



PlanFirst

Introduction: *The Department of Community Affairs' PlanFirst Program rewards local governments that clearly demonstrate success with implementing their local comprehensive plan. To apply for PlanFirst designation, a local government must have Qualified Local Government certification and be current on required reporting to DCA (to check status for both, please visit <http://www.georgiaplanning.com/planners/planreview/default.asp>). To be selected for PlanFirst designation, a multi-agency review panel will evaluate a number of indicators of community success with plan implementation. All of these indicators are equally important, but size of the community is taken into consideration in the evaluation so that communities of various sizes are equally competitive for PlanFirst designation.*

Instructions: *Please answer all the following questions, attaching additional pages where necessary. Attach letters of support or other evidence of local commitment to successfully participate in this program if selected. Total application length, including support letters, must not exceed 20 pages.*

- 1. Applicant Government Town of Braselton
- 2. Address 4982 Hwy. 53, Braselton, GA 30517
- 3. Contact Person Kevin Keller
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- 6. Application prepared by Kevin Keller

I, the undersigned authorized representative of the applicant, certify that to the best of my knowledge the information in this application is true and correct.

- 7. Official Signature 
- 8. Date 5/15/2014
- 9. Name (please print) Kevin Keller, AICP
- 10. Title Planning and Development Director



APPLICATION – TOWN OF BRASELTON

11. For each of the following indicators, briefly explain how your community addresses this indicator and identify specific examples and resulting local successes.

a.) *We have a good track record maintaining our Qualified Local Government status and submitting required reports to DCA.*

The Town diligently maintains records and submits to the DCA, the Dept. of Audits, and other pertinent State agencies the required reports pertaining to Comprehensive Planning, Local Government Finances, Hotel and Motel Tax, Government Management Indicators Survey, authorities finances, and compliance with the Immigration and Reform Act. The Town of Braselton is currently in good standing with its Qualified Local Government status.

GOALS

b.) *The Goals (or vision) section of our comprehensive plan is supported by the community and its leadership.*

The creation of the goals and objectives contained in our Community Agenda was done with the involvement of citizen steering committees, public charattes, workshops, and direct input from local business and community leaders. Further public input was solicited with the utilization of online surveys. Policy and financial decisions enacted by the Town Council concerning land use, development regulation, capital improvements, and community programs after the adoption of the Community Agenda can be directly linked back to the specific goals and objectives. Provided below item e). are specific goals for each of the character areas and how the Town has worked towards addressing each of the goals.

c.) *The Goals are both ambitious and achievable for the community.*

Many of the goals are ambitious because they involve a more “out of the box” type of thinking than was prevalent throughout the community in the past. They also require significant financial and time commitments. The Town does not collect a property tax so finding the resources to develop and implement projects has always been a challenge. Given that financial challenge, the implementation of some of the goals has to carry a target date that is further out than it would be if no financial limitations existed. The goals are achievable in that they have the full support of the Town Council and community at large. The Town has been creative in securing financial resources to implement many of the projects identified in the goals. Leveraging local funds with grants, County, Federal, and State monies has been utilized as a means to move projects forward. The Town has also created a Tax Allocation District to raise revenues to fund the implementation of our Downtown revitalization goals. Goals not related to capital projects, but instead policies and coordination activities come under the mandate given to staff by the elected body. The staff has utilized its talents and time to fulfill the vision represented in our Community Agenda. Staff limitations and financial constraints pose a big obstacle to accomplishing many of the goals in a short amount of time.

d.) *The Goals steer local decision making on a continuous basis.*

The goals are used to determine capital improvement priorities as well as guide local zoning decisions and regulatory changes. Listed below are specific examples of how these goals guided local decision making. Further examples are found under item e).

1. In 2012, the Town Council approved its first multi-family development with using its Comprehensive Plan as a justification. The goals in the Comprehensive Plan stated the

need to diversify the type of housing offered in the community and specifically, the need for multi-family type house.

2. In 2014, the Town Council enacted a large number of amendments to its development and building regulations in response to goals in the Plan that called for enhanced requirements for architecture and landscaping.
3. The Town created a Downtown Development Authority in response to goals relating to business recruitment, business retention, and revitalization of the Downtown District.
4. The Town implemented streetscape projects in the Downtown area and is in the process of constructing a Town Green in response to Plan goals relating to increasing the amount of public spaces and pedestrian amenities.
5. Since the adoption of the Community Agenda, the Town Council approved two developments geared towards senior services and housing in response to goals relating to this purpose.
6. In response to goals relating to increased pedestrian and bike facilities, specifically along the SR 211 corridor, the Town has allocated SPLOST funds to aid the Braselton CID in constructing the first phases of the Braselton Life Path (multi-use path). The Town will continue to identify and allocate funds as they come available to extend the Life Path.
7. Planning Commission work sessions are held twice a year with the purpose of reviewing the goals and objectives of the Community Agenda and developing further action steps to be taken in achieving the goals.

e.) *Consistent progress is being made at achieving the goals.*

See below.

Downtown Character Area

Actions Taken	Stated Goal
The Town developed and enacted a special zoning overlay district for Downtown that promoted mixed-use development and seeks to ensure new development conforms to its existing historic character.	<i>Facilitate area as mixed-use center through mixed-use zoning overlay or similar regulatory mechanisms</i>
The Town established a Downtown Development Authority. One of the principal work objectives of this group is the development of a business recruitment and retainment strategy to be carried out through the office of the Downtown Director and Economic Development sub-committee of the DDA.	<ul style="list-style-type: none"> <i>Create a business recruitment and retainment strategy for Downtown area</i> <i>Create an office transition area between downtown and adjacent Jesse Cronin industrial corridor</i>
This is facilitated and required through the regulations in the Downtown Overlay District and stated as policy in the character area Future Development Plan. Our Traditional Neighborhood Development Ordinance specifically requires a mix of various housing types and sizes within a new single development in the Downtown District.	<ul style="list-style-type: none"> <i>Facilitate development of compact residential neighborhood surrounding downtown through zoning and land use regulations</i> <i>Encourage a mix of housing types, sizes and price points</i>
The architectural design guidelines are contained in the Downtown Overlay	<i>Promote historically-compatible infill development through architectural design</i>

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District. These guidelines were based on specific examples of existing historic buildings in Downtown Braselton.	<i>guidelines</i>
The Town recently completed Phase I of the Downtown Streetscapes project which covers SR 53 in the Downtown District. The streetscapes consist of new sidewalks, streetlighting, and landscaping. Specific signage guidelines are contained in the Downtown Overlay District. The DDA has recently installed business identification signage along SR 53. Future planned streetscapes projects and other planned initiatives first identified in the original Downtown Plan of 2002 will future provide connectivity to existing and future downtown open spaces.	<ul style="list-style-type: none"> • <i>Enhance SR 53 corridor sidewalks, landscaping and signage</i> • <i>Interconnect existing and future downtown open spaces</i>
Two new major roadway re-alignment projects were completed in our Downtown District which includes the re-alignment of the old S.R. 124 and the development of a new S.R. 124 route.	<ul style="list-style-type: none"> • <i>Use new/planned roadways to help create roadway options and downtown boundaries</i>
The Town on an ongoing basis has utilized State Aid funds from GDOT to perform improvements to our local street system.	<ul style="list-style-type: none"> • <i>Continue to implement roadway improvements through State Aid and GDOT</i>

Hwy. 211 Gateway

Actions Taken	Stated Goal
The future development strategy in the Community Agenda identifies specific areas for the creation or large multi-use developments in order to avoid multiple developments that would directly compete undermine each other.	<ul style="list-style-type: none"> • <i>Work to establish non-competing uses between multi-use development areas to facilitate more sustainable land use scenario</i>
<p>The Town has adopted architectural controls into its Development Code to cover the entire Town. Additional architectural controls, specific for Hwy. 211, are contained in the S.R. 211 Overlay District.</p> <p>The Town’s future land use policy and zoning regulations provide opportunities for additional regional facilities, goods, and services.</p>	<ul style="list-style-type: none"> • <i>Establish aggressive architectural controls to maintain high-quality/resort appearance</i> • <i>Primary opportunity for regional facilities, goods and services</i>
This goal is reflected in the Future Development Map and land use strategy in the Community Agenda.	<ul style="list-style-type: none"> • <i>Encourage multi-story / senior housing on “quadrant” opposite that of regional commercial center</i>
Phase 2 of our Mulberry River Walk trail is in the beginning stages of planning. The existing Phase I trail currently winds along the Mulberry River for a 4 mile distance.	<ul style="list-style-type: none"> • <i>Provide trail connections to the Mulberry River</i> • <i>Incorporate aggressive open space and buffer requirements as part of zoning</i>

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	<i>controls</i>
Pedestrian/streetscape improvements are required to be installed as part of a new development along Hwy. 211 by the developer. In addition, the Braselton CID has constructed multi-use paths along Hwy. 211 where such facilities were lacking.	<ul style="list-style-type: none"> • <i>Identify funds/resources to implement pedestrian/streetscape improvements along key stretches of Highway 211</i>
Supported through our future land use policies in the Community Agenda and as required in the S.R. 211 Overlay District.	<ul style="list-style-type: none"> • <i>Work to establish non-competing uses between multi-use development areas to facilitate more orderly circulation patterns</i> • <i>Establish requirements for inter-parcel connectivity and limit curb cuts on Highway 211 that lead to congestion</i>

CHATEAU ELAN ACTIVITY CENTER : IMPLEMENTATION MEASURES	
Actions Taken	Stated Goals
This was enacted through both our S.R. 211 Overlay District and our Planned Unit Development (PUD) Zoning district tool. Several mixed use PUD developments have been approved by the Town Council	<ul style="list-style-type: none"> • <i>Enact land use and zoning policies for the area that facilitate a mid-density, compact, mixed-use center</i> • <i>Plan for community open space as a development focal point</i>
Primary business recruitment is handled through the County economic development programs. The Town always assists in this effort with the primary goal to encourage businesses for which there is a current or projected market demand.	<ul style="list-style-type: none"> • <i>Recruit local retailers and restaurants based on daytime (hospital/ employee center) and evening (residential) populations</i>
The Town’s zoning and development regulations accommodates a wide variety of housing types, sizes and styles. The Town recently approved two multi-family developments that will be geared towards special populations and the Town’s emerging workforce.	<ul style="list-style-type: none"> • <i>Encourage a mix of housing choices that cater to both existing Braselton residents as well as future workforce in the district</i> • <i>Establish compact, single-family area as height/density transition to Chateau Elan</i>
Phase 2 of our Mulberry River Walk trail is in the beginning stages of planning. The existing Phase I trail currently winds along the Mulberry River for a 4 mile distance.	<ul style="list-style-type: none"> • <i>Provide trail connections to Mulberry River</i>
The Braselton CID has recently completed Phase 1 of the Life Path, which is a multi-use path along Thompson Mill Road and Hwy. 211.	<ul style="list-style-type: none"> • <i>Ensure generous pedestrian amenities when improving key transportation routes such as Thompson Mill Road</i>
The new S.R. 347 is near completion by the GDOT. This new road contains a wide multi-use path within its right-of-way.	<ul style="list-style-type: none"> • <i>Work with GDOT to complete realignment of Thompson Mill Road and to ensure needed pedestrian amenities along its length</i>

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<p>The Town is an active participant in committees and joint initiatives with each of the four counties. Each County was given a seat at the table during the development of the Community Agenda.</p>	<p><i>Coordinate future growth plans with Gwinnett and Hall Counties</i></p>
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<p>HIGHWAY 53 CORRIDOR COMMERCIAL : IMPLEMENTATION MEASURES</p>	
<p>Actions Taken</p>	<p>Stated Goals</p>
<p>Supported though the future development strategy and map contained within our Community Agenda. The Town also created a zoning overlay district for the Hwy. 53 corridor.</p>	<p><i>Limit future sprawl by establishing land use and zoning controls that focus commercial development along Hwy 53 into key nodes</i></p>
<p>The Town continually assesses and revises our design guidelines on an annual basis. The Town partners with Road Atlanta in a joint marketing campaign.</p>	<p><i>Promote goods and services complementary to Road Atlanta</i> <i>Continue to refine design guidelines and enforce landscape/ architectural design requirements for Hwy 53</i></p>
<p>The zoning and development regulations of the Town of Braselton can accommodate a wide variety of housing size, type, and style. We are currently working with several potential developers to take over uncompleted and vacant developments in order to re-work them into mixed housing developments.</p>	<p><i>Work with housing developers to integrate a variety of residential types within new development (homes, townhomes, multifamily)</i></p>
<p>This goal is met through enforcement of the zoning buffers contained within our development regulations.</p>	<p><i>Institute landscape/natural buffers between highway and adjacent developments to help preserve rural heritage of the corridor</i></p>
<p>Achieved through the approved street design for the mixed use Liberty Crossing development as well as node improvements along S.R. 53 that should be underway in 2014.</p>	<p><i>Connect adjacent residential uses to commercial nodes where appropriate/possible</i></p>
<p>The Town coordinates with GDOT on all projects and issues concerning State roadways within its jurisdiction.</p>	<p><i>Coordinate capacity and safety improvements with GDOT</i></p>

<p>DUNCAN CROSSING : IMPLEMENTATION MEASURES</p>	
<p>Actions Taken</p>	<p>Stated Goals</p>
<p>At their April 2014 meeting, the Town Council adopted revisions to the architectural and landscaping regulations in a specific response to increase the architectural character and amount of landscaping in the Duncan Crossing area.</p>	<p><i>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</i> <i>Work with owners of existing properties to enhance appearance of commercial uses (more trees, facade treatments, etc.)</i></p>

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<p>The most abundant use in the Duncan Crossing area is small retailers with only a local market reach.</p>	<ul style="list-style-type: none"> • <i>Encourage neighborhood/locally-serving retail uses for the area</i>
<p>At their February 2012 meeting, the Town Council approved a mixed use development in the Duncan Crossing area that will have a multi-family component. This development will serve as the first multi-family development in Braselton.</p>	<ul style="list-style-type: none"> • <i>Encourage a mix of housing types as part of new residential developments</i>
<p>Plans have been prepared to install multi-use paths along Spout Springs Road and S.R. 347. Construction of these paths should be completed within five years. The Town is also working with Hall County in identifying additional areas of need for pedestrian/bicycle paths in the County Bicycle and Pedestrian Plan.</p>	<ul style="list-style-type: none"> • <i>Plan for alternative pedestrian/bicycle connections between adjacent neighborhoods and commercial uses, where possible</i>
<p>The principal intersection in this area is being upgraded as a result of the new S.R. 347 construction and widening of Spout Springs Road.</p> <p>The Town also led the effort in obtaining GDOT approval to install a traffic signal at Thompson Mill Road and Spout Springs Road in 2011. This intersection was also re-designed in order to make it safer and promote better circulation.</p>	<ul style="list-style-type: none"> • <i>Identify and implement transportation enhancements at problem intersections.</i>
<p>The Town discusses and coordinates with both the County and GDOT in regards to all relevant issues in our jurisdiction.</p>	<ul style="list-style-type: none"> • <i>Work with Hall County if future annexations are necessary north of neighborhood commercial area</i> • <i>Continue to work with GDOT to improve capacity and safety along Thompson Mill Road and Spout Springs</i>

OPEN SPACE / RESIDENTIAL : IMPLEMENTATION MEASURES

<p>Actions Taken</p>	<p>Stated Goals</p>
<p>The Planning Commission and Town Council use the future land use plan as a primary factor in evaluating new rezonings and conditional use permits.</p>	<ul style="list-style-type: none"> • <i>Establish and enforce future land use and zoning plans to facilitate preservation of key open spaces</i>
<p>The Town is in the beginning stages of a new relationship with the UGA Arboretum. The Town will use its existing resources to better market and promote the arboretum on its web site and in its promotional brochures.</p>	<ul style="list-style-type: none"> • <i>Foster relationship with UGA to pursue Arboretum-related programming and visitor opportunities</i>
<p>The Town Development Code allows a variety of housing sizes, types, and styles where appropriate.</p>	<ul style="list-style-type: none"> • <i>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</i>
<p>Town staff is currently in the stage of</p>	<ul style="list-style-type: none"> • <i>Establish more aggressive tree ordinance</i>

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drafting regulations for tree preservation.	<i>to preserve woodlands</i>
The Town, in partnership with local land owners and developers, developed a concept for a connector road between SR 53 and 211 on the northwest side of I-85. This project was included on the list for the TSPLOST referendum. Even though the referendum failed, the Town continues to actively pursue other funding sources to complete this connection.	<ul style="list-style-type: none"> • <i>Pursue long-term planning strategies to improve east-west circulation between Highways 211 and 53, including the feasibility of a new roadway connection in Hall County</i>
The Town discusses and coordinates with each of the Counties in regards to all relevant issues in our jurisdiction.	<ul style="list-style-type: none"> • <i>Engage discussions with associated property owners and jurisdictions regarding future annexations to simplify service delivery and regulatory administration</i>

HIGHWAY 124 INDUSTRY & JOBS : IMPLEMENTATION MEASURES

Goals	Implementation Measures
Discussions in Planning Commission work sessions are being had to assess the Development Code to determine if its buffer and transition requirements are adequate.	<ul style="list-style-type: none"> • <i>Create and enforce appropriate transitions between core warehousing/distribution areas and adjacent, smaller-scaled office parks, residential areas, and green buffers</i>
The Town fully cooperates and provides support to the County Chamber of Commerce in its economic development efforts to bring companies to the area that provide a significant amount of jobs. The Town also provides its own government facilities to host job fairs for local employers.	<ul style="list-style-type: none"> • <i>Focus on employment creation, building off existing employment base</i>
The Town enacted stricter buffer requirements for properties along the Mulberry River.	<ul style="list-style-type: none"> • <i>Minimize encroachment into natural areas such as the Mulberry River corridor</i>
This goal was partly achieved through the re-alignment of the old S.R. 124 and Davis Street.	<ul style="list-style-type: none"> • <i>Ensure easy access and connections to adjacent mixed-use centers such as Historic Downtown</i>
Upgrades to the SR 124/211 intersection was completed in 2013 that add a significant amount a capacity and improved signalization. This intersection leads to exit 211 on interstate 85.	<ul style="list-style-type: none"> • <i>Maintain and improve truck access to I-85</i> • <i>Where possible, separate automobile and truck traffic to limit conflicts</i>
The Town discusses and coordinates with each of the Counties in regards to all relevant issues in our jurisdiction.	<ul style="list-style-type: none"> • <i>Coordinate future growth plans with Jackson County</i>

LEADERSHIP

f). We have effective planning staff or another suitable arrangement for handling community planning matters.

The Town has a full time Planning and Development Department that was created in 2002. The Department is led by a Planning Director who has held that position since 2002 and was the first and only person to ever hold that position in Braselton. The Planning Director has a Masters Degree in Planning and has been certified by the American Institute of Certified Planners (AICP). Before coming to Braselton, this Planning Director had over eight years' experience in professional planning positions in both the state of Georgia and Tennessee.

g). We have an active Planning Commission or similar body to steer local planning decisions.

A Planning Commission was established in Braselton in 2001. The Commission consists of five members who are appointed by the Town Council. The commission member appointments last for four years. Commission members may be re-appointed by the Town Council. The Planning Commission holds public hearings on re-zonings, conditional uses, code amendments, and the Comprehensive Plan.

h). We have a regular local plan effectiveness evaluation process (such as annual planning retreats of elected leadership). The Planning Commission holds informal work sessions once or sometimes twice a year to evaluate the progress the Town has made in fulfilling the goals, objectives, and work program items in the Community Agenda and as a result makes recommendations to staff and the Town Council concerning regulatory changes and other initiatives. The Town Council holds an annual retreat in February to discuss progress being made in implementing the Short Term Work Program and Capital Improvements Program as well as lay out priorities for the next calendar year.

i). All local officials involved in local planning processes have recently attended training in how to use the plan effectively.

Listed below are the training courses recently attended by both elected and appointed officials:

Council Member Richard Mayberry

Making Citizen Engagement Work –The Harold F. Holtz Municipal Training Institute for Elected Officials – 6/23/2012

Planning and Zoning - –The Harold F. Holtz Municipal Training Institute for Elected Officials – 6/20/2009

Planning and Zoning Training Class – Carl Vinson Institute of Government – 1/19/2011

Council Member Peggy Slappey

Managing Growth –The Harold F. Holtz Municipal Training Institute for Elected Officials – 1/23/2010

Strengthening Communities –The Harold F. Holtz Municipal Training Institute for Elected Officials – 6/25/2011

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Planning and Zoning Training Class – Carl Vinson Institute of Government – 1/19/2011

Mayor Bill Orr

Managing Growth –The Harold F. Holtz Municipal Training Institute for Elected Officials – 1/23/2010

Planning and Zoning –The Harold F. Holtz Municipal Training Institute for Elected Officials – 6/26/2010

Council Member Tony Funari

Planning and Zoning –The Harold F. Holtz Municipal Training Institute for Elected Officials – 6/21/2008

Planning Commissioner Tony Price

Planning and Zoning Board Member Training – Carl Vinson Institute of Government – 5/20/2014

Community Planning Academy – Atlanta Regional Commission – 4/17/2011

Planning and Zoning Board Member Training – Carl Vinson Institute of Government – 11/8/2014

Planning and Zoning Training Class – Carl Vinson Institute of Government – 1/19/2011

Planning Commissioner April Angeles

Planning and Zoning Board Member Training – Carl Vinson Institute of Government – 5/20/2014

Community Planning Academy – Atlanta Regional Commission – 4/17/2011

Planning and Zoning Training Class – Carl Vinson Institute of Government – 1/19/2011

Planning Commissioner Chris Meadows

Planning and Zoning Board Member Training – Carl Vinson Institute of Government – 2/20/2013

Planning Commissioner Allan Slovin

Planning and Zoning Training Class – Carl Vinson Institute of Government – 1/19/2011

Planning Commissioner Edd Price

Planning and Zoning Training Class – Carl Vinson Institute of Government – 1/19/2011

j). Provide up to ten of your best recent examples where the plan steered a key local decision.

1. To apply for CDBG funding and allocate local funds to rehabilitate the Braselton Bros. Store.
2. To undertake planning and design for the Downtown Town Green project. The Town Council approved an application for TE funding as well as providing the local match to fund the project.
3. The allocation of SPLOST funding to develop the Pecan Tree Park in Mulberry Park.
4. Completing the requirements to become a Main Street program.
5. The establishment of a Downtown Director position.

6. Amendment of building and development regulations to enhance architectural and landscaping requirements.
7. Approval re-zonings and conditional uses that would permit multi-family housing, senior housing, and assisted living facilities. These developments represent the first of their type in Braselton. Many of these decisions were met with public skepticism and opposition. Despite that pressure, the goals and policies in the Comprehensive Plan guided the Council to make the decision to approve those developments. .
8. Allocation of funding and support the Braselton CID efforts in constructing a multi-use path along S.R. 211 and Thompson Mill Road.
9. Allocated funding and staff time to enhance landscaping at the two interstate interchanges. Apply for Gateway Grants to leverage local funding sources.
10. Allocated funding for the renovation of the historic mill in downtown.

PARTICIPATION

k). Our comprehensive plan was prepared with multiple community input opportunities.

The Community Agenda was built upon a significant community participation process that included five meetings with a Steering Committee of community leaders, major property owners and interested citizens and three public meetings. Throughout the community participation process, stakeholders were involved in identifying priority issues to be addressed and the planning concepts that were most beneficial to addressing community concerns, promoting greater sustainability and enhancing the community.

Steering Committee Meeting #1 - Overview of the comprehensive plan process, presentation of community assessment findings, and discussion of priority issues and opportunities.

Steering Committee Meeting #2 - Recap of Public Kickoff Meeting, Public Meeting #2 preparation, preliminary discussion of character areas, administration of community preference survey.

Steering Committee Meeting #3 - Presentation of Compass survey results and market trends. Presentation and discussion of character area map, guiding principles for each character area and Public Meeting #3 preparation.

Steering Committee Meeting #4 - Final confirmation of character areas, character area strategy discussion, public facilities and infrastructure investment discussion

Steering Committee Meeting #5 - Finalization of character area strategies and community character goals.

Public Meeting #1 - Overview of comprehensive plan process and Community Assessment, prioritization of issues and challenges and identification of development opportunities.

Public Meeting #2 - Public Kickoff Meeting recap, administration of Compass Survey, discussion of character areas and city-wide improvement concepts.

The Town also launched the Compass survey on its web site that allowed citizens who didn't attend one of the public meetings to provide their input. Town staff and consultants also met one on one with principal players who elected not to participate with the Steering Committee. These included major landowners, major business owners, and development and real estate interests.

l). The community input received during plan preparation influenced the content of the plan.

As a result of the public input process, including steering committee and public meetings, a series of guiding principles were established for future growth and development throughout Braselton. These

guiding principles were reflected very strongly in the crafting of the goals and implementation section of the plan.

- *Focus commercial development in key activity centers/nodes to reduce sprawling development patterns*
- *Prioritize completion of existing development sites (particularly partially-completed residential subdivisions) before new sites are permitted for additional development*
- *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*

m). Our steering committee that guided development of the plan included local leaders and elected officials.

The steering committee consisted of a cross section of major business owners in the Town, major land owners, representatives from each neighborhood, the Mayor, a representative from the Town Council, a representative from the Planning Commission, Town staff, representatives from the County governments, and representatives from the County Chamber of Commerce. The steering committee is listed below:

Keith Davis, Jennifer Dees, Bill Folkes, Roy Fulkerson, Tony Funari, Pat Graham, Elmer Hopper, Bill Jessee, Tom Kitchin, Chris Meadows, Lisa Ortega, Shawn Scott, Allan Slovin, Ben Stephens, Shane Short, Marvin Stover, Dewey White, Bruce Yates

n). We have an active, ongoing ,outreach process for soliciting input on planning matters from a broad spectrum of the community, including non-traditional populations, and the resulting input is listened to by community leaders

The Town utilizes its web site to conduct surveys concerning upcoming initiatives. The purpose of these web tools is to allow citizens to provide feedback who may not be able to attend public meetings due to scheduling conflicts. All of the Town’s elected body, appointed body, and agency meetings are open to the public and offer opportunities for the public to make comments. For major projects such as the Downtown streetscapes or Town Green project, open workshops are held where citizens could come and view design proposals and offer their feedback. The Town also hosts a 5 month long Citizens Academy where citizens may engage staff in an informal setting and pose questions or concerns. This Academy also serves as an educational tool as Department leaders provide an in depth report on the activities and roles of their respective departments. The Town has also created an e-mail distribution list that regularly distributes information to interested citizens on Planning Commission and Council agendas, proposed projects, and upcoming initiatives. This distribution list is open to any person who desires to be on it.

o). We have active advocates for plan implementation that are listened to by community leaders.

There are multiple neighborhood organizations that are strong in both their numbers and involvement with Planning issues in the community. These organizations participated in the planning process and continue to monitor the actions of the Town to ensure that policies that were advocated for in the

Comprehensive Plan are adhered to. Some examples of such organizations include the Hoschton-Braselton Community Association, the united Homeowners Associations of Chateau Elan, the Riverstone Park Community Association, the Mulberry Park Community Association, and the Reflections Community Association. Representatives from these associations communicate regularly with elected officials and staff on important planning matters and are represented in an organized fashion when making statements at public hearings. These associations also share information concerning Town planning matters with its members on their web sites and newsletters. These organizations are considered the grass roots of the community and have the attention of elected officials when they express their views. Decisions made by the elected body are greatly influenced by input provided by these groups. Specifically, as it relates to re-zonings, future land use policy, and other land use matters.

Furthermore, there are several business associations who practice the same type of engagement with Town officials and staff as do the neighborhood groups listed above. These include the Braselton Business Association and the Braselton Community Improvement District.

IMPLEMENTATION

p) . The Work Program section of our comprehensive plan consists primarily of specific action items that make it clear exactly what we intend to do to implement the plan.

The individual items listed in the short term work program are coded to match with a specific category and contained in the comprehensive plan. The Work Program was designed to address the issues, goals, and policies contained in the Community Agenda.

q) . Our Work Program action items clearly address local needs or goals identified in the Plan.

The items in our work program do address items that were either identified as issues, goals, or policies in the Comprehensive Plan. Other work items for which there is no direct reference in the issues, opportunities, goals, and policy portion of the plan are included because they address a specific Town capital project need and do address the goals and policies in the Plan in a broader sense. See the table under item e. for specific examples of Work Program items that are being implemented that directly address a particular goal.

r) . We have a good track record of accomplishing most of the action items included in past plan Work Programs.

Of the twenty-nine items listed in the original STWP development with the latest Community Agenda, twenty of those items have been completed. The remaining items are on the schedule to be implemented before 2016.

s) . Our local capital budget is consistent with, and is designed to implement the comprehensive plan.

The Town's Capital Improvement Program includes projects that were either specifically identified in the Short Term Work Program, or addresses a Town need that was identified in the issues, opportunities, goals, and policies of the Comprehensive Plan. Projects either completed or underway related to downtown revitalization, pedestrian facilities, water/sewer needs, and transportation improvements that were listed in the Capital Improvement Program had roots from the Comprehensive Plan. These include, but are not limited to, the Downtown streetscapes, the Town Green; the intersection improvements to the Spout Springs/Thompson Mill Rd. intersection, the Life Path, water re-use program, Downtown street improvement projects, and many others. Due to the Town's collection of impact fees, the Town is required to report on its STWP progress annually and provide a Capital Improvement Element as an accompanying document to the STWP.

t) . Provide up to ten best of your recent examples of important projects carried out as a result of your plan.

1. Downtown Streetscapes Project - Addressed the goal of enhancing walkability, landscaping, and creating pedestrian facilities in the downtown district.
2. Re-alignment of the old SR 124 in Downtown - Addressed the goal of creating new roadway options in the Downtown District and improving traffic circulation. This also addressed the goal of implementing roadway improvements through State Aid and GDOT.
3. Braselton Life Path – Addressed the goal of implementing streetscape and pedestrian facilities along SR 211, Thompson Mill Road, and the new SR 347.
4. Signalization and intersection improvement at Spout Springs Rd./Thompson Mill Rd. - Addressed the goal of identifying and implementing transportation enhancements at problem intersections in the Duncan Crossing area.
5. SR 53 widening and signalization - Addressed the goal of coordinating safety and capacity improvements with GDOT.
6. Creation of the Downtown Development Authority and Downtown Director Office - Addressed the goal of business recruitment and retainment in the Downtown District.
7. New water source wells were identified and opened off of Liberty Church Road - Addressed work program item to develop additional wells to meet future growth demands.
8. The designation of the Town as a “Main Street” community - Addressed the goal of business recruitment and retainment in the Downtown District.
9. The creation of a Tax Allocation District for the downtown area - The purpose of the TAD is to fund improvements in the Downtown District related to pedestrian facility improvements, improved street systems, enhanced landscaping, public spaces, and historic rehabilitation. The improvements that were funded either in full or partly with TAD funds, were part of the original Downtown Plan and was further supported by the most recent update to the Comprehensive Plan.
10. Re-modeling of the Braselton Bros. Store - Addressed the goal of infill development and preservation of historic structures in the Downtown District.

IMAGE EXAMPLES OF PROJECTS INITIATED AS A RESULT OF THE COMPREHENSIVE PLAN



Braselton Town Green Concept Design



The Oaks Assisted Living Facility



Braselton Court Senior Housing Development



Downtown Streetscapes Project



Braselton Life Path



**Proposed Mixed Use Development on Thompson Mill Road
Multi-Family/Commercial**



**Downtown intersection re-alignment and Braselton Bros. Store rehabilitation
Before and After**