

NORWICH STREET REVITALIZATION

2018 Legacy Project

BRUNSWICK, GA • MARCH 5, 2018



PROJECT BACKGROUND



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



PROJECT APPROACH

Sustainability

ENVIRONMENT

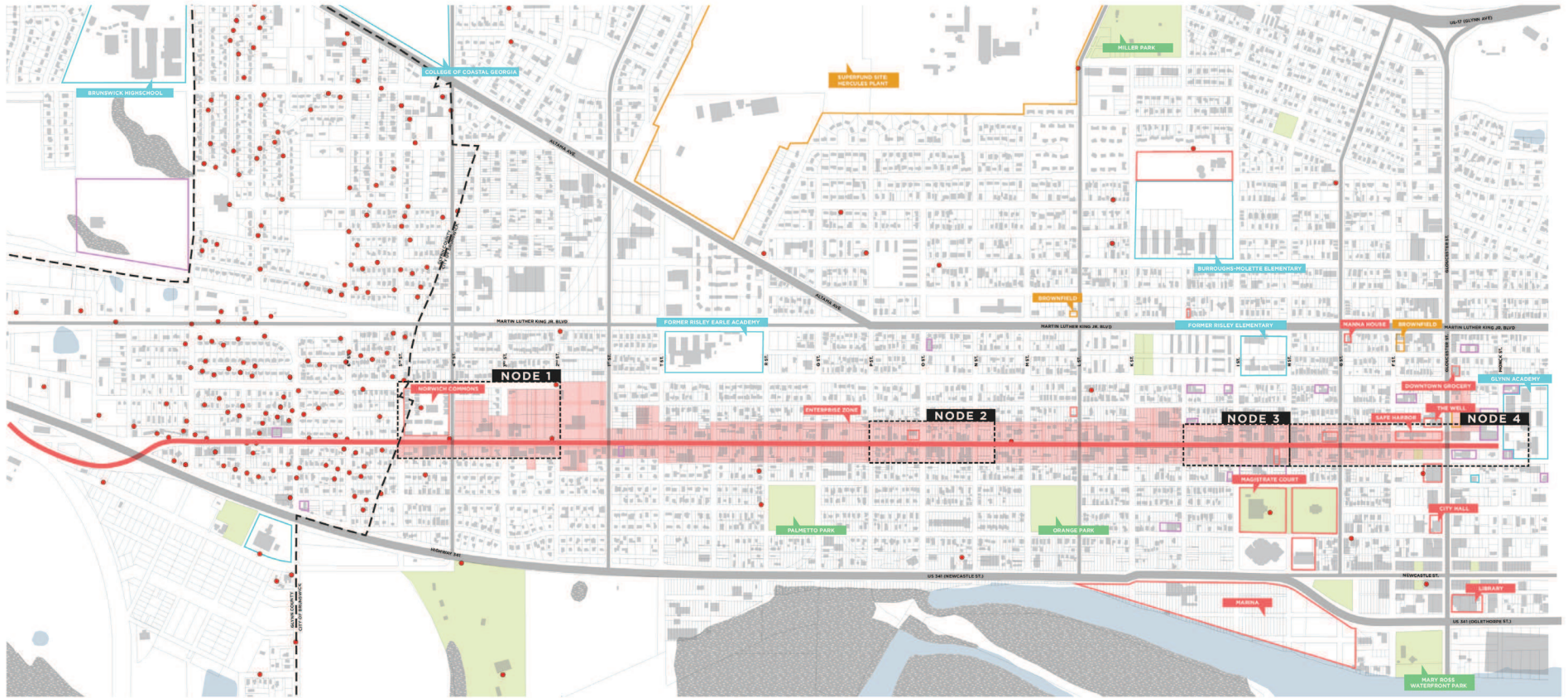
ECONOMY



STUDY AREA



STUDY AREA



NORWICH CORRIDOR REVITALIZATION
MARCH 1ST - 4TH, 2018



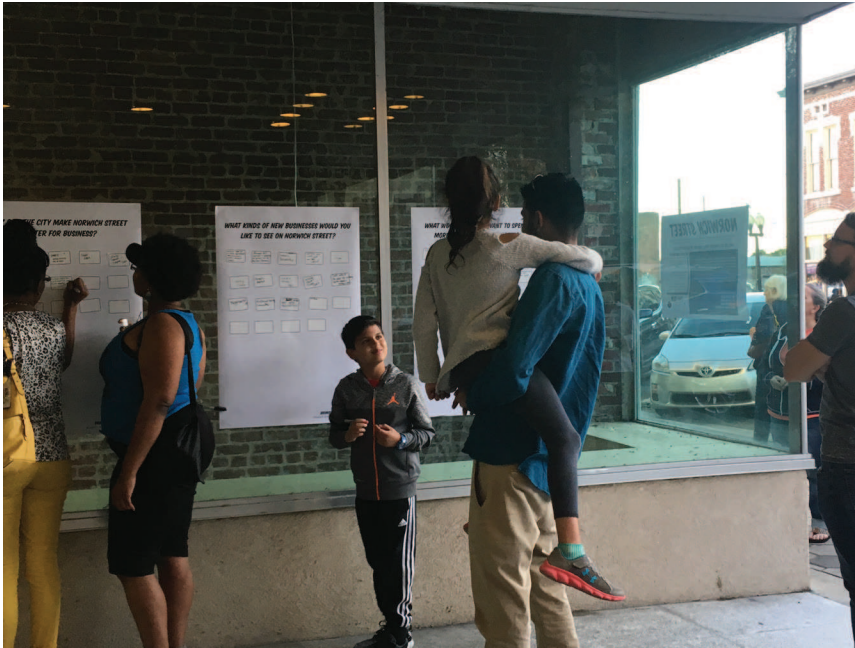
PROCESS

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)



Reduce tax
regulation &
subsidize
new biz.
owners

BRUNSWICK, GEORGIA
Norwich Street Corridor Revitalization

BRUNSWICK, GEORGIA
Norwich Street Corridor Revitalization

TRADER
JOE'S

BRUNSWICK, GEORGIA
Norwich Street Corridor Revitalization



Bleakly Advisory Group



WHAT WE'VE FOUND



NORWICH IS UNIQUE



NORWICH IS UNIQUE



LOCAL BUSINESSES



DIVERSE



ANYTHING CAN HAPPEN HERE!

DISTRESSED CONDITIONS



DISTRESSED CONDITIONS: BUILDINGS & PROPERTIES



UNDEVELOPED

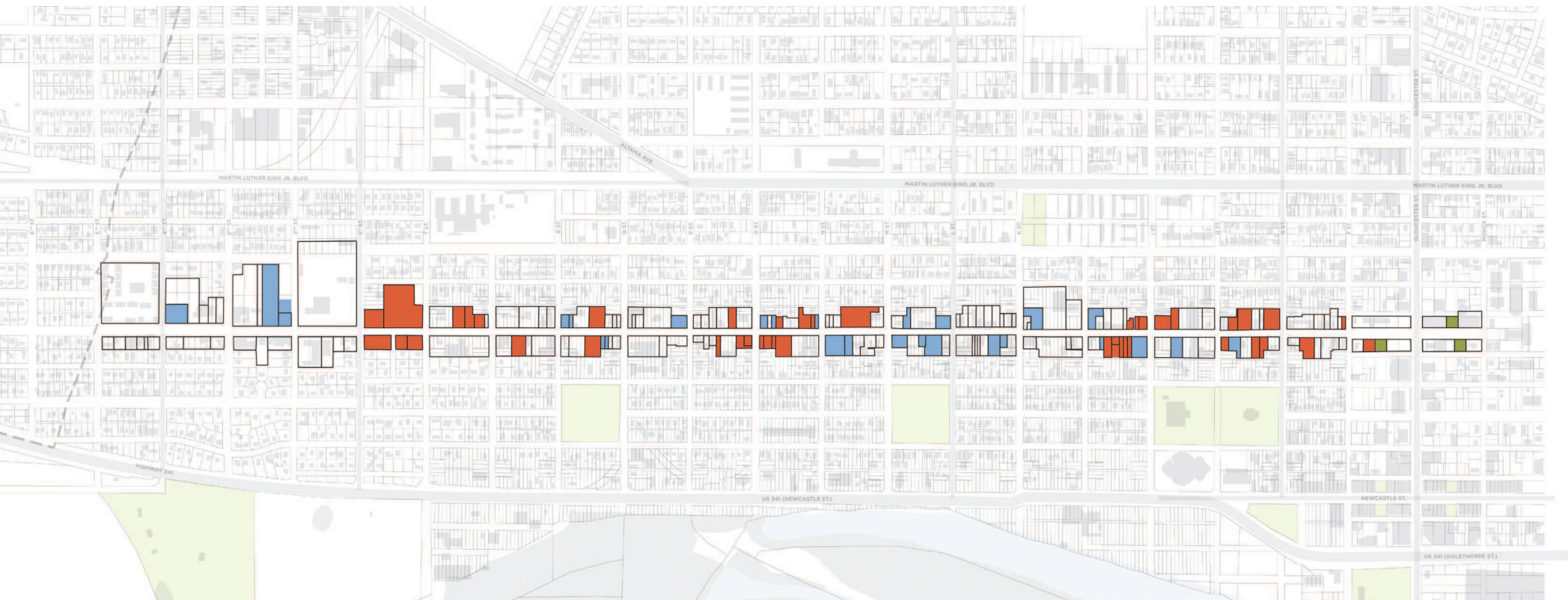


VACANT



UNDERUTILIZED

DISTRESSED CONDITIONS: BUILDINGS & PROPERTIES



UNDERUTILIZED / VACANT



UNDEVELOPED

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

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

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**

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)

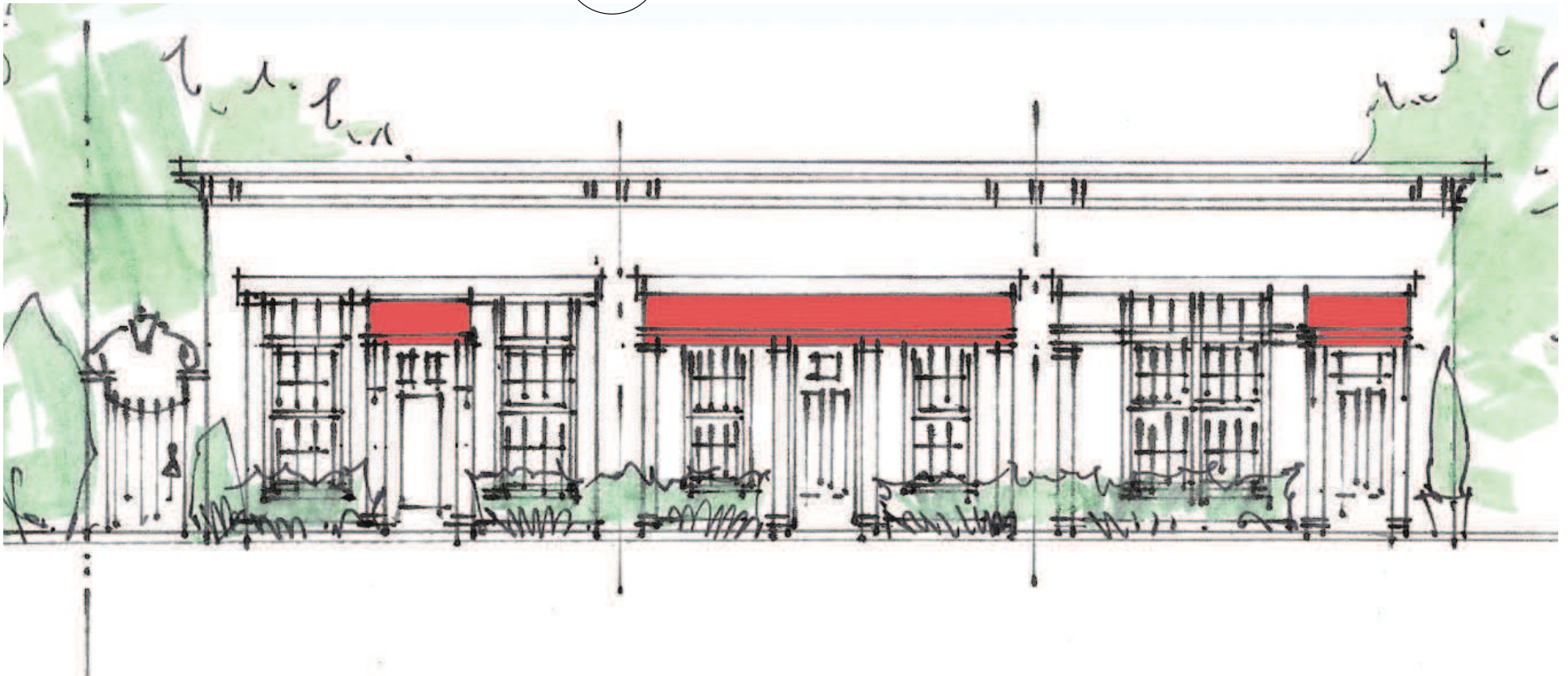
COMMERCIAL REUSE: OPPORTUNITIES



3

EXISTING ELEVATION

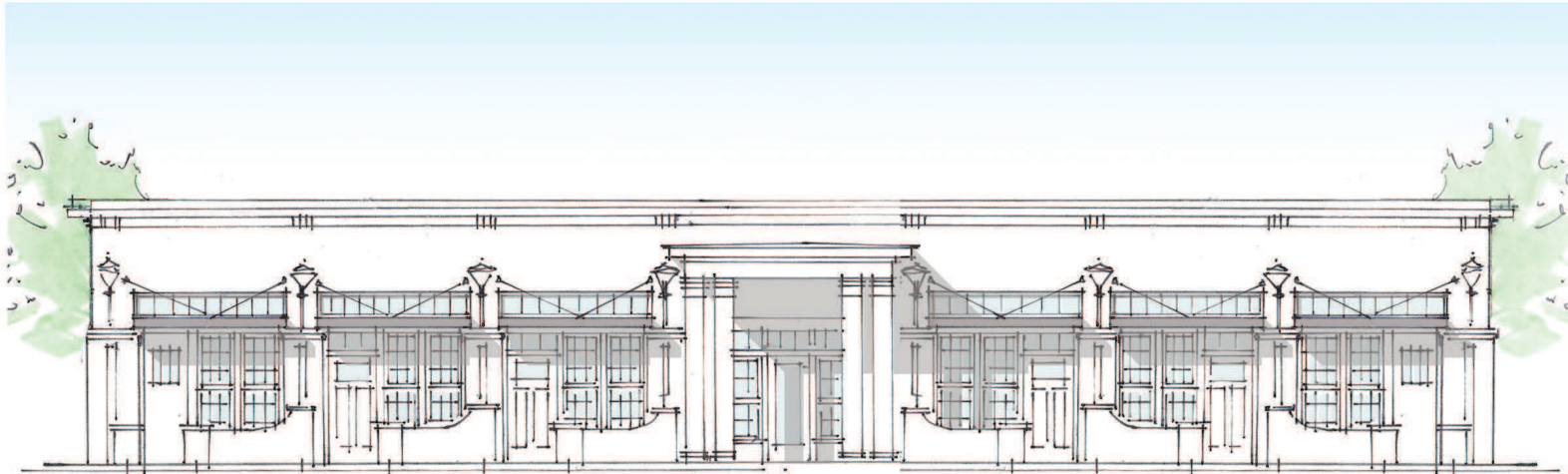
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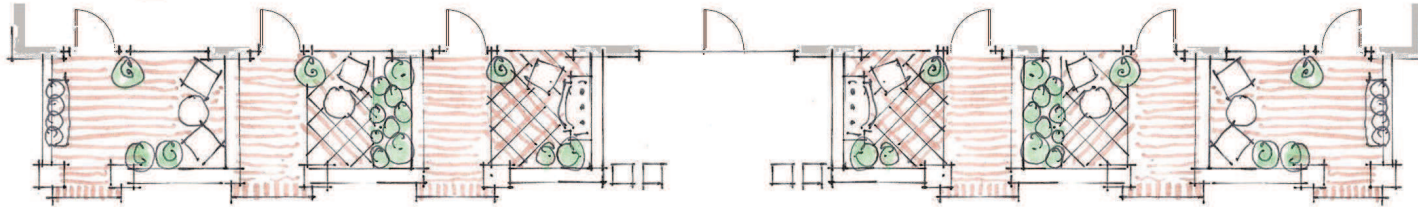
COMMERCIAL REUSE: OPPORTUNITIES



1 **EXISTING ELEVATION**
Scale: 1" = 20 ft

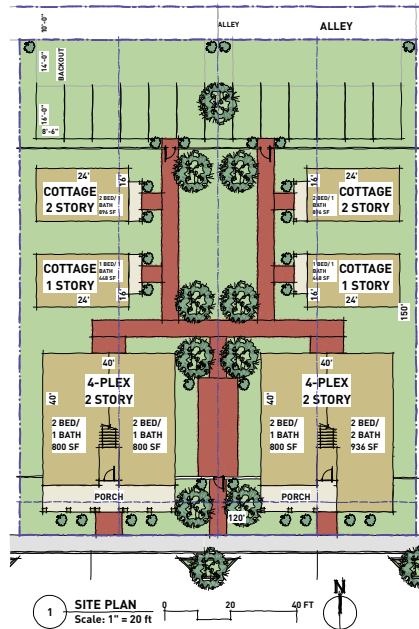


2 **CONCEPT ELEVATION**
Scale: 1" = 10 ft

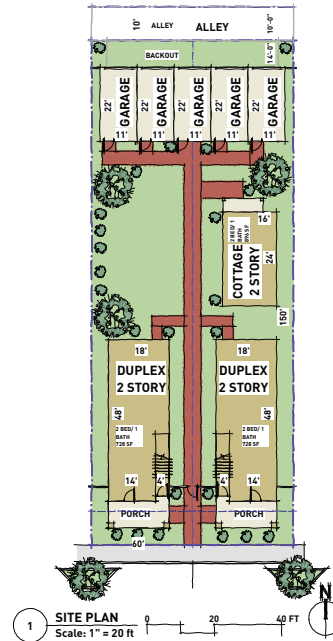


3 **CONCEPT STOOP PLAN**
Scale: 1" = 10 ft

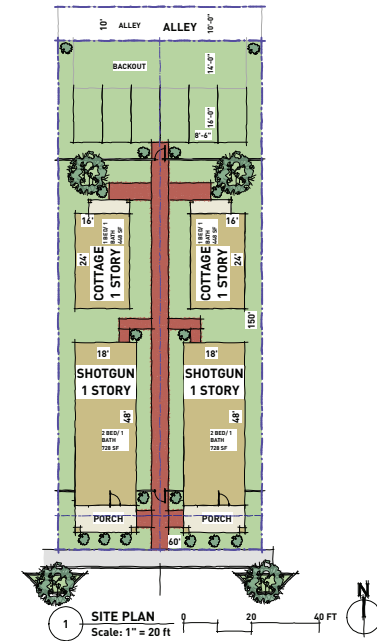
RESIDENTIAL INFILL: OPPORTUNITIES



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



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



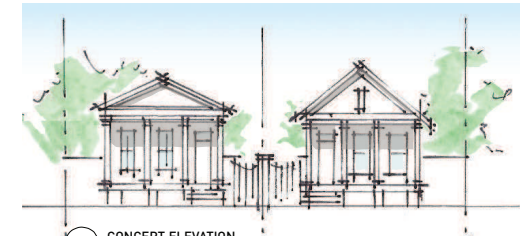
LOT SIZE: 9,000 SF
TOTAL COND SF: 3,248 SF
UNITS: 4
FAR: 0.361
LOT SF/UNIT: 2,250
PARKING PROV'D: 6
(+2 ON STREET)
LOT COVERAGE: 59%
ALL SURFACES IMPERVIOUS
ALL UNITS IRC



2 CONCEPT ELEVATION
Scale: 1" = 10 ft



2 CONCEPT ELEVATION
Scale: 1" = 10 ft

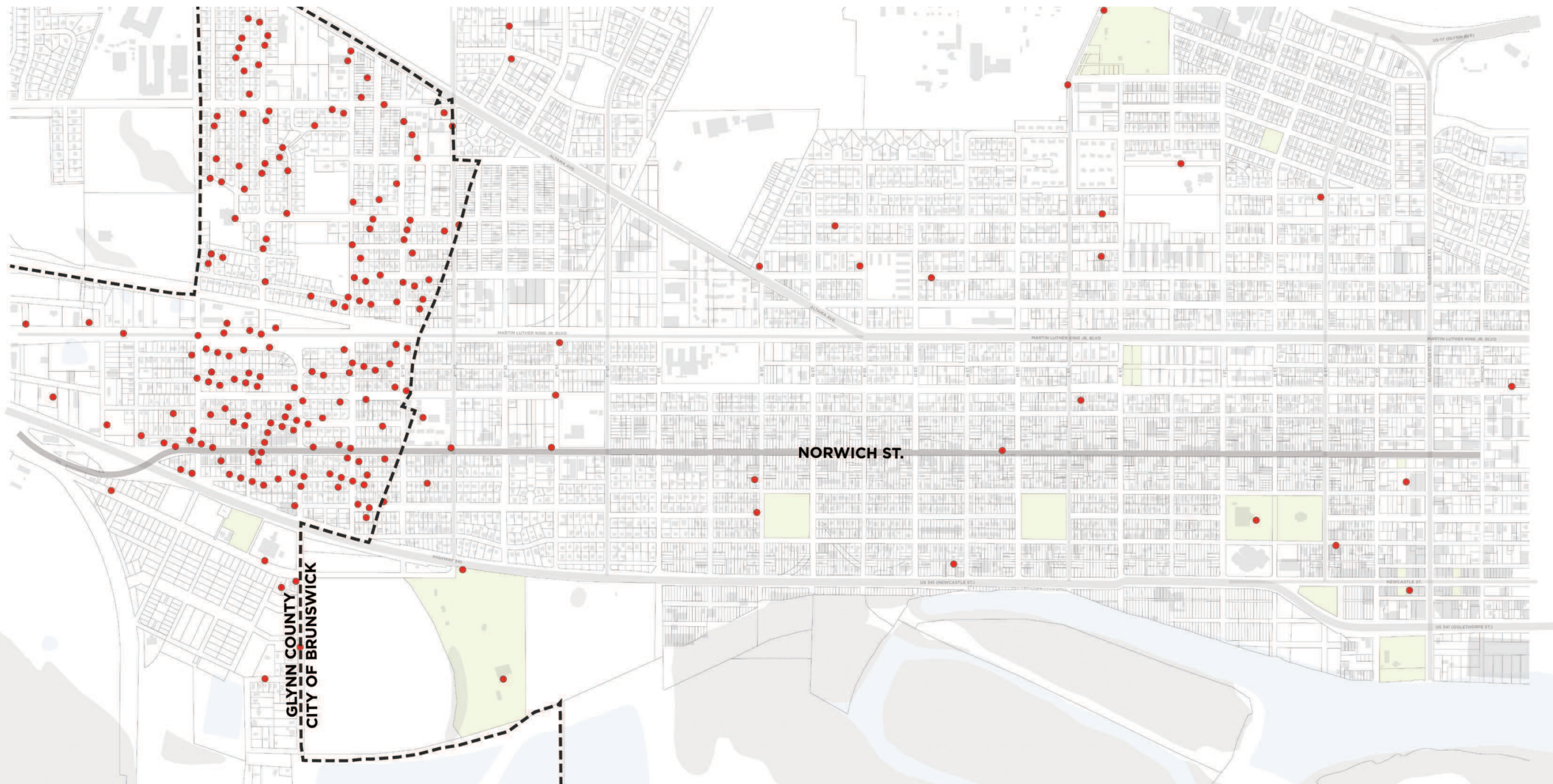


2 CONCEPT ELEVATION
Scale: 1" = 10 ft

PUBLIC SAFETY



PUBLIC SAFETY: PERCEPTION VS. REALITY



PUBLIC SAFETY: RECOMMENDATIONS



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

THE STREET



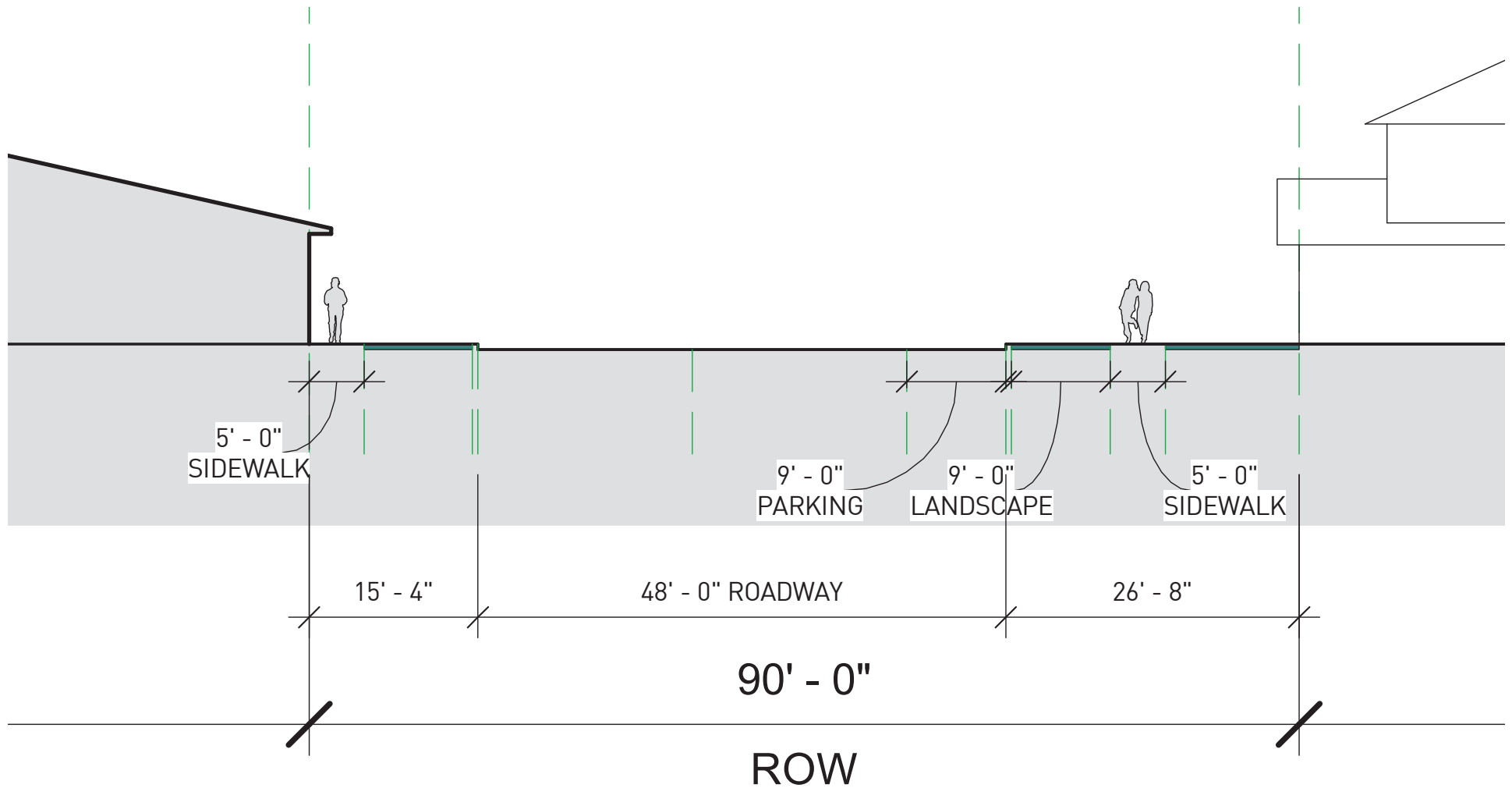
LACK OF PEDESTRIAN / BICYCLE INFRASTRUCTURE



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**

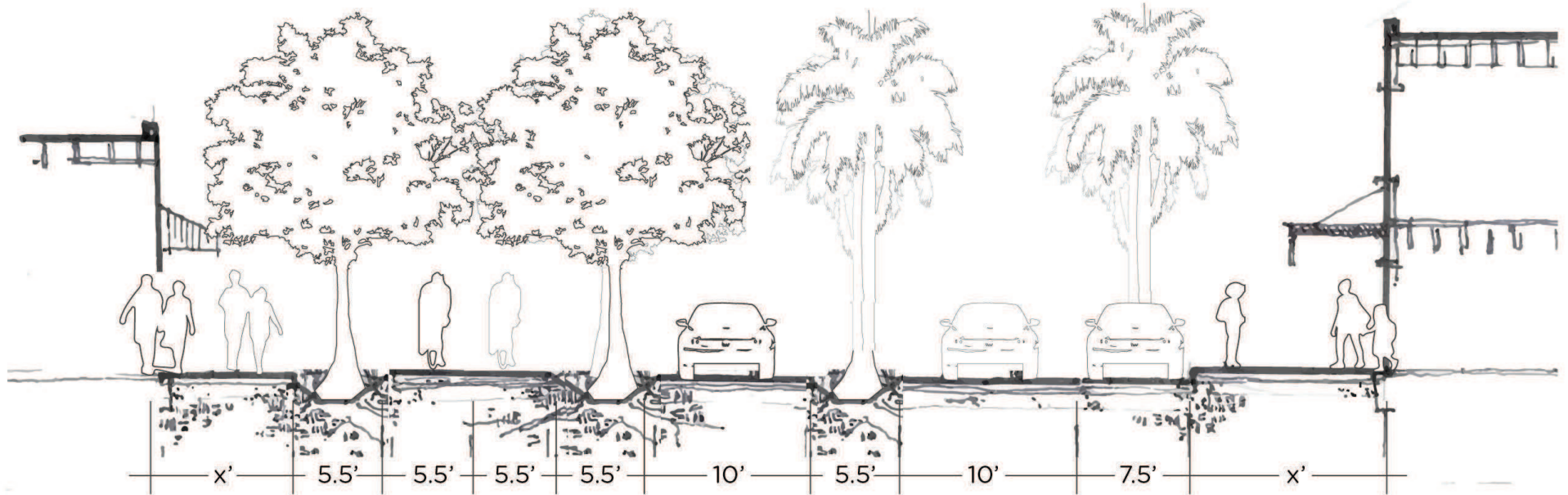
EXISTING STREET SECTION: NORTH & SOUTH NORWICH



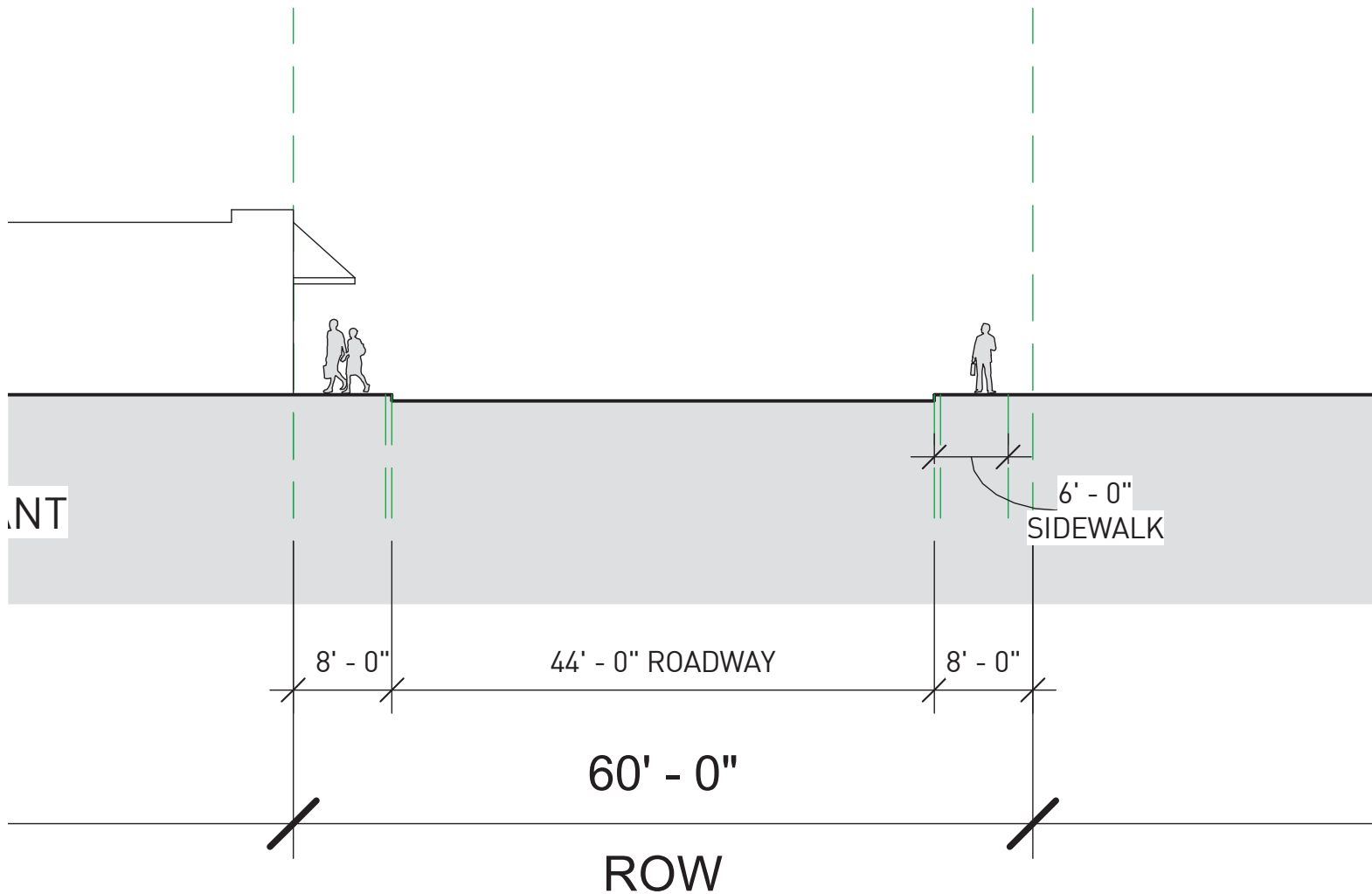
PROPOSED STREET SECTION: NORTH & SOUTH NORWICH



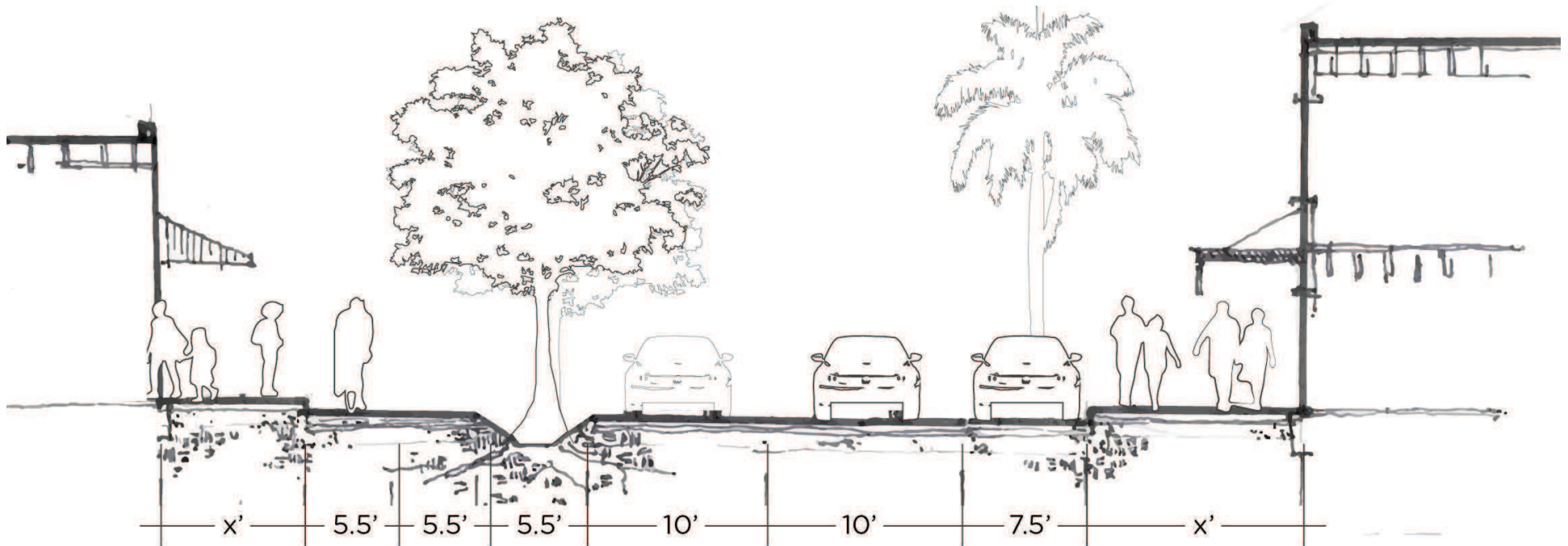
PROPOSED STREET SECTION: NORTH & SOUTH NORWICH



EXISTING STREET SECTION: MIDDLE NORWICH



PROPOSED STREET SECTION: MIDDLE NORWICH



PROPOSED BIKE BOULEVARD: SHORT TERM



PROPOSED BIKE BOULEVARD: EXAMPLE



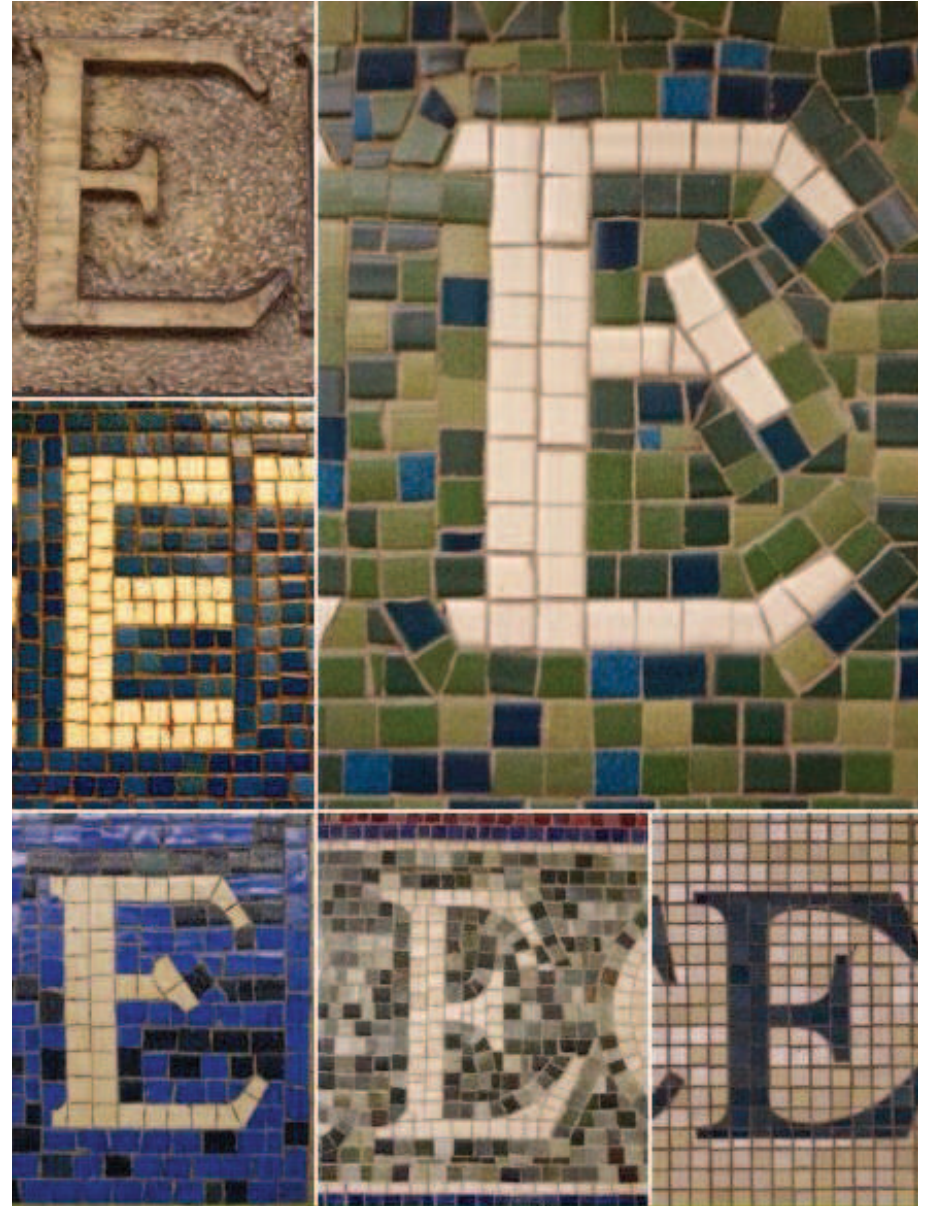
NORWICH BIKE BOULEVARD



NORWICH BIKE BOULEVARD SIGNAGE: EXAMPLES

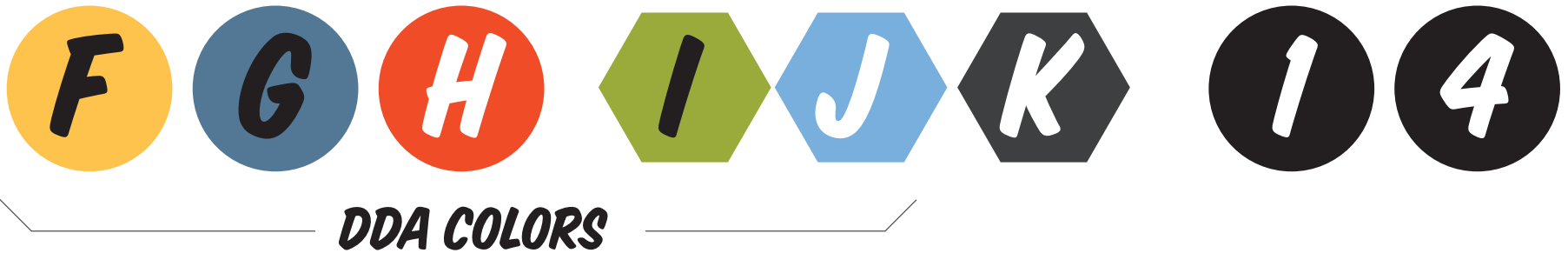


NORWICH BRANDING IDEAS

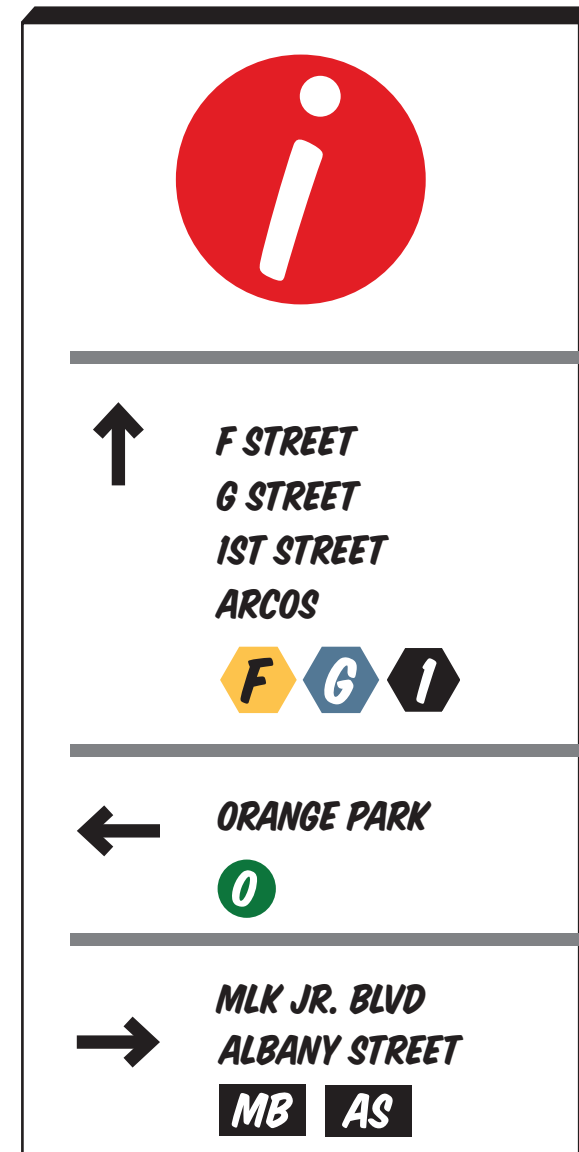


BRANDING IDEAS

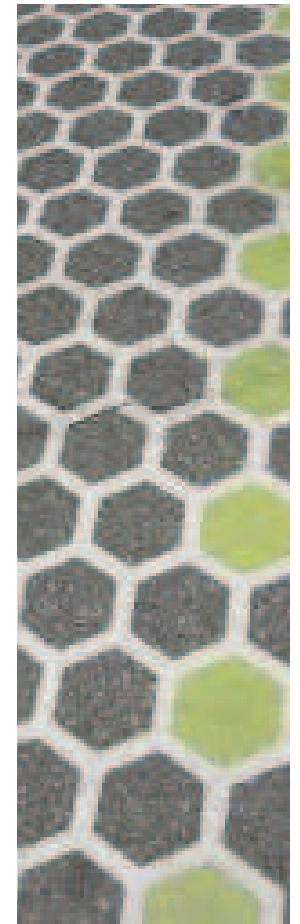
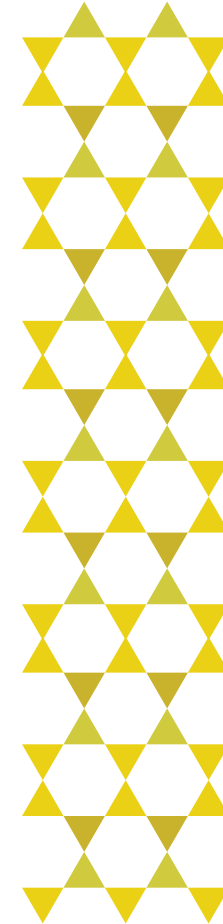
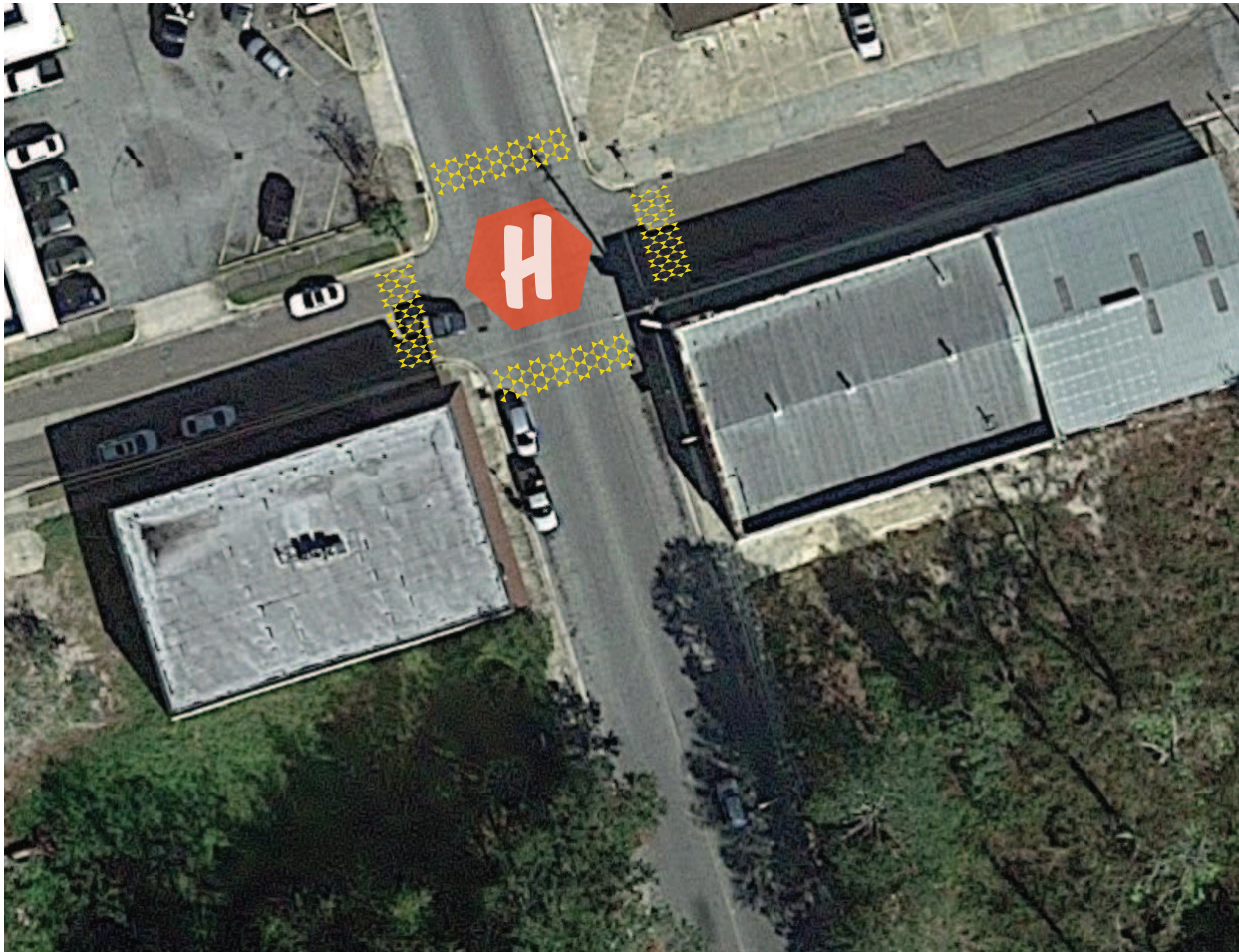
NORWICH STREETS



NORWICH BRANDING IDEAS



NORWICH BRANDING IDEAS



H STREET INTERSECTION



NORWICH BRANDING IDEAS

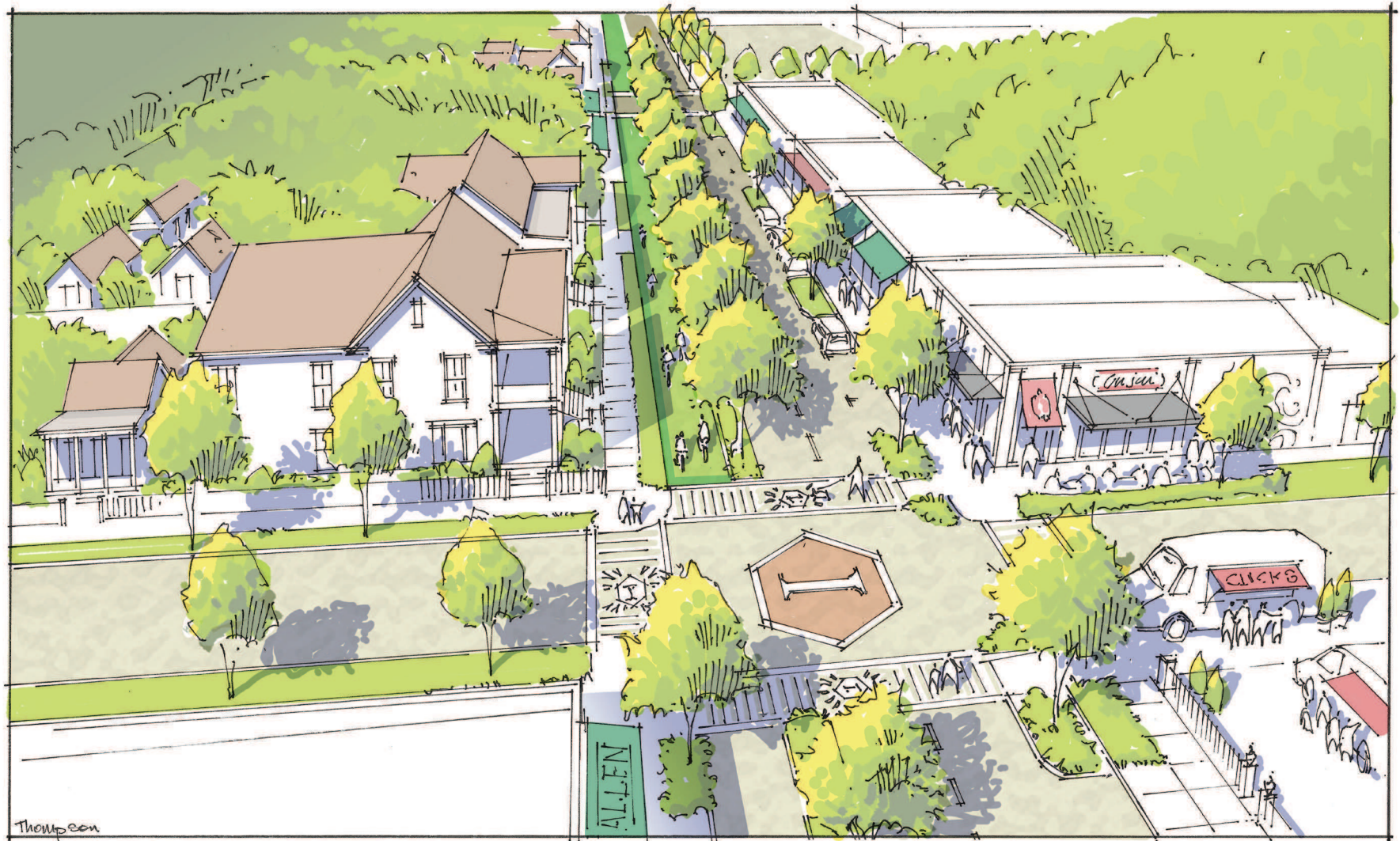


**KEY INTERSECTIONS: GLOUCESTER & NORWICH
OR TO CUE END OF MEDIAN STREET SECTIONS (F & 1ST)**

THE FUTURE IS BRIGHT!



NORWICH & I STREETS



PROPOSED STREETScape



NEXT STEPS





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