

City of Brunswick Comprehensive Plan Update | 2019-2023

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Chapter 1 – Introduction & Overview

Background

The City of Brunswick is a historic coastal city with origins dating back to the pre-Revolutionary period. In recent decades, the City of Brunswick saw a stagnant economy and population loss even as the surrounding communities were seeing growth and development. The most recent trend, however, is that the City of Brunswick is starting to see revitalization, particularly in its historic downtown core. Much of this revitalization is attributable to the successful Blueprint Brunswick project, which laid out a vision for the redevelopment of key parcels in the City in 2003 and has been updated in 2008 and 2013.

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

Demographics

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

Purpose

This Comprehensive Plan serves as a decision-making guide for local government officials and community leaders. Based on input from the public, City Staff, and a Steering Committee, the Plan identifies needs and opportunities, goals and policies, land use practices, and an implementation framework for key elements.

The City of Brunswick has researched and prepared multiple recent planning documents that have been approved and adopted by the governing body which were used in the preparation of the Comprehensive Plan. The Comprehensive Plan will serve as a compilation of existing plans as well as help coordinate Work Programs and Action Items into a consolidated short and long term planning checklist.

Process

The Comprehensive Plan process follows the rules of the Georgia Department of Community Affairs (DCA) Minimum Standards and Procedures for Local Comprehensive Planning, effective 3/1/2014.

Public Involvement

Public Input & Steering Committee

The planning process began with a public announcement and was followed by a series of community input sessions during which the public and a local steering committee were invited to discuss local trends and aspirations. An online questionnaire provided additional feedback opportunities as did the availability of the steering committee and City Staff to take questions and comments through the process.

The Carl Vinson Institute of Government of the University of Georgia oversaw the development of this plan including facilitating public meetings and reviewing the final document.

Steering Committee members included:

Paulo Albuquerque – Georgia Power

Karen Bass – Hilton Hotels

Jennifer Fordham – Georgia Dept. of Community Affairs

Cornell L. Harvey – Mayor, City of Brunswick

Alice Keyes – One Hundred Miles

Stephanie Leif – Glynn County Department of Community Development

Lupita McClenning – Coastal Regional Commission

Alex Muir – One Hundred Miles

Missy Neu – realtor

Maurice Postal - Glynn County Department of Community Development

Matthew Raiford – The Farmer and the Larder restaurant

Jovan Sage – The Farmer and the Larder restaurant

City Staff included:

Garrow Alberson – City Engineer

Bren White Daiss – City Planning, Development & Codes Director

Mathew Hill – Brunswick Downtown Development Authority

John Hunter – City Planner/ Historic Preservation Specialist

Beatrice Soler – City Management Analyst

Public Survey

A Public Participation Survey was publicized on the City's Comprehensive Plan webpage, at all Comprehensive Plan events, and on social media. The survey asked participants to fully disagree, somewhat disagree, answer neutral, somewhat agree, or fully agree. All survey questions were broken into the following categories: ♣ quality of life; ♣ City design and attractiveness; ♣ access to infrastructure; ♣ safety; ♣ mobility; ♣ natural environment & recreation; ♣ built environment; ♣ economy; ♣ education and enrichment; and ♣ community engagement.

A small group of community members participated in the online survey. An analysis of those participant results determined that Brunswick is a welcoming, safe city with ample opportunities and amenities. It also determined that economic health, pedestrian amenities and safety, code enforcement, and litter are currently problems in the City.

The online survey questions and results can be found in Appendix A.

Community Input Session: First Friday Event, Friday, May 4th, 2018

During Brunswick First Friday event, the Comprehensive Plan Team and City Staff were located in a prominent location at 1412 Newcastle Street – in the heart of the downtown commercial core. Participants were invited to provide input about the City in general, the Comprehensive Plan Update process, and the City's Character Areas. The session was an interactive visioning workshop divided into breakout sessions. During the workshop, citizens were asked to respond to a series of Character Area maps and narratives regarding existing and future improvements for the City. Approximately 32 people signed in at this event and many more (probably at least double that amount) stopped to chat without signing in.

The number and variety of concerns regarding the City's future growth were deep and varying however consistent themes started to emerge from the discussions. These have been identified as a list for continuing discussion about a vision for the City's future:

- Clean up: neighborhoods (dilapidated and abandoned properties), Glynn Ave/ US 17 (design standards), anti-litter campaign
- Convention Center doubt; competition with Jekyll Island
- Increased recreation: trails for bikes and pedestrians, parks
- Revitalize downtown: encourage small business, loft apartments, bring college downtown
- Protect and promote history: don't tear buildings down, restore facades in Historic District, expand Historic Districts
- Affordable housing options: for families, less rentals, renovate run-down neighborhoods

- Hospital's impact on surrounding neighborhoods: tearing down and paving over, concern over costs
- Safe routes to school/ bridge to Glynn Middle and road crossings in Urbana and Mayhew
- Encourage more activities that bring people together like a farmer's market

The First Friday Community Input Session summary can be found in Appendix B.

Community Input Session: June 7th, 2018

The City of Brunswick Planning, Development & Codes Department initiated the second public meeting to give more details of the Comprehensive Plan Update process as well as to discuss the current plans that were used to create the Plan Update. Approximately 19 participants were in attendance.

The following Brunswick Plans were discussed in detail:

- Historic Downtown Parking Plan | 2007
- Brunswick Comprehensive Plan | 2008/ Updated 2013
- Stormwater Management Program Phase II MS4 | 2014
- Mary Ross Waterfront Park Master Plan | 2015
- Stormwater Utility Feasibility Study: Impervious Surfaces | 2015
- Urban Redevelopment Plan | 2016
- Downtown Brunswick RSVP Plan | 2017
- Brunswick Area Transportation Study | 2017
- Complete Streets Ordinance | 2017
- Tax Allocation District #1: Historic Core Redevelopment Plan | 2017
- African American Heritage Tourism in Glynn County: Report from GA Dept Economic Development | 2017
- Altama Community Transformation District Plan | 2018
- Glynn Avenue Design Framework | proposed 2018
- Norwich Street Revitalization | in progress
- Golden Isles Wayfinding System | in progress

An open question and answer period was held immediately following the presentation. The team answered a series of questions from the public in attendance. Many of the questions focused on whether the existing plans incorporated specific details. The conversation was centered on tourism, history, parking/ transportation, and upcoming projects like the proposed conference center and Mary Ross Waterfront Park improvements.

The Community Input Session summary and resident feedback can be found at Appendix C.

Chapter 2 – Community Goals

General Vision Statement

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

- Strong roots
- Quality communities
- Economic growth
- Revitalized image

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

The City of Brunswick will re-build beautiful neighborhoods with gathering places such as parks, churches, and schools, a variety of quality housing, and a strong sense of community with actively involved citizens and engaged, well-coordinated community organizations.

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

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

[*Existing Community Policy: Complete Streets Ordinance](#)

The City of Brunswick is a Complete Streets Community. Passed in 2017, the Complete Streets Program is designed to reduce congestion, increase the transportation network capability, and increase consumer choice while decreasing consumer transportation costs and improving air quality and community health. The Program also strives to enhance community aesthetics, augment economic growth, and increase community stability by providing accessible and convenient connections between home, school, work, recreation, and retail destinations.

Complete Streets are Rights-of-Way that are planned, designed, constructed, operated, and maintained in such a way as to enable safe, comfortable, and convenient access by users of all ages and abilities. This includes pedestrians, bicyclists, transit riders, motorcyclists, emergency, freight, and vehicle operators.

The City of Brunswick Complete Streets Ordinance can be found in Appendix D.

[*Existing Community Policy: Stormwater Utility Ordinance | 2018](#)

The City presently owns and operates stormwater management systems and facilities which have been developed over many years. The future usefulness and operational function of the existing stormwater management systems and facilities owned and operated by the City, and the additions and improvements thereto, rest on the ability of the City to effectively manage, protect, control, regulate, use, and enhance stormwater systems and facilities within the City in concert with the management of other water resources within the City. In order to do so, the City must have both a stormwater management program as well as an adequate and stable funding strategy for its stormwater management program operation and drainage-related capital improvement needs.

In 2018, a Stormwater Utility was established which shall be responsible for stormwater management services throughout the incorporated area of the City, and which shall provide for the management, protection, control, regulation, use, and enhancement of the City's stormwater management systems and facilities and stormwater management program services. It will also interface with and consider the Regional Water Plan and the Environmental Planning Criteria established for Coastal Georgia as it implements its work plan.

The Stormwater Utility Ordinance can be found at Appendix E.

Chapter 3 – Needs and Opportunities

The following list of needs and opportunities result from an analysis conducted of relevant data and results of the online questionnaire. This list expresses the priority concerns to Brunswick stakeholders. These needs and opportunities also came out of the existing plans throughout the City as well as the research and analysis resulting from the Community Input Sessions and community feedback. These needs and opportunities help to create a clear focus for actions and policy to realize the Brunswick vision.

Roots

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

Community

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

Growth

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

Image

- Improve the appearance of all aspects of the City with special attention to neglected properties and major gateways into Brunswick

- Address the City's large inventory of dilapidated and substandard housing
- Address existing pollution within the community and promote the clean-up and redevelopment of brownfields
- Invest in the restoration and improvement of facilities in the City's squares and parks
- Ensure new and infill development is compatible in scale and character with existing neighborhoods

Chapter 4 – Economic Development

Existing Plan: [Comprehensive Economic Development Strategy \(CEDS\)](#)

The Coastal Regional Commission (CRC) serves as the Economic Development District (EDD) for the region's six coastal counties and four inland counties as designated by the U.S. Department of Commerce, Economic Development Administration (EDA). In accordance with EDA, a Comprehensive Economic Development Strategy (CEDS) is updated and submitted every five years. This important document sets the regional economic development planning process for 2017-2022. The CEDS brings together public and private sectors to create an economic road map to strengthen Coastal Georgia's regional economy.

The CEDS documents provide an analysis of the region's economy which was used as the guide for establishing regional goals and objectives, developing and implementing a plan of action, and identifying investment priorities and funding strategy sources.

Coastal Georgia's eastern shore stretches almost 100 miles from Savannah at its northern tip to St Mary's at its southern tip. Coastal Georgia is home to historic towns, industries, military installations, major ports including the fourth-busiest and fastest-growing container terminal in the U.S., and a thriving tourism trade, each driving some part of the region's economic engine. Equally important, one finds abundant wildlife, beautiful beaches, and over 2300 miles of tributaries and salt marsh.

With a hundred miles of coast line, shipping has always been a unique resource for the region's economy. Georgia's accessible ports remain a major advantage for manufacturing and distribution companies located throughout the region. Georgia's ports combine industry innovation with proven flexibility to create new opportunities along the entire global logistics pipeline, while continuing to meet the market demand.

In addition to Georgia's ports, the presence of military installations has proven to be an asset for the region and a major economic driver. The great state of Georgia is currently the sixth largest recipient of defense related funding. In the Brunswick Metropolitan Area, the Federal Law Enforcement Training Center (FLETC) contributes to the region's economic health.

Coastal Georgia contains some of the most significant heritage assets in the State, the highest biodiversity, natural productivity, and most significant habitats which are important elements of tourism development.

Economic development via tourism is closely tied to coastal resources through our coastal waterways and the natural, historic, and cultural resources which drive the industry. Tourism contributes to the region's economic development as one of the most significant revenue generators for the coast.

Although the Georgia Department of Labor's 2015 profile for the region reports the unemployment rate as significantly lower than the figures in 2014, the coast faces numerous challenges. Glynn County, with the rest of the region, has experienced a loss of working age population in the 35-44 and 45-54 year old age groups.

The attainments of bachelor degrees and above, however, are behind the state and national level. The median household income cannot keep pace with the rise of median housing values. Approximately 22.3 percent of the primary jobs within the region are held by outside commuters and 22.2 percent of employed Coastal Georgia residents leave the region for employment – a relatively high percentage compared to workforce investment areas around the state.

Workforce development issues which threaten quality economic development in the region include: ♣ high poverty rate; ♣ low rates of educational attainment; ♣ inferior skill levels for high-wage; and ♣ a poor level of occupational *soft skills*. These factors present the risk of disinvestment and expansion instead to outside the region by existing companies. These factors also pose difficulty in recruiting new firms to the area.

As a performance-based strategic plan, the 2017-2022 CEDS serves a critical role in the region's efforts to grow the economic base in the face of accelerated growth, economic dislocations, competition, and other events challenging the economic vibrancy of the region.

The full 2017-2022 Comprehensive Economic Development Strategy (CEDS) for the region can be found in Appendix F.

[Existing Plan: Glynn County Tourism Resource Team Report | 2017](#)

The Georgia Department of Economic Development recognizes Tourism Product Development (TPD) as a way to focus technical assistance in the form of a reconnaissance and strategy visit to any community interested in developing its tourism potential. In June of 2017, A TPD Resource Team worked with local community members to evaluate Brunswick's past, present, and potential for tourism growth and development in the future through innovative, unique local experiences. The TPD Team worked with the local host team on an in-depth analysis of the community resulting in a full report of recommendations for existing product enhancements and ideas for future product development.

Support from the TPD Team does not end with the community presentation of recommendations. The team will continue to work with Brunswick on product development projects.

The Glynn County Tourism Resource Team Report, November 2017, can be found in Appendix G.

[*Existing Plan: City of Brunswick Tax Allocation District #1: Historic Core Redevelopment Plan | 2017](#)

The City of Brunswick adopted a Plan outlining the rationale, boundaries, fiscal data, and potential projects that could result from the formation of the Tax Allocation District (TAD) #1: Historic Core. The TAD #1 consists of 687 parcels totaling 481 acres. The TAD area is comprised of properties within the Downtown Historic Core and the surrounding area with redevelopment/ infill potential that are along the commercial corridors coming into downtown and which the City believes have the potential for future redevelopment.

The opportunity for the City of Brunswick is to leverage private reinvestment through targeted public improvements that will:

- Implement the vision set forth in the 2007-2027 Glynn County Joint Comprehensive Plan, adopted by the City of Brunswick in October 2008
- Help to re-activate the City's historic downtown core, its unique waterfront, and the Gloucester, Norwich and Highway 17 corridors
- By stimulating investment in the TAD area, offset the decline in property values in the city

The City of Brunswick Tax Allocation District #1: Historic Core Redevelopment Plan can be found in Appendix H.

[*Existing Plan: Mary Ross Waterfront Park Master Plan | 2015](#)

Brunswick's waterfront has served as one of the economic backbones of the City's commerce for more than 200 years. Its deep waterways and shelter from the open sea, have contributed to its success as a thriving seaport. In addition to its international seaport, Brunswick's waterfront was instrumental in World War II as it was a manufacturing facility for the famed Liberty Ships that supplied the U.S. Navy with wartime supplies throughout the war.

Today, the waterfront is predominately industrial with sporadic pockets of private developments and marinas fronting the Brunswick and East Rivers. Mary Ross Waterfront Park resides along the East River and is the terminus for one of Brunswick's prominent streets, Gloucester Street. The waterways surrounding Brunswick are truly one of the environmental gems of the Golden Isles area. Mary Ross Waterfront Park has a front-row seat of this magnificent natural resource but doesn't currently embrace its full potential as a waterfront destination.

Separated by US341 (Bay Street) and many industrial uses, it has an undeniable disconnect from the hub of activity that is occurring in Downtown Brunswick just blocks away. With its waterfront location and close proximity to the downtown core, Mary Ross Waterfront Park stands to be an iconic destination, waterfront gateway to Brunswick, and a much needed physical and cultural connection to downtown. This master plan is the first step in helping the

park live up to its full potential. The City of Brunswick was awarded a Coastal Incentive Grant by the Department of Natural Resources which funded this effort.

Mary Ross Waterfront Park should be a regional destination and a local amenity that links downtown Brunswick to the sea at the East River. It should bring the community together and provide places that celebrate the region's history, culture, natural resources, and people.

The Mary Ross Water Park (MRWP) Master Plan looks to the future of the Park as a vibrant expression of the region and a valuable asset to the City of Brunswick. A redesigned and upgraded riverfront park will provide both active spaces for entertainment and passive spaces for reflection. It will also become a catalyst for redevelopment in downtown Brunswick.

While there have been various changes and improvements to the park over the years, there has not been a comprehensive master plan to provide direction for the park's future until now. Many of the facilities are outdated and in disrepair, infrastructure is failing, and the use of the park is likely at an all time low. The efforts of the Mary Ross Waterfront Master Plan will take on the role of not only reinventing the park but will provide a long term strategy for its completion.

Phase I of the overall master planning process involved completing a structural study on the major infrastructure within the park to determine their integrity and to establish a preliminary cost for deficient items. The Structural Assessment Report of Mary Ross Waterfront Park was conducted by H+K Engineering Group out of Savannah, Georgia and completed in March of 2014. The report was a separate contract than the MRWP Master Plan but provided a baseline assessment of the Park and was referenced through - out the master plan project.

The Mary Ross Waterfront Park Master Plan (Phase II) began months after the completion of Phase I and was the more comprehensive study of the park as a whole. It defined specific uses, developed concepts around those uses, conducted public outreach, established development priorities, and defined costs and potential sources of revenue for a future revitalized park. The resulting master plan is a comprehensive look at the future of MRWP as it looks to serve Brunswick, the community, and visitors of the Golden Isles for the next several decades.

The Mary Ross Waterfront Park Master Plan can be found in Appendix I.

Chapter 5 – Land Use

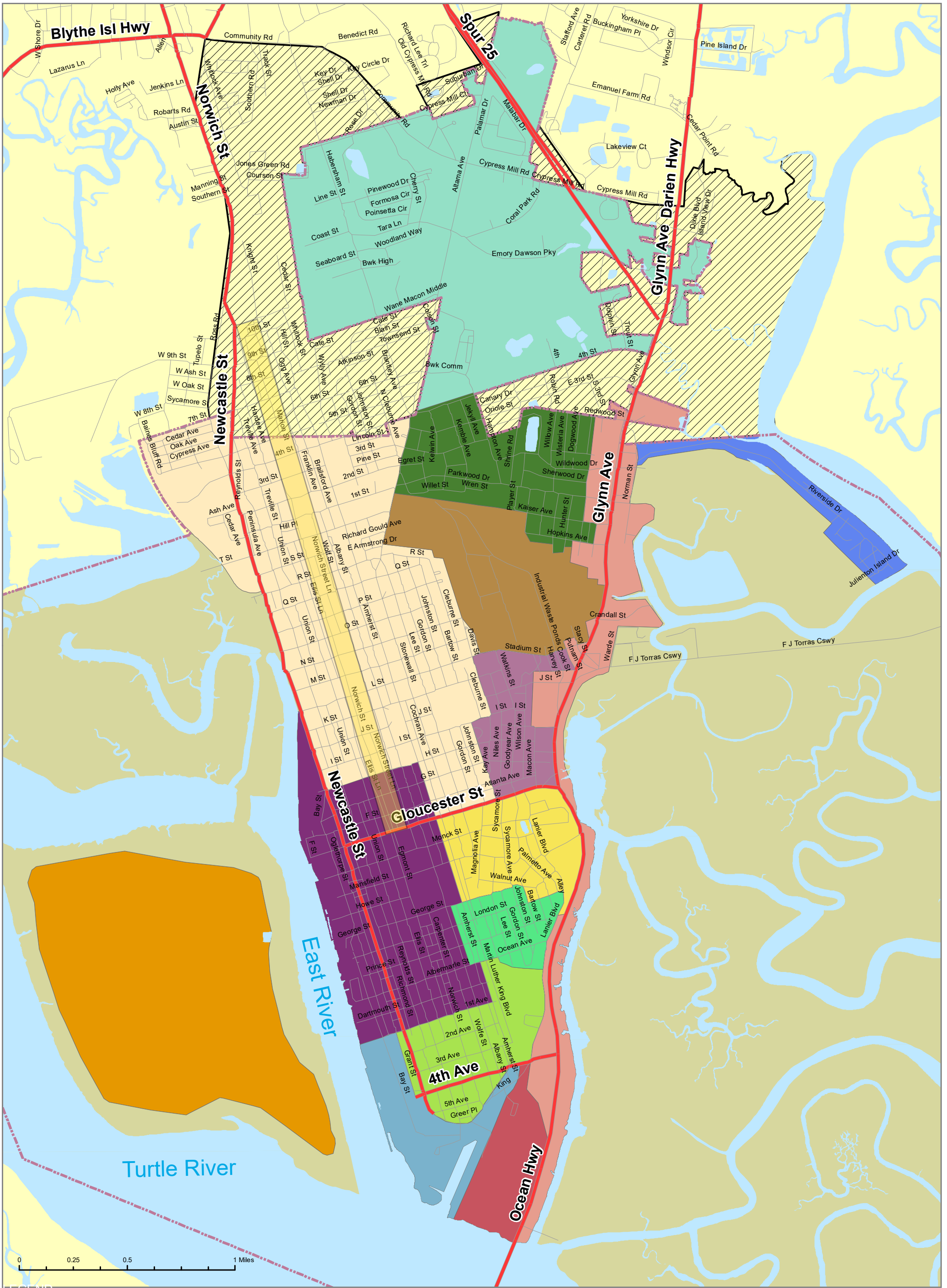
Character Areas Map & Defining Narrative

The following Character Area Map and Defining Narrative define a vision and preferred development pattern for each Character Area in the City. The Defining Narratives are both the basis for land use regulation and for implementation projects that address the specific needs of each area of the community. This method works best for the City of Brunswick because it is a historic and established City that is mostly built out.

Character Areas govern future land use by permitting a variety of land uses and generally promoting a mixed-use approach to planning. Within Character Areas, design issues of scale, massing, building placement, architectural style, and performance issues such as traffic volume and waste handling are just as important as permitted land use categories. Character Areas do, however, restrict land use to those on the list of appropriate uses, and some of these uses may be restricted to certain overlays areas within the Character Areas such as parcels along major roadways.

Scale of development is as important as land use in the City of Brunswick. When the term “neighborhood” is used to describe scale in this Plan, it means that the size of buildings and parcels should be in-scale with typical residential parcels and structures in the City. Commercial and office uses may be appropriate for some Brunswick neighborhoods but they should occur in buildings that are approximately typical or large residences in the City and on sites generally less than 5 acres in size. When the term “community” is used, this means that the size of buildings and parcels should be in-scale with traditional community uses such as elementary schools and civic buildings. Generally these sites will be about 5-10 acres in size but in all cases, compact building design and minimal, discreetly placed parking areas are encouraged.

The Character Areas map was developed through an interactive process between the planning team and the community. Boundaries for the Character Areas and brief descriptions were included in the Community Assessment. These boundaries and descriptions were then distributed for comment and refinement. In January, 2008, a Character Area Charrette was held. During the Charrette, public stakeholders discussed the issues and assets for each character area. Appropriate development patterns and potential vision statements were also discussed. All of the public input from the Charrette, along with findings from the Community Assessment, were used to develop the future development policy statements. For the Comprehensive Plan Update, the Character Areas were again discussed at the May 4th, 2018 public meeting. The map and description were further refined through a community outreach public meeting on June 3rd, 2018. Any new Character Areas that have been updated reflect specific land use and/or development plans that exist throughout the City in 2018.



LEGEND

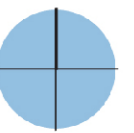
- | | | | | | |
|--------------------|-------------------------|-----------------------|-----------------------|---------------------------|-------------------------|
| Brunswick Boundary | Character Areas | Industrial Waterfront | New Town/Town Commons | Riverside | Windsor Park |
| Water | Andrews Island | Liberty Harbor | North Brunswick | South End Brunswick | Norwich Street Corridor |
| | Dixville/Habersham Park | Marsh | Old Town | US 17 Commercial Corridor | |
| | Hercules Plant | Medical/Parkwood | Potential Annexation | Urbana/Mayhew | |





LEGEND

- Water
- - - Brunswick Boundary



NORTH



Character Area: North Brunswick

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

Two residential neighborhoods with curved but connected street systems, Magnolia Park and College Park, are also part of this area. These neighborhoods have well defined boundaries and consistent single-family development patterns but also offer proximity to nearby commercial and institutional services.

Vision

The vision for the North Brunswick area is multi-layered, reflecting its land use diversity. For the single-family neighborhoods of Magnolia Park and College Park, the vision is to preserve the character and boundaries of these suburban, single-family neighborhoods. For Altama and Community Road/Cypress Mill Road, the vision is for new, mixed-use, urban boulevards with active, pedestrian-oriented streetscapes. For Spur 25, the vision is for a major commercial corridor including big box retail with limited access to ensure transportation mobility. It is also important to the North Brunswick community that it retain its institutional assets – the Coastal Georgia Community College, Brunswick High School, and Jane Macon Middle School. These institutional assets should be better connected with nearby neighborhoods and knit together with a connected framework of pedestrian and bicycle paths.

Appropriate Land Uses

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

Recommended Development Patterns

- Vertical, multi-story mixed-use development with retail on the ground floor along major corridors
- Potential housing for college students developed in New Urbanist-style/ traditional neighborhood patterns along Altama Avenue, Community Road/ Cypress Mill Road, or US 17 corridor

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

Recommended Transportation Patterns

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

Recommended Implementation Measures

- Design a new street section for Altama Avenue that includes a wide pedestrian promenade, street trees, lighting, street furniture, bicycle lanes, travel lanes, (possible) bus shelters, and, if possible, a landscaped median. Ensure that all modes of transportation are adequately planned per the City's Complete Streets Policy.
- Engage in a comprehensive upgrade of all residential streets in a phased and systematic fashion throughout the character area. Focus infrastructure improvements on drainage, curb, gutter, sidewalks, and streetlights on major streets.
- Create a master plan for pedestrians and bicycle paths connecting the neighborhoods with the institutions of College of Coastal Georgia, and Brunswick High School as well as the major commercial corridors.
- Stay actively involved in strategic and master planning for the Coastal Georgia Community College. Ensure that the college retains its technical training mission, and seek to better integrate the college into the community through joint activities and initiatives.

- As land becomes available for purchase, pursue opportunities for purchase of future parks or nature preserves in this area.
- Seek to increase recreational opportunities for North Brunswick residents by encouraging public access to recreational areas that are part of the middle school and high school campuses.
- Change the zoning along Altama and Community Road/Cypress Mill Road to permit mixed-use development and require pedestrian streetscapes and street-oriented urban design with parking to the rear.



Figure 5:1 Mixed-use development helps to activate public streets



Figure 5:2 Single-family home on wooded lot

***Existing Plan: [Altama Community Transformation \(ACT\) District Corridor Plan | 2018](#)**

The Brunswick-Glynn County Archway Partnership identified Planning for Growth as one of the community’s top priority and created a Growth Task Force (GTF). One area identified by the GTF as ripe for revitalization is the neighborhood along Altama Avenue reference as the Altama Community Transformation (ACT) District. In 2012, a Plan was adopted that created a design for the Altama Avenue Corridor and an implementation plan outlining the strategies and actions necessary to implement the design. Research and analysis of previous planning efforts were conducted as well as extensive stakeholder input and engagement to best inform the development of the corridor design and implementation plan.

The Altama Community Transformation District Corridor Plan, updated most recently in 2018, focuses on:

- Corridor design addressing
 - Zoning and land use issues
 - Streetscape, including street trees, lighting, sense of entry, way-finding signage, sidewalks, and pedestrian crossing
 - Architectural building design concepts and sample standards (materials, styles, heights, fenestration, etc.)
 - Historic preservation
 - Greenspace and recreation
 - Infill construction (residential and commercial)

- Right-of-Way design and use (lane layout, access and traffic design, control and calming alternatives)
- Alternative transportation including pedestrian accessibility and safety, transit, and bicycles
- Housing
 - Uses, single family and/or multifamily
 - Condition issues and solutions
- Economic Development
 - Redevelopment opportunities
 - Businesses best suited for the corridor given the traffic flow, College of Coastal Georgia and Southeast Georgia Health System growth, new Brunswick High School campus, and residential areas

The ACT District Corridor Plan can be found in Appendix J.

Character Area: Medical/Parkwood

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

Vision

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

Appropriate Land Uses

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



Figure 5:3 Medical land uses are an important part of the Parkwood character area



Figure 5:4 Single family neighborhoods with consistent setbacks for homes

Recommended Development Patterns

- Single-family houses in residential neighborhoods with off-street parking
- Medical-related commercial development and parking areas east of Hampton and along parts of Shrine Road – in the area south of the Hospital and north of Hercules and in the area between the park and the Hospital
- Existing multifamily developments should be permitted to redevelop into configurations that better support Brunswick’s traditional urban forms and block patterns
- Mixed-use and multifamily development at the intersection of Parkwood Drive and Altama; this is an important intersection for the community and should have a quality appearance
- Suburban-style single-family residential areas with strong boundaries and consistent massing, setbacks, and front yards
- Clustered high-density development at nodes along major corridors
- Greyfield redevelopment that converts vacant or underutilized commercial strips to mixed-use assets

Recommended Transportation Patterns

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

Recommended Transportation Patterns

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

Recommended Implementation Measures

- Establish clear boundaries in the character area for the expansion of medical uses and parking areas that serve medical uses. Encourage additional medical development to occur along the US 17 or Altama corridors.

- Engage in a comprehensive infrastructure upgrade of all residential streets in a phased and systematic fashion throughout the character area. Focus infrastructure improvements on drainage, curb, gutter, sidewalks, and street lights on major streets.
- Create a master plan for pedestrian and bicycle paths connecting the neighborhoods with the Southeast Georgia Health Systems Brunswick Campus, the Coastal Georgia Community College, and major commercial corridors.
- Stay actively involved in strategic and master planning for the Southeast Georgia Health Systems Brunswick Campus.
- Consult with the neighborhoods about the potential need for traffic calming to discourage cut-through traffic.

Character Area: Riverside

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

Vision

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

Appropriate Land Uses

- Single-family residential neighborhood

Recommended Development Patterns

- Single-family residential development with off-street parking
- Undeveloped marshland and wetlands
- Preserved views of marshlands and river
- New development should minimize disturbance of marshes and wetlands
- Development that is compliant with FEMA regulations through residential elevation, etc.

Recommended Transportation Patterns

- No recommended transportation patterns for this area

Recommended Implementation Measures

- No recommended transportation patterns for this area



Figure 5:5 Single-family homes in Riverside display a variety of modern coastal styles

Character Area: US 17/ Glynn Ave Corridor

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

Vision

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

Appropriate Land Uses

- Multi-story mixed use development with commercial uses on the first floor
- Multifamily residential development including senior housing
- Tourism and cultural facilities
- Hotels and resorts

- Protected greenspace, wetland, and wildlife habitats

Recommended Development Patterns

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

Recommended Transportation Patterns

- Multimodal streetscapes with ample room for pedestrians and amenities to draw people to the corridor
- Landscaped buffers between the roadway and pedestrian walkways
- Landscaped raised medians separating traffic lanes
- Location of parking at rear or side of buildings to minimize visibility from the street
- Shared parking arrangements that reduce overall parking needs
- Landscaping of parking areas to minimize visual impact on adjacent streets and uses
- Parking lots that incorporate on-site stormwater mitigation or retention features such as pervious pavements
- Pedestrian connections between development on the corridor and residential areas behind the corridor
- New greenways and pedestrian/ bicycle paths to connect residential areas to commercial areas, employment areas, and transit stops
- Facilities for bicycles including bikeways or bike lanes, frequent storage racks, etc.
- Driveway consolidation and inter-parcel connections between parking lots
- Restrictions on the number and size of signs and billboards

Recommended Implementation Measures

- Develop enhanced design guidelines for the US 17 corridor that require multistory structures, manage the building envelope, establish a build-to line, regulate building materials, and require a pedestrian streetscape along the corridor.
- Design a new street section for US 17 that includes a wide pedestrian promenade, street trees, street furniture, bus shelters, bicycle lanes, travel lanes, and, if possible, a

landscaped median. Ensure that all modes of transportation are adequately planned for per the City's Complete Streets Policy.

- Require developers to bury utility wires as new development occurs.
- Ban any new billboards along the corridor and require the old billboards to be removed as a condition of new development or redevelopment permitting.
- Design and implement a series of wayfinding signs and public art features along the corridor.

**Proposed Plan: Glynn Avenue Design Framework, 2018*

A study has been completed along the Glynn Avenue/ US Route 17 Corridor that is proposed to be adopted by the City Commission.



Figure 5:6 Buildings adjacent to the sidewalk enliven a corridor



Figure 5:7 Wide sidewalks and street trees make a street inviting for pedestrians

Character Area: Hercules/ Pinova

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

Vision

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

Appropriate Land Uses

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

Recommended Development Patterns

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

Recommended Transportation Patterns

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

Recommended Implementation Measures

- Collaborate with the Georgia Environmental Protection Division to monitor, prevent, and remediate contamination of air, water, and soil related to past and present Hercules/ Pinova operations.
- Develop a street framework plan for the site in advance of it potentially closing in the future. If the plant were to close, a street framework plan could reestablish the street grid but would not regulate potential future land uses. A street framework plan would ensure that whatever development might occur on the site would serve to reconnect the City and its neighborhoods. Flexible, adequately sized blocks can be used that adapt to multiple land uses.



Figure 5:8 Hercules/Pinova manufacturing facility

Character Area: New Town/ Town Commons

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

There are three major corridors that help define the New Town area. MLK Boulevard runs north-south through the New Town area. The MLK area is somewhat underdeveloped. It has a very wide right-of-way in comparison with its traffic volume, and the corridor contains a large median with a tall utility corridor down its center. The Norwich corridor also runs north-south through the New Town area. Land uses along the Norwich corridor tend to be commercial or institutional in nature with some outdoor storage such as automobile sales, and buildings are generally situated directly adjacent to the corridor as characteristic of a 'main street'. Along the western edge of New Town is the Newcastle/US 341 corridor, which functions as a main Gateway to Brunswick (along with US 17). Due to the waterfront and the rail line running adjacent to Newcastle, land uses and architectural styles are quite diverse, with commercial, industrial, institutional, and residential land uses scattered in an incoherent fashion on the corridor.

Vision

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

Appropriate Land Uses

- Single-family residential development

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

Recommended Development Patterns

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

Recommended Transportation Patterns

- Improved streetscaping for Norwich St, MLK Jr Blvd, and Newcastle St with the introduction of pedestrian and bicycle facilities and other streetscape amenities
- Facilities for bicycles including bikeways or bike lanes, frequent storage racks, etc.
- Restrictions of the number and size of signs and billboards on MLK Jr Blvd, Newcastle St, and Norwich St

Recommended Implementation Measures

- Develop new design guidelines for the Norwich corridor that guide height and massing, include a build-to line and a pedestrian streetscape.
- Design and implement a new streetscape for Norwich entering into downtown.
- Design and implement new street sections for MLK Jr Blvd, Norwich St, and Newcastle St. Include pedestrian and bicycle facilities on all corridors and include transit facilities along MLK Jr Blvd. Include a landscaped median on MLK and Newcastle.

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



Figure 5:9 Single-family houses with porches could provide good infill for New Town



Figure 5:10 Corner stores contribute to a sense of place and are pedestrian scaled

Special Area Overlay: Norwich Street Corridor

*Existing Plan: [Historic Norwich Corridor Development Plan](#)

The historic Norwich Street corridor is an area in downtown that has been economically declining over the past years. The area was studied specifically to show a realistic strategy of what would help to revitalize the area including plans on how to implement the strategy. The Plan introduced goals, approach, and desired outcomes for the Norwich Historical District.

Five main goals were identified:

- Place property back on the tax digest
- Create new housing units and new mixed-income housing
- Revitalize and reshape the community by focusing on residential, commercial, and historic properties
- Stimulate new business in the area and revitalize underutilized commercial areas
- Create new opportunities and a new identity for the community

The Historic Norwich Corridor Development Plan can be found in Appendix K.

*Proposed Plan: [Revitalizing Norwich Corridor, 2018](#)

In the fall of 2017, the City of Brunswick was selected as a Congress for the New Urbanism Legacy Project location and a Project Team was assembled. Brunswick identified the Norwich Street Corridor as the area of focus. A report, outlining a strategy for the transformation of nearly 2 miles of a historic commercial corridor – with a focus on four specific intersections with immediate redevelopment potential – will be presented in the fall of 2018.

The Project Team conducted three site visits, gathered and analyzed data, conducted stakeholder interviews in person and over the phone, conducted preliminary market analysis, and communicated with City leadership on the project. The Team also hosted a four-day workshop to gather citizen input and develop a vision for the community. The upcoming document captures feedback and strategic recommendations intended for the City to begin implementation as soon as possible.

Character Area: Urbana/ Mayhew

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

Vision

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

Appropriate Land Uses

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

Recommended Development Patterns

- Houses located near the street with front porches that encourage interaction with neighbors
- Infill residential development on vacant sites; these sites, with existing infrastructure in place, are to be used for development, matching the character of the surrounding neighborhood

- Accessory housing units that provide rental opportunities for small households and income generation for homeowners to increase affordability
- Multifamily developments that face the street, broken into a series of smaller masses that mimic single-family development and preserve the historic block structure
- Structures (shopping, warehouses, offices, etc) located near the street front with parking in rear of building – making the corridor more attractive and more pedestrian friendly
- Greyfield redevelopment that converts vacant or underutilized commercial strips into mixed-use assets
- Community facilities such as schools developed in a way that the entire community can share facilities such as meeting rooms, libraries, and playgrounds

Recommended Transportation Patterns

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

Recommended Implementation Measures

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



Figure 5:11 Typical single-family residential in Urbana/Mayhew Character Area

Character Area: Windsor Park

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

Vision

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

Appropriate Land Uses

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

Recommended Development Patterns

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

Recommended Transportation Patterns

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

Recommendation Implementation Measures

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



Figure 5:12 Windsor Park, the heart of the Windsor Park Character Area

Character Area: Dixville/ Habersham Park

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

The Dixville neighborhood was added to the Georgia Register of Historic Places and the National Register of Historic Places in 2017. It is credited for being a largely residential neighborhood developed primarily from c. 1880-1919 as a cohesive African American community. The district is a good example of a planned residential community for Brunswick's working-class, African American population, consisting of a variety of early house types typical for Georgia.

Vision

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

Appropriate Land Uses

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

Recommended Development Patterns

- Infill development on vacant sites closer to the center of the community; these sites with existing infrastructure in place are to be used for new development – matching the character of the surrounding neighborhood
- New residential development that matches the mix of housing types and styles of the community
- Houses located near the street with front porches that encourage interaction with neighbors
- Accessory housing units that provide rental opportunities for small households and income generation for homeowners to increase affordability
- Well designed development that blends into existing neighborhoods by disguising its density (small scale apartment buildings, multifamily that looks like single residence from the street, etc)
- Reuse of existing vacant or underutilized structures (commercial centers, office spaces, warehouses) to accommodate new community facilities
- Revitalization of existing neighborhood commercial centers to capture more market activity and serve as community focal points
- Grayfield redevelopment that converts vacant or underutilized commercial strips to mixed-use assets
- Community schools developed at smaller scale and located in neighborhoods where students can walk to class
- Community facilities such as schools developed in a way that the entire community can share facilities such as meeting rooms, libraries, and playgrounds

Recommended Transportation Patterns

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

Recommended Implementation Measures

- Promote affordable infill housing development along with housing rehabilitation programs in the area.
- Engage in a comprehensive infrastructure upgrade of all residential streets in a phased and systematic fashion throughout the character area. Focus infrastructure improvements on drainage, curb, gutter, sidewalks, and streetlights on major streets.
- Revise the zoning code for Dixville/ Habersham to ensure that new single-family development is compatible in scale, massing, and placement with traditional

development patterns. The code should ensure that new residences put their ‘face’ to the street, with parking to the side or rear and front yards preserved.

- Conduct an accessory housing study to determine potential configurations for accessory housing units that would leave the neighborhood character intact.
- Promote the use of the City’s TND Zoning category for the redevelopment of existing commercial, industrial, and multifamily properties in the neighborhood.



Figure 5:13 Infill development should complement existing neighborhood character

Character Area: Old Town

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

Vision

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

Appropriate Land Uses

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

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

Recommended Development Patterns

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

Recommended Transportation Patterns

- On-street parking in front of retail development on Norwich St, LMK Jr. Blvd, Gloucester St, Newcastle St, and Bay St
- Small blocks and continued street grid patterns throughout the downtown area
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc.
- Restrictions on the number and size of signs and billboards on MLK Blvd and Newcastle St
- Maximum size for parking lots in neighborhood commercial areas

Recommended Implementation Measures

- Design a new street section for Gloucester Street that includes sidewalks, street trees, street furniture, bus shelters, bicycle lanes, travel lanes, and if possible a landscaped

median. Ensure that all modes of transportation are adequately planned for per the City's Complete Streets policy.

- Ban any new billboards and minimize free standing signs along the Newcastle and Norwich corridors, and require that old billboards be removed as a condition of development/redevelopment permitting.
- Engage in parking management strategies to make the best use of available parking.
- Require that new development along Brunswick's riverfront dedicate adequate land for continuous public access per the City's waterfront design plans as a condition of development approval.
- Develop a common long-term plan for the City's waterfront with the Georgia Ports Authority.
- Seek to attract a neighborhood grocery downtown.
- Plan for a complete network of sidewalks, bicycle lanes, and bicycle paths throughout downtown and connecting to other areas of the City.
- Continue to work on sidewalk improvements throughout Old Town, with a focus on the Glynn Academy area.
- Conduct design charrettes for the City's squares and parks to plan for future amenities and increase community stewardship of parks.
- Conduct an accessory housing study to determine potential configurations for accessory housing units that would leave the neighborhood character intact.
- Develop policies for permitting Bed and Breakfasts in residential areas.
- Promote evening entertainment activities for young adults and youth in the Old Town area, such as concerts and movies.



Figure 5:14 Civic uses should have traditional architecture and be pedestrian friendly

Character Area: South End Brunswick

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

Vision

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

Appropriate Land Uses

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

Recommended Development Patterns

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

Recommended Transportation Patterns

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

- Garages located to the rear or the side of each residence

Recommended Implementation Measures

- Design a new street section for 4th Avenue that includes sidewalks, street trees, street furniture, bus shelters, bicycle lanes, travel lanes, and if possible a landscaped median. Ensure that all modes of transportation are adequately planned for per the City's Complete Streets policy.
- Historic markers from the area should be restored to their original locations.



Figure 5:15 Great neighborhood streets have ample tree cover and good sidewalks



Figure 5:16 Single-family housing typical of South End Brunswick

Character Area: Industrial Waterfront

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

Vision

The City of Brunswick encourages viable industrial enterprises to remain in the City along its southern waterfront (south of 1st Avenue) and seeks to maintain a collaborative relationship with these employers.

Appropriate Land Uses

- Industrial land uses
- Parking areas
- Open space, environmental protection lands, and parks

Recommended Development Patterns

- Industrial land uses with rail, road, and waterfront access
- Parking areas for employees

Recommended Transportation Patterns

- Adequate off-street parking to accommodate area employees
- New greenways and pedestrian/ bicycle paths to connect residential areas to commercial areas, employment areas, and transit stops
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc.
- Landscaped buffers between the roadway and pedestrian walkways

Recommended Implementation Measures

- Collaborate with the Brunswick Glynn County Development Authority to retain industries in this area.
- Develop a plan to manage industrial and truck traffic routes and speed.



Figure 5:17 Industrial Waterfront and pier

Character Area: Liberty Harbor

Liberty Harbor is a master-planned resort community that was begun construction at the southern tip of the City of Brunswick near the landing for the Sydney Lanier Bridge. Liberty Harbor was planned to include single-family residences, condominiums, a shopping village, recreational amenities, and a variety of public spaces all connected within a highly walkable framework. Residential development was to include single-family homes, up to 20-story condominiums, and townhouses. Liberty Harbor is master planned in the “New Urbanist” framework with buildings fronting public streets and high quality streets and public spaces. Liberty Harbor was planned to include a marina and public waterfront access through a pedestrian promenade.

Due to the Great Recession of the late 2000s, the Liberty Harbor development was halted in 2008 and construction has not resumed since. Since the master plan for the Planned Development was developed and approved and much infrastructure has been built, the property has the potential to be developed as originally intended.

Vision

Liberty Harbor is planned to be a high amenity, master planned resort community with views and connections to Brunswick’s waterfront and marshes. A mixed-use master planned community is appropriate for this location.

Appropriate Land Uses

- Land uses in Liberty Harbor are governed by the approved master plan for the development
- Any deviation from the approved master plan should apply for an updated Planned Development with the City Commission

Recommended Development Patterns

- Development in Liberty Harbor is part of a mixed-use, master planned community with a variety of residential types, recreational community amenities and open space, and some neighborhood retail

Recommended Transportation Patterns

- Improve connectivity between Liberty Harbor and downtown – including a potential transit system
- Continued public access through Liberty Harbor to the riverfront

Recommended Implementation Measures

- Seek out the right developer to develop the approved master plan or an updated Planned Development at this location.
- Connect Liberty Ship Park with the rest of the City through bicycle and pedestrian paths.



Figure 5:18 Liberty Harbor future development site

Character Area: Andrews Island

Andrews Island is located in the middle of the East River across from the downtown waterfront. The island is currently used as a collection area for the dredged soils which result from harbor deepening. The Georgia Department of Transportation currently has the island under lease. Andrews Island is currently in public sector ownership, with portions owned by the City of Brunswick, the Brunswick- Glynn County Development Authority, and the Georgia Ports Authority.

Vision

Andrews Island was not much discussed during the comprehensive planning process however various suggestions in past planning efforts included creating a hub for port/ industrial development, protecting the island and enhancing access as open space, or utilizing the island as a location for new residences. As the City is seeking to reclaim some of its waterfront from other uses, one suggestion was to reclaim certain port uses from the waterfront to Andrews Island. In any of these scenarios, the City would seek to make use of the island and not leave it as a mere receptacle of dredged soils. The City prefers appropriate land uses that take advantage of the island's location in the middle of the East River and are compatible with the City's vision for its downtown waterfront.

Appropriate Land Uses

- To be determined by future planning processes but potentially industrial, transportation, residential, lodging, and open space land uses are appropriate for Andrews Island.



Figure 5:19 Andrews Island, East River

Character Area: Marsh

The marshes and wetlands surrounding the Brunswick peninsula provide many environmental and economic functions and they are a defining characteristic of our City as well as the region. Without the marshes and wetlands, our area would not be known as the Golden Isles and would certainly be lacking in many elements that make Brunswick significant.

Vision

The marshes and wetlands should be preserved in their natural state to retain as much of their ecological, economic, and storm protection functions as possible. Public views of our marshes and wetlands should be promoted and the connection to our waterways, wetlands, and marshes can be improved without affection these important resources negatively.

Appropriate Land Uses

Conservation Preservation Districts, as described in the City's Zoning Ordinance, were established and maintained to preserve and/ or control development within certain land, marsh, and/or water areas of the City which serve as wildlife refuges; possess great natural beauty or are of historical significance; area utilized for recreational purposes; provide needed open space for the health and general welfare of the City's inhabitants; or are subject to periodic flooding. Regulations apply within this district designed to reserve such areas and to discourage any encroachment by residential, commercial, industrial, or other uses capable of adversely affecting the relatively undeveloped character of the district.



Figure 5:20 View of the Marsh and Tidal Creeks adjacent to US 17 and Overlook Park

[*Existing Plan: Downtown Brunswick Renaissance Strategic Visioning Plan | 2017](#)

The Brunswick Downtown Development Authority, in collaboration with the Carl Vinson Institute of Government of the University of Georgia assisted the City of Brunswick in a three step process for downtown Brunswick identifying 1) where are we now?; 2) where are we going?; and 3) how do we get there?. The greatest benefit from the RSVP program is the answer to the question “How do we get there?”. The final report included a work plan made up of step by step action items that each assigned to a community member who can assist in the implementation of these items.

Elements of the Plan include:

- Gloucester Street
- Bay Street
- Mary Ross Waterfront Park
- Newcastle Street
- Norwich Street
- Coastal Greenway
- Promotion/ Other

The Downtown Brunswick RSVP Plan can be found in Appendix L.

[*Existing Plan: City of Brunswick Urban Redevelopment Plan | 2016](#)

The Brunswick Urban Redevelopment Plan outlines the best practices that will help Brunswick redevelop those areas of the community that have suffered from blight or are otherwise threatened. It underscores Brunswick’s commitment to protect and preserve those things which have always made Brunswick a unique place; to fulfill responsibilities to the environment; to create upward mobility for citizens and enhance their quality of life; to encourage investment; and to realistically plan for inevitable growth.

Components of the Plan include:

- Boundaries of the redevelopment area
- Evidence that the area on the whole has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed in the near future without approval of the plan
- Explanation of proposed uses for urban redevelopment purposes and proposed method of financing any construction, reconstruction, expansion, renovation, rehabilitation, repair, demolition, alteration or remodeling of property for such uses and estimated cost thereof
- Description of proposed construction, reconstruction, expansion, renovation, rehabilitation, repair, demolition, alteration or remodeling of any public works, public

housing, or other public facilities, estimates of cost thereof, and explanation of proposed method of financing same

- Description of proposed construction, reconstruction, expansion, renovation, rehabilitation, repair, demolition, alteration or remodeling of privately owned property, estimates of cost thereof, and explanation of proposed method of financing same
- Description of contracts, agreements and other instruments creating obligations of more than one year which are proposed to be entered into by the City of Brunswick to implement the plan
- Description of type of relocation payments proposed to be authorized by the plan and estimates of cost thereof
- Statement of conformity of plan to master plan, zoning ordinances and building codes of the City of Brunswick and exceptions thereto
- Summary of estimated expenditures from public and private financing sources for each of the first ten years following implementation of this plan
- Historic Property within the redevelopment area that will be sought to be preserved

The City of Brunswick Urban Redevelopment Plan can be found in Appendix M.

[*Existing Plan: Historic Downtown Parking Plan | 2007](#)

A parking demand assessment for downtown Brunswick was commissioned in 2007. The intent of the study was to assess existing and forecast parking needs within the downtown core. With recently completed projects and an agenda of new development, the downtown is poised to become even more of a vibrant bustling destination for the surrounding area. The primary parking study area is centered along Newcastle Street which is Brunswick's commercial core. A relatively narrow road reflecting the historic nature of the downtown, the relatively low speed of traffic along Newcastle Street contributes to the walkability of the downtown as pedestrians can easily cross the street to destinations on opposite blocks.

The downtown itself is a mixture of financial, retail, office, restaurant, and some public use facilities such as the Glynn County Library and Old City Hall. The building mix is a combination of older historic buildings and new construction. At the time that the Parking Plan was written, and now, the only publicly provided parking supply within the downtown core consists of on-street parking. All off-street parking is privately owned and controlled. The majority of the on-street parking is provided along Newcastle St with some along intersecting cross streets and streets or lanes that parallel Newcastle St. The lanes paralleling Newcastle St between Gloucester and Howe Streets are very narrow.

In completing the analysis, the Parking Plan used surveys of downtown business owners and employees plus actual utilization data of the downtown parking. The Parking Plan was able to accurately assess the needs and reasonably project future parking demand using anticipated growth projects provided by the City for new development projects.

Shortly after the Parking Plan was completed, the US economy dramatically fell in what has been called the Great Recession of 2008. The resulting loss of wealth led to sharp cutbacks in consumer spending and the City of Brunswick felt those cutbacks for many years. Now in 2018, the City seems to have recovered from the Great Recession and is seeing tourism and spending similar to what it was in 2007 when the Parking Plan was written.

In 2007, the current demand analysis showed that overall there was a surplus of more than 500 parking spaces downtown.

The Historic Downtown Parking Plan can be found in Appendix N.

[*Existing Plan: Sidney Lanier Park Improvements Conceptual Master Plan | 2015](#)

A conceptual master plan was created to enhance the Sidney Lanier Park located at the south end of the City. Proposed park features include: ♣ pier cover; ♣ park; ♣ new parking; ♣ docks; ♣ terraced seating; ♣ interpretive signs; and ♣ kayak launch. This preliminary study also gave cost estimates for improving the waterfront park.

The Sidney Lanier Park Improvements Conceptual Master Plan can be found in Appendix O.

Chapter 6 – Transportation

*Existing Plan: Brunswick Area Transportation Study 2040

The Long Range Transportation Plan (LRTP) or, as designated in MAP-21, the Metropolitan Transportation Plan (MTP), is the 20-year plan that identifies the vision, goals and objectives, strategies, and projects that promote mobility within and through the region for both people and goods. This long range plan, which is required to be updated every five years, is focused on addressing the changing conditions and transportation needs of the MPO planning area and has a planning horizon year of 2040.

The MTP contains recommendations for various types of surface transportation including streets and roads, transit routes, and bicycle and pedestrian facilities. It also contains descriptions and assessments of conditions or factors affecting the surface transportation of persons, and the movement of freight.

Another important requirement of the MTP is its ability to demonstrate financial feasibility, by reconciling that anticipated revenues over the designated planning period will be adequate to cover the proposed project costs. The plan is divided into horizon years, or “cost bands,” of either five or ten years. Within each of the cost bands, the project costs and anticipated revenues must be identified by year of expenditure. Cost bands are defined as calendar years, beginning January 1 and ending December 31, and must not be more than 10 years apart. For the BATS 2040 MTP, the cost bands are: ♣ 2015 – 2020; ♣ 2021 – 2030; and ♣ 2031 – 2040.

By conducting a financial analysis, and demonstrating financial feasibility, or fiscal constraint, the MTP meets the federal long range planning standards, and presents a list of proposed projects that can realistically be anticipated over the life of the plan. In addition, those projects for which funding is not anticipated to be available is also captured in an unfunded project list, or Illustrative/Vision Plan.

The Brunswick Area Transportation Study 2040 can be found in Appendix P.

*Existing Policy: Complete Streets Community

In addition to the Transportation Plan, the City of Brunswick is a Complete Streets Community. Passed in 2017, the Complete Streets Program is designed to reduce congestion, increase the transportation network capability, and increase consumer choice while decreasing consumer transportation costs and improving air quality and community health. The Program also strives to enhance community aesthetics, augment economic growth, and increase community stability by providing accessible and convenient connections between home, school, work, recreation, and retail destinations.

Complete Streets are Rights-of-Way that are planned, designed, constructed, operated, and maintained in such a way as to enable safe, comfortable, and convenient access by users of all

ages and abilities. This includes pedestrians, bicyclists, transit riders, motorcyclists, emergency, freight, and vehicle operators.

The City of Brunswick Complete Streets Ordinance can be found in Appendix D.

[*Existing Plan: Recommendations for Improvement to Historic Area Sidewalks, 2018](#)

In 1999, the City recognized the need for sidewalk improvements to make walking in our City more safe and enjoyable. To provide guidance in proceeding with badly needed sidewalk improvements, the Design Team of the Brunswick Downtown Development Authority (DDA) prepared a report, Recommendations for Improvements to Historic Area Sidewalks. Implementation of these recommendations would provide an important link in the revitalization of the historic downtown and residential neighborhoods.

In October, 2015, the City Commission voted to include this plan, as well as the annually updated citywide sidewalk priority list, in the master plan for the Brunswick.

The Recommendations for Improvement to Historic Area Sidewalks | Brunswick, GA can be found in Appendix Q.

[*Existing Plan: Glynn Isles Wayfinding Plan | 2018](#)

Navigation from place to place is a fundamental and integral part of everyday life. Wayfinding serves the purpose of informing people of the surrounding areas in the unfamiliar built environment. In a tourist-potential coastal city like Brunswick, it's imperative for visitors and locals to be able to navigate easily.

In order to improve wayfinding in the City and surrounding Glynn County, a field analysis was completed which included a detailed investigation of existing environmental conditions and streetscape plans. The Plan also inventoried and analyzed existing signage and traffic patterns and developed a summary report.

The analyses resulted in the design of a wayfinding sign system and associated elements that will include directional, identity, entry, and functional signage as well as the design of associated features such as logos, fonts, color schemes, and other artwork developed in support of the project.

The Glynn Isles Wayfinding Plan can be found in Appendix R.

[*Proposed Plan: Safe Routes to School Walking Audit \(100 Miles\)](#)

Additionally in late 2017, One Hundred Miles, a local organization whose mission is to preserve, protect, and enhance Georgia's 100-mile coast coordinated a Safe Routes to School Walking

Audit in a citywide effort to identify barriers that students encounter when walking and biking to school in Brunswick.

An analysis and subsequent recommendations are expected to provide greater walkability and bikability throughout the community.

[*Existing Plan: Coastal Georgia Greenway Plan | 2018](#)

The Coastal Georgia Greenway is envisioned as a 155-mile trail system which will connect South Carolina to Florida through Georgia's six coastal counties. This alternative transportation network will link the towns, attractions, recreational sites, historic and cultural sites, waterways, and natural habitats of the coast. A series of trails suitable for bicyclists, joggers, equestrians, canoeists, kayakers, and other non-motorized users will be built. The centerpiece of the Coastal Georgia Greenway is a continuous trail connecting South Carolina to Florida as part of the East Coast Greenway along various north-south routes including the U.S. Highway 17 corridor, abandoned rail corridors, and historic canal corridors, from which visitors can sample coastal imagery.

The Glynn County Trails facts sheet can be found at Appendix S.

Chapter 7 – Housing

*Existing Plan: Consolidated Plan, 2015

Brunswick’s Consolidated Plan 2015 serves as a planning document meeting the federal requirements. The major sections of the Consolidated Plan include a Housing Market Analysis, Housing and Homeless Needs Assessment, 5-year Strategic Plan, 1-year Action Plan, and consultation and citizen participation. The Strategic Plan addresses specific needs that were identified in the data analysis with specific goals and program targets for each category designated for funding. The Action Plan is a subset of the Strategic Plan addressing funding options for the next fiscal year. The Consolidated Plan can be used by organizations in the community as a guide for identifying activities through which they can help Brunswick reach their housing and community development goals. The Consolidated Plan also serves as the baseline for measuring program effectiveness. Incorporated into the Consolidated Plan are an analysis of the local housing market and a review of housing and homeless needs in Brunswick as a means of defining the current environment in which federal funding is being used. The Consolidated Plan provides a strategic plan for meeting priority needs that were identified through the community participation process.

The 2015 Consolidated Plan contains a range of goals, objectives, and outcomes formulated to address needs identified for homelessness, other special needs, affordable housing, non-housing community development, barriers to affordable housing, lead-based paint hazards, institutional structure, and coordination. These objectives include:

- Continue to plan, monitor, and administer Entitlement Grant Programs and insure compliance with federal regulations.
- Improve the condition of housing for low-income homeowners.
- Support improvement of infrastructure, parks and recreation facilities, community facilities, and public facilities in CDBG-eligible census tracts.
- Address community needs through community-based public service programs.

These objectives are supported by a collection of associated strategies and performance goals. These strategies seek to work toward meeting the objectives stated, addressing the need for more affordable housing, housing rehabilitation, public facilities and infrastructure improvements, and public services.

Brunswick’s Consolidated Plan 2015 can be found in Appendix T.

Chapter 8 – Stormwater

*Existing Policy: Stormwater Utility Ordinance | 2018

The City presently owns and operates stormwater management systems and facilities which have been developed over many years. The future usefulness and operational function of the existing stormwater management systems and facilities owned and operated by the City, and the additions and improvements thereto, rest on the ability of the City to effectively manage, protect, control, regulate, use, and enhance stormwater systems and facilities within the City in concert with the management of other water resources within the City. In order to do so, the City must have both a stormwater management program as well as an adequate and stable funding strategy for its stormwater management program operation and drainage-related capital improvement needs.

In 2018, a Stormwater Utility was established which shall be responsible for stormwater management services throughout the incorporated area of the City, and which shall provide for the management, protection, control, regulation, use, and enhancement of the City's stormwater management systems and facilities and stormwater management program services. It will also interface with and consider the Regional Water Plan and the Environmental Planning Criteria established for Coastal Georgia as it implements its work plan.

The Stormwater Utility Ordinance can be found at Appendix E.

Chapter 9 – Community Work Program

This element of the Comprehensive Plan lays out the specific activities the City of Brunswick plans to undertake during the next five years to address the priority Needs and Opportunities as well as taking steps toward the Community Goals.

Report of Accomplishments

5-year Work Program

CITY OF BRUNSWICK

Short Term Work Program Progress Report 2013 - 2018

ID	Project	Start Date	End Date	Responsible Entity	Funding Sources	STATUS
Economic Development Projects						
1	Develop a strategy for the remediation and redevelopment of brownfield sites assessed from 2008-2013.	2013	2018	Brownsfield Task Force/ Comm. Dev./ Fanning	EPA, CDBG	ongoing; Phase 1 & 2 reports complete,
2	Implement selected projects from the Blueprint Brunswick Master Plan to revitalize and redevelop key catalyst sites throughout the City.	2013	2018	Comm. Dev./ Planning/ DDA/ URA	Various	underway
3	Promote minority-owned business enterprises through a study of MBE capacity and by initiating business mentoring programs and business incubators.	2013	2017	SBDC/ DDA/ Comm. Dev.	City	underway
4	Aggressively expand downtown development to the Norwich corridor, through tools such as marketing studies, increased parks and public facilities, a unifying streetscape design, and promoting housing redevelopment and infill in adjacent neighborhoods.	2013	2018	DDA/ Comm. Dev./ Planning/ URA	City	ongoing; CNU Legacy Project
5	Recruit a neighborhood grocery to the downtown area.	2013	2018	DDA/ Comm. Dev.	City	underway
6	Establish an opportunity zone to promote economic and community development.	2013	2014	Planning/ Comm. Dev./ County/ DDA/ Chamber	City	completed
7	Investigate opportunity for Tax Allocation Districts	2013	2015	City/ Board of Education/ County	City	completed

ID	Project	Start Date	End Date	Responsible Entity	Funding Sources	Status
Cultural & Environmental Projects						
8	Support and assist the African American Historical Commission	2013	2015	City/ County	private	underway; PDC Dept
9	Continue to develop a tree ordinance for the protection of specimen trees.	2013	2014	Planning/ Comm. Dev./ Park & Tree Board	City	underway; creation of Tree Board in 2017
10	Rezone all marshlands to Conservation Preservation.	2013	2018	Planning	City	completed
11	Develop a comprehensive inventory of cultural, archaeological and historic properties and resources, as well as important cultural and historical viewsheds, expanding upon the City's existing historic resource inventory.	2013	2018	Comm. Dev./ DDA/ Historic Board/ Planning/ CRC/ Historic Brunswick Foundation	City	Not Accomplished; lack of funding/ staff
12	Pursue the recognition of New Town as a national historic district.	2013	2017	DDA/ Historic Board/ Planning/ City Manager	DDA	underway

ID	Project	Date	Date	Responsible Entity	Funding Sources	Status
Housing Projects						
13	Expand home rehabilitation programs for low income senior home owners.	2013	2016	Comm. Dev./ DCA	HUD, DCA, BPHA	completed
14	Foster partnerships with for-profit and non-profit developers to develop new, affordable infill housing.	2013	2018	Comm. Dev./Housing Non-Profits	HUD, DCA, BPHA	underway
15	Promote development of affordable single family housing in strategic neighborhood revitalization areas by expanding financial assistance to homebuyers and providing incentives to for-profit and non-profit developers.	2013	2018	Comm. Dev./ Planning	City, BPHA, HUD	underway
16	Design and implement a Community Housing Assistance Plan.	2013	2015	Comm. Dev. /Planning/CHRAB/BPHA	City, BPHA	Completed
17	Develop a long range plan for addressing the needs of low-income elderly and handicapped persons.	2013	2018	Coast Georgia Area Agency on Aging/Comm. Dev.	City, BPHA	Completed
18	Develop an implementation strategy for elevating rental housing standards throughout the City.	2013	2018	City Commission/ Comm. Dev. / Housing Non-Profits	City	Not Accomplished; lack of staff/ community support
19	Develop a Senior Citizens Independent Living Housing Plan.	2013	2018	Comm. Dev. / Housing Non-Profits	HUD/ Donations	Not Accomplished; lack of staff
20	Establish a County-City Land Bank to clear title and sell tax delinquent and other neglected properties.	2013	2018	Comm. Dev./ Housing Non-Profits	County, City, BPHA	completed
21	Develop a community-wide strategy for addressing chronic homelessness, with improvements to emergency housing and other related services.	2013	2018	Comm. Dev. / Housing Non-Profits/ Faith-Based Providers/ BPHA	DCA	underway; Community Development/ Family Connections
22	Develop new senior housing project in a transit accessible location, preferably close to other community resources	2013	2018	Comm. Dev. / BPHA / Non-Profits/ DDA	HUD, DCA, LIHTC	Not Accomplished; lack of funding
23	Investigate the establishment of a Vacant Property Registry	2013	2014	Planning	City	completed

Start End

ID	Project	Date	Date	Responsible Entity	Funding Sources	Status
Infrastructure & Parks Projects						
24	Maintain accreditation as a class-2 ISO Fire Department.	2013	2018	Fire	City	completed
25	Pursue Level-3 rescue response status as a Georgia search and rescue team.	2013	2018	Fire	City	Not Accomplished; lack of funding
26	Develop design standards for public access along Brunswick's riverfront, including access to the riverfront from public streets.	2013	2018	Comm. Dev. /Planning / DDA	City	underway
27	Increase the availability of downtown parking and engage in parking management strategies to make efficient use of existing parking.	2013	2018	City Commission /DDA /Comm. Dev. /Police	General Funds, Parking Tickets and Revenues	underway
28	Implement Sidney Lanier Park phase II.	2013	2018	City Commission/ Engineering	TEA/ General Funds	underway
29	Develop and maintain a city-wide Drainage Master Plan (coordinate with stormwater utility feasibility study).	2013	2017	City Engineer/ Public Works/ Planning	Stormwater Utility, MOST	postponed; to be accomplished after Stormwater utility plan is complete
30	Establish a stormwater utility to fund drainage improvements, starting with a study addressing a drainage needs assessment, the utility's organizational structure, and fee calculation and assessment.	2013	2018	City Manager/ Finance/ Engineer/ Public Works/ Planning	City	completed
31	Develop an annual Capital Improvement Program to plan for future capital expenditures and update annually.	2013	2018	City Manager/ Public Works/ Finance	City	completed
32	Improve neighborhood infrastructure - drainage, sidewalks, lighting, curb, gutter, etc - as programmed in the Capital Improvement Program.	2013	2018	Comm. Dev./ Engineering/ BPHA/ JWSC/ Non-Profits	Stormwater Utility/ MOST/ SPLOST/ One Georgia Equity Fund/ CDBG	underway
33	Develop a Comprehensive Parks Plan to manage the City's green spaces and recreational needs.	2013	2018	Planning/ Parks	City	Not Accomplished; lack of funding
34	Conduct a feasibility study with regard to increasing funding for the City's infrastructure needs with MOST.	2013	2018	City Manager/ Finance/ Engineer/ Public Works	City	Not Accomplished; lack of funding
35	Assess and implement improvements to Mary Ross Waterfront Park as waterfront catalyst project.	2013	2016	Planning/ Engineer/ Public Works	City	underway

ID	Project	Start Date	End Date	Responsible Entity	Funding Sources	Status
Community Involvement & Planning Projects						
36	Encourage and support the establishment of neighborhood organizations and foster active participation in civic issues.	2013	2018	Comm. Dev./ Neigh. Organizations/ Churches/ Schools	City	underway
37	Develop a city-wide communications strategy for promoting the positive news of progress and community involvement in Brunswick.	2013	2018	City Manager/ Public Information Officer/ Web Manager	City	completed
38	Improve FEMA's Community Rating System's class rating to mitigate flooding risks, increase preparedness for storm flooding events & reduce insurance premiums.	2013	2018	Emerg. Manag./ Engineering/ Public Works/ Planing	Stormwater Utility	underway
39	Construct approved City gateway features, wayfinding signs, and/ or public art projects at the north and south entrances of US 17 into the City, at the entrance of US 341 into the City, at Gloucester and US 17, at the end of the Torras Causeway, and in other potential locations.	2013	2015	DDA/ Comm. Dev./ Planning/ Golden Isles Arts/ BGIVB	TEA/ General Funds	underway
40	Designate the boundaries of a medical district within the Parkwood/Medical Character Area through a neighborhood charrette.	2013	2018	Planning/ Comm. Dev./ Hospital/ CCG	City	Not Accomplished; lack of staff/ funding
41	Conduct neighborhood-specific charrettes on affordable housing, infill housing design, and needed infrastructure improvements throughout the City. (Potential connection to form-based codes).	2013	2018	Comm. Dev./ Engineering/ Public Works/ BPHA/ JWCS/ Non-Profits/ Planning	City	Not Accomplished; lack of staff/ funding
42	Designate future land use for the Brunswick waterfront as mixed-use development, and include a requirement for providing public space lining the riverfront.	2013	2018	Planning/ Comm. Dev.	City	underway
43	Rework the zoning code to more flexibly permit accessory dwelling units (Potential connection to formbased codes)	2013	2015	Planning/ City Commission	City	Underway

44	Investigate standards for large-scale developments to require a public charrette process as part of adequate neighborhood review.	2013	2018	Planning	City	Not Accomplished; lack of staff/ funding
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ID	Project	Start Date	End Date	Responsible Entity	Funding Sources	Status
Community Involvement & Planning Projects (2nd Page)						
45	Establish a "best neighborhood clean up" award for property owners, tenants, and/ or neighborhood organizations that make the greatest improvement to their area on a quarterly basis.	2013	2018	Comm. Dev./ Neighborhood Organizations	City	Not Accomplished; lack of staff
46	Regulate the design standards for automobile dealerships and other outdoor storage land uses. Limit such uses to the Highway Commercial zoning district (Potential connections to form-based codes).	2013	2017	Planning	City	Not Accomplished; lack of staff/ funding
47	Annexation Plan - Pursue annexation in order to make a more contiguous and 'common-sense' boundary for the City.	2013	2018	City Manager/ City Attorney/ Planning/ City Commission	City	Underway
48	Rework the zoning code to promote new development that is compatible with the City's historic development patterns. Consider the use of a form-based code instead of traditional land use zoning. Revise lot standards in the zoning code so they fit the most common existing lot sizes in the City.	2013	2018	Planning/ City Commission/ CRC/ Historic Board	City	Underway
49	Develop permanent design guidelines for Glynn Avenue gateway.	2013	2015	Planning/ CVB/ County	City	underway
50	Conduct design charrettes for all of the City's squares and parks to plan for future amenities and increase community ownership of parks.	2013	2018	Parks/ Planning/ Comm. Dev./ Signature Squares	City	Not Accomplished; lack of staff/ funding
51	Revise the subdivision ordinance to promote new development that is compatible with the City's historic development patterns.	2013	2018	Planning/ Engineering	City	Not Accomplished; lack of staff/ funding
52	Develop policies for permitting Bed and Breakfasts in residential areas.	2013	2015	Planning/ Legal/ Historic Board	City	underway

53	Revise the zoning ordinance to increase flexibility with respect to neighborhood commercial development (Potential connection with form-based codes)	2013	2017	Planning/ Legal/ City Commission	City	Not Accomplished; lack of staff/ funding
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ID	Project	Start Date	End Date	Responsible Entity	Funding Sources	Status
Transportation Projects						
54	Update the Long Range Transportation Plan, and reevaluate the boundaries and projections for future Traffic Analysis Zones (TAZs).	2013	2018	BATS/ Planning/ DDA/ Public Works	GDOT/ County/ City	Underway
55	In cooperation with Glynn County, establish regular transit service per the Glynn County Urban Transit Implementation Plan, connecting residents to employment, shopping, and health care destinations.	2015	2018	BATS/ County	County/ City/ GDOT/ FTA	Underway
56	Develop a City-wide Street Schematic Design Plan with designations, functional descriptions, and schematic designs for all streets in the City. Ensure that designs for streets include all modes of transportation. Develop specific cross-sections for US 17, US 341, Bay Street, Altama, and MLK Blvd.	2013	2018	Planning/ Engineering/ Public Works	City	Not Accomplished; lack of staff/ funding
57	Conduct a design charrette for US 17 with the goal of developing voluntary or compulsory design guidelines and a desired streetscape design for the corridor.	2013	2015	Planning/ Engineering	City	completed
58	Build a bicycle path connecting Howard Coffin Park to Fourth Avenue.	2013	2014	Comm. Dev.	DNR Recreational Trails, CDBG	Underway
59	Develop a City-wide Bicycle and Pedestrian Master Plan with facilities standards for all street types and a phasing strategy for extending pedestrian and bicycle access to the entire City. Place a particular emphasis on access to public schools from residential areas, i.e. "safe routes to school."	2013	2018	Comm. Dev./ City Manager/ Public Works/ CRC/ Schools/ GDOT	Safe Routes to School, GDOT	Underway
60	US 17 Streetscape - Design and construct new streetscapes, on easements or in the public ROW, including new sidewalks, street trees, lights, benches, and a possible median.	2013	2018	Planning/ Engineering/ GDOT	TEA/ General Funds	Not Accomplished; lack of staff/ funding

61	Bay Street Streetscape - Design and construct new streetscapes in the public right-of-way, including new sidewalks, on-street parking, street trees, lights, benches, and a possible median.	2013	2018	Planning/ DDA/ Engineering/ GDOT	TEA/ General Funds	Postponed; conversations with GA DOT ongoing
62	Gloucester Streetscape - Design and construct new streetscapes in the public right-of-way, including new sidewalks, on-street parking, street trees, lights, benches, and a possible median.	2013	2018	Planning/ DDA/ Engineering/ GDOT	TEA/ General Funds	Postponed; conversations with GA DOT ongoing

CITY OF BRUNSWICK

Short Term Work Program 2018 - 2023

ID	Project	Start Date	End Date	Responsible Entity	Estimated Cost	Funding Sources	NOTES
Economic Development Projects							
1	Develop a strategy for the remediation and redevelopment of brownfield sites assessed from 2008-2013.	2018	2020	Brownsfield Task Force/ Comm. Dev./ Fanning	\$30-100K	EPA, CDBG	
2	Implement selected projects from the Blueprint Brunswick Master Plan to revitalize and redevelop key catalyst sites throughout the City.	2018	2023	Comm. Dev./ Planning/ DDA/ URA	\$100K	Various	
3	Promote minority-owned business enterprises through a study of MBE capacity and by initiating business mentoring programs and business incubators.	2018	2019	SBDC/ DDA/ Comm. Dev.	Staff	City	
4	Aggressively expand downtown development to the Norwich corridor, through tools such as the CNU Legacy Project, marketing studies, increased parks and public facilities, a unifying streetscape design, and promoting housing redevelopment and infill in adjacent neighborhoods.	2018	2023	DDA/ Comm. Dev./ Planning/ URA	\$100K	City	Refer to Historic Norwich Corridor Study (Appendix K)
5	Recruit a neighborhood grocery to the downtown area.	2018		DDA/ Comm. Dev.	Staff	City	
6	Leverage opportunity zone to promote economic and community development.	2018	2023	Planning/ Comm. Dev./ County/ DDA/ Chamber	Staff	City	
7	Leverage TAD zone to promote economic and community development as outlined in 2017 TAD plan.	2018	2023	City/Econ. Development/Planning/ URA/DDA/EDA	Staff	City	Refer to 2017 TAD Plan (Appendix H)
8	Utilize URA to complete the redevelopment of the Perry School Site	2018	2021	URA/Planning/Comm. Development/EDA	Staff	City	Refer to Urban Redevelopment Plan (Appendix M)

9	Utilize URA to complete the redevelopment of the Oglethorpe Block for Conference Center and Hotel use	2018	2020	URA/Planning/Comm. Development/EDA	Staff	City	Refer to Urban Redevelopment Plan (Appendix M)
10	Utilize URA to assist with redevelopment of Glynn Avenue if appropriate.	2018	2023	URA/Planning/Comm. Development/EDA	Staff	City	Refer to Urban Redevelopment Plan (Appendix M)

ID	Project	Date	Date	Responsible Entity	Cost	Funding Sources	NOTES
Cultural & Environmental Projects							
8	Support and assist the African American Historical Commission through development of tourism infrastructure recommended in GDED Tourism Study	2018	2022	City/ County	Staff	private	Refer to GDED Glynn County Tourism Study (Appendix G)
9	Work with Tree Board to continue to develop a tree ordinance for the protection of specimen trees.	2018	2019	Planning/ Comm. Dev./ Park & Tree Board	Staff	City	
11	Develop a comprehensive inventory of cultural, archaeological and historic properties and resources, as well as important cultural and historical viewsheds, expanding upon the City's existing historic resource inventory.	2018	2020	Comm. Dev./ DDA/ Historic Board/ Planning/ CRC/ Historic Brunswick Foundation	\$30-100K	City	
12	Pursue the recognition of New Town as a national historic district.	2018	2020	DDA/ Historic Board/ Planning/ City Manager	<\$30K	DDA	

ID	Project	Date	Date	Responsible Entity	Est Cost	Funding Sources	NOTES
Housing Projects							
14	Foster partnerships with for-profit and non-profit developers to develop new, affordable infill housing.	2018	2029	Comm. Dev./Housing Non-Profits/Land Bank	\$30-100K	HUD, DCA, BPHA	Refer to Consolidated Plan (Appedix T)
15	Promote development of affordable single family housing in strategic neighborhood revitalization areas by expanding financial assistance to homebuyers and providing incentives to for-profit and non-profit developers.	2018	2020	Comm. Dev./ Planning/Land Bank	Using existing City Comm. Dev. funding sources	City, BPHA, HUD	Refer to Consolidated Plan (Appedix T)

16	Design and implement a Community Housing Assistance Plan.	2018	2021	Comm. Dev. /Planning/CHRAB/BPHA	Staff	City, BPHA	Refer to Consolidated Plan (Appedix T)
17	Develop a long range plan for addressing the needs of low-income elderly and handicapped persons.	2018	2020	Coast Georgia Area Agency on Aging/Comm. Dev.	\$30-100K	City, BPHA	Refer to Consolidated Plan (Appedix T)
18	Develop an implementation strategy for elevating rental housing standards throughout the City.	2018	2021	City Commission/ Comm. Dev. / Housing Non-Profits	Staff	City	
19	Develop a Senior Citizens Independent Living Housing Plan.	2018	2021	Comm. Dev. / Housing Non-Profits	Staff	HUD/ Donations	Refer to Consolidated Plan (Appedix T)
20	Utilize County-City Land Bank to clear title and sell tax delinquent and other neglected properties.	2018	2023	Land Bank/Comm. Dev./ Housing Non-Profits	Staff, coordination, legal costs	County, City, BPHA	
21	Develop a community-wide strategy for addressing chronic homelessness, with improvements to emergency housing and other related services.	2018	2020	Comm. Dev. / Housing Non-Profits/ Faith-Based Providers/ BPHA	\$30-100K	DCA	
22	Develop new senior housing project in a transit accessible location, preferably close to other community resources	2018	2022	Comm. Dev. / BPHA / Non-Profits/ DDA/URA	\$100K+	HUD, DCA, LIHTC	
23							

ID	Project	Date	Date	Responsible Entity	Cost	Funding Sources	NOTES
Infrastructure & Parks Projects							
24	Maintain accreditation as a class-2 ISO Fire Department.	2018		Fire	Staff	City	underway
25	Pursue Level-3 rescue response status as a Georgia search and rescue team.	2018	2021	Fire	Staff	City	
26	Develop design standards for public access along Brunswick's riverfront, including access to the riverfront from public streets.	2018	2022	Comm. Dev. /Planning / DDA	Staff	City	
27	Increase the availability of downtown parking and engage in parking management strategies to make efficient use of existing parking.	2018	2021	City Commission /DDA /Comm. Dev. /Police	\$600,000	General Funds, Parking Tickets and Revenues	Refer to Downtown Parking Study (Appendix N)

28	Implement Sidney Lanier Park phase II.	2018	2020	City Commission/ Engineering	\$1.6 Million	Grant/ General Funds/SPLOST	Refer to Sidney Lanier Park Plan (Appendix O)
29	Develop and maintain a city-wide Drainage Master Plan	2018	2021	City Engineer/ Public Works/ Planning	\$30-100K	Stormwater Utility, MOST	
30	Establish a stormwater utility to fund drainage improvements, starting with a study addressing a drainage needs assessment, the utility's organizational structure, and fee calculation and assessment.	2018	2019	City Manager/ Finance/ Engineer/ Public Works/ Planning	\$100K+	City	underway
31	Annually update Capital Improvement Program to plan for future capital expenditures and update annually.	2018		City Manager/ Public Works/ Finance	Staff	City	underway
32	Improve neighborhood infrastructure - drainage, sidewalks, lighting, curb, gutter, etc - as programmed in the Capital Improvement Program.	2018	2023	Comm. Dev./ Engineering/ BPHA/ JWSC/ Non-Profits	\$30-100K	Stormwater Utility/ MOST/ SPLOST/ One Georgia Equity Fund/ CDBG	
33	Develop a Comprehensive Parks Plan to manage the City's green spaces and recreational needs.	2018	2021	Planning/ Parks	\$30-100K	City	
34	Conduct a feasibility study with regard to increasing funding for the City's infrastructure needs with MOST.	2018	2020	City Manager/ Finance/ Engineer/ Public Works	\$100K+	City	
35	Implement improvements to Mary Ross Waterfront Park as waterfront catalyst project as outlined in Mary Ross Park Master Plan.	2013	2020	Planning/ Engineer/ Public Works/URA/DDA	\$100K+	City	Refer to Mary Ross Park Master Plan (Appendix I)
	Prepare an action plan for the promotion of the deployment of broadband services into underserved areas within the jurisdiction	2019	2021	City Manager/ Planning/ Engineering/ Public Works/ Economic Development		City	

ID	Project	Start Date	End Date	Responsible Entity	Estimated Cost	Funding Sources	NOTES
Community Involvement & Planning Projects							
36	Encourage and support the establishment of neighborhood organizations and foster active participation in civic issues.	2018		Comm. Dev./ Neigh. Organizations/ Churches/ Schools	Staff	City	underway
37	Improve FEMA's Community Rating System's class rating to mitigate flooding risks, increase preparedness for storm flooding events & reduce insurance premiums.	2018		Emerg. Manag./ Engineering/ Public Works/ Planinng	\$100K	Stormwater Utility	underway

38	Construct approved City gateway features, wayfinding signs, and/ or public art projects at the north and south entrances of US 17 into the City, at the entrance of US 341 into the City, at Gloucester and US 17, at the end of the Torras Causeway, and in other potential locations.	2013	2020	DDA/ Comm. Dev./ Planning/ Golden Isles Arts/ BGIVB	\$100K+	TEA/ General Funds	Refer to RSVP Plan (Appendix L)
39	Designate the boundaries of a medical district within the Parkwood/Medical Character Area through a neighborhood charrette.	2018	0	Planning/ Comm. Dev./ Hospital/ CCG	Staff	City	Refer to ACT Plan (Appendix J)
40	Conduct neighborhood-specific charrettes on affordable housing, infill housing design, and needed infrastructure improvements throughout the City. (Potential connection to form-based codes).	2018	2018	Comm. Dev./ Engineering/ Public Works/ BPHA/ JWCS/ Non-Profits/ Planning	\$30-100K	City	
41	Designate future land use for the Brunswick waterfront as mixed-use development, and include a requirement for providing public space lining the riverfront.	2013		Planning/ Comm. Dev.	Staff	City	underway
42	Rework the zoning code to more flexibly permit accessory dwelling units (Potential connection to formbased codes)	2013		Planning/ City Commission	Staff	City	
43	Investigate standards for large-scale developments to require a public charrette process as part of adequate neighborhood review.	2018		Planning/Planning and Appeals Commission	Staff	City	

ID	Project	Start Date	End Date	Responsible Entity	Estimated Cost	Funding Sources	NOTES
Community Involvement & Planning Projects (2nd Page)							
44	Regulate the design standards for automobile dealerships and other outdoor storage land uses. Limit such uses to the Highway Commercial zoning district (Potential connections to form-based codes).	2018	2017	Planning	Staff	City	
45	Annexation Plan - Pursue annexation in order to make a more contiguous and 'common-sense' boundary for the City.	2013		City Manager/ City Attorney/ Planning/ City Commission	Staff	City	

46	Rework the zoning code to promote new development that is compatible with the City's historic development patterns. Consider the use of a form-based code instead of traditional land use zoning. Revise lot standards in the zoning code so they fit the most common existing lot sizes in the City.	2013	2023	Planning/ City Commission/ CRC/ Historic Board	\$30-100K	City	
47	Develop permanent design guidelines for Glynn Avenue gateway.	2013	2019	Planning/ CVB/ County	\$30-100K	City	Underway
48	Develop policies for permitting Bed and Breakfasts in residential areas.	2013	2019	Planning/ Legal/ Historic Board	Staff	City	
49	Revise the zoning ordinance to increase flexibility with respect to neighborhood commercial development (Potential connection with form-based codes)	2013	2023	Planning/ Legal/ City Commission	Staff	City	

ID	Project	Start Date	End Date	Responsible Entity	Estimated Cost	Funding Sources	NOTES
Transportation Projects							
50	Update the Long Range Transportation Plan, and reevaluate the boundaries and projections for future Traffic Analysis Zones (TAZs).	2018		BATS/ Planning/ DDA/ Public Works	\$45,000	GDOT/ County/ City	Refer to BATS (Appendix P)
51	In cooperation with Glynn County, establish regular transit service per the Glynn County Urban Transit Implementation Plan, connecting residents to employment, shopping, and health care destinations.	2018		BATS/ County	\$230,000 annually	County/ City/ GDOT/ FTA	Refer to BATS (Appendix P)
52	Develop a City-wide Street Schematic Design Plan with designations, functional descriptions, and schematic designs for all streets in the City. Ensure that designs for streets include all modes of transportation. Develop specific cross-sections for US 17, US 341, Bay Street, Altama, and MLK Blvd.	2018		Planning/ Engineering/ Public Works	\$35,000	City	Refer to Complete Streets Ordinance (Appendix D)
53	Develop a City-wide Bicycle and Pedestrian Master Plan with facilities standards for all street types and a phasing strategy for extending pedestrian and bicycle access to the entire City. Place a particular emphasis on access to public schools from residential areas, i.e. "safe routes to school."	2018	2020	Comm. Dev./ City Manager/ Public Works/ CRC/ Schools/ GDOT	\$45,000	Safe Routes to School, GDOT	

54	US 17 Streetscape - Design and construct new streetscapes, on easements or in the public ROW, including new sidewalks, street trees, lights, benches, and a possible median.	2018		Planning/ Engineering/ GDOT	\$8 million	GDOT/ General Funds	
55	Bay Street Streetscape - Design and construct new streetscapes in the public right-of-way, including new sidewalks, on-street parking, street trees, lights, benches, and a possible median.	2018		Planning/ DDA/ Engineering/ GDOT	\$4 million	GDOT/ General Funds	Refer to RSVP Plan (Appendix L)
56	Gloucester Streetscape - Design and construct new streetscapes in the public right-of-way, including new sidewalks, on-street parking, street trees, lights, benches, and a possible median.	2018		Planning/ DDA/ Engineering/ GDOT	\$4 million	GDOT/ General Funds	Refer to RSVP Plan (Appendix L)
57	Continue to maintain and improve Historic Sidewalks and Streetscape materials in Old Town Historic District as outlined in 1999 study and 2015 update.	2018		Planning/ DDA/ Engineering/Public Works	\$100k+	SPLOST/ General Funds	Refer to Historic Sidewalk Plan (Appendix Q)

ID	Project	Start Date	End Date	Responsible Entity			NOTES
Supplemental Plans - Plans that inform the Comprehensive Plan and provide guidance and detail for work tasks and responsibilities for City Staff and Boards							
58	2017 Downtown RSVP			DDA			Appendix L
59	2017 Brunswick Area Transportation Study			BATS/ County			Appendix P
60	2018 Urban Redevelopment Plan Update			URA			Appendix M
61	2018 TAD Plan			Comm. Dev./ City Manager/ Planning/DDA/URA			Appendix H
62	Complete Streets Ordinance			Planning/ Engineering/ GDOT/ Public Works			Appendix D
63	Altama Community Transformation District Plan (2018 Update)			Planning/ DDA/ Engineering/ Economic Development			Appendix J
64	Historic Norwich Corridor Development Plan			DDA/Planning/Economic Dev.			Appendix K
65	CNU Legacy Project: Norwich Corridor Plan			DDA/Planning/Economic Dev.			Appendix K

66	Mary Ross Waterfront Park Master Plan			URA/DDA/Planning/Public Works/Engineering			Appendix I
67	Sidney Lanier Park Master Plan			Engineering/Public Works/Planning			Appendix O
68	Historic Sidewalk Master Plan and Priority List 2015			Planning/ Engineering/ GDOT/ Public Works/HPB			Appendix Q
69	Glynn County Tourism Resource Team Report 2017 - African-American Tourism			Planning/ DDA/ Economic Development/HPB			Appendix G

Chapter 10 – Summary

In summary, the City of Brunswick is a plan-forward community that has been building the framework for smart growth for many years now. This Comprehensive Plan Update acts as a tool to compile those smaller planning documents into one cohesive Plan with a corresponding Work Program.

As Brunswick grows, the Comprehensive Plan Update will be used consistently to give specific direction as to how the community can improve and in what ways.