



Public Participation Plan

Town of Braselton 
2030 COMPREHENSIVE PLAN

Prepared by **Urban Collage, Inc.** 
in association with **Jordan, Jones & Goulding
and Market+Main**

INTRODUCTION / BACKGROUND

The Town of Braselton has begun development of the Town's 2030 Comprehensive Plan. Since the Town's last Comprehensive Plan Update in 2003, the area has undergone significant change including dramatic residential development and population growth, the opening and expansion of the Chateau Elan Resort and Winery, and development of several key warehousing and distribution centers.

The first phase of the Town's 2030 Comprehensive Plan development is the completion of a **Community Assessment** of existing conditions and this **Public Participation Plan**, outlining the Town's strategy for involving local citizens and stakeholders in the planning process. Public participation and input is vital to the success of the Comprehensive Plan. Over the next 12 months, the Town seeks to actively engage local residents and business owners in defining the Town's vision for the next 20 years and developing a series of strategies that will help maintain the Town's historic and pastoral character while providing high quality public services, managing growth, and creating greater employment, housing and recreational opportunities for town residents.

The 2030 Comprehensive Plan will outline the Town's goals and strategies to maintain and enhance Braselton's quality of life over the next two decades. Implicit in those goals will be challenges and opportunities associated with:

- The Town's spanning four counties: Jackson, Barrow, Gwinnett and Hall,
- The Town's location along the I-85 corridor,
- The proximity of two major attractions in Chateau Elan and Road Atlanta,
- A bustling corporate distribution and warehouse employment center,

- Significant residential growth and continue growth pressure as a highly sought after residential area,
- Public services including water resources and sewer capacity

The following Public Participation Plan details the organizational structure developed by the Town to guide development of the 2030 Comprehensive Plan, the stakeholder groups that will play a vital role in guiding the Comprehensive Plan vision and process, the Public Participation Techniques to be utilized throughout the 12 month planning process and a preliminary schedule of meetings and events.

ORGANIZATION

The Comprehensive Plan is being developed under the direction of the Mayor and City Council. Town staff and a consulting team led by Urban Collage, Inc. are directly responsible for managing the Comprehensive Plan effort, facilitating public input, and developing the plan's documentation and graphics.

The Team has outlined four stakeholder groups that will play a significant role in guiding the plan:

- Project Management Team
- Stakeholder Interviews
- Steering Committee
- Braselton Residents and Property Owners/Public Stakeholders

Each of the stakeholder groups is described on the following page.



Project Management Team

An executive committee comprised of the Mayor, City Administrator, Planning Director, and Consulting Team will meet on a regular basis to monitor plan progress, identify strategic issues associated with the plan's development, and ensure that plan goals and objectives are being addressed in an appropriate, timely manner.

Stakeholder Interviews

Prior to engaging the community as a whole, the planning team will conduct one-on-one stakeholder interviews (approximately 15-20) with key players in Braselton including public service providers, active land owners and developers, and homeowner/resident groups. Stakeholder interviews will provide key participants with the opportunity to relay important issues or critical success factors at the outset of the process and cultivate a sense of ownership in the plan. In some cases, this may provide an opportunity to engage and empower a sector of the community that may not otherwise participate in broader forums. A list of stakeholder interviews, devised by Town staff include: County Commissioners, a wide array of resident leaders, developers and land owners, hospital representatives, School superintendents, Chamber of Commerce representatives and authorities from local Fire, Police and Public Works departments (see detailed list of the following page).

Steering Committee

Establishing a local Steering Committee provides a platform for a group of community volunteers to be engaged in the development of the Comprehensive Plan on a more detailed basis on behalf of the larger community.

The Steering Committee of community leaders and stakeholders will meet approximately 4 times to:

- Review and comment on materials prior to each public workshop,
- Assist the consulting team in reviewing, summarizing, and affirming input from each workshop,
- Discuss planning elements and strategies at a more detailed level, and
- Formalizing plan recommendations for review and approval by City Council.

In addition to the four Steering Committee working meetings, it will be important that Steering Committee members attend the three general public workshops as well over the next six months. The draft list of possible steering committee members includes representatives from: the four counties, Town staff, neighboring cities, major property owners including Chateau Elan, developers, Fire and Police Departments, local homeowners associations, and various local institutions.

Public Workshops

In addition to the groups just described, the General Public will be invited to participate in four large-format, interactive workshops. Generally, each workshop will last approximately two hours and will include a mix of informational presentations, issue education, and interactive input exercises. Public workshops will be broadly advertised on the Town's website, through e-mail distribution lists maintained by the City and other partner organizations and in local media, to seek the greatest amount and broadest public input feasible.



STAKEHOLDERS TO BE INTERVIEWED

GOVERNMENTS:

Kevin Kennerly	Gwinnett County Commissioner
Ben Hendrix	Barrow County Commissioner
Bruce Yates	Jackson County Commissioner
Bobby Banks	Hall County Commissioner
Teressa Kennerly	City of Hoschton

HOME OWNERS/RESIDENTS:

Tony Price	Reflections Subdivision
B J Martin	Clearwater Subdivision
Bill Fokes	Village and Oxley Village HOA
Kathy Schaaf	Vineyards resident
James Stevens	Keys Crossing resident
Mary & Marvin Stover	Braselton Stover House
Chuck Stephens	Woodlands HOA Representative
Mary Ann Morris	Country Estates HOA President
Bill Caiaccio	Manor Homes resident
Chris Meadows	Liberty subdivision resident
Elmer Hopper	Legends HOA Board
Mark Moore	Exec. Estates HOA Board
Peggy Kriegel	Liberty Crossing resident
Ron Tybaert	The Falls resident
Donna Hess	Mulberry Park resident/Riverwalk volunteer

DEVELOPERS:

Tony Mastandrea	Chateau Elan Residential Developer
Henk Evers	Owner Chateau Elan Winery & Resort
Jim Gardner	N.E. Georgia Hospital System
Brian Sutton	Duke Realty
Eben Hardie	Solutions Property Group
Chris Hayes	Madison Ventures
Wayne Hill	Developer & former Chairman
John or Jay Gipson	Gipson Commercial Development
Dewey White / Shawn Scott	White Property Acquisitions

SCHOOL:

Dr. Ron Saunders	Barrow School Superintendent
Dr. Shannon Adams	Jackson School Superintendent
Mr. Alvin Wilbanks	Gwinnett School Superintendent
Will Schofield	Hall County School Superintendent

CHAMBER OF COMMERCE:

Mike Dominy	Hall County Chamber of Commerce
Shane Short	Jackson Chamber of Commerce
Tommy Jennings	Barrow Chamber of Commerce
Nick Massino	Gwinnett Chamber of Commerce

FIRE, POLICE, PUBLIC WORKS:

Chief Ben Stephens	West Jackson Fire Dept.
Chief Post	Barrow Fire Department
Chief Steve Rolader	Gwinnett Fire Department
Chief David Kimbrell	Hall Fire Department
Assistant Chief Lou Solis	Police Department
Ken Robbins	Public Works Director



INVITED STEERING COMMITTEE MEMBERS

TOWN STAFF AND OFFICIALS:

Allan Slovin	Planning Commission Chairman
Edd Price	Planning Commission member
Tony Funari	Councilmember
Pat Graham	Mayor

RESIDENTS / RESIDENT ASSOCIATION REPRESENTATIVES:

Kingsley Busha	Mulberry Park
Bill Caiaccio	Manor Homes resident
Tom Clark	Key's Crossing Subdivision
Melanie Crozier	Hunting Hills
Keith Davis	Clearwater Subdivision
Bill Fokes	Village and Oxley Village HOA
Donna Hess	Mulberry Park resident/Riverwalk volunteer
Elmer Hopper	Legends HOA Board
Clarence Jackson	Reflections Subdivision
Jodi Kloiber	Riverbend
Peggy Kriegel	Liberty Crossing resident
B J Martin	Clearwater Subdivision
Chris Meadows	Liberty subdivision resident
Sandra Miller	Vineyard Gate
Mark Moore	Exec. Estates HOA Board
Mary Ann Morris	Country Estates HOA President
John Oncay	The Vineyard
Tony Price	Reflections Subdivision
Chuck Stephens	Woodlands HOA Representative
Marvin Stover	Braselton Stover House
Ron Tybaert	The Falls resident
Rachel Thomas	Chateau Élan
Mickey Wages	Country Estates
Holly Williams	Chateau Élan

GOVERNMENT AND INSTITUTIONAL PARTNERS:

Bobby Banks	Hall County Commissioner
Mike Dominy	Hall County Chamber of Commerce
Roy Fulkerson	Friends of the Library
Tommy Jennings	Barrow Chamber of Commerce
Mike Jones	Reflections Subdivision/Suwanee Police Chief
Ben Hendrix	Barrow County Commissioner
Kevin Kenerly	Gwinnett County Commissioner
Teresa Kenerly	City of Hoschtion
Chief David Kimbrell	Hall Fire Department
Nick Masino	Gwinnett Chamber of Commerce
Chief Post	Barrow Fire Department
Chief Steve Rolader	Gwinnett Fire Department
Shane Short	Jackson Chamber of Commerce
Carol Smith	Braselton Business Association
Chief Ben Stephens	West Jackson Fire Dept.
Kathy Williamson	Northeast Georgia Hospital
Bruce Yates	Jackson County Commissioner

DEVELOPERS / LAND OWNERS:

Henk Evers	Owner Chateau Elan Winery & Resort
Jay Gipson	Gipson Commercial Development
Eben Hardy	Solutions Property Group
Chris Hayes	Madison Ventures
Wayne Hill	Developer & former Chairman
Bill Jessee	HCBA
Deborah Kitchins	Country Estates/Developer
Tony Mastandrea	Chateau Elan Residential Developer
Dan McKee	Developer representative
Shawn Scott	White Property Acquisitions
Brian Sutton	Duke Realty



COMMUNITY PARTICIPATION TECHNIQUES

In addition to the stakeholder groups outlined in the previous section and the series of projected planning meetings with those groups, including:

- Bi-monthly Project Management Team meetings,
- 15-20 stakeholder interviews,
- Four Steering Committee Meetings,
- Four Public Workshops,
- City Council Public Hearing,

The Town will utilize a series of tools to promote public input and participation:

Town Website

The Town will prominently feature the development of the Comprehensive Plan and the four anticipated public workshops on the Town's website. Additionally, plan presentations and graphics will be available through the planning process on the Town's website in the Planning section.

Electronic Mail

Braselton is a "highly-wired" Town and has significant experience communication with its citizenry through electronic mail. Comprehensive Plan meetings and announcements will be circulated through the Town's e-mail distribution list and those of various community partners. Citizens will be added to the distribution list for Comprehensive Plan bulletins upon attending any Comprehensive Plan meeting or by request.

Community Survey

As part of the second Public Workshop, a community preference survey including visual images and short-answer questions will be utilized to gauge

community opinion and help craft the town's future vision. The Community Survey will be conducted at the workshop, but will also be available through the Internet for general community participation, whenever convenient to each individual. The Community Survey will be available online for approximately 30 days between Public Workshop 2 and Public Workshop 3 (see descriptions on following page).

Local Media

Two local media outlets (the Braselton News and Braselton News Today) have been alerted regarding the upcoming plan process and have assigned staff to cover the plan's development and events. Town staff will alert other media outlets to Comprehensive Plan events and milestones as well to gain exposure for the plan and input opportunities throughout the planning process.

Stakeholder Interviews

The planning team will conduct one-on-one stakeholder interviews (approximately 15-20) with key players in Braselton including public service providers, active land owners and developers, and homeowner/resident groups, as described above, to provide an intimate opportunity for key stakeholders to discuss and identify key issues and challenges at the outset of the process.

Steering Committee Meetings

The Steering Committee will meet approximately four times, on a bi-monthly basis as described in the previous section, during the Community Visioning and Community Agenda phases to provide detailed input into the plan and resulting strategies.



Public Workshops

Workshop #1 (Project Kickoff Workshop) will be an opportunity to introduce the general public to the planning effort; its first half will include introductions, a brief overview of the project scope and schedule, and a recap of the Community Assessment (summary version). The second half of the workshop will be more of an open house or forum in which the audience participates in informal, interactive exercises such as identifying and prioritizing additional issues, ranking potential areas of change, and outlining traffic and transportation “hot-spots” for further study.

Workshop #2 will be a highly interactive and entertaining visioning session. First will be the administration of the “Braselton Compass” - a graphically-rich survey tool developed by Urban Collage to help communities identify where they are and where they are going. The Compass includes a wide array of visual preference surveying and short-answer questions for both the city as a whole, as well as within each potential character area. The entire survey should take no more than an hour. The second part of this workshop will focus on more geographically-specific design and planning exercises. Based on input from the PMT and the steering committee, several key character areas (usually two to four) will be validated and explored in more detail (“Character Areas in Focus”).

Workshop #3 will “zoom in” on priority character areas identified and refined in previous workshops and steering committee meetings. Participants will be divided into multiple groups and will be asked to actually “build” the future of the chosen character area in small facilitated table settings. This will be a fast-paced evening of drawing, image cut-and-paste exercises, writing on note cards, and modeling using suitably-scaled building blocks. The workshop typically takes about two hours to administer. *Note: in some cases the complexity of an area or the eagerness of participants may dictate*

that this exercise be conducted over two workshops to allow all participants to weigh in on all Character Areas in Focus.

Workshop #4 (Final Public Workshop) will close the process with a presentation of the draft Community Agenda highlights and an implementation/project prioritization survey. The Community Agenda would be finalized after input from this fifth public meeting. Consistent with the structure described in planning process, monthly client team review of progress toward milestones – analysis of previous goals and objectives, citywide visioning and character area selection, definition of character area issues, character area vision plans, identification of potential implementation projects, and plan finalization – and meetings with the Steering Committee would provide an essential reality check and contribute to the preparation for each workshop.

SCHEDULE

The schedule on the following page outlines the anticipated timing of public participation meetings and techniques throughout the 2030 Comprehensive Plan development process.



PARTICIPATION TECHNIQUES SCHEDULE

PHASE / TASK	COMMUNITY ASSESSMENT			COMMUNITY VISIONING			CHARACTER AREA DESIGN			COMPREHENSIVE PLAN REVIEW		
	1	2	3	4	5	6	7	8	9	10	11	12
Stakeholder Interviews		X										
Steering Committee Meetings			X	X		X		X				
Public Meetings/Hearings			X			X			X		X	
Interactive Opportunity/Issue Identification			X									
Visual Preference Survey					X							
Interactive Character Area Planning							X					
Interactive Initiative Prioritization										X		
Public Hearing												X
Website			X	X	X	X	X	X	X	X	X	X
Press Releases / Coverage			X		X		X			X		X
Community Survey					X							

