

September 28, 2023

Honorable Cosby H. Johnson
Mayor, City of Brunswick
Post Office Box 550
Brunswick, GA 31521-0550

Mayor Johnson:

Congratulations on completing the process of producing and adopting the most recent update of the City of Brunswick's local comprehensive plan. This is just the first step in achieving the vision that your community has articulated for its future. To help you implement your newly updated plan, the Department of Community Affairs is honored to award Qualified Local Government (QLG) status to the City of Brunswick.

Your plan can be simultaneously aspirational and practical. It can provide guidance and promote accountability while you manage change. Effective plans are approachable handbooks for elected leaders, local staff, and the general public. We hope yours serves as a solid decision-making framework in balancing your community's collaborative efforts to meet the day-to-day challenges of governing while incrementally progressing toward your long-term goals.

Please understand that QLG status has no effect upon your community's compliance with the Service Delivery Act (O.C.G.A. 36-70-20), a separate, unrelated program under state law. To keep abreast of upcoming planning deadlines for your community you can search the internet for "Georgia planning deadlines" and our website will be at or near the top of the list.

Remember, our team exists for the sole purpose of helping your local government do your work as well as possible. If you have any questions or we can assist you in any way, please do not hesitate to contact us. Best wishes for the successful implementation of your plan!

Sincerely,



Lisa Westin
Director, Office of Planning, Research, and Geoanalytics

LW/kml

cc: Allen Burns, Coastal RC Executive Director
Aaron Carpenter, Coastal RC Interim Planning Director

**CITY OF BRUNSWICK
CITY COMMISSION
BRUNSWICK, GEORGIA**

Resolution 2023-16

**RESOLUTION OF THE CITY OF BRUNSWICK CITY COMMISSION TO ADOPT
THE 2023 COMPREHENSIVE PLAN UPDATE**

WHEREAS, City of Brunswick staff and stakeholders have completed the 2023 Comprehensive Plan Update; and

WHEREAS, this document was prepared according to the Minimum Standards and Procedures for Local Comprehensive Planning, effective March 31, 2014 and established by the Georgia Planning Act of 1989, and the required public hearings were held January 18, 2023 and August 2, 2023; and

WHEREAS, this document was transmitted to the Coastal Regional Commission and the Georgia Department of Community Affairs and was approved by both review entities;

NOW THEREFORE, BE IT RESOLVED, that City Commission of the City of Brunswick does hereby adopt the 2023 Comprehensive Plan Update.

This Resolution will be effective upon adoption.

Adopted the 20th day of September 2023

CITY COMMISSION OF BRUNSWICK

By: 

COSBY H. JOHNSON, MAYOR

ATTEST:



NAOMI D. ATKINSON, CITY CLERK



CITY OF BRUNSWICK

601 Gloucester Street * Post Office Box 550 * Brunswick * Georgia * 31520-0550 * (912) 267-5500

Cosby H. Johnson, Mayor
Julie T. Martin, Mayor Pro Tem
John A. Cason III, Commissioner
Felicia M. Harris, Commissioner
Kendra L. Rolle, Commissioner

City Attorney
Brian D. Corry

City Manager
Regina M. McDuffie

August 3, 2023

Coastal Regional Commission
1181 Coastal Drive, SW
Darien, GA 31305

Re: Comprehensive Plan Update Submittal

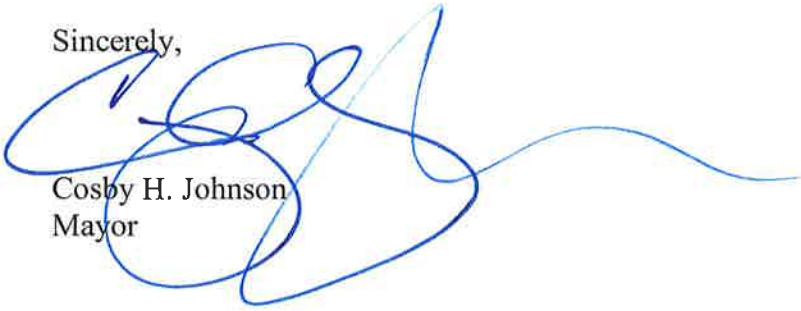
The City of Brunswick has completed an update of its comprehensive plan and is submitting it with this letter for review by the Coastal Regional Commission and the Department of Community Affairs.

I certify that we have held the required public hearings and have involved the public in development of the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

If you have any questions concerning our submittal, please contact John Hunter, Director of Planning, Development and Codes at 912-267-5527 or jhunter@cityofbrunswick-ga.gov.

Sincerely,


Cosby H. Johnson
Mayor

Enclosures

**CITY OF BRUNSWICK
CITY COMMISSION
BRUNSWICK, GEORGIA**

RESOLUTION No. 2023-13

At the regular meeting of City of Brunswick City Commission, held in the Old City Hall, Second Floor City Commission Meeting Room, 1229 Newcastle Street, Brunswick, Georgia:

Present:

Cosby H. Johnson, Mayor

Julie T. Martin, Mayor Pro-Tem

John A. Cason, III, Commissioner

Felicia M. Harris, Commissioner

Kendra L. Rolle, Commissioner

On the motion of Commissioner Mayor Pro Tera Martin which carried Commissioner Rolle, the following Resolution was adopted:

RESOLUTION OF THE CITY OF BRUNSWICK CITY COMMISSION TO TRANSMIT THE 2023 COMPREHENSIVE PLAN

WHEREAS, City of Brunswick staff and stakeholders have completed the 2023 Comprehensive Plan.

WHEREAS, this document was prepared according to the Minimum Standards and Procedures for Local Comprehensive Planning, effective March 31, 2014 and established by the Georgia Planning Act of 1989, and the required public hearings were held January 18, 2023 and August 2, 2023.

NOW THEREFORE, BE IT RESOLVED, that City Commission of the City of Brunswick does hereby transmit the 2023 Comprehensive Plan to the Coastal Regional Commission and the Georgia Department of Community Affairs for official review.

This Resolution will be effective upon adoption.

CITY COMMISSION OF BRUNSWICK

By: 

COSBY H. JOHNSON, MAYOR

ATTEST:



NAOMI D. ATKINSON, CITY CLERK



**ADOPTED SEPTEMBER 20, 2023
APPROVED BY GEORGIA DEPARTMENT OF
COMMUNITY AFFAIRS SEPTEMBER 28, 2023**

**The City of Brunswick, Georgia
2023 COMPREHENSIVE PLAN
AND**



**Prepared By
The Brunswick, Georgia Department of Planning, Development and Codes**

Table of Contents

Chapter 1 – Introduction & Overview	3
Chapter 2 – Community Goals	8
Chapter 3 – Needs and Opportunities.....	9
Chapter 4 – Economic Development (Broadband Service).....	10
Chapter 5 – Land Use	14
Character Area: North Brunswick.....	16
Chapter 6 – Transportation.....	44
Chapter 7 – Housing.....	48
Chapter 8 – Resiliency, Stormwater Management and Flood Control	52
Chapter 9 - Parks and Recreation.....	50
Chapter 10 - Urban Redevelopment Plans.....	51
Chapter 11 – Preparation of Future Specific Short- and Long-Range Plans – 2023 2028.....	52
Chapter 12 – Current Community Work Program – Report of Progress.....	58
Chapter 13 -Community Work Program for 2023 -2028	59
Appendices	

Chapter 1 – Introduction & Overview

Background

The City of Brunswick is a historic Coastal Georgia city with origins dating back to the pre-Revolutionary period. In recent decades, Brunswick has experienced no growth in its economy, population, or socio-economic profile. However, significant growth has occurred outside the city, particularly on the nearby resort islands to the East and in rapidly developing Glynn County to the North and West of the city. Recently, however, the City of Brunswick is starting to see revitalization, particularly in its historic downtown core. Much of this revitalization is attributable to the successful implementation of the 2018 updated Comprehensive Plan Work Program and it will continue throughout the implementation of this updated 2023 Comprehensive Plan as well.

Demographics

The City of Brunswick population has remained static at around 15,000 for the past 20 years and continues to be a majority (62%) African American resident city. It has a large concentration of low-and low-middle-income families and non-family households (unrelated persons living together). The Median Family Income (MFI) in Brunswick has remained level (factoring inflation) for the past 20 – 30 years and is currently (2021) \$33,500 per year. This compares to the 2021 MFI for Glynn County of just over \$66,000 per year and \$88,000 for The State of Georgia. Within Glynn County, the coastal islands to the east, St. Simons, and Jekyll Islands along with Sea Island, have concentrations of upper income families and retirees well above the County and State MFI.

The economy of the area has and continues to be dominated by the tourist industry on the islands. Over 50% of the labor forces that resides in Brunswick is employed in this industry as opposed to other opportunities such as at the Port of Brunswick, Georgia Pacific's wood fiber plant, the Federal Law Enforcement Training Center, and Gulfstream Aviation to name a few. Wages in these industries are higher than that of the tourist and hospitality industry as well as retail services. Because of lack of education, skills training and public transportation connecting the Brunswick labor force to many higher paying job opportunities, family income has not benefitted from these higher wage opportunities.

Economic issues, which are a priority for the City and its residents, not hold the same priority for the larger and growing Glynn County community. However, much of the city's urban area's labor force and regional services such as the Southeast Georgia Medical Center and the Coastal Georgia College are in Brunswick which helps keep the focus on the city's needs at a regional and expanding urban area level.

Achievements of Goals and Objectives from the 2018 – 2023 Plan and Work Program

- The City of Brunswick, like all cities, was impacted by the outbreak of the COVID virus and the Pandemic that followed. The impact was more severe due to its coastal location and the predominant economic driver for the area being tourism. Nevertheless, Brunswick weathered the period and made considerable progress in achieving its Comprehensive Plan Goals and Objectives expressed in its 5 – Year Work Program. A complete review of that Work Plan is shown in Chapter 13 and here are some of the more notable achievements:
- Completion of a complete revision of its 40+ year old Zoning Ordinance including the creation of two new zoning districts to meet current land use and development objectives as expressed in the 2018 Comprehensive Plan.
- Creation of a City Managed Stormwater Utility supported by a stormwater utility fee and, completion and approval of a 5 – year stormwater and flood prevention plan. Implementation of the plan began in 2022 using SPLOT funding.
- Completion of the Phase II design of historic Mary Ross Park and award of contract for improvements. Work on Phase II is now underway,
- Completion of a Housing Study and Affordable Housing Plan to guide the city in initiating a program of rehabilitating existing housing and revitalizing neighborhoods. Implementation of the plan with a 20-year goal will begin in 2024 with a five-year initial startup. This program will also seek to create opportunities and incentives for the development of new affordable housing on property cleared of dilapidated and vacant buildings under the plan.
- A return to a city managed parks and recreation program to be fully implemented by the Spring of 2024.
- Approval of a recommended public transportation plan by the City Commission and the beginning of efforts to secure the necessary funding and partnerships with the Glynn County and the private sector to enable the system to begin operation by the Spring of 2024.
- Lastly, the completion of several projects to re-purpose vacant commercial buildings in its downtown historic core for residential and commercial uses.

Major Issues for Focus Over the Next 5 - Years in this Plan Update

Addressing some of Brunswick’s continuing physical, and socio-economic needs as a part of this updated Comprehensive Plan has resulted in a focus in many areas previously identified in need and some new issues as well. Following are listed the most pressing needs of the city:

- **Affordable Housing and Neighborhood Revitalization:** Over half of the city’s families are either living in inadequate housing and/or are devoting more than 30 – 35% of their income for housing expense. Over half of the city’s housing stock requires rehabilitation. Revitalization of neighborhoods throughout the city is badly needed and, if improved,

new affordable housing is more likely to be built in the city. Currently, little new housing is being added for sale or rent in the city.

- **Flood Control and Drainage:** As a low-lying Coastal Georgia city, Brunswick faces flooding from increasingly strong storms as well as inadequate and failing stormwater drainage facilities. A recently completed Master Plan for drainage and flood protection system improvements has been funded with passage of a recent SPLOST referendum. The recently created stormwater utility has begun construction of several key projects which will begin to correct serious drainage problems and address flooding. New projects will need to address the impacts of climate change and sea level rise in their design.
- A recently completed **public transportation** plan offered an option for a recommended system could soon offer residents an opportunity to connect with better and higher paying jobs, needed services and education opportunities.
- A newly restored and revitalized **Parks and Recreation Department** and development of a plan for facilities improvements and additions is needed to adequately serve neighborhood families throughout the city. A plan for park facility and program improvements is to be undertaken.
- Continuation of successful efforts to revitalize the city's **downtown commercial core** which has seen several buildings re-purposed for residential uses. A revitalized Economic Development Authority and Urban Redevelopment Agency is now focused on completing long overdue initiatives like the redevelopment of the Oglethorpe Hotel Block.

Purpose of the Plan

This updated Comprehensive Plan (the Plan) will serve as a decision-making tool and guide for the City Commission and staff as well as community leaders going forward to effectively face these and other issues over the next 5 - years. Based on input from the public, City Staff, Stakeholders, and a Steering Committee, the Plan identifies consensus needs and opportunities, goals, and policies. It includes and is accompanied by a Five-Year Work Program to address and implement the key elements of the updated 2023 – 2028 Comprehensive Plan.

Process

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

Public Involvement

Public Input, Stakeholder & Steering Committee Meetings for this 2023 Update

The process to update the 2018 Comprehensive Plan began with an announcement by the City Commission at a public hearing. The process to update the Plan would stress input from all

areas and interests of the community through a series of community input sessions. A Steering Committee was appointed by the City Commission as well as a Stakeholder Committee to help guide the process. Numerous committee and public gatherings were held to discuss needs, opportunities, goals, and objectives that would influence the Plan content and implementation. Steering and Stakeholder Committee members along with City Staff attended many of these meetings to answer questions and record comments during this process.

Steering Committee members appointed by the City Commission included members of the Planning and Appeals Commission and consisted of the following:

- Lance Sabbe, Chairman
- David Bowers
- Alyssa Bruce
- Anita Collins
- Grace Greene
- Delores Harrison
- William Kitts

Stakeholder Committee members included participants selected by the City Commission who represented constituencies throughout the community and included the following:

- Ashby Worley, The Nature Conservancy
- Daren Pietsch Torras Properties
- Tyler Jones, Historic Brunswick NPA
- Jason Umfress, College of Coastal Georgia
- Jay Jenkins, Citizen
- Lisa Jordan, Downtown Development Authority
- Michael Torras, Torras Properties
- Semona Holmes, Perry Park Community
- Victoria Mackey, Citizen
- Rhonda Waller, Urbana Perry Park NPA
- Tripp Stephens, Southeast Georgia Health System
- Michael Christianson, Citizen
- Mitch Edwards, Citizen

City Staff included:

- Garrow Alberson – City Engineer
- John Hunter – Director, Planning, Development and Codes
- David Bravo – Director of Neighborhood Services
- Russ Marane – Planner
- Roxane George – CDBG DR Project manager

During the six month period of developing this updated Comprehensive Plan, more than 20 committee meetings, public hearings and listening sessions were held.

Records of all Meetings and Public Events: Appendix A

Public Survey

Because affordable housing was identified early in the update process by the City Commission and the Planning and Appeals Commission as THE major issue confronting the city, a Housing Needs Survey was created and publicized on the City's Comprehensive Plan web page, at public events, and on social media. The survey asked participants to identify their current housing needs and preferences regarding type and location. The college and hospital administrations publicized the survey in their employee newsletters and urged them to respond.

From the response of over 360 residents of the city, the following was learned:

1. 46% of respondents were 31 – 50 years old; 6% were 65 years and older.
2. 85 % were women.
3. 88% were heads of households.
4. 68% have children in school.
 - a. 20% in HS
 - b. 22% in MS
 - c. 58% in Elementary.
5. 50% are employed full time; 12% part time; 34% not employed.
6. 59% had monthly incomes below \$2500; 74% below \$3,000; 90% below \$4,000.
7. 57% live in Brunswick.
8. 75% rent their housing.
9. 72% have 4 occupants or less in their household; 34% have 2 occupants.
10. 51% currently have 3 bedrooms; 30% have 2 bedrooms.
11. 62% reported their home in good condition; 9% reported poor conditions needing repairs.
12. 42% are spending less than \$1,000 monthly for housing expense; 25% spend \$1,000 - \$1500; 33% over \$1500,
13. 65% want to improve their housing situation; 48% would like to own; 52% prefer to rent,
14. 44% require 3 bedrooms; 20% 2 bedrooms; 23% 4 bedrooms.
15. 40% can afford up to \$1,000 per month for housing expense; 25% up to \$1500 per month; 35% \$1500 - \$2500 per month.
16. 53% prefer to live in Brunswick.

This data is consistent with the family, household and occupancy data used in this report for the Housing Study (from the American Community Survey based on US Census data).

[A copy of the complete online survey results can be found in Appendix B.](#)

Chapter 2 – Community Goals

General Vision Statement - Updated from 2018 and restated as part of this 2023 Plan Update.

- The City of Brunswick will respect, protect and enhance connections with its natural, historic, and cultural roots through public leadership and engagement with community organizations having the same goals.
- The City of Brunswick will continue to support and incentivize investments in its downtown core area to attract new business and urban living opportunities through the re-purposing of underutilized and vacant structures and development of supporting infrastructure.
- The City of Brunswick will cultivate the growth of its economy and its people, by encouraging entrepreneurship, improving workforce education and development of skills, and connecting its citizens to quality and well-paying jobs through newly developed public transportation services.
- The City of Brunswick recognizing its vulnerability to natural hazards prevalent in coastal areas will continue to apply rigorous and resilient measures and policies to protect its assets and its population. It will implement long range storm drainage and flood protection plan that reflect the issues associated with climate change and sea level rise.
- The City of Brunswick will present a revitalized and rehabilitated image by highlighting its natural and historic beauty and by redeveloping its underutilized areas in a manner keeping with its traditional human scale development characteristics.
- The City of Brunswick will re-vitalize its beautiful neighborhoods through housing rehabilitation and investments in public infrastructure with support from the city, the business community, actively involved citizens and an engaged, well-coordinated community and non-profit organizations. It will also strive to create opportunities for the development of quality new and affordable housing with a priority for creating homeownership.
- By the return of responsibilities for Parks & Recreation, the planning, programming, maintenance and improvement plans will be an emphasis with the goal of expanding access for these facilities and programs throughout the city.

Chapter 3 – Needs and Opportunities – **Updated from 2018 and restated as part of this 2023 Plan update.**

The following list of needs and opportunities result from significant and meaningful personal contact with citizens of the community as well as the priority concerns of Brunswick’s leadership. Needs and opportunities also were identified through planning activities over the past 5 years as well as from Community Input Sessions and feedback at public forums. 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

- Act to provide a wide variety of affordable housing through a balance of rehabilitation and new construction.
- Maintain a neighborhood focus by placing resources and services in or near neighborhoods and invest in the quality of neighborhood infrastructure.
- Provide adequate and effective 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 through the city’s Neighborhood Planning Associations.
- Complete the upgrade of internet broadband service throughout the city currently underway.

Growth

- Encourage the creation of greater employment opportunities and entrepreneurship for citizens throughout workforce development and small business development.
- Address the risks associated with coastal flooding through improved drainage and flood protection facilities and encouraging emergency preparedness for its citizens.
- Achieve the long-standing goals of successfully completing the redevelopment of the Oglethorpe Hotel property and take steps to promote and assist in the planning and development of Liberty Harbor.
- Support mobility of all citizens, especially low-income citizens, and senior citizens, by implementing a public transportation plan option.

- Develop and implement a comprehensive network of bicycle and pedestrian pathways throughout the city linking neighborhoods to the city core and area services.
- Strengthen coordination and communication between city and county governmental entities.

Image

- Continue to improve the appearance of the city’s major gateways and program of wayfinding throughout the city.
- Continue to address the City’s large inventory of dilapidated, substandard, and vacant buildings throughout the city. Following removal, incentivize the development of new affordable housing.
- Continue to address existing pollution within the community and promote the clean-up and redevelopment of brownfields.
- Continue to 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 - Updated based on 2022 CEDS and updated plans for other projects.

The Coastal Regional Commission (CRC) serves as the staff consultant for the Economic Development District (EDD) comprised of 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 2022 - 2027. The CEDS brings together public and private sectors to create an economic road map to strengthen Coastal Georgia’s regional economy. **The City of Brunswick is a party to this plan and contributes and supports efforts toward its implementation.**

The CEDS document provides an analysis of the region’s economy which was used as the guide for establishing regional economic goals and objectives, developing, and implementing a plan of action, and identifying investment priorities and funding sources to meet the area’s needs for infrastructure necessary to support desirable economic growth.

Coastal Georgia’s eastern shore stretches almost 100 miles from Savannah at its northern tip to St Mary’s at its southern tip and is home to historic towns, industries, military installations, major ports, and a thriving tourism trade. Equally important, one finds abundant wildlife, beautiful beaches, and over 2300 miles of tributaries and salt marsh vital to the sustainability of its natural environment.

With a hundred miles of coastline, 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. The Port of Brunswick is one of the largest "roll on – roll off" automobile and heavy machinery ports in the Nation and is currently expanding its capacity which will make it the largest such facility on the East Coast.

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 State of Georgia is currently the sixth largest recipient of defense related funding in the Nation. The Federal Law Enforcement Training Center (FLETC) is in Glynn County just north of the City of Brunswick and is a major contributor to the region's economic health.

Tourism which is closely tied to coastal resources through our coastal waterways and the natural, historic, and cultural resources is a major driver of Coastal Georgia's economy and certainly to Brunswick which boasts three islands which attract thousands of tourists which contribute to the region's economy.

Although the Georgia Department of Labor's 2021 profile for the region reports the unemployment rate as significantly lower than the figures during the COVID Pandemic, the Georgia Coast still faces numerous economic challenges. Glynn County, along with the rest of the region, continues to face a loss of working age population in the 35-44- and 45-54-year-old age groups. This can be attributed, in large part, to lower-than-average weekly wages as compared to the rest of the State of Georgia. Recently, the announcement of a new automobile assembly plant to be built in the coastal region should help the labor force retain more workers in these income groups with the prospects of much higher average weekly wages.

Other factors affecting income disparity in the region and specifically Brunswick:

- Education attainment levels in Brunswick are likewise lower than the state and national level despite the presence of a 4 -year state college and two-year technical school.
- Median household income has not kept keep pace with the rise in living costs, particularly housing costs. Finding decent affordable housing is particularly difficult.
- Approximately 22.3 percent of the primary jobs within the region are held by workers commuting from outside the county or community.
- 22.2 percent of employed Coastal Georgia residents leave the region for employment – a high percentage compared to workforce investment areas around the state.
- In Brunswick, nearly 80 percent of its employed labor force works outside the city despite two heavily concentrated employment centers at the Port AND Medical Center.

The startup of a public transportation system is envisioned as playing a major role in connecting the underemployed in Brunswick to job training and higher paying jobs inside and outside the city.

Workforce development issues which threaten quality economic development in the region and 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 among existing companies in the region. These factors also pose difficulty in recruiting new firms to the area. This is an area of attention for not only Brunswick and Glynn County but the region.

As a performance-based strategic plan, the 2022-2027 CEDS serves an important 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 Current 2022-2027 Comprehensive Economic Development Strategy (CEDS), Appendix E

Tax Allocation District #1.

The City of Brunswick adopted a Redevelopment 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.

Since the TAD District tax assessment certification in 2021, the district has generated over new tax increment funds to be invested in the district. Consideration is being given to expanding the TAD #1 Boundary and creating a second TAD #2 to help fund housing programs and neighborhood revitalization in other areas of the city.

The Tax Allocation District #1: Historic Core Redevelopment Plan, see Appendix F

Mary Ross Waterfront Park – Downtown Brunswick:

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 does not 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 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.

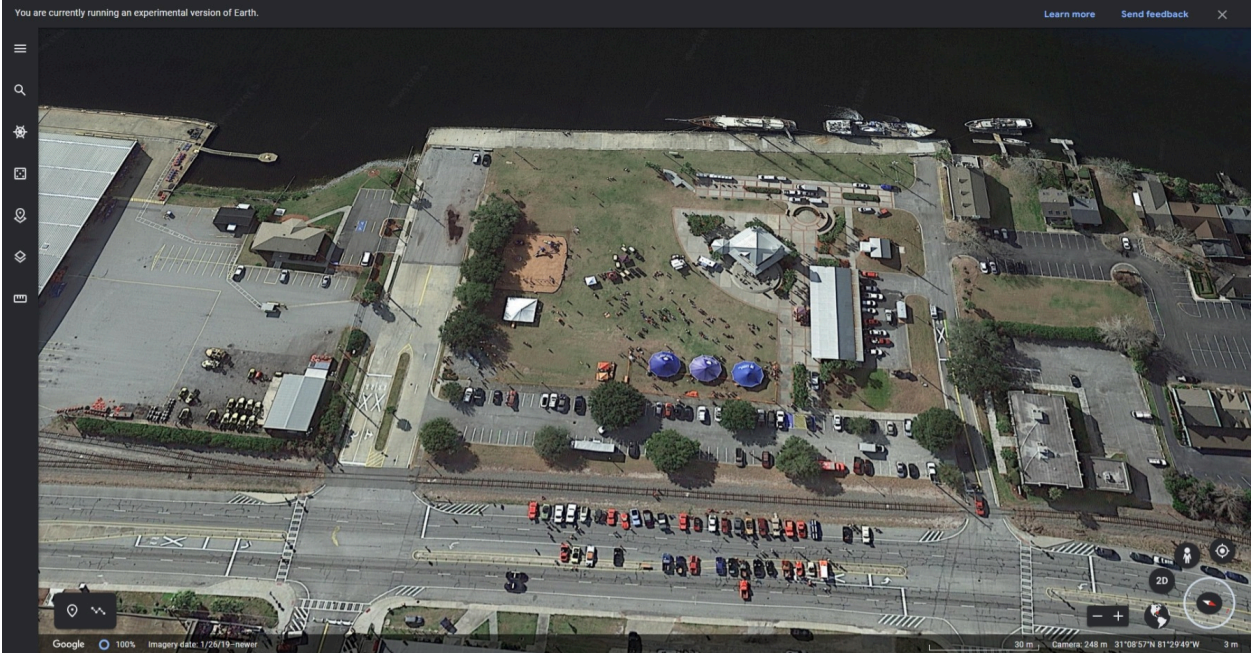
The Mary Ross Water Park (MRWP) Master Plan looks to the future of the park as a vibrant expression of the region and an asset to the City of Brunswick. A redesigned and upgraded riverfront park will provide both active spaces for entertainment and passive spaces for reflection. It will also become a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

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 plan of the park. 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 the park as it looks to serve Brunswick, the community, and visitors of the Golden Isles for the next several decades.

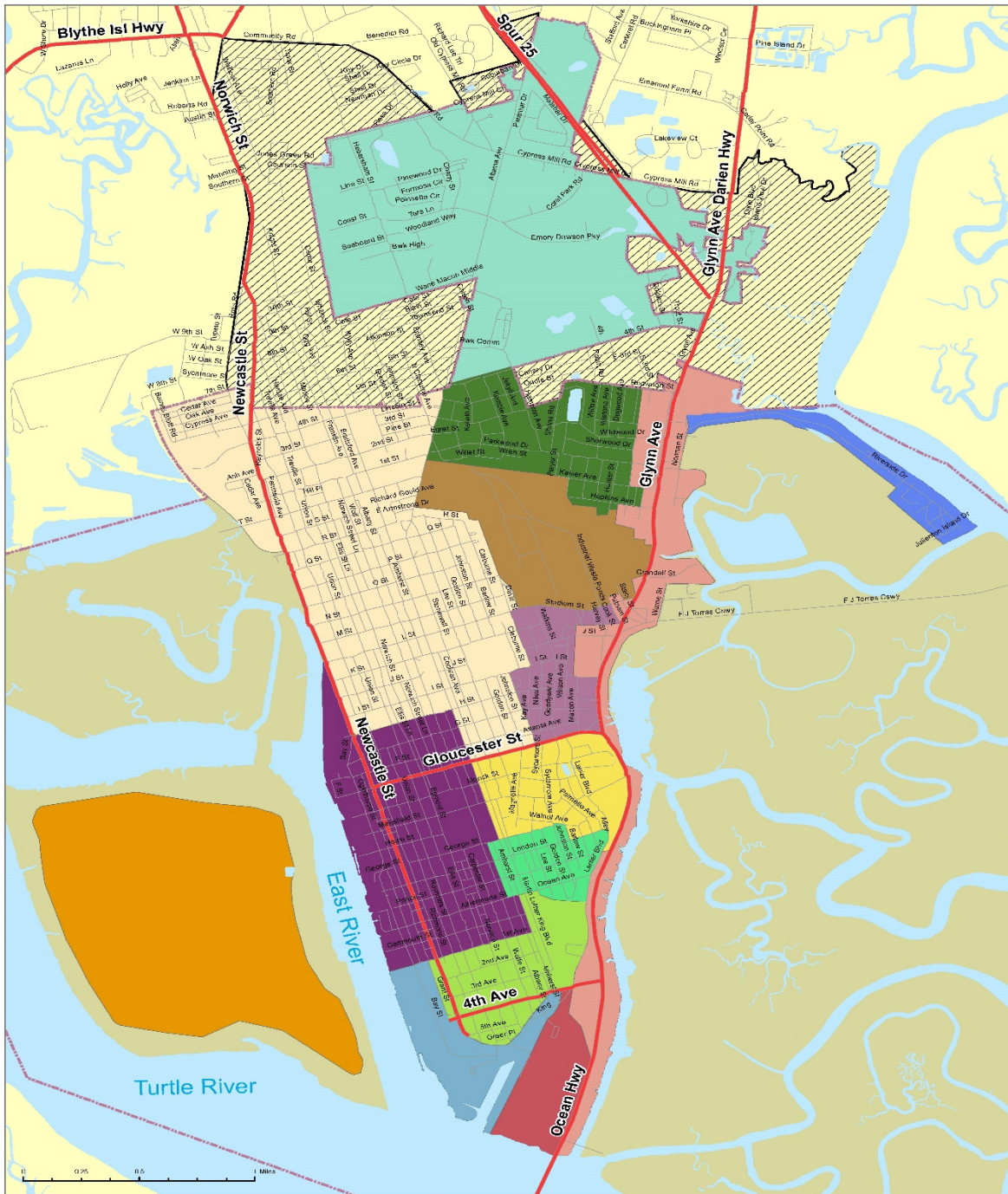
Phase II is now under construction. Subsequent phases of improvements in the Master Plan will be re-evaluated in the 5 – year Work Plan.



Broadband Service – Brunswick

Currently all areas of the city have internet service including portions with fiber optic cable. Installation of new fiber optic cable is currently underway by both a private provider (Live Oak Fiber) and ATT. Currently, fiber optic cable is being installed in Old Town Brunswick. Within 3 – 5 years all areas of Brunswick and Glynn County will have access to upgraded high speed internet service.

Chapter 5 – Land Use Character Area Plan (See Map Below)



LEGEND		Character Areas	
Brunswick Boundary	Water	Industrial Waterfront	New Town/Town Commons
Andrews Island	Marsh	Liberty Harbor	North Brunswick
Dixville/Habersham Park	Hercules Plant	Medical/Parkwood	Old Town
Riverside	Windsor Park	Potential Annexation	South End Brunswick
Glynn Avenue Corridor	Urbana/Mayhew		

City of Brunswick, Georgia
COMPREHENSIVE PLAN

CHARACTER AREA MAP
AUGUST 2018



The Defining Narrative for each Character area follows, and each defines 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 developed with many areas needing re-development.

Character Areas govern future land use by permitting a variety of land uses and, where appropriate in core areas of the city, promoting a mixed-use approach to planning. Within Character Areas, 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 areas within the Character Areas such as parcels along major roadways.

The Character Areas map was originally developed through an interactive process between the planning team and the community first in January 2008. For the Comprehensive Plan Update in 2018, the Character Areas were again discussed and the map and description for each Character Area were further refined through a rigorous community outreach program.

For this 2023 Comprehensive Plan update, similar discussions were held at Stakeholder and Public Meetings to determine if further adjustments in Character Area Boundaries was warranted. Only minor suggested changes in the narratives for several of the Character Areas were suggested. Consideration to modifying the North Brunswick and the Medical Parkwood Character Areas by combining them into an Institutional Character Area. However other factor relating to residential development patterns and large areas being outside the city, were considered and no changes were made.

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 newer residential neighborhoods with curvilinear 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 continue to preserve the character and boundaries of these suburban, single-family neighborhoods. For Altama and Community Road/Cypress Mill Road corridors, the vision is for new, mixed-use, urban boulevards with active, pedestrian-oriented streetscapes. For Spur 25, the vision is for a continuation of major commercial development. It is also important to the North Brunswick community that it retain its institutional assets – the Coastal Georgia Community College, and Brunswick High School. These institutional assets should be better connected with nearby neighborhoods and knit together with a connected framework of pedestrian and bicycle paths. Commercial redevelopment along Altama is also important to provide goods and services to the college professionals and its students as well as the nearby medical center employing 2700.

Appropriate Land Uses

- Existing single-family residential development within Magnolia Park and College Park
- Community-scale commercial, institutional, multifamily, and mixed-use development along Altama Avenue to support the college, high school, and medical complex and traditional commercial with perhaps some mixed residential use along Community Road/ Cypress Mill Road
- Light Industrial development on the western portions of Habersham

Recommended Development Patterns

- Multi-story mixed-use development along major corridors where appropriate and a new building form can logically be introduced.
- Housing for college students developed in neighborhood patterns along Altama Avenue.
- Clustering high-density development at nodes along major corridors
- Greyfield redevelopment that re-purposes vacant or underutilized commercial strips to mixed-use assets.
- Development that has 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 existing major institutions, the high schools, and the College of Coastal Georgia.

Recommended Transportation Patterns

- New greenways and pedestrian/ bicycle paths to connect residential areas to commercial areas, employment areas and future transit stops.
- Where possible, landscaped buffers between the roadway and pedestrian walkways
- Where possible, landscaped raised medians separating traffic lanes.
- Restrictions on the number and size of signs and billboards
- Landscaping of large parking areas to minimize visual impact.
- Parking lots that incorporate on-site stormwater retention features such as pervious pavements or detention drainage systems.
- Encourage parking at rear or side of buildings to minimize visibility from the street.
- Encourage shared parking arrangements that reduce overall parking.
- Driveway consolidation and inter-parcel connections between parking lots

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, and, if possible, a landscaped median. Ensure that all modes of transportation are adequately planned per the City's Complete Streets Policy.
- Focus infrastructure improvements on drainage, curb, gutter, sidewalks, and streetlights on major streets.
- Stay actively involved in strategic and master planning for the College of Coastal Georgia
- As land becomes available for purchase, pursue opportunities for purchase of future parks or greenspace in this area.



College of Coastal Georgia Entrance



Rent Assisted Housing in North Brunswick

- Seek to increase recreational opportunities for North Brunswick residents by encouraging public access to middle school and high school recreation facilities.

- Seek consistent zoning along Altama and Community Road/Cypress Mill Road to permit mixed-use development that supports the College and Medical Center.

Altama Avenue Corridor Plan

The Brunswick-Glynn County Archway Partnership identified Planning for Growth as one of the community’s top priorities 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 was updated most recently in 2018, and 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, the Brunswick High School campus, and residential areas.

The ACT District Corridor Plan, see Appendix G:

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. Located east, west, and south of the hospital are 1960's single-family neighborhoods with regular block patterns and single-story ranch style homes that are well maintained. 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 Pinova Plant on the south, and Altama Avenue on the west.

Vision

The Medical/Parkwood Character Area should likewise retain its single-family character while allowing the hospital to serve its important public service mission. 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. The city is currently considering establishing an Institutional zone for the area including appropriate use and development regulations.

Appropriate Land Uses

- Single-family and townhouse 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 locations near hospital or college facilities.
- Mixed-use and multifamily development at the intersection of Parkwood Drive and Altama Avenue.



Lakeside Neighborhood East of Hospital



S E Georgia Medical Center – Main Entrance

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.
- 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, an important intersection in this community.
- 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
- Appropriate connections to hospital and college campuses for bicycles and pedestrians.

Recommended Implementation Measures

- Establish clear boundaries in the character area for the expansion of the medical center uses and parking areas that serve staff, patients, and visitors. 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 streetlights on major streets.
- Develop a master plan for pedestrian and bicycle paths connecting the neighborhoods with the Southeast Georgia Health Systems Brunswick Campus, the Coastal College of Georgia, and major commercial corridors.
- Stay actively involved in strategic and master planning for the Southeast Georgia Health Systems Brunswick Campus.
- Consult with the NPAs about the potential need for traffic calming to discourage cut-through traffic.

Character Area: Riverside

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

Vision

The Riverside Character Area will 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.



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

Appropriate Land Uses

- Single-family residential neighborhood

Recommended Development Patterns

- Single-family residential development with off-street parking consistent with existing development.
- Protected marshland and wetlands
- Preserved views of marshlands and river
- New development should minimize disturbance of marshes and wetlands with appropriate setbacks.
- Development that is compliant with FEMA regulations consistent with established LIMWA zone through residential elevation.

Character Area: Glynn Ave Corridor (US Hwy 17)

The Glynn Avenue Corridor is one of the two high - visibility corridors that lead into and out of the city (the other being US 341/Newcastle Street). The Glynn Avenue Corridor serves not just as the gateway to the City of Brunswick, but also as the primary gateway to St. Simons, Sea, Little St. Simons, and Jekyll Islands, combined termed The Golden Isles. The corridor through Brunswick has 6 traffic lanes, plus as many as two turning lanes and deceleration/right turn lanes making the roadway effectively 10 lanes wide in most areas. The developed road cross section is more than 100 feet wide including sidewalks.

The northern portion of the Glynn Avenue Corridor is primarily comprised of low-density, highway-oriented commercial uses including several older motels, while the southern portion, and particularly the East side is characterized by views of open space and marshlands. Many of the commercial areas along Glynn Avenue are deteriorating and suffering from disinvestment, but there has been some new redevelopment activity along the corridor, particularly the northern portion.

A study of the corridor, its characteristics and potential, was initiated by the city in 2018. Guidelines for development within the corridor were recommended following a Design Charette made up of design professionals and stakeholders in November 2018 for consideration by the Brunswick City Commission. As a result, an overlay district was added to the City's zoning code in 2018 to help shape the character of new development within the Corridor with design and planning guidelines. Certain goals, including creating public access to the adjoining marshes and creeks on the Eastern Boundary, will necessitate public investment in infrastructure to access those areas.

Much of the underlying zoning remains Highway Commercial which permits a wide range of commercial uses as well as high density multi-family housing. To date 5 projects have been planned and developed within the Glynn Avenue Corridor covered by the overlay district.

Recommended Land Uses

- Multi-story mixed use development with commercial uses on the first floor
- Multifamily residential development including senior housing.
- Area and highway serving commercial uses and offices.
- Tourism and cultural facilities
- Hotels and resorts
- Protected greenspace, wetland, and wildlife habitats along the eastern border.

Recommended Development Patterns

- Structures 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 is encouraged.
- Developments that take advantage of marsh-front views such as housing, restaurants, or hotels
- Clustering high density development at nodes along major corridors
- Developments that have easy access to nearby transit when and if available, shopping, schools, and other areas where residents travel daily.
- Greyfield redevelopment that converts vacant or underutilized large tracts to appropriate land uses.
- Site planning, building design, and landscaping that are sensitive to natural features of the site including topography and views.
- Recognition that FEMA regulations and the LiMWA zone will play a major role in design and use decisions, especially in the area north of the Torras Causeway east of US 17.

Recommended Transportation and Development Patterns

Many of the recommendations contained in the “Design Framework” guidelines for the Overlay District will be challenging to incorporate in new developments within the corridor. The Glynn Avenue Corridor is controlled and maintained by the Ga. Department of Transportation, and it is unlikely that the overall roadway corridor will be altered to provide landscaping, pedestrian separation features and bikeways will occur. Where possible, however, the city will advocate for changes to make the corridor more pedestrian friendly and visually attractive. Some of the guidelines in the Overlay District Design Framework for the overlay district include:

- 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

- Continue to work with property owners and developers to implement recommendations in the Glynn Avenue Design Framework Guidelines.
- Examine opportunities for the city to implement TAD#1 funding within the corridor to foster redevelopment and facilitate public access.
- Continue to explore redevelopment opportunities.

The Glynn Avenue Corridor Overlay District in the Zoning Ordinance can be found in Exhibit F along with the “Design Framework” guidance.



Re-purposed auto dealership building for a Striplings General Store on Glynn Ave.



New construction - medical services building on Glynn Avenue

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

On June 28, 2023, Pinova announced that it will cease operations immediately and over the next 12 – 18 months take the necessary steps to cease all operations and dismantle the plant facilities and equipment. It is possible that some environmental remediation will be involved.

The city will diligently monitor the plant closure and hopefully be involved in determining the appropriate reuse of this prominent site in the community.

News article regarding plant closure may be found in Exhibit C.

Character Area: New Town/ Town Commons

New Town is the second oldest area of the city. This 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 single-family, though there are many commercial lands uses along Norwich Street and some churches and schools scattered through the area. A high percentage of homes in the area require moderate to significant rehabilitation as noted in the recently completed housing study. In addition, the area has pockets of mostly vacant dilapidated structures that will require demolition.

There are also several large multifamily Brunswick Housing Authority properties in this character area which tend to stand out from their surroundings. Additionally, two modern and attractive privately owned rent assisted housing complexes have recently been built in the area on MLK (Perry Place) and Norwich Commons (4th Street).

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 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 can be improved through a variety of infrastructure investments, including drainage improvements, curb and gutters, streetlights, and sidewalks. Neighborhood parks will be improved by additional amenities such as benches, lighting, walking paths, and playgrounds. Dilapidated housing will need to be renovated so that new infill housing will be developed on vacant lots. The neighborhood will continue to be mixed-use with schools and churches as vital part of the neighborhood, and neighborhood-serving commercial development should be encouraged to occur along Norwich Street. Newcastle will become a gateway into the city with new, street-oriented redevelopment and an improved streetscape. The City's waterfront should become more accessible to neighborhood residents through pedestrian and bicycle pathways.

Rise Risley is a project within New Town to transform an abandoned elementary school into a facility that will provide public access to education, improved caregiving, reducing trauma and supporting mechanisms that will help families become economically self-sufficient. Risely Elementary School opened in 1870 as Freedmen’s School in Brunswick for African American residents. Later a high school was built on the Freedmen’s site. Today, the site is surrounded by some of the city’s most dilapidated buildings, poverty, crime, and joblessness. The Rise Risely initiative is dedicated to addressing these issues through the State of Hope Initiative headed by the City’s Community Action Authority with financial support from the community coming from government, philanthropy, and the business community.



Appropriate Land Uses

- Single-family residential development
- Neighborhood scale commercial development along Norwich St, developed in a *Main Street* fashion with the building fronting the streetscape and parking to the rear.
- Community facilities and centers such as schools, parks, museums, and libraries 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
- 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.

- Greyfield redevelopment that converts vacant or underutilized commercial strips to mixed-use assets. There is an excess of vacant commercial buildings in the area, particularly along Norwich Street.
- Structures (shopping, offices, etc.) located near street front with parking in rear of buildings, making the corridor more pedestrian friendly.
- Emphasizing and protecting views of the river where possible 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
- Restrictions of the number and size of signs and billboards on MLK Jr Blvd, Newcastle St, and Norwich St.

Recommended Implementation Measures

- Design and implement a new streetscape for Norwich entering downtown.
- Design and implement improved 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 Newcastle where feasible.
- Conduct an accessory housing study to determine potential configurations for accessory housing units that would leave the neighborhood character intact.
- Ban any new billboards and minimize free standing signs along the Newcastle/ Norwich corridors and negotiate when possible that old billboards be removed as a condition of development/redevelopment permitting when controlled by the applicant.
- Engage the neighborhood in planning charrettes for the public squares in the area.
- 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.
- Explore the designation of key structures or districts within the New Town Character Area for eligibility for the National Register. Encourage preservation of historic structures where possible.
- Continue to implement the policies and ideas outlined in the Historic Norwich Corridor Development Plan and the Revitalizing Norwich Corridor Study (2018) to foster redevelopment.
- Continue to support the Rise Risely State of Hope Initiative and target the area surrounding the school buildings being re-purposed for housing rehabilitation, removal of blighted structures and improvement of public infrastructure.



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



Figure 2.11 Corner stores contribute to a sense of place

Character Area: Urbana/Mayhew

Urbana and Mayhew are post-war subdivisions with 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 Public Housing complex 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 Pinova site.

Vision

The Urbana-Mayhew Character Area should retain its predominantly single-family character. A small neighborhood surrounded by commercial and industrial **uses (although with the closing of the Pinova Plant, the redevelopment of the site, if carefully planned, could become a major asset for the character area)**, 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 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 which is planned for the near future.

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 street block structure.
- Structures (shopping, 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.

Recommended Transportation Patterns

- Facilities for bicycles including bikeways or bike lanes, frequent storage racks, etc.
- On-street parking to be used for residents' automobiles where lots do not have space for off street parking.
- 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.



Typical single-family residential in Urbana/Mayhew Character Area

- 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.

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 at its northeast corner. This 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, 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, streetlights, and especially drainage infrastructure and flood control. Such projects have been included in current Master Plans for Street Improvements and Drainage/Flood Control Projects.

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

- 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

- 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 2.14 Windsor Park, the heart of the neighborhood

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 single-family character. The Dixville/Habersham Park Character Area will see significant infill development and revitalization, as well as improved neighborhood infrastructure. It should remain a tightly knit community with affordable single-family housing and committed longtime 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.

Appropriate Land Uses

- Single-family residential development
- Community facilities built to a neighborhood scale.
- Select 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.
- 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.
- Revitalization of existing neighborhood commercial centers to capture more market activity and serve as community focal points.
- Greyfield redevelopment that converts vacant or underutilized commercial strips to mixed-use assets.

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 where possible.
- 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. Removal of vacant and abandoned structures.
- 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 wherever possible.
- Conduct an accessory housing study to determine potential configurations for accessory housing units that would leave the neighborhood character intact.



Dixville Neighborhood Food Store



Home in Dixville / Habersham Park

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. The Blueprint Brunswick plan provides a detailed urban design strategy for fulfilling this vision for infill development in the waterfront area. In addition, remaining 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 schools with surrounding neighborhoods. Downtown should see a continued revitalization and re-purposing of buildings resulting in a wider variety of activities and entertainment for all ages, but particularly for young adults and community youth.

Appropriate Land Uses

- Community scale residential 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 and private 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, 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.

Recommended Transportation Patterns

- On-street parking in front of retail development on Norwich St, MLK Jr. Blvd, Gloucester St, Newcastle St, and Bay St
- 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 within the Historic District and Character Area.
- Establish minimum size parking lots in neighborhood commercial areas.

Recommended Implementation Measures

- Continue Gloucester Street improvements that includes sidewalks, street trees, street furniture, bicycle lanes and travel lanes. 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 negotiate those existing billboards be removed as a condition of development/redevelopment permitting where possible.
- Engage in parking management strategies to make the best use of available parking.
- Develop a common long-term plan for the City’s waterfront with the Georgia Ports Authority.
- Plan for a complete network of sidewalks, bicycle lanes, and bicycle paths throughout downtown and connecting to other areas of the city.
- Promote evening entertainment activities for young adults and youth in the Old Town area, such as concerts and movies.



Typical Street in Old Town

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 except for 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.

Appropriate Land Uses

- Single-family residential development
- Open space, environmental protection lands, and parks

Recommended Development Patterns

- Houses located near the street with consistent massing, setbacks, and small front yards.

- New residential development that matches the mix of housing types and styles in the community
- Open space, environmental protection lands, and parks

Recommended Transportation Patterns

- Bicycle paths to connect residential areas to commercial and employment areas.
- Facilities for bicycles, including bikeways or bike lanes, frequent storage racks, etc.
- Landscaped buffers between the roadway and pedestrian walkways where possible.
- Encourage garages located to the rear or the side of each residence.

Recommended Implementation Measures

- Add street trees, street furniture, bus shelters, bicycle lanes, and if possible, a landscaped median. Ensure that all modes of transportation are adequately planned for per the City’s Complete Streets policy.



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



Figure 2.22 Single-family housing typical of South End Brunswick

Character Area: Industrial Waterfront

Industrial land uses adjoin the East River west of Bay Street and south of 4th Avenue. Many of these industrial uses have a lengthy history in 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 a thriving and productive operation. An occasionally active rail line runs parallel to Bay Street and provides access to most of the waterfront industries. Ground transport has access to industry via Bay Street; however, it discontinues at Prince Street forcing truck traffic into the Old Town residential area to serve the

industries to the South of Prince Street resulting in poor access for industry and disruptive traffic in the Old Town neighborhoods.

Vision

While the City of Brunswick encourages viable industrial enterprises to remain in the city along portions of its waterfront, particularly south of 1st Avenue, it would like to arrive at a long-term plan where more of the waterfront north of 1st. Avenue could become public space.

Appropriate Land Uses

- Industrial land uses
- Expanded public access where feasible.

Recommended Development Patterns

- Industrial land uses with rail, road, and waterfront access with sufficient parking areas for employees.
- In cooperation with area stakeholders, develop a long-term plan for more public access.



Industrial Waterfront and pier

Recommended Transportation Patterns

- New greenways and pedestrian/ bicycle connections from residential areas to the waterfront
- Landscaped buffers between the roadway and pedestrian walkways along Bay Street

Recommended Implementation Measures

- Using the Bay Street Corridor Plan as a foundation, re-engage multiple public agencies and stakeholders with interests in Bay Street to develop a long-term plan for improved and more attractive road access for industry and for more expansive and dynamic public spaces and access to the waterfront.

The Bay Street Corridor Plan - see Appendix M for website.

Character Area: Liberty Harbor

Liberty Harbor is a master-planned resort community located on a historically significant site at the southern tip of the city. It 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 community. Residential development was to include single-family homes, up to 20-story condominiums, townhouses and a 200 slip Large Craft Marina and related facilities.

Due to the economic recession which began in 2007, development was halted in 2008 and has not resumed since. Much of the planned infrastructure was completed so the property has the potential to be developed as originally intended. However, despite extensive efforts by the project's lenders to market the sale of the planned community, there have been no successful offers.

The Future

The City should encourage and support its owners to consider alternative development plans for the property working with its professional staff and agencies concerned with economic development within the city. The experience of successful outside real estate developers could also be engaged to assist in that effort, including convening an Urban Land Institute Panel. Additionally, the city should do what it can to help recruit new interest in developing the site including possibly incentivizing the development through various public assistance programs.

Recommended Implementation Measures

- Assist the owners in arriving at an appropriate and marketable plan for the use of the property and assist in attracting a new developer.



Liberty Harbor Site

Character Area: Andrews Island

Andrews Island is 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.



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 affecting 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 undeveloped character of the district.



View of the Marsh and Tidal Creeks adjacent to US 17 and Overlook Park

Core Area Plans

Following are listed other core area plans completed by the city to guide growth and development within its core area. These plans were designed to function over an extended period and are still relevant.

Historic District Parking Plan:

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 narrow road reflecting the historic nature of the downtown, the 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. Most 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 project future parking demand using anticipated growth projects provided by the city for new development projects.

Sidney Lanier Park Master Plan

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 Master Plan - See Appendix J for website.](#)

Chapter 6 – Transportation

Updated Brunswick Area Transportation Plan (BATS) 2045

The Brunswick Area Transportation Study (BATS) as designated in MAP-21, is the 20-year plan that identifies the vision, goals and objectives, strategies, and projects that promote mobility within and throughout the region of which Brunswick is a part 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 Metropolitan planning area to a planning horizon year of 2045.

The BATS 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 BATS 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 BATS plan 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 Current BATS Report is available for Comment on the Glynn County website and will be published soon.

Public Transportation

After receiving and reviewing a Public Transportation Plan in 2018, The City of Brunswick has received and acted on a recommended Public Transportation Plan Option. The city is currently seeking financial support from Glynn County and the private sectors that will benefit from the implementation of the plan.

The recommended plan links all areas of the city and adjacent Glynn County to Brunswick’s neighborhoods and growth areas in adjoining Glynn County to employment centers on the resort islands and areas where its population can obtain medical and other services.

[The Updated Brunswick Area Public Transportation Study and Recommended Alternatives](#)
[See Appendix K for website:](#)

Complete Streets

In addition to the Transportation Plan, the City of Brunswick is a Complete Streets Community. Adopted by the city 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, See Appendix L for website.](#)

Bay Street Corridor Plan

The city, with the assistance of GDOT, completed a corridor study of Bay Street between its intersection with Newcastle in Downtown Brunswick, and 4th Street to the south. One objective was to improve traffic flow at major intersections including installation of round-a- bouts at Newcastle and 4th Streets. Improved pedestrian crossings from downtown to the waterfront area were recommended and two have been stalled.

Implementation of the plan for intersection improvements is to occur in 2024 and 2035 once GDOT approval is obtained.

[Bay Street Corridor Plan- See Appendix M for website.](#)

Glynn Isles Wayfinding Plan

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 is imperative for visitors and locals to be able to navigate easily.

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 Wayfinding Plan continues to be implemented each year through funding in the city's annual budget.

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 bike-ability throughout the community.



**Newly installed wayfinding signs
In Downtown Brunswick.**

Trails

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. Including sections within the City on US 17. The city has planned to complete its segments soon.

To be included in the Planning Department's work program is the completion of a study and plan for an urban multi-modal pathway system linking neighborhoods, schools, parks and retail services for families and individuals living in the core area of the city. This is in response to calls for safe and accessible means for walking, cycling, or jogging in the core area.

[Coastal Georgia Greenway Plan - See Appendix N for website:](#)

Chapter 7 – Housing

The city's Department of Planning, Development and Codes was recently tasked with completing and analysis of housing conditions within its neighborhoods as well as the obstacles for the development of affordable housing. Based on the analysis of data collected an Affordable Housing Plan was completed as an element for tis updated Comprehensive Plan. The completed plan is attached as Appendix 4.

The Executive Summary of the Housing Study and Affordable Housing Plan follows:

The issue of affordable housing has never been as prominent as it now is across our Nation, partially due the COVID 19 Pandemic which impacted materials cost and labor supply as well as timing and cost issues relating to transportation. The result has been the cost of housing increasing in most areas of the country by 40 – 50%. Since the pandemic abated a year ago, that increase has dropped but home construction costs remain higher by as much as 25% in most areas and rent increases of about the same percentage.

From the socio-economic and housing data gathered and analyzed for this report, one can easily see that there are real challenges for families living in the City of Brunswick to find affordable housing opportunities. Yet there are also opportunities for the city to address those needs by providing leadership and public investment in programs that will facilitate the development of affordable housing while revitalizing the community's neighborhood and core city areas. The physical and historic character of the city will benefit from both.

Much of City's population of around 15,000 does not have the financial capacity to either rent or purchase adequate and standard condition housing in today's market. The gap between available income capacity and housing costs is as much as \$10,000 per year for many of the city's Median Family Income family and non-family households. Following

are some of the challenges Brunswick's families have in seeking adequate affordable housing:

- As many as 1500 or 45% of the city's family households are currently "housing cost burdened" (spending more than 30% of family income for total housing expense) as well as 1100 non-family households including single elderly persons living alone.
- 64% of all occupied dwelling units are rented and 60% of those units are single family or duplex homes, a high percentage of which require substantial rehabilitation. Few affordable apartment dwellings are available in the city.
- 9% of all single family and duplex housing structures are rated in poor condition requiring substantial rehabilitation or demolition (unfit for human habitation); 40 % are rated in only fair condition indicating a need for modest to major rehabilitation. Another 43 % are rated in only average condition, requiring modest rehabilitation. Only 8% of all single family and duplex housing is in good or excellent condition.
- As many as 2,000 families and individuals are currently living in inadequate, costly, and substandard housing.
- Current sales and rental data indicate that some families and individuals are forced to leave the city because of inadequate housing opportunities. Many are relocating into developing Glynn County or even nearby Brantley or McIntosh Counties.

Most new housing since 1970 has been built outside the city with most of it being multi-family or townhome rental communities. Within the city, only 8 new single family housing units have been added over the past 10 years. In addition, consider the following current market conditions in the City:

- Currently, there are an average of only 35 - 40 homes on the market for sale inside the city with an average list price of \$172,450. These homes normally remain on the market for less than 60 days.
- There are no rental apartments available within the city and those now being developed in the county have rents starting at \$1,250 for a one-bedroom unit and \$1,450 for a two-bedroom unit. Many families and individuals renting these units must devote as much as 40% – 50% of family income for housing expense. 30% - 35% is considered normal.
- New single family "starter homes" are located outside the city now priced at \$175,000 compared to under \$150,000 a few years ago and are beyond the reach of most families.
- Federally subsidized rental housing in the city, including public housing,

Section 8 voucher certificates and other tax incentivized affordable housing have waiting lists of well over 1,000 families and individuals.

From this data, it is easily seen that the City of Brunswick, like many communities facing affordable housing needs, has real challenges to overcome. Yet, there are opportunities for the city to not only begin to address and meet those challenges, but by doing so, begin the transformation of many of its declining neighborhoods through innovative housing programs. Consider these opportunities:

- There is a large supply of older 2- and 3-bedroom homes, in poor condition, which can be rehabilitated and offer opportunities for affordable housing for many families.
- There are numerous incentive programs for development of affordable rental housing using Federal tax incentive programs. Two such projects have been completed in Brunswick during the past 5 years.
- Through aggressive pursuit of tax foreclosed properties using the recently created Land Bank Authority, sites can be made available for both new homeowner single- family, townhome, or duplex housing or for the development of small rental complexes of 8 or more units.
- Expand the use of Federal programs like CDBG, CHIP, and the HOME Program to name a few to help with home repair and rehabilitation as well as the construction of new housing.

By implementing these and other measures, the City of Brunswick can assure that the on-going efforts to revitalize its downtown, historic core area, and its neighborhoods will continue and flourish. From Stakeholders and community input offered throughout the development of the plan, there is probably no higher priority than the implementation of an Affordable Housing Plan.

The city has allocated \$2.5 Million in its FY2024 Budget for the implementation of the Affordable Housing Plan. Because the entire community has a stake in the revitalization of housing and neighborhoods, the city should also look to create partnerships with the non-profit and business community to help sustain and finance the program long-term along with public funding including a future SPLOST allocation.



Homes requiring major rehabilitation.





Homes being rehabilitated in the same area.



[Brunswick's Affordable Housing Plan dated May 25, 2023, can be found in Appendix D.](#) \

Chapter 8 – Resiliency, Stormwater, Flood Control and Hazard Mitigation

Resiliency

Brunswick is a low lying urban coastal community area that is impacted by rainfall, tide changes and storms, including tropical storms and hurricanes. In recent years, the effects of climate change and rising sea levels have compounded the challenges the city faces to plan and implement actions that will mitigate the danger to its citizens and damage to their property.

Over the past five years, the city has taken steps to execute plans that will begin to mitigate these impacts through the formation of a stormwater utility and management program, planning improvements that will provide long term mitigation after completion and continuing to manage and expand its resiliency programs for the long term.

Two recently completed studies; South Atlantic Coastal Study – Glynn County Focus Area (Corps of Engineers 2022) and the Shoreline Assessment and Implementation Resiliency Plan (Glynn County 2022) along with earlier studies help provide guidance to the city in its stormwater and flood control facilities planning and design. Factors such as climate change, projections of sea level rise are consistently monitored and included in project development and design. A useful tool has been developed by National Explorer that has measured tree cover in cities and counties. This tool can be useful in guiding development in various Character Areas that have low scores in tree canopy coverage to help manage carbon sequestration and storm damage.

At the present time Glynn County is in the process of updating the multi-jurisdictional Hazard Mitigation Plan which, when completed will also provide the city with guidance and project development.

Stormwater Management and Flood Control Program

The city presently owns and operates its stormwater management systems and facilities which have been developed over many years. The future usefulness and operational function of the systems and the additions and improvements thereto, rest with the city. 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 is responsible for stormwater management services throughout the City, and provides 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 all Environmental Planning Criteria established for Coastal Georgia as it implements its work plan.

Soon after creation of the Stormwater Utility, the city prepared and adopted a Stormwater and Flood Control Master Plan to guide the design and construction of projects over a 5 – year period. Funding for implementation of the projects comes from passage of a SPLOST measure passed in 2022. Four highest priority projects are currently underway. Future projects and plan implementation will also be dependent on the passage and availability of SPLOST funds.

As projects are completed, the Master Plan will be updated to provide plans and priorities for the next five years beginning in 2025. In preparing the new Master Plan, the City will be mindful of recommendations to be contained in the 2023 update of the joint Hazard Mitigation Plan (HMP) currently being prepared by Glynn County and including all municipalities and participating entities within the County. Likewise, the city will be mindful of new data relating to climate change and sea level rise that will be included in the HMP 2023 – 2028 as well as guidance by FEMA and other State and Federal Agencies.

The city is currently seeking permits from the Ga. Dept of Natural Resources to improve stormwater discharge into the marsh which borders the Eastern City Limits at seven locations. These discharge improvements will also have flood control devices installed at the discharge point that can prevent rising tides and storm surges from backflowing into the city's stormwater system.

Improvements are also being planned in the Western portion of the city at discharge points in the adjacent rivers and their tributaries.

[Storm Water and Flood Prevention Master Plan can be found in Appendix O](#)

Hazard Mitigation Plan

The City of Brunswick participated in the preparation of the 2018 (2015) Glynn County Hazard Mitigation Plan. Many of the recommendations and Work Plan items contained in the plan for the city were implemented by the creation of the Stormwater Utility and the preparation and adoption of the 5–year Stormwater and Flood Control Master Plan.

The City has begun an acquisition program of properties subject to frequent and recurring flooding. One such property was just recently acquired, and the city has identified other properties which have experienced frequent flooding for similar action. The city has access to a listing of properties that have had repetitive property damage and losses due to flooding. These properties have and will continue to be mapped by GIS and data maintained for other possible property acquisition and/ or areas determined to be too hazardous for development.

Additionally, the City has created a website of information on areas subject to frequent flooding and its building department has started maintaining a file of Certified Flood elevations of properties for which they issue permits. These are recorded and mapped by GIS.

The Glynn County Hazard Mitigation Plan update for 2023-2028 is currently underway and is expected to be completed in early Fall. The city will implement the actions contained in the plan indicated a being need to add to the city's resiliency.

[Shoreline Assessment and Implementation Resiliency Plan – See Appendix P for website.](#)
[Corps of Engineers South Atlantic Coastal Study, Glynn County Focus Area – See Appendix Q for website.](#)

[Tree Equity Score Tool by National Explorer – See Appendix R for website.](#)

Chapter 9 – Parks and Recreation (including passive greenspaces)

In 2018, by mutual agreement the city turned over the programming operation, maintenance and improvements of its parks and recreation facilities to Glynn County. In 2022, the city decided to re-take control of its parks and provide the needed programming, operation, maintenance, and capital improvements. Just recently, the city hired a Director of Parks and Recreation to head the Department of Parks and Recreation and by Spring of 2024 will be in complete control of all city parks. The initial focus of the Department is to assume the responsibilities for programming, operations, and maintenance at its parks.

A long-range plan for facilities improvements and expansion will be undertaken beginning in 2024. This study should also address the desire for added neighborhood and core area access by pedestrian and bicycle trails and paths. A useful tool for determining the accessibility of existing parks to neighborhood families has been developed by The Trust for Public Land. This tool will be useful in planning any additional park facilities needed to provide reasonable access neighborhood families in the city. Additionally, the plan should look at the potential for creating preserved greenspace within the community particularly spaces of historic significance like the Altama Canal.

This study and plan will be included in the Community Work Program.

[Signature Squares Program](#)

The core area of Brunswick was initially laid out in a gride pattern with a bounty (15) of public squares to create passive greenspaces throughout the city. Initially through private efforts beginning in the 2000s, a program to restore the parks began and has resulted in 5 squares having been completed with an additional 3 ready to begin with construction plans completed. The program is now a partnership between the city and the Signature Squares Program and efforts continue to complete the restoration of all the historic signature squares as funding is made available.

[Access for TPL Park Location Tool - See Appendix S.](#)

[Access for the Signature Squares Program website – See Appendix T](#)

Chapter 10 – Urban Redevelopment Plans -

The Brunswick Urban Redevelopment Plan adopted by the city in 2018 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 overall has not been subject to growth and development through private enterprise and would not be anticipated to be developed soon 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.

Within the structure of city government is the city’s Urban Redevelopment Agency (URA) whose board is appointed by the City Commission. The URA has been tasked by the City Commission to specifically concentrate on the following two redevelopment initiatives that have been on the agenda for many years.

Redevelopment of the Oglethorpe Hotel Block. This property acquired more than 20 years ago was to have become the site of a long-anticipated convention center and hotel. As the result of

expanded similar facilities on the nearby islands, the project lacked economic feasibility and was officially abandoned two years ago.

Numerous proposals for the development of the property were received from developers by the city, however none proved to be viable. The URA has been tasked with determining the appropriate and marketable use(s) for the property and the needed public financial support (if any) for such a development(s) to be successfully completed and become an economic benefit to the city and its downtown core area.

The URA is in the initial stages of selecting professional marketing and development assistance to guide it and prospective developers in successfully developing and marketing the site.

The City of Brunswick Urban Redevelopment Plan - See Appendix I.



The recently completed repurposed Kress Hotel in Downtown Brunswick



The Historic Signature Squares are a Key Part of Downtown Brunswick's Revival

Chapter 11 – Preparation of Future Plans for Specific Short- and Long-Range Projects:

Currently, the Department of Planning, Development and Codes have the following items on their agenda to complete in the coming months and years. These studies and plans cross Character Areas and other initiatives contained in this Comprehensive Plan update,:

1. **Final update of the Zoning Ordinance:** The second phase of the city’s zoning ordinance update and revisions was just recently completed. A complete review of the Official Zoning Map needs to be undertaken to correct property zoning throughout the city that is no longer appropriate. Additionally, a review the city’s Subdivision Code will be undertaken as well as an update of the city’s Property Maintenance Code.
2. **Annexation Study:** There are areas adjacent to the existing City Limits that need to be examined and, working with Glynn County, develop a mutually acceptable annexation of Glynn County property into the city. This is particularly true in the vicinity of the Coastal College of Georgia and the SE Georgia Medical Complex and areas along US 17 south of the GA 25 Spur. This study is particularly important for the successful development of property in the Altama Ave Corridor in uses which can serve the school and hospital facilities and their employees and students in the area.
3. Both the **Coastal College and SEGHS** are in the process of developing **Master Plans** to guide their future development. The city has been invited to review and discuss the implications of their future development of public infrastructure and development needs in the vicinity of the institutions to support their growth.
4. As the city begins to implement the housing and neighborhood revitalization plan within various Character Areas within the city, the Department may need to develop individual **Neighborhood Redevelopment Area Strategy (RAS) Plans** to guide the re-development of areas with dilapidated structures for new housing or other appropriate uses. Neighborhood Planning Assemblies will participate in the preparation of any RAS Plans
5. **A Master Plan for Development of an Urban Trail System** in the City’s core area neighborhoods and downtown for walking, cycling or skating pedestrians, integrating trails into a linear park connecting neighborhoods, schools, and commercial centers. Incorporating greenway corridors as a part of this plan will also be included. Throughout the process, area Neighborhood Planning Assemblies (NPAs) will be consulted and will participate in the planning of these facilities.

This plan will likely be incorporated in the aforementioned Parks and Recreation Master Plan also to be undertaken with the Parks and Recreation Department and NPAs.

Chapter 12 – Report on Status of Work Program for 2018 - 2023

A report of the status of the 2018 Five Year Work Plan is highlighted on the following Charts (1). Those highlighted in GREEN have been completed; those highlighted in Yellow are partially completed; and those highlighted RED have been deferred to the Work Program for 2023 – 2028 in Chapter 13.

Many of the accomplishments of the 2018 Work Program would not have been possible without the passage of a Special Local Option Sales Tax (SPLOST) by the citizens of Brunswick and Glynn County in 2022. Projects funded by the SPLOST measure were guided by the 2018 Comprehensive Plan and are listed below:

2022 Special Local Option Sales Tax Funding Approved for City Projects

1. Storm Drainage and Flood Control based on a Master Plan adopted in 2021 - \$11.5 M
2. Street Resurfacing – Citywide based on a priority needs plan - \$8.0 M
3. Sidewalk Improvements – Citywide including neighborhoods - \$1.1 M
4. Trails and Boardwalks (incl East Coast Greenway connection) - \$3.5 M
5. Public Safety Equipment Upgrades - \$1.65 M
6. Public Works Equipment and Infrastructure Upgrades - \$.90M
7. Parks and Recreation including Phase II of Mary Ross Park (\$4.5 M), building renovations at Lawrence Youth Center and Coffin Center (\$2.7M), Historic Squares, Cemetery Restoration and Other Park Improvements (\$1.1M) TOTAL 8.85M
8. Public Buildings, technology improvements for city operations - \$.550M

Total Potential Available for Projects - \$37.4 Million

Chart No. 1

Progress Report for the 2018 - 2023 Work Program

Completed

Underway

Postponed

Not Accomplished/Cancelled

ID	Project	Start	End	Responsible Entity	Estimated	Funding Sources	NOTES
		Date	Date		Cost		
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	Not Accomplished - Unsuccessful with Brownfield Grant Application in 2018/2020
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	Perry School Completed.
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	Implemented Financial Navigator Program
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	Business Grant program implemented, Housing Study Developed.
5	Recruit a neighborhood grocery to the downtown area.	2018		DDA/ Comm. Dev.	Staff	City	Schroeder Market opened 1/23
6	Leverage opportunity zone to promote economic and community development.	2018	2023	Planning/ Comm. Dev./ County/ DDA/ Chamber	Staff	City	4 projects approved
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	TAD# 1 re-adopted 2021 to establish assessment baseline. \$800,000
8	Utilize URA to complete the redevelopment of the Perry School Site	2018	2021	URA/Planning/Comm. Development/EDA	Staff	City	Project Completed

Chart No. 1

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	Conference Center project deemed infeasible and abandoned by vote of public. Cancelled.
10	Utilize URA to assist with redevelopment of Glynn Avenue if appropriate.	2018	2023	URA/Planning/Comm. Development/EDA	Staff	City	No redevelopment projects to date. Not accomplished

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	Public Tree Ord. Completed. Private tree ord. being developed
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	Postponed. No resources available. Move to 2023 WP
12	Pursue the recognition of New Town as a national historic district.	2018	2020	DDA/ Historic Board/ Planning/ City Manager	<\$30K	DDA	Postponed. No resources available. Move to 2023 WP

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	Plan Completed. Included in 2023 completed Affordable Housing Plan.
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	Plan Completed. Included in 2023 completed Affordable Housing Plan.

Chart No. 1

16	Design and implement a Community Housing Assistance Plan.	2018	2021	Comm. Dev. /Planning/CHRAB/BPHA	Staff	City, BPHA	Plan completed. Included in 2023 completed Affordable Housing Plan.
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	Plan completed. Included in 2023 completed Affordable Housing Plan.
18	Develop an implementation strategy for elevating rental housing standards throughout the City.	2018	2021	City Commission/ Comm. Dev. / Housing Non-Profits	Staff	City	Plan completed. Included in 2023 completed Affordable Housing Plan.
19	Develop a Senior Citizens Independent Living Housing Plan.	2018	2021	Comm. Dev. / Housing Non-Profits	Staff	HUD/ Donations	Plan completed. Included in 2023 completed Affordable Housing Plan.
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	Land Bank Board appointed and activity initiated for 3 properties
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	Public, non-profit and private initiatives underway to provide housing. 2 - tiny home projects started
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	Transit plan recommendations in the process of gaining necessary government approvals and funding.
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	Class 1 achieved 11/22
25	Pursue Level-3 rescue response status as a Georgia search and rescue team.	2018	2021	Fire	Staff	City	Completed
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	Postponed. No resources available. Move to 2023 WP
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)

Chart No. 1

28	Implement Sidney Lanier Park phase II.	2018	2020	City Commission/ Engineering	\$1.6 Million	Grant/ General Funds/SPLOST	Completed improvements
29	Develop and maintain a city-wide Drainage Master Plan	2018	2021	City Engineer/ Public Works/ Planning	\$30-100K	Stormwater Utility, MOST	Completed master plan and started implementation with SPLOST Funding.
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	Completed
31	Annually update Capital Improvement Program to plan for future capital expenditures and update annually.	2018		City Manager/ Public Works/ Finance	Staff	City	Completed
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	Repaving and sidewalk improvements underway and continuing.
33	Develop a Comprehensive Parks Plan to manage the City's green spaces and recreational needs.	2018	2021	Planning/ Parks	\$30-100K	City	City has taken over Parks and recreation. A plan will be completed in 2024.
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	Cancelled. MOST not feasible.
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	Phase II contract was awarded and work has commenced.
	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	2 new service providers have entered the market and lines are under construction

ID	Project	Start	End	Responsible Entity	Estimated	Funding Sources	NOTES
		Date	Date		Cost		
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	Most NPA's are functioning with the support of the city's Dept of Neighborhood Services.
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/ Planning	\$100K	Stormwater Utility	Improved CRS Score to 5

Chart No. 1

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	Installation of wayfinding signage has begun and remains a city priority.
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	Revisions to zoning ordinance and map completed and app'd by CC July 2023
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	Part of recommendation in recently approved Affordable Housing Plan. Appendix D
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	Postponed. No resources available. Move to 2023 WP
42	Rework the zoning code to more flexibly permit accessory dwelling units (Potential connection to formbased codes)	2013		Planning/ City Commission	Staff	City	Completed. Revised zoning ordinance approved by CC in July 2023
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	Planned Development section of ZO revised to accommodate objective.

Start ID	End ID	Project	Estimated Date	Date	Responsible Entity	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	Included in revise zoning ordinance adopted by CC in July 2023
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	Postponed. No resources available. Move to 2023 WP

Chart No. 1

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	New Mixed Use, core Commercial and Historic District Zone created in revised ZO adopted by the CC July 2023.
47	Develop permanent design guidelines for Glynn Avenue gateway.	2013	2019	Planning/ CVB/ County	\$30-100K	City	Completed
48	Develop policies for permitting Bed and Breakfasts in residential areas.	2013	2019	Planning/ Legal/ Historic Board	Staff	City	Included in Rev ZO
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	Included in Revised ZO

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	New BATS Plan issued 2022.
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	Transit Plan Complete and Recommended Plan currently in approval and funding stage.
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	Complete Streets Ord. Adopted
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	MLK Bike Corridor Study Completed. Other areas to be planned in conjunction with Neighborhood Revitalization.
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	To be negotiated with GDOT in 2023 -2028 Plan period.

Chart No. 1

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	Corridor Study Completed
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	Public Works Continues to implement

Start End

ID	Project	Date	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	2023 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

Chart No. 1

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 13 – 2023 – 2028 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. The Work Program that follows also includes items from the previous 5 – year Work Program that were deferred (highlighted) in YELLOW).

As can easily be seen in a review of the Work Program, there is much to be achieved over the next five years if community goals and objectives are to be met. The city should strive to broaden and expand its efforts and resources by engaging the community, particularly its NPAs, wherever possible to assist it in achieving this work program.

Partnerships between cities and their citizens and neighborhood organizations, non-profit and civic institutions as well as the business community will bring expanded experience, efforts, and resources to help solve major problems like affordable housing and neighborhood revitalization, without question one of the city’s most pressing need. City leadership should attempt to tap those resources as it begins to implement this Work Plan.

The Work Program reflects the city’s ambitious and focused priorities as stated in the introduction to this Comprehensive Plan Update, namely: Affordable Housing and Neighborhood Revitalization; Stormwater Infrastructure and Flood Control Improvements including resiliency improvement measures; Implementation of a Recommended Public Transportation Plan: Development of Parks and Recreation Plans; and their implementation; Development of the Oglethorpe Hotel Block and completion of a new development strategy for Liberty Harbor, and continued redevelopment in the downtown core area of the city.

The 2023 – 2028 Work Plan follows on Chart 2 that follows:

Chart 2
Community Work Program - 2023 - 2028

ID	Project	Date	End Date	Responsible Entity	Est. Cost	Funding Source	Notes
Affordable Housing Rehabilitation, Development and Neighborhood Revitalization							
1	Prepare a Management Plan for implementing the Affordable Housing Plan.	9/1/2023	1/1/2024	DHNR, DPDC, CDBG - DR	\$25,000	DHNR and Consultant	
2	Prepare Policies and Procedures and a Relocation Plan. Initiate preliminary home inspections.	1/1/2024	3/1/2024	DHNR	Staff	DHNR	
3	Identify at least 3 target areas for concentrated housing inspections. Solicit applications from homeowners. Initiate and complete initial home inspection.	3/1/2024	6/1/2024	DHNR, DPDC, CDBG - DR	Staff	City of Brunswick	
4	Select first "package of 3 - 6 homes for rehabilitation. Complete work write up and bid packages. Award bid(s).	6/1/2024	9/1/2024	DHNR	\$180,000 - 360,000	City of Brunswick and CDBG	
5	Continue Housing Repair Program City Wide			DHNR	\$200,000	City and CDBG	
6	Begin second and succeeding years of program	9/1/2024	9/1/2028	DHNR, CDBG-DR, DPDC	\$7 Million	City, CDBG, CHIP, SPLOST	
7	Start and complete neighborhood infrastructure evaluation and improvement plan.	9/1/2024	1/1/2025	DPW, DPDC	\$25,000	City and Consultant	
8	Begin implementation of neighborhood revitalization plan.	1/1/2025	9/1/2025	DPW, DPDC	\$250,000	City and Consultant	
9	File HOME - CHIP Application with DCA for New Affordable Housing Construction. \$600,000	1/1/2024	3/1/2024	DHNR	Staff	City	
10	Re-constitute GHIC Committee	1/1/2024	4/1/2024	City	Staff	City	

Chart 2
Community Work Program - 2023 - 2028

ID	Project	Start Date	End Date	Responsible Entity	Est. Cost	Funding Source	Notes
Resiliency, Stormwater, Flood Control and Infrastructure Improvements							
10	Complete first 4 Master Plan stormwater and flood control projects.	Underway	12/1/2024	DPW	\$2 Million	SPLOST	
11	Update Stormwater and Flood Control Master Plan	6/1/2024	12/1/2024	DRW	\$50,000	City	
12	Continue priority street repaving program	Underway	10/1/2028	DPW	\$1,000,000 annually	City / SPLOST	
13	Assist DHNR with neighborhood revitalization planning and infrastructure improvements	1/1/2025	10/1/2028	DPW, City Engineer, DPDC	Staff	City	
14	Participate in Park Improvements Planning	1/1/2024	12/1/2024	City Engineer and DPDC and Consultant	\$50,000	City and Grant	
15	Complete Master Plan Improvements for Mary Ross Park	6/1/2024	12/1/2024	City Engineer	\$25.00	City and Consultant	
16	Complete NCRF Project Study	Underway	6/1/2024	City Engineer	Grant	NFWF	
Transportation							
17	Secure funding from public and private sources and Implement recommended public transportation alternative in phases	Underway	6/1/2024	City Manager, City Engineer	\$800,000	City, County. GDOT, Private sources	
18	Develop pedestrian and cycling connection plans from revitalized neighborhoods as Affordable Housing Plan is being carried out	1/1/2024	10/1/2028	DHNR, DPDC, PW	Staff	City	
19	Continue Historic District sidewalk and streetscape maintenance and development	11/1/2023	10/1/2028	SPDC, PW	\$100,000	Annual City Budget	

Chart 2
Community Work Program - 2023 - 2028

ID	Project	Start Date	End Date	Responsible Entity	Est. Cost	Funding Source	Notes
20	Implement intersection and pedestrian crossings in the Bay Street Corridor Plan.	1/1/2024	12/1/2025	DPW, GDOT	\$100,000	City, GDOT	
Cultural and Environmental Projects							
21	Continue to assist the African American Historical Commission to develop tourism infrastructure in the city	Continued	10/1/2028	City/County AAHC/Forward Brunswick	Staff	Foundation and Private Contributions	
22	Continue to advocate for a city-wide tree ordinance for all property to protect legacy tree species	Continued	10/1/2028	DPDC	Staff	City	
23	Pursue recognition of New Town as a National Historic District	Continued	12/1/2025	DPDC	\$30,000	City	
24	Develop an inventory of cultural, historic and archaeological resources as well as cultural and historic viewsheds.	Continued	12/1/2026	City, CRC, Historic Board, Tourism Board	\$100,000	Grant	
Economic Development Initiatives							
25	Consider amending the boundary of TAD #1 to include areas on US 17 and the Norwich and MLK corridors.	1/1/2024	12/1/2024	DPDC	Staff	City	
26	Consider creating TAD # 2 centered around the Medical / College Complex and including several declining neighborhoods	1/1/2024	12/1/2024	DPDC	Staff	City	
27	Consider creating a small business incubator program in downtown Brunswick	7/1/2024	6/30/2025	DPDC and Coastal College	Staff	City/College	
28	Consider a building trades apprenticeship program	7/1/2024	10/1/2028	City/GC Schools, Coastal Tech School	Staff	City/GCSS/ Technical College	

Chart 2
Community Work Program - 2023 - 2028

ID	Project	Start Date	End Date	Responsible Entity	Est. Cost	Funding Source	Notes
Short and Long Range Planning							
29	Re-visit the Altama Corridor Plan and develop a strategy for implementation along with Annexation of key areas.	1/1/2024	12/1/2026	DPDC/Glynn County PD	Staff	City/County	
30	Update Urban Redevelopment Plan to add focus in target housing and neighborhood revitalization areas	1/1/2024	7/1/2025	DPDC, DHNR, URA	Staff	City	
31	Consider a re-use plan for Liberty Harbor using ULI/UGA and other outside resources	7/1/2024	7/1/2025	DPDC, URA	Staff	City	
32	Re-visit US 17 Overlay District and consider modifications	1/1/2024	12/1/2024	DPDC	Staff	City	
33	Complete review of all city codes dealing with development, land use and code enforcement	7/1/2024	7/1/2025	DPDC	Staff	City	
34	Complete a short and long range annexation program	1/1/2024	12/1/2025	DPDC	Staff	City	
35	Combine the Master Plans for College of Coastal Georgia and SEGMC for long range land use plan for new Institutional Zone	7/1/2024	7/1/2026	DPDC	Staff	City	
Parks, Recreation and Greenspace							
36	Prepare a Master Plan for Park and Recreation Program Improvements	7/1/2024	7/1/2025	DPR, DPDC, Consultant	\$50,000	City and Grants	
37	Continue Signature Squares Restoration program	7/1/2025	7/1/2028	Signature Squares, City, consultants	\$500,000	City, Private Contributions and Grants	
38	Complete Final Phase of Mary Ross Park	7/1/2025	7/1/2035	DPR, DPDC, Consultant	\$1,000,000	City and Grants	

APPENDICIES

Appendices may be accessed from the Comprehensive Plan website by clicking control and the website address below (control+ click):

<https://www.brunswickga.org/planning/page/comprehensive-plan-2023-update>

Each appendix listed below may be accessed from their individual website locations (control + click).

Supporting Documents

-  [DRAFT Comprehensive Plan 7.20.23](#) (11 MB)
-  [Appendix A: Summary of Public Meetings](#) (2 MB)
-  [Appendix B: Community-Wide Housing Survey](#) (653 KB)
-  [Appendix C: Brunswick News Article - Pinova](#) (413 KB)
-  [Appendix D: Affordable Housing Plan](#) (13 MB)
-  [Appendix E: CRC CEDS Report 2022](#) (26 MB)
-  [Appendix F: TAD District #1 Report](#) (5 MB)
-  [Appendix G: Altama Community Transformation Plan](#) (68 MB)
-  [Appendix H: Glynn Avenue Design Guidelines](#) (25 MB)
-  [Appendix I: Urban Redevelopment Plan](#) (2 MB)
-  [Appendix J: Sidney Lanier Park Plan](#) (3 MB)
-  [Appendix K: Brunswick Transit Service Plan](#) (3 MB)
-  [Appendix L: Complete Streets Ordinance](#) (601 KB)
-  [Appendix M: Bay Street Corridor Plan](#) (8 MB)
-  [Appendix N: CGG Plan](#) (6 MB)
-  [Appendix O: 2018 Stormwater Master Plan](#) (6 MB)
-  [Appendix P: Shoreline Assessment and Resiliency Implementation Plan](#) (16 MB)
-  [Appendix Q: COE South Atlantic Coastal Study, Glynn County](#) (46 MB)
-  [Appendix R: Tree Equity Score](#) (5 MB)
-  [Appendix S: Park Access Score \(Trust for Public Land\)](#) (1 MB)
- Appendix T: [Signature Squares of Brunswick](#)