

Protection of coastal natural features such as salt and freshwater marshes, rivers, and trees.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Addressing brownfield cleanup and facilitating redevelopment opportunities.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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Addressing flooding through improved drainage and stormwater management.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Write in your issue below:

**Cultural Resources**

This section represents the historical artifacts and cultural programs that help define Brunswick as a culturally enriching place.

The City should focus on restoring and protecting its historic pattern of streets and squares.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Arts and culture should be used as a catalyst for increased economic development and improved educational opportunities.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

The City should leverage its historic character to promote investment and neighborhood rehabilitation.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Write in your issue below:

**Economic Development**

These questions seek to gather citizen concerns on economic trends and opportunities related to Brunswick.

Increased transit service is needed to help workers commute to new employment opportunities outside the downtown area.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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 Bill Weeks, Community Development Department, PO Box 550, 601 Gloucester St., City of Brunswick, GA 31520

Greater job training and workforce readiness will be necessary as the regional economy transitions from its traditional industrial base to a more service (i.e., health care, tourism) base.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

A focus on small business expansion is vital to the City's economy and identity.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Write in your issue below:

**Housing and Community Development**

As the community experiences a growth in population, it becomes important to assess issues related to housing stock, price, and community development.

The City should focus on increasing the supply of affordable housing.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

The City should ensure new development is compatible with surrounding neighborhoods.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

City should focus on preserving and investing in historic neighborhoods.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Mixed income neighborhoods with a variety of housing types and prices are important for the City's long term growth and stability.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Write in your issue below:

Please mail or hand in completed survey to:  
 Bill Weeks, Community Development Department, PO Box 550, 601 Gloucester St., City of Brunswick, GA 31520

### Community Facilities

Community Facilities represent City-owned infrastructure such as facilities for fire, police, public works, etc, as well as parks, water, and sewer infrastructure.

The City should encourage more parks in the neighborhoods outside of Old Town.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Providing adequate public safety services such as emergency services, fire, and police.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Preparing the City and its residents for emergencies such as floods or hazardous waste spills.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Write in your issue below:

### Transportation

The City's transportation network is important for promoting the flow of people and goods for employment, education, recreation, and access to other activities and services.

Increased public transportation.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Developing a comprehensive network of bicycle and pedestrian pathways around the City.				
Not Important		Somewhat Important		Very Important
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Write in your issue below:



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 Bill Weeks, Community Development Department, PO Box 550, 601 Gloucester St., City of Brunswick, GA 31520

### Population and City Growth

The following questions help to gauge community concerns regarding issues relating to demographic changes and population growth.

More services will be needed for the growing senior population, including facilities and support programs.				
Not Important	Somewhat Important		Very Important	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Greater attention should be paid to providing services for and integrating the Hispanic population in the City.				
Not Important	Somewhat Important		Very Important	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Increasing City-County cooperation to promote the efficiency and effectiveness of public services.				
Not Important	Somewhat Important		Very Important	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Write in your issue below:

# City of Brunswick Comprehensive Plan

## Neighborhood Workshops Kick Off Meeting Summary

### Overview

Due to the response at the Community Kick Off meeting, and based on follow-up discussions with the City of Brunswick, the planning team felt the need to expand the Public Participation Program. A total of 71 citizens participated in workshops targeted to specific neighborhoods held December 3-4<sup>th</sup>, 2007. These workshops served to further discuss and investigate the complex issues unique to Brunswick. Such a process is crucial for the development of a city's Comprehensive Plan as it allows stakeholders to build a culture of community ownership.

The agenda for each of these meetings was similar to the kick off meeting held on October 18, 2007; each session provided a presentation, question and answer period, and community engagement activities. Neighborhood workshops were primarily publicized through community contacts and locally distributed flyers. Each workshop was publicized towards a targeted segment of the Brunswick Community and hosted by existing institutions in the City. The Workshops were held in the following locations:

- Dixville Neighborhood  
Friendship Baptist Church
- Communities North of Gloucester Street  
Jordan Grove Baptist Church
- Senior Citizens  
Brunswick Multipurpose Center
- Hispanic Community  
Latin American Resource Center
- Downtown Business District & Historic District  
Neighborhood  
Location to be determined

As provided at the Community Kick-Off Meeting, Participants were given an Evaluation Form and a Public Participation Survey. During the breakout session, citizens were asked to respond to a series of visioning questions regarding existing and future improvements for the City.

### Major Themes

Responses from both the Visioning exercises and Public Participation Survey helped provide a wealth of information about the Brunswick Community. While a variety of issues

and comments were recorded a number of consistent themes began to emerge. These themes have been identified to help develop a final list of Community Issues and Opportunities for the Community Agenda. These themes will be integrated into the list of themes that were developed after the October 18<sup>th</sup> Community Kick Off meeting:

- Address the existing pollution concerns within the community
- Focus resources on improving drainage in the city and addressing flood plain issues.
- Point of contact and informational resources for recent immigrants
- Encouraging the creation of greater opportunity for citizens through workforce development programs
- Maintain a neighborhood focus, place resources and services in or near neighborhoods, invest in the quality of neighborhoods
- Address the City's large supply of dilapidated and substandard housing
- Increase public safety and police presence, find new, innovative, and participatory methods for preventing and reducing crime
- Provide more housing opportunities at lower and middle incomes
- Establishing better coordination and communication between governmental entities
- Find ways to address poverty and lack of affordable housing

## Public Participation Survey

A Public Participation Survey was distributed at the Neighborhood Workshops. The survey identified 25 potential issues of concern for community stakeholders; these issues were derived from the research and analysis conducting during the Community Assessment. The survey also encouraged people to write in their own issues of concern if it was not covered in the list. The survey asked stakeholders to rate every issue between 1 and 5, 1 for least important and 5 for most important. The entire survey is included below as an attachment.

The results are tabulated for both the Community Kick-Off and all of the Neighborhood Workshops. The survey thus far reveals that every issue listed is overall important to the community, as no issue scored less than a 3.0. However the top ten issues are as follows:

### *Emerging Issues of Concern to Brunswick Stakeholders (71 surveys to date)*

<b>Issue Category</b>	<b>Issue</b>	<b>Average Score (5=Most Important)</b>
Community Facilities	Providing adequate public safety services such as emergency services, fire, and police.	4.69
Natural Resources	Protection of coastal natural features such as salt and freshwater marshes, rivers, and trees.	4.57
Natural Resources	Addressing flooding through improved drainage and stormwater management.	4.57
Land Use and Urban Design	The City should invest in the restoration and improvement of facilities in its squares and parks.	4.56
Population and City Growth	Increasing City-County cooperation to promote the efficiency and effectiveness of public services.	4.52
Natural Resources	Preparing the City and its residents for emergencies such as floods or hazardous waste spills.	4.49
Transportation	Developing a comprehensive network of bicycle and pedestrian pathways around the City.	4.49
Housing and Community Development	The City should ensure new development is compatible with surrounding neighborhoods.	4.48
Natural Resources	Protection of coastal natural features such as salt and freshwater marshes, rivers, and trees.	4.47
Community Facilities	Increasing City-County cooperation to promote the efficiency and effectiveness of public services.	4.44

## Public Participation Survey Comments

### *Land Use and Urban Design*

- The Jail should not be extended in the city, put it in the country where it belongs.
- Do not move apartment housing for people by the jail, they have been there so long and have no place else to go.

### *Natural Resources*

- I do not think that Hercules is a major disruption and it should not be closed.
- Hercules' failure to complete investigation or clean up any of its 39 toxic waste sites at the plant in the 20 years since ordered to do so in 1987 by the Georgia Environmental Protection Division. Also, Hercules' failure to complete investigations of the 4th Street Landfill and T Street Dump. Hercules needs to clean up so the economic impact along the Route 17 and the shameful appearance of the "Gateway to the Golden Isles" at the St. Simons Island Causeway.
- Brunswick and Glynn County must become more proactive in monitoring the level of pollution in our community. We have well-known employers/businesses that have not been responsible or even compliant with the law, and our local government has failed to take a stand on these issues. These businesses detract from the natural beauty of our community and lower property values. We need to proactively seek out environmentally friendly businesses, and work to contain, restrict, and monitor the existing organizations which lead in the emission of toxins. Residents of the Golden Isles should not have to breathe unhealthy air, drink unclean water, or suffer from unpleasant odors.
- Clean-up of existing toxic waste sites: why hasn't Hercules been held responsible for cleaning up its messes? Court orders should be taken more seriously and to allow Hercules off the hook is a deadly shame.
- A joint public Brunswick/Glynn County investigation and assessment of water quality and availability with specific public recommendations as to appropriate measures for conservation, including a look at heavy industry.
- Common sense development that puts human and ecological values first is what we need to work on.
- Flooding problems need to be addressed by prohibiting development on flood-prone sites--it can't be effectively addressed through storm-

drains. Also, Brunswick's sprawl needs to be halted and new development directed to sites within already-developed areas. This sprawl creates a huge waste in the provision of public services and facilities. I have lots more. When and where are the public meetings?

- Effective and quick clean up of toxic sites must begin before our area will be attractive to growth.

### *Cultural Resources*

- (No Comments Provided)

### *Economic Development*

- Possibly give tax breaks to those opening new businesses in the City.
- Taxes (i.e. property) are getting out of hand. Board of Education wastes too much money. County and City government acts like Republicans & Democrats.

### *Housing and Community Development*

- The housing in Brunswick seems to be catering to the higher income brackets at this time, such as Liberty Harbor, what about the rest of us? I am on social security and work full time and take care of a disabled son. I do not live in low income housing but yet cannot afford the higher either, wish I could.
- We have mixed income now but the problem is continuation of allowing dilapidated houses to be unaddressed, illegal dumping, absentee landlords, etc. Problems must be taken care of first.
- A critical issue is safety in the older neighborhoods. All of the activities of the City to improve other issues hinge on the perceived safety of the residents. The City should work to reconnect the southern end with the waterfront. Look at the value created by this in a city like St. Mary's. The City must continue to enforce housing code issues that are backed by law. Clean up of the neighborhoods is critical.

### *Community Facilities*

- Parks should have proper lighting, updated equipment, and replace unused things such as tennis courts!
- Parks need to be designed to be more of an asset and used by residents- replace metal playground equipment with plastic, more trees, benches, lights, opportunity to have community vegetable gardens, and gardens designed for wheelchair

gardeners, basketball courts instead of old tennis courts.

- We need to get rid of eyesores and public health nightmares such as Hercules and the pulp mill. These are hurtful reminders of the past of the Brunswick and are hindrances to the future. Need increased Police due to recent increases in violent crime are also very important.

#### *Transportation*

- (No Comments Provided)

#### *Population and City Growth*

- To provide services to Hispanic population without first seeing if they are legal is against the Federal Government Immigration Issue.

## Evaluation Form – (Total of 25 respondents)

The purpose of the evaluation form was to determine the effectiveness of these Neighborhood Workshops. The objectives of the Neighborhood Workshops was to help

stakeholders understand what the Comprehensive Plan is, how it is developed, and to continue the dialogue on issues of concern to the Brunswick community.

<p>1. Did this meeting help you to understand what the Comprehensive Plan is about and why it is important?</p> <ul style="list-style-type: none"><li>• Yes, very helpful – (6 respondents)</li><li>• Yes, somewhat helpful – (4 respondents)</li><li>• No, I still don't understand what the Comprehensive Plan is about (0 respondents)</li></ul> <p>Please explain:</p> <ul style="list-style-type: none"><li>○ I already had Comprehensive Plan experience elsewhere</li><li>○ Now that it was explained to us, I understand more about it</li><li>○ Good and helpful information provided</li></ul>
<p>2. Did the survey and meeting exercise help you to identify issues of concern for you relating to the Comprehensive Plan, if not, what would have helped?</p> <ul style="list-style-type: none"><li>• Yes (10 respondents)</li></ul> <p><i>Evaluation Continued</i></p> <ul style="list-style-type: none"><li>○ It was very informational and a great public forum</li><li>○ Public input is vital, good to hear others comments, ideas and visions</li><li>○ Room for everybody to talk (but not much encouragement to do so)</li></ul> <ul style="list-style-type: none"><li>• No (0 respondents)</li></ul>
<p>3. Please provide any other comments you have on this meeting or the Comprehensive Plan:</p> <ul style="list-style-type: none"><li>• Good meeting</li><li>• Apartment housing by the jail should not be done/People who have to live there will have no place to go</li><li>• I really don't think my opinion really much matters as the officials are pretty much going to do what they want anyway. But, I will remember that when I vote</li><li>• It should be more widely known that the Dream Brunswick program is available. It is a wonderful program that can help other DCA products available, especially down payment programs for those on SSI or disability or the PEN Program/Protectors, Educators and Nurses</li><li>• The directors were excellent</li></ul>

## Open-Forum Facilitated Group Discussions

After the initial presentation and question and answer session, the Consultant team led the group in a discussion to further investigate and understand the issues facing the community.

Notes from each of the four breakout groups are recorded below:

### Business & Historic District

- Issues are accurate
- Bus system within eight months
- Vitality of neighborhoods impacts the downtown
- Glynn Middle – Keep in City
- Need middle income housing
- Senior housing downtown
- Walking radius ¼ - ½ mile
- How to handle other governmental authorities
- Deconcentration of poverty/mixed income housing
- Workforce development & education
- Bicycle infrastructure – bikes as transportation alternatives
- Recycling – what's going on?
- Waterfront access for working waterfront - shrimping
- Increase City-County cooperation
- Prepare for growth that is coming
- Grocery store downtown
- Hospitality / lodging

### Jordan Grove Baptist Church

- Dealing with dilapidated housing
- Increase in homeless – long-term shelter
- Identify neighborhoods in North Brunswick
- Talk to non-profit service providers
- City impact fees
- Downtown parking

### Sr. Multi- Purpose Center

- Hercules Site – Georgia Pacific -EPA/EPD & Brownfields
- Access to River –pier, boats, fishing
- Affordable Homeownership Programs
- Business/Property tax – retain & grow businesses
- Economic Devel. – high wage jobs
- Harbor Deepening
- Crime Enforcement – prostitution & drugs
- Jail Location –City/County

- New Causeway to St. Simons Island – traffic, work, dangerous commute
- Better planning – business & homes – long range
- Squares & Parks – playgrounds, new town, town commons, gardening, etc.
- Playgrounds – switch from metal to plastic, tennis courts (needed), basketball courts, shade trees and parks
- Water supply – 20 years – new development,
- Road Conditions (paving, patching and drainage)
- Flooding in Roadways – pump – same areas over drainage
- Need sidewalks along new/improved streets
- Drainage – curb & gutters – maintenance/cleaned out
- 100% approval of current Mayor

### Friendship Baptist Church

- Triple tax increases in the historic downtown and with scrupulous real estate purchases are taxing our sr. citizens and low-income
- Historical Society rehab restrictions creates challenges to repair properties – need a program to address this problem and create funding mechanism for repairs
- City does not respond to complaints – especially vacant housing issues
- Better coordination with City and County
- Develop community organization and education programs
- Drainage problems
- Inconsistent sanitation schedule
- Need for better housing – new home/low-income
- Senior housing in the City – apartments and homes
- Upgrade public housing to include architectural designs
- Address slum-lord issues – vacant housing/too much transient traffic
- City to address accountability issue and enforce rules and policies – departments/programs, especially housing issues
- Need job training programs
- Lack of entertainment/cultural activities – for youth and adults
- Enhance the Small Business Development Center
- Better services for the inner-city – grocery store, medical and transportation

## Latin American Resource Center

- The need for increased access to quality, affordable housing that is well maintained. Some Hispanic residents have had problems with landlords who do not maintain their properties up to acceptable standards.
- The need for strong relationships with the police so that crimes can be properly reported and addressed and so that recent immigrants understand police procedures and expectations from the community.
- The need for translation services available at the hospital to ensure that safe and appropriate medical treatment is provided to immigrants who are not fluent in English.
- A bilingual, Spanish-English speaking city-wide ombudsman who can direct Spanish speaking recent immigrants to the correct channel for information and for reporting problems and issues to the City.
- Public transit and improved bicycle access would be of great value to parts of the community which do not have access to private vehicles.
- Size of Hispanic Community is not well known – conduct census
- Hispanic community includes many countries throughout Latin America as well as Mexico
- Improve relationships
- A Latin American Cultural Day/Festival to help educate citizens about the Hispanic community



## Next Steps

The meeting concluded with a brief discussion of upcoming milestones and an approximate schedule for Comprehensive Plan documents and additional opportunities for public input. These include:

- Summary Report – Posted to Website (December '07)
- Character Area Workshop – Community Agenda (January '08)

## Public Outreach Methods

The meetings were advertised through a variety of methods, including:

- Public notices distributed via email and posting to City of Brunswick departments, churches, corporations, civic/social organizations, library, retail and coffee shops, etc.
- Notifications to a variety of community leaders identified through research
- Website postings at [www.brunswickga.org](http://www.brunswickga.org)

## Attendance

Dixville Neighborhood  
First Friendship Baptist Church

*City of Brunswick Representatives:*  
William M. Weeks – Director Community Development  
Valerie L. Stallworth – Project Coordinator

*Consulting Staff:*  
Glenn Coyne – EDAW, Inc.  
Miriam P. Cummings, Malvada Consulting Group

Communities North of Gloucester Street  
Jordan Grove Baptist Church

*City of Brunswick Representatives:*  
Roosevelt Harris, Jr., City Manager  
William M. Weeks – Director Community Development  
(Verify with Louis or sign in sheet – I can't remember!)  
Arne Glaeser – City Planner  
Valerie L. Stallworth – Project Coordinator  
Edna Johnson – Chief of Police

*Consulting Staff:*  
Louis Merlin – EDAW, Inc.  
Glenn Coyne – EDAW, Inc.  
Miriam P. Cummings, Malvada Consulting Group

Senior Citizens  
Brunswick Multipurpose Center

*City of Brunswick Representatives:*  
William M. Weeks – Director Community Development  
Mathew Hill – Program Manager, Downtown Development Authority

*Consulting Staff:*  
Louis Merlin – EDAW, Inc.  
Glenn Coyne – EDAW, Inc.  
Miriam P. Cummings, Malvada Consulting Group

Hispanic Community  
Latin American Resource Center

*City of Brunswick Representatives:*  
Arne Glaeser – City Planner

*Consulting Staff:*  
Louis Merlin – EDAW, Inc.

Downtown Business District & Historic District  
Neighborhood  
Old City Hall Meeting Room

*City of Brunswick Representatives:*  
Mayor Bryan Thompson  
Arne Glaeser – City Planner  
Mathew Hill – Program Manager, Downtown Development Authority

*Consulting Staff:*  
Louis Merlin – EDAW, Inc.  
Glenn Coyne – EDAW, Inc.  
Miriam P. Cummings, Malvada Consulting Group

# Character Area Charrette Meeting Summary

## Overview

On January 31<sup>st</sup>, 2008, the EDAW planning team facilitated a Character Area Charrette for the Brunswick community. This Charrette allowed Brunswick's citizen to define character area boundaries and discuss issues and assets specific to their neighborhoods. Character Areas are parts of Brunswick with a unique identity or uniquely defining characteristics. A total of 61 citizens signed in as having participated in the Character Area Charrette. This process helps clarify what development and policies citizens want to see in Brunswick's neighborhoods in order to preserve their distinct character.

The agenda for this meeting was markedly different from the previous meetings. Participants were quickly briefed through a presentation and then engaged in two exercises. The first exercise encouraged participants to state their preference for various types of development and their appropriateness for Brunswick. This exercise was conducted by presenting a group of images that were stylistically different, but all within the same land use classification.

For the second exercise the planning team created an interactive round-table discussion with large maps that had the preliminary character areas delineated. Participants were encouraged to suggest assets and challenges for each area and to adjust any boundaries as needed. The planning team captured the information provided by participants from both exercises.

The Character Area Charrette was publicized through community contacts, locally distributed flyers, and several newspaper spots. Furthermore, key stakeholders were contacted and multiple emails were sent out to previous stakeholders.

As provided at the Community Kick-Off Meeting and the Neighborhood Workshops, participants were given a comment evaluation form. In addition, respondents were also given a Character Image Comment Form to encourage detailed responses to the Character Image Board exercise.

## Major Themes

For the Character Area Charrette, much of the event's time was dedicated to breakout sessions and discussions specific of character areas. However, some major themes and concerns appeared throughout the evening. These themes have been identified to guide the policies and further planning of the Community Agenda. Moreover, these major themes will help to prioritize the next steps for the Comprehensive Plan.

- Re-development must present a diversity of housing options with regard to price, including affordable housing
- Grants for home rehabilitation are not well-publicized and many residents are not aware of their availability
- More information should be provided on home renovation assistance program for seniors
- Affordable housing must remain a priority in the City's planning efforts
- To retain its small-town character, redevelopment in Brunswick should adhere to height restrictions
- Development should focus on traditional and historic architecture, but with modern touches

## **Character Image Exercise Results**

The first exercise of the evening sought to determine which development types and features for such land uses as residential, commercial, institutional, streetscapes, etc, citizens felt were most appropriate for Brunswick. Participants were asked to vote on nine image boards with different land uses each offering six image choices.

These sets had a variety of styles and displayed different features. Participants were given ten green and ten red dots to represent positive and negative votes. The planning team instructed participants to place dots on the images they felt most strongly about. These results were tabulated and recorded.

### **Single Family Residential**

Two of the highest-voted images referenced a low country coastal style, with large porches and simple lines. These images also had sidewalk elements, which helped define the building against the street. On the other hand, the image with the most negative votes had deep setbacks from the street, scant tree cover, and no sidewalks.

### **Major Street**

Streetscapes that were most favored had strong vegetative features, including trees and planters. These images also had distinct sidewalks and buildings. Images voted negatively had garish signage and extremely wide streets with no medians, landscaping, or sidewalks.

### **Corner/Neighborhood Store**

The most positive votes were generated by storefronts with new awnings and facades that echoed traditional (square) storefronts with modern touches. Stores with outdoor seating and attractive window front displays were also highly rated. Stores that had deep setbacks from the street, large signage, and no landscaping were rated poorly. Also, traditional storefronts that looked unkempt were viewed very negatively.

### **Waterfront**

Industrial buildings were rated very negatively, as they did not provide waterfront access. Furthermore, large developments of several stories and modern architecture were viewed inappropriate for the area. Participants found boardwalks and landscaped river-walks which focused on pedestrian access most appropriate for area.

### **Neighborhood Street**

Participants reacted very positively to images of streets with well-established tree cover. Moreover, it appears that all the images rated positively had a strong, defined curb along the street. Images rated negatively displayed

ill-defined on-street parking and roads with little definition along the edge.

### **Multifamily and Apartments**

A fear of “repetitive” architecture garnered negative reactions to some images in this set, even those images with expensive stone facades. Furthermore, people strongly disliked an image of apartments that are hidden behind landscaping and do not engage the street. Participants reacted positively to images with unique and distinctive facades and varied massing. Three different multifamily images were rated positively representing different types and scales of development.

### **Institutional and Government**

The images that rated positively had a number of common attributes. Firstly, they were smaller scale buildings with historic architectural touches. Secondly, they included buildings with more than one architectural style. Negatively rated images all had large parking lots, and were setback far from the street.

### **Commercial and Mixed Com. Residential Use**

Participants viewed commercial centers with diverse facades and roof types favorably, while they looked negatively upon commercial strips where the storefronts were merely differentiated by signage.

### **Public Square**

Overwhelmingly, respondents found images of squares with large trees as favorable. However, there was a general trend to avoid too many squares that were largely hardscaped or had peripheral uses such as playgrounds, gardens, and fountains.

## Comment Form

Participants were also given a comment form that gave room to elaborate on their decision. These comments help provide information on what aspects were most negative or positive about each feature or development type. A verbatim transcription of the collected comments is included below.

<p><b>Single Family Residential</b></p> <ul style="list-style-type: none"> <li>▪ Large modern homes should exist in rich areas where the rich can afford them?</li> <li>▪ We need help with the homes we have!</li> <li>▪ Picture options are very poor (to much vinyl siding)</li> </ul>	<p><b>Multifamily and Apartments</b></p> <ul style="list-style-type: none"> <li>▪ Need to have patios and park areas in with multi-family</li> <li>▪ Family must be the key so that safety is paramount</li> <li>▪ Mixed income neighborhoods are a wonderful idea/concept</li> <li>▪ No one I know like the local projects, but what state programs will offer more than this basic form of living</li> <li>▪ MF2-Four story apartment w/ decks have too many floors</li> <li>▪ MF5-Mixed use apartments over retail looks like a stone wall without character</li> <li>▪ MF3-Two story apartments, repetitive architecture not a good design</li> </ul>
<p><b>Major Street</b></p> <ul style="list-style-type: none"> <li>▪ Building to corridor edge, street trees need more character areas like this type (MS4)</li> <li>▪ MS2-Small commercial buildings, large colorful signage, no landscaping is not a good type for Brunswick</li> </ul>	<p><b>Institutional and Government</b></p> <ul style="list-style-type: none"> <li>▪ I-Church with two architectural styles are good</li> <li>▪ I4-Historic brick school, accessible by foot – not in character area</li> </ul>
<p><b>Corner/Neighborhood Store</b></p> <ul style="list-style-type: none"> <li>▪ Change up the Lanier Plaza to more of a town atmosphere</li> <li>▪ Keep large grocery store and will need parking – but not all of what is there</li> <li>▪ CS4-Mixed use w/second story office good in right area</li> <li>▪ CS5-Gas station/convenience store w/setback from street, large sign- avoid at all cost</li> <li>▪ CS2-Restaurant with outdoor dining – good in right area</li> </ul>	<p><b>Commercial and Mixed Use</b></p> <ul style="list-style-type: none"> <li>▪ C3-Mixed use adjacent to sidewalk, stucco – parking needed and more sidewalks</li> <li>▪ C6-Retail strip (small stores) w/parking in front – Avoid at all cost</li> </ul>
<p><b>Waterfront</b></p> <ul style="list-style-type: none"> <li>▪ Unique (so unlike in land areas) and should include working shrimp boats</li> <li>▪ W1-Metal industrial building w/fence- avoid at all cost</li> <li>▪ Rail Road must be accountable for trace area appearances</li> </ul>	<p><b>Public Square</b></p> <ul style="list-style-type: none"> <li>▪ I like public garden area – just not the entire park</li> <li>▪ Different Squares should offer different “looks”</li> <li>▪ PS1-Green square w/trees and no walkway/benches – this is Brunswick</li> <li>▪ PS5-hardscape square w/seating and fountains – need areas like this in right area</li> </ul>
<p><b>Neighborhood Street</b></p> <ul style="list-style-type: none"> <li>▪ NS3-Narrow street w/curb, gutter, trees, sidewalks – vinyl sucks!</li> <li>▪ NS1-Street trees, sidewalk w/large green setback</li> <li>▪ NS4-Wide street w/no sidewalks or parking</li> </ul>	<p><b>Other Comments</b></p> <ul style="list-style-type: none"> <li>▪ No mention of convention center downtown</li> <li>▪ What will happen to subsidized housing? Will you move to mixed neighborhoods?</li> <li>▪ Basically I want more for Brunswick, but I need for it to help the people who make \$8 to \$10 per hour</li> <li>▪ Money is the key!</li> <li>▪ Many photos are to close to judge area character and fit</li> <li>▪ Curbs and sidewalks should be top priority</li> </ul>

## Breakout Character Area Comments

The Character Area Charrette's second exercise broke the participants into four round-table groups, each corresponding to different geographical areas within the city. The break out sessions focused on interactive discussion which the planning team facilitated through visual aides.

Each of the four groups was given large aerial maps that highlighted Brunswick's streets, borders, geographic features, and buildings. These maps were overlaid with a preliminary delineation of character areas and participants were asked to help address the issues they felt relevant to each area.

The planning team collected and synthesized these discussions into micro assessments of each area. Below is a report of the character areas which gives a summary of comments for each character area. The comments have been summarized into assets and issues along with proposed vision statements.

### US 17 Corridor

#### *Boundaries*

- No Change

#### *Assets*

- Historic structures – chamber of commerce, tourism house
- St. Mark's Tower – senior housing
- Marshfront/ waterfront
- Southern end of US 17 like a greenway
- Lanier Plaza upgrade
- O'Brien brownfield remediation

#### *Issues*

- Need Gateways at intersections with Gloucester and 4<sup>th</sup> Avenue
- Terry Creek Hercules Outfall site (pollution)
- Billboards/ proliferation of signage
- School fronting on US 17
- Generic new Walgreens does not reflect Brunswick heritage
- Clean up "viewshed" for better marsh view

#### *Vision*

- "Gateway to historic Brunswick and the Golden Isles"

## New Town/ Town Commons

#### *Boundaries*

- Southern boundary = Gloucester

#### *Assets*

- Established neighborhood
- Accessible to schools
- Five Points retail plaza
- Could be historic district
- Street grid
- Parks
- Newcastle street appropriate for new development
- Waterfront/ views of River
- Norwich as Commercial Boulevard

#### *Issues*

- Hercules impacts the neighborhood
- Flooding and drainage, particularly on L Street
- City needs to clear and keep clear drainage ditches
- Need more economic development and shops
- Need all infrastructure – street lights, sidewalks, gutters, curbs
- No clear boundary between road and houses
- Some sub-par housing that needs to be renovated
- Parks not resident friendly, need parking, lighting, activity
- Riverfront is not adequately accessible
- Railroad right of way needs to be maintained/ cleared of brush

#### *Vision*

- "Revitalized neighborhood with quality infrastructure"

## Mayhew/Urbana

#### *Boundaries*

- No Change

#### *Assets*

- Wide diversity of single family housing styles and architecture
- Can walk to Lanier Plaza
- Borroughs Millette School

#### *Issues*

- Drainage issues on Tilman Street
- Perry Park Townhouses – unsafe areas
- Contaminated water tower cannot be used

- Lanier Plaza should be more accessible from neighborhood
- Need sidewalks and curbs
- Would like a corner store on G Street in neighborhood

*Vision*

- “Revitalized neighborhood with quality infrastructure”

**Hercules**

*Boundaries*

- No Change

*Assets*

- Whispering Oaks, mixed income development

*Issues*

- Negative appearance along US 17 corridor
- “A bad neighbor” – has not investigated previous contamination equally
- Uses 11 million gallons per day of water
- Impacts neighborhood with air, soil, water pollution and urban blight

*Vision*

- “Improved environmental monitoring and ready for continued industrial operations or for redevelopment”

**North Brunswick**

*Boundaries*

- No Change

*Assets*

- Stable communities with clear boundaries – Magnolia Park & College Park
- Proximity to college
- Walkable to shopping area
- Community retail
- Affordable rental and owner housing
- Walking trail at college, would like to see improvements
- Track and stadium at the middle school

*Issues*

- Drainage & standing water on Cherry and Pinewood Street.
- Need interest free rehabilitation assistance
- Need a park for Magnolia Park

- Support proposal for Boys & Girls club
- Housing for college expansion
- Neighborhood lighting
- Lighting on Altama Blvd, better design for Altama Blvd

*Vision*

- Preserve the neighborhood identity as an affordable single family neighborhood
- Suburban neighborhood with a commercial and employment center

**Dixville /Habersham Park**

*Boundaries*

- Move boundary west to Albany St.

*Assets*

- Track and stadium at the middle school
- Scale of homes

*Issues*

- Dilapidated housing a big issue
- Infill should be of compatible scale
- Vacant land should be redeveloped
- New development should take into account the affordable nature of the neighborhood
- Absentee landlords and dilapidated housing a problem
- Habersham Park has a different housing character as divided by Ocean St.

*Vision*

- “Revitalized urban neighborhood with quality infrastructure”

**Old Town**

*Boundaries*

- No change

*Assets*

- Wealth of historic buildings
- Great street grid

*Issues*

- Need for waterfront access
- Focus waterfront development between George and Albemarle Street

- Encourage restaurants on waterfront with outdoor seating
- Fire Hydrants on MLK
- Ensure that Historic District policies stay with the Boundaries designated Old Town
- Need for improved riverfront access, shops and restaurants along riverfront
- More children oriented parks with well-maintained equipment
- Greater diversity of downtown retail
- Dilapidated housing a big issue
- Desire for downtown grocery store
- Need for sidewalk improvements, particularly around Glynn Academy
- Close Mansfield Street running through Glynn Academy campus
- Trees are dying, need more attention
- Renovations for commercial property around Glynn Academy High School
- No more expansions of the Jail
- Need another movie theater in the City area
- Encourage a diversity of housing options in this area of the city

*Vision*

- “Historic, civic, and cultural center of the Brunswick community”

## Windsor Park

*Boundaries*

- No change

*Assets*

- Excellent tree canopy
- Skateboard park is big asset
- Park acts as heart of the neighborhood

*Issues*

- Howard Coffin Park
  - Need more trees and shade for jogging area
  - Need picnic areas
  - Need more lighting
  - Need dog park
  - Prevent cut-through traffic
  - Need access control/ gate closed at night
  - Extending jogging area
- Keep the neighborhood as solely single family residential

*Vision*

- “Beautiful urban neighborhood, quiet but close to everything”

## South End Brunswick

*Boundaries*

- Move boundary north to 1<sup>st</sup> Avenue

*Assets*

- Excellent tree canopy
- Skateboard park is big asset

*Issues*

- Consider expanding historic district to 2<sup>nd</sup> Avenue
- Need for historic markers
- Employees in the area near King & Prince need to use their own parking areas

*Vision*

- “Tree covered quiet urban neighborhood convenient to downtown and waterfront parks”

## City-Wide Comments

- Trees are dying, need more attention
- Need a regular schedule for street sweeping, so people can move their cars
- Monitor recreation areas because teens have a curfew
- City needs to become more user-friendly with non-profit organizations
- Full time animal control needed
- Drivers need to pay attention to stop signs and the speed limit
- Lots of dilapidated property City-wide
- Lots of vacant land not being used
- Need to put a recreation center for teens
- Better City services, trash pick up, old furniture, etc.
- Public transportation
- Need to develop “gateways” into the city

## Evaluation Form – (Total of 25 respondents)

The purpose of the evaluation form was to determine the effectiveness of this Character Area Charrette. Also, comments from the public were welcomed to help improve the process.

<p><b>1. Do you understand how the Comprehensive Planning process has worked up until now and the next steps in the process?</b></p> <ul style="list-style-type: none"><li>• Yes, for the most part. (4 respondents)</li><li>• Yes, to some extent. (9 respondents)</li><li>• No, not really. (3 respondents)</li><li>• Comment: (1 respondent)- I know that that idea is great, but the motive must keep average workers in mind</li></ul>
<p><b>2. Were you able to have effective input into the vision for your Character Area (your neighborhood, place of work, or other place of interest)?</b></p> <ul style="list-style-type: none"><li>• Yes, for the most part. (7 respondents)</li><li>• Yes, to some extent. (9 respondents)</li><li>• No, there was not enough opportunity for me to express my input. (1 respondent)</li><li>• Comment: NONE</li></ul>
<p><b>3. Did you learn something useful about the quality of design of small towns, neighborhoods, or streets that might apply in Brunswick?</b></p> <ul style="list-style-type: none"><li>• Yes, for the most part. (7 respondents)</li><li>• Yes to some extent. (8 respondents)</li><li>• No, not really. (2 respondents)</li><li>• Comment: (2 respondents)<ul style="list-style-type: none"><li>i. Maybe next time</li><li>ii. Equitable mix of housing options</li></ul></li></ul> <p><b>Please provide any other comments you have on tonight's meeting or on the Brunswick Comprehensive Plan:</b></p> <ul style="list-style-type: none"><li>• Restore defined historic squares to be used and enjoyed.</li><li>• Provide community garden areas.</li><li>• Provide better network of sidewalks/bike paths.</li><li>• Provide more community centers for indoor/outdoor activity/exercise/gathering areas.</li><li>• Mechanism to turn over dilapidated houses to organization to rehab and reuse/resale.</li><li>• Do any of these separate plans i.e., Blueprint Brunswick; DDA Downtown Plan and other City Government offices ever communicate with each other? How many plans do we need?</li><li>• I would like to see the warehouse area of the waterfront developed to be people friendly.</li><li>• The plan should have ranked goals like curbs and sidewalks, remove dilapidated buildings, clean up of major toxic sites like Hercules, and remove blight in the Rt. 17 and St. Simons Island Causeway area</li><li>• What about rehab monies?</li><li>• What about new small town taxes?</li><li>• What about elderly who fall thru the cracks on qualifying grant monies to rehab their homes?</li><li>• Those who need it the most usually are left out!!!</li><li>• Tonight's meeting needed microphone for speakers</li></ul>



- Some direction so we wouldn't have crowds in front of pictures e.g. All go to left to right.
- On pictures, we wanted a line for explanation of why we placed on dots. (ex. Liked entire scene except no parking, etc.)
- Wider announcement of meetings – a message could have been printed on our water bills, tax bills or some other mailing with no additional cost. Not all read the Brunswick news.
- Obviously needed a different for the problem of available low cost housing and rehab for low income people.
- Meeting was interesting
- How can the City, with this Comprehensive Plan allow for the County to “bully” through their plan for the jail downtown?
- Where was this plan? An enlarged detention center will shoot the “Character” to hell in a hand basket. Can the County be stopped – can this be reversed/changed?
- Place email address on all forms
- Maybe the timing can be improved. It was lengthy for a “work night”. On the plus, very informative sessions.
- Don't extend the jail - create more recreation for kids.
- Concerning our waterfront – needs to be more community friendly
- Public transportation needs to be addressed.
- The City needs more proactive and forward thinking elected officials for the City.
- First I would like to say thank you for coming. From prior results of improving certain areas, I've found no place to call home. If your program can help “Black American Brunswick” please do because “White Brunswick” is doing fine.
- Do something about abandoned and rundown houses; enforce and strengthen the laws dealing with them; cooperate better with agencies such as Habitat; give land to them.

## Next Steps

The meeting concluded with a brief discussion of upcoming milestones and an approximate schedule for Comprehensive Plan documents and additional opportunities for public input. These include:

- Summary Report – Posted to Website (February '07)
- Final Public Meeting – (March or April '08)

## Public Outreach Methods

The meetings were advertised through a variety of methods, including:

- Public notices distributed via Email and posting throughout City of Brunswick departments, churches, schools, college, corporations, civic/social organizations, library, retail, coffee shops, barbershops, hair salons, apartment complexes, restaurants etc.
- Press releases distributed to media (TV, print and radio)
- Media conference (reporters from Brunswick, Times Union, Our Net News)
- Radio Talk Show (Urban Station - WBG FM B 92.7)
- Website postings at [www.brunswickga.org](http://www.brunswickga.org)
- Events and Church announcements

## Attendance

### City of Brunswick Representatives Present:

Cornell Harvey	Mayor Pro Tem
Roosevelt Harris, Jr	City Manager
William M. Weeks	Community Development Dept. Director
Arne Glaeser	City Planner
Valerie L. Stallworth	Project Coordinator
Matthew Hill	Downtown Development Auth. Director

### Consulting Staff Present:

Louis Merlin	EDAW, Inc.
Fredalyn Frasier	EDAW, Inc.
Glenn Coyne	EDAW, Inc.
Christian Gable	EDAW, Inc.
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# Open House Meeting Summary

## Overview

Mayor Bryan Thompson welcomed citizens to the final Open House meeting for the City of Brunswick Comprehensive Plan – held on Thursday, April 10th at the Howard Coffin Park Gymnasium from 6:30 to 8:30pm. The purpose of the meeting was to present the draft Community Agenda and to give citizens an opportunity to review the draft document and provide comments to ensure the Community Agenda reflected the vision and the community issues and opportunities established throughout the planning process. The meeting format included a thirty minute presentation and four breakout stations focused on Vision, Character Areas, Policies and Short Term Work Program. Each station was staffed with consultants and City staff available to answer questions and/or concerns. Citizens were provided an Open House evaluation form to complete at the end of the meeting. The meeting was attended by 28 citizens from diverse neighborhoods. The Open House was advertised through a variety of mechanisms including e-mail, media placements, and distribution to public locations.

The Open House included one voting exercise. Participants were asked to place green dots next to the projects they considered the highest priority. The results of this voting exercise are recorded below.

## Major Themes

Most of the discussion for the Open House occurred at the various stations distributed throughout the gym. People's concerns varied widely, and there were few major themes that came to the forefront. The two most repeated concerns were with keeping the community involved in the implementation process and with actually making sure the plan happens by taking concrete action. A variety of ideas were suggested for keeping the community involved, including increased publicity, neighborhood captains, or an implementation task force.

The priorities for the Short Term Work Program, as determined by a citizen voting exercise, are discussed on the next page. The priorities that rose to the top were affordable housing, transit, recognizing Gullah-Geechee heritage, and neighborhood infrastructure.

## **Short Term Work Program Voting Exercise Results**

One voting exercise was held at the Short Term Work Program station. In this exercise, participants were given three green dots to vote for three project types. This exercise will help the planning team to identify the community's priorities and so prioritize activities to include in the Short Term Work Program. All of the projects listed in this voting exercise reflect important community priorities and are part of the Comprehensive Plan. However this exercise helps the City to decide what priorities should move to the front burner and receive short term action – what should come first as the City acts on the plan.

Overall, housing-related projects were the most popular with 25 votes. The top six most popular projects were as follows:

1. Develop new, affordable, single-family homes on vacant lots – 9 votes
2. Provide public transit – 8 votes
3. Recognize Gullah-Geechee Heritage – 8 votes
4. Expand home rehabilitation programs for low-income home owners – 7 votes
5. Work on neighborhood infrastructure - drainage, sidewalks, lighting – 6 votes
6. Expand historic districts/ historic designations – 6 votes

Please see the complete voting record on the next page.

# What are your priorities?

The short term work program should reflect the priorities of the Brunswick community. This started with identifying the vision and the community issues in the earlier phases of the Comprehensive Plan. Discussions with stakeholders, neighborhood workshops, and charrettes also helped to establish the priorities for the short term work program and other implementation activities.

Below is a summary chart of the draft short term work program. Use the space below to vote for your priorities, or write in your own project if you have another suggestion.

<b>Economic Development Projects</b>	<b>Votes = 7 Total</b>
Brownfield clean ups	*
Redevelopment of key sites/Blueprint Brunswick	
Workforce development/ job fairs	*****
Your project here: Micro/Small Business Development	*
<b>Cultural and Environmental Projects</b>	<b>Votes = 16 Total</b>
Recognize Gullah-Geechee Heritage	*****
Expand historic districts/ historic designations	*****
Protect and plant trees	*
Protect marshlands	*
Your project here:	
<b>Housing Projects</b>	<b>Votes = 25 Total</b>
Expand home rehabilitation programs for low-income home owners	*****
Develop new, affordable, single-family homes on vacant lots	*****
Focus on senior housing needs/ build new senior housing	***
Improve the quality of rental housing	***
Focus on creating a source of permanent affordable housing	***
Your project here: Town Commons	
<b>Infrastructure and Parks Projects</b>	<b>Votes = 14 Total</b>
Establish City-wide wireless internet	***
Develop public access to the riverfront	**
Increase and improve parks	*
Work on neighborhood infrastructure - drainage, sidewalks, lighting	*****
Your project here: Oak Grove Cemetery at Dixville	
Remove architectural barriers throughout City	
<b>Community Involvement and Planning Projects</b>	<b>Votes = 10 Total</b>
Protect the City's historic, human-scaled development patterns	****
Improve major corridors and gateways such as US 17	**
Foster neighborhood organizations and neighborhood planning	****
Increase community preparedness for floods and other emergencies	
Your project here:	
<b>Transportation Projects</b>	<b>Votes = 12 Total</b>
Provide public transit	*****
Design streets for all users, including pedestrians and bicyclists	
Improve the appearance of major streets through "streetscapes"	***
Plan for increased automobile traffic for a growing population	*
Your project here:	

## **Open House Stations**

### **Comments from Break-Out Stations:**

#### **Vision**

- Investors and citizens are buying houses in the Historic Downtown communities and are revitalizing and making improvements without the benefit of government programs. Investors are developing affordable housing by revitalizing boarded up houses and this supports the City's vision for affordable housing.
- City of Savannah has a great model for incorporating non-profits, neighborhood revitalization, public-private ventures.
- Curbed streets all around the city

#### **Character Areas**

- No heavy traffic on Bay Street
- Traffic calming on Bay Street
- Round Out City Boundaries – EIG/TAG
- L Street as cross peninsula road
- Improve rail corridor and crossings along Newcastle/gateway vision
- Create bike/walkways on streets/roads without heavy vehicle traffic

#### **Policies**

- Brownfields – Important to clean-up, throughout Community
- Hercules Language – earlier drafts (strengthen) 15.5 and 15.6

#### **Short-Term Work Program**

- Improve drainage at “L” and Stonewall Streets
- Create neighborhood meetings with a City Neighborhood Planner/Facilitator to keep residents involved
- Create bike and walkways on Streets/Roads without heavy vehicle traffic
- Develop/Implement Neighborhood Captains for neighborhood beautification

## Evaluation Form

Participants were also given an evaluation form to provide feedback on the content of the meeting as well as to provide general comments on the Comprehensive Plan. A wide variety of comments were received.

<p><b>1. Do you think that the Community Agenda reflects the Vision Statement and the Community Issues and Opportunities developed earlier in Comprehensive Planning Process?</b></p> <ul style="list-style-type: none"><li>• Yes, for the most part. <b>(7 respondents)</b></li><li>• Yes, but I have some comments. <b>(2 respondents)</b></li><li>• No, not really. <b>(1 respondents)</b></li></ul> <p><b>Comment(s):</b></p> <ul style="list-style-type: none"><li>- Build/Develop with emergency &amp; safety</li><li>- Some good languages from past drafts have been taken out</li><li>- Weaker vision for future</li></ul>
<p><b>2. Do you understand how the City will act to make the Comprehensive Plan a reality?</b></p> <ul style="list-style-type: none"><li>• Yes, for the most part. <b>(7 respondents)</b></li><li>• Yes, to some extent. <b>(0 respondents)</b></li><li>• No, not really (Please explain) <b>(2 respondent)</b></li></ul> <p><b>Comment(s):</b></p> <ul style="list-style-type: none"><li>- Chatham-Savannah Youth Futures is a great organization (model example) to assist with neighborhood revitalization</li><li>- See words such as promote/protect/collaborate etc. but how will this be accomplished?</li><li>- In past, Plan has not been followed. Better chance this time</li><li>- It is not my job to make the comprehensive plan work...that's what public employees are for.</li></ul>
<p><b>3. Do you have any suggestions for additional projects that should be in the Short Term Work Program?</b></p> <ol style="list-style-type: none"><li>Recruit a task force of interested persons to assist in the implementation and execution of the short-term projects.</li><li>I would like an emphasis on maintenance of what we've got - for example, maintain/upkeep of park facilities, infrastructure, equipment. It's not a new project for short term, but let's preserve what we've started with</li><li>Pick single projects and do it with fanfare. Clean up streets, remove trash as a community wide effort by neighborhood with volunteers – a real happening</li><li>Try to enlist all of the communities to join in effort to help with short term projects. Cleanup streets and vacant lots.</li><li>Continue to clean up City of old abandoned buildings</li><li>We need affordable rental properties and affordable public housing asap</li><li>Good list! Valuable for evaluation or progress should add Hercules Plant RCRA Investigation completion of timeline</li></ol>

**4. Do you have any suggestions for additions or changes to the City's policies and strategies?**

- i. BFD Ordinances
- ii. I get confused by all the agencies, boards, etc. and what their duties and responsibilities are. It seems like we are ending up with alphabet soup (Downtown Development, Blueprint Brunswick). This serves to confuse us regular folks.
- iii. Must find a way to overcome inertia in black community
- iv. City must stick to their guns with Code Enforce and police presence. Commissioners should be more visible and Community active.
- v. Better advertising to all citizens – through schools, PTA, Grocery store, Hair Salons, Liquor stores etc. Radio and TV

**5. Any other comments on the Brunswick Comprehensive Plan?**

- i. My notes will continue to be given to Mr. Weeks
- ii. Keep us informed!
- iii. Heard a lot of comments in audience that this meeting was not well publicized. I heard about it from email, but did not see large announcement in paper or ads or radio.
- iv. Comprehensive Plan is good – Now City must work to make it happen (citizens must be kept motivated to join in process)
- v. We need a TV station locally and Public Transportation ASAP. The neighborhoods in Brunswick should be just as nice as the ones on St. Simons. We should have access to the same amenities.
- vi. Not quite sure how much actual action should be taken by private individuals. Everyone has their own priorities, but we should elect public officials to handle. Everyone should have a “say-so” but leave it in the hands of the professionals.
- vii. Keep us informed!



## Next Steps

This is the final public meeting for the Comprehensive Plan. The plan will be discussed in a City Commission meeting before it is transmitted to the Georgia Department of Community Affairs.

- Draft Community Agenda will go before the City Commissioner for approval (May 21<sup>st</sup>, 2008)
- Citizens were asked visit City web site <http://www.brunswickga.org> and/or contact Brunswick's Department of Community Development to stay informed and involved in the planning process

## Public Outreach Methods

The meetings were advertised through a variety of methods, including:

- Public notices distributed via email and distribution at public locations
- Newspaper ads
- Press releases distributed to media (TV, print and radio)
- Phone calls
- Website postings at [www.brunswickga.org](http://www.brunswickga.org)

## Attendance

### City of Brunswick Representatives Present:

Bryan Thompson	Mayor
Cornell Harvey	Mayor Pro Tem
Roosevelt Harris, Jr	City Manager
William M. Weeks	Community Development Dept. Director
Arne Glaeser	City Planner
Mathew Hill	Downtown Development Authority
Valerie L. Stallworth	Project Coordinator

### Consulting Staff Present:

Louis Merlin	EDAW, Inc.
Glenn Coyne	EDAW, Inc.
Miriam P. Cummings	Malvada Consulting Group

# Appendix II

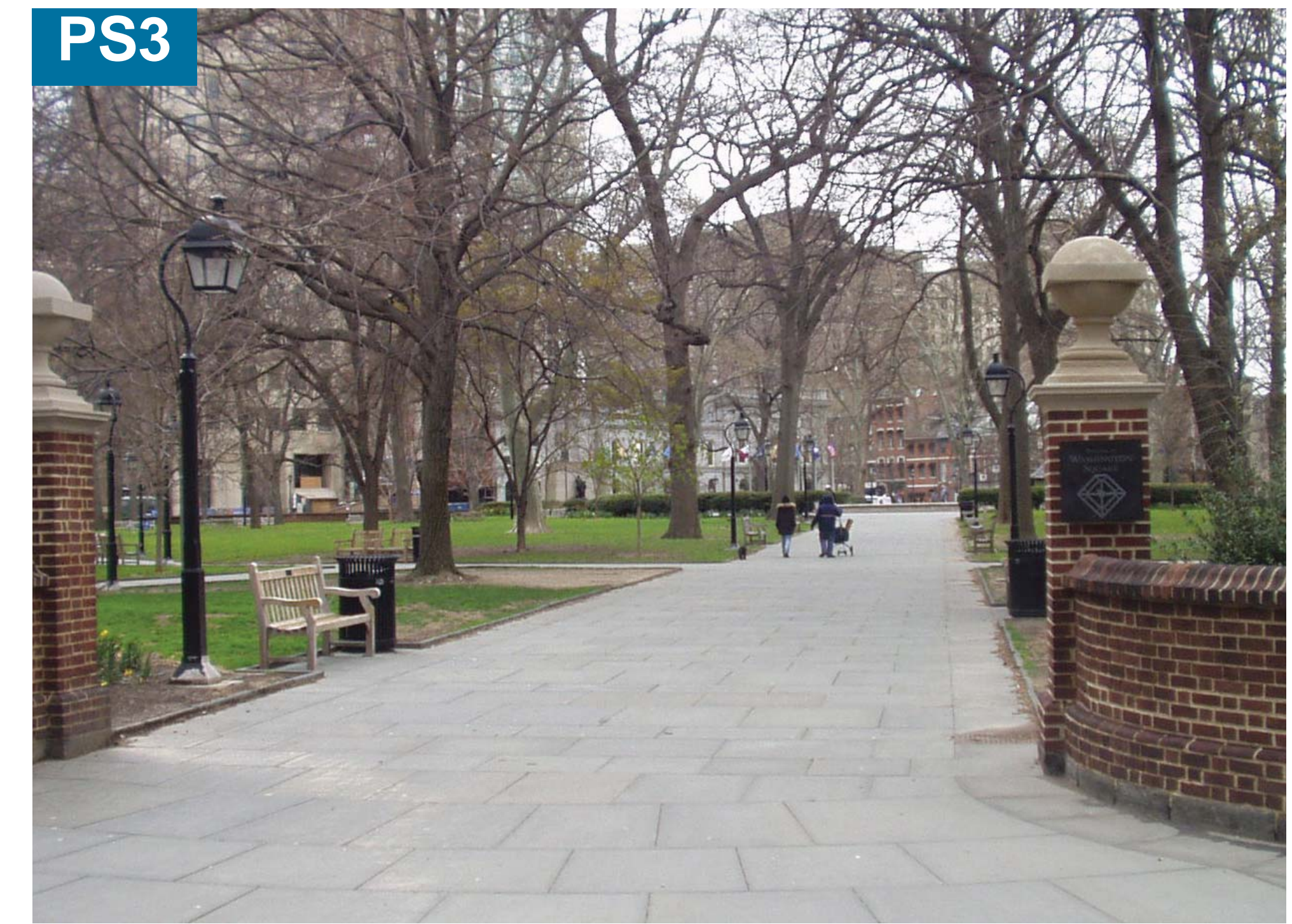
## Character Image Survey Results



20 0



4 13



23 1



4 2



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14 5



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NS1

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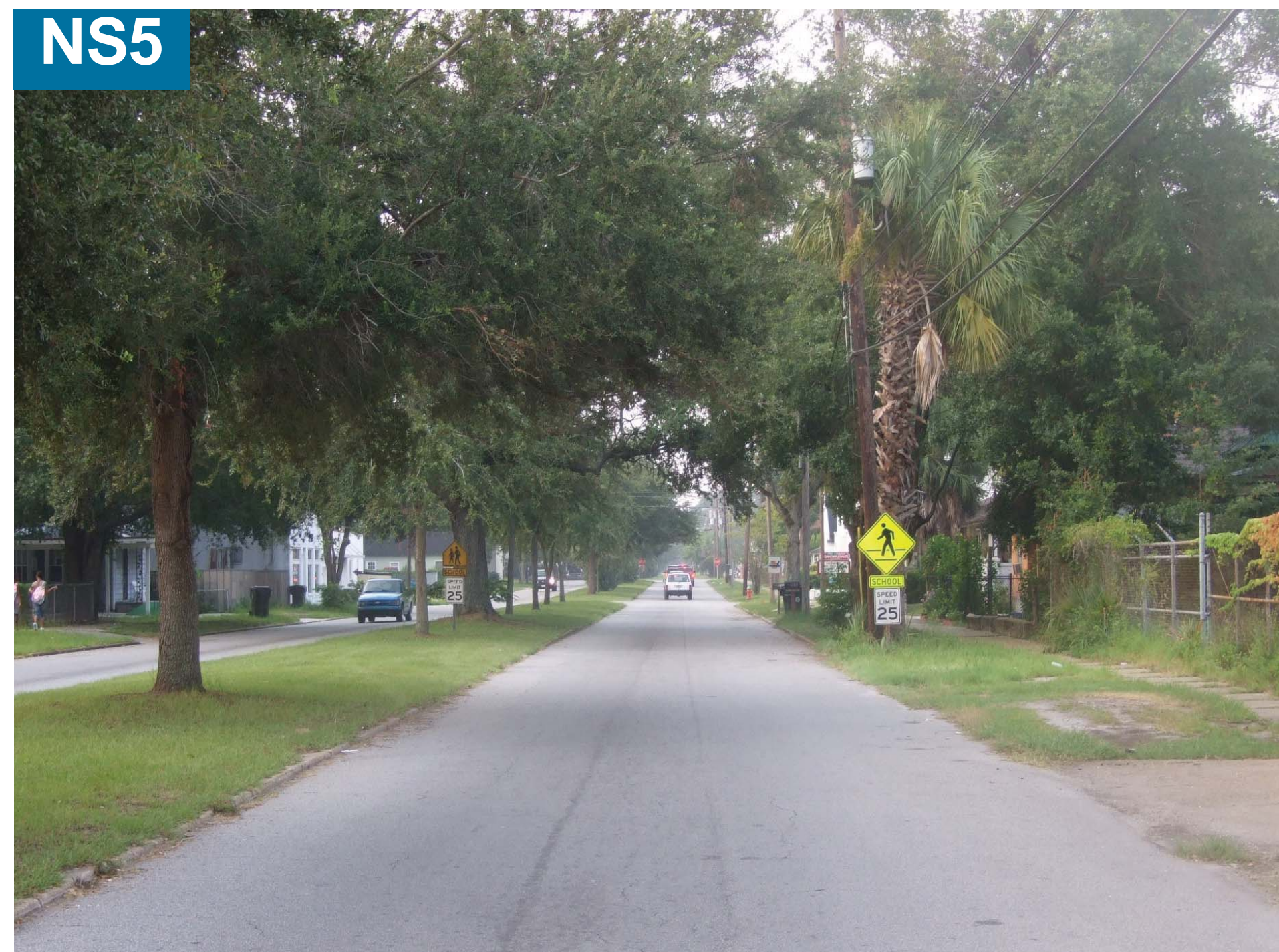
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NS6

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City of Brunswick, Georgia  
CHARACTER IMAGE  
SURVEY

NEIGHBORHOOD STREET  
JANUARY 2008

EDAW | AECOM



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City of Brunswick, Georgia  
CHARACTER IMAGE  
SURVEY

INSTITUTIONAL & GOVERNMENT  
JANUARY 2008

EDAW | AECOM