

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

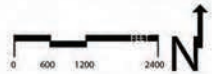
ECONOMY



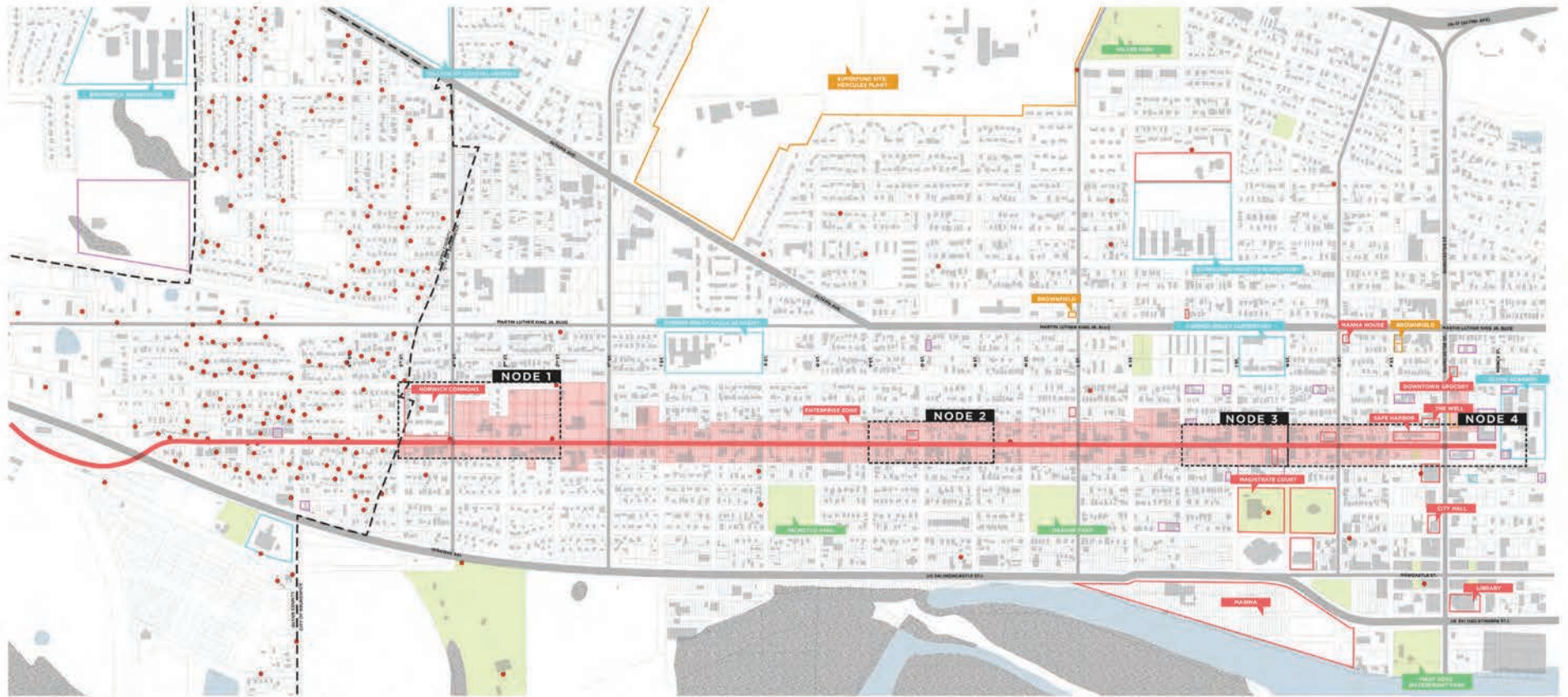
STUDY AREA



NORWICH CORRIDOR REVITALIZATION
MARCH 1ST - 4TH, 2018



STUDY AREA



NORWICH CORRIDOR REVITALIZATION
MARCH 1ST - 4TH 2018



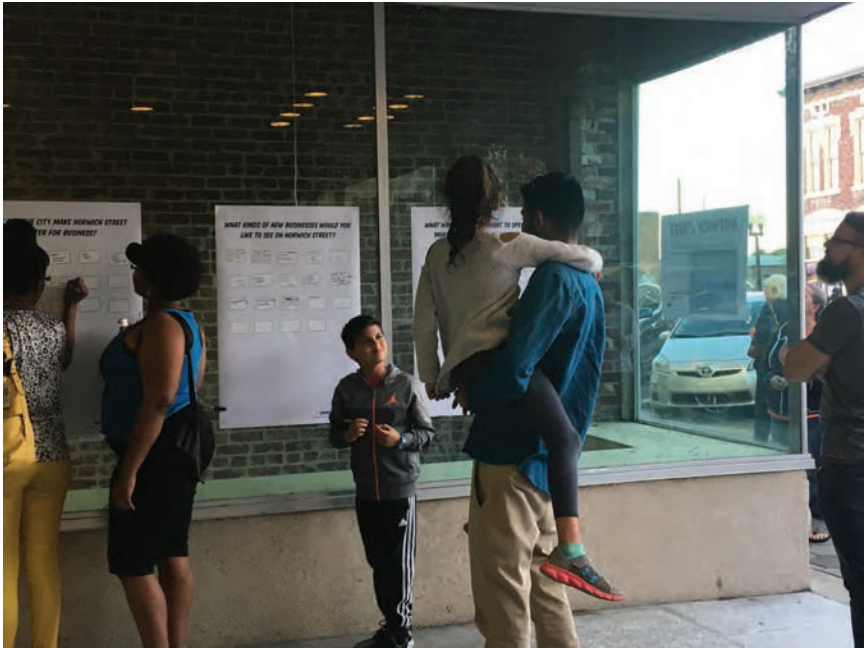
PROCESS

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)



HOW CAN THE CITY MAKE NORWICH STREET BETTER FOR BUSINESS?

TAKE CARE OF OLD WAREHOUSE BUILDINGS / GREENHOUSE

Provide places with street view

SAFETY - security of streets

TRUCK CARS

White Supper / Tractor Joes

TRUCKS AND TRUCKERS - some white mini bus - trucks

Median - medians or sides of building

More greenery / planters

Places where all businesses can come together and share resources

Clean up days / safety lighting

Better online presence

DIETARY UP FRESH

See a sign to work zone

Embrace Cultural Diversity

Better / safer to bike

Greenspace

URBAN PLANNING FOR 2022

or wishing well

JAIL HOUSES DETENTION PRISON RESTAURANT

Tractor Joes!!!

White local artists work

PLANT MORE ONE TREE

AI TECH / DATA CENTER

Eliminate a barrier to entry for AI / Robotics

A place for business to gather / community

WINE

IMPROVE PICKUP UP/DROFF

WIFI / LAN / POWER

ART / PUBLIC

Education of what an entrepreneur can do

SALADS ONLY CAFE

TRUCK SHUTTLES FROM SIDE PARK

HOT DOG STALL STAND

CONDOS IN THE OLD BUILDINGS

ENCOURAGE MORE ETHNIC RESTAURANTS

TRADER Joes

BRUNSWICK, GEORGIA
Norwich Street Corridor Revitalization

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

Provide care of A GOOD BUSINESS (clean/curb cut/curb cut/curb cut)

Business that adapt + cater to diversity of the location / community

Dunkers Doughnuts!

Can you get on the internet

COFFEE

✓ Grocery Store

Farmer's Market #1

Soda Shop / Deli

Whole Foods / Tractor Joes

CAR WASH (to add to existing auto repair shops etc)

Negroni

Expanded early / competitive

A Juice Bar / a Bakery

mini shop

Place to spend time with kids / play space

Dunkers donuts

Place for work later hours

COFFEE / SMOOTHIE / ETHNIC RESTAURANT

Develop "community" food market / landscaping / restaurants / bars

Variety of businesses in a building / restaurant / bookstore / bar

More family friendly / stationary

NAIL SALONS

More Restaurants

Ali

Tractor Joes!!!

College of Capital GA

NAIL / HAIR / BEAUTY

Businesses that cater to the local community

Good shops / restaurants / antique / collectibles

More Restaurants to choose from / family friendly

More shops / more ethnic / restaurants / bars

Like's Point

Deli

Market

TRUCK MARKET

clothing stores / more shops!

BRUNSWICK, GEORGIA
Norwich Street Corridor Revitalization

WHAT WOULD MAKE YOU WANT TO SPEND MORE TIME ON NORWICH STREET?

GREEN SPACES

more green space

White Supper and Tractor Joes

Green space / community events / highlight the diversity in town

More artist friendly

TRADER Joes

TRUCK MARKET

Consider shops / restaurants / shops / more diverse community

WIFI

Pocket Parks

Whole Foods / specialty shops

More food / garden space

MORE TACOS!

Arabic / better / skilled / food

BRIGHTER LIGHTS

Have a Tech Center

CO-OP garden plots

TRACTOR Joes

A CAT SHOW / Petal / dog show

A nice dog park

Coffee Shops

Become like Asheville

Women's Apparel

Learn up existing lots / more lighting

More public gathering / on the streets

More things to do / more things to do / more things to do

SLEEPING FOOD / ENTREPRENEUR

more live music

Tractor Joes / cat show / a bar

Like Church St / Burlington, VT

Put a beauty salon

Blue Line / Am CC / to Glaxco

FAST FOOD / NEW FOOD / BAR

Cool shops / restaurants / antique / collectibles / art / markets

A Nail Salon

Have fun / like / good / more fun

Art / shop / to parks

more fun / like / good / more fun

SAW

Coffee Shop / Gift Shop / Local Market

More shops / more shops

Community Supports

BRUNSWICK, GEORGIA
Norwich Street Corridor Revitalization

First Friday feedback



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)

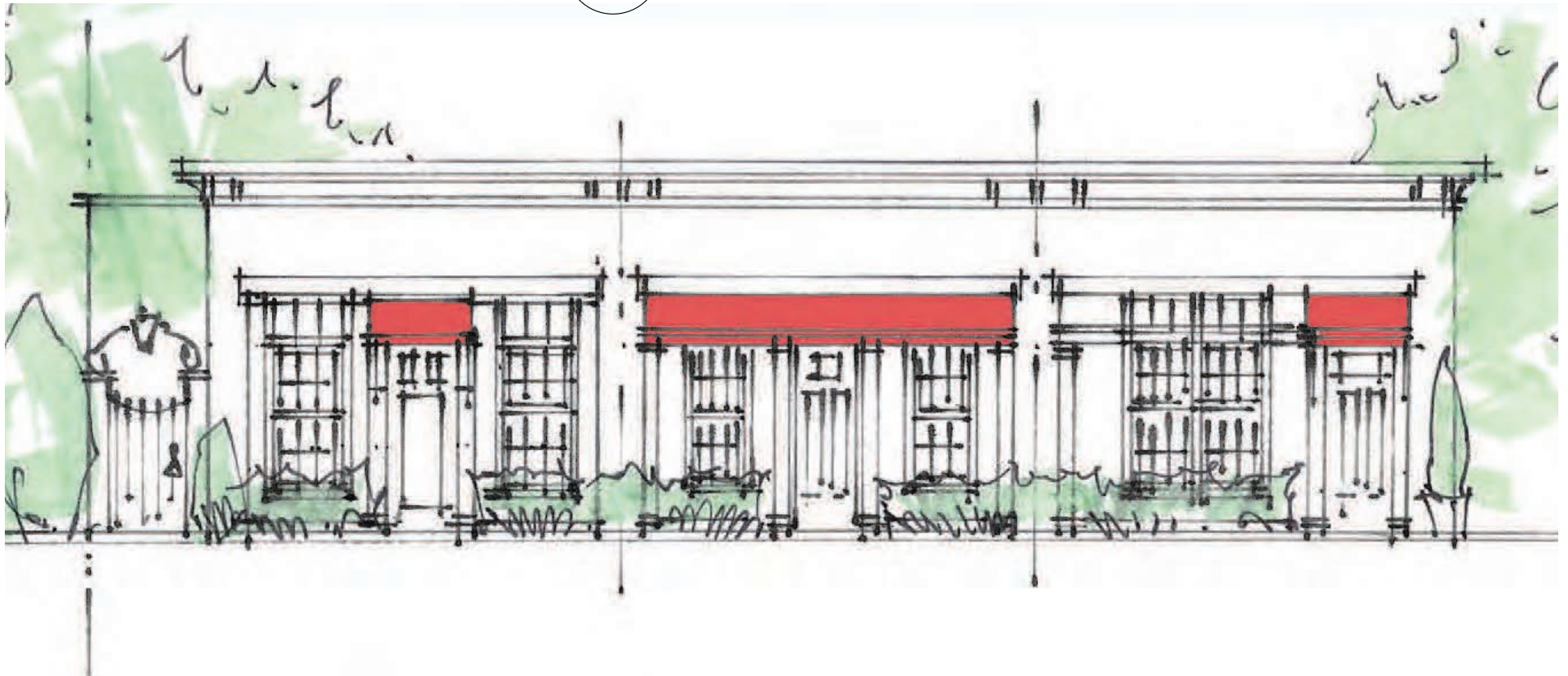
COMMERCIAL REUSE: OPPORTUNITIES



3

EXISTING ELEVATION

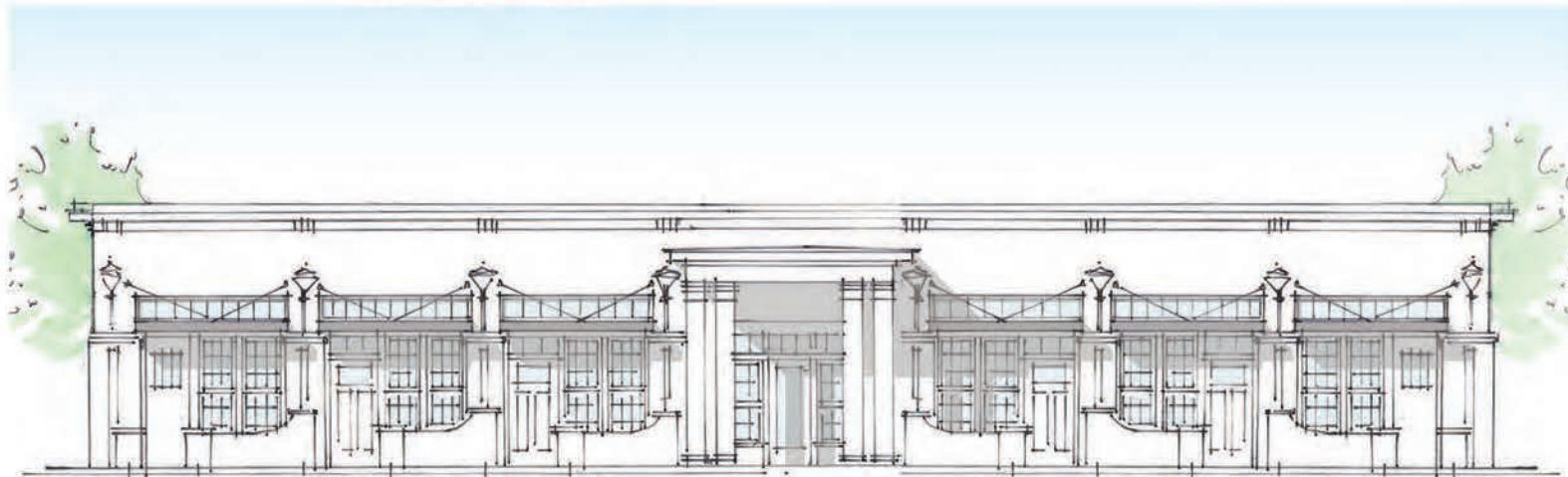
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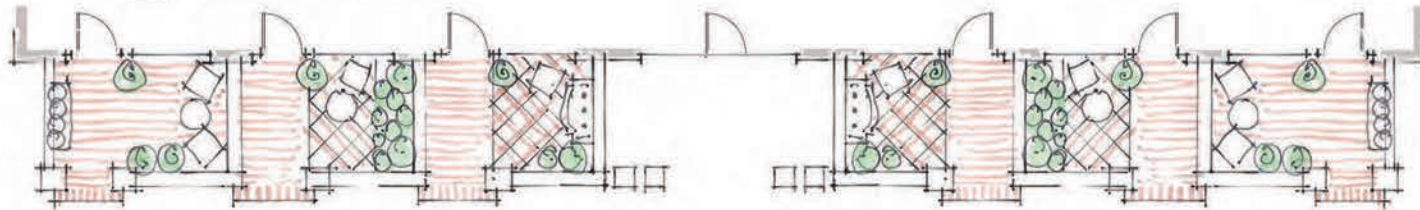
COMMERCIAL REUSE: OPPORTUNITIES



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

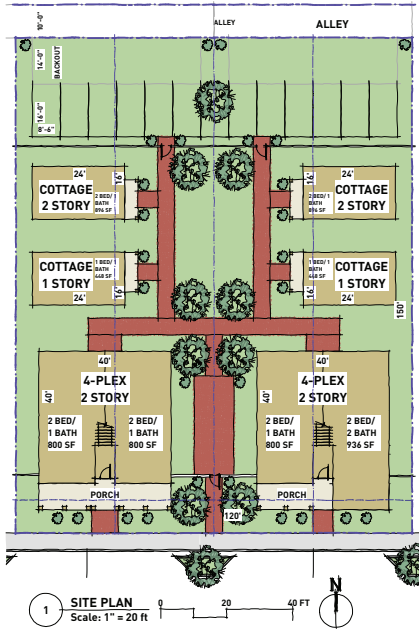


2 **CONCEPT ELEVATION**
Scale: 1" = 10 ft

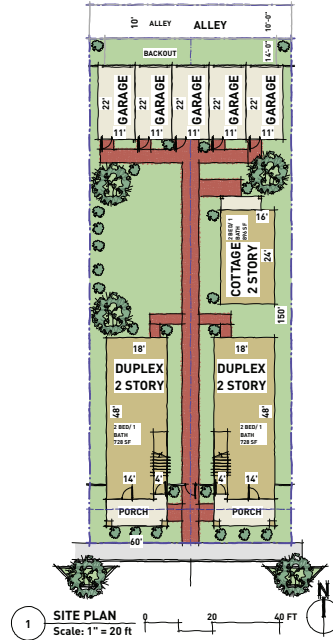


3 **CONCEPT STOOP PLAN**
Scale: 1" = 10 ft

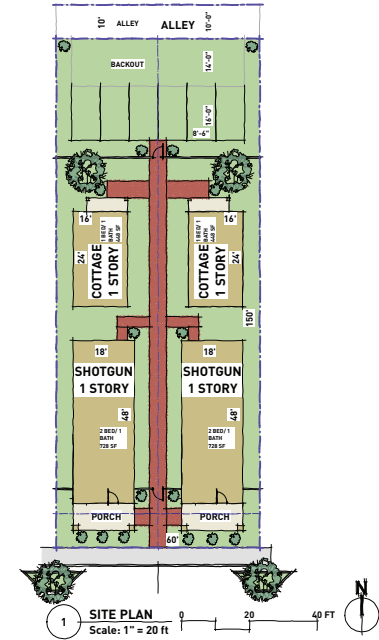
RESIDENTIAL INFILL: OPPORTUNITIES



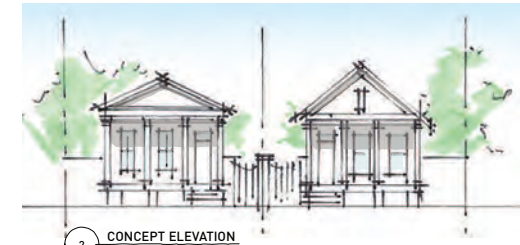
LOT SIZE: 18,000 SF
 TOTAL COND SF: 9,400 SF
 # UNITS: 12
 FAR: 0.522
 LOT SF/UNIT: 1,500
 PARKING PROV'D: 12 (+4 ON STREET)
 LOT COVERAGE: 60%
 ALL SURFACES IMPERVIOUS
 4-PLEX IBC
 COTTAGES IRC



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



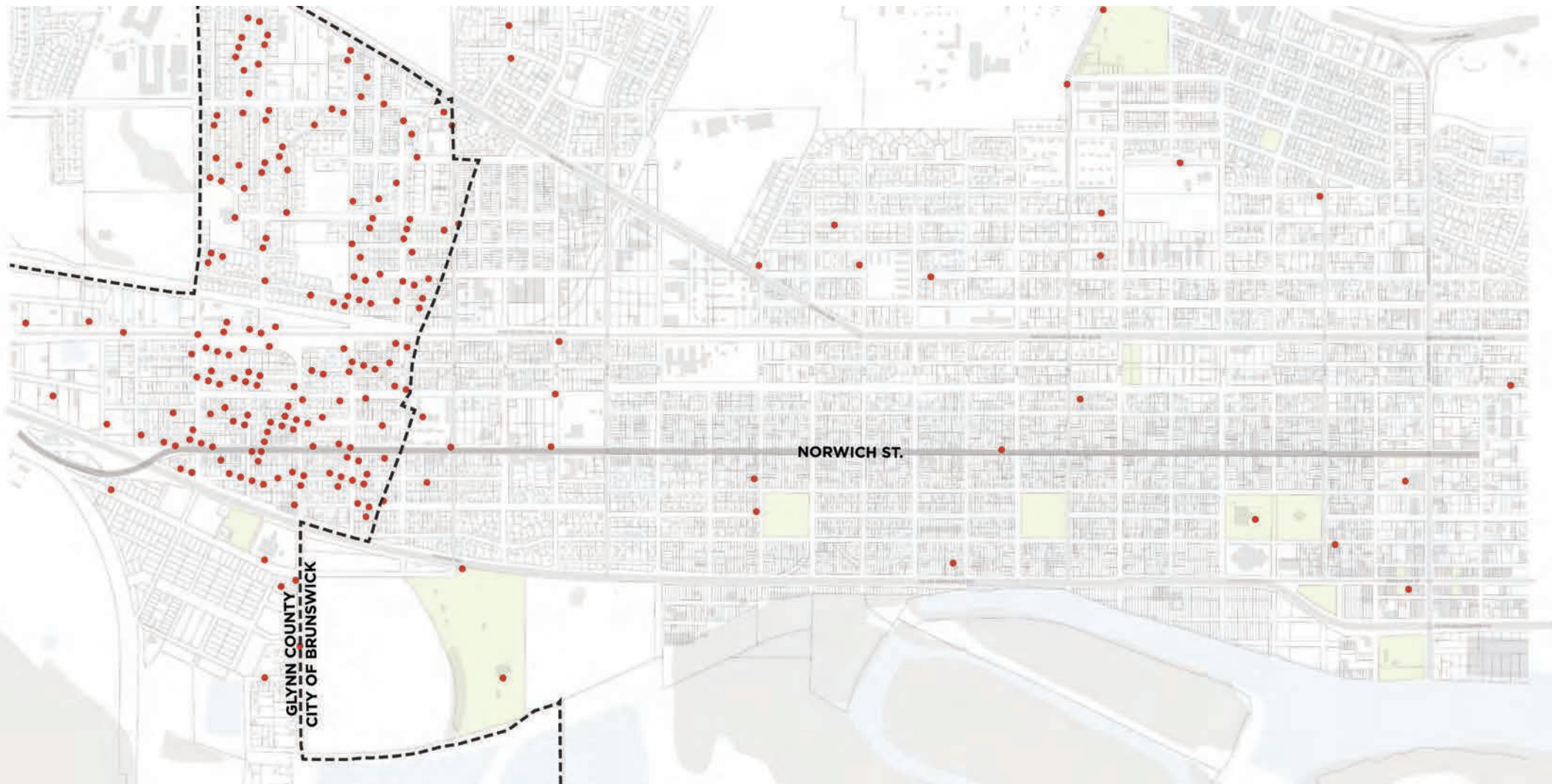
LOT SIZE: 9,000 SF
 TOTAL COND SF: 3,248 SF
 # UNITS: 4
 FAR: 0.361
 LOT SF/UNIT: 2,250
 PARKING PROV'D: 6 (+2 ON STREET)
 LOT COVERAGE: 59%
 ALL SURFACES IMPERVIOUS
 ALL UNITS IRC



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



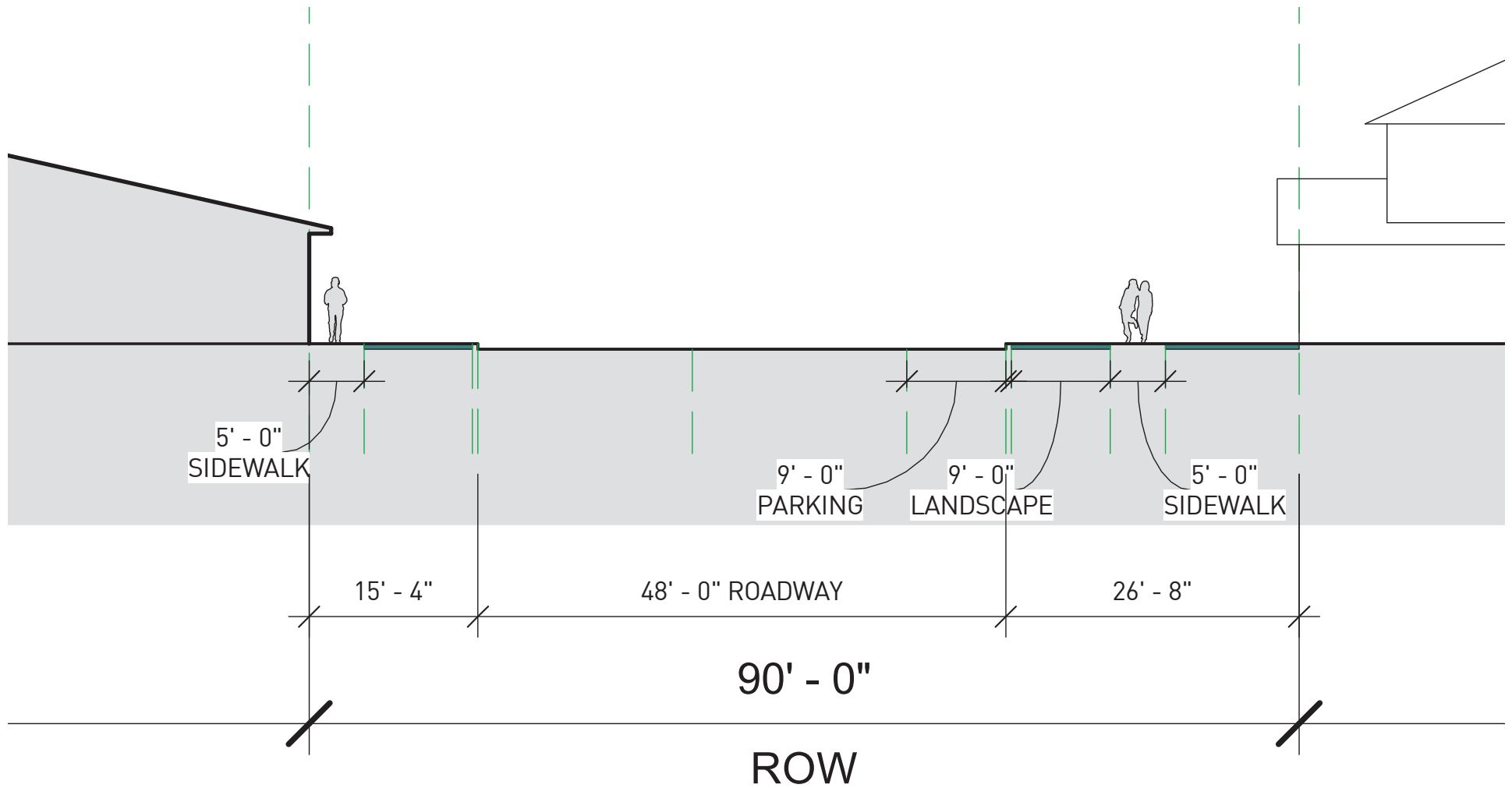
LACK OF PEDESTRIAN / BICYCLE INFRASTRUCTURE



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**

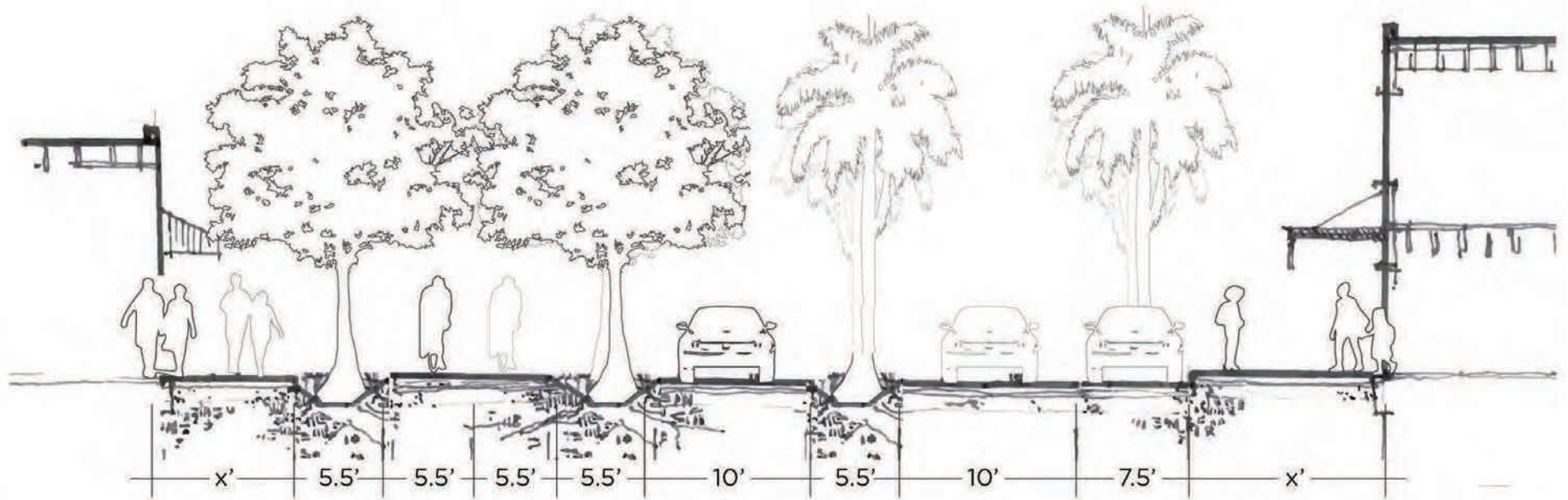
EXISTING STREET SECTION: NORTH & SOUTH NORWICH



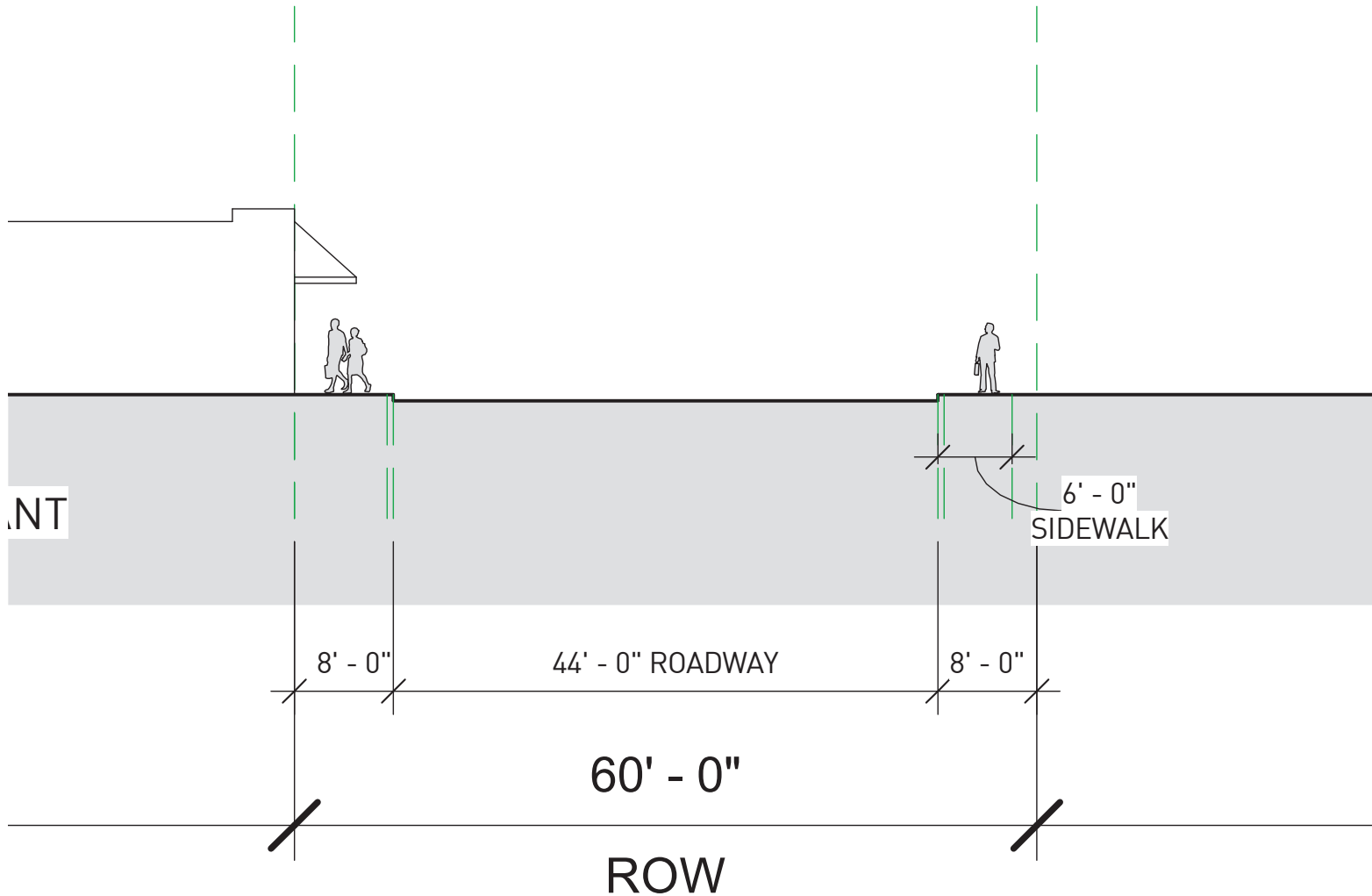
PROPOSED STREET SECTION: NORTH & SOUTH NORWICH



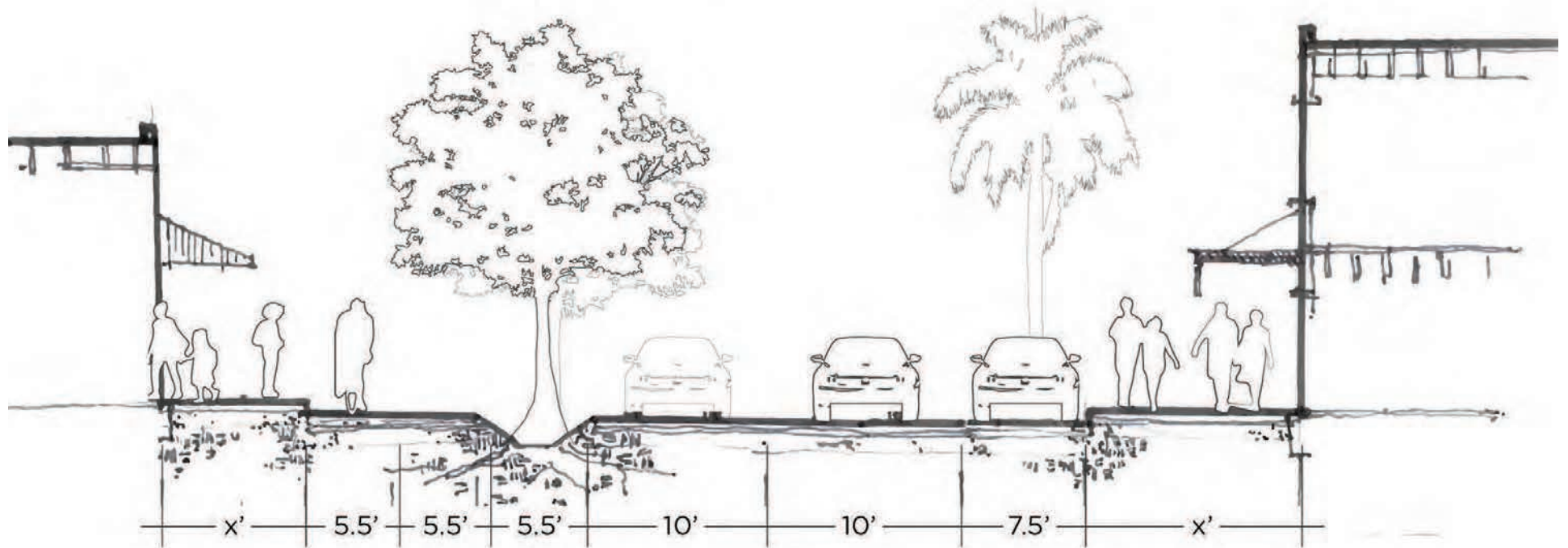
PROPOSED STREET SECTION: NORTH & SOUTH NORWICH



EXISTING STREET SECTION: MIDDLE NORWICH



PROPOSED STREET SECTION: MIDDLE NORWICH



PROPOSED BIKE BOULEVARD: SHORT TERM



PROPOSED BIKE BOULEVARD: EXAMPLE



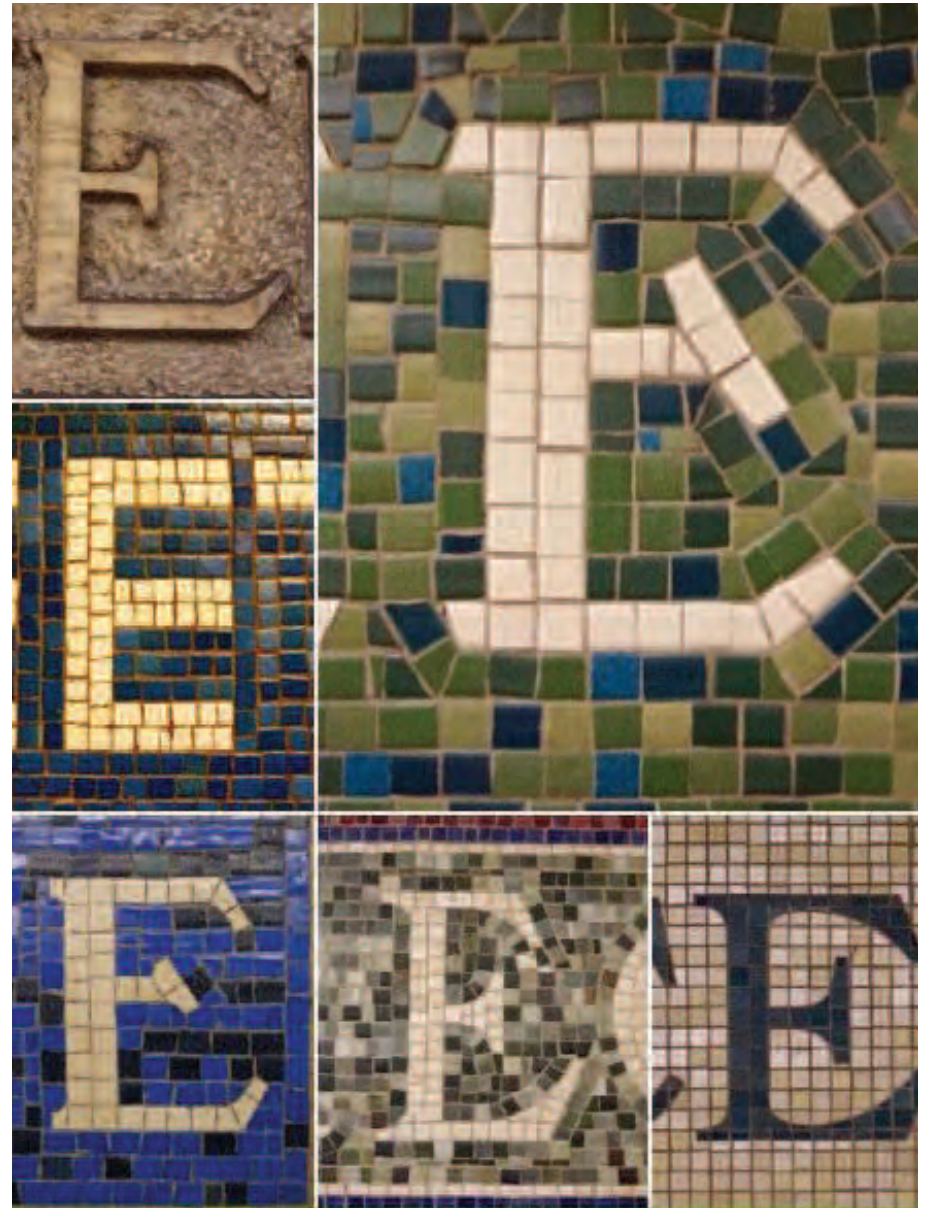
NORWICH BIKE BOULEVARD



NORWICH BIKE BOULEVARD SIGNAGE: EXAMPLES



NORWICH BRANDING IDEAS



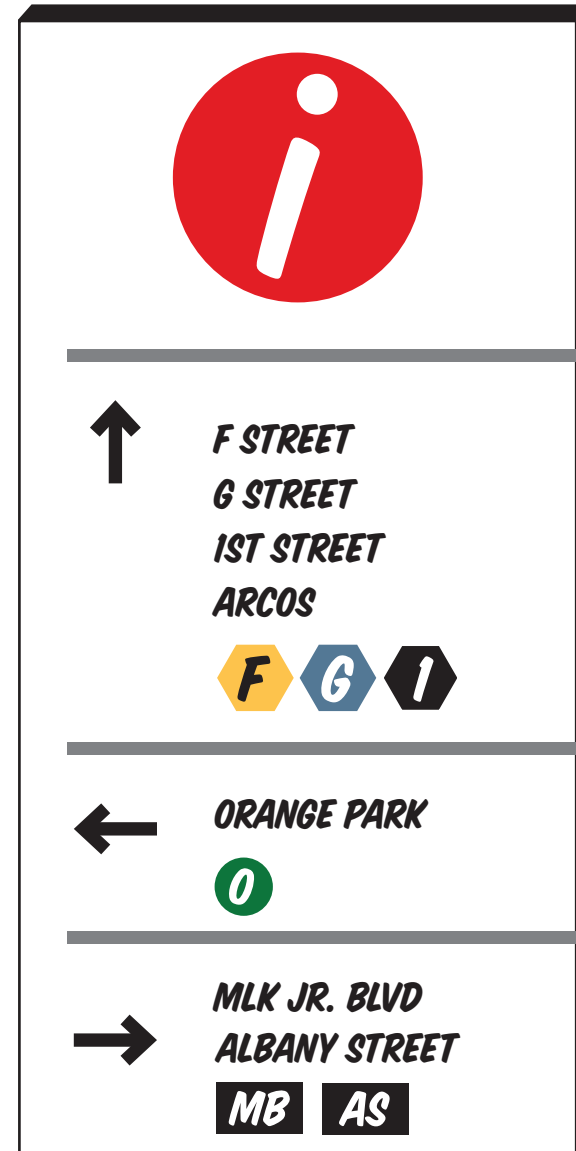
BRANDING IDEAS

NORWICH STREETS

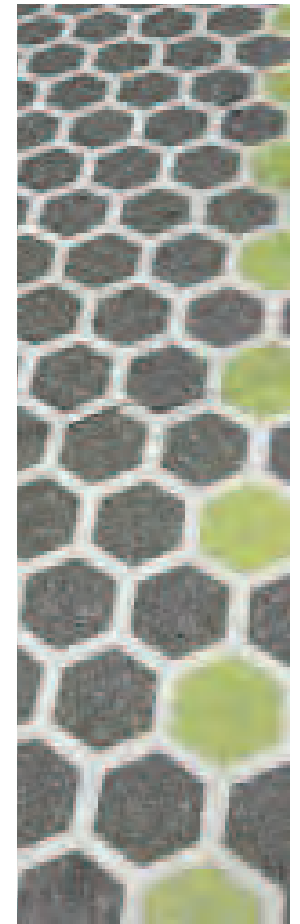
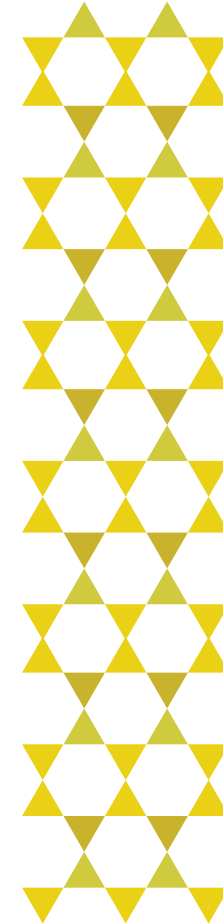
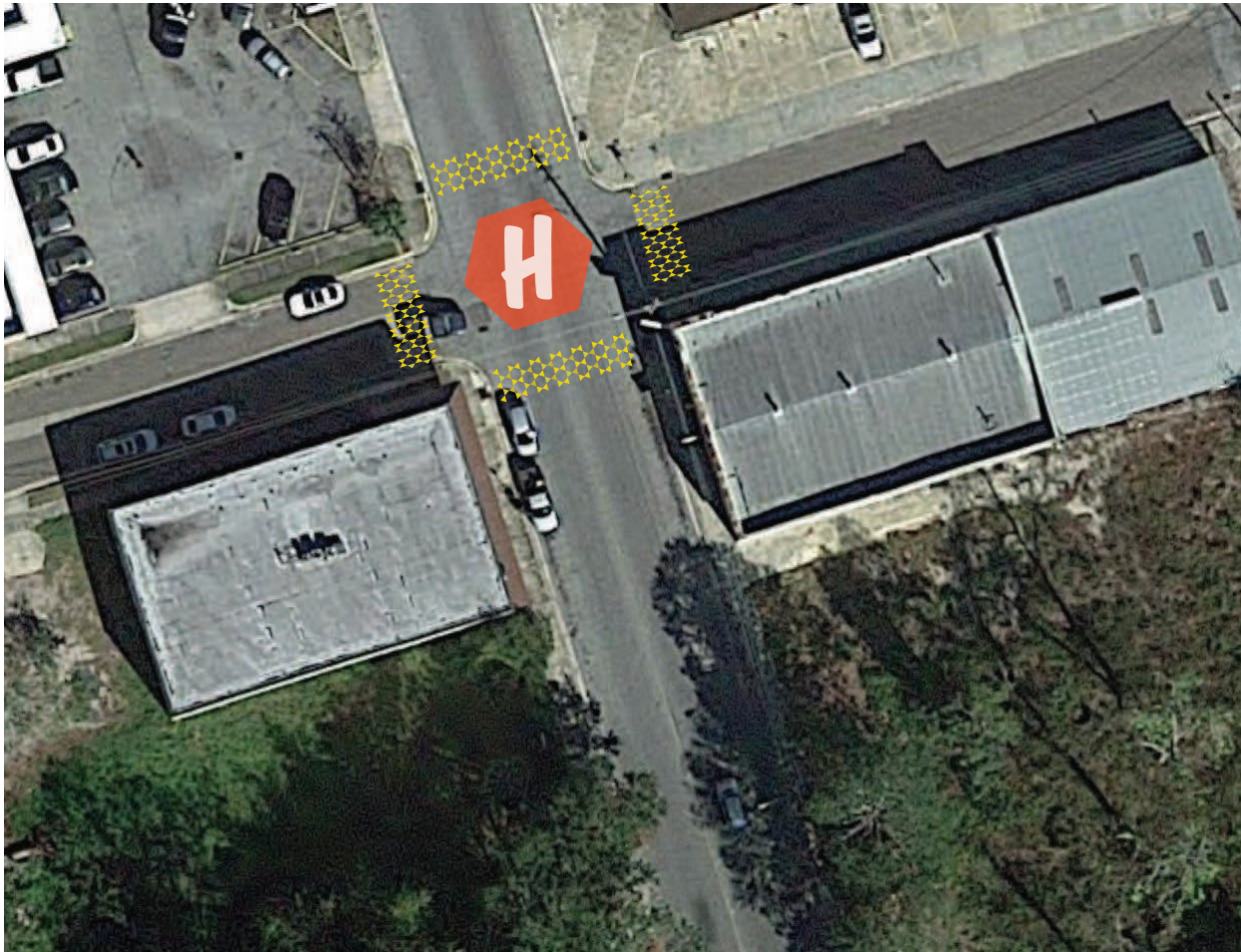


DDA COLORS

NORWICH BRANDING IDEAS



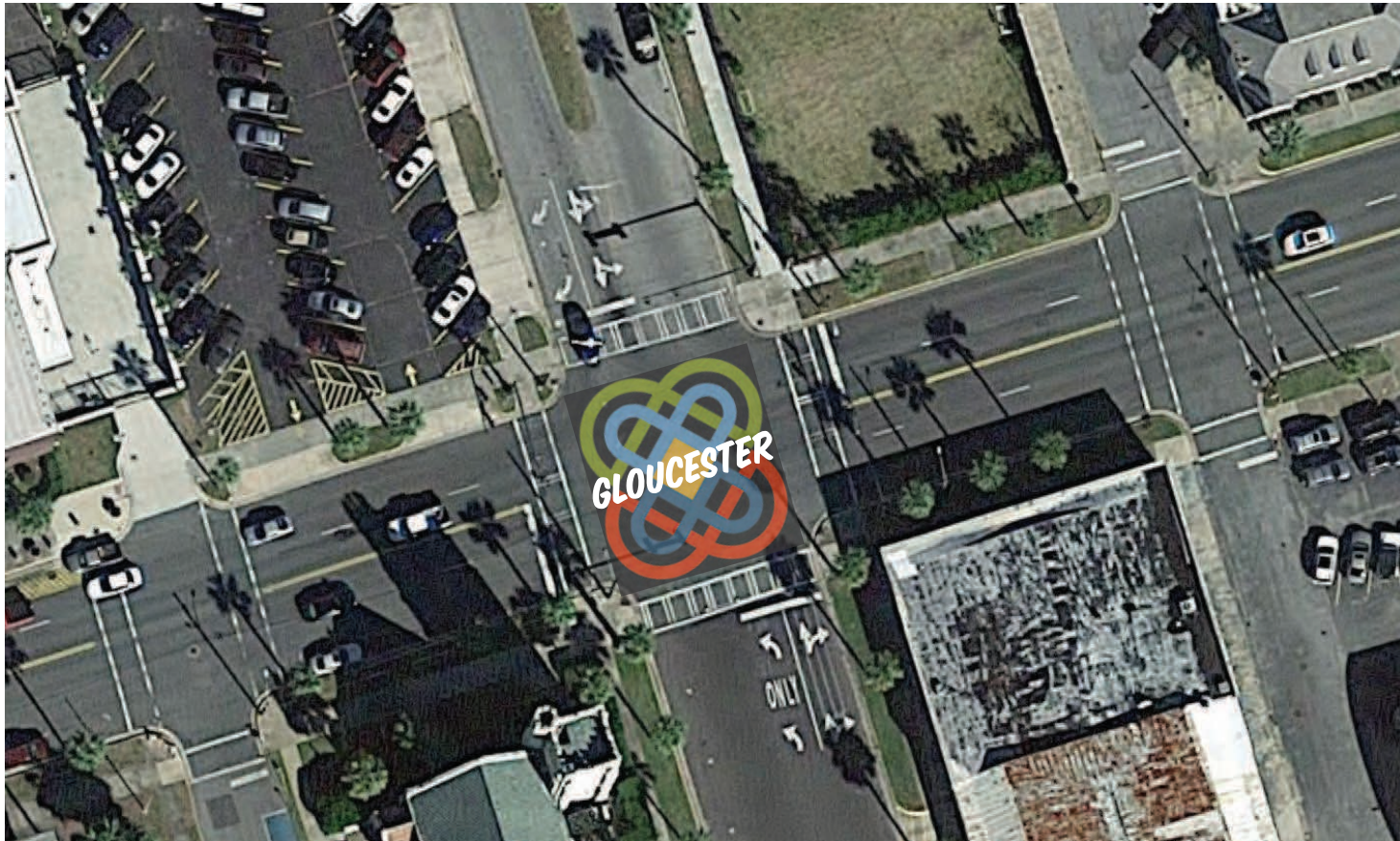
NORWICH BRANDING IDEAS



H STREET INTERSECTION



NORWICH BRANDING IDEAS

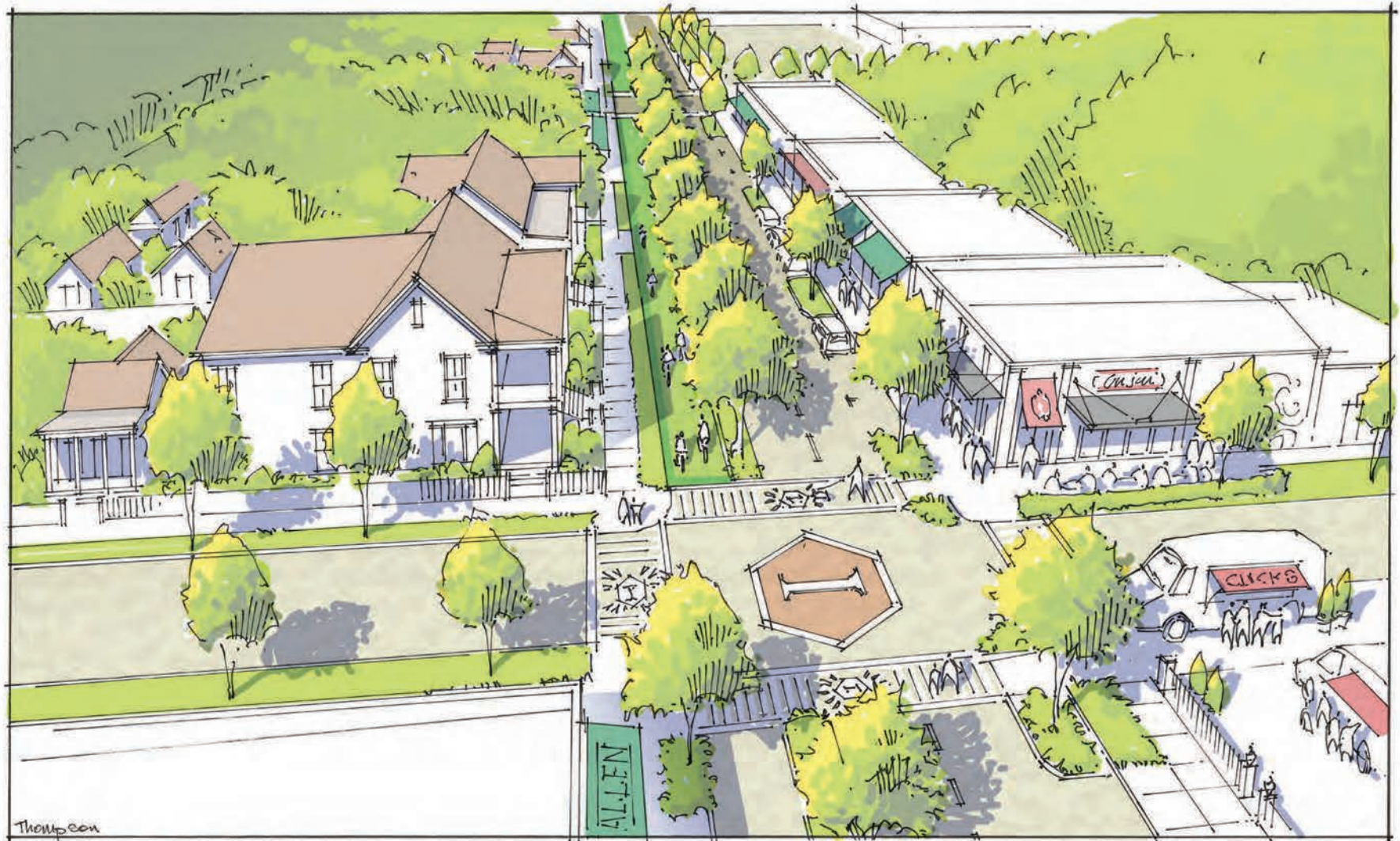


KEY INTERSECTIONS: GLOUCESTER & NORWICH
OR TO CUE END OF MEDIAN STREET SECTIONS (F & 1ST)

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