NORWICH STREET REVITALIZATION

2018 Legacy Project

BRUNSWICK, GA • MARCH 5, 2018

Bleakly Advisory Group

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia Conservancy

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

City of Brunswick Georgia

CNU BUILDING PLACES PEOPLE LOVE

PROJECT BACKGROUND

Bleakly Advisory Group

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

LEGACY PROJECT

City of Brunswick Dept. of Community Development applied to the Congress for New Urbanism (CNU) Legacy Project program and were selected

CNU asked Kronberg Wall Architects to assemble a team to focus on Norwich Street

The full team includes:
architects, urban designers, planners, landscape designers, and market analysts

Bleakly Advisory Group
[canvas] PLANNING GROUP
symbioscity PEOPLE + PLACE + PLANET
Georgia CONSERVANCY
KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT
CNU BUILDING PLACES PEOPLE LOVE

PROJECT APPROACH

Sustainability

Bleakly Advisory Group

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

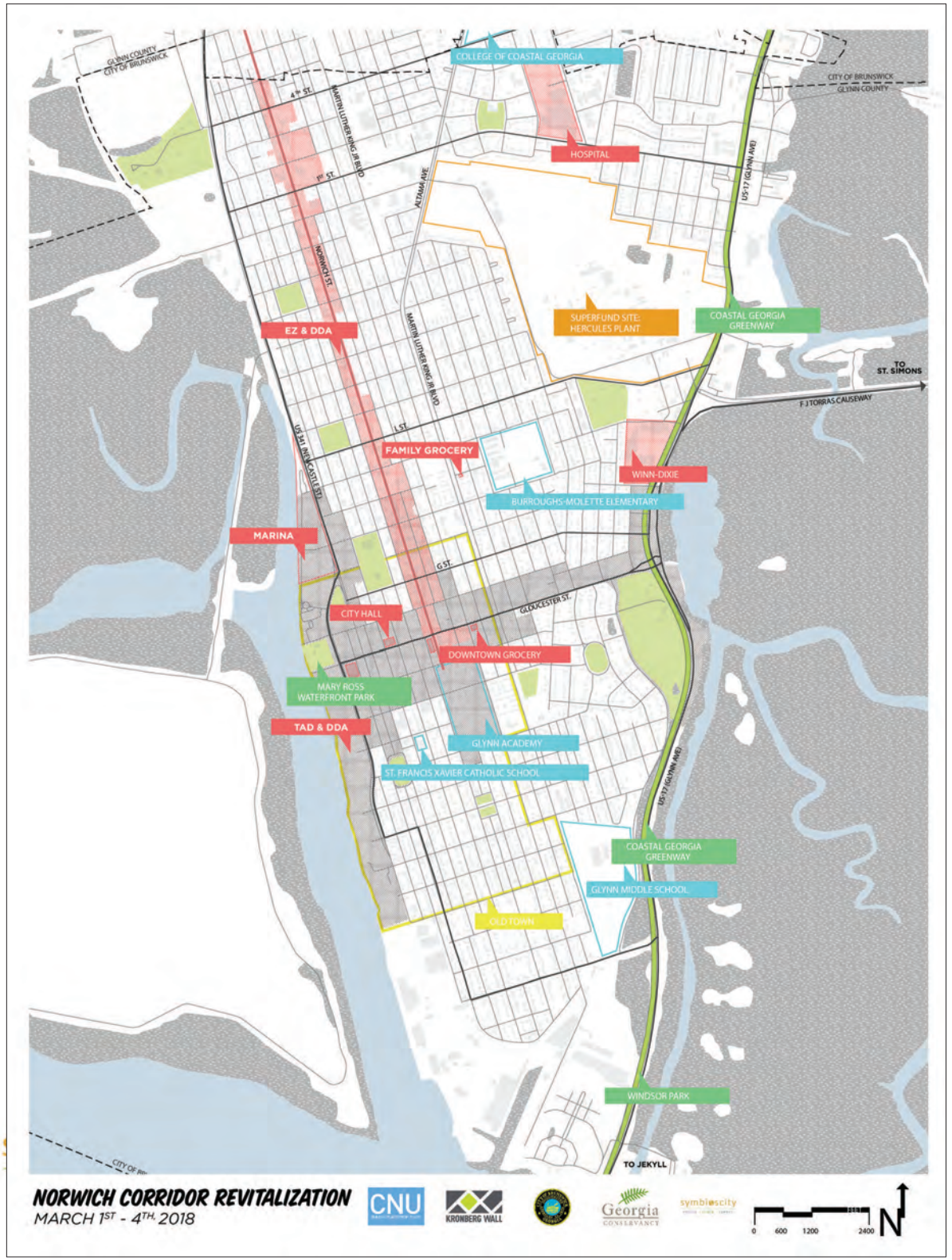
Georgia Conservancy

Kronberg Wall Architecture · Design · Development

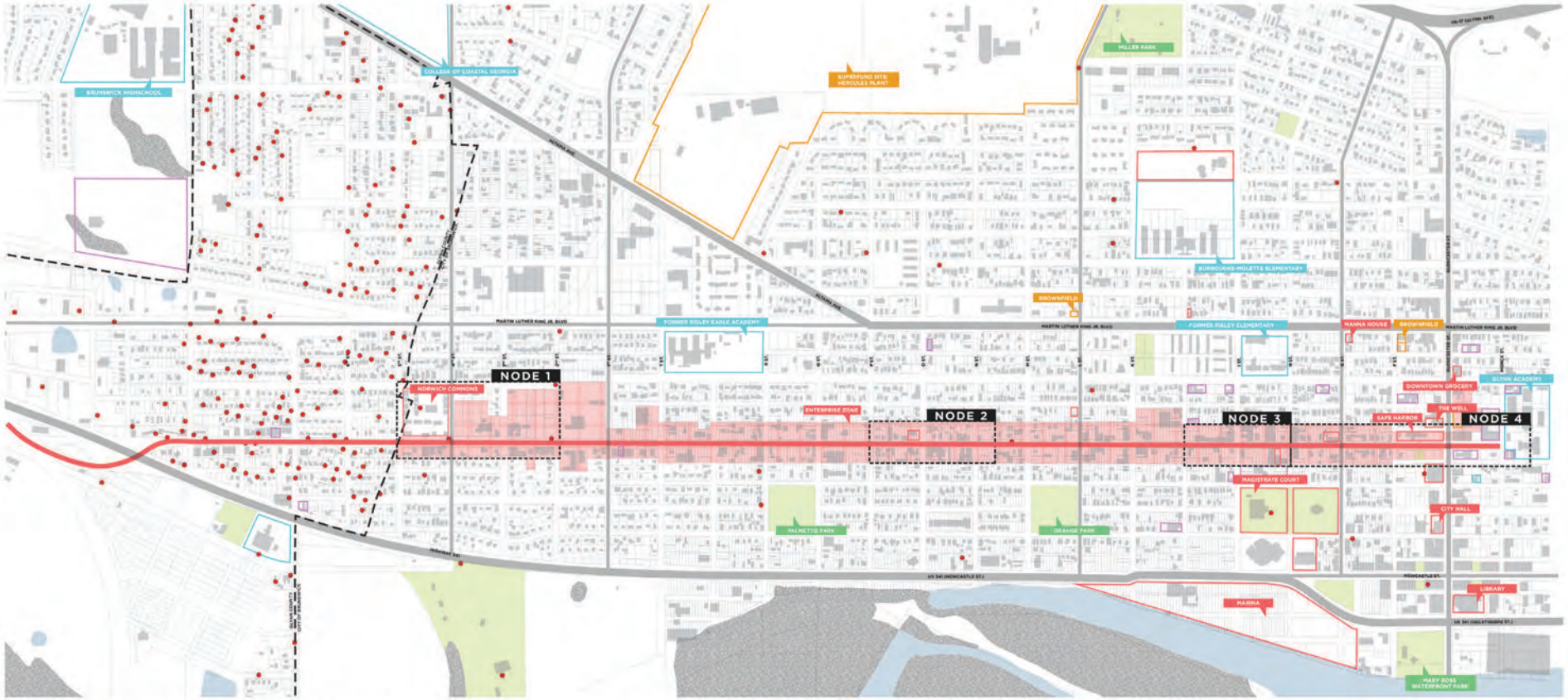
City of Brunswick Georgia

CNU Building Places People Love

STUDY AREA


GLYNN COUNTY
CITY OF BRUNSWICK
COLLEGE OF COASTAL GEORGIA
CITY OF BRUNSWICK
GLYNN COUNTY
4TH ST.
MARTIN LUTHER KING JR BLVD
1ST ST.
ALTAMA AVE
US-17 (GLYNN AVE)
HOSPITAL
NORWICH ST.
SUPERFUND SITE:
HERCULES PLANT
COASTAL GEORGIA
GREENWAY
EZ & DDA
MARTIN LUTHER KING JR BLVD
TO
ST. SIMONS
F.J TORRAS CAUSEWAY
L ST.
US 341 (BRUNSWICK ST.)
FAMILY GROCERY
WINN-DIXIE
BURROUGHS-MOLETTE ELEMENTARY
MARINA
G ST.
GLOUCESTER ST.
CITY HALL
DOWNTOWN GROCERY
MARY ROSS
WATERFRONT PARK
TAD & DDA
GLYNN ACADEMY
ST. FRANCIS XAVIER CATHOLIC SCHOOL
US-17 (GLYNN AVE)
COASTAL GEORGIA
GREENWAY
GLYNN MIDDLE SCHOOL
OLD TOWN
WINDSOR PARK
TO JEKYLL
CITY OF
NORWICH CORRIDOR REVITALIZATION
MARCH 1ST - 4TH, 2018
CNU
KRONBERG WALL
Georgia
CONSERVANCY
symbioscity
0
600
1200
2400
N

STUDY AREA



BleaklyAdvisoryGroup

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

PROCESS

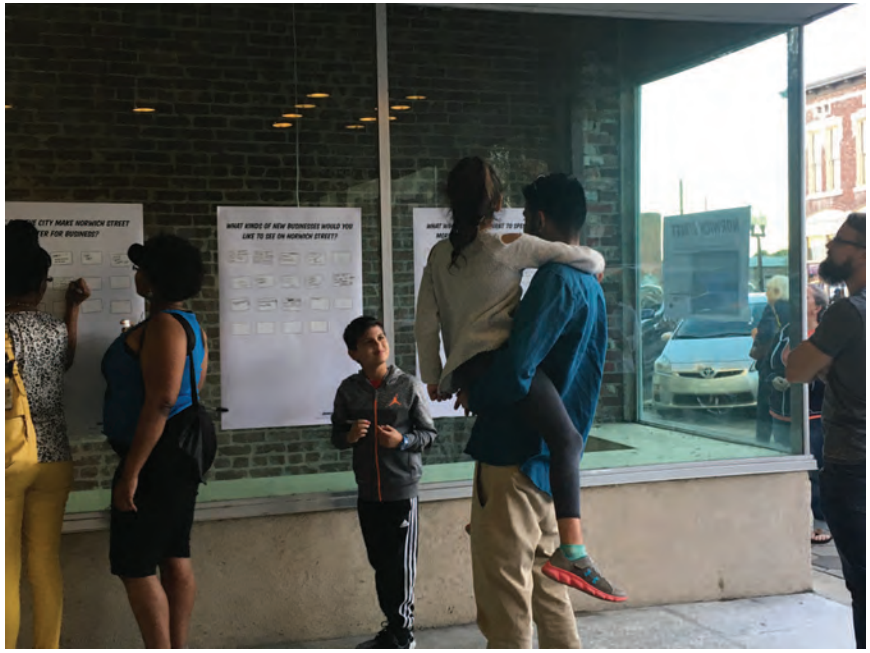
SINCE NOVEMBER 2017, THE TEAM HAS:

- Reviewed and analyzed existing plans, policies, ordinances and updated data relating to Norwich Street
- Conducted two site visits to Brunswick (December & January)
- Held in-person and over-the-phone stakeholder interviews
- Conducted preliminary market analysis

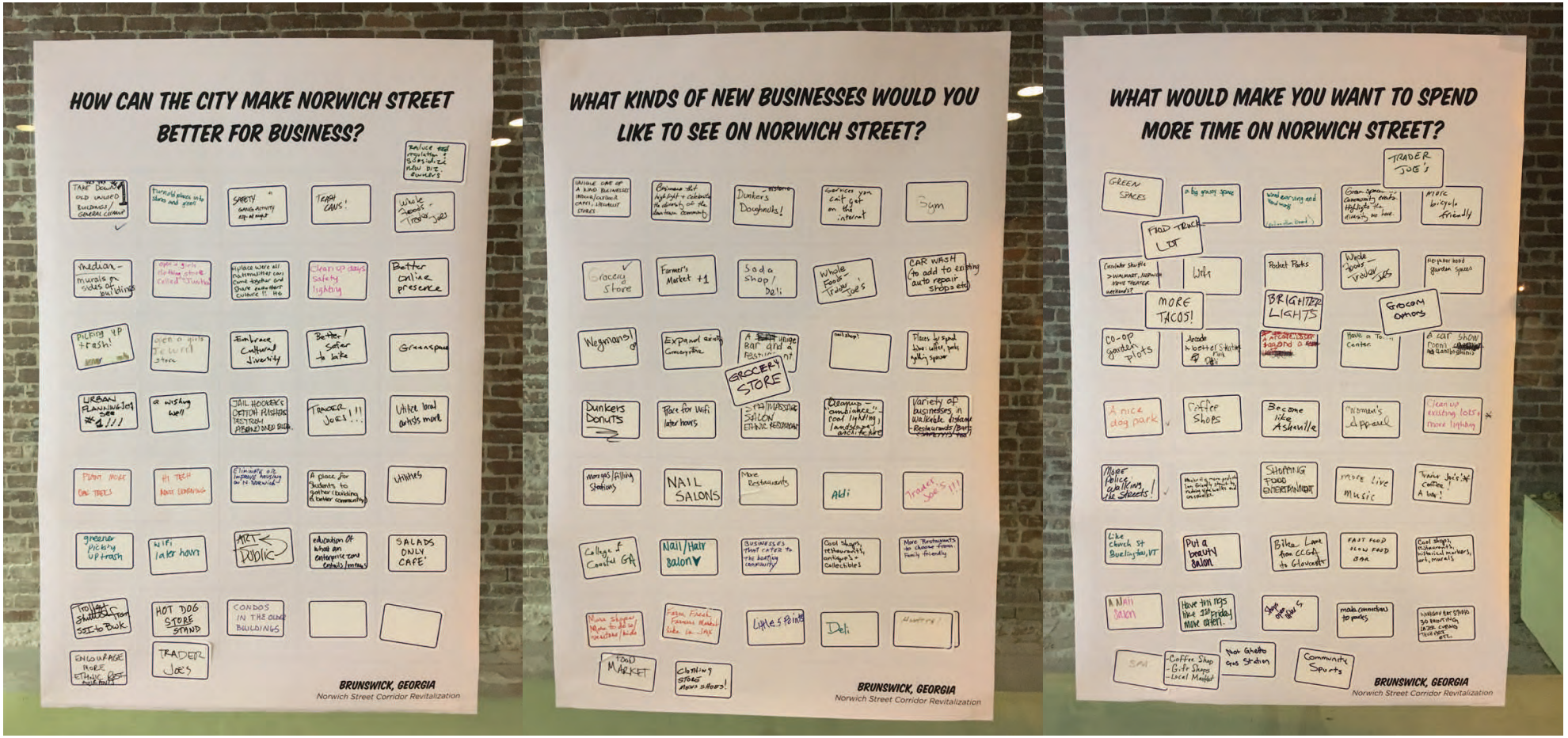
OVER THIS PAST WEEKEND (MARCH 2-5), THE TEAM:

- Completed a site walk of the Study Area
- Held an Open House event over First Friday on Newcastle Street (between Tipsy's and the Richland Rum Distillery)
- Conducted 2 two-hour Open House events at His Ministries on Norwich Street (18 sign-ins)
- Conducted a three-hour Open House at Old City Hall (14 sign-ins)

Bleakly Advisory Group · [canvas] Planning Group · symbioscity People + Place + Planet · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love


WHAT KINDS OF NEW BUSINESSES WOULD YOU LIKE TO SEE ON NORWICH STREET?

POLICE



First Friday feedback

BleaklyAdvisoryGroup

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CITY OF BRUNSWICK GEORGIA

CNU BUILDING PLACES PEOPLE LOVE

WHAT WE'VE FOUND

Bleakly Advisory Group

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

NORWICH IS UNIQUE

Bleakly Advisory Group

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

NORWICH IS UNIQUE

LOCAL BUSINESSES

DIVERSE

ANYTHING CAN HAPPEN HERE!

BleaklyAdvisoryGroup

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

DISTRESSED CONDITIONS

Bleakly Advisory Group [canvas] PLANNING GROUP symbioscity PEOPLE + PLACE + PLANET Georgia CONSERVANCY KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT CITY OF BRUNSWICK GEORGIA CNU BUILDING PLACES PEOPLE LOVE

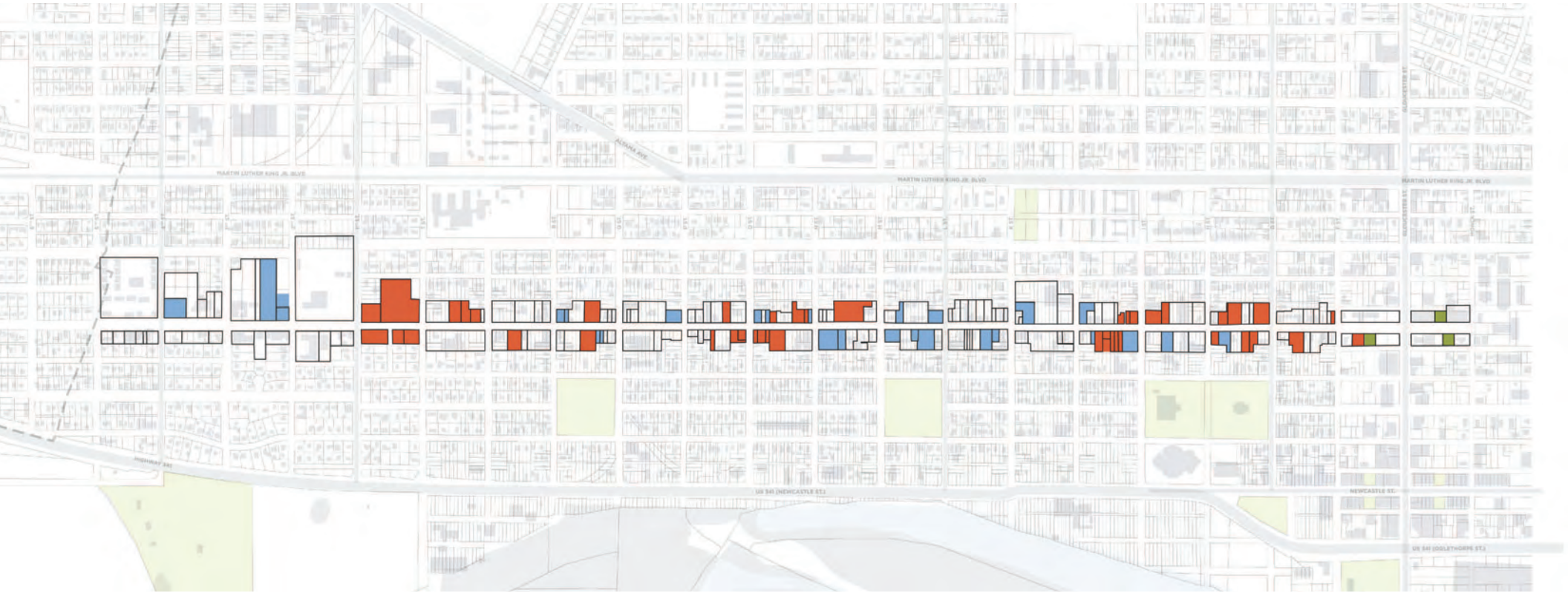
DISTRESSED CONDITIONS: BUILDINGS & PROPERTIES

UNDEVELOPED

VACANT

UNDERUTILIZED

DISTRESSED CONDITIONS: BUILDINGS & PROPERTIES



UNDERUTILIZED / VACANT

UNDEVELOPED

Bleakly Advisory Group

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia Conservancy

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

UNDEVELOPED PROPERTIES: OPPORTUNITIES

11 ACRES (10%)

of 99 acres on Norwich St
is undeveloped land

- **LAND BANK**
- **DEVELOPMENT OPPORTUNITIES: CREATIVE RESIDENTIAL INFILL**
- **PUBLIC USE OPPORTUNITIES: POCKET PARKS, FARMERS MARKETS, KID-ORIENTED ACTIVITIES, COMMUNITY GARDENS**

DISTRESSED CONDITIONS: VACANT BUILDINGS

165,000 SF

of existing commercial space fronting Norwich

(between Gloucester and 5th St)

55%

is currently occupied

75,000 SF

of existing commercial space on Norwich is **vacant**

Bleakly Advisory Group · [canvas] PLANNING GROUP · symbioscity PEOPLE + PLACE + PLANET · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love

VACANT BUILDINGS: OPPORTUNITIES

25,000 SF

of the 75,000 SF vacant space is likely viable for **commercial** reuse

50,000 SF

of the 75,000 SF vacant space is likely to be demolished or **adapted for residential**

- **RESOURCE AWARENESS** for existing and potential businesses: Enterprise Zones (facade grants, waived fees), TAD, CDBG funds
- **CODE ENFORCEMENT & COMMUNITY SERVICE OPPORTUNITIES** (CLEAN UP DAYS)
- **ENTRY LEVEL ENTREPRENEURSHIP:** low rents for incubator / start up space

Bleakly Advisory Group · [canvas] Planning Group · symbioscity People + Place + Planet · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love

UNDERUTILIZED PROPERTIES: OPPORTUNITIES

15 ACRES (15%)

of properties on Norwich are **vacant or underutilized**

- **ADOPT AN OVERLAY ZONING DISTRICT / CORRIDOR DESIGN GUIDELINES**
- **NORWICH BUSINESS OWNERS ASSOCIATION:** coordinate pop-up events like farmers markets, food trucks, festivals, etc.
- **LEVERAGE VALUE OF EXISTING BUILDINGS**

Bleakly Advisory Group · [canvas] Planning Group · symbioscity People + Place + Planet · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love

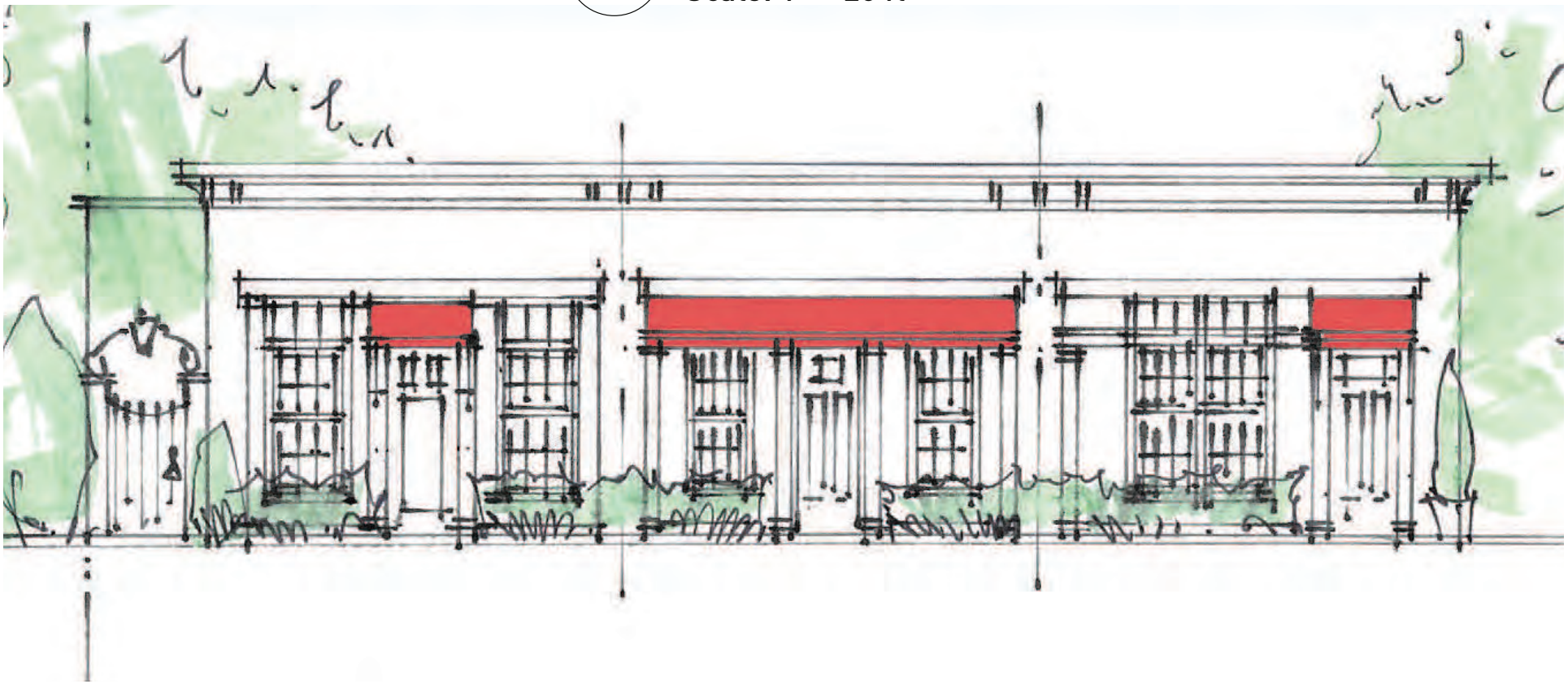
RESIDENTIAL INFILL: OPPORTUNITIES

- **REUSE OF EXISTING COMMERCIAL BUILDINGS**

- **NEW COTTAGE COURT AND CLUSTER HOMES:** small units, more affordable prices. Geared towards empty nesters, long-term rentals (college students, FLETC), young professionals / first-time buyers, short-term rentals (tourists)

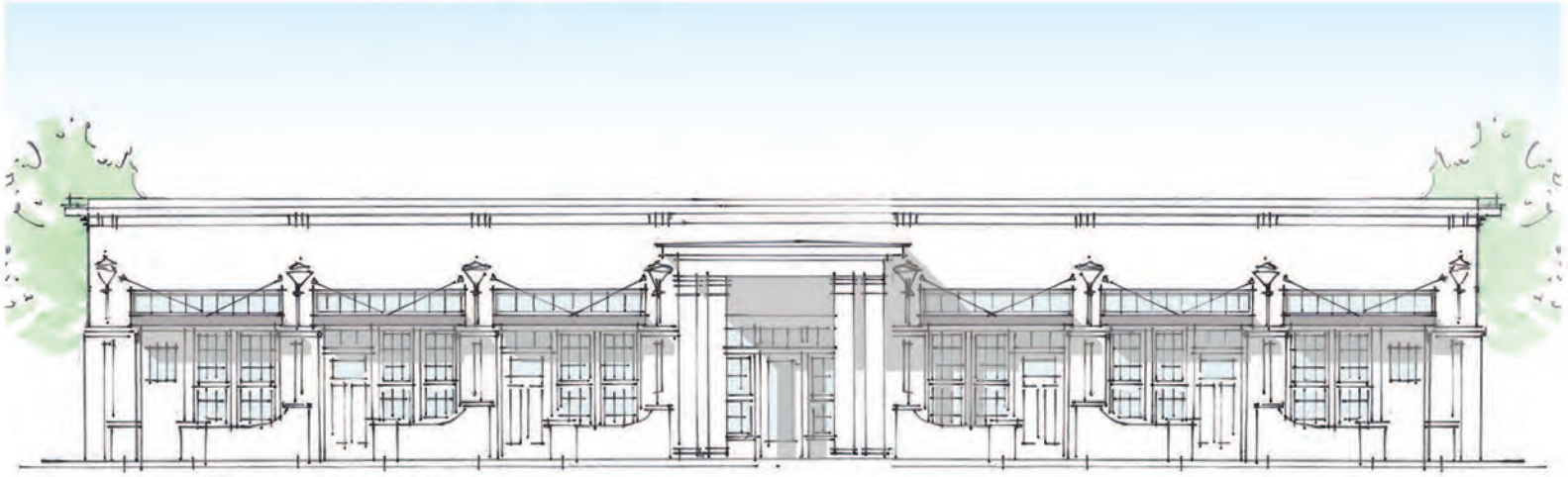
COMMERCIAL REUSE: OPPORTUNITIES

3 EXISTING ELEVATION
Scale: 1" = 20 ft

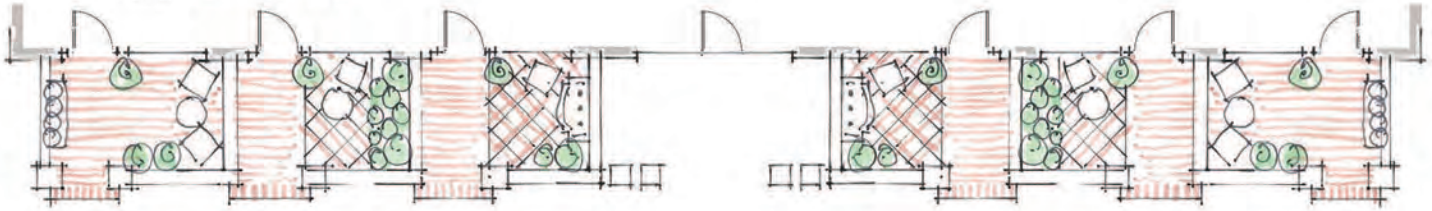


COMMERCIAL REUSE: OPPORTUNITIES

1 EXISTING ELEVATION
Scale: 1" = 20 ft



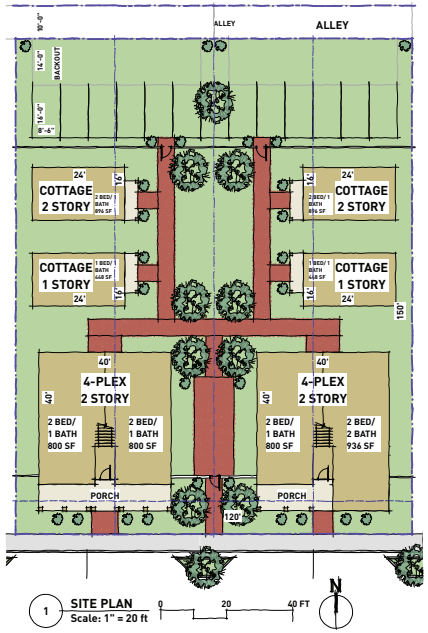
2 CONCEPT ELEVATION
Scale: 1" = 10 ft



3 CONCEPT STOOP PLAN
Scale: 1" = 10 ft

BleaklyAdvisoryGroup [canvas] PLANNING GROUP symbioscity PEOPLE + PLACE + PLANET Georgia CONSERVANCY KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT CITY OF BRUNSWICK GEORGIA CNU BUILDING PLACES PEOPLE LOVE

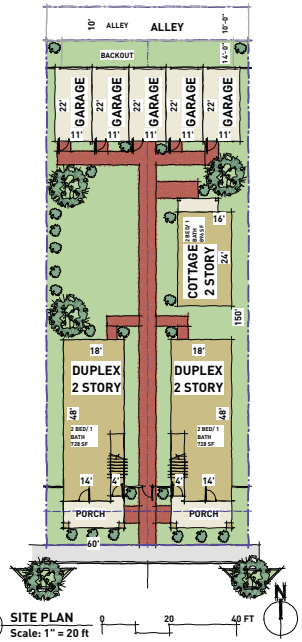
RESIDENTIAL INFILL: OPPORTUNITIES



1 SITE PLAN
Scale: 1" = 20 ft

LOT SIZE: 18,000 SF
TOTAL COND SF: 9,400 SF
UNITS: 12
FAR: 0.522
LOT SF/UNIT: 1,500
PARKING PROV'D: 12
(+4 ON STREET)
LOT COVERAGE: 60%
ALL SURFACES IMPERVIOUS
4-PLEX IBC
COTTAGES IRC

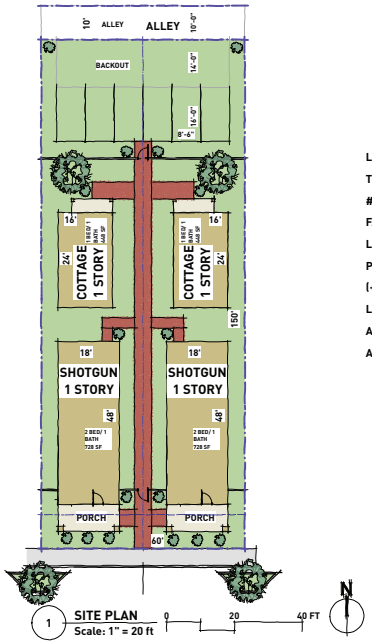
2 CONCEPT ELEVATION
Scale: 1" = 10 ft



1 SITE PLAN
Scale: 1" = 20 ft

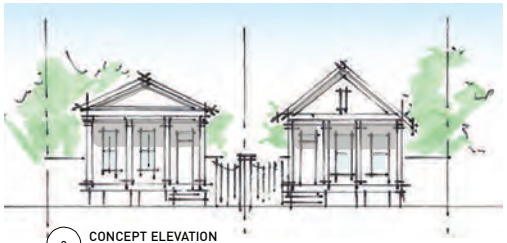
LOT SIZE: 9,000 SF
TOTAL COND SF: 3,808 SF
UNITS: 5
FAR: 0.423
LOT SF/UNIT: 1,800
PARKING PROV'D: 5
(+2 ON STREET)
LOT COVERAGE: 66%
ALL SURFACES IMPERVIOUS
ALL UNITS IRC

2 CONCEPT ELEVATION
Scale: 1" = 10 ft



1 SITE PLAN
Scale: 1" = 20 ft

LOT SIZE: 9,000 SF
TOTAL COND SF: 3,248 SF
UNITS: 4
FAR: 0.361
LOT SF/UNIT: 2,250
PARKING PROV'D: 6
(+2 ON STREET)
LOT COVERAGE: 59%
ALL SURFACES IMPERVIOUS
ALL UNITS IRC



2 CONCEPT ELEVATION
Scale: 1" = 10 ft

Bleakly Advisory Group
[canvas] PLANNING GROUP
symbioscity PEOPLE + PLACE + PLANET
Georgia Conservancy
Kronberg Wall ARCHITECTURE · DESIGN · DEVELOPMENT
City of Brunswick Georgia
CNU BUILDING PLACES PEOPLE LOVE

PUBLIC SAFETY

BleaklyAdvisoryGroup

[canvas]
PLANNING GROUP

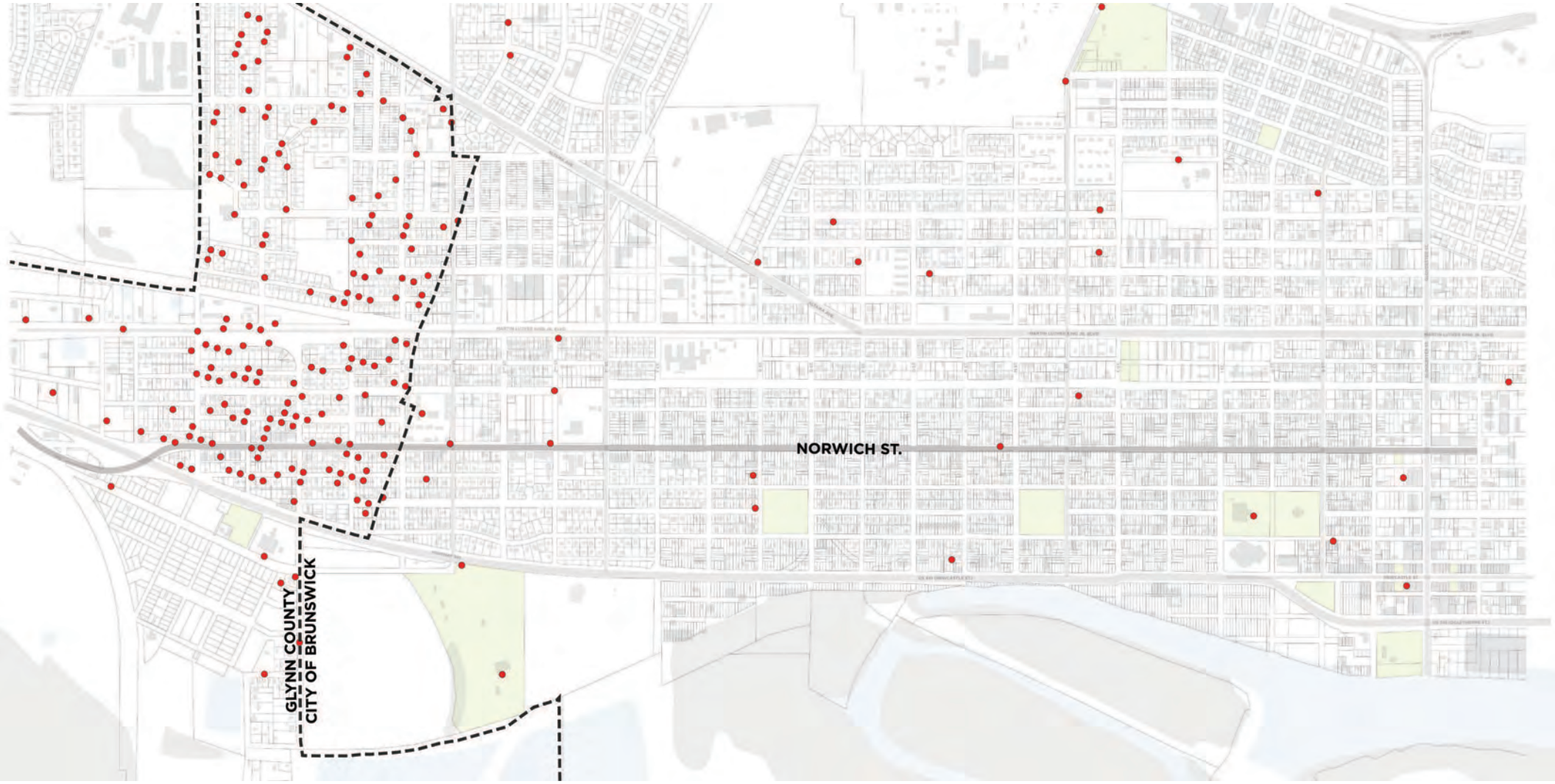
symbioscity
PEOPLE + PLACE + PLANET

Georgia
CONSERVANCY

KRONBERG WALL
ARCHITECTURE · DESIGN · DEVELOPMENT

CNU
BUILDING PLACES PEOPLE LOVE

PUBLIC SAFETY: PERCEPTION VS. REALITY



BleaklyAdvisoryGroup [canvas] PLANNING GROUP symbioscity PEOPLE + PLACE + PLANET Georgia CONSERVANCY KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT CNU BUILDING PLACES PEOPLE LOVE

PUBLIC SAFETY: RECOMMMENDATIONS

STREET IMPROVEMENTS

- GA POWER PARTNERSHIP - MORE STREETLIGHTS, ALLEY LIGHTING
- TRASH PICK UP: SERVICE CLEAN UP DAYS, TRASH CANS
- ADOPT OVERLAY ZONING / DESIGN GUIDELINES

CRIME

- REACTIVATE NEIGHBORHOOD WATCH
- OFF-DUTY OFFICER PATROL

EYES ON THE STREETS / ALLEYS

- INFILL RESIDENTIAL - CREATE A 24-HOUR COMMUNITY
- PORCHES, SIDEWALK ACTIVITY

Bleakly Advisory Group · [canvas] Planning Group · symbioscity People + Place + Planet · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love

THE STREET

Bleakly Advisory Group

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

LACK OF PEDESTRIAN / BICYCLE INFRASTRUCTURE

BleaklyAdvisoryGroup

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CITY OF BRUNSWICK GEORGIA

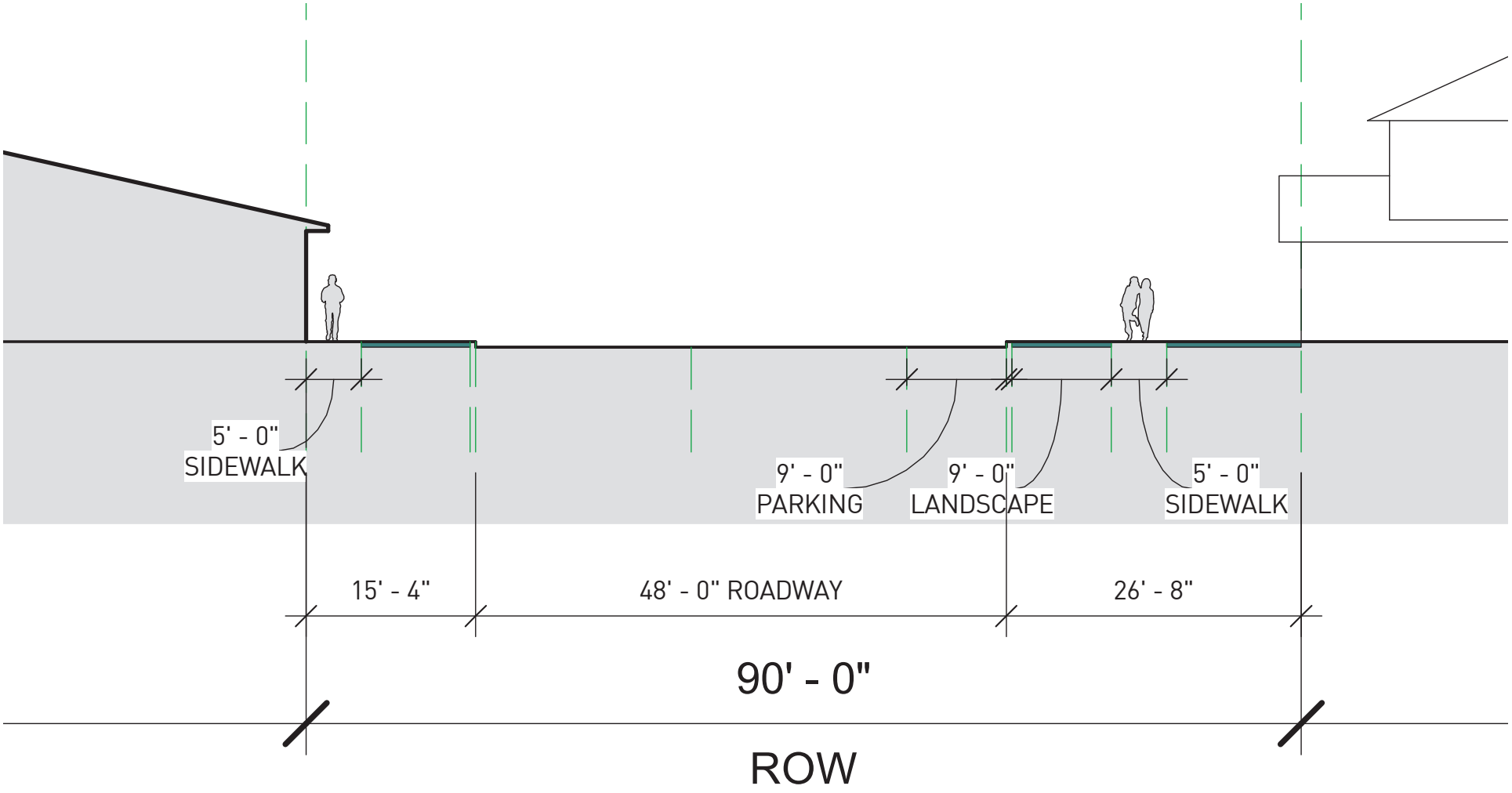
CNU BUILDING PLACES PEOPLE LOVE

PEDESTRIAN / BICYCLE RECOMMENDATIONS

- CREATIVE CROSSWALKS
- STREET FURNITURE: BENCHES, LIGHTING, BIKE PARKING, TRASH CANS
- SHADE TREES, BIKE LANES
- WAYFINDING SIGNAGE
- CONNECTIONS TO MAJOR PARKS / PUBLIC SPACE

Bleakly Advisory Group [canvas] PLANNING GROUP symbioscity PEOPLE + PLACE + PLANET Georgia CONSERVANCY KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT CNU BUILDING PLACES PEOPLE LOVE

EXISTING STREET SECTION: NORTH & SOUTH NORWICH

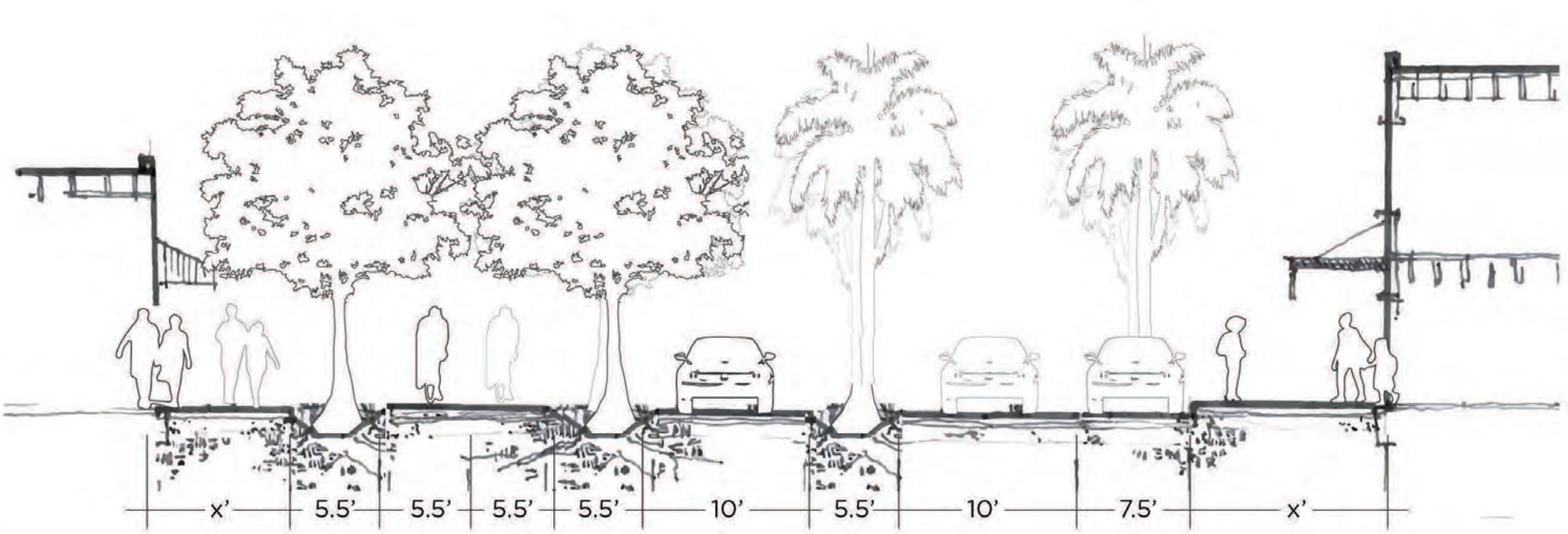


BleaklyAdvisoryGroup [canvas] PLANNING GROUP symbioscity PEOPLE + PLACE + PLANET Georgia CONSERVANCY KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT CNU BUILDING PLACES PEOPLE LOVE

PROPOSED STREET SECTION: NORTH & SOUTH NORWICH

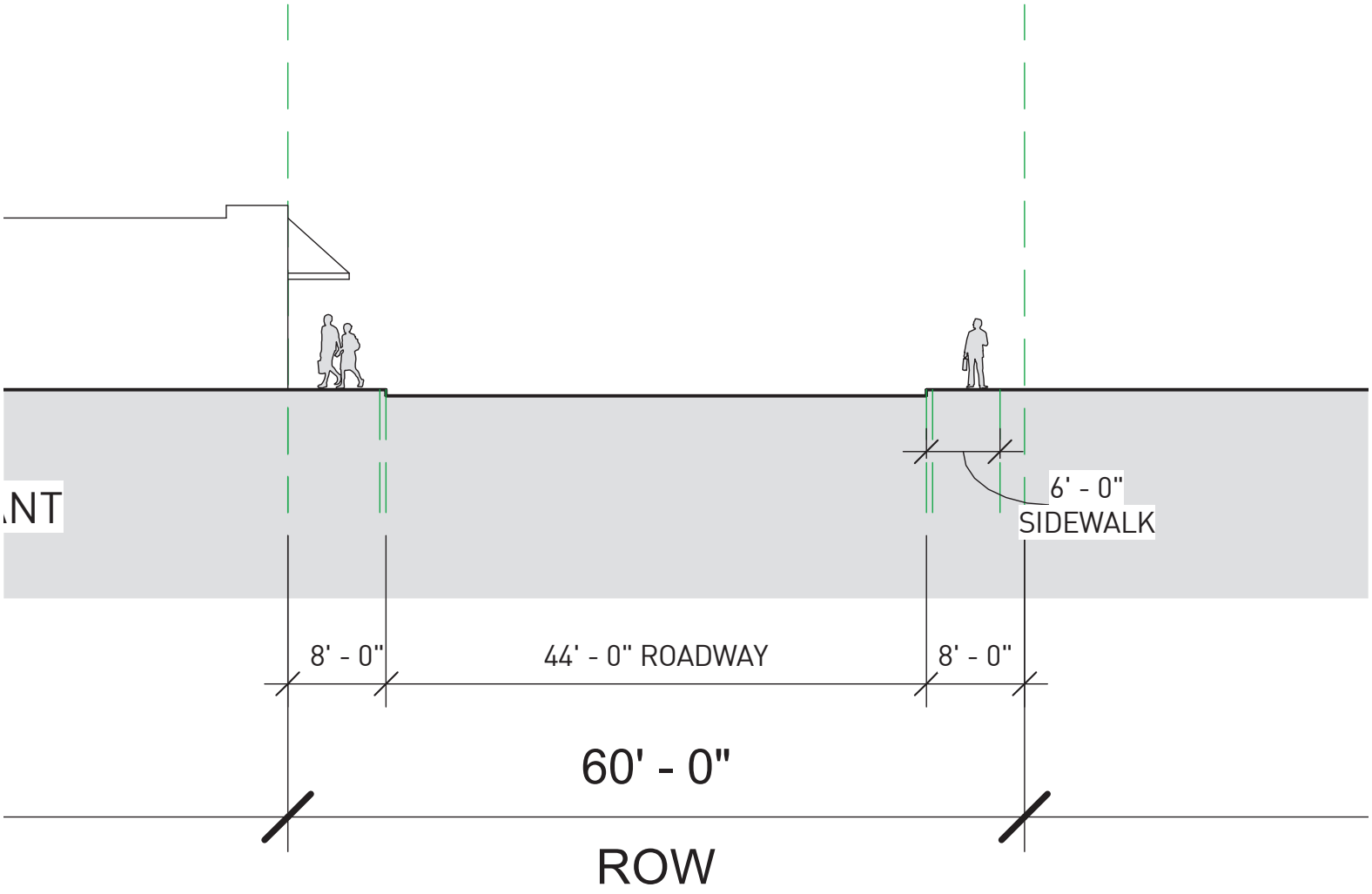
Bleakly Advisory Group · [canvas] Planning Group · symbioscity People + Place + Planet · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love

PROPOSED STREET SECTION: NORTH & SOUTH NORWICH



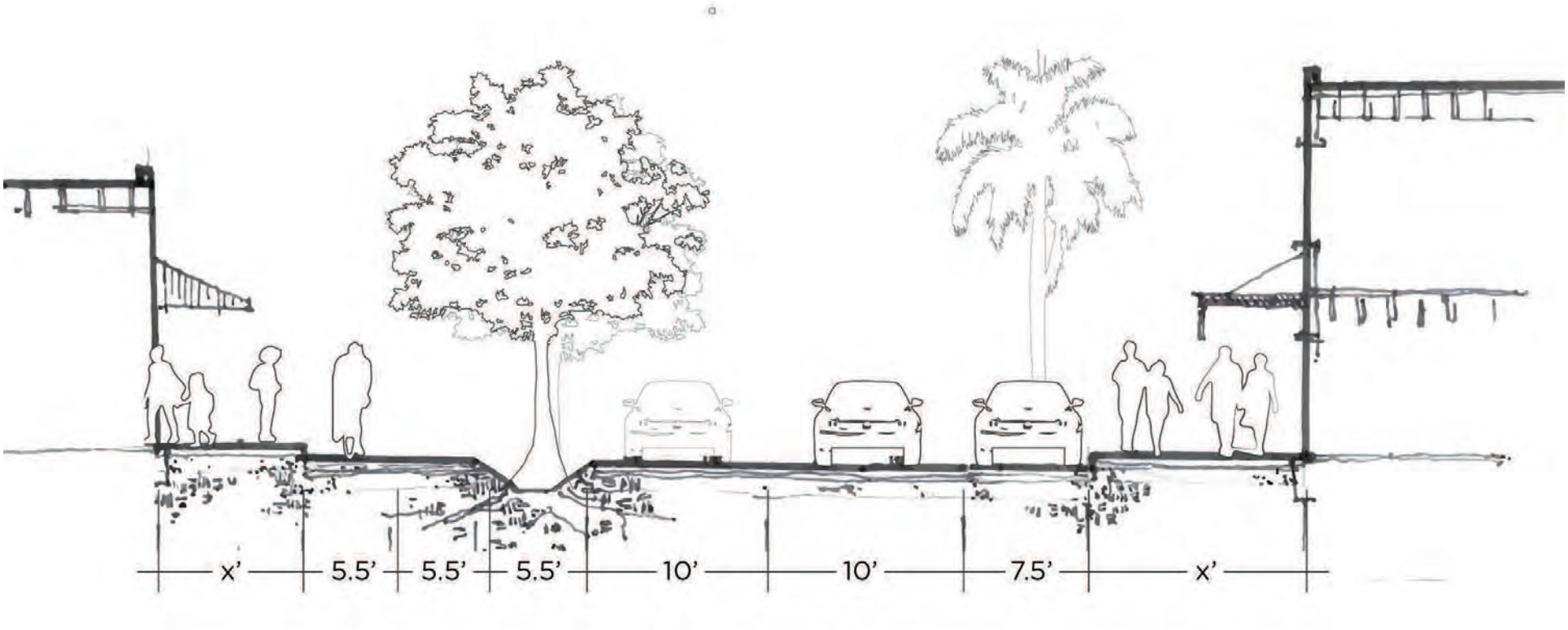
BleaklyAdvisoryGroup [canvas] PLANNING GROUP symbioscity PEOPLE + PLACE + PLANET Georgia CONSERVANCY KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT CNU BUILDING PLACES PEOPLE LOVE

EXISTING STREET SECTION: MIDDLE NORWICH



Bleakly Advisory Group · [canvas] Planning Group · symbioscity People + Place + Planet · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love

PROPOSED STREET SECTION: MIDDLE NORWICH



BleaklyAdvisoryGroup [canvas] PLANNING GROUP symbioscity PEOPLE + PLACE + PLANET Georgia CONSERVANCY KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT CNU BUILDING PLACES PEOPLE LOVE

PROPOSED BIKE BOULEVARD: SHORT TERM

Bleakly Advisory Group

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia Conservancy

Kronberg Wall Architecture · Design · Development

City of Brunswick Georgia

CNU Building Places People Love

PROPOSED BIKE BOULEVARD: EXAMPLE

Bleakly Advisory Group · [canvas] Planning Group · symbioscity People + Place + Planet · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love

NORWICH BIKE BOULEVARD

BleaklyAdvisoryGroup

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

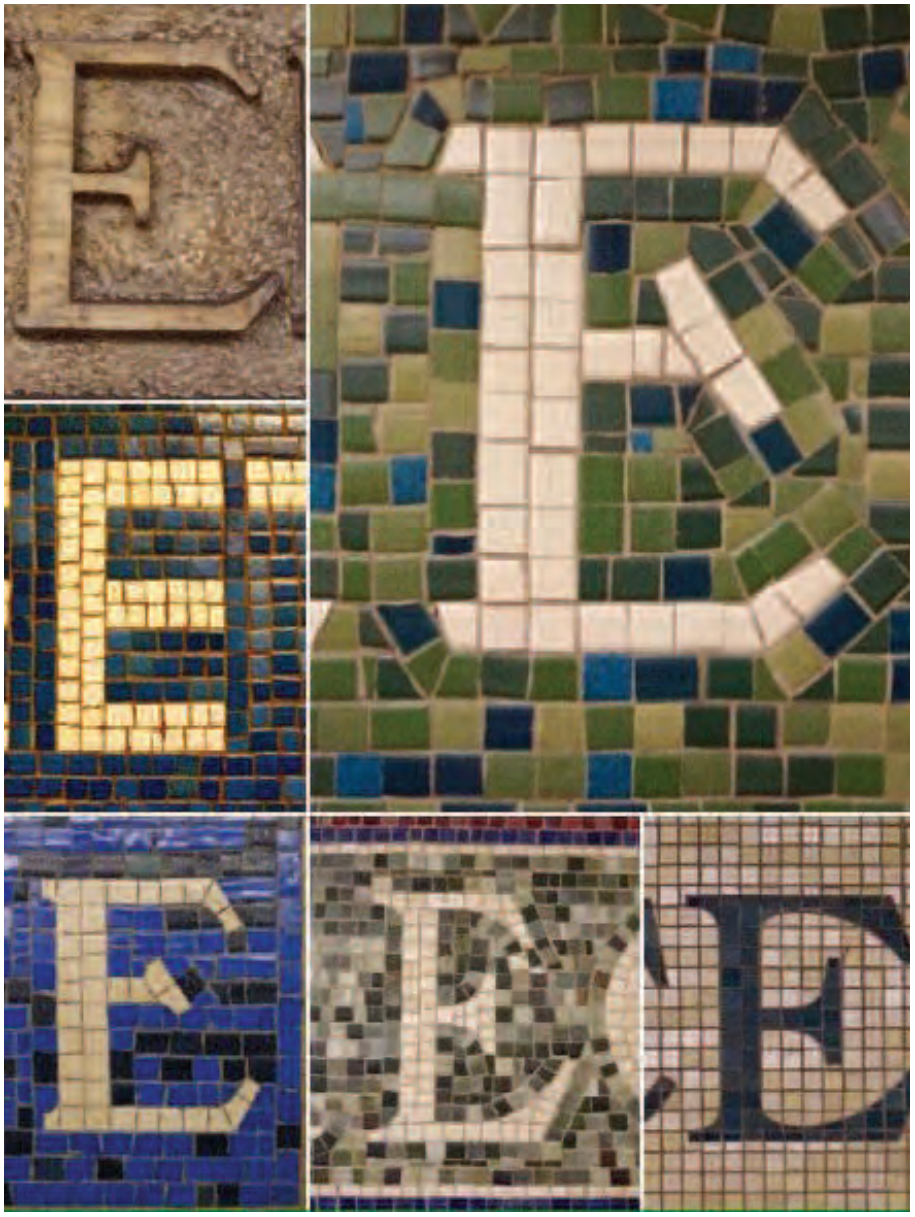
KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

NORWICH BIKE BOULEVARD SIGNAGE: EXAMPLES

BleaklyAdvisoryGroup [canvas] PLANNING GROUP symbioscity PEOPLE + PLACE + PLANET Georgia CONSERVANCY KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT CNU BUILDING PLACES PEOPLE LOVE

NORWICH BRANDING IDEAS



BRANDING IDEAS

NORWICH STREETS

DDA COLORS

Bleakly Advisory Group

[canvas] PLANNING GROUP

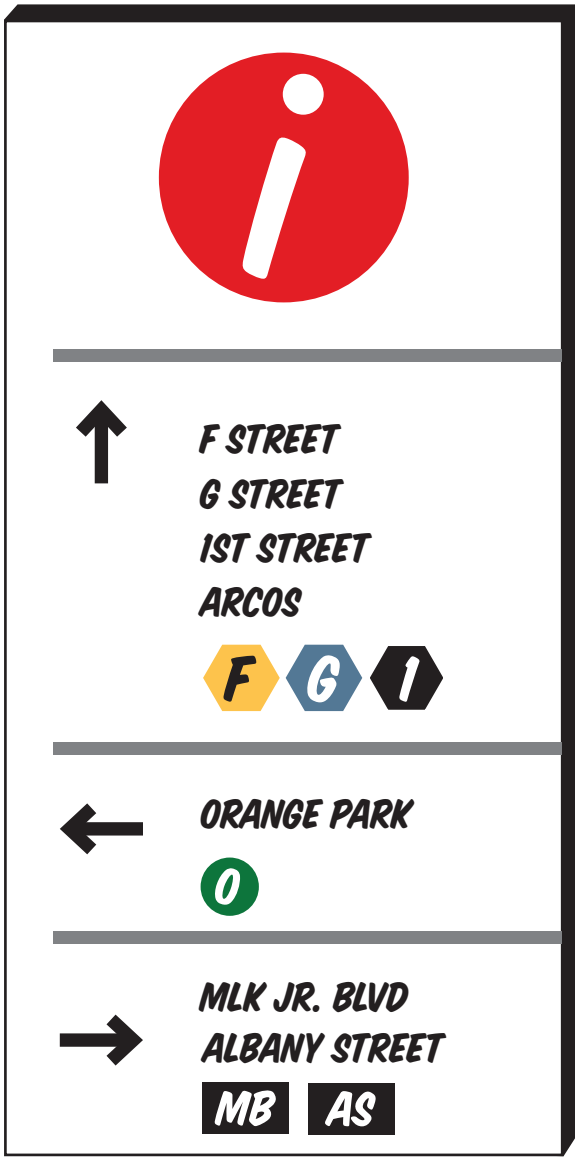
symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

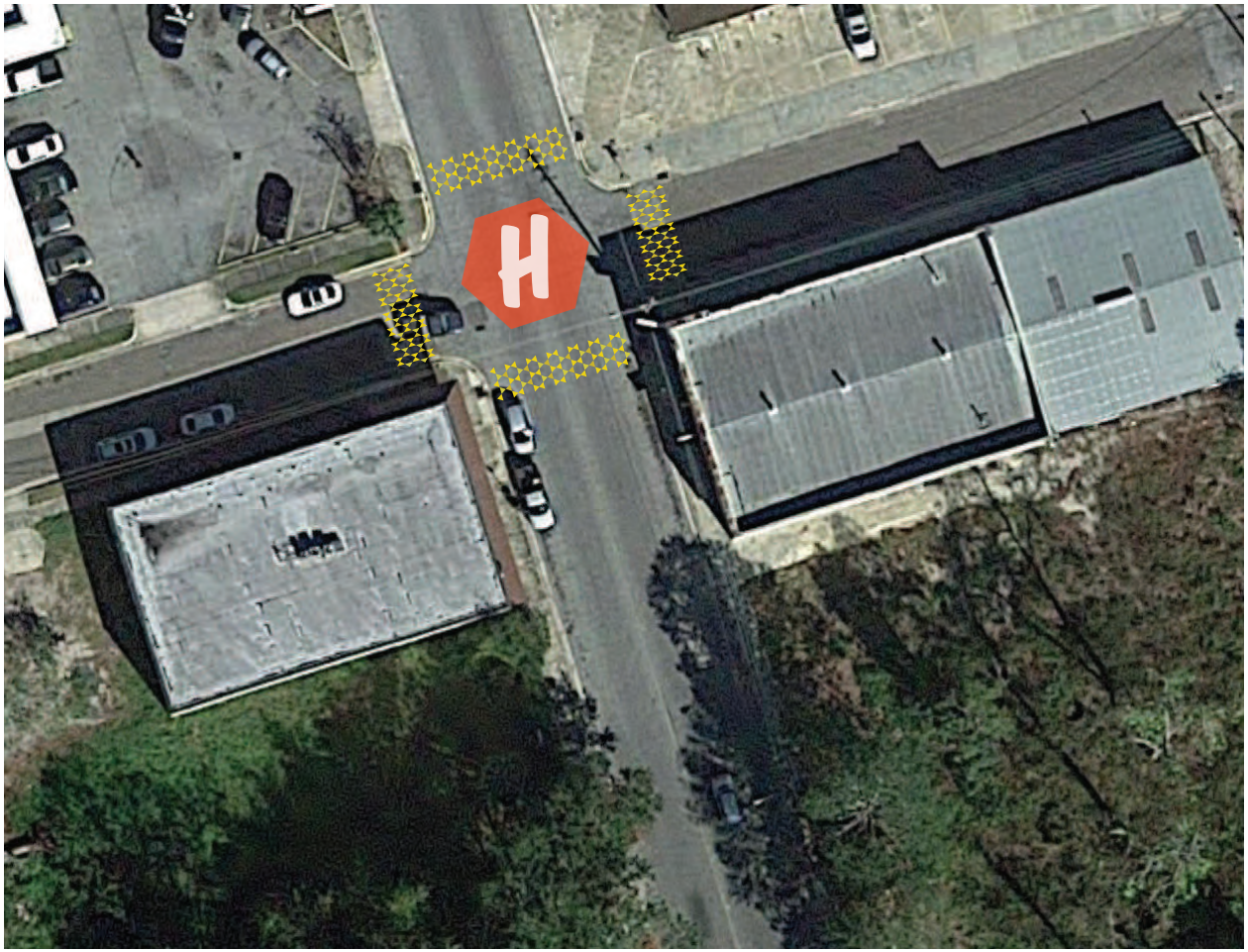
KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

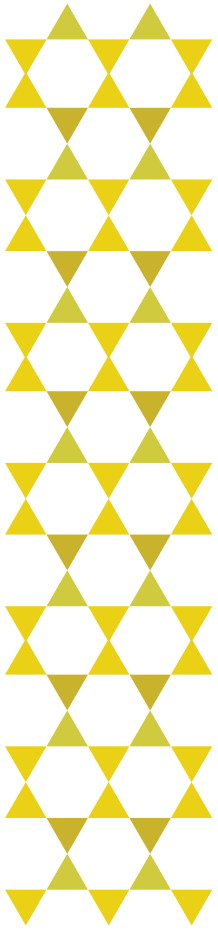
CNU BUILDING PLACES PEOPLE LOVE

NORWICH BRANDING IDEAS



NORWICH BRANDING IDEAS





H STREET INTERSECTION

BleaklyAdvisoryGroup

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

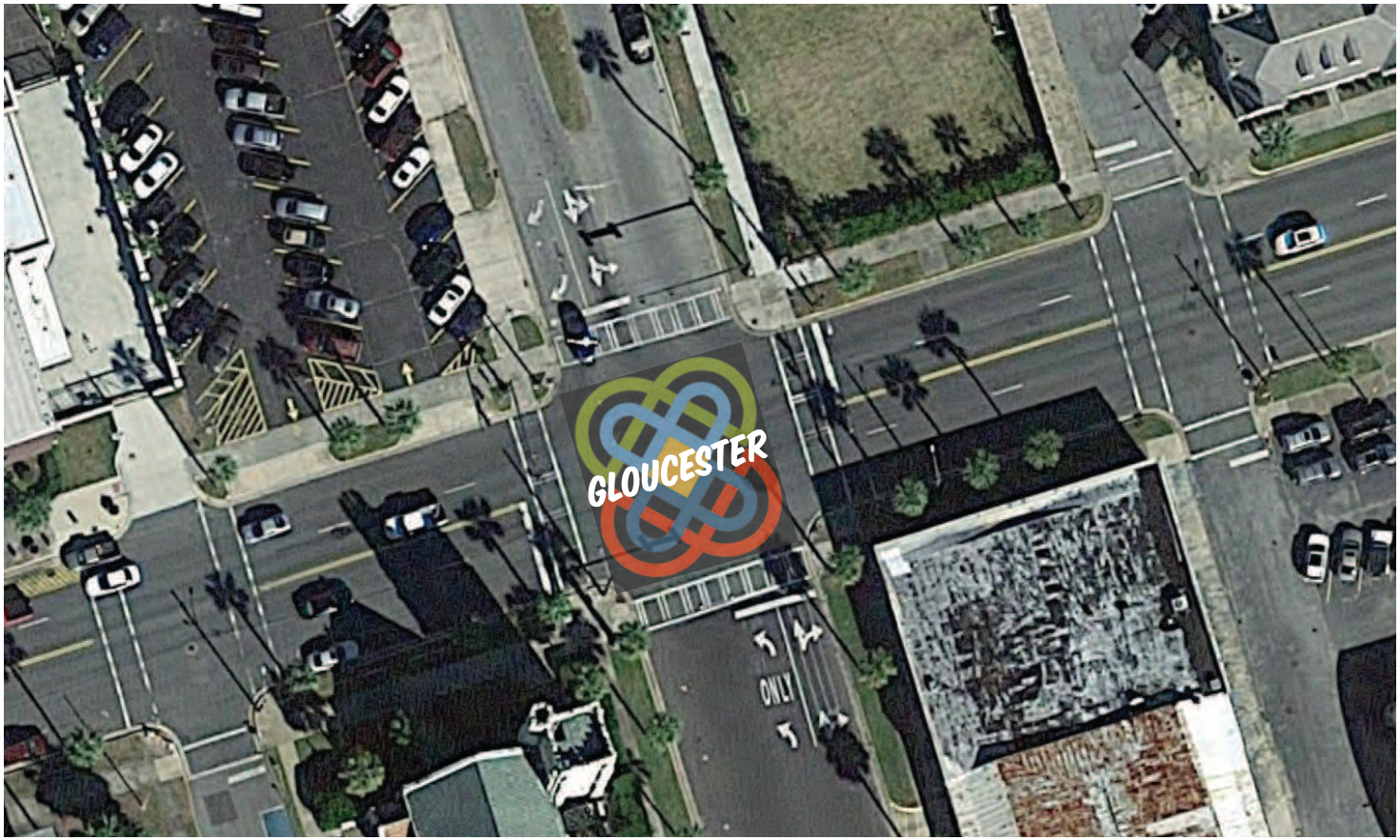
Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CITY OF BRUNSWICK GEORGIA

CNU BUILDING PLACES PEOPLE LOVE

NORWICH BRANDING IDEAS



KEY INTERSECTIONS: GLOUCESTER & NORWICH
OR TO CUE END OF MEDIAN STREET SECTIONS (F & 1ST)

THE FUTURE IS BRIGHT!

Bleakly Advisory Group

[canvas] PLANNING GROUP

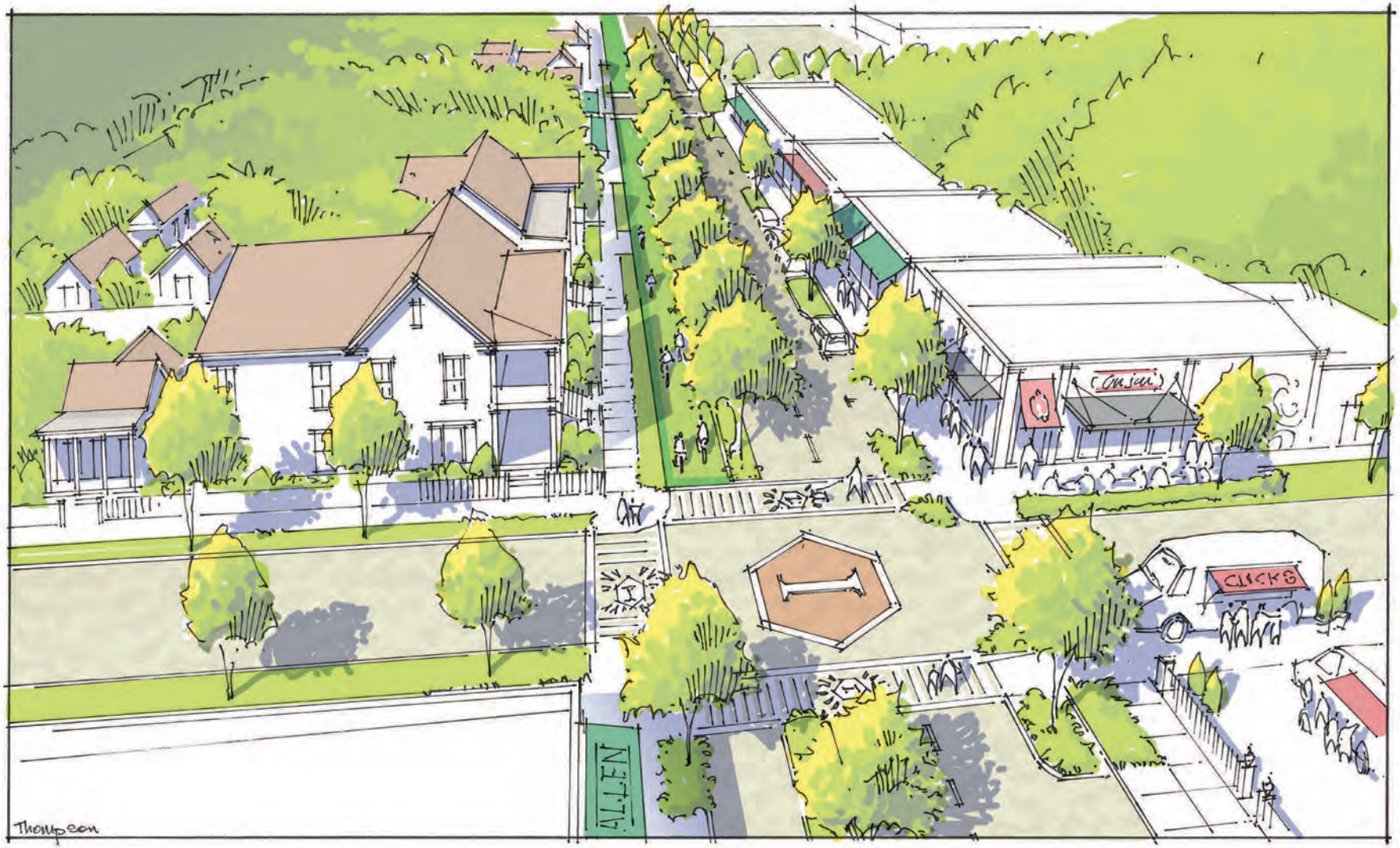
symbioscity PEOPLE + PLACE + PLANET

Georgia CONSERVANCY

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

NORWICH & I STREETS



Bleakly Advisory Group

[canvas] PLANNING GROUP

symbioscity PEOPLE + PLACE + PLANET

Georgia Conservancy

KRONBERG WALL ARCHITECTURE · DESIGN · DEVELOPMENT

CNU BUILDING PLACES PEOPLE LOVE

PROPOSED STREETSCAPE

Bleakly Advisory Group · [canvas] Planning Group · symbioscity People + Place + Planet · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love

NEXT STEPS

BleaklyAdvisoryGroup

[canvas]
PLANNING GROUP

symbioscity
PEOPLE + PLACE + PLANET

Georgia
CONSERVANCY

KRONBERG WALL
ARCHITECTURE · DESIGN · DEVELOPMENT

CNU
BUILDING PLACES PEOPLE LOVE

NOW THROUGH MAY:

- Finalize recommendations and produce additional supporting details
- Presentation at CNU 26 in Savannah (May) and to City (TBD)
- Submit final report materials to the City
- Explore holding a Community Event (clean-up and temporary interventions in the Norwich Corridor)
- Determine follow-up opportunities and schedule

Bleakly Advisory Group · [canvas] PLANNING GROUP · symbioscity PEOPLE + PLACE + PLANET · Georgia Conservancy · Kronberg Wall Architecture · Design · Development · City of Brunswick Georgia · CNU Building Places People Love