



TOWN OF BRANTLEY
LAND USE PLAN
DECEMBER 2023

ACKNOWLEDGMENTS

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CDBG Project No. SM-PF-PL-20-006

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INTRODUCTION

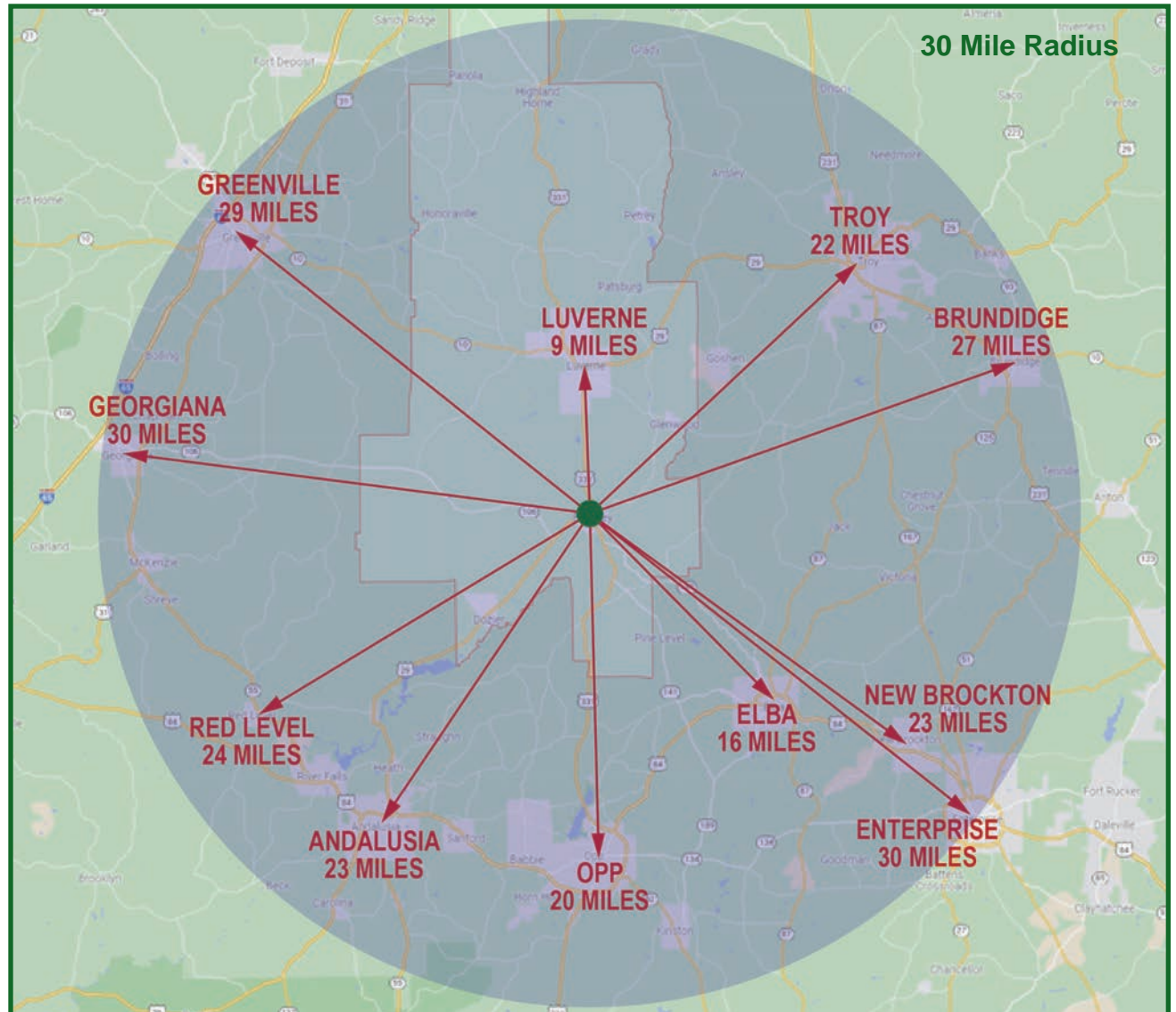
LOCATION

Brantley is known as the Front Porch City for good reason. As you enter Brantley from the north on US Highway 331, also known locally as Main Street, you enter the Town's historic district which is lined with historic homes, all with front porches. The Town of Brantley has a rich cultural and architectural history, much of which is showcased along the Town's main thoroughfare, US Highway 331, also known as Main Street.

Located in Crenshaw County in south central Alabama, Brantley was formed around the intersection of US Highway 331 and US Highway 29, just north of the former Central of Georgia rail line. US Highway 331 runs north-south from Montgomery, 60 miles north of Brantley, to Fort Walton Beach, Florida, 99 miles to the south. This federal highway is a major route for travelers headed to Florida's gulf coast. US Highway 29 runs southwest to northeast from Pensacola, Florida to the western suburbs of Baltimore, Maryland. In Brantley, US Highway 29 provides access to Troy, 30 miles to the northeast, and to Andalusia, 27 miles to the southwest.

There are a number of cities and towns within a 30-mile radius of Brantley: Andalusia, Brundidge, Elba, Enterprise,

Brantley Proximity to Nearby Locations



Fort Deposit, Georgiana, Greenville, Luverne, New Brockton, Opp, Red Level, and Troy. Located With the two federal highways, Brantley has good access to both nearby communities, as well as connections to the nation's interstate system in Georgiana, Montgomery and the Florida panhandle.

Crenshaw County has a humid subtropical climate with mild winters and hot, humid summers. On average, there are 214 sunny days per year. The United States average is 205 sunny days per year. The hottest months in Crenshaw County are typically July and August when daily highs reach into the mid-90s. There are, on average, 56 days per year when the high temperature is over 90°F, which is hotter than most places in Alabama. Winters are usually mild with temperatures rarely dipping below freezing. January has the coldest nighttime temperatures with an average of 34.3°F, which is warmer than most places in Alabama. There are, on average, 42.2 days per year with the nighttime low temperature is below freezing.

Crenshaw County gets some kind of precipitation about 101 days per year, with an average of 56 inches of rain per year. The United States average is 38 inches of rain per year. The average snowfall, however, is much lower in Crenshaw County, at 0.1 inch per year, in comparison to the United States, at 27.8 inches per year. The area also experiences occasional thunderstorms during the summer months. Humidity levels tend to be high in this region due to its coastal location, making it feel even hotter than it actually is.

HISTORICAL BACKGROUND

In 1890 a Central of Georgia railroad right-of-way was surveyed from Troy to Searight, Alabama. A group of businessmen from Roy led by T.K. Brantley was interested in a town site somewhere along this right-of-way. After studying several locations the most desirable site was selected for the town and is known today as Brantley, Alabama.

The town of Brantley was founded June 22, 1891. The two buildings on the original land plot was a two room building occupied by Buster Wyatt and a one room log building with a stick and mud chimney which was used as a school in the summer.

These buildings were located directly behind the current Big/Little Store on Main Street.

Some of the original businesses were: Tisdale's Gizzard, a bar owned by Frank and Bob Tisdale; T.K. Brantley opened a furnishing house and owned the first trade stables; Hiram Sacks, a peddler from Troy, established a business of dry goods; first livery stables were owned by a Mr. Ziegler; first barber shop was operated by a Mr. Simmons; first restaurant was operated by a man named Bogan; a Merchants Hotel operated by a Mr. Chapman; first printers were Marvin Dodson and a Mr. Terry; first jeweler was a Mr. Adams; first plumber

Historic Front Porch Homes Along Main Street



Source: Alabama Historical Commission, National Register of Historic Places Registration, 2004

was O.P. Smith; law offices of H.C. Wiley and J.D. Gardner; first Postmaster was Hiram Moody; first depot agent was Frank Hinton; first night watchman was Nathan Morgan; first cotton gin owned by Bob and Fern Tisdale; first steam grist mill owned by Byrd Sasser; first bank established by Joe Raines; first Marshall was Ples Tisdale; first telephone exchange owned by Gid Tisdale; first Mayor was Buster Wyatt; just to name a few.

Here are some “first” information: first person to be buried (Tisdale Cemetery) was the daughter of Mr. Ziegler who owned the livery stables; first couple to be married in Brantley was Donie Lynn and John Payne; first child born was Beckie Sasser; first school superintendent was Mr. Bradwell; first church to be established was the Brantley Baptist Church.

The first airplane seen by the people of Brantley came in 1912. The pilot had engine trouble and was forced to land. People came from miles around to see the airplane. Because of slow transportation and communications, the airplane stayed for two weeks. The airplane’s pilot was Robert G. Fowler. It was an open-cockpit bi-plane on a cross-country flight from San Francisco, California to St. Augustine, Florida. Fowler covered his expenses by flying low over some towns and landing in others. Towns would pay him as much as \$20.00 for this service.

This brief history of the town of Brantley, Alabama was through information gained from memories of persons who helped build the town. The collected data from memory may raise a question of how authentic it may be. The data was collected by Brantley

Elementary School students in the fifth grade class of 1950-51 under the direction of class teacher Maye V. Wyatt. It was compiled and updated in 1992 by Larene Carnes Wyatt. Ms. Wyatt was a member of the fifth grade class of 1950-51.

PLANNING PROCESS

The Town of Brantley began the land use planning process with interest in annexation to the north and in response to citizen zoning questions. Since the Town of Brantley did not have an active planning commission and had not enforced their 1980 zoning ordinance in an unknown number of years, the town was advised to begin their planning process from scratch with the re-establishment of a new planning commission, development of a land use plan, and either updated or new land development regulations. Brantley leaders were also interested in (1) a retail market study to help redevelop the downtown area, and (2) the feasibility of annexation of land around the town. In 2020, the Town of Brantley applied for Community Development Block Grant Planning funds through the Alabama Department of Economic and Community Affairs to develop a land use plan and development regulations. The land use plan would include a retail market analysis and annexation study. The development regulations would include a zoning ordinance and subdivision regulations.

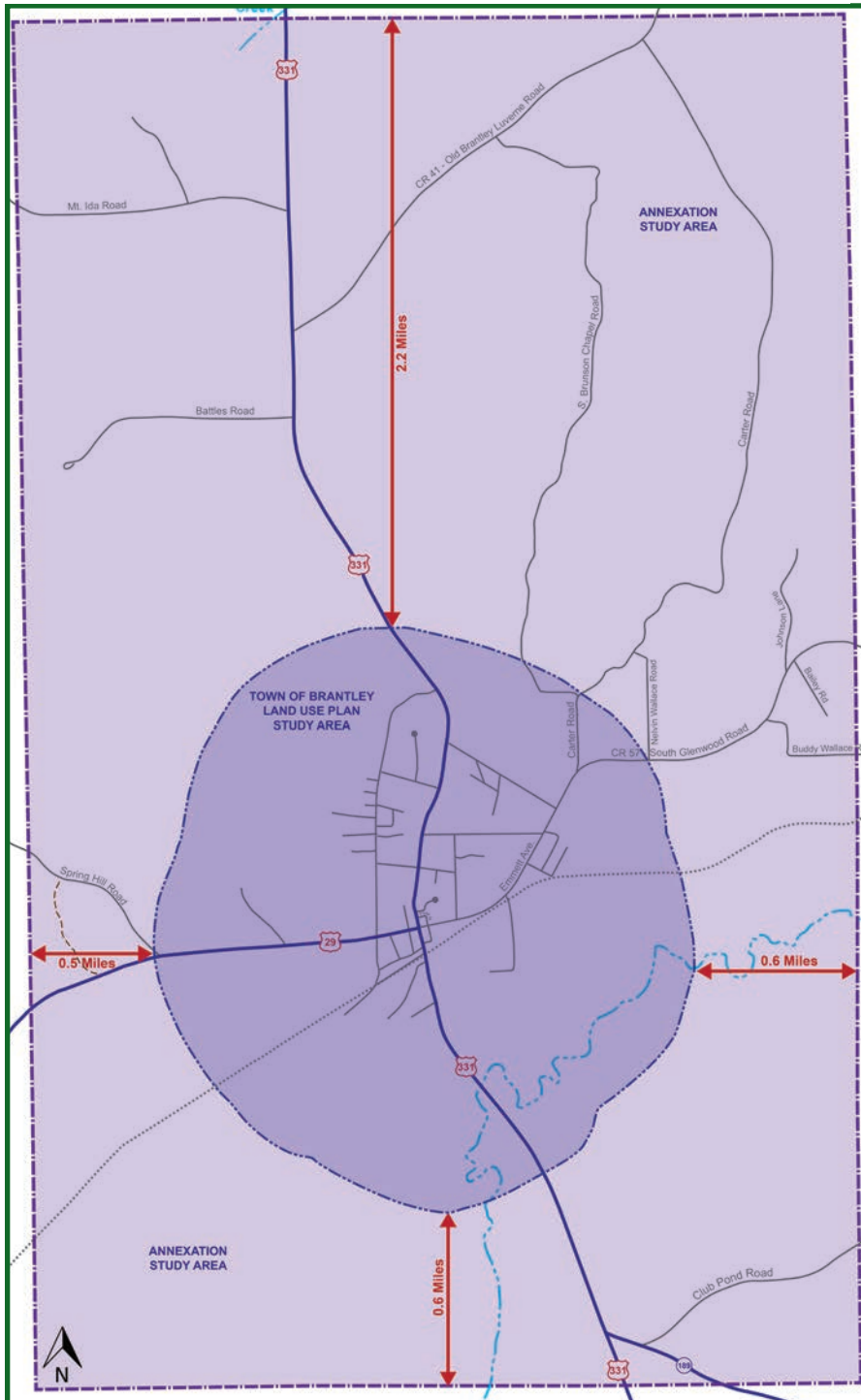
The primary project study area for the land use plan is defined by the existing corporate boundaries. The primary study area includes 3.6 square miles, or 858 parcels encompassing 9,587 acres of land

and water. The study area also includes portions of US Highway 29 and US Highway 331 and 32 county and local roads. A secondary study area for the annexation study is a rectangular area extending beyond the corporate limits 2.2 miles to the north, 0.6 miles to the east, 0.6 miles to the south, and 0.5 miles to the west. The annexation study area is based on section lines in an effort to clarify the town limits by making them square. The secondary study area includes an additional 359 parcels encompassing 6,669.3 acres or 10.4 square miles.

The Brantley Town Council re-established a planning commission by resolution on March 6, 2021 and then appointed planning commission members. The planning commission began conducting open monthly meetings in September 2021. On January 19, 2023, the Brantley Planning Commission conducted an open house review meeting. Notification was provided through notices on the town’s water bills, newspaper notices, public fliers and a radio public service announcement. It is estimated that more than 40 persons attended and comments were generally positive with some additional suggestions.

Following the open house meeting, the Brantley Planning Commission finalized the annexation proposal. In February, the Planning Commission submitted a recommendation for a proposed annexation to the Town Council. The Town Council approved the recommendation by resolution and then advertised its intent to annex properties to the north fronting US Highway 331. After all legal procedures were followed, the proposed area was annexed by

Brantley Project Study Area

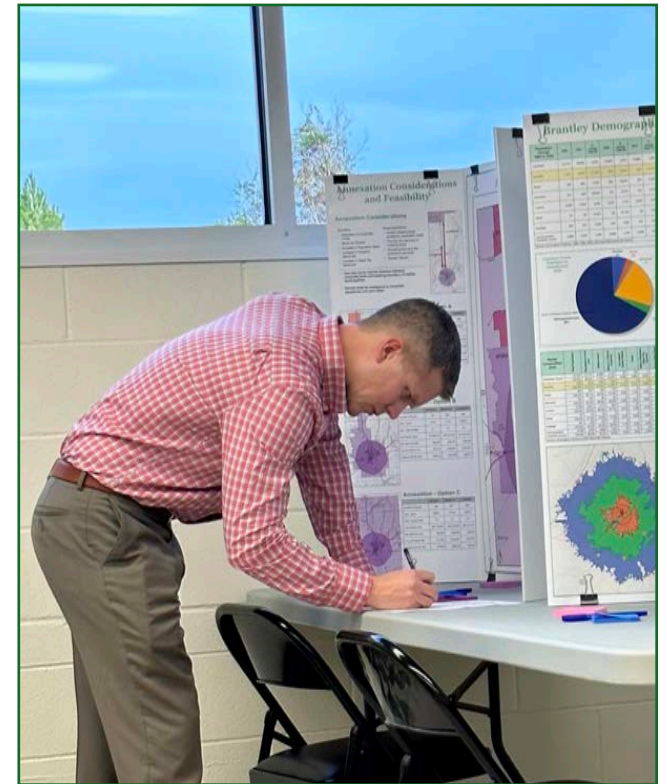
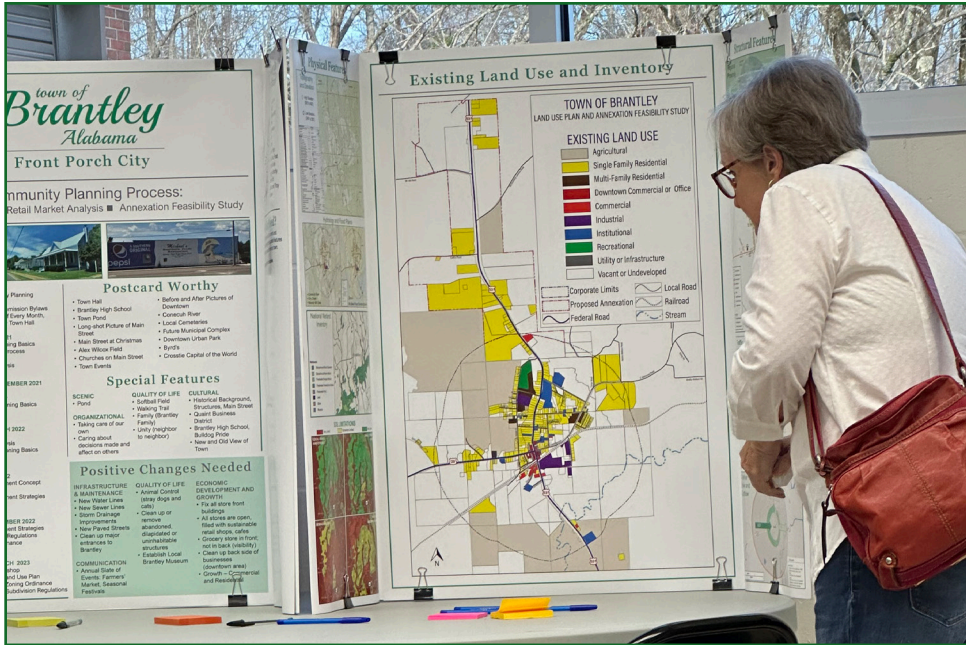


Alabama Legislative Act 2023-445 and was signed into law by Governor Kay Ivey on June 12, 2023.

The Brantley Planning Commission continued to work on development regulations in the form of subdivision regulation and an updated zoning ordinance that would help implement the town's long range growth plans. The land use plan with the retail market analysis and annexation study, proposed subdivision regulations, and a proposed zoning ordinance were made available for public review on November 20, 2023. Notification was placed in four locations for four weeks, as well as on the Town of Brantley website. A public hearing was held by the Brantley Planning Commission on December 19, 2023. Following the public hearing, the Brantley Planning Commission met and adopted the land use plan, recommending it to the town council. The Planning Commission also adopted the proposed subdivision regulations and a resolution recommending the proposed zoning ordinance to the Town Council.

Town of Brantley Website

Brantley Land Use Plan Open House





EXISTING CONDITIONS

The examination of existing conditions is categorized into three groups: demographics, the physical environment, and the structural improvements that have been developed on the land. Together, these three groups of characteristics provide a clear picture of resources available to work with and obstacles that must be overcome. Following the inventory and review is an analysis of conditions that outlines Brantley’s strengths, weaknesses, opportunities and threats.

Brantley’s location in south central Alabama provides a humid subtropical climate that is characterized by hot and humid summers, with an average high temperature of 90.6° in July, and cool to mild winters, with an average low temperature of 34.8° in January. On average, there are 57.6 days per year when the high temperature is over 90°; and there are 40.8 days per year when the nighttime low temperature falls below freezing.

Brantley has an average of 212 sunny days per year and an average annual rainfall of 57.9 inches. Brantley gets precipitation, almost always rain, 105 days per year on average and prolonged droughts are rare. While March is the wettest month with 6.3 inches of rain, July is the rainiest month with 12.5 days of rain. Summer precipitation is usually in the form of

afternoon thunderstorms. Severe local storms, including tornadoes, occasionally strike in Brantley or in nearby surrounding areas in Crenshaw County. They are generally short in duration and cause variable and spotty damage. The remainder of a hurricane will occasionally bring heavy rain for one to two days in summer or fall. October is the driest month with only 6.0 rainy days and an annual average of 3.6 inches of rain.

DEMOGRAPHICS

There are a number of credible sources for demographic information. This review primarily includes data from a townwide beneficiary survey and the U.S. Census Bureau. If any other sources are used, they are credited along with the data. In 2020, the Town of Brantley conducted a townwide beneficiary survey to qualify for CDBG funds. The survey included 435 housing units, of which 92.2 percent were occupied. Of the 401 occupied housing units (households), the survey had a response rate of 81.8 percent. Based on the survey responses, Brantley has an average household size of 2.10 persons, which when multiplied by the number of households, indicates that Brantley has a population of 844 persons. The townwide beneficiary survey is remarkably close to the 2020 U.S.

Census, which reported a population of 825 persons.

According to the U.S. Census, the 2020 population of the Town of Brantley is 825 persons, which is a 2.0 percent increase from the 2010 population of 809 persons. Brantley is one of two jurisdictions in Crenshaw County that had a population increase between 2010 and 2020. The Town of Petrey also had a population increase 15.5 percent, or nine people. Overall, Crenshaw County suffered a 5.1 percent population loss between 2010 and 2020.

Long-term population patterns show that Brantley experienced continued population loss from 1980 to 2010, with a 29.7 percent

2020 Townwide Beneficiary Survey Results		
Total Population	844	
Total Households	401	
Average Household Size	2.1	
White	474	56.2%
African American	348	41.2%
Other Race	21	2.5%
Hispanic or Latino	2	0.2%
Female Head of Household	110	27.4%
Persons with a Disability	45	5.4%
Low and Moderate Income Persons	527	62.45%
<i>Source: Town of Brantley, CDBG Beneficiary Survey, 2020</i>		

Change in Population, 1980 to 2020

Location	1980	1990		2000		2010		2020	
	Population	Population	% Change	Population	% Change	Population	% Change	Population	% Change
Crenshaw County	14,110	13,635	-3.4%	13,665	0.2%	13,906	1.8%	13,194	-5.1%
Brantley	1,151	1,015	-11.8%	920	-9.4%	809	-12.1%	825	2.0%
Dozier	494	483	-2.2%	391	-19.0%	329	-15.9%	285	-13.4%
Glenwood	341	208	-39.0%	191	-8.2%	187	-2.1%	152	-18.7%
Luverne	2,639	2,555	-3.2%	2,635	3.1%	2,800	6.3%	2,765	-1.3%
Petrey	93	80	-14.0%	63	-21.3%	58	-7.9%	67	15.5%
Rutledge	496	473	-4.6%	476	0.6%	467	-1.9%	351	-24.8%
Unincorporated County	8,896	8,821	-0.8%	8,989	1.9%	9,256	3.0%	8,749	-5.5%

Source: U.S. Census Bureau, 1980, 1990, 2000, 2010, and 2020 Decennial Censuses.

decrease over the 30 year time period. The small population increase between 2010 and 2020 was the first positive growth in 40 years. As a result, Brantley had a -28.3 percent growth rate over the 40-year time period from 1980 to 2020. In comparison, Crenshaw County had a -6.5 percent growth rate, with the most significant population change occurring between 2010 and 2020. Even though the City of Luverne had a population decrease of 1.5 percent between 2010 and 2020, it is the only jurisdiction that had a positive long-term growth rate of 4.8 percent between 1980 and 2020. The Town of Glenwood had the greatest population loss in the 40-year period, at 55.4 percent, followed by the Town of Dozier with a 42.3 percent loss. The unincorporated part of Crenshaw County had the least population loss, at 1.7 percent, or a total loss of 147 people between 1980 and 2020.

The 2021 American Community Survey (ACS) 5-Year Estimates reports that Brantley has a population of 966 persons. The racial composition is 48.7 percent white, 46.1 percent black or African American, 3.5 percent another race, and 1.8 percent two or more races. In comparison, the 2020 Decennial Census reported Brantley has a total population of 825 persons and that the racial composition of Brantley was 54.8 percent white, 41.6 percent black or African American, 1.1 percent another race, and 2.5 percent two or more races. In 2020, a townwide beneficiary survey was conducted to apply for Community Development Block Grant Planning Funds. The survey results indicated that the population of Brantley at that time was 487 persons, of which 79.1 percent was black, 18.7 percent was white, and 2.2 percent was persons of other races.

Population Data Source Comparison			
	2021 ACS 5-Year Estimates	2020 Decennial Census	2019 CDBG Beneficiary Survey
Total Population	841	590	487
White	23.2%	16.6%	18.7%
Black	62.1%	80.5%	79.1%
Other Races	0.8%	1.0%	2.2%
Two or More Races	13.9%	1.9%	n/a
Total Housing Units	469	452	339
Occupied Units	76.5%	82.9%	69.0%
Vacant Units	23.5%	17.1%	31.0%

Source: U.S. Census Bureau; 2020 Decennial Census, 2021 American Community Survey 5-Year Estimates, and 2019 SCADC Beneficiary Survey.

PHYSICAL ENVIRONMENT

An inventory of physical conditions includes those characteristics that are inherent to the land of the area, such as geological formations, soil types, vegetation, water features, flood plains, wetlands, elevation, and slope. Maps of the existing physical conditions are included on page 10 through page 16. These physical characteristics are important because they can promote or limit the structural development that occurs on the land. For instance, some soils are not suitable for septic tanks because of a high water table or slow percolation rates. Therefore, construction in these areas requires a sewer treatment system or alternative septic systems that are expensive and can raise building costs. Another example is the presence of flood plains or wetlands which are poor areas for construction and are partly under the jurisdiction of the Federal Emergency Management Agency and the U.S. Corps of Engineers.

Crenshaw County is located in the Southern Red Hills physiographic district of the East Gulf Coastal Plain. The Southern Red Hills district is characterized by cuesta type ridges with steep, serrated north slopes and gentle back slopes. Topographic relief in the Southern Red Hills is some of the greatest in the Coastal Plain of Alabama. Streams in this area acquire upland characteristics with high gradient, hard-rock bottoms, and swifter flows.

Elevation in Brantley and the surrounding area ranges from 240 feet above sea level along the Conecuh River to higher than 420 feet above sea level along the ridge lines that flank the east

and west side of US Highway 331 (Main Street). Brantley's lower elevations are mostly located south of US Highway 29 in the southern part of the town. Elevation gradually increases moving north from US Highway 29. The exception is the low elevations along Dry Creek in the northern part of Brantley.

Brantley lies in the upper part of the Escambia River Basin and drains to the Conecuh River at the town's southern boundary. The Conecuh River originates in Union Springs, 50 miles northeast of Brantley. The Conecuh River flows 198 miles from Union Springs in a southwesterly direction to enter Florida east of Flomaton. The Conecuh River then becomes the Escambia River and flows another 60 miles to Escambia Bay. Dry Creek lies on the west side of Brantley, and an unnamed stream lies on the east. Moody Mill Creek lies to the south. All of the streams, as well as other minor tributaries flow south to the Conecuh River.

There are large flood plain areas associated with the Conecuh River in the southern part of Brantley and with Dry Creek along the western side of the town. The Dry Creek floodplain extends north to cross over US Highway 331 in the northern part of the town. There are five additional smaller floodplains associated with unnamed tributaries to the Conecuh River that lie in a north-south pattern through development in Brantley. Even though the floodplains are present, they have not become an issue because of the overall low density development of Brantley.

Large and expansive wetland areas are found along the Conecuh River in the south

and southeastern parts of Brantley where there is limited structural development. Smaller wetland areas are also present in the eastern part of Brantley surrounding unnamed tributaries to the Conecuh River. Wetlands are transitional lands between terrestrial and aquatic systems where the water table is usually at or near the surface or the land is covered by shallow water. Wetlands provide critical habitat for thousands of species of aquatic and terrestrial plants and animals; however, they also provide a critical function for humans by helping to absorb and slow floodwaters. Wetlands also absorb excess nutrients, sediment, and other pollutants before they reach rivers, lakes, and other waterbodies. The majority of the wetlands in and around Brantley are classified as Freshwater Forested/Shrub, with a small amount of Freshwater Emergent Wetlands.

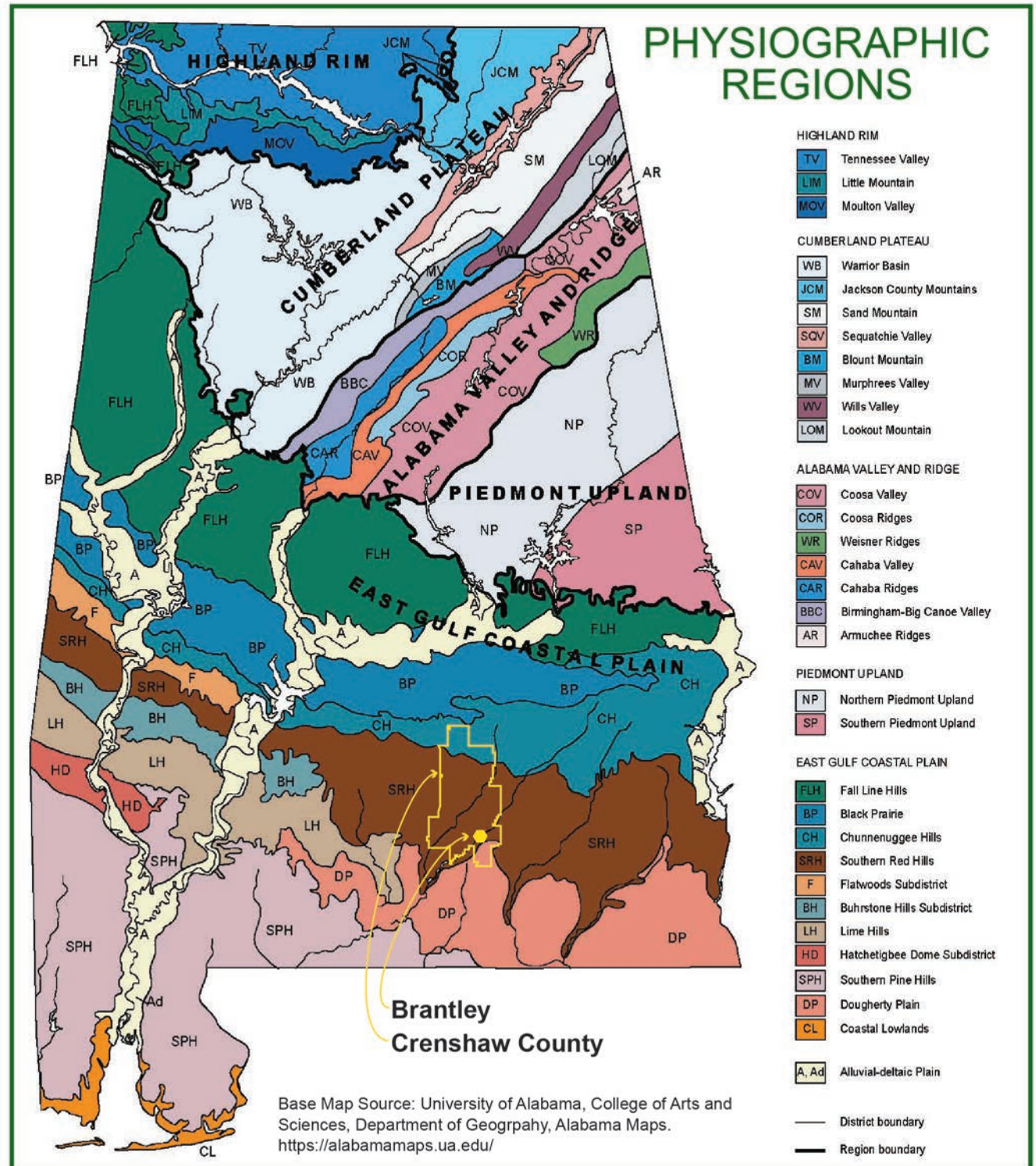
Identification of various soil types is essential in planning for future land uses, growth and development. Not only are soils important for agricultural uses, but they also serve as the platform for manmade structures. According to the USDA Natural Resources Conservation Services (NRCS), there are 33 individual soil units in the 12.5 square miles that make up the Town of Brantley and its immediate surroundings. Of these, only six soil groups make up 68.6 percent of the area. These include: (1) Fuquay loamy fine sand, 0 to 5 percent slope, and 5 to 8 percent slopes; (2) Nankin-Springhill-Lucy complex, 15 to 35 percent slopes; (3) Halso fine sandy loam, 2 to 8 percent slopes, and 8 to 20 percent slopes; (4) Bibb-luka complex, 0 to 1 percent slopes, frequently flooded; (5) Arundel fine

sandy loam, 2 to 8 percent slopes, and 8 to 35 percent slopes; and (6) Mantachie, Kinston and luka soil, 0 to 1 percent slopes, frequently flooded.*

The Fuquay loamy fine sand soils comprise 20.5 percent of the soil study area, with 15.6 percent having 0 to 5 percent slopes and 4.9 percent having 5 to 8 percent slopes. The Fuquay soils are found on ridges and high stream terraces. They are very deep, well-drained soils with low shrink-swell potential. Permeability is rapid in the surface and subsurface areas and slow in the subsoil. Dominant land uses are cropland, pasture and hayland, along with forestland and wildlife habitat. They are also well suited for dwellings and local roads and streets, but only moderately suitable septic tanks absorption fields due to a seasonal high water table.









The Nankin-Springhill-Lucy complex comprises 14.2 percent of the soil study area. These soils are found on hill slopes and have a slope between 15 to 35 percent. They are very deep, well-drained soils with moderately slow to rapid permeability and low shrink-swell potential. Dominant land uses are forestland and wildlife habitat, along with pasture. This soil group is poorly suited for dwellings and septic tank absorption fields due to the steep slopes but are suited for local roads and streets.

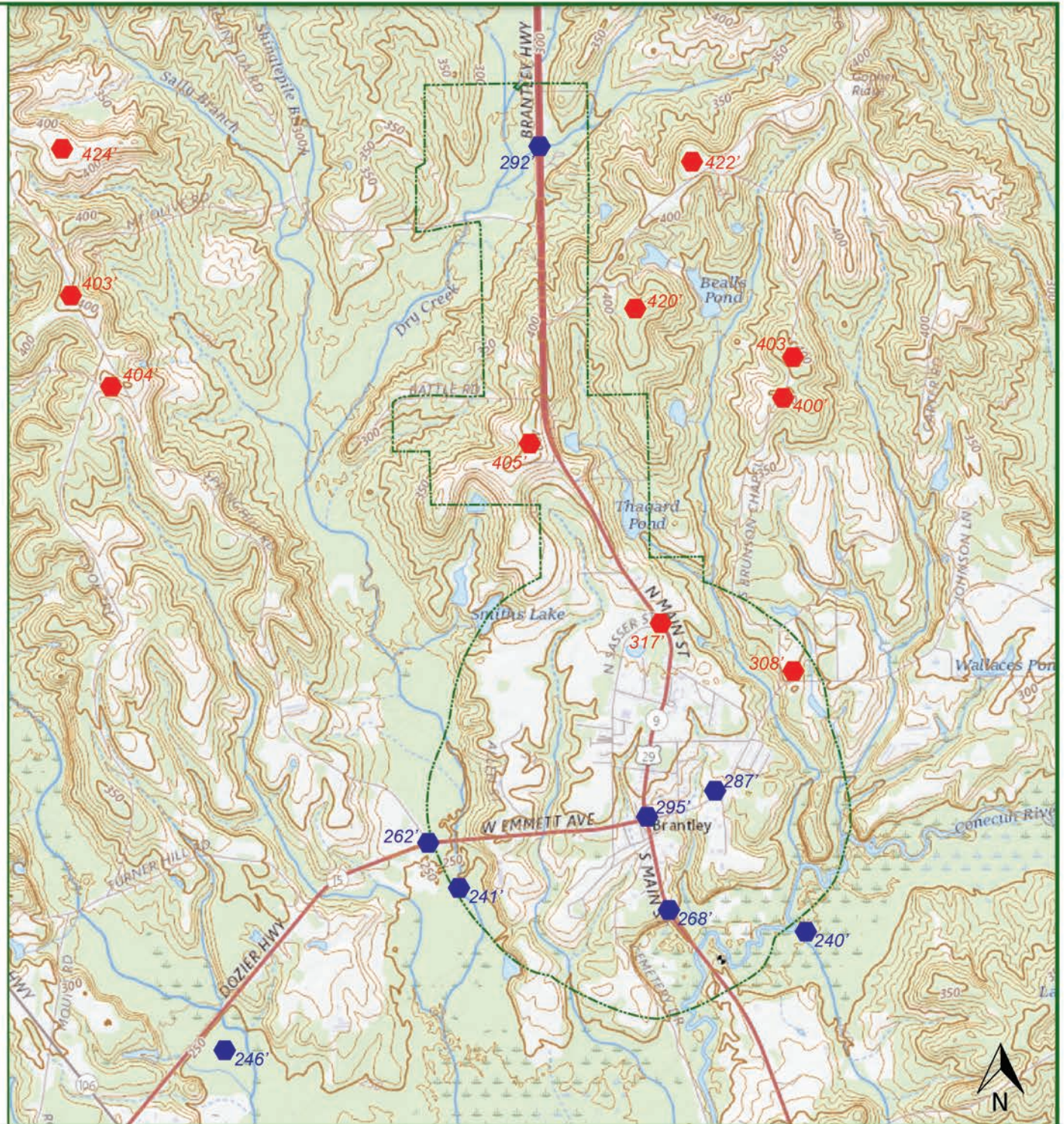
Halso fine sandy loam makes up 10.1 percent of the soil study area, with Halso soils with 2 to 8 percent slope comprising 1.5 percent and Halso soils with 8 to 20 percent slope comprising 8.6 percent. The Halso soils are found on ridges in summits, shoulder slopes and saddles. They are deep, moderately well-drained



ELEVATION

LEGEND

-  Town of Brantley
-  High Elevation (400'+ ASL)
-  Low Elevation (250'- ASL)
-  Stream
-  Water Body
-  Contour Line
-  Major Road
-  Local Road








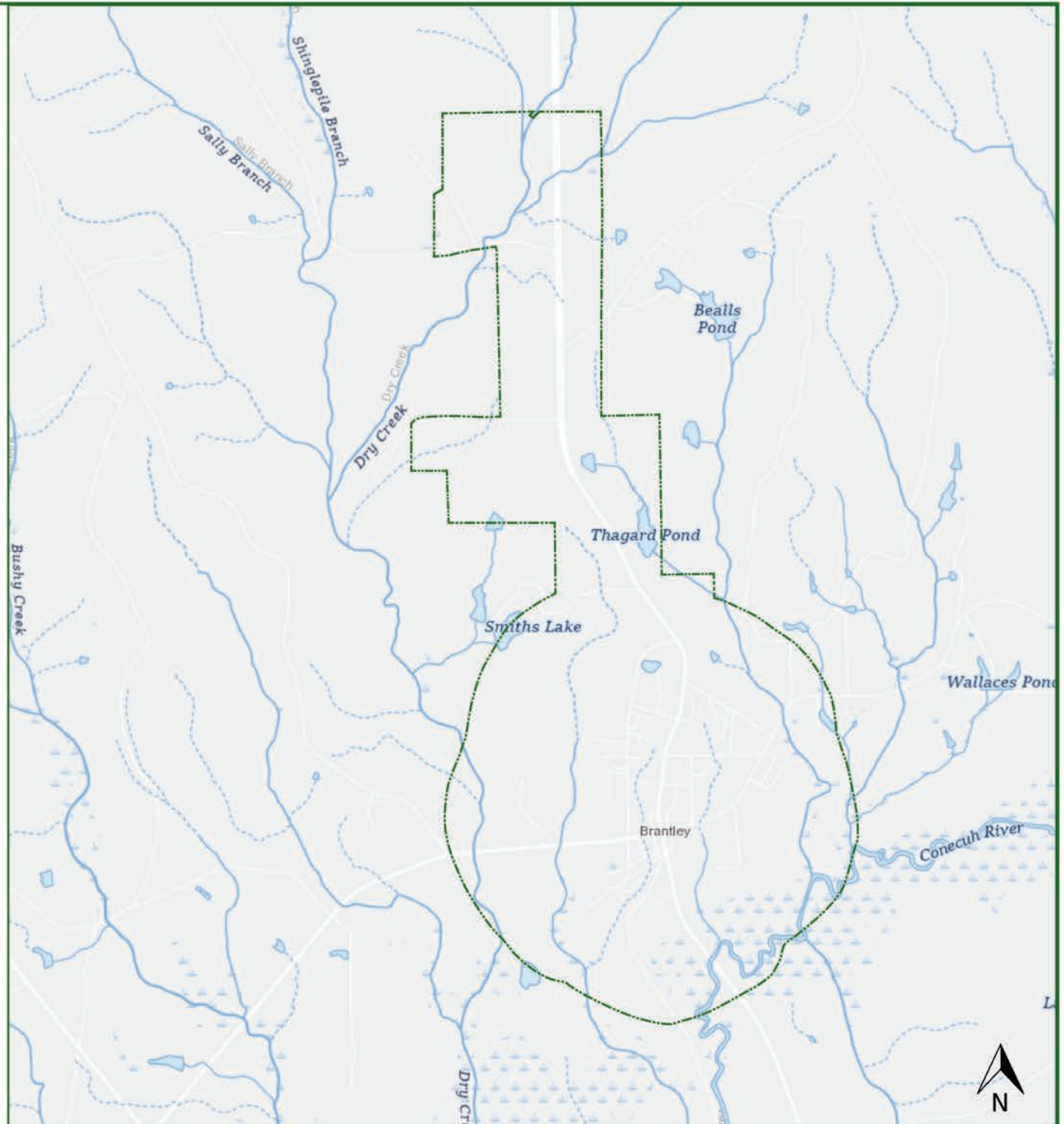
Source: US Geological Survey, The National Map Advanced Viewer, 3DEP Elevation Program.
<https://apps.nationalmap.gov/viewer/>



HYDROLOGY

LEGEND







-  Town of Brantley
-  Stream
-  Water Body
-  Major Road
-  Local Road

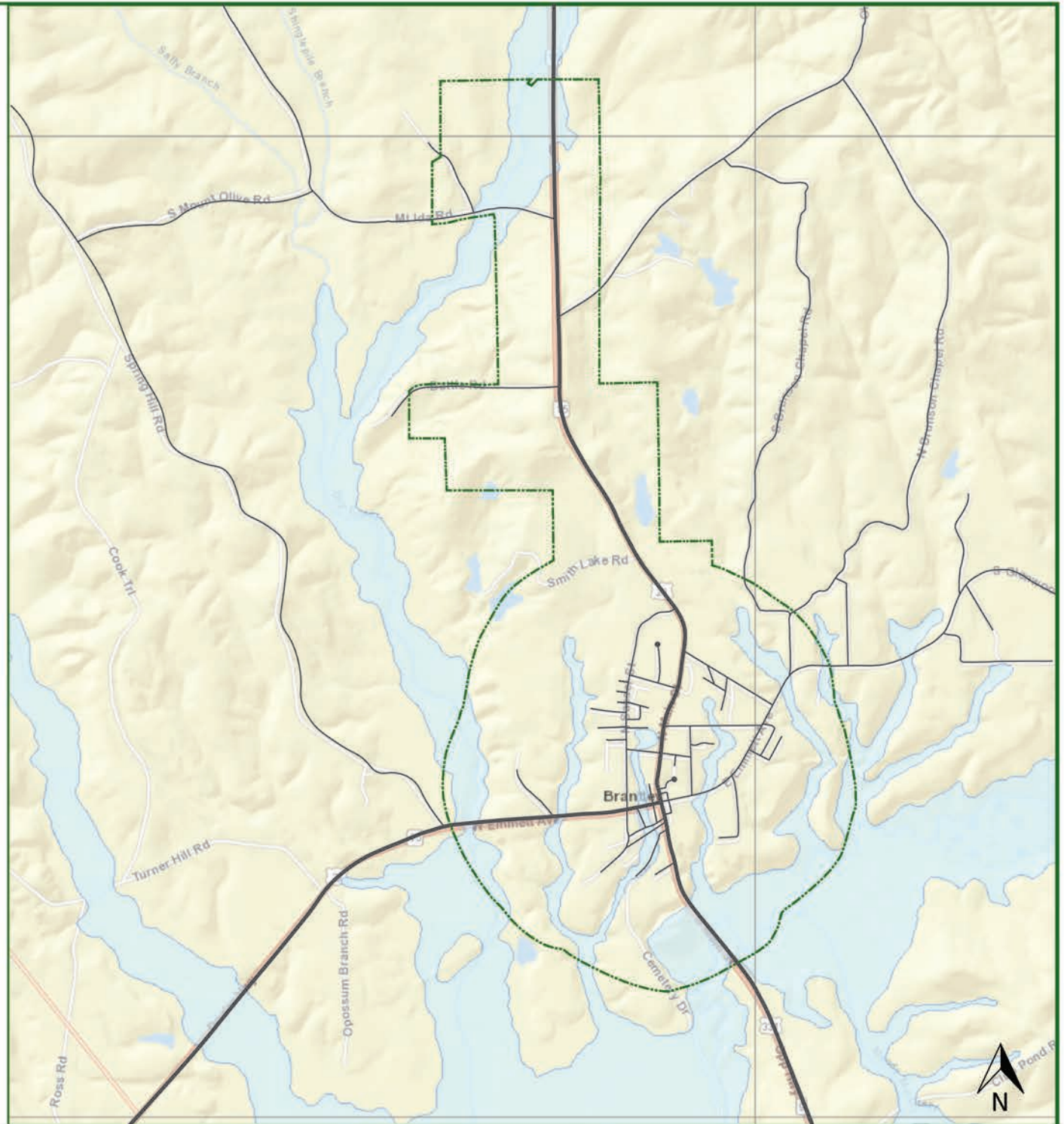


Source: US Geological Survey, The National Map Advanced Viewer, National Hydrography Dataset. <https://apps.nationalmap.gov/viewer/>

FLOODPLAINS

LEGEND

-  Town of Brantley
-  Stream
-  Flood Zone A
-  Contour Line
-  Major Road
-  Local Road



Source: Alabama Department of Economic and Community Affairs, Office of Water Resources, Floodplain Management Program. Alabama Flood Risk Information System.
<https://alabamaflood.com/map>

WETLANDS

LEGEND



Town of Brantley

Wetlands



Estuarine and Marine Deepwater



Estuarine and Marine Wetland



Freshwater Emergent Wetland



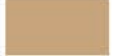
Freshwater Forested/Shrub



Freshwater Pond



Lake



Other



Riverine

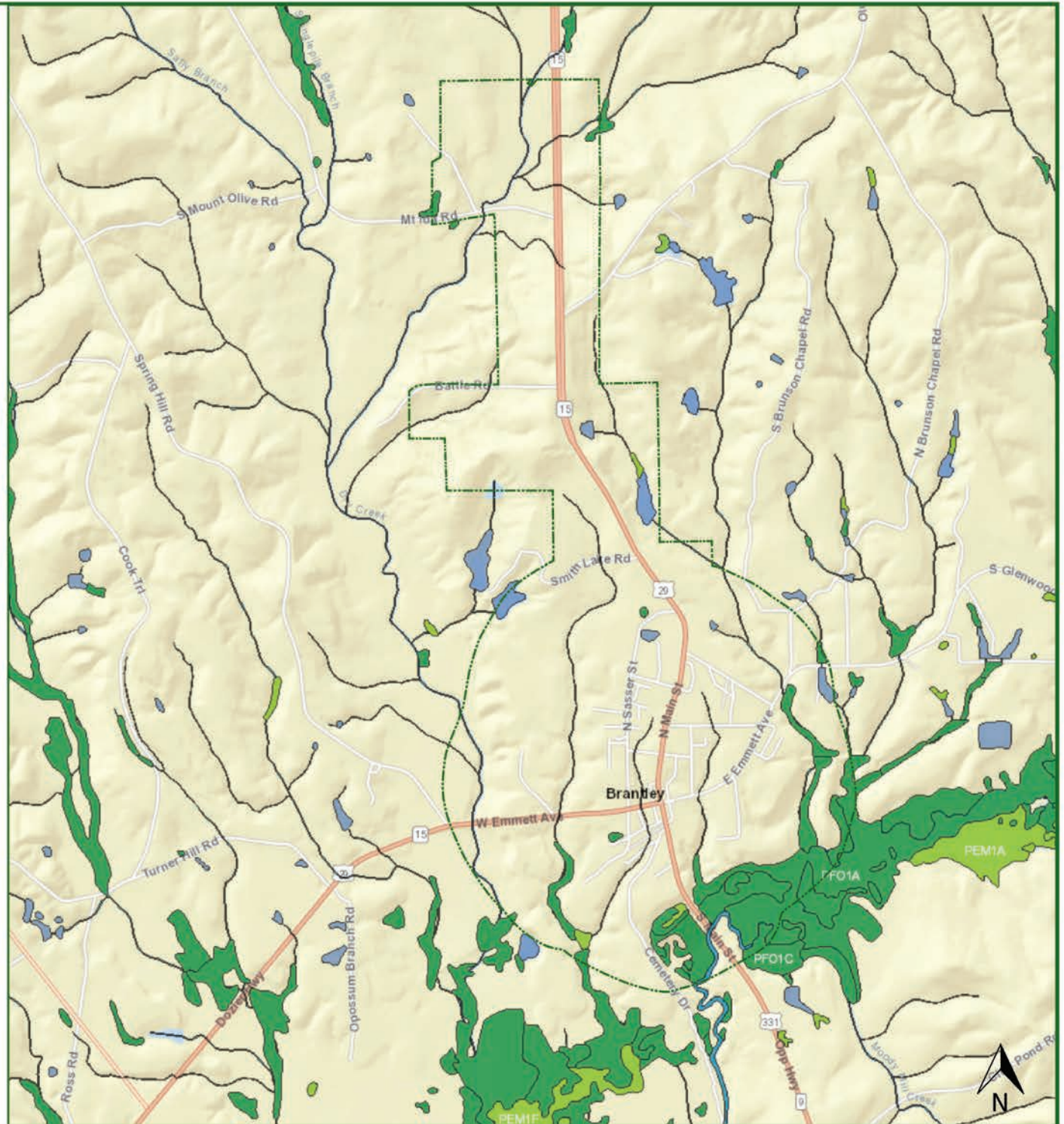
Riparian



Forested/Shrub

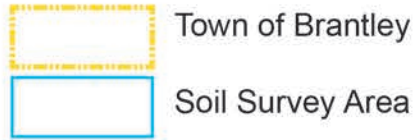


Herbaceous

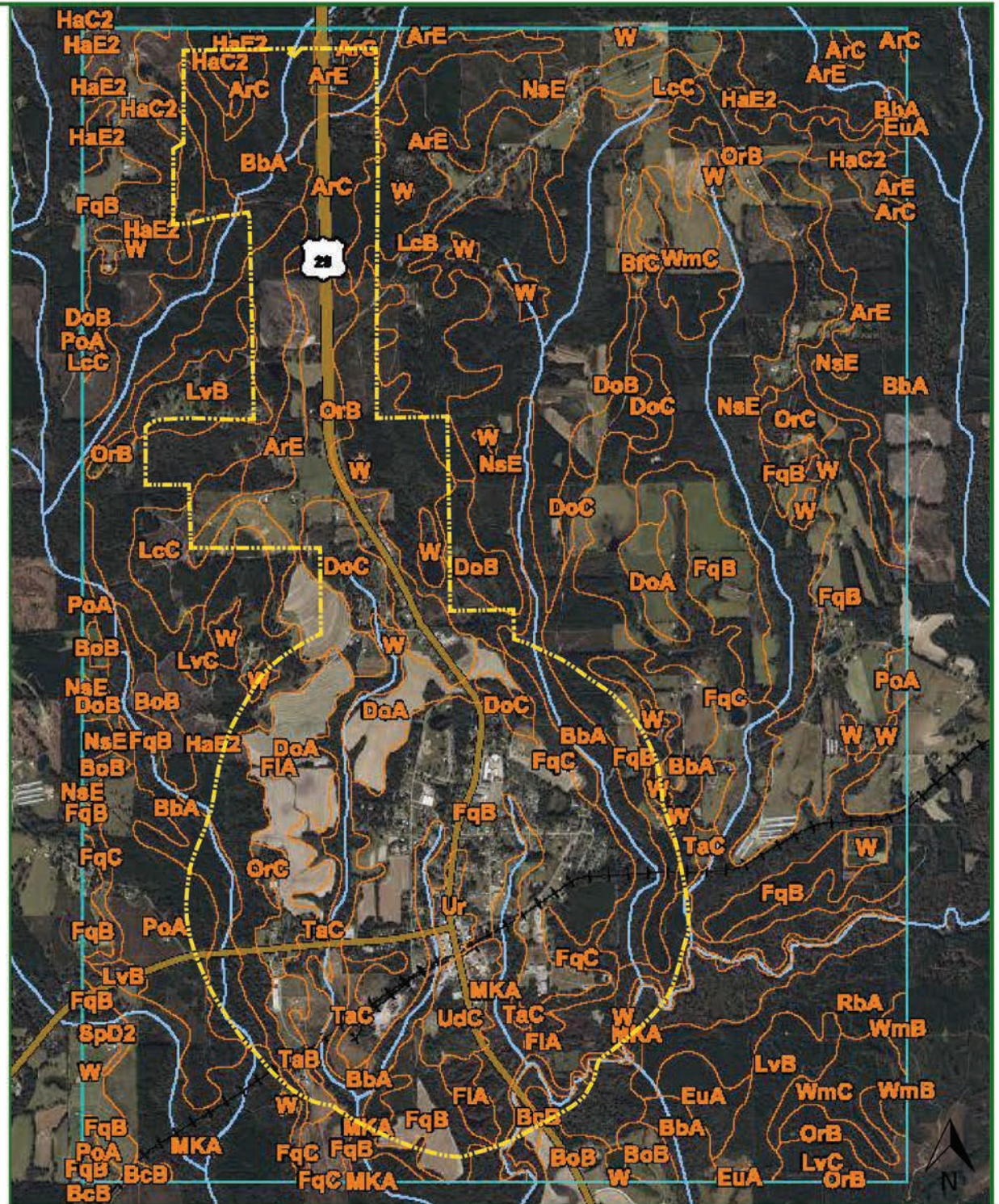


Source: US Fish and Wildlife, National Wetlands Inventory, Wetlands Mapper. <https://fwspri-mary.wim.usgs.gov/wetlands/apps/wetlands-mapper/>

SOIL UNITS



Symbol	Map Unit Name
ArC	Arundel fine sandy loam, 2 to 8 percent slopes
ArE	Arundel fine sandy loam, 8 to 35 percent slopes
BbA	Bibb-luka complex, 0 to 1 percent slopes, frequently flooded
BcB	Blanton loamy sand, 0 to 5 percent slopes
BfC	Bonifay loamy sand, 5 to 8 percent slopes
BoB	Bonneau loamy sand, 0 to 5 percent slopes
DoA	Dothan sandy loam, 0 to 2 percent slopes
DoB	Dothan sandy loam, 2 to 5 percent slopes
DoC	Dothan sandy loam, 5 to 8 percent slopes
EuA	Eunola sandy loam, 0 to 2 percent slopes, rarely flooded
FIA	Fluvaquents silt loam, frequently ponded, 0 to 1 percent slopes, frequently flooded
FqB	Fuquay loamy fine sand, 0 to 5 percent slopes
FqC	Fuquay loamy fine sand, 5 to 8 percent slopes
HaC2	Halso fine sandy loam, 2 to 8 percent slopes, eroded
HaE2	Halso fine sandy loam, 8 to 20 percent slopes, eroded
LcB	Lucy loamy sand, 0 to 5 percent slopes
LcC	Lucy loamy sand, 5 to 8 percent slopes
LvB	Luverne sandy loam, 2 to 5 percent slopes
LvC	Luverne sandy loam, 5 to 8 percent slopes
MKA	Mantachie, Kinston and luka soils, 0 to 1 percent slopes, frequently flooded
NsE	Nankin-Springhill-Lucy complex, 15 to 35 percent slopes
OrB	Orangeburg sandy loam, 2 to 5 percent slopes
OrC	Orangeburg sandy loam, 5 to 8 percent slopes
PoA	Pelham-Ocilla complex, 0 to 2 percent slopes, rarely flooded
RbA	Rains-Bethera complex, 0 to 1 percent slopes, occasionally flooded
SpD2	Springhill sandy loam, 8 to 15 percent slopes, eroded
TaB	Troup loamy sand, 0 to 5 percent slopes
TaC	Troup loamy sand, 5 to 8 percent slopes
UdC	Udorthents, gently sloping, smooth
Ur	Urban land
W	Water
WmB	Williamsville fine sand, 2 to 5 percent slopes
WmC	Williamsville fine sand, 5 to 8 percent slopes



Source: USDA-NRCS Web Soil Survey.
<https://websoilsurvey.nrcs.usda.gov/app/>

SOIL LIMITATIONS FOR SPECIFIED USES



Town of Brantley



Very Limited



Somewhat Limited



Not Limited

Dwellings without Basements

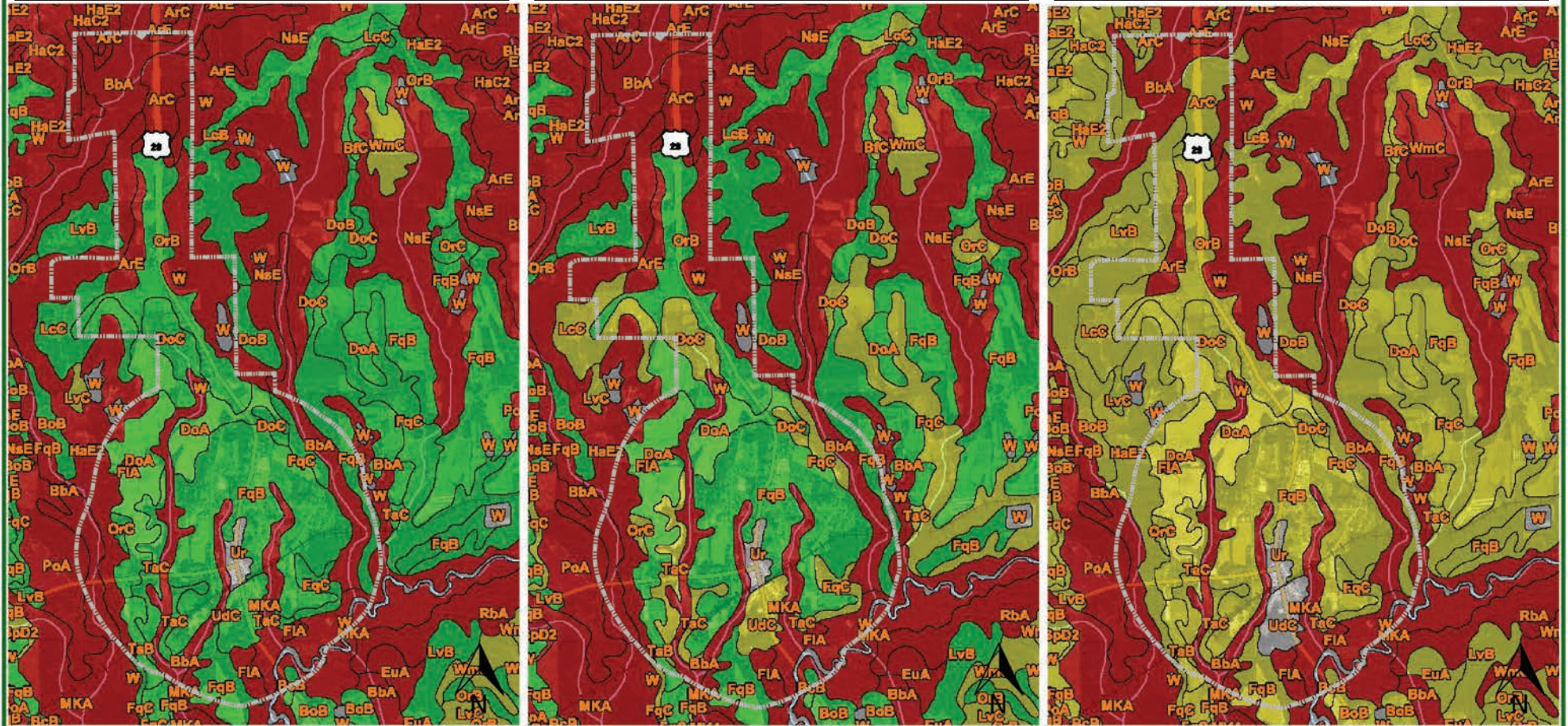
Rating	Acres	Percent of Area
Very limited	4,269.1	53.2%
Somewhat limited	202.2	2.5%
Not limited	3,378.0	31.9%
Null or Not Rated	180.5	42.1%
Totals for Area	8,030.0	100.0%

Small Commercial Buildings

Rating	Acres	Percent of Area
Very limited	4,284.0	53.3%
Somewhat Limited	1,005.6	12.5%
Not limited	2,559.7	31.9%
Null or Not Rated	180.5	2.2%
Totals for Area	8,030.0	100.0%

Paths and Trails

Rating	Acres	Percent of Area
Very limited	3,435.6	42.8%
Somewhat limited	4,360.1	54.3%
Not limited	0.0	0.0%
Null or Not Rated	234.1	2.9%
Totals for Area	8,030.0	100.0%



soils with very permeability and high shrink-swell potential. Dominant land uses are forestland and wildlife habitat, along with pasture and hayland. This soil group is poorly suited for dwellings and local roads and streets, and are not suited for septic tank absorption fields due to the low permeability.

The Bibb-luka complex comprises 9.4 percent of the soil study area. These soils generally have a slope of 0 to 1 percent and are found in flood plains. They are very deep soils that are poorly drained to moderately drained, with moderate permeability and low shrink-swell potential. Dominant land uses are forestland and wildlife habitat, along with pasture and hayland. The Bibb-luka complex is unsuited for urban development.

The remaining 27 soil units each comprise less than 8 percent of the total soil study area. Therefore, soil characteristics for these areas should be examined on an as-needed basis.

**Soil information was obtained from the Soil Survey of Crenshaw County, Alabama produced by the US Department of Agriculture, Natural Resources Conservation Service and in cooperation with the Alabama Agricultural Experiment Station and the Alabama Soil and Water Conservation Committee. <https://archive.org/details/usda-soil-survey-of-crenshaw-county-alabama>*

STRUCTURAL CONDITIONS

An inventory of structural development includes those features that have been built upon, or into, the land, such as infrastructure, roads, and houses and other buildings. These structural features often set a pattern for development and are helpful in determining where new development can occur most efficiently based on infrastructure services. Available

infrastructure and services include electricity, water, sewer, emergency services and recreational facilities and programs.

Residential land uses make up the most of Brantley's built environment. As seen in the building footprints on the Structural Development map on page 18, most structures are concentrated in the neighborhoods on either side of Main Street from downtown to the north end of Sasser Street, and the neighborhoods between Main Street and East Emmett Avenue. Other isolated structures, mostly residential or agricultural, are found along West Emmett Avenue (US Highway 29) and along Main Street (US Highway 331) north of Sasser Street.

The Land Cover map on page 19 shows High Intensity Development in the downtown area, along with Low to Medium Intensity Development surrounding Brantley's central core. Otherwise, land cover in Brantley is predominantly agricultural, with cultivated crops and pasture/hay, or forested areas, with evergreen forests, mixed forests, and shrub/scrub. Land cover in the southeastern part of Brantley is predominantly wetlands

The Town of Brantley operates a municipal water system serving approximately 700 customers. All households and businesses have access to the public water supply in Brantley. The water distribution system provides adequate water pressure for all buildings, as well as for fire protection.







The Town of Brantley operates a municipal sanitary sewer system that serves 90 percent of the town's residents

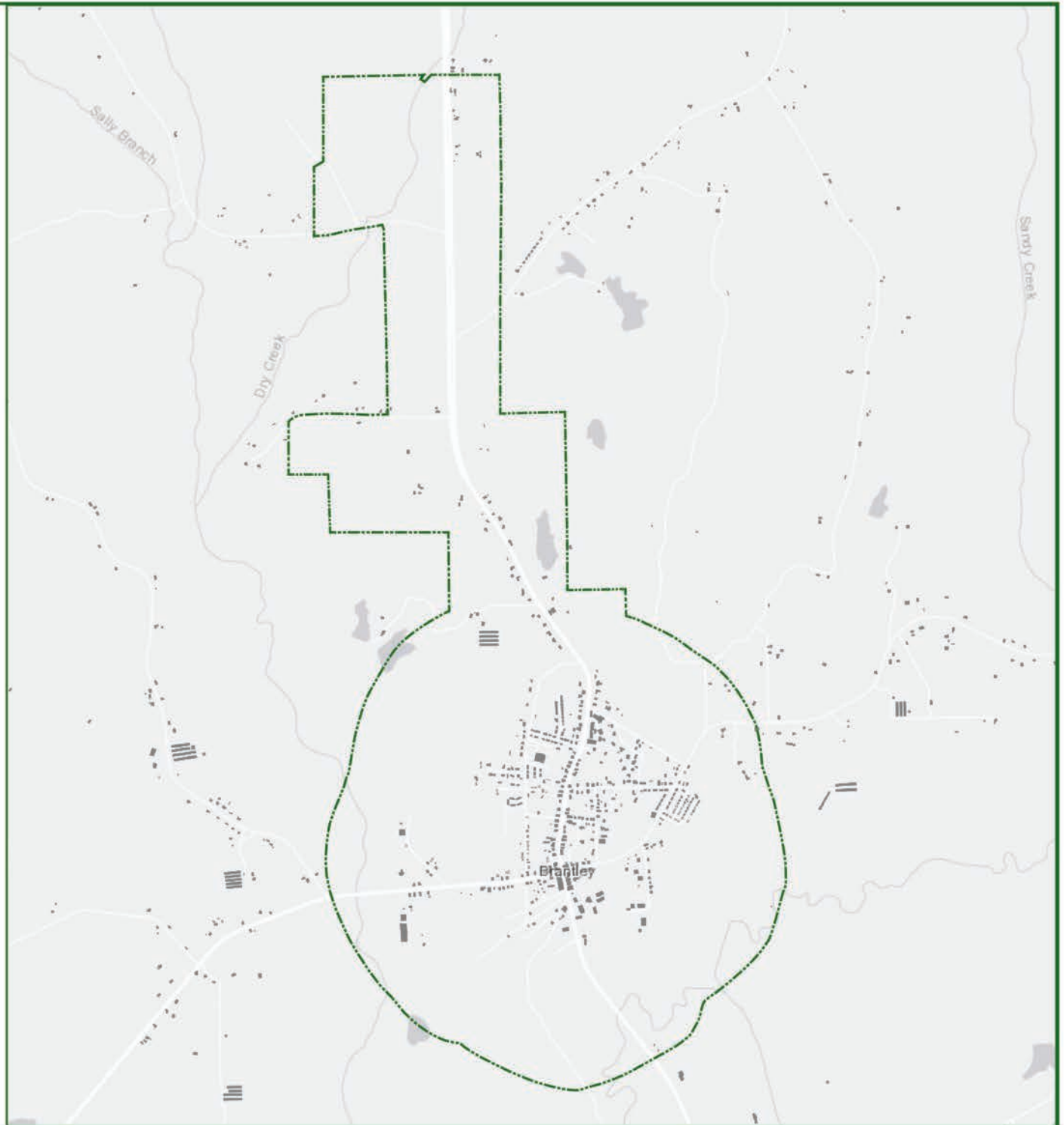
and businesses. The houses that are not served are those located in isolated areas or where the existing topography makes the cost of extending sewer service cost prohibitive. The collection system is a gravity-fed system that funnels effluent to the Town's sanitary sewer treatment system. The Brantley sanitary sewer treatment system is a closed three cell lagoon system that consists of one larger cell, approximately 1.8 acres in size, and two smaller cells, that are approximately 1.3 acres each.

The Town of Brantley maintains all local streets inside the corporate limits of the town. Most streets are paved, with approximately 50 percent of the streets in fair to good condition. Street repaving or resurfacing has often been done in conjunction with sewer line improvements with community development block grant funds. There are two unpaved dead-end streets serving a small number of housing units. The remaining half of the streets are in fair to poor condition, with some streets that are in much worse condition than others. There is curb and gutter along Main Street and on the streets within the public housing authority. Approximately half of the other local streets also have curb and gutter to direct storm water into a concrete drainage system. It is estimated that approximately 30 percent of the town's stormwater runoff flows into the constructed drainage system. Located on the east side of the town and stretching from the north to the south side of the town is a natural drainage area along an unnamed tributary to the Conecuh River. The area is flat with a high water table. As

STRUCTURAL DEVELOPMENT

LEGEND

-  Town of Brantley
-  Building Footprint
-  Stream
-  Water Body
-  Major Road
-  Local Road

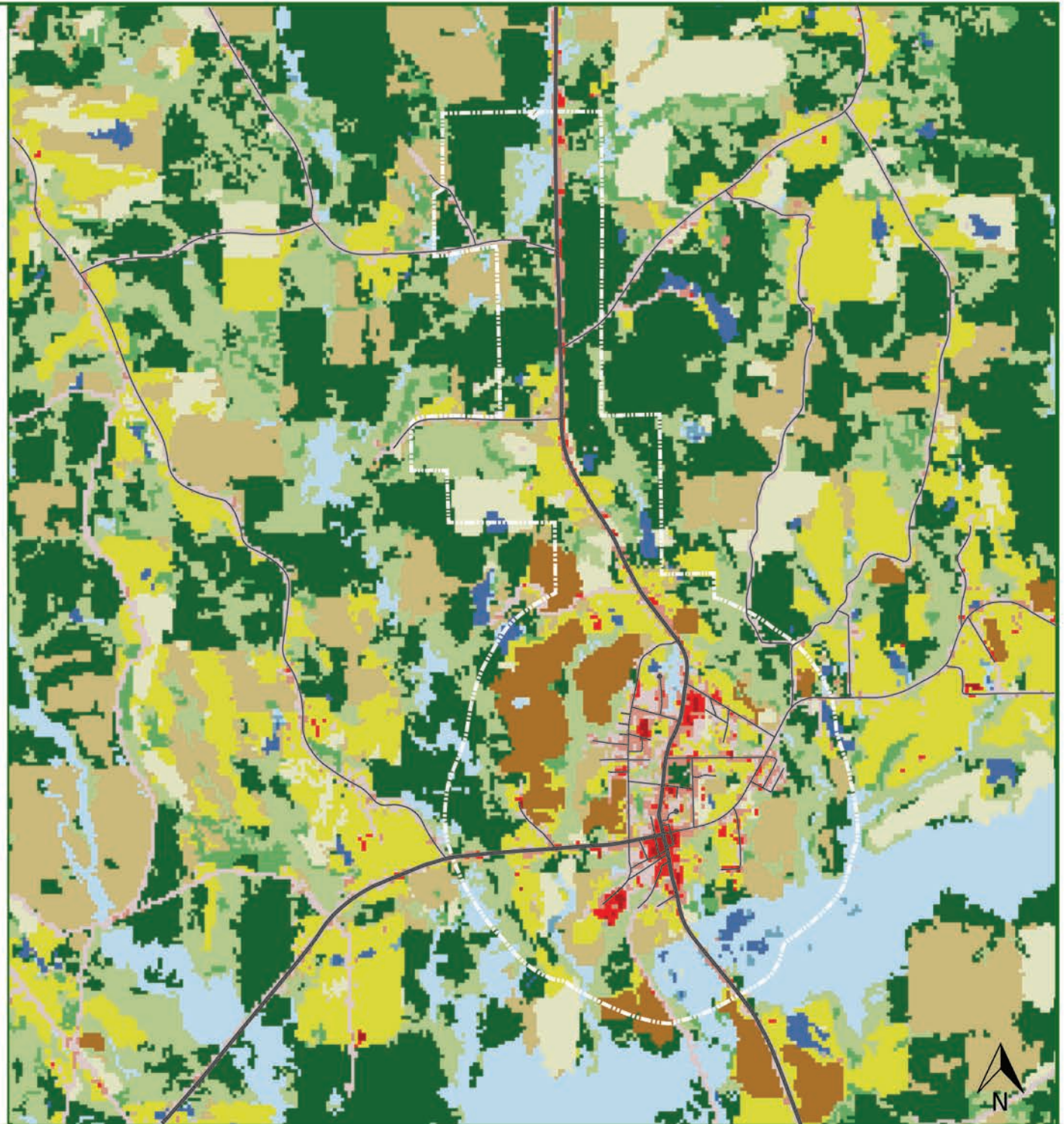


Source: US Geological Survey, The National Map
Advanced Viewer, Microsoft_Building_Footprints.
<https://apps.nationalmap.gov/viewer/>

LAND COVER

NLCD LAND COVER LEGEND

-  Open Water
-  Perennial Ice/Snow
-  Developed, Open Space
-  Developed, Low Intensity
-  Developed, Medium Intensity
-  Developed, High Intensity
-  Barren Land
-  Unconsolidated Shore
-  Deciduous Forest
-  Evergreen Forest
-  Mixed Forest
-  Dwarf Scrub (AK only)
-  Shrub/Scrub
-  Grasslands/Herbaceous
-  Sedge/Herbaceous (AK only)
-  Lichens (AK only)
-  Moss (AK only)
-  Pasture/Hay
-  Cultivated Crops
-  Woody Wetlands
-  Emergent Herbaceous Wetlands



Source: US Geological Survey, The National Map Advanced Viewer, National Land Cover Database. <https://apps.nationalmap.gov/viewer/>

a result, this drainage area frequently overflows during heavy rain events affecting the James Street and Pecan Circle area.

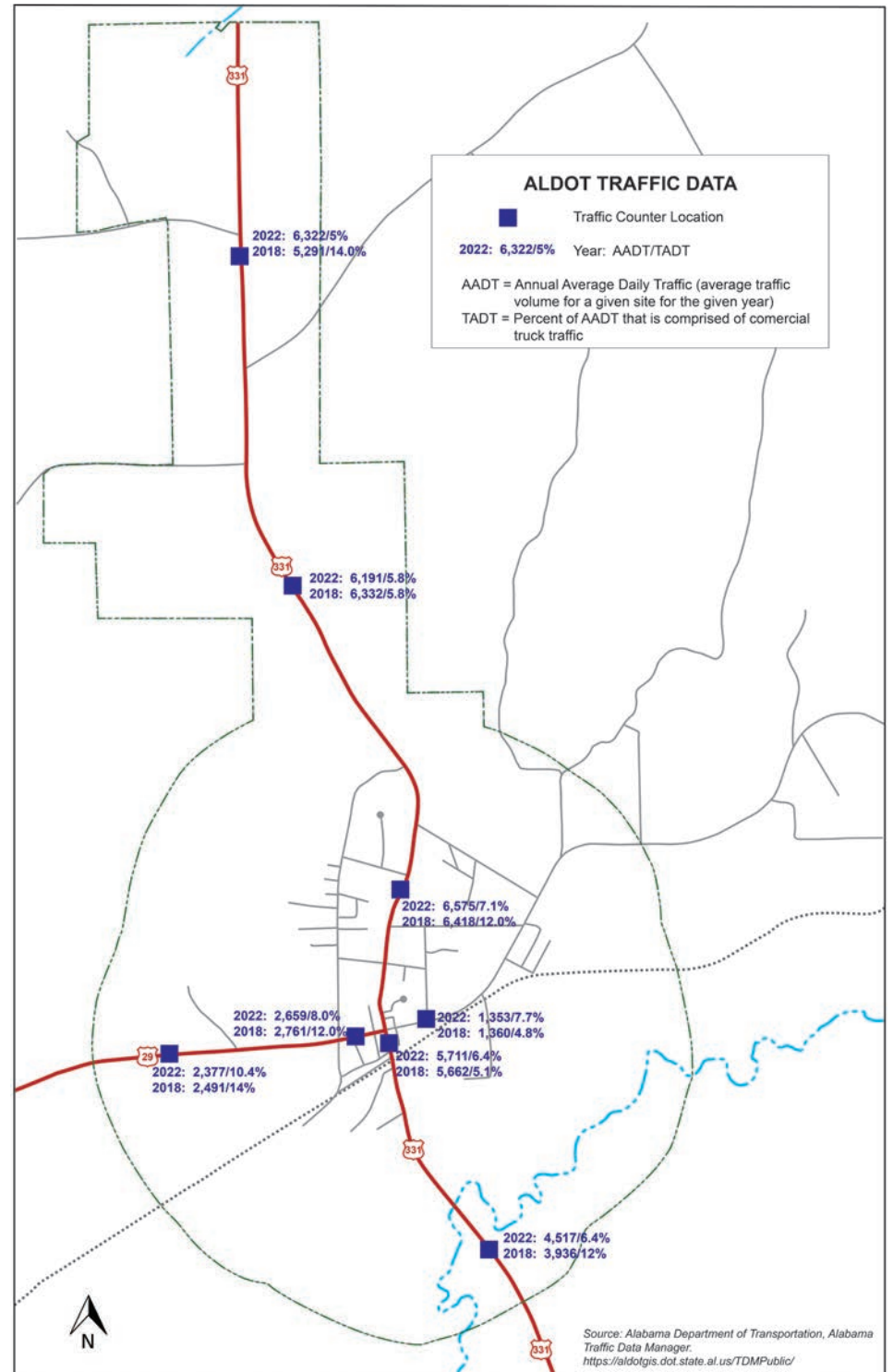
The Town of Brantley provides full coverage protective and emergency services with a full-time police department and a volunteer fire department. The police department operates with a police chief and three officers while the fire department has nine volunteers.

The Town of Brantley owns and maintains two recreational sites. One is a 7-acre recreational park that includes two lighted baseball fields, one lighted softball field, and concessions and comfort facilities. The other is a recent addition to the town with the construction of a walking trail on the same property as Town Hall. The Town of Brantley also has a small library located in the same building as Town Hall.

Primary access to Brantley is by US Highway 331 and US Highway 29. The Alabama Department of Transportation measures traffic volume in eight locations in Brantley on an annual basis. Traffic volume on US 331, north of US 29, ranges from 6,322 vehicles per day to 6,575 vehicles per day in 2022. South of the intersection of US 331 and US 29, however, traffic volume drops considerably to 5,711 vehicles per day. On US 331, south of the Conecuh River, the traffic volume decreases even more to 4,517 vehicles per day.

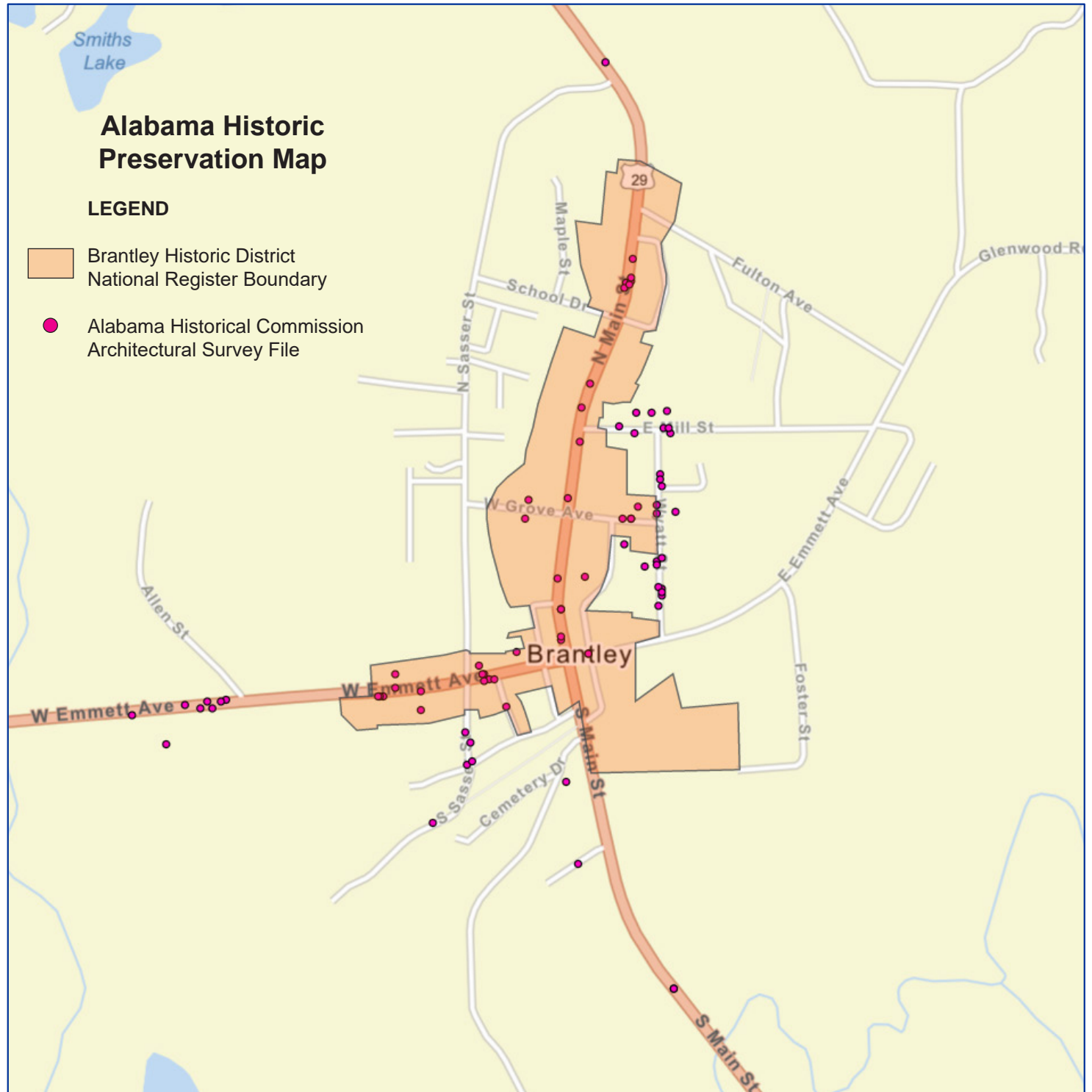
The comparison of traffic data between 2018 and 2022 indicates that the annual traffic volume on US Highway 331 has increased by 19.5 percent at the north end of the town and by 14.8 percent at the south end of the town. During the 5-year period, traffic volume on US Highway 29 decreased by 4.6 percent at the west end of the town and by 7.9 percent on East Emmett Avenue. In most parts of the town, the percentage of traffic that is commercial trucks also decreased. On East Emmett Avenue, however, the truck volume increased by 60.4 percent from 4.8 percent commercial truck volume to 7.7 percent.

Brantley's historic district, shown on page 21, is a collection of special structures that have been recognized by both the Alabama and the National Registers of Historic Places. The area is significant for historical, architectural and engineering reasons in residential and commercial architecture. The Brantley Historic District period of significance ranges from 1880 to 1950. Most of the contributing structures are late Victorian Queen Anne style and late 19th and early 20th century colonial revival and Tudor revival.



Brantley Historic District

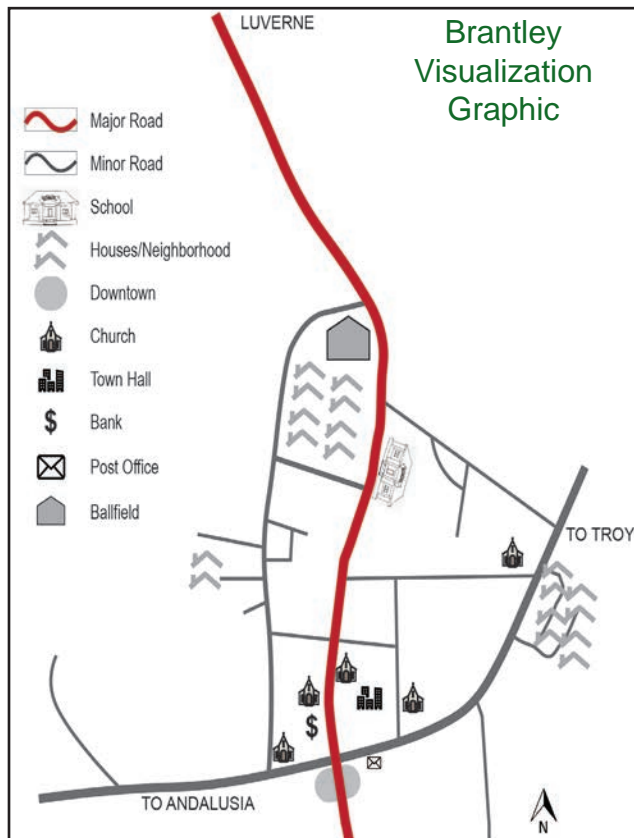
- 48.75 Acres
- Roughly bounded by Sasser Street, Fulton Avenue, Peachtree Street and Wyatt Street, and Central of Georgia Railroad
- 112 Contributing Structures, 15 Non-Contributing
- 25 commercial buildings
- 92 residences
- 1 apartment building
- 3 churches
- 1 school
- 3 civic buildings.
- Late 19th Century to Early 20th Century
- 1880s to late 1940s
- Reflects important developments in transportation in southern part of state



Source: Alabama Historical Commission, Historic Preservation Map. <https://alabama.maps.arcgis.com/apps/webappviewer/index.html?id=f-850b1eaad3a4e6d947e997a6e109504>

ANALYSIS OF CONDITIONS

The Brantley analysis of existing conditions included both perceived, or cultural, conditions as well as those conditions that can be identified on a map. The cultural conditions included landmarks to help identify how residents oriented themselves within the town and how that would translate to visiting traffic. The cultural conditions also included identification of postcard worthy scenes that should be protected and highlighted in future growth plans. And finally, citizens were asked to identify changes that were needed to improve the services rendered by the town and improve the overall quality of life for Brantley residents.



BRANTLEY LANDMARKS

- US 231 / Main Street
- E. Emmett and W. Emmett
- Local Streets in north
- Churches
- Town Hall, High School, Bank, Post Office, Ball Park
- Housing Authority
- Directional to Andalusia and Troy
- Downtown

POSTCARD WORTHY SCENES:

- Town Hall
- Brantley High School
- Town Pond
- Long-shot Picture of Main Street
- Main Street at Christmas
- Alex Wilcox Field
- Churches on Main Street
- Town Events
- Before and After Pictures of Downtown
- Conecuh River
- Local Cemeteries
- Future Municipal Complex
- Downtown Urban Park
- Byrd's
- Crosstie Capital of the World

POSITIVE CHANGES NEEDED:

INFRASTRUCTURE & MAINTENANCE

- New Water Lines
- New Sewer Lines
- Storm Drainage Improvements
- New Paved Streets
- Clean up major entrances to Brantley

COMMUNICATION

- Annual Slate of Events: Farmers' Market, Seasonal Festivals

QUALITY OF LIFE

- Animal Control (stray dogs and cats)
- Clean up or remove abandoned, dilapidated or uninhabitable structures
- Establish Local Brantley Museum

ECONOMIC DEVELOPMENT AND GROWTH

- Fix all store front buildings
- All stores are open, filled with sustainable retail shops, cafes
- Grocery store in front; not in back (visibility)
- Clean up back side of businesses (downtown area)
- Growth – Commercial and Residential

Many of the perceived or cultural conditions are reflected in the SWOT Analysis shown on page 23. The SWOT analysis is a list of Brantley's strengths, weaknesses, opportunities, or threats. Strengths are those features that are inherently good or positive in their current state and contribute to a pleasant experience by virtue of their presence. Weaknesses are features that are negative or detract from the appearance or use that the Town of Brantley strives to accomplish. Opportunities are features, or combination of features, that have yet to reach their full potential in having a positive impact on Brantley. And threats are features, or constraints, that limit what can be done due to their presence, such as flood plains limiting development.

It is important to recognize that some features or characteristics can be both positive and negative, such as a flood plain that limits residential development but enhances a recreational area.

Brantley SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Location at intersection of US 331 and US 29 • Adequate water facilities • Strong community spirit/ civic engagement • Picturesque residential Main Street • Conecuh River • Local community pride • Mural preservation in the works • Historic district with signage • Dedicated officials and employees • Strong sense of community 	<ul style="list-style-type: none"> • Storm drainage • Civic engagement • Residential decay on Main Street • Animal Control • Existing Street Conditions • Sewer System –does not reach all residents; repairs • Not a lot of land available for development --flood plains • Not enough sidewalks throughout entire town • Town entrances • Speed Trap Perception –does it deter traffic? • Daily maintenance –streets, parks, regular upkeep is not done • Debris on backstreets of downtown • Buffer needed around salvage business 	<ul style="list-style-type: none"> • Downtown growth • Historic setting • Conecuh River • Proximity to nearby business centers • Local Museum –Old Jail • Expansion of city limits –due to lack of buildable land • Build gateways into Brantley • Creative stops/events • Festivals for beach traffic –in and around town hall • Armory Welcome Center • Include Armory on state and federal historic register • Signs with fun spin on speed trap perception • Hospitality training/ newcomer’s program • Litter/Beautification Campaign • Downtown incubator project 	<ul style="list-style-type: none"> • Floodplains around southern part of town • A few steep slopes in southern part of town • Conecuh River • Speed trap perception and how to overcome • “Local Togetherness” can be exclusive • Nearby cities moving in Brantley’s direction



RETAIL MARKET ANALYSIS

The Brantley retail market analysis was conducted using data available through ESRI's (Environmental Systems Research Institute, Inc.) geographical information system (GIS) and business analyst programs, along with other data sources as needed and as noted throughout this discussion. The retail market analysis was based on a four step process:

1. Define the target market area(s)
2. Investigate the market area characteristics and spending patterns
3. Identify retail surplus and demand for each target area
4. Utilize data collected to identify retail market opportunities.

TARGET MARKET AREA

The Town of Brantley investigated a target market area based on two different, yet similar, prerequisites. The first was those persons within a 1-mile, 3-mile, and 5-mile radius; and the second was those persons within a 15-minute, 30-minute and 45-minute drive time radius.

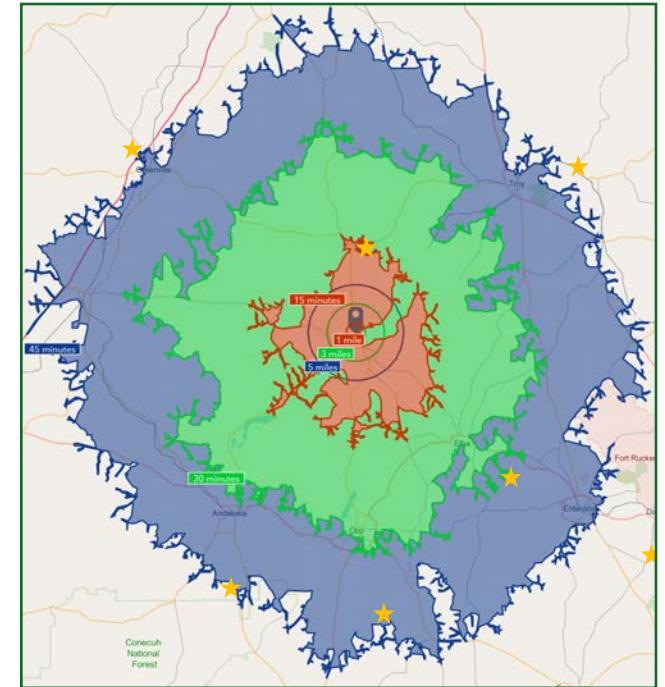
In the first analysis, the population increased from 825 within the 1-mile radius to 1,969 within the 5-mile radius. Although the population would be more than doubled, the increase was not enough to support major retail opportunities.

Further, the population in all three radii was showing a downward trend from 2000 to 2020. The Town of Brantley, therefore, decided to extend the potential market area to look at reasonable drive-times instead of just proximity.

The Town of Brantley recognizes that there is considerable commuting traffic traveling through the town each day, as well as travelers on US Highway 331 headed for Florida's beach destinations. The Census Bureau's On The Map Program estimates that, as of 2019, there are only 12 residents of Brantley that actually work in the town. There are, however, 117 workers who travel into Brantley for employment. Still this number does not compare well with the 291 workers who leave Brantley each day for employment. Top employment destinations for those leaving Brantley to work include Luverne, Andalusia, and Montgomery. The Town of Brantley would like to capitalize on the commuting traffic as well as beach traffic to build their retail resources.

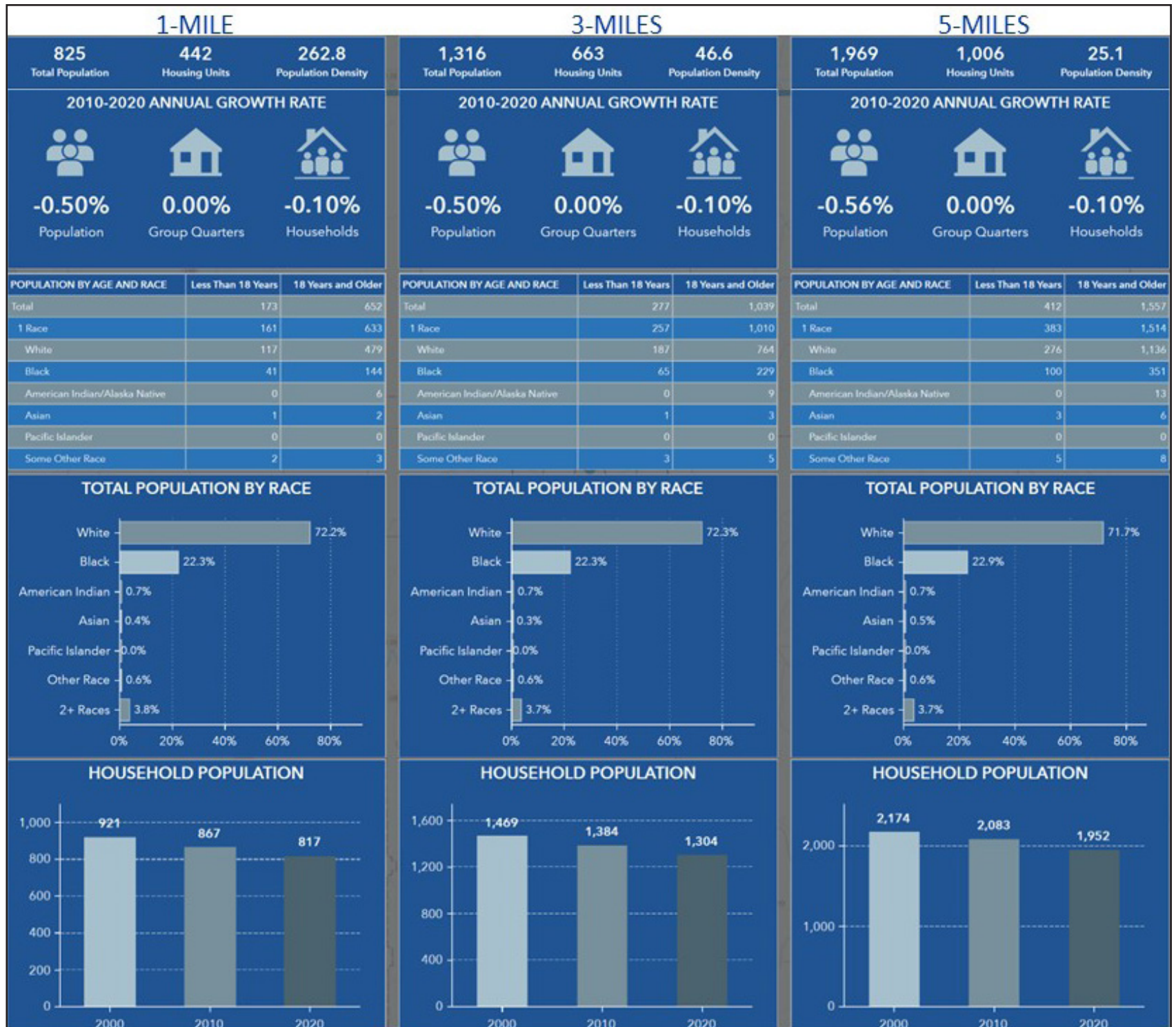
The retail market analysis portion of the project indicated the Town of Brantley's targeted market area should include residents within a 30-minute drive time of the town. This area has a 2022 population of 27,466 persons with a median household income of \$51,876. Products and services

Drive Time Radii



with a market potential index of more than 100 (national average) include automobiles and automotive products, convenience store shopping, groceries, pets and pet supplies, low ticket household furnishings and large kitchen appliances, and restaurant meals – both sit down and fast food. The retail market analysis led Brantley to focus on provision of retail options in an expanded downtown area, as well as convenience shopping opportunities for commuters.

Preliminary Data
Based on 1-Mile,
3-Mile and 5-Mile
Radii



30- Minute Drive Time Retail Market Characteristics

Demographics:

Population = 27,466
 Median Age = 45
 11,301 Households, 2.36 Avg HH Size
 Median Household Income = \$51,876
 Median Net Worth = \$132,466
 Median Disposable Income = \$42,775
 Median Home Value = \$123,891

Employment:

2.7% Unemployment
 50.5 % White Collar
 37.3% Blue Collar
 12.2% Services
 670 Total Businesses
 7,058 Total Employees

\$2,738 on Entertainment
 \$1,741 on Travel
 \$1,576 on Apparel

Spending:

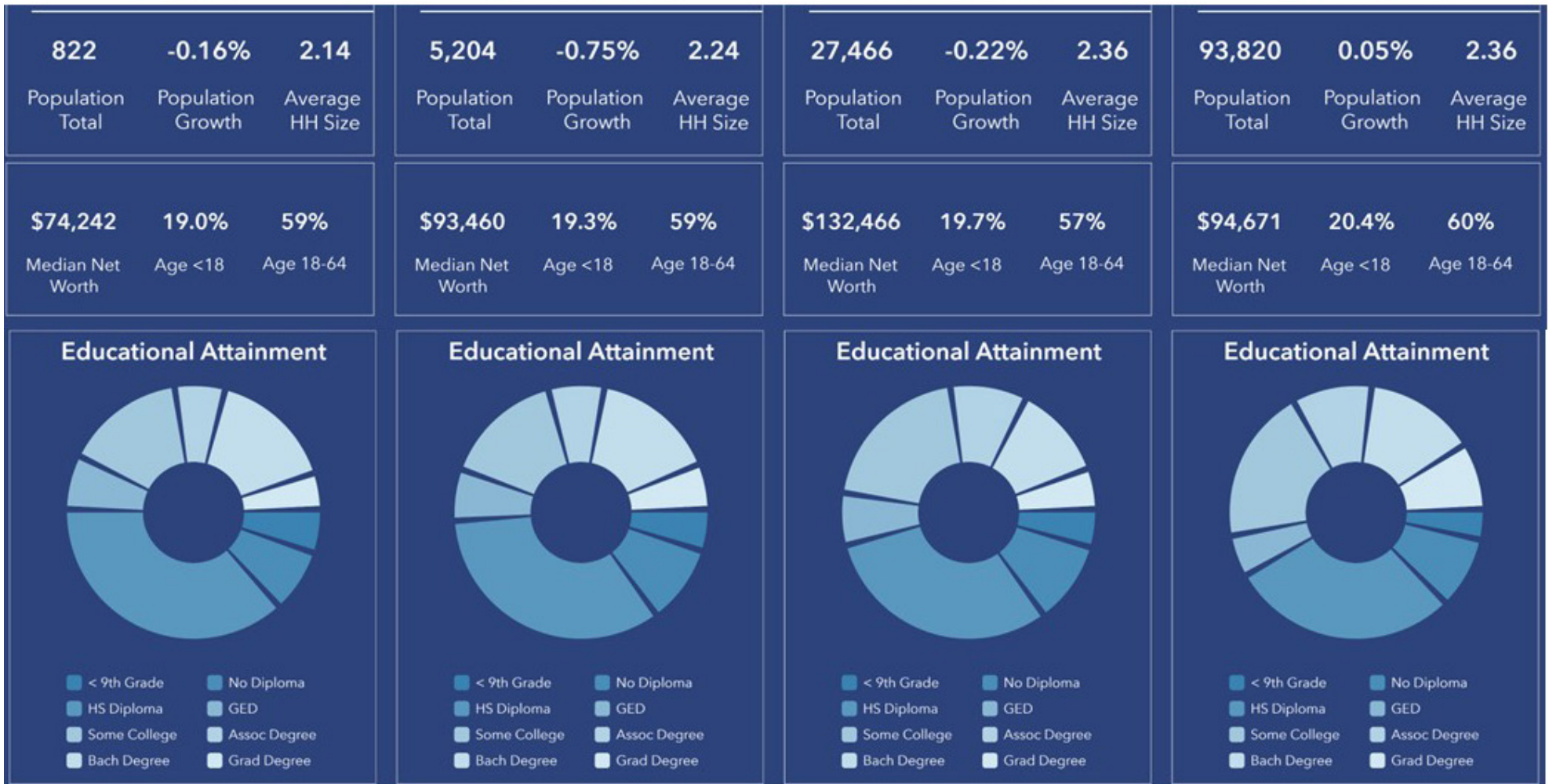
The graphic charts and tables below and on the following pages provide a comparison of Brantley (1-Mile Radius) and the 15-minute, 30-minute and 45-minute drive time market characteristics.

1-MILE

15 MINUTES

30 MINUTES

45 MINUTES



1-MILE

15 MINUTES

30 MINUTES

45 MINUTES



Source: This infographic contains data provided by Esri, ACS. The vintage of the data is 2022, 2016-2020, 2027.

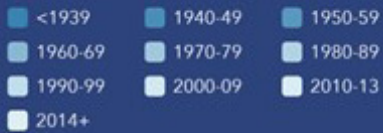
1-MILE

15 MINUTES

30 MINUTES

45 MINUTES

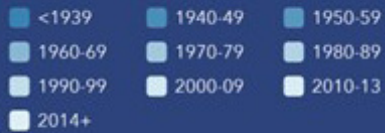
Housing: Year Built



46.1 **\$43,078** **\$98,547**

Median Age Median HH Income Median Home Value

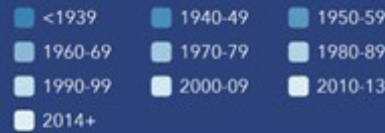
Housing: Year Built



45.3 **\$50,598** **\$103,701**

Median Age Median HH Income Median Home Value

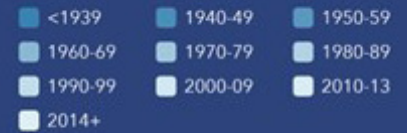
Housing: Year Built



45.0 **\$51,876** **\$123,891**

Median Age Median HH Income Median Home Value

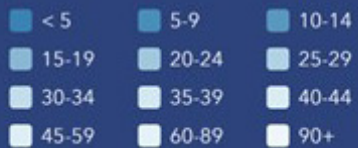
Housing: Year Built



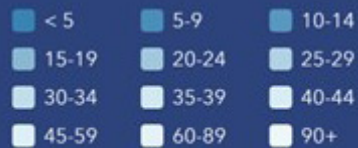
39.4 **\$51,611** **\$150,115**

Median Age Median HH Income Median Home Value

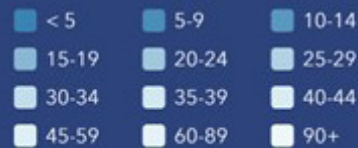
Commute Time: Minutes



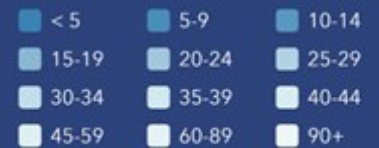
Commute Time: Minutes



Commute Time: Minutes



Commute Time: Minutes

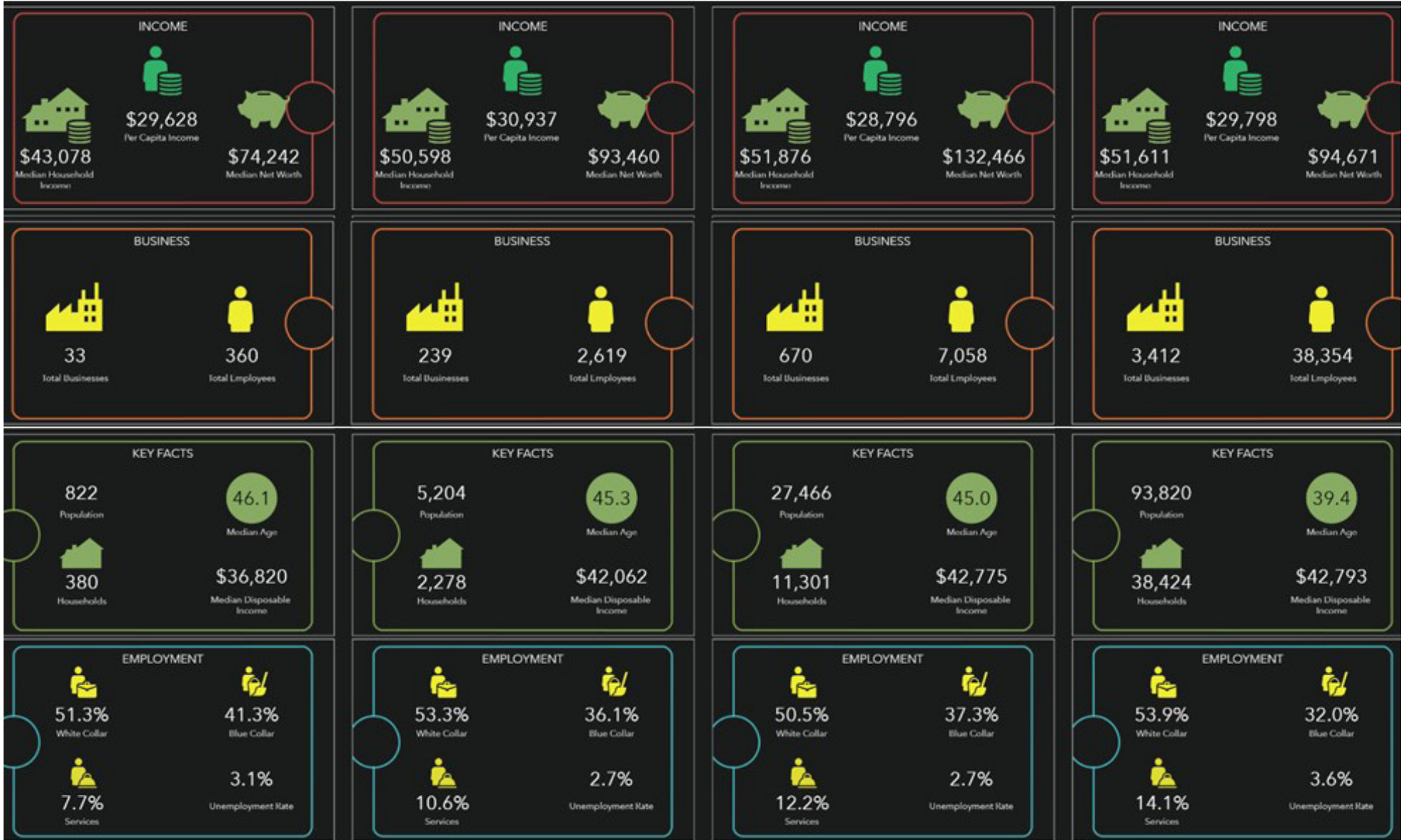


1-MILE

15 MINUTES

30 MINUTES

45 MINUTES



1-MILE



15 MINUTES



30 MINUTES



45 MINUTES



DISPOSABLE INCOME FOR THIS AREA



Average Disposable Income \$11,151 Lower Than Alabama, which has a value of \$62,856

DISPOSABLE INCOME FOR THIS AREA



Average Disposable Income \$7,504 Lower Than Alabama, which has a value of \$62,856

DISPOSABLE INCOME FOR THIS AREA



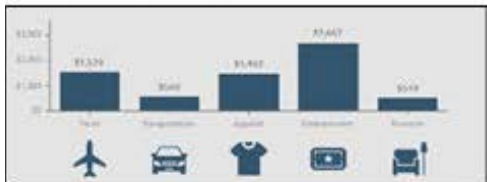
Average Disposable Income \$7,403 Lower Than Alabama, which has a value of \$62,856

DISPOSABLE INCOME FOR THIS AREA



Average Disposable Income \$6,224 Lower Than Alabama, which has a value of \$62,856

SPENDING CATEGORIES



\$2,667 on Entertainment
\$1,539 on Travel
\$1,462 on Apparel

SPENDING CATEGORIES



\$2,836 on Entertainment
\$1,650 on Travel
\$1,564 on Apparel

SPENDING CATEGORIES



\$2,738 on Entertainment
\$1,741 on Travel
\$1,576 on Apparel

SPENDING CATEGORIES



\$2,746 on Entertainment
\$1,832 on Travel
\$1,664 on Apparel



ANNEXATION FEASIBILITY ANALYSIS

ANNEXATION CONSIDERATIONS

Benefits:

- Extension of Corporate Limits
- Room for Growth
- Increase in Population Base
- Increase in Property Revenues
- Increase in Sales Tax Revenues

Responsibilities:

- Inherit infrastructural problems, especially roads
- Provide city services in outlying areas
- Provide police and fire protection services
- Growth Sprawl

Legal:

- Can only annex half the distance between corporate limits and existing boundary of nearby municipalities.
- Parcels must be contiguous to corporate boundaries and each other
- Methods of annexation include: local act of legislature; by referendum; and by petition of 100 percent of property owners.

Annexation by Local Act of Legislature

Section 104(18) of the Constitution of Alabama of 1901 specifically allows the

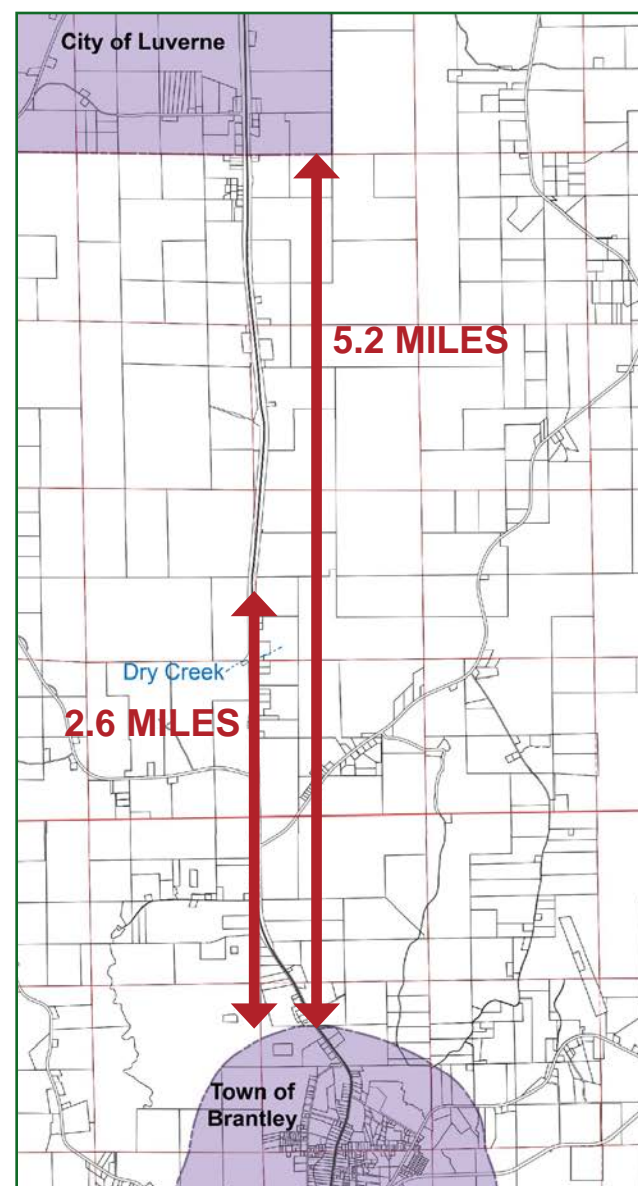
extension of municipal boundaries by local act of the legislature.

- Require that notice of the intention to apply for extension of the boundaries shall have been published, without cost to the state, in the county or counties where the matter or thing to be affected may be situated.
- The notice must state the substance of the proposed law and must be published at least once a week for four consecutive weeks in some newspaper published in such county or counties, prior to the introduction of the bill.
- Proof by affidavit that such notice has been given shall be exhibited to each house of the legislature and spread upon the journal.
- Adopt resolution stating (a) intent to annex, (b) bill has been prepared for Legislature, and (c) directing Mayor to advertise for four consecutive weeks.

Annexation by Local Referendum

1. Written Assent of Electors and Property Owners

Requires assent of at least TWO qualified electors residing on each quarter of each quarter section...together with the consent of owners at least 60 percent of the acreage of such territory.



2. Map or Plat or Territory

Requires map of land proposed to be annexed and an accurate description by metes and bounds of the boundary of such territory, which territory must be contiguous to the boundary of the city or town.

3. Resolution of Council

There must be a resolution by the municipal council to the effect that the public health or public good requires that the territory shall be brought within the limits of the municipality

4. Mayor Certifies to Probate Judge

The council's resolution must be certified by the mayor to the probate judge, including a map of the territory and the names of the electors and property owners consenting to the annexation must be attached to the certified copy of the resolution.

5. No Election Required if Unanimous Consent

If, within 10 days from the date the resolution is filed with the probate judge, each of the qualified electors who reside in the territory described appears before the probate judge and consents to the annexation in writing, then no election is needed.

6. Probate Judge Orders Election and Publishes Notice

Not less than 10 nor more than 15 days after the certified copy of the resolution is filed with probate judge, he or she must make and enter an order directing and ordering an election

7. Conduct of Election; Who May Vote; Ballots

Election must be conducted in all respects as provided by the general election laws, except official ballot is not required. Each qualified elector who has resided within the proposed territory for three months next preceding the election may vote. Must vote at the voting place designated by the probate judge.

8. Probate Judge Canvasses Election Results and Records Order

As soon as the polls close, the inspectors ascertain and certify the results of the election to the probate judge. The probate judge canvasses the returns. If it appears that a majority of the votes cast at the election were for annexation, the judge shall make and enter an order on the records.

Annexation by Petition

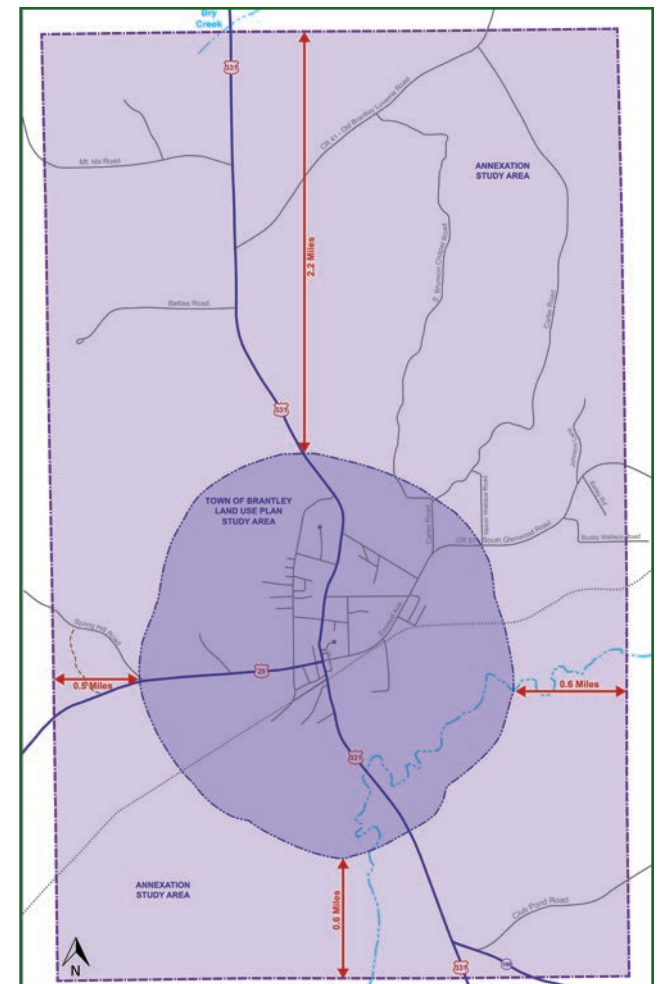
- Proposed annexation property must be contiguous to existing corporate boundaries
- Requires consent of 100 percent of property owners within proposed territory for annexation
- All property owners, per ad valorem records, shall sign and file a written petition with the city clerk of such municipality requesting that such property or territory be annexed to the said municipality
- Governing body of municipality adopts an ordinance assenting to the annexation, then the corporate limits of said municipality shall be extended and rearranged to include such property and shall become a part of the corporate

area of such municipality upon the date of publication of said ordinance. Governing body is not required to assent.

- Governing body files a description of annexed property with probate judge

Study Area

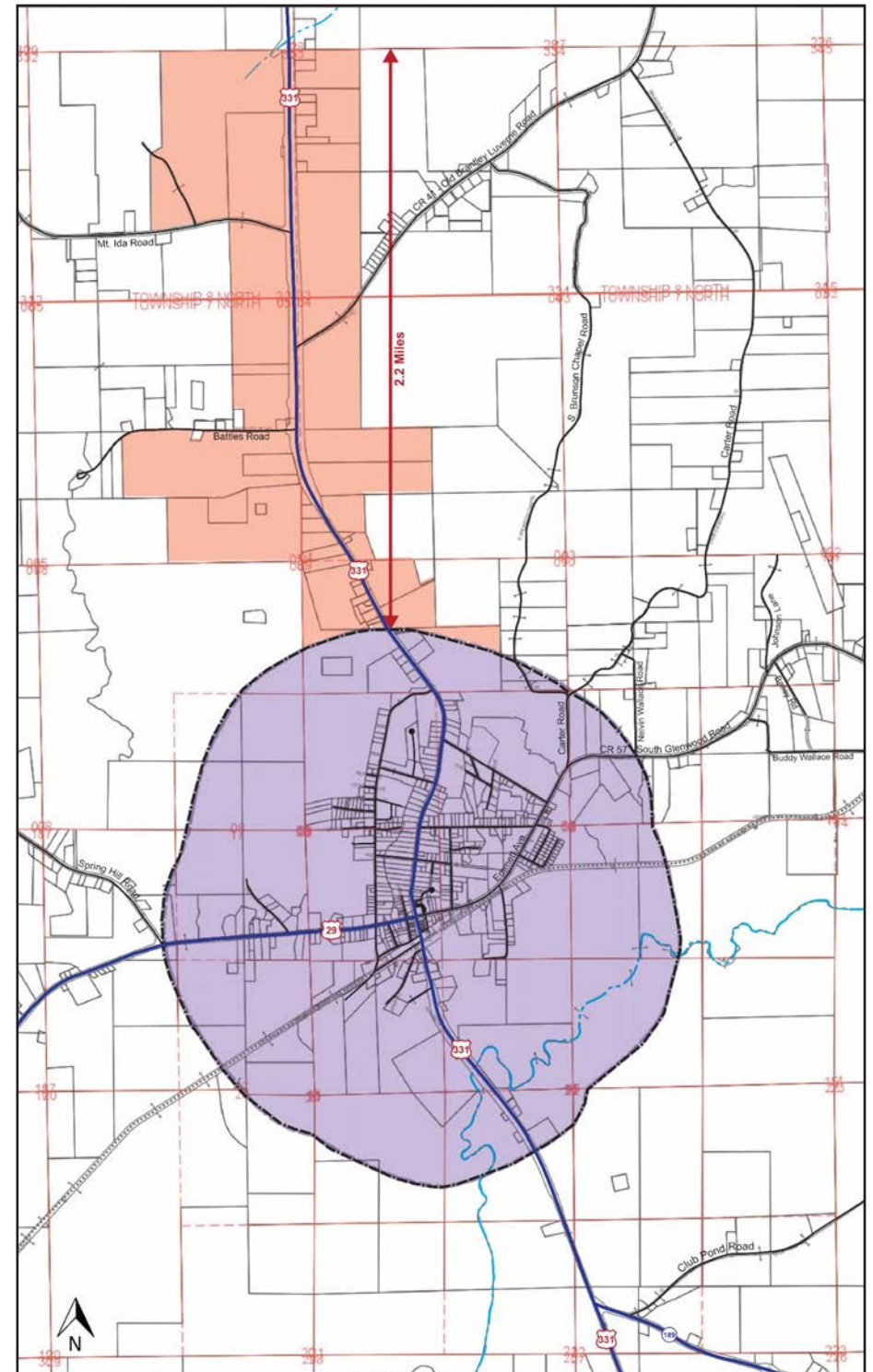
The Brantley Annexation Study Area, which was formed based on section lines, extended from the Brantley corporate limits 2.2 miles to the north, 0.6 miles to the east and south, and 0.5 miles to the west.



COST BENEFIT ANALYSIS - OPTION A

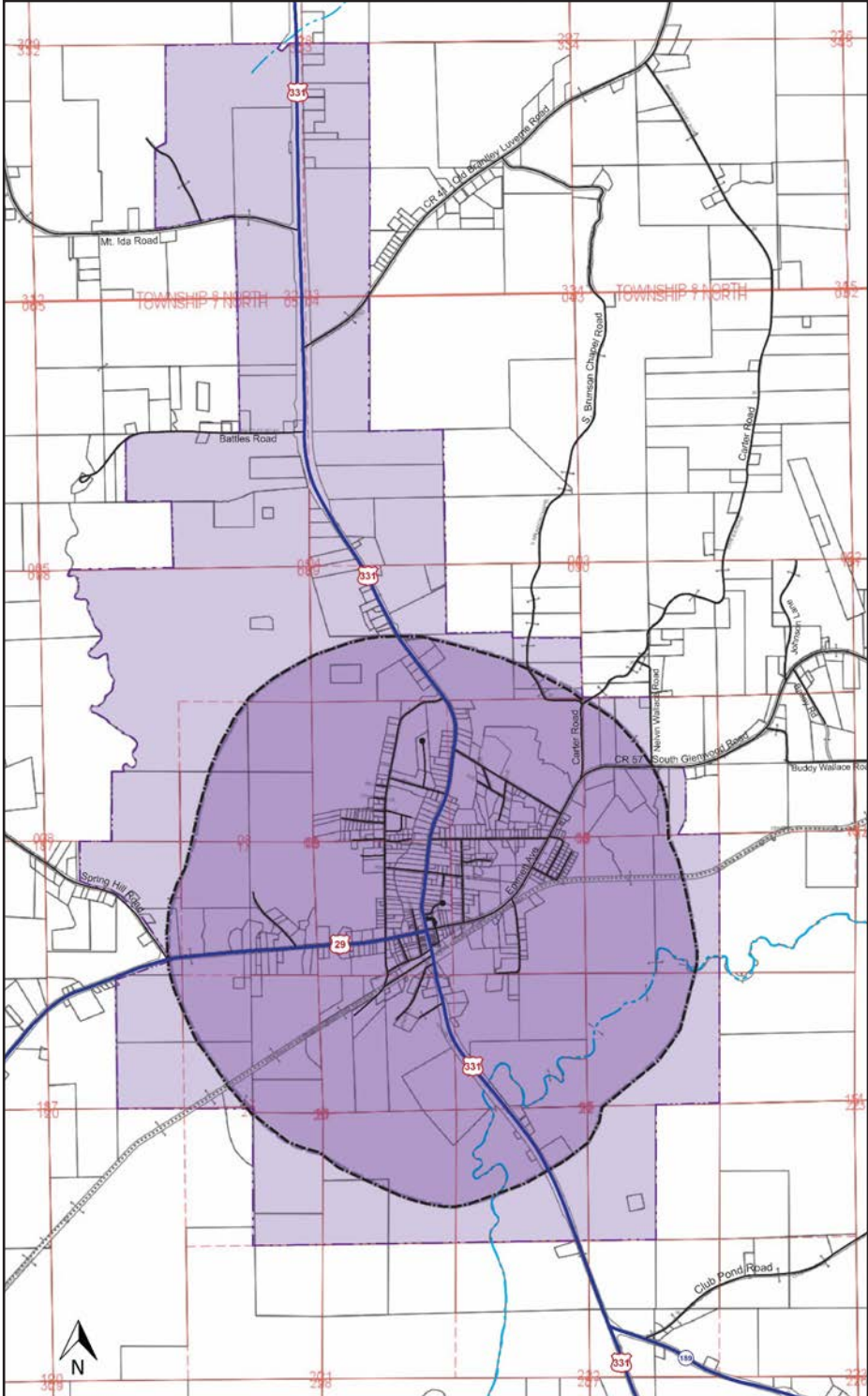
	OPTION A	BRANTLEY	COMBINED
Number of Parcels	51	587	638
Area - Acres	891.4	1,718.20	2,609.60
Area - Square Miles	1.4	2.7	4.1
Total Market Value	\$4,444,210	\$34,194,500	\$38,638,710
<i>Mkt Value Per Acre</i>	\$87,141	\$58,253	\$60,562
Annual Property Tax	\$12,593	\$149,661	\$162,254
<i>Property Tax Per Acre</i>	\$246.92	\$254.96	\$254.32

Following the review of the annexation options and citizen comments received from the Open House meeting in January 2023, the Planning Commission submitted a recommendation for a proposed annexation to the Town Council based on Annexation Option A. The Town Council approved the recommendation by resolution and then advertised its intent to annex properties to the north fronting US Highway 331. After all legal procedures were followed, the proposed area was annexed by Alabama Legislative Act 2023-445 and was signed into law by Governor Kay Ivey on June 12, 2023. The annexation extended the Brantley corporate limits 2.2 miles north along US Highway 331. The annexation brought an additional 891 acres (1.4 square miles) and 51 parcels into the Town of Brantley. The timing of the annexation proposal and support enabled the Brantley Planning Commission to include the newly annexed in their long-range growth and development plans.



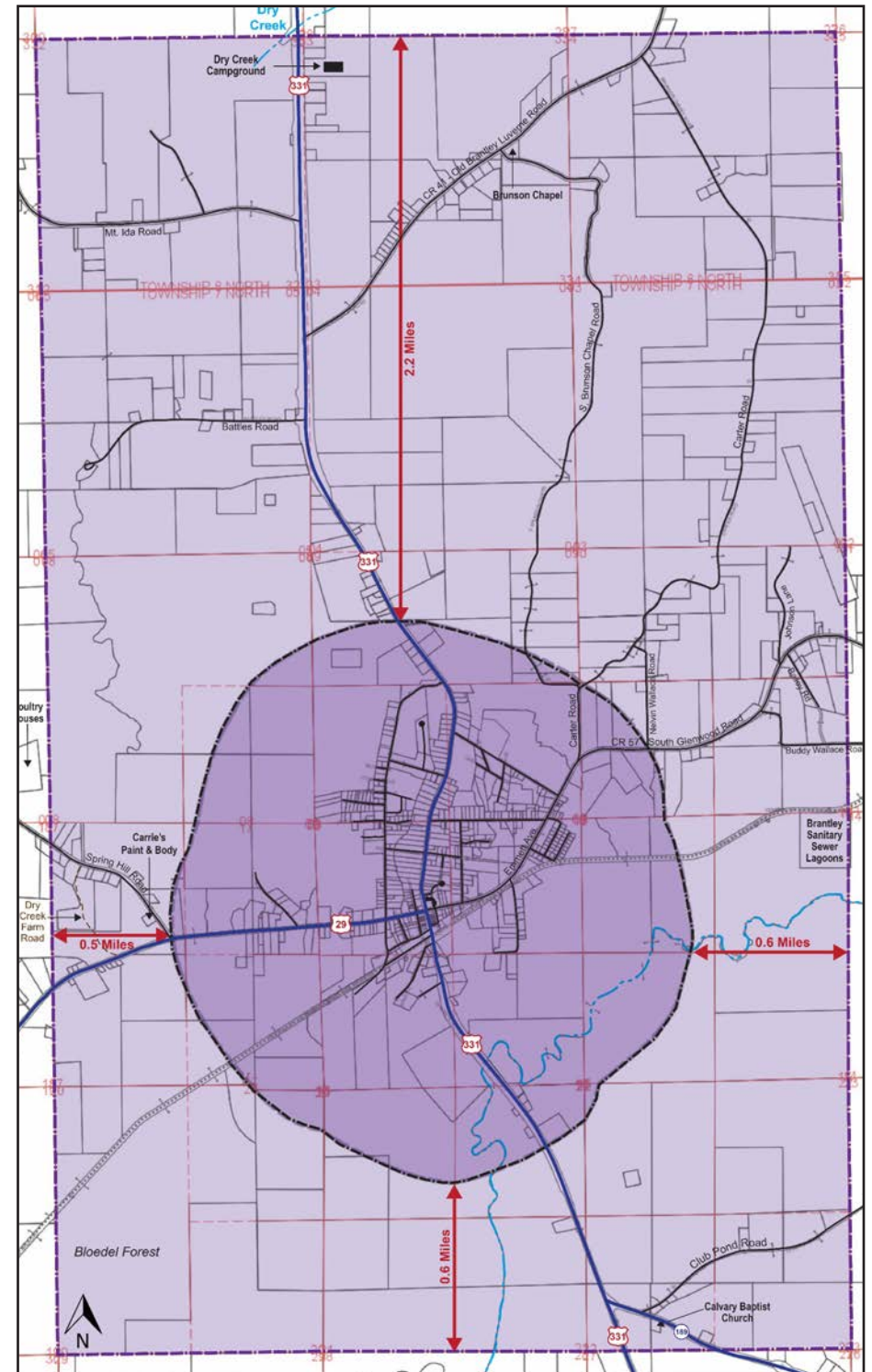
COST BENEFIT ANALYSIS - OPTION B

	OPTION B	BRANTLEY	COMBINED
Number of Parcels	79	587	666
Area - Acres	1,747.80	1,718.20	3,466.00
Area - Square Miles	2.7	2.7	5.4
Total Market Value	\$7,660,314	\$34,194,500	\$41,854,814
<i>Mkt Value Per Acre</i>	\$96,966	\$58,253	\$62,845
Annual Property Tax	\$19,312	\$149,661	\$168,973
<i>Property Tax Per Acre</i>	\$244.45	\$254.96	\$253.71



COST BENEFIT ANALYSIS - OPTION C

	OPTION C	BRANTLEY	COMBINED
Number of Parcels	359	587	946
Area - Acres	6,669.30	1,718.20	8,387.50
Area - Square Miles	10.4	2.7	13.1
Total Market Value	\$27,316,874	\$34,194,500	\$61,511,374
<i>Mkt Value Per Acre</i>	\$76,092	\$58,253	\$65,023
Annual Property Tax	\$71,390	\$149,661	\$221,051
<i>Property Tax Per Acre</i>	\$198.86	\$254.96	\$233.67





DEVELOPMENT STRATEGY

The Brantley development concept and associated development strategies are a direct result of citizen efforts to build on the town's strengths, minimize its weaknesses, and to actively pursue prospects that will enhance quality of life -- be that economic, housing or recreational. The Town of Brantley recognizes that its location at the intersection of US Highway 331 and US Highway 29 brings a unique opportunity to capture travelers heading to Florida beaches or Point A and Gantt Lakes in Covington County. The Town also recognizes that Brantley offers its residents a distinct small-town lifestyle that citizens want to maintain. Rather than being reactive and taking a haphazard approach to growth and development, the Town of Brantley has chosen to develop a systematic methodology for capturing the development needed for the economic well-being of the town and preserving a lifestyle that is sought after by many.

DEVELOPMENT CONCEPT

After an in-depth review of the town's existing resources and growth potential, along with market trends, the Town of Brantley identified a number of goals to be addressed and results to be achieved through the planning process and implementation of a land use plan. Brantley

citizens gave heavy consideration to those special features and characteristics that had been identified early in the planning process. After much discussion, the thoughts, ideas, suggestions and goals were streamlined into eight development strategies, that were then organized into one overall development concept (shown on page 47).

The Brantley Development Concept shows that the great majority of the land in Brantley will remain in rural residential or agricultural use, which will reinforce and help maintain the small town setting of Brantley that is much desired by residents. The Town's future growth plans are based on a development concept that is designed to provide retail services to a population within a 45-minute drive time, capture beach traffic traveling through town, and fosters entrepreneurship among citizens while maintaining a safe, small town atmosphere.

Existing land use in Brantley is primarily concentrated in the central core of the town, with highway commercial development at both the north and south ends of the town. Main Street boasts a beautiful collection of historic homes with front porches. The original downtown area remains intact. Local efforts have made improvements to the area including landscaping, lighting,

Special Features and Scenes

Scenes

- Town Pond
- Town Hall
- Brantley High School
- Long-shot Picture of Main Street
- Main Street at Christmas
- Alex Wilcox Field
- Churches on Main Street
- Town Events
- Before and After Pictures of Downtown
- Conecuh River
- Local Cemeteries
- Future Municipal Complex
- Downtown Urban Park
- Byrd's
- Crosstie Capital of the World

Organizational

- Taking care of our own
- Caring about decisions made and affect on others

Quality of Life

- Softball Field
- Walking Trail
- Family (Brantley Family)
- Unity (neighbor to neighbor)

Cultural

- Historical Background, Structures, Main Street
- Quaint Business District
- Brantley High School, Bulldog Pride
- New and Old View of Town

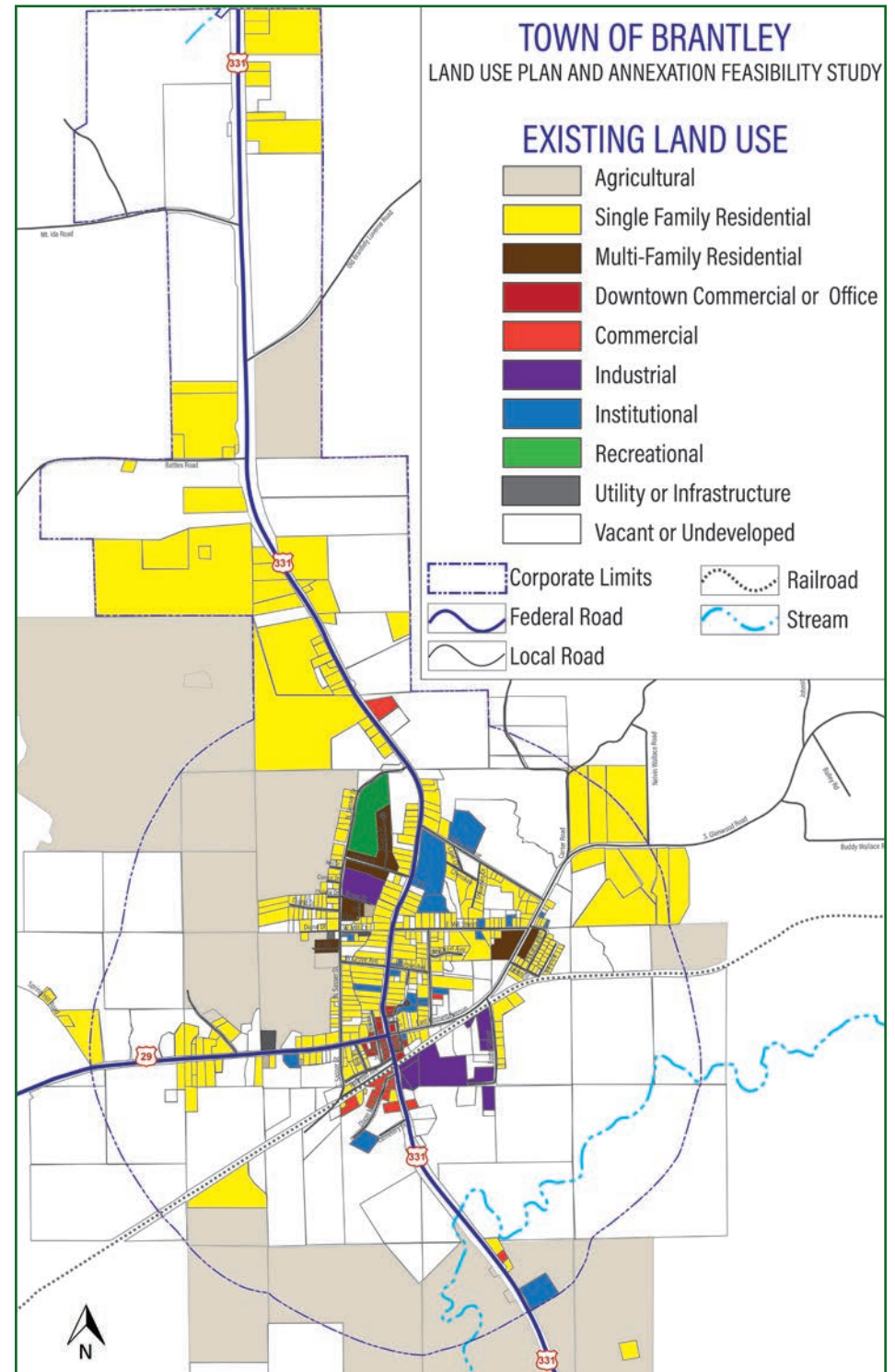
sidewalk upgrades, sitting areas and a downtown park. The physical growth and development concept builds on the Town's solid structural foundation and includes the following:

- gateway development to welcome residents and travelers
- downtown expansion and activity node
- historic district delineation
- image corridors
- recreational activity nodes
- increased medium density housing
- maintenance of low density and rural residential areas
- a wetland park and kayak trail; and a
- trail system linked to existing sidewalks.

A comparison of the Brantley Existing Land Use map (shown to the left) and the Brantley Development Concept (shown to the right on page 47) reveals many similarities. The most densely developed part of Brantley is still concentrated in the town's central core around the downtown area. The downtown footprint, however, is expanded in the development concept. Additionally, the development concept incorporates a vibrant, walkable activity node in downtown with retail and dining opportunities along with places to gather and visit. The development concept also incorporates locations for highway commercial and mixed uses north and south of the downtown area.

The development concept calls for strengthening both low density and medium density residential housing in neighborhoods located off the town's spines of US Highway 331 and US Highway 29. The development concept, however, also calls for more focus and recognition on the town's historic district. Surrounding the core residential currently is agricultural/undeveloped. The same is planned for the future with the proposal that if/when agricultural land is converted, that it be converted to rural, very low density residential land use.

The development concept converts Brantley's major corridors -- US Highways 29 and 331 and East Emmett Avenue into image corridors that should be well maintained and help establish the tone for life in Brantley, as well as provide a pleasant travel experience. The last major addition included in the development concept are recreational paths through rural areas that connect the north and south ends of Brantley, along with a proposal for a wetland park just north of the Conecuh River.

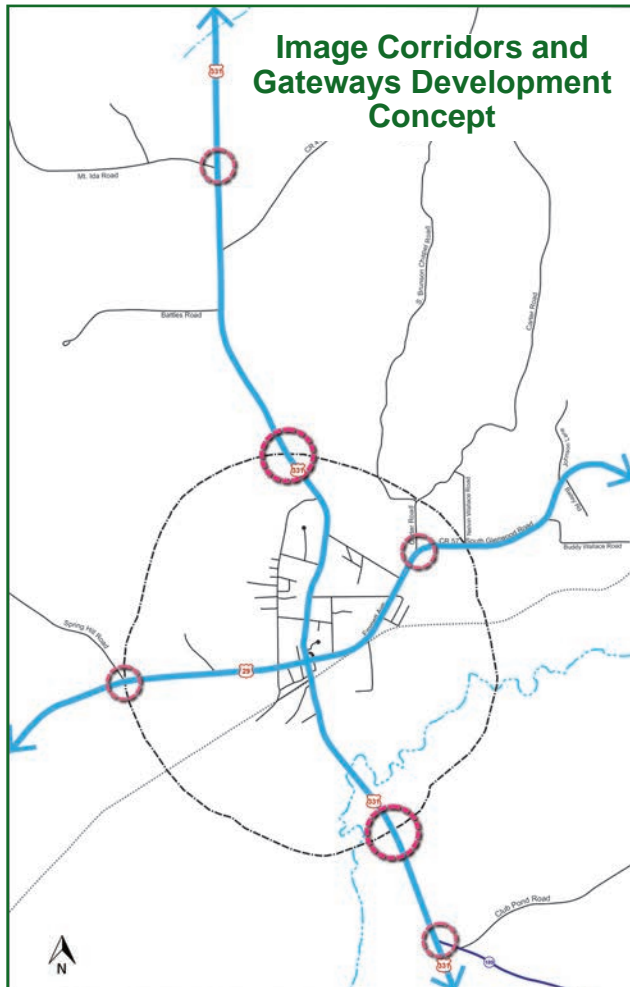


DEVELOPMENT CONCEPT: GATEWAYS/IMAGE CORRIDORS

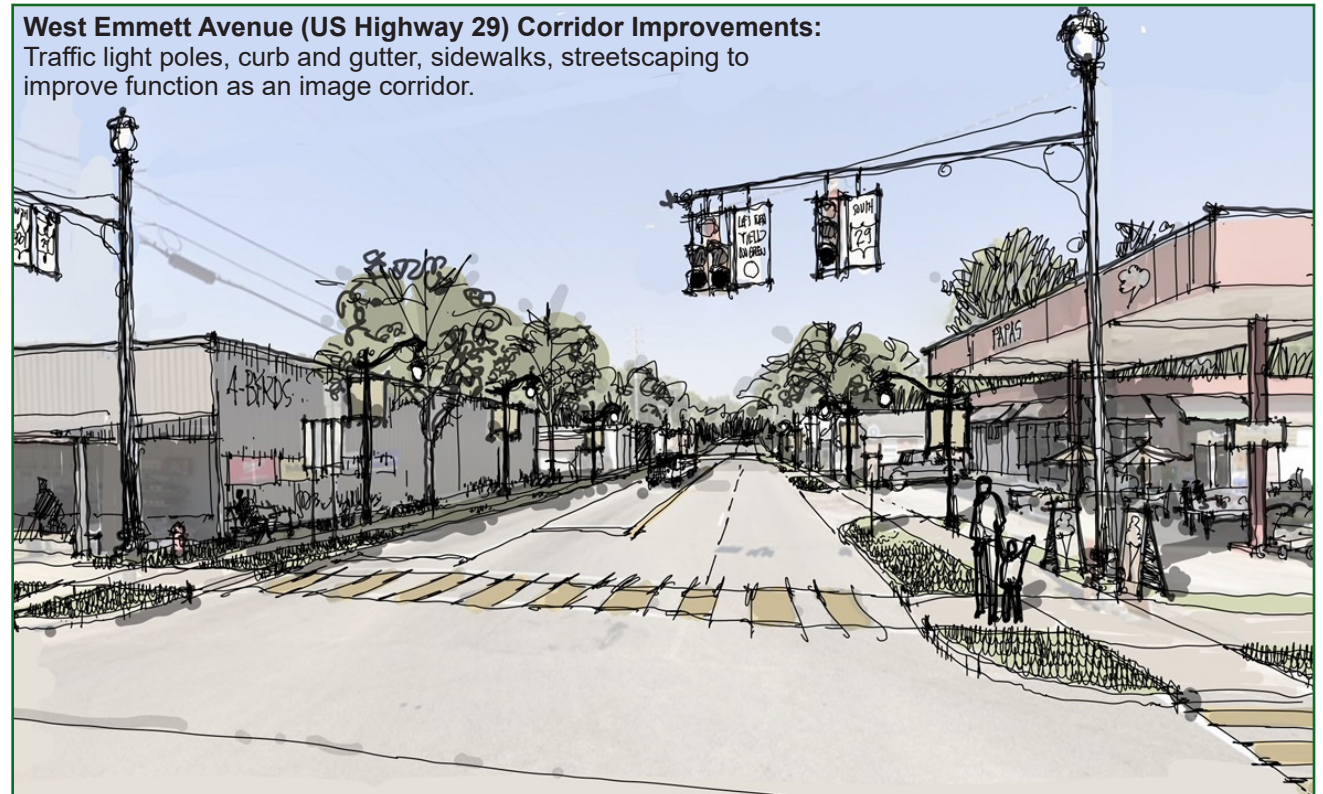
Currently, there are no gateways that announce the arrival to Brantley other than “Town of Brantley” signs at the corporate limits. While these signs are good and need to remain in place, there should be other clues that a traveler has arrived at a special place. The purpose of gateway development goes beyond beautification, although that is a factor as well. The Development Concept proposes two major gateways and four minor gateways. The two major

gateways are located on US Highway 331 -- one just north of Brantley High School and one just south of the Conecuh River. Two minor gateways are also proposed on US Highway 331 -- one in the north near the intersection with Mt. Ida Road and one in the south at the intersection with Alabama Highway 189 (Elba Highway). These two minor gateways should function as signals that a traveler is approaching Brantley. Two additional minor gateways are proposed, one the west side of the town at the intersection of US Highway 29 (West Emmett Avenue) and Spring Hill Road, and one on the east side of Brantley near the intersection of East Emmett Avenue and Fulton Avenue. Proposed improvements for the south major gateway are centered around improvements at the Dow-Sport

Annex to transform the building into a welcome center and performing arts center. Details are provided with the illustration on page 43. For the northern major gateway, improvements should be focused on the transition from a major highway to a small town thoroughfare by funneling traffic into town and slowing it down. This can be best accomplished by working with ALDOT to create a “road diet”. It is proposed to decrease lane widths from 12 feet to 10 and 11 feet north of the high school, and to 10 feet along North Main Street. The impact of the more narrow lanes will be to calm traffic and reduce speed, which is particularly important as traffic approaches Brantley High School and its pedestrian traffic. Other gateway improvements could include sidewalks and a planting strip, and/or



West Emmett Avenue (US Highway 29) Corridor Improvements:
Traffic light poles, curb and gutter, sidewalks, streetscaping to improve function as an image corridor.



historic district pole banners along North Main Street. Upon development, a gateway should accomplish the following:

- Establish a sense of arrival
- Provide a welcoming front door policy
- Wayfinding - directional clues
- Beautification of Brantley
- Iconic signage representative of Brantley
- Set stage for image corridors.

Two image corridors are proposed with the maintenance and improvements to US Highway 29 (West Emmett Avenue),

US Highway 331 (North and South Main Street) and East Emmett Avenue to build off the proposed gateway development. The function of image corridors is as follows:

- Be the face of Brantley
- Help build the brand for the town
- Wayfinding
- Beautification
- Traffic calming
- Help capture through traffic
- Promote historic resources
- Funnel traffic to retail.

Existing North Gateway



Existing South Gateway

US Highway 331 South Major Gateway:

Proposed improvements to the Dow-Sport Annex to create a welcome center and performing arts center include the following:

- Reinforce Brantley's image as the Front Porch Town by creating a porch along the front by extending the existing roof slope with an entry tower element and creating a porch at the side auditorium entrance
- Use the area left of the front porch (main entrance) as a plaza/garden with oversize rocking chairs and painted sign on brick as a photo backdrop
- Install a decorative fence, pond/water feature and walking trail at the front yard for travelers and possible picnic area, while maintaining an open front yard for visibility.



DEVELOPMENT CONCEPT: COMMERCIAL AND INDUSTRIAL DEVELOPMENT

Two types of commercial development are proposed in the Development Concept. First is an expanded and improved downtown core, and second is convenience retail for commuter traffic. The expanded downtown is shown in the plan to the right and is, of course, located around the intersection of Main Street and Emmett Avenue. The expansion calls for enlargement of the downtown footprint by absorbing properties located behind the existing downtown structures into commercial properties by improving both pedestrian and vehicular access. The expansion constructs a cohesive mixed use area that connects Town Hall to downtown retail and integrates a limited amount of

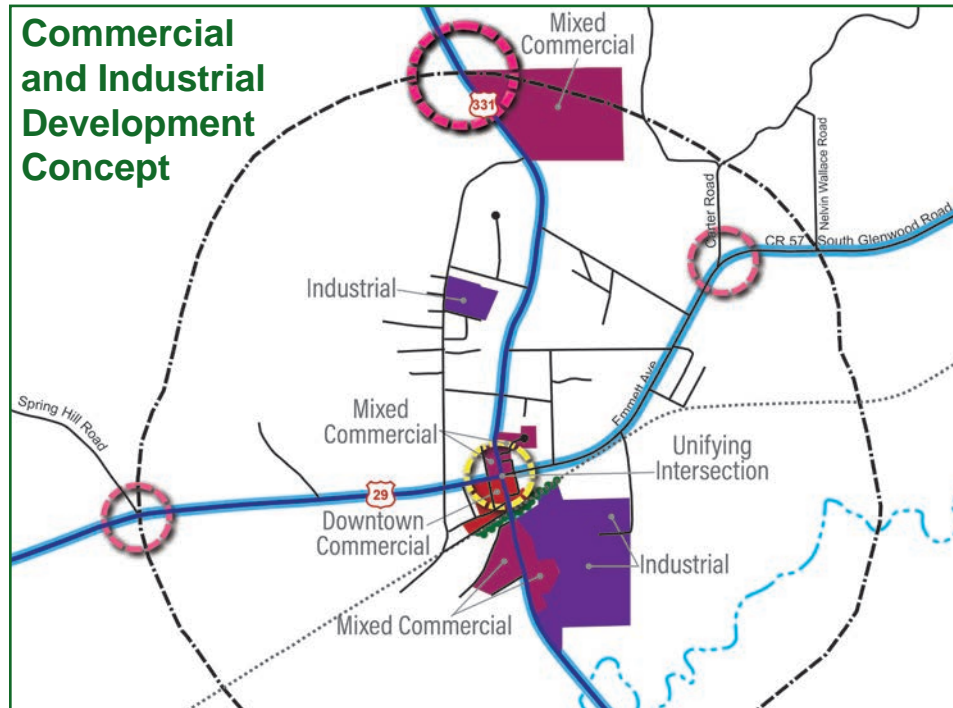
medium-density residential development within a walkable distance to downtown. The expansion even includes a dog park on a vacant lot at the south end of the downtown area for both residents and traveler use. Efforts should first focus, however, on recruitment of additional downtown businesses and continue aesthetic improvements on South Main Street, such as traffic lighting, signage, and screening.

Mixed use commercial development is planned for location just north and south of the downtown area that are primarily oriented to vehicular traffic. Additionally, mixed use commercial development is planned in conjunction with the new business park on North Main Street to serve both through traffic and the high volume of employees anticipated to locate in the area.

Industrial development is expected to stay in its current location on South Main Street/East Emmett Avenue and on Sasser Street. It is possible that the southern industrial area could be expanded for additional small industries. It is important that the appearance of existing industrial land uses are maintained. For those industrial uses that are not attractive, by nature, it is recommended that vegetative screening be incorporated into the industrial development, as needed. The small industrial expansion would provide needed jobs without being a burden to the town's existing infrastructure.

BELOW LEFT: Commercial and Industrial Development Concept showing existing and proposed locations for commercial and industrial development.

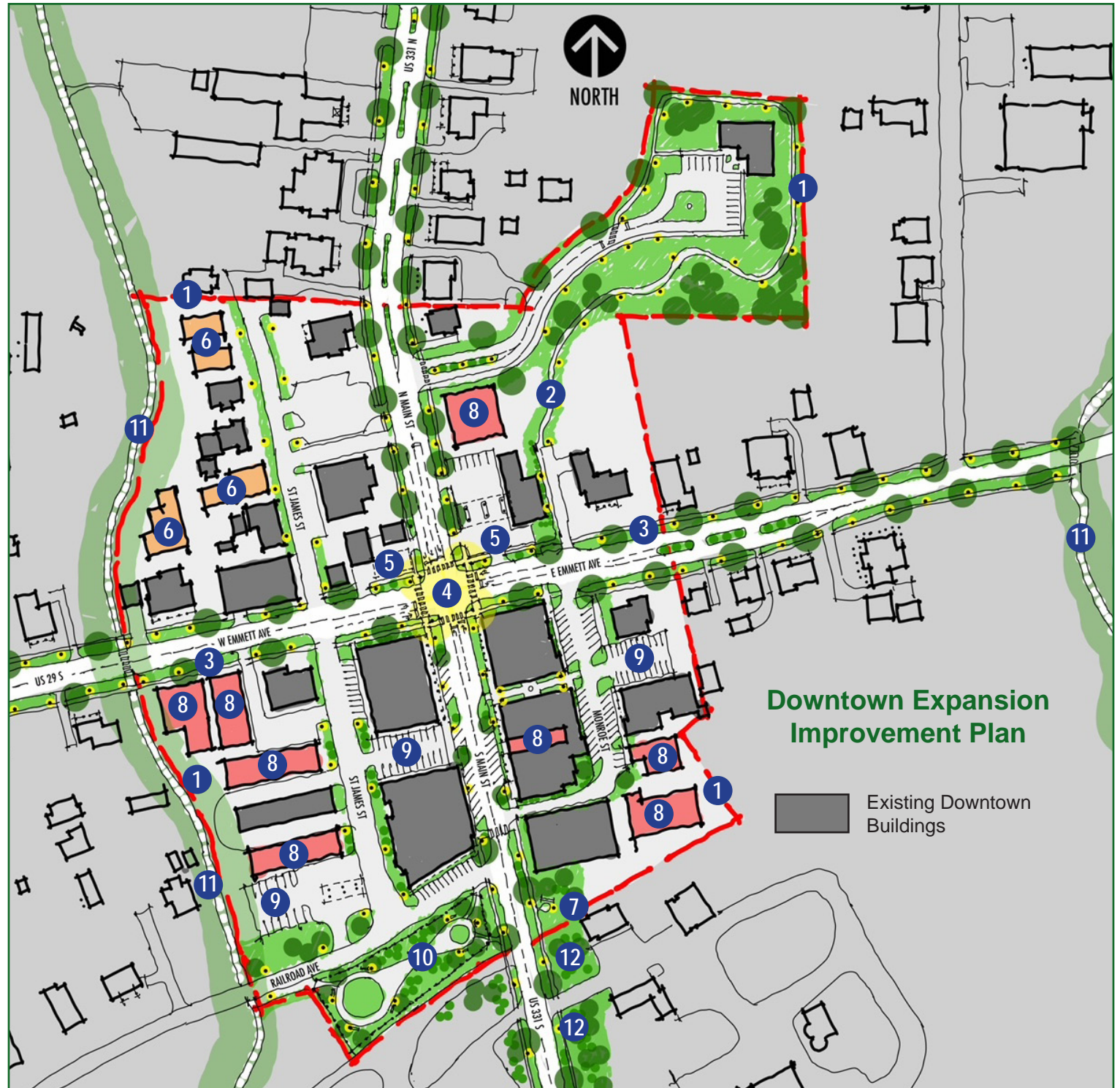
BELOW RIGHT: Illustration of south entrance to downtown with proposed dog park, wayfinding signage, vegetative buffer and streetscaping.



Downtown Expansion

The proposed downtown expansion extends the downtown area to the north to include mixed use area and Town Hall and to the east and west approximately one block. The expansion will increase the size of the retail/business district from three acres to 19 acres. The expansion bring Town Hall, a few office uses and several vacant properties into the mixed use area for repurposing. Proposed downtown improvements include the following:

1. Expanded downtown boundaries
2. Pedestrian corridor from town hall to downtown
3. Street trees and lighting (where street trees are not feasible, consider planter baskets on light poles, etc., as seen on South Main Street)
4. Improved main intersection (traffic lights on arm poles, curb and gutter on all intersection streets, sidewalks on all intersection streets with grassed strips outside sidewalks and appropriate bulb outs at corners for street crossing)
5. Improved ingress/egress (see image corridor illustration on page 42 for example)
6. Infill residential and commercial (mixed use)
7. Downtown gateway with Historic District wayfinding signage
8. Commercial infill development / redevelopment
9. Downtown parking
10. Dog park
11. Proposed greenways
12. Vegetative screening



DEVELOPMENT CONCEPT: RESIDENTIAL

The availability of housing is a primary concern for Brantley residents. This is especially true for the availability of starter homes that might enable the town's younger population to continue to stay and make their home in Brantley. Recommendations for future residential development include the following:

- Maintain Existing Neighborhoods
- Undertake Housing Demolition and or Housing Rehabilitation Program. Per the 2020 Beneficiary Survey, there are 25 Vacant Units and 9 Abandoned Units
- Infill Development
- New Residential Development, as needed
- Pursue Construction of Starter Homes
- Pursue Rental Home Opportunities

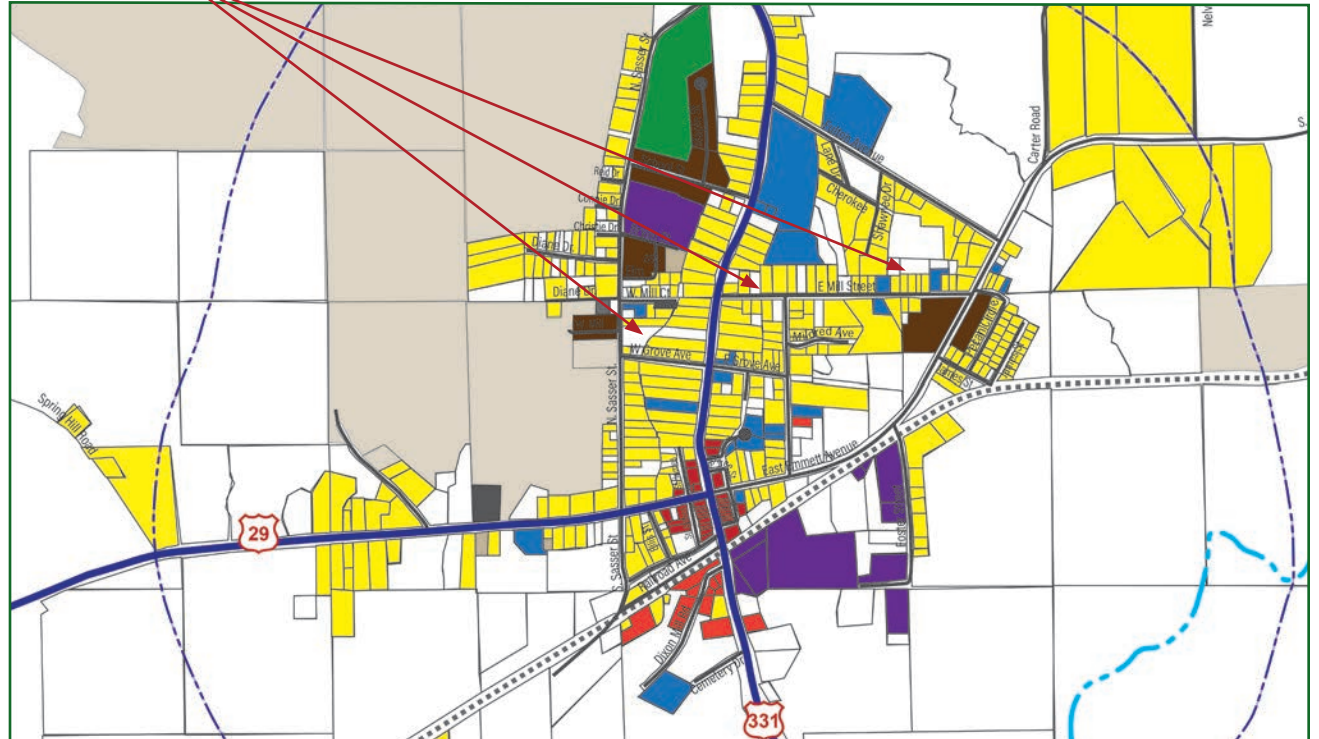
The proposed downtown expansion (to the right on top) includes development/redevelopment of new medium density housing on existing vacant lots. These units would be pedestrian friendly to downtown retail and services, as well as have immediate access to the proposed greenway trails. The existing land use map (bottom picture to the right) clearly shows holes in the development fabric of Brantley. These holes, or undeveloped lots, can be used for infill residential development.

Brantley is not likely to attract large-scale residential development as seen in larger locations. The town can, however, pursue smaller scale residential development on a limited case-by-case basis. There appears to be enough opportunities that a builder can obtain similar economy of scale to make the effort profitable and meet the needs of the town.

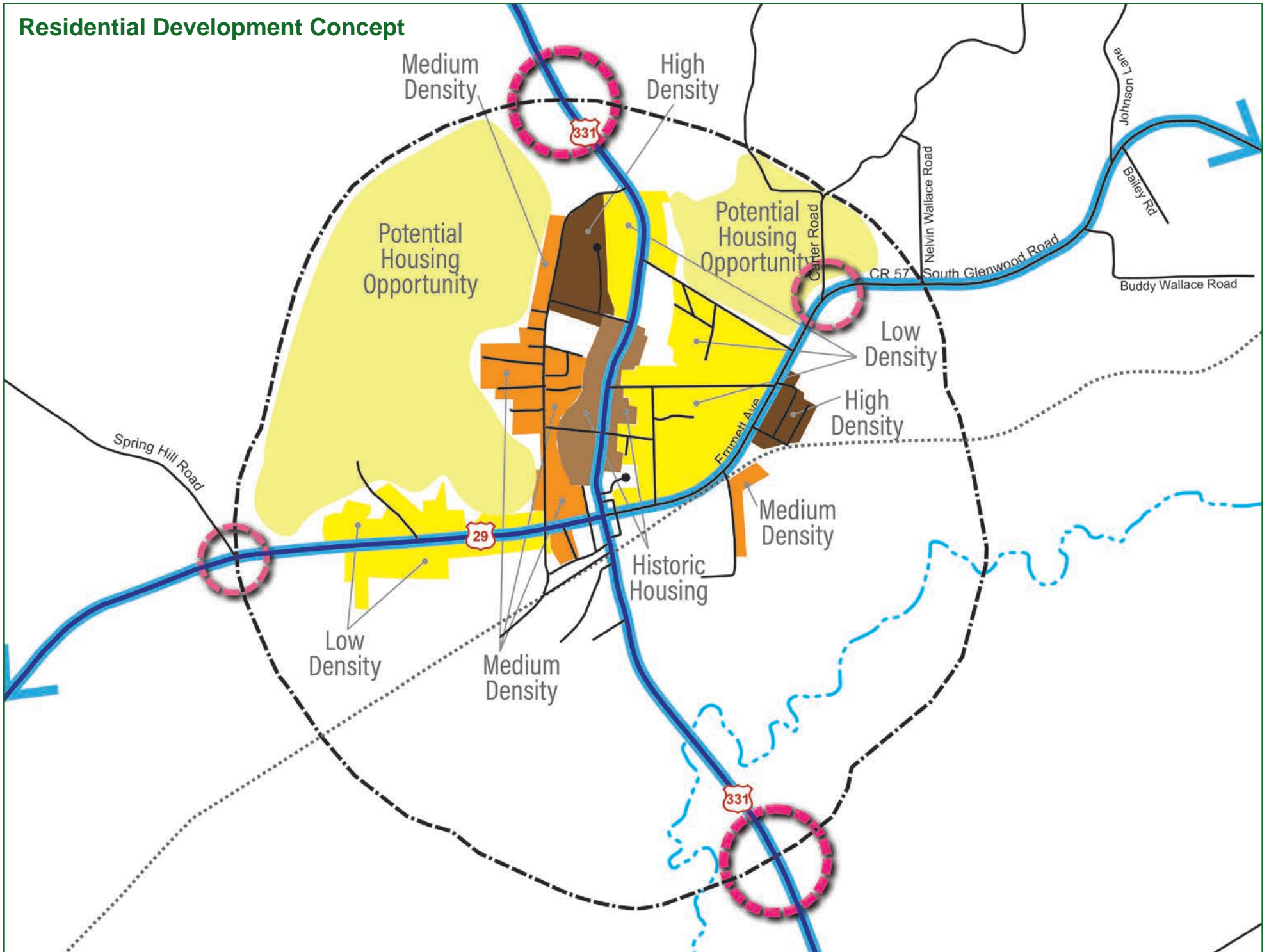
Proposed New Medium Density Residential (Infill Development) in Downtown Area



Proposed Residential Infill Development in Existing Neighborhoods



Residential Development Concept



DEVELOPMENT CONCEPT: RECREATION

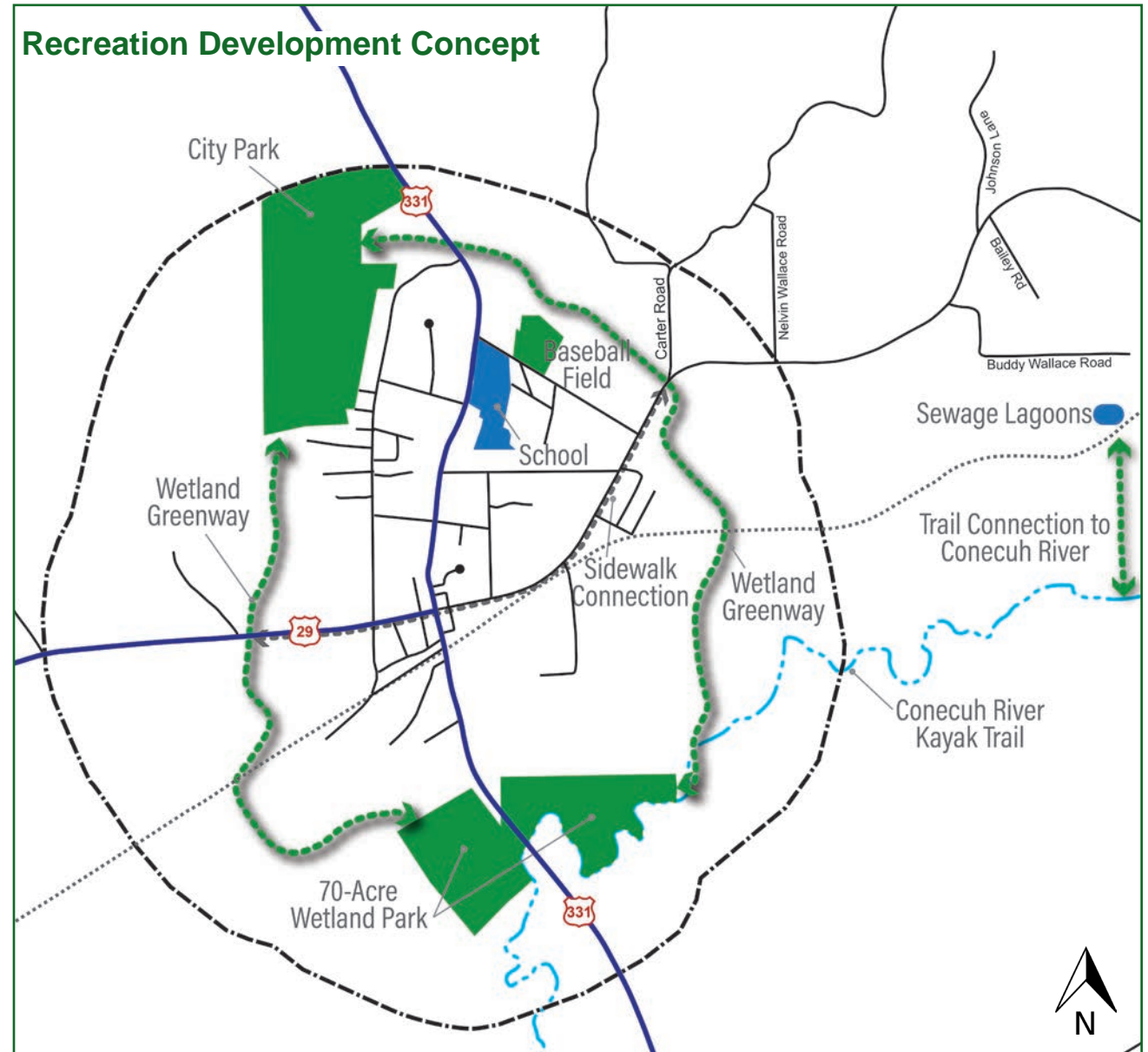
The Town of Brantley maintains two existing parks: City Park and a Walking Trail at Town Hall. To expand the recreational opportunities, a greenway system is proposed that utilizes flood plains and wetlands that are not useable for structural development. As shown in the Recreation Development Concept to the right, the proposed greenways form a connection around the central core of Brantley. The proposed greenways could be for pedestrian, bicycle, or even equestrian, trails. There are no other long distance walking, hiking, bicycling or equestrian trails in Crenshaw County. Further the recreation development concept connects the two proposed greenway paths with a sidewalk along West and East Emmett Avenues providing distance options for trail users.

Brantley has another opportunity that is not found anywhere in the vicinity. A wetland park is proposed just north of the Conecuh River on property currently owned by the Alabama Department of Transportation in their wetland-banking program. As such, it would be required that the land remain in wetland use and not be disturbed. This can be accomplished through raised boardwalks, treetop trails, or other trail construction specifically developed for wetland areas.

Development of the wetland park offers two more opportunities: (1) public access to the Conecuh River for fishing or kayaking, and (2) an educational environmental park or outdoor classroom. These are reasonable

uses of a wetland area and provide Brantley with a means to increase quality of life for residents, as well as attract visitors. As proposed, the wetland park includes an pathway under US Highway 231 (an underpass) to provide access to wetland trails on both sides of the highway. Parking,

however, would be confined to one location. With an urban dog park, the proposed greenways, and the proposed wetland park and kayak trail, the Town of Brantley would be able to offer recreational amenities not found in other towns their size, nor anywhere else in the surrounding area.



RIGHT: Preliminary ideas for the proposed wetland park include a parking area, age-appropriate trails and educational amenities, longer distance walking trails on both the east and west sides of US Highway 331, and a paved kayak/canoe drop-off and turnaround point at the proposed ramp site to the Conecuh River.

BELOW: Illustration of a proposed kayak/canoe ramp and launch, a waterfront dock for loading or enjoying the scenery, and an underpass trail path below US Highway 331 that provides access to the remainder of the proposed wetland park.



STRATEGIC ACTION MATRIX

The Brantley Planning Commission identified eight broad strategies that encompassed the many actions needed to accomplish the development concepts. Each planning commission member was asked to rank both the strategies and the actions from one to eight, with one being the most important and eight being the least important. The result was the following

prioritized list of development strategies:

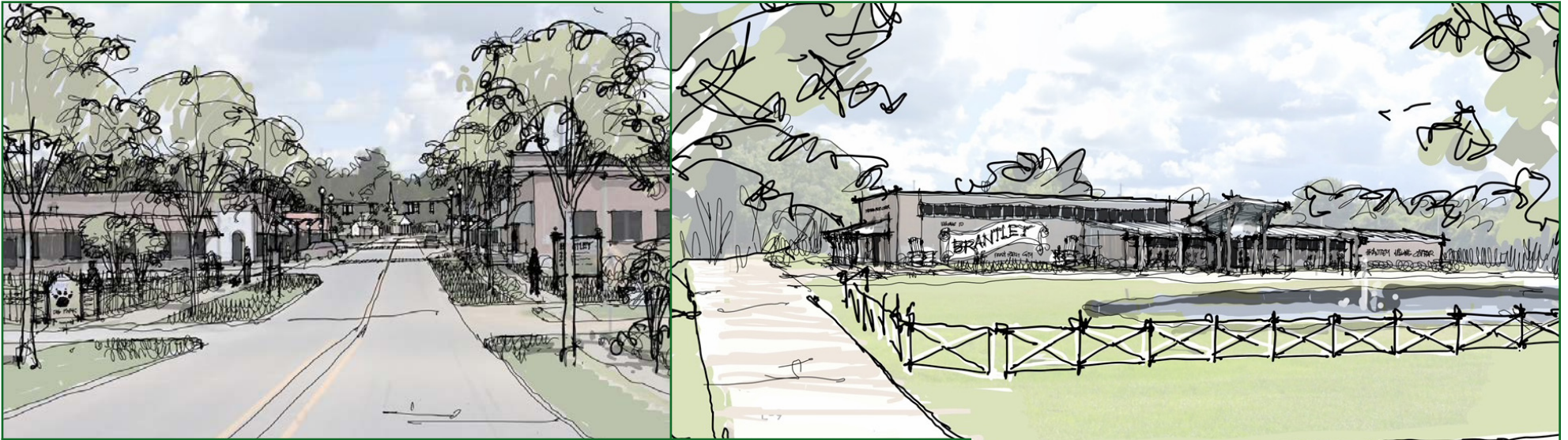
1. Housing
2. Population Retention and Growth
3. Downtown Development
4. Capture Beach Traffic
5. Community Facilities
6. Recreation
7. Branding and Promotion
8. Maximize Historic Assets

The exercise also resulted in a prioritized list of actions with a rating based on the planning commission priority ranking. Most of the actions outlined in the development concepts are relatable to more than one development strategy as shown in the strategic action matrix below. Therefore, implementation of the actions should result in achieving multiple results.

Rating	ACTION ITEMS	DEVELOPMENT STRATEGIES							
		Population Retention and Growth	Community Facilities	Recreation	Downtown Development	Capture Beach Traffic	Housing	Maximize Historic Assets	Branding and Promotion
1.1	Ongoing Sewer Improvements		X		X		X		
1.4	Walkable Town / Pedestrian Circulation	X		X	X	X	X	X	X
1.4	Armory – Welcome/Community Center		X	X	X	X		X	X
1.5	Activities and Entertainment	X		X	X	X		X	
1.5	Restaurants/Weekend Breakfast	X			X	X			X
1.5	Starter Homes	X			X		X		
1.5	Safe Rental Homes	X			X		X		
1.8	Local Entrepreneurship	X			X	X			
1.9	City Pond	X	X	X			X		X
1.9	Rental Opportunities	X			X		X		
1.9	Build Commercial Traffic			X	X	X		X	X

Rating	ACTION ITEMS	DEVELOPMENT STRATEGIES							
		Population Retention and Growth	Community Facilities	Recreation	Downtown Development	Capture Beach Traffic	Housing	Maximize Historic Assets	Branding and Promotion
1.9	Historic Markers			X	X	X		X	X
2	Safe Entertainment for Children	X	X	X	X		X		
2	Lodging			X		X			X
2.1	Gain access to Conecuh River		X	X					X
2.3	Build off Speed Trap Reputation			X	X	X			X
2.3	Community Events	X	X	X	X	X		X	X
2.4	Brunch/Food Trucks				X	X			
2.5	Hurricane Evacuation		X			X			X
2.5	Tourism Connections	X	X	X	X	X		X	X
2.6	Retail/Commercial Incubator	X			X				
2.6	Historic Walking Trail			X	X	X		X	X
3.3	Historic Destination			X	X	X		X	X
3.4	Adult Entertainment – Night Life	X		X	X	X	X		X
3.5	Historic Asset Brochure			X	X	X		X	X
3.8	Canoe Livery		X	X		X			
4.5	Hunting Lodge			X					X

BRANTLEY DEVELOPMENT CONCEPTS



Illustrations: David C. Christian, Anniston, Alabama

