Town of Braselton

Comprehensive Plan Update October 2015

Prepared by the Northeast Georgia Regional Commision

NEGRC
Northeast Georgia
Regional Commission

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Introduction

Purpose

This comprehensive plan, updated for the Town of Braselton in 2015, serves as a guide for local government officials and community leaders for making decisions in support of the community's stated vision. Based on input from the public and a Citizens Advisory Committee, the plan identifies needs and opportunities for the community, as well as goals for the city's future, and policies that provide guidance and direction for achieving these goals. The plan also offers insight into what types of land use and development are appropriate in the Town of Braselton. A community work program is included that specifies a route for working towards implementation of the plan.

This comprehensive plan should be used as a guide by the local government for assessing development proposals, rezoning applications, and redevelopment plans. Residents, business owners, and developers may access the plan as well, to learn about appropriate land use, development, and the trajectory of growth for the Town of Braselton.

Its intent is to be a concise and useful document that assesses where Town is at this moment in its history, asks the community what the Town should become in the future as it continues to grow, and describes what is needed in order to translate that vision into a reality.

Put plainly, it asks and answers 3 simple questions:

Where are we now?
Where do we want to be?
How will get there?

Process

The Comprehensive Plan process follows the Rules of the Georgia Department of Community Affairs (DCA), O.C.G.A. Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning, which were recently revised to improve the process of developing and adopting a Plan. By allowing local governments' greater flexibility in choosing their Plan's content, the resulting Plan is designed to be more relevant to the unique issues that each community faces, and more useful in supporting day-to-day decisions.

Effective on March 1, 2014, the new rules require that plans include a minimum of three distinct components:

Needs & Opportunities

An analysis of the community's needs and opportunities will help determine the existing conditions of the city. This will assist the community in identifying the issues that it needs to address and the opportunities on which it can capitalize.

Community Goals & Vision

Through public and committee meetings, the City's vision, goals, and policies are developed to determine the community's future direction. As a part of this component, policies are identified to assist in making decisions that are consistent with community goals. Additionally, character areas, or focused areas of planning with special conditions or needs, are defined. This will help determine which parts of the community are to be enhanced or preserved, and how to guide zoning and policies in the future.

Community Work Program

The final component outlines steps and strategies for achieving the community's goals and implementing its plan. The Work Program will include a 5 year work program, identify priority projects, potential collaborations, potential funding sources, and a report of accomplishments from the previous Plan.

Plan Review

The town will transmit the plan to the Northeast Georgia Regional Commission (NEGRC) when all three components are complete. The transmittal must also include the community's certification that it has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria. Once it completes its review, the NEGRC will forward the plan to the DCA for review. Once the plan has been found by the DCA to be in compliance with the Minimum Standards and Procedures, the City Council must adopt the approved plan. Adoption must occur at least 60 days, but no more than one year, after submittal to the NEGRC for review.

Braselton Brothers Store: Downtown Braselton, GA

Public Input

The Update of Braselton's Comprehensive Plan relied heavily on public input. Throughout the planning process a Committee of stakeholders that included community leaders, Town staff, developers, and interested citizens met to discuss issues they see important to guiding Braselton into the future. This Committee provided valuable feedback, guidance, and recommendations about the comprehensive plan and served the integral role of guiding the update and the content of the resulting document. A more detailed discussion of the public input process can be found in the Land Use section.

Planning Context

The town of Braselton is located in the northeast region of Georgia, along Interstate 85. It lies 44 miles northeast of the City of Atlanta and is spread across four counties: Jackson County, Hall County, Gwinnett County and Barrow County. The town has grown from its incorporation as a one mile area surrounding the intersection of SR 124 and SR 53 to approximately 12 square miles (approximately 7,800 acres). This geographical spread offers residents of the town increased options for community facilities like parks, recreation and schools but also provides challenges when trying to consolidate and provide uniform and effcient community services. The present boundary of the town has a wide geographic range from east to west and limited depth north to south. Within the boundary are several significant "peninsulas" of unincorporated property separating one portion of the town from another.

The town is served by a road network whose primary routes are I-85, SR 124, SR 53, SR 211, and SR 347. The Town of Braselton is bisected by the Mulberry River flowing in a north-south direction. The town has gained notoriety as a destination due to the presence of the Chateau Elan Resort and Winery and Road Atlanta, a race course just north of town along SR 53 to the north.

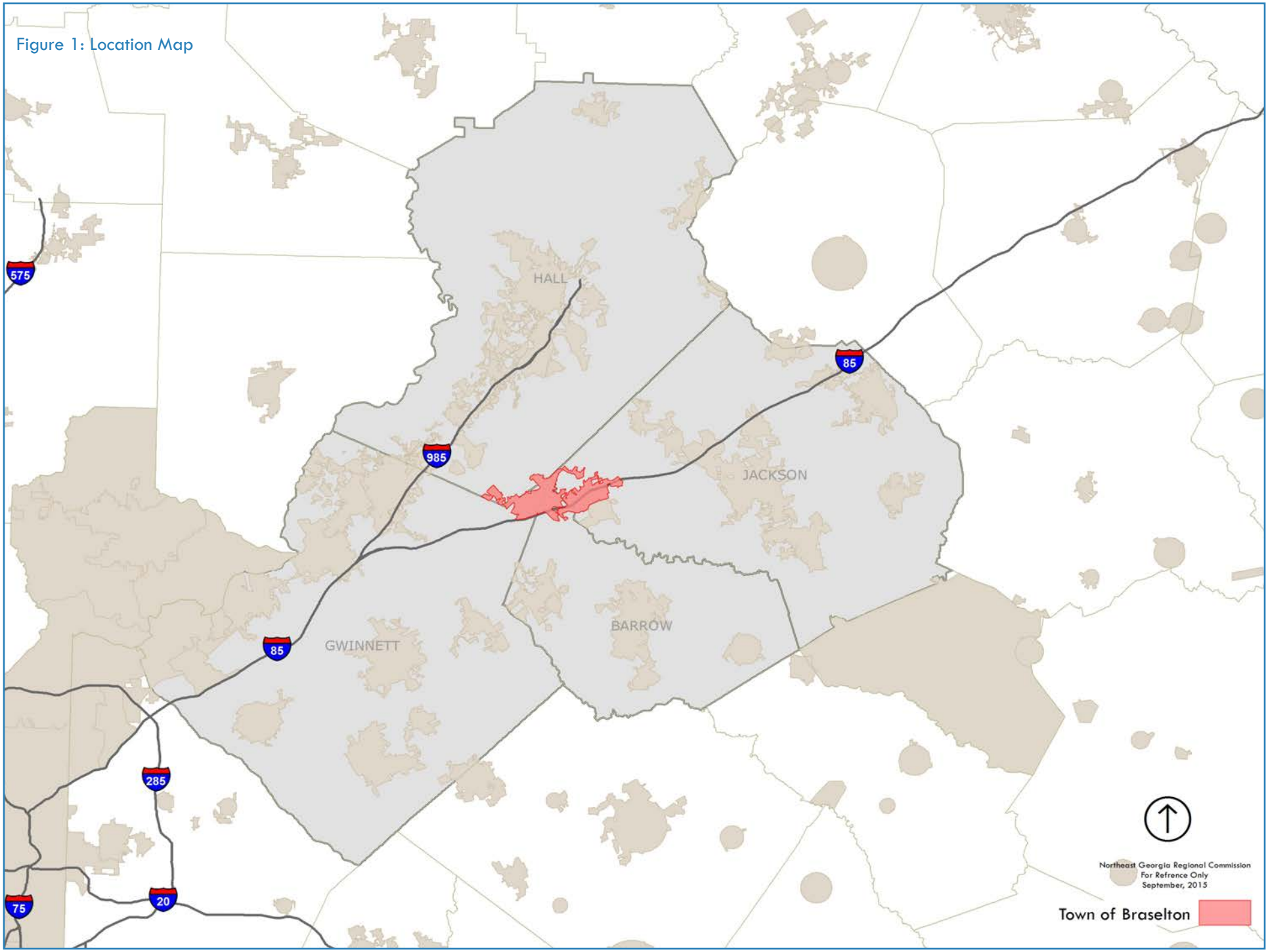
Figure 1: Location Map
HALL
JACKSON
BARROW
GWINNETT
575
985
85
85
285
20
75
Northeast Georgia Regional Commission
For Refrence Only
September, 2015
Town of Braselton

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Needs & Opportunities

Purpose

The needs and opportunities presented in this chapter are divided into four categories: Economic Development, Housing, Community Facilities & Services, Transportation, and Land Use.

The list is compiled from public input gathered needs and opportunities identified by the Committee, during a public input session where members were asked to identify the strengths, weaknesses, opportunities, and threats facing Braselton. Items in bold text were identified as high-priority.

While the format of this section differs from the previous plan, many of the issues and opportunities identified in the 2010 plan still persist, and were used as a baseline from which to start the conversation.

ECONOMIC DEVELOPMENT

Needs

There is a continued desire for more diversified goods and services particularly, dining and entertainment options

The existing supply of office space is limited

Project to improve aesthetics at gateways and upgrade signage is still ongoing

Opportunities

Recent investments in the Historic Downtown provide an opportunity to recruit new businesses to locate there.

Regional attractions such as Road Atlanta and Chateau Elan draw a significant number of visitors to the Town

The area surrounding the recently opened Northeast Georgia Medical Center Braselton on the Town's west side offers a significant opportunity for the development of a node of complementary uses including additional medical employment, services, and even housing

The town has seen an overall increase in its tax base since the previous Plan was completed. Largely from businesses locating here

The Town's growth has been driven mostly by residential development, which has set the stage for more growth in the commercial, industrial, and retail sectors to support residents.

HOUSING

Needs

The Town needs more variety of housing types to meet the demand from the aging population, as well as young professionals.

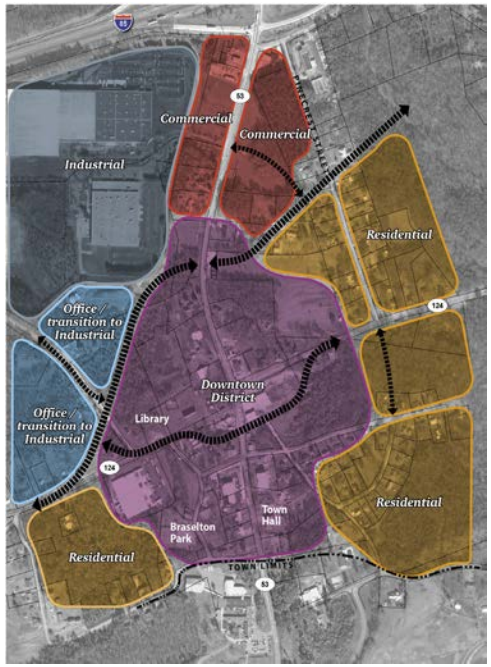
The Town needs more diversity in the sizes and prices of single family homes to serve those looking to downsize, or just starting out.

Opportunities

The area around Downtown offers the opportunity to develop or redevelop residential uses at a greater density

Previously stalled residential subdivisions are being developed, and the backlog is rapidly clearing.

A larger, more diverse population along with those wishing to age in place will create a market for residential and other development that is denser, more walkable, and lower maintenance.



Development Framework for Downtown

COMMUNITY FACILITIES AND SERVICES

Needs

The Town's existing network of sidewalks needs additional connections to fill in gaps in pedestrian connectivity.

New sidewalks and other non-auto oriented facilities are needed, and might help lessen congestion through Town.

The ongoing improvements to downtown could potentially put a strain on the existing amount of parking.

Opportunities

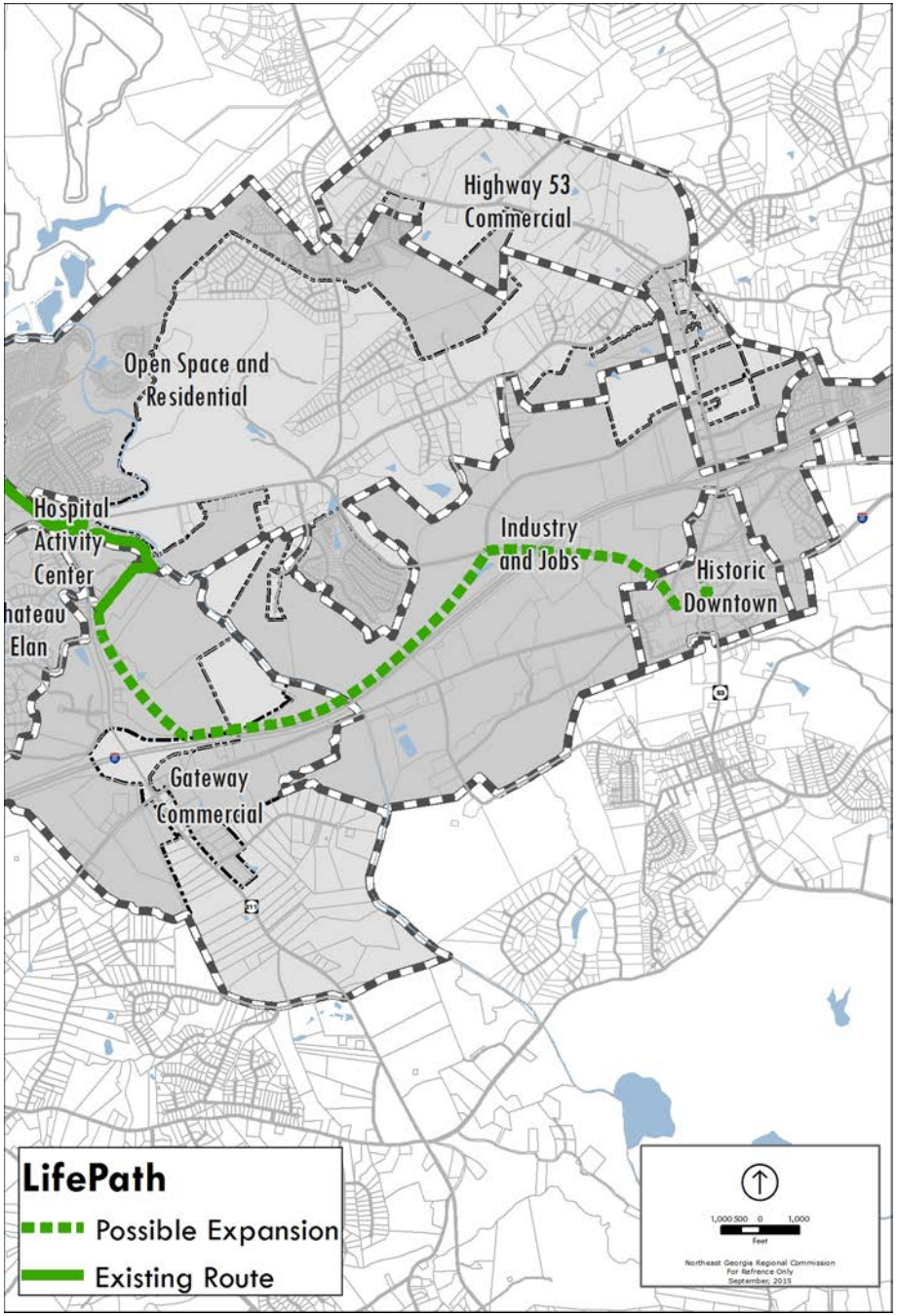
The Life Path should continue to be built out to provide more connections between neighborhoods and destinations.

The Town should continue to invest in quality of life enhancements such as recreational trails, parks, and community gathering spaces or community centers.

The town has invested in infrastructure to keep ahead of the demands of growth, and is well positioned to continue its high level of service for the foreseeable future.

The ongoing improvements to downtown could potentially put a strain on the existing amount of parking.

Town Green Concept for Downtown



Possible Espansion of the LifePath into Downtown

TRANSPORTATION

Needs

Congestion continues to be a major issue, particularly at major interchanges.
(I-85 at HWY 53 and I-85 at HWY 211)
Braselton's location north of Atlanta and access to I-85 make it a logical if not necessary place for trucks to stop. Currently there are inadequate facilities for them to safely park.

Opportunities

A multi-jurisdictional approach to addressing common transportation issues could serve as a catalyst for collaboration in other areas.

In lieu of a transportation element, the City of Braselton refers the reader to the Gainesville-Hall MPO's most recent Regional Transportation Plan (last updated in 2015). Braselton Mayor Bill Orr is a nonvoting member of the MPO's Policy Committee.
Additionally for portions of the Town which lie within Gwinett County please refer to the most recent Regional Transportation Plan for the ARC.

HWY 53 & I-85

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Community Vision

Developing the Vision

The Town's vision for the future was built by combining the input, opinions, and expertise of community members with the recommendations and guidance of the previous plan written in 2010.
Over the course of five meetings a Committee of community leaders, major property owners, developers, and interested citizens were asked to identify and prioritize the Town's needs and opportunities, and to articulate the character the community desires as it grows. The unique qualities that the Town values and wishes to foster and preserve form the basis for this vision.

The previous plan used an online visual preference survey which included approximately 80 photographic examples of various development patterns, architectural styles, open spaces and signage treatments. Participants were asked to rate each photo based on its appropriateness for the future of Braselton. Based on the discussion about the desired character for Braselton's future during the development of this plan, the preferences identified in the photos to the right have not changed. They are included here because they are a useful way to clearly communicate the character the Town desires.

An online survey with a series of short answer questions intended to gage community preferences related to development types, transportation issues, parks and open space, community services, and Town priorities was distributed after the second meeting. The questions included in this survey were modeled on similar questions asked during the previous Plan's development. The results of both surveys were nearly identical in the issues and preferences the public identified.

Historically Compatible House

Main Street Development

Open Space in Historic Area

Mixed-Use Activity Center

Open Space within Activity Center

Conventional Commercial

Conventional Development: House

Intersection Improvments

Guiding Principles

The previous plan also established a series of guiding principles for the future growth and development throughout Braselton. These statements of policy are intended to support the vision and preferences expressed by the community. They are:

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

Existing Land Use

Existing land use patterns within the Town of Braselton are focused around three nodes: historic and emerging activity centers. The historic town center, surrounding the intersection of Highways 124 and 53 in the southeast corner of town, includes a variety of historic commercial buildings along Highway 53 and a collection of civic buildings including the Town Hall and Police Station on Highway 53 and the newly constructed Braselton Library on Highway 124. Older, traditional single-family homes surround the historic downtown to the east.

A large majority of the undeveloped land in town is situated between Highway 211 and Highway 53 north of I-85. Residential development comprises almost ¼ of the town with more than half of that land being low density (less than 1.5 units per acre) single family residential.

The Town is comprised of approximately 8,000 total acres. There is limited land devoted to commercial uses (4% of total land area), but industrial uses (warehousing and distribution) occupy more than 7% of the town's land. The Town also has a few office facilities, comprising less than 9 acres. A series of PUD districts have been pursued over the last several years bring potential for additional commercial and offce facilities integrated with other land uses in master planned developments.

The Town's future land use plan encourages specialized development around the historic downtown center in the form of Downtown Mixed Use, Downtown Historic Preservation and Downtown Traditional Neighborhood development. Further commercial/business development is illustrated in the future land use plan surrounding the town's two interchanges with I-85 at Highway 53 and Highway 211.

Other significant commercial development is shown at the intersection of Thompson Mill Road and Highway 211 north of Chateau Elan and surrounding the intersection of Thompson Mill Road and Spout Springs Road. The remainder of the future land use map projects residential development at three densities (Low, Medium, and High), light industrial/warehouse uses along Highway 124 and on either side of I-85 along Jessie Cronic Road; and an interconnected network of green spaces along the Mulberry River and associated creek beds.

Future Development Strategy

Eight (8) Character Areas were identified by Town stakeholders and leaders as well as the Comprehensive Plan Steering Committee based on anticipated growth over the next 20 years. The Future Development Map on the following page includes these Character Areas composited with desired Future Land Uses for each land parcel within the Town.

As explained in more detail on the following pages, future mixed-use centers are envisioned for the Historic Downtown and Hospital areas. Employment and industry growth will be directed along the Highway 124 and Braselton Parkway corridors. Neighborhood commercial will be focused at Duncan Crossing Activity Center and at key nodes along Highway 53. Regional commercial will be oriented around the Highway 211 interchange at I-85. Areas shown within Character Areas but outside town limits represent potential long- term annexation areas.

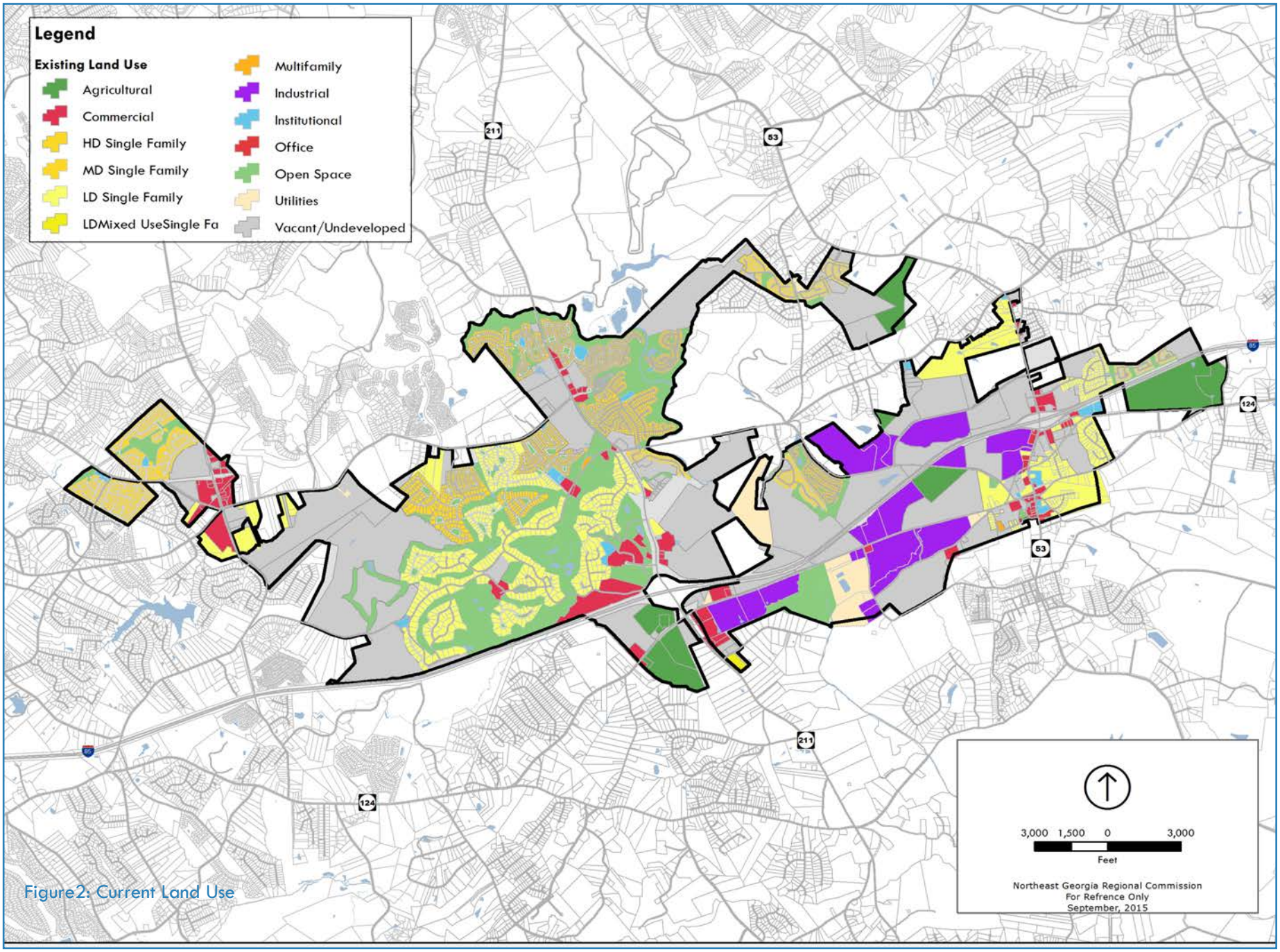


Figure2: Current Land Use

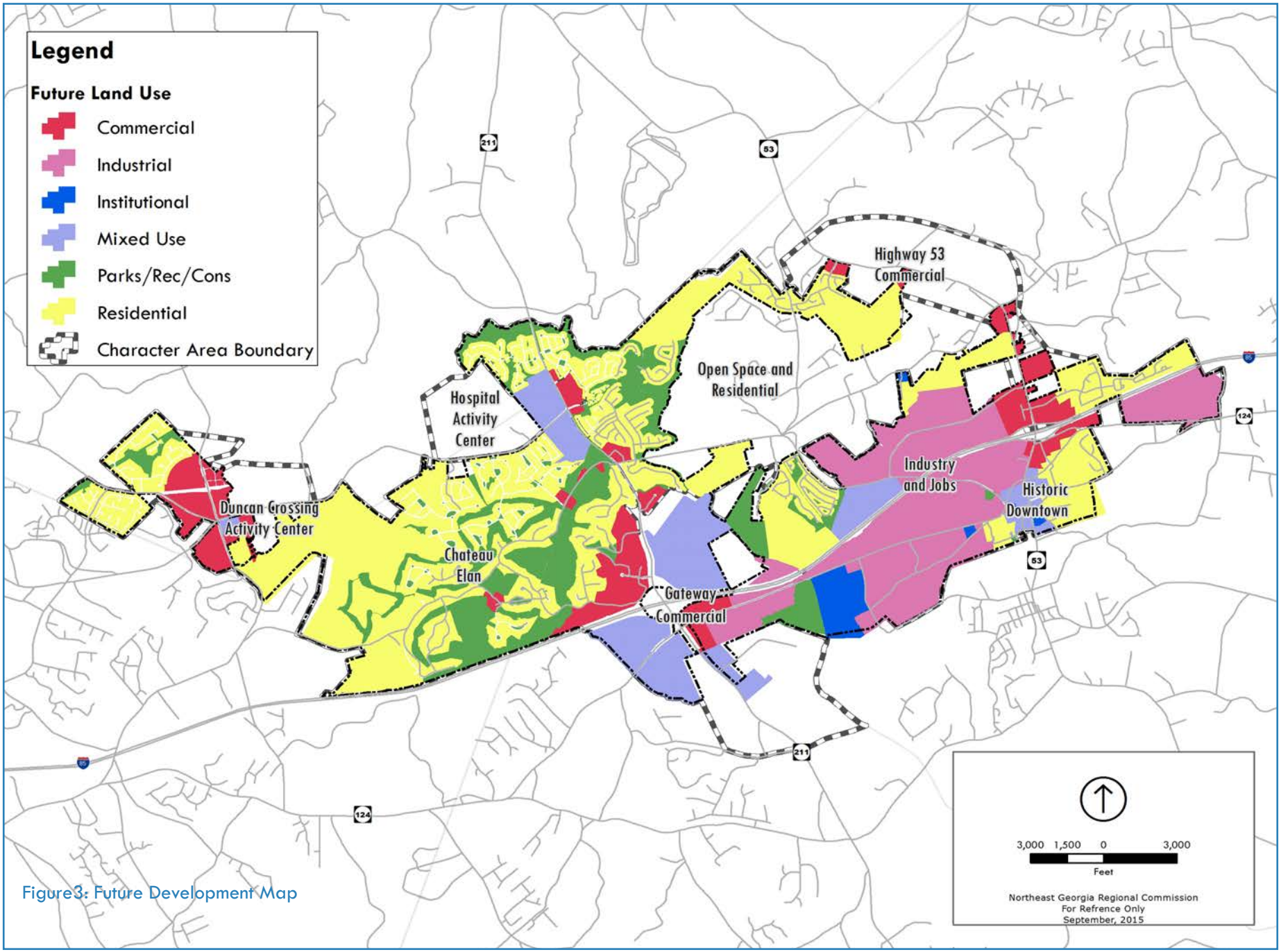


Figure3: Future Development Map

Historic Downtown

Historic Downtown Braselton includes the largest concentration of the town's historic resources and is key to the Town's image and character. Within the last 10 years the Town has made a concerted effort to enhance Downtown by locating key civic uses within walking distance of the historic center, including the Town Hall (within a renovated Braselton Family home), the Planning and Development Department, the Police Department and Public Library. Recent efforts such as the Historic Braselton Revitalization Plan as well as forthcoming improvements such as the construction of a Town Green will continue to spur investment in this important center.

The Development Framework Diagram to the right illustrates the development framework for the future of the Historic Downtown area. Strategic Town efforts should focus on encouraging compact, walkable, historically-compatible infill development, adding new residential units within walking distance of the Downtown, and identify opportunities to "fill in the gaps" between Downtown and the I-85 / SR 53 interchange to create a more welcoming "front door" to the Downtown area. Pedestrian amenities, landscaping and signage connected through future Downtown green spaces will also serve to heighten the area's overall quality of life. The area is also rich with options for more physical activities given anticipated new green spaces, pedestrian amenities and connections.

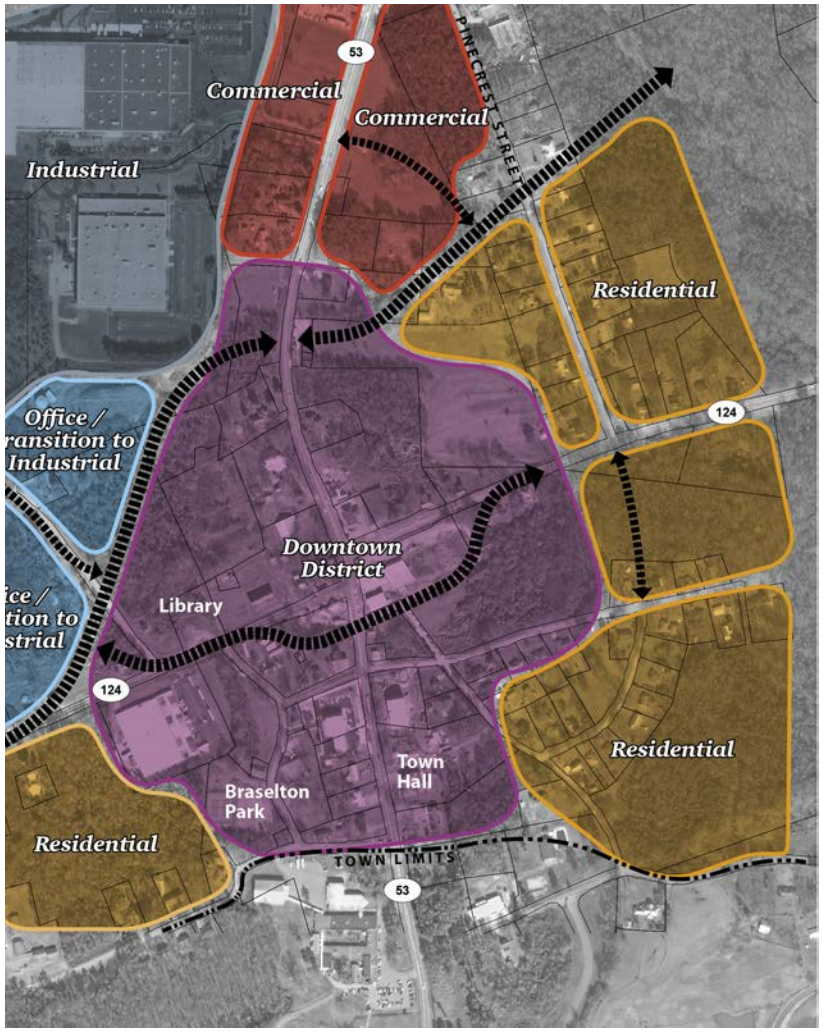
Downtown District- a mix of institutional, retail, office, and upper-story residential uses with historic architectural styles concentrated in a walkable pattern around a public open space planned for the intersection of SR 53 and SR 124 and along downtown's major roadways

Residential- Downtown residential areas should be prioritized for historically compatible single family attached, detached, multi-family and cluster residential development which will provide a range of housing options, enhance the Downtown neighborhood, and reinforce the market for downtown goods and services

Office/Transition to Industrial- small scale office and other compatible uses to buffer the Downtown District from nearby, large scale industrial and warehousing facilities

Commercial- infill commercial development along Highway 53 between I-85 and downtown should connect downtown to an enhanced gateway at Exit 128 (physically through sidewalks and streetscaping & psychologically by extending historical architectural styles from downtown toward I-85)

Land uses allowed in the Historic Downtown Character Area are mixed-use, commercial, residential, public/institutional and park/recreation/conservation.



HISTORIC DOWNTOWN	
GOALS	IMPLEMENTATION MEASURES
Land Use	Facilitate area as mixed-use center through mixed-use zoning overlay or similar regulatory mechanisms
Economic Development	Create a business recruitment and retainment strategy for Downtown area Create an office transition area between downtown and adjacent Jesse Cronic industrial corridor
Housing	Encourage a mix of housing choices that cater to both existing Braselton residents as well as future workforce.
Natural & Cultural Resources	Promote historically-compatible infill development through architectural design guidelines
Community Facilities & Services	Enhance SR 53 corridor sidewalks, landscaping and signage. Interconnect existing and future downtown open spaces
Transportation	Use new/planned roadways to help create roadway options and downtown boundaries
Intergovernmental Coordination	Continue to implement roadway improvements through State Aid and GDOT

Highway 211 Gateway

The Gateway Commercial Character Area along Highway 211 at Interstate 85 exit is the "front door" to Chateau Elan, the gateway to both Barrow and Hall Counties and a primary entrance to the Highway 124 Industrial corridor. The area is one of two primary Interstate exits in Braselton and exhibits perhaps the greatest potential for large-scale economic development catering to a regional audience. As such, aggressive architectural controls should be established to promote high- quality development that reinforces Chateau Elan as a major destination in the Town and provides an aesthetically-pleasing entryway. Such guidelines should incorporate access management strategies along Highway 211, require inter- parcel connectivity between adjacent developments, and seek to establish trail connections to the Mulberry River Greenway.

As the Future Development Framework Diagram illustrates, the Gateway character area includes two significant opportunities for "Multi-Use Centers"(shown in pink) abutting the interstate - one to the northeast between Hwy 211 and the Mulberry River and another to the southwest abutting the intersection of Highways 211 and 124. It is recommended that one of these two quadrants should be promoted as a regional commercial center while the other should be developed over time with a more compact and walkable mix of uses such as higher-end retail and senior/multi- story housing. Specifying non-competing uses between these two quadrants on eithersideoftheinterstatewil-lnotonlyencourageamoresustainabledevelopment scenario overall but will create more orderly transportation patterns, preventing a potential bottleneck at the I-85 bridge. Wakability, connections to the Mulberry River Walk, and increased opportunities for physical activities are also important.

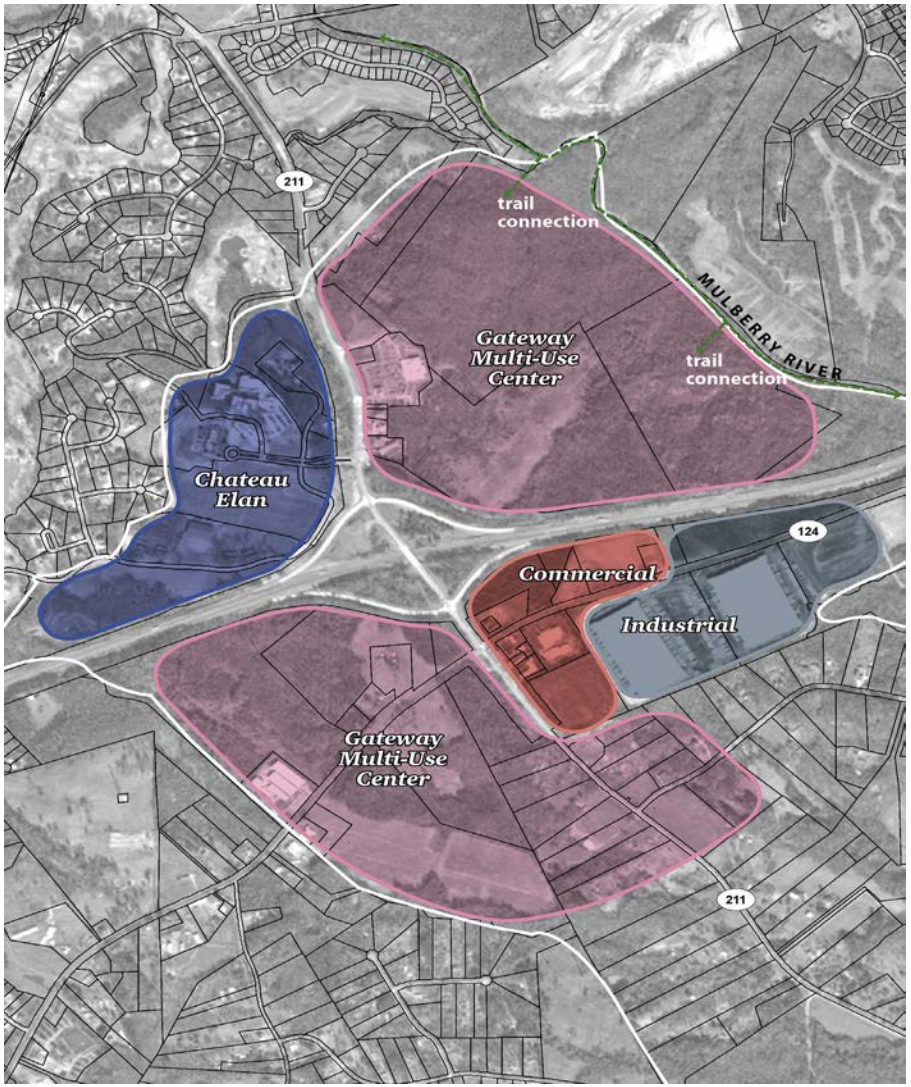
Chateau Elan-one of Braselton's most significant and well known destina-tions- future expansion of the winery and resort should be consistent with the development's master plan

Gateway Multi-Use Center- one multi-use center should be prioritized to accommodate regional goods and services. The other multi-use center should focus upon a smaller scale cluster of residential, unique retail, and other uses complementary to the Town's major tourist attraction

Commercial- most likely hospitality focused (hotel, restaurant, etc.) to complement Chateau Elan and adjacent multi-use centers

Industrial- entryway to the Highway 124 industrial, warehousing, and jobs corridor

Land uses allowed in the Gateway Commercial Character Area are mixed-use, commercial, industrial and park/recreation/conservation.



HIGHWAY 211 GATEWAY	
Goals	Implementation Measures
Land Use	Work to establish non-competing uses between multi-use development areas to facilitate more sustainable land use scenario
Economic Development	Establish aggressive architectural controls to maintain high- quality/resort appearance
Housing	Encourage multi-story / senior housing on "quad-rant" opposite that of regional commercial center
Natural & Cultural Resources	Provide trail connections to the Mulberry River Incorporate aggressive open space and buffer requirements as part of zoning controls
Community Facilities & Services	Identify funds/resources to implement pedestrian/ streetscape improvements along key stretches of Highway 211
Transportation	Work to establish non-competing uses between multi-use development areas to facilitate more orderly circulation patterns. Establish requirements for inter-parcel connectivity and limit curb cuts on Highway 211 that lead to congestion
Intergovernmental Coordination	Work with GDOT to improve multimodal facilities around interstate exit

Hospital Activity Center

An evolving Activity Center on Highway 211 north of Chateau Elan around the planned North Georgia Medical Center creates the opportunity for a new mixed- use activity center within the Town of Braselton. The level of activity and market potential generated by the medical center could spawn a new local and regional focal point. Future circulation patterns and the need for a high level of access at the Hospital have also begun to be addressed through a realignment of Thompson Mill Road near its intersection with Highway 211.

This area is envisioned as a compact, walkable, pedestrian-oriented, activity center organized around a central open space and a series of new local streets (dashed black lines). The addition of multifamily housing, locally-serving retail, and medical office uses would complement each other if incorporated within a concentrated, walkable area adjacent to the medical center. Open spaces should be identified and promoted as a development focal point, potentially spanning either side of the soon-to-be realigned Thompson Mill Road. Lower-density residential uses along the southern side of the district should buffer higher-density uses near the hospital from lower-density residential areas within Chateau Elan. The district would ideally incorporate a variety of housing types, focused on older populations and empty-nesters looking for a more walkable environment and the workforce affiliated with adjacent hospital/medical uses. Co-locating job opportunities, goods, services and amenities within a compact district can significantly reduce future traffic congestion and help preserve key natural features (woodlands, Mulberry River, etc.) by concentrating growth in activity "nodes." As a future mixed-use, multimodal-oriented center, there are also many options for increased physical activity.

Institutional/Office- site of an existing medical office building and future hospital should be augmented with additional office, medical, employment facilities and commensurate retail

Mixed-use- walkable mix of"activity center"uses including retail, office, restaurant, commercial and upper story residential and/or office organized around a central open space

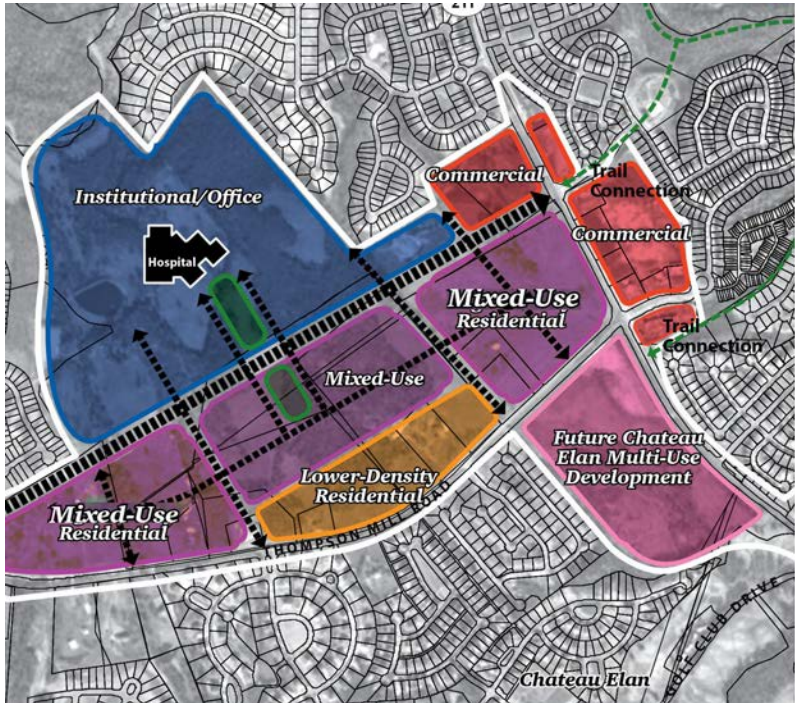
Higher density residential- potential multi-family residential at varying densities.

Lower density residential- less intense residential types (potentially town-house and/or cluster home) to buffer existing single-family detached housing from higher intensity mixed-use center

Commercial- existing and planned commercial sites with higher automobile orientation from Highway 211 should incorporate interparcel connectivity and greater walkability where reasonable

Chateau Elan Multi-use- existing Chateau Elan development site should be encouraged to consider a higher degree of residential uses and/or complementary mix of activity center uses to hospital area. Multiple uses should be allowed in this area utilizing a mix of commercial, office and residential ("horizontal" or "vertical" mixed use). Town must be careful to prevent competing developments at Chateau Elan (more regional market) and hospital site (more local serving).

Land uses allowed in Hospital Activity Center Character Area are mixed-use, commercial, residential and park/recreation/conservation.



HOSPITAL ACTIVITY CENTER	
GOALS	IMPLEMENTATION MEASURES
Land Use	Enact land use and zoning policies for the area that facilitate a mid-density, compact, mixed-use center. Plan for community open space as a development focal point
Economic Development	Recruit local retailers and restaurants based on daytime (hospital/ employee center) and evening (residential) populations
Housing	Encourage a mix of housing choices that cater to both existing Braselton residents as well as future work-force in the district. Establish compact, single-family area as height/density transition to Chateau Elan
Natural & Cultural Resources	Provide trail connections to Mulberry River
Community Facilities & Services	Ensure generous pedestrian amenities when improving key transportation routes such as Thompson Mill Road
Transportation	Work with GDOT to complete realignment of Thompson Mill Road and to ensure needed pedestrian amenities along its length
Intergovernmental Coordination	Coordinate future growth plans with Gwinnett and Hall Counties

Highway 53 Corridor Commercial

The section of Highway 53 north of its intersection with I-85 acts as a gateway into Hall County and a primary transportation route to the Road Atlanta motor sports facility. The Highway 53 corridor is envisioned as primarily residential with neighborhood-serving commercial concentrated at key intersections and more auto-oriented, corridor commercial uses concentrated near I-85. Although auto-oriented developments are appropriate adjacent to the interstate, landscaping and architectural character should be more defined in this area to reinforce Braselton's sense of place and character. Further north along the corridor, smaller-scaled, neighborhood-serving commercial uses should be limited to key intersections to minimize deterioration of the corridor through commercial strip malls and to provide adjacent neighborhoods with easily-accessible local goods and services. Ensuring pedestrian connections between commercial nodes and adjacent residential neighborhoods can also minimize congestion by reducing short-distance vehicle trips while promoting increased physical activity of the area's users.

Land uses allowed in the Highway 53 Commercial Character Area are residential, commercial and mixed-use.

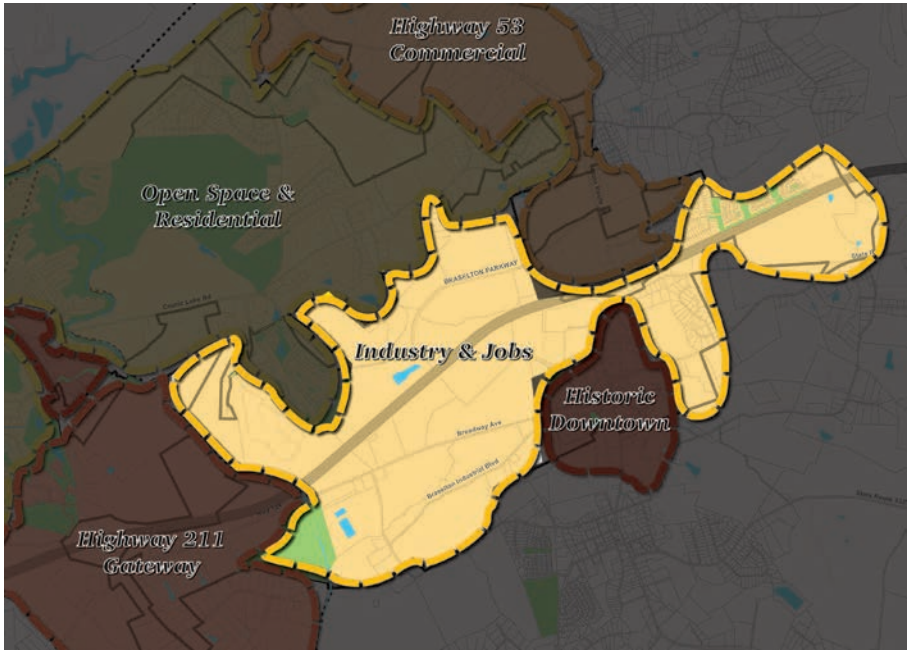
HIGHWAY 53 CORRIDOR COMMERCIAL	
GOALS	IMPLEMENTATION MEASURES
Land Use	Limit future sprawl by establishing land use and zoning controls that focus commercial development along Hwy 53 into key nodes
Economic Development	Promote goods and services complementary to Road Atlanta Continue to refine design guidelines and enforce landscape/ architectural design requirements for Hwy 53
Housing	Work with housing developers to integrate a variety of residential types within new development (homes, townhomes, multifamily)
Natural & Cultural Resources	Institute landscape/natural buffers between highway and adjacent developments to help preserve rural heritage of the corridor
Community Facilities & Services	Connect adjacent residential uses to commercial nodes where appropriate/possible
Transportation	Coordinate capacity and safety improvements with GDOT
Intergovernmental Coordination	Work with adjacent jurisdictions including Hall County to pursue annexations to simplify service delivery, growth management, and regulatory administration

Industry & Jobs

The areas of Highway 124, Braselton Parkway and Jesse Cronic Road immediately adjacent to I-85 serve as the town's most significant concentration of employment. Future efforts should continue to focus on generating employment within the Town, building off the existing warehousing, distribution and industrial base. Although future access to I-85 will need to be improved, strategies for separating automobile and commercial truck traffic will be vital to the area's safety and efficiency.

Land Uses allowed in the Industry & Jobs Character Area are industrial, public/ institutional, commercial, park/recreation/conservation and a limited amount of residential.

INDUSTRY & JOBS	
Goals	Implementation Measures
Land Use	Create and enforce appropriate transitions between core warehousing/distribution areas and adjacent, smaller-scaled office parks, residential areas, and green buffers
Economic Development	Focus on employment creation, building off existing employment base
Natural & Cultural Resources	Minimize encroachment into natural areas such as the Mulberry River corridor
Community Facilities & Services	Ensure easy access and connections to adjacent mixed-use centers such as Historic Downtown
Transportation	Maintain and improve truck access to I-85 Where possible, separate automobile and truck traffic to limit conflicts
Intergovernmental Coordination	Coordinate future growth plans with Jackson County

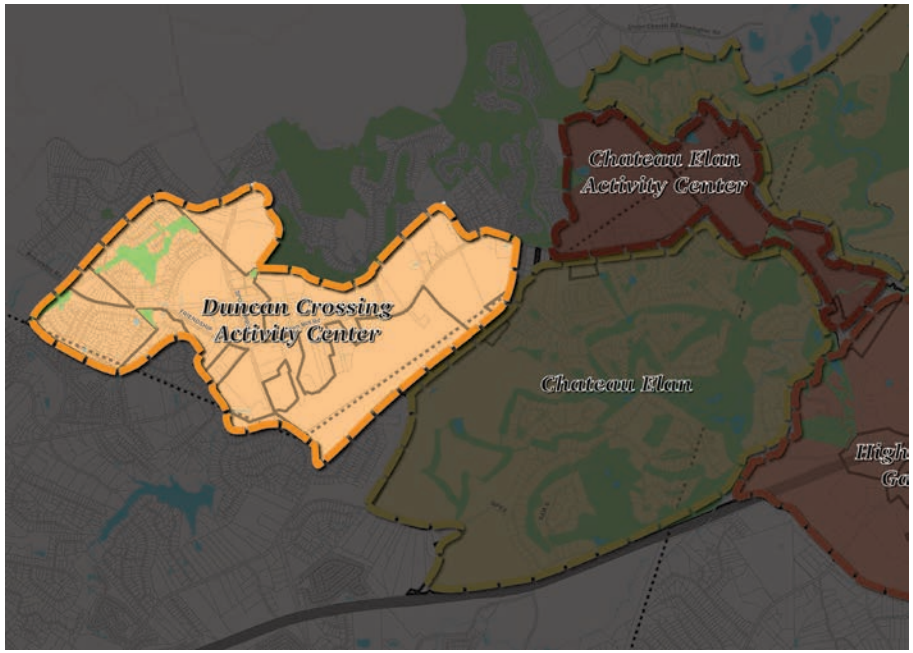


Duncan Crossing Activity Center

The Duncan Crossing area surrounds the current commercial node at the intersection of Thompson Mill and Spout Springs Roads. The area is currently characterized by conventional commercial developments surrounded by single-family residential neighborhoods. Theareahaslimitedaccessibilityt oI-85compared to Braselton's other major corridors (Highways 211 and 53), suggesting that future uses in the area should continue to serve local neighborhoods (as opposed to a regional market). Given existing precedents for conventional "strip" development types, design guidelines focused on architectural character and landscaping are particularly important for this character area. Future commercial uses in this area should be compact and contiguous. This node continues to experience increases in traffic volumes, necessitating transportation enhancements at key locations.

Immediate proximity to adjacent neighborhoods suggests a strong potential for trail connections, where possible, to reduce short-distance vehicle trips between residents and nearby goods and services as well as to promote increased physical activity of the area's users.

Land uses allowed in the Duncan Crossing Activity Center Character Area are residential, commercial, mixed-use and park/recreation/conservation.



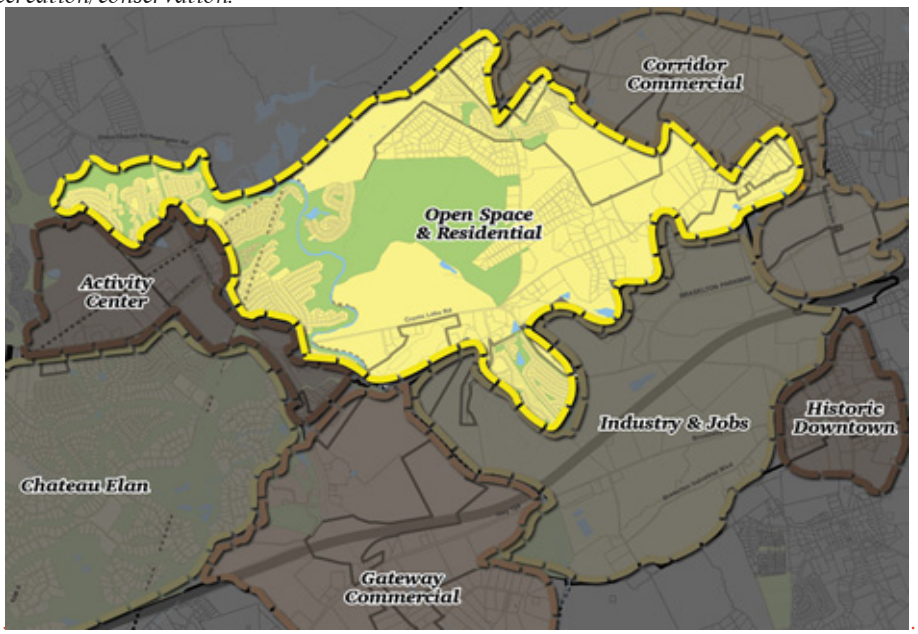
DUNCAN CROSSING ACTIVITY CENTER	
GOALS	IMPLEMENTATION MEASURES
Land Use	Institute and enforce zoning and land use controls for future development to improve architectural character and increase amount of landscaping and open space required in the area Work with owners of existing properties to enhance appearance of commercial uses (more trees, facade treatments, etc.)
Economic Development	Encourage neighborhood/locally-serving retail uses for the area
Housing	Encourage a mix of housing types as part of new residential developments
Natural & Cultural Resources	Ensure generous setbacks and buffers between future development and adjacent natural/greenfield areas
Community Facilities & Services	Plan for alternative pedestrian/bicycle connections between adjacent neighborhoods and commercial uses, where possible
Transportation	Identify and implement transportation enhancements at problem intersections. Ensure multimodal trail connections.
Intergovernmental Coordination	Work with Hall County if future annexations are necessary north of neighborhood commercial area Continue to work with GDOT to improvement capacity and safety along Thompson Mill Road and Spout Springs

Open Space / Residential

The largest and lowest-intensity character area within the Town is the Open Space and Residential area, located along the northern side of town. This area includes parcels that are within Hall County and Jackson County. The area includes the Thompson Mill Forest / University of Georgia (UGA) Arboretum, a large stretch of the Mulberry River corridor, a variety of single-family residential neighborhoods and undeveloped natural/"greenfield" lands.

Future efforts should foster the preservation of open spaces and natural resources in this area and enhance it as one of Braselton's primary residential and preservation zones. A more aggressive tree ordinance should be considered to meet this objective. Given that the area currently lacks efficient east-west connectivity between Highways 211 and 53, strategies should be pursued to better-connect these two corridors while maintaining sensitivity to the area's natural areas. A majority of this character area lies outside the town's current limits, suggesting that annexation should be considered to create greater geographical cohesion, improve service delivery and strengthen opportunities for open space preservation including parcels owned and operated by University of Georgia.

Land Uses allowed in the Open Space & Residential Character Area are residential and park/recreation/conservation.



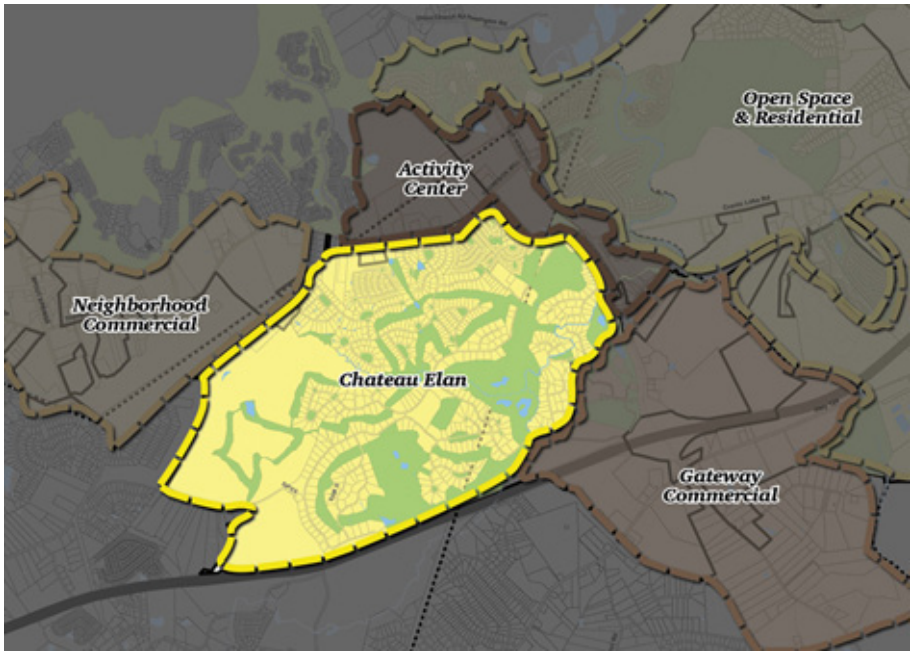
OPEN SPACE / RESIDENTAIL	
Goals	Implementation Measures
Land Use	Establish and enforce future land use and zoning plans to facilitate preservation of key open spaces
Economic Development	Foster relationship with UGA to pursue Arboretum-related programming and visitor opportunities
Housing	Regulate future housing developments in area to support traditional neighborhood designs, conservation subdivisions, high quality construction and a greater variety of housing types, where appropriate
Natural & Cultural Resources	Establish more aggressive tree ordinance to preserve woodlands
Community Facilities & Services	Ensure pedestrian connections between residential uses and natural amenities/future trail system
Transportation	Pursue long-term planning strategies to improve east-west circulation between Highways 211 and 53, including the feasibility of an extension of Braselton Parkway between 211 & Jesse Cronic Rd.
Intergovernmental Coordination	Engage discussions with associated property owners and jurisdictions regarding future annexations to simply service delivery and regulatory administration

Chateau Elan

Chateau Elan is a 3,500-acre master planned community located with the western half of the Town, with primary access along Highway 211. Chateau Elan

includes a resort, golf courses, large event spaces, a European spa, Georgia's largest winery and several high-end residential subdivisions. Although significant portions of the master plan have been developed over the last 25 years, additional residential phases are planned and the southeast corner of Thompson Mill and Highway 211 remains undeveloped. Generally, the Town should continue to facilitate the master plan's development as an economic driver and support the resort and winery as a major regional attraction.

Land uses allowed in Chateau Elan Character Area are residential, commercial and park/recreation/conservation.



CHATEAU ELAN	
Goals	Implementation Measures
Land Use	Support residential development consistent with master plan
Economic Development	Support Chateau Elan as a key regional attraction and economic driver
Housing	Future housing phases anticipated as approved as economic conditions improve
Natural & Cultural Resources	Provide connections between Chateau Elan and amenities along the Mulberry River corridor
Community Facilities & Services	Plan for and implement pedestrian improvements along Hwy 211 and to the Hospital Activity Center
Transportation	Create strategies for minimizing conflicts between Chateau Elan and Highway 211 commercial traffic. Explore multimodal opportunities.\
Intergovernmental Coordination	Coordinate long-term growth as necessary

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Community Work Program

Comprehensive Plan Policies:

P1. (Population) Encourage/incentivize a greater variety of housing types to accommodate existing and anticipated workforce generated from future industry anticipated for Highway 124 corridor as well as Hospital Activity Center

P2. (Economic Development) Engage in discussions with UGA regarding programming and economic opportunities affiliated with nearby Thompson Mills Forest/Arboretum area, work toward their implementation.

P3. (Economic Development) Work with developers to establish one regional commercial center at the Gateway and reserve other quadrants from smaller-scale multi-use development serving the local market.

P4. (Housing) Follow future land use plan in making development decisions.

P5. (Housing) Work with housing developers to integrate a variety of residential types within future residential development projects.

P6. (Housing) Work with developers/land owners to help move stalled subdivisions forward or develop strategies to improve their short-term appearance.

P7. (Natural & Cultural Resources) Along scenic corridors such as Highway 53, Highway 211, Thompson Mill and Spout Springs, institute landscape/natural buffers between roadway and future development sites to help preserve rural heritage of area.

P8. (Natural & Cultural Resources) Actively work with regional and state partners in the conservation and use of water resources according to the regional water plan.*

P9. (Land Use) Reduce corridor "sprawl" along Highway 53 by establishing land use and zoning controls to create commercial "nodes" at key intersections.

P10. (Land Use) Strategically guide growth into key activity and town centers (Downtown, Highway 211 Gateway, and Hospital Activity Center), maintaining a more pastoral character in residential and open space areas.

P11. (Transportation) Promote inter-parcel connectivity between future developments fronting Highway 211 to reduce future traffic congestions, especially around the interstate exit, as a condition of future development.

P12. (Transportation) Explore and foster multimodal transportation alternatives, particularly walkways, bikeways and other trails within and connecting key Activity Centers.

P13. (Transportation) Work with GDOT to ensure needed pedestrian amenities along are included in planned improvements, especially within future Hospital Activity Center area.

P14. (Intergovernmental Coordination). Actively work with adjacent municipalities and county governments to help improve service delivery, transportation, public safety, and growth management.

**The Town currelty emplpoys many planning and development policies addressing the requirement involving "consideration of the Regional Water Plan and the Environmental Planning Criteria".*

Short-Term Work Program

Project	Timeframe	Cost Estimate	Responsible Party	Funding Source
Continue Downtown Revitalization Plan, build Town Green and complete remaining Downtown Revitalization items	2015-2019	$3,000,000	Town	Local, DCA-LDF, QG; CDBG; DOT-TE,
Construct Multi-Use Trail to link key destinations within the Town	2015-2019	$1,000,000	Town	Grants, DOT
Construct new police/court facility and library in downtown area. (Construction Competed, debt service only) Plan for Expansion	2015-2019	$2,053,000	Town	Local, Impact Fees
Develop riverwalk trail system along the Mulberry River. (Phase II) Repair Flood Damage	2016-2019	$250,000	Town	Local; DCA-LDF; QG; NR-Greenspace; RTP; LWCF; DOT-TE, SPLOST
Acquire and construct additional parks and recreation facilities and equipment.	2016-2018	$225,000	Town	Local; DCA-LDF. QG; NR-Greenspace, RTP, LWCF,
Maintain, staff, and equip municipal police department to ensure an adequate level of service able to accommodate increased growth including communications	2015-2019	$1,000,000	Town	Local, fines/forfeitures
Address all transportation needs throughout the Town on an as needed basis.	2015-2019	$1,250,000	Town,GDOT	Local; GDOT
Relocate Utilities for road improvements	2015-2016	$200,000	Town, GDOT	DOT, TAD, SPLOST, Bonds
Hwy 53 Widening and Signalization (North of I-85)	2016-2019	$100,000	Town	Town, GDOT, SPLOST, IGA

Short-Term Work Program

Project	Timeframe	Cost Estimate	Responsible Party	Funding Source
Braselton Pkwy. Ext West paralell to I-85	2016-2019	$700,000	Town	Local; GDOT
Identify and plan long term water supply	2016	$150,000	Town	Local
Wastewater treatment plant enhancements to ensure it is sufficiently capable to handle the expected growth.	2015-2016	$1,200,000	Town	Local; ARC; DCA-CDBG; GEFA: USDA Bonds
Expand Urban re-use water program and install infrastructure as part of water conservation efforts.	2019-2019	$1,475,000	Town	Local/GEFA/DCA/ARC/ Rural Development
Improve and expand the wastewater collection systems, as needed, to ensure the effectiveness of collection systems and their ability to accommodate growth in accordance\ with the wastewater long term plan.	2015-2019	$6,440,000	Town	Local; ARC; DCA-CDBG; GEFA; USDA, IGA. EDA, ARC, Intergovernmental Agreements
Storm Water Phase II Implementation	2016-2018	$86,000	Town	Local
Improve, maintain , expand web site	2015-2019	$5,000	Town	Local
Develop and implement a Tax Allocation District	2015-2019	$10,000	Town	Local
Coordinate with county(ies) to evaluate and implement a comprehensive GIS system including utility systems, floodplain and modeling	2015-2019	$175,000	Town	Local

Short-Term Work Program

Project	Timeframe	Cost Estimate	Responsible Party	Funding Source
Update the future land use map on a two-year interval.	2016 & 2018	$1,000	Town	Local
Adjust all overlays in conjunction with updated comprehensive plan	2015	$10,000	Town	Local
Apply for CLG grant funds for projects that help preserve historic district	2015-2019	$2,000-15,000	Town	Local; DNR-HPF
Prepare streetscape master plan for historic district	2016	$10,000-20,000	Toen	Local, DCA-LDF, QG; other
Produce and provide educational materials about historic preservation.	2015-2019	$1,000	Town, Historical Society; RC	Local
Develop marketing materials for downtown	2016	$5,000	Town, RC	Local
Seek funding for preservation and revitalization projects	2015-2019	$500,000	Town, RC	Local; DCA-LDF; QG, DNR- GH; DOT-TE; other
Evaluate for Enterprize Zone designations	2015-2019	$2,000	Town, RC	Town, RC
Apply for Opportunity Zone designation	2015	$2,000	Town,	Town, RC

Activity Description	Status	Notes
Population Change		
S1. Expand wastewater treatment plant to ensure it is sufficiently capable of handling expected growth	Ongoing	
S2. Maintain, staff and equip municipal police department to ensure an adequate level of service able to accommodate increased growth including GCIC center	Ongoing-Long Term	
Economic Development		
S3. Follow business recruitment and retainment strategy for Historic Downtown area through DDA	Ongoing	
S4. Refine design guidelines to incorporate aggressive architectural controls for development along Highways 211, 53 and Spout Springs Road to ensure high quality appearance	Complete	
S5. Increase lighting and landscaping at major interchanges as part of tourism and marketing strategy	Ongoing	
S6. Implement Downtown Revitalization Plan (sidewalks, streetscapes, town green)	Ongoing	
S7. Improve and expand town website	Ongoing	
Housing		
S8. Amend codes to plan for assisted living needs	Complete	
Natural & Cultural Resources		
S9. Continue to refine existing design guidelines to promote historically- compatible infill development within Historic Downtown area	Postponed-Other focuses, will be carried over	

Activity Description	Status	Notes
S10. Apply for CLG grant funds for projects that help preserve the historic district	Onoing	
S11. Apply for CLG status	Postponed-Lack of funding	
S12. Create and adopt a preservation ordinance to protect the historic district	Postponed-Lack of funding	
S13. Develop a comprehensive inventory of natural resources	Postponed- lack of funding	
S14. Seek funding for preservation and revitalization projects	Ongoing	
S15. Continue to identify funds for implementation of later phases of Riverwalk along Mulberry River	Ongoing	
Community Facilities & Services		
S16. Pursue funding opportunities for pedestrian improvements along Highway 53 near Historic Downtown and Highway 211 through Gateway commercial area	Ongoing	
S17. Implement secondary connections to Mulberry River Walk and future recreation facilities	Ongoing	
S18. Renovate historic mill	Postponed-Lack of funding	
S19. Construct additional parks and recreation facilities and equipment on recently-acquired property in accordance with the findings of the comprehensive recreation plan	Ongoing	
S20. Relocate utilities for road improvements	Ongoing	
S21. Develop additional wells	Ongoing	
S22. Update Downtown Streetscape Plan	Postponed-Lack of funds	

Activity Description	Status	Notes
S23. Implement Downtown Streetscape Plan	Ongoing	
S24. Partner with Northeast Georgia Medical Center to complete a more detailed development plan for the future activity center	Postponed	This update focuses on this concept
S25. Review development regulations concerning the provision of pedestrian facilities in new developments and make amendments as necessary	Complete	
S26. Evaluate and implement a comprehensive GIS system including utility systems, floodplains and modeling	Ongoing	
S27. Revise overlay districts per recommendations with Comprehensive Plan	Complete	
Transportation		
S28. Maintain and improve roads throughout the city on an as-needed basis.	Ongoing	
Intergovernmental Coordination		
S29. Create an annexation plan for key areas such as along Highway 53 north, Highway 211 south and around forthcoming hospital area in coordination with adjacent jurisdictions	Ongoing	

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Appendix