



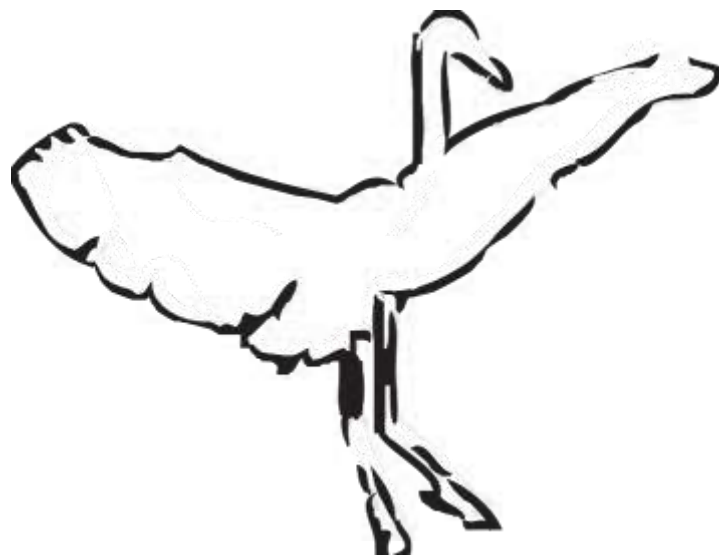
**Altama Community Transformation District**  
Corridor Plan | Adopted January 30, 2012  
Amended May 16, 2018

Prepared for the Brunswick-Glynn County Archway Partnership

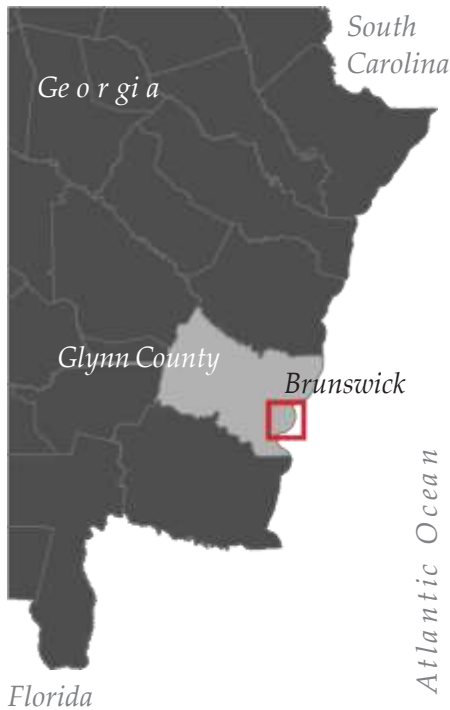
## ACT District Vision

*The ACT District is a welcoming, desirable destination to live, work, and play with a unique sense of place that is recognized as a clean, safe, stable, walkable, bikeable, and affordable community, with abundant greenspace and parks. The ACT District has a diversity of residents with renewed and modern commercial, health, and education facilities, providing employment, shopping, and entertainment opportunities.*

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**introduction:** *(n) a preliminary presentation of general ideas and information, serving as an overview of more specific information to follow.*



## Background

The Brunswick-Glynn County Archway Partnership identified Planning for Growth as one of the community's top priorities. As a result, the Growth Task Force (GTF) was created to address growth issues and explore redevelopment opportunities across the community.

One area of the community identified by the GTF as ripe for revitalization is a 1,600 acre region along Altama Avenue referenced in this plan as the Altama Community Transformation (ACT) District. The main campuses for the College of Coastal Georgia, the Southeast Georgia Health System, the site for the new Brunswick High School, multiple neighborhoods, and commercial and industrial establishments are located within the ACT District. The prospects for future population growth, the expansion plans of the College, the Southeast Georgia Health System, and Glynn County Board of Education, as well as the interests of business and property owners for a vibrant, thriving community underpin the need to revitalize this area of Brunswick.

During the Fall of 2010, a group of University of Georgia (UGA) Public Service and Outreach (PSO) faculty met with the GTF to discuss how UGA might contribute to the efforts

to revitalize the ACT. As a result of those conversations, UGA proposed a phased approach to creating a design plan for the ACT District. Given the size and diverse character of the District, a phased approach ensures that the overall design aligns with the unique and desirable attributes of the different character areas within the ACT. This Phase 1 plan is focused along the Altama Avenue Corridor, and while the design plan is specific to this corridor and its surroundings, the public engagement information and resulting design concepts can be transferred to the remainder of the District as appropriate.

## Project Purpose and Focus

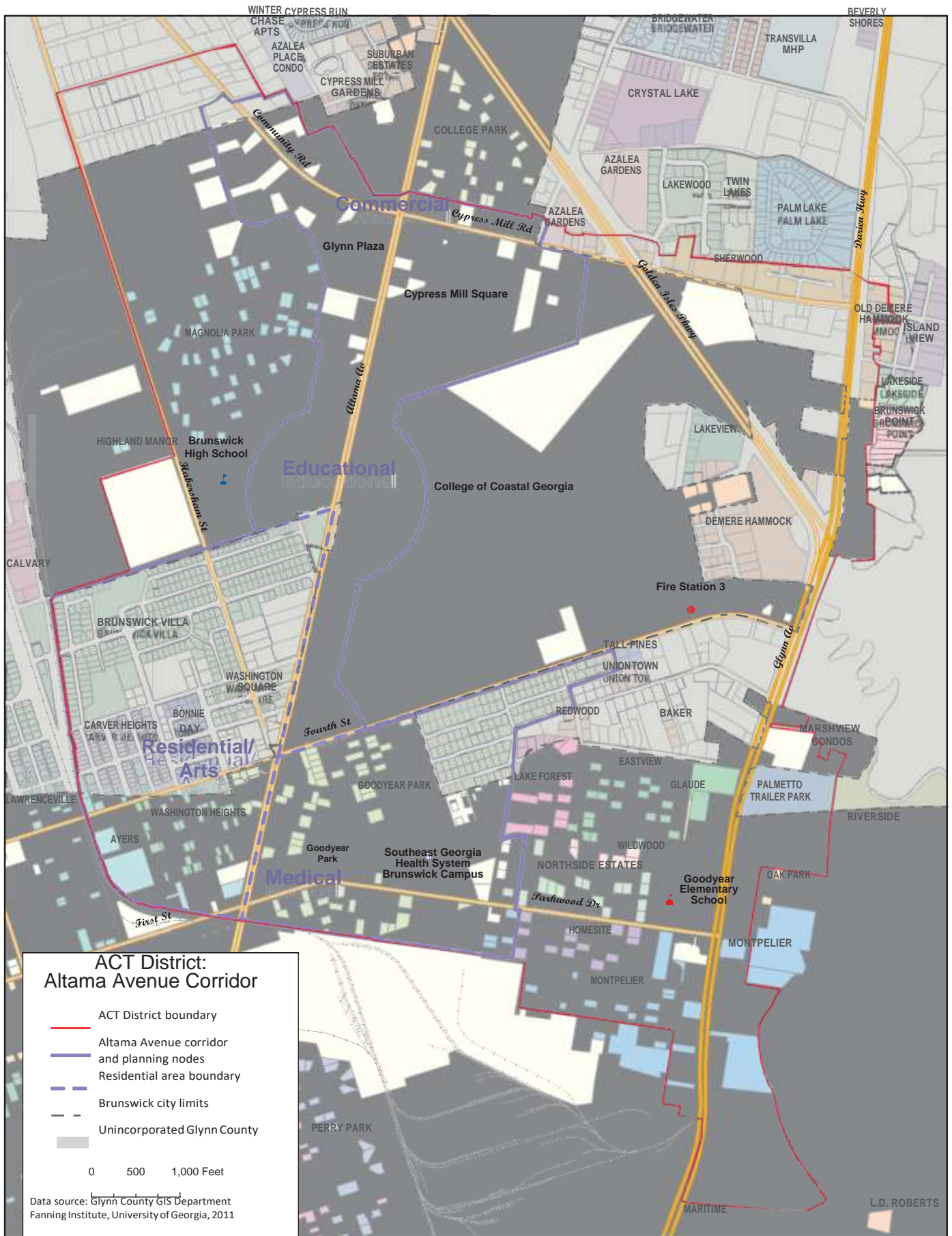
The purpose of Phase 1 was to assist a diverse committee of stakeholders including members of the GTF and ACT District stakeholders (residents, local business owners, representatives of key institutions, etc.) as they created a design for the Altama Avenue Corridor and an implementation plan outlining the strategies and actions necessary to implement the design. Research and analysis of previous planning efforts was conducted as well as extensive stakeholder input and engagement to best inform the development of the corridor design and implementation plan.

In recognition of the value of building broad-based support for the project, customized education and training programs for elected officials and key ACT stakeholders regarding funding options were developed and delivered during the planning project. The Carl Vinson Institute of Government will serve as a resource to assist with updating land use and development ordinances to encourage redevelopment.

The focus of the project is outlined below. It addresses the goals and objectives of the Growth Task Force as represented in the Executive Summary of the ACT District whitepaper dated August 9, 2010.

The plan focuses on:

1. Corridor Design addressing:
  - a. Zoning and land use issues;
  - b. Streetscape including street trees, lighting, sense of entry, way-finding signage, sidewalks, and pedestrian crossings;





- c. Architectural building design concepts and sample standards (materials, styles, heights, fenestration, etc.);
  - d. Historic preservation (no commercial or residential properties of historic significance found in Phase 1 area);
  - e. Greenspace and recreation;
  - f. Infill construction (residential and commercial);
  - g. Right-of-way design and use (lane layout, access and traffic design, control and calming alternatives); and
  - h. Alternative transportation including pedestrian accessibility and safety, transit, and bicycles.
2. Housing:
    - a. Uses; single family; and/or multi-family; and
    - b. Condition issues and solutions.
  3. Economic Development:
    - a. Redevelopment opportunities; and
    - b. Businesses best suited for the corridor given traffic flow, College and Southeast Georgia Health System growth, new Brunswick High School campus, and residential areas.

### Project Area

This Phase 1 plan takes into account the ACT District as a whole, but the primary project area is the Altama Avenue right-of-way corridor from the intersection with Community Road to the north to the intersection with Parkwood Drive to the south. To develop design concepts that can be transferable to the remainder of the District, Phase 1 also includes planning and design for the diverse areas along and adjacent to the Altama Avenue right-of-way. The project area includes sub-area planning nodes that have separate and distinct characters and need planning focused on the specific nodes of the plan. These are shown on the map (See p. 6) and include a commercial redevelopment node around the intersection of Altama Avenue and Community Road; an Education node centered on the intersection of the entrances to the new Brunswick High School and the College of Coastal Georgia; a Residential/Arts node at the intersection of Altama and Fourth; and finally a node at the intersection of Altama at Fourth and Parkwood focused on the Southeast Georgia Health System and surrounding neighborhoods.

### Project Components *(See Plan Process, p.8)*

The ACT planning process consisted of three primary parts:

1. **Research and Analysis:** To provide the appropriate background information, the UGA team researched and analyzed existing plans impacting the ACT District. The team also conducted an examination of existing housing types and styles as well as condition. Research on environmental constraints and an analysis of the current business climate was done to ensure that the corridor design plan was based on the actual conditions and needs found in the District.
2. **Public Input and Stakeholder Engagement:** These were critical elements to the overall plan for the corridor. The UGA team worked extensively with stakeholders from the corridor and gathered input from the Archway Executive Committee, the Growth Task Force, and community members in multiple ways including: personal interviews, focus groups, a town hall meeting, and informal conversations with corridor users.
3. **Design and Implementation Plan Development:** The UGA team worked with the Archway Executive Committee, the Growth Task Force, and the Design Steering Committee to develop the final elements of the plan which are contained in this report.

# ALTAMA COMMUNITY TRANSFORMATION DISTRICT DESIGN PLAN PROCESS (PHASE ONE)

## Steering Committee Formation

Steering Committee Formation → Kick-Off Meeting → Agenda Setting

Weeks 1-5

## Research & Analysis

Review of Other Planning Efforts & Development Ordinances  
 Housing Assessment  
 Assessment of Built Environment  
 Economic Analysis

Weeks 1-12

## Public Input & Stakeholder Engagement

4 Stakeholder Interviews → Focus Groups → 4 Town Hall Meetings  
 Partial Public Surveys  
 Electronic Survey  
 Vision Preference Survey

Weeks 6-8

## Deliverables

Final Design Plan  
 Conceptual Design Elements and Drawings  
 (Customized Training Program)

Weeks 12-16

## Design & Implementation Development Plan

Steering Committee  
 Design & Development Model  
 Archway Executive Committee  
 and Growth Task Force Review

Weeks 9-13



Archway Growth



## Commercial Node

- a. Commercial redevelopment including mall area;
- b. Residential and multi-use development; and
- c. Transportation issues including traffic flow, pedestrian accessibility, and alternative forms of transportation including transit and bicycles.

## Education Node

- a. Relationship of the College and Brunswick High School entrances and their impact on the overall corridor, including the safe movement of pedestrians;
- b. Commercial redevelopment;
- c. School construction plans related to access to the corridor for both the College and Brunswick High School; and
- d. Transportation issues including traffic flow, pedestrian accessibility, and alternative forms of transportation including transit and bicycles.

## Residential/Arts Node

- a. Relationship of the College and the new performing arts center to Altama and Fourth Street;
- b. Commercial redevelopment;
- c. Residential neighborhoods;
- d. Transportation issues including traffic flow, pedestrian accessibility, and alternative forms of transportation including transit and bicycles; and
- e. Potential for residential development.

## Medical Node

- a. Residential neighborhoods;
- b. Transportation issues including traffic flow, pedestrian accessibility, and alternative forms of transportation including transit and bicycles; and
- c. Emergency vehicle accessibility.



**vision:** *(n) a vivid conception or anticipation of what is to come.*

# ACT District Vision & Priorities

The vision of the future for the ACT District and the priorities and implementation strategies found in this chapter were established by the ACT Design Steering Committee based on their review of the information from the research, stakeholder engagement, and public input conducted during the six month planning process.

## ACT District Vision

*The ACT District is a welcoming, desirable destination to live, work, and play with a unique sense of place that is recognized as a clean, safe, stable, walkable, bikeable, and affordable community, with abundant greenspace and parks. The ACT District has a diversity of residents with renewed and modern commercial, health, and educational facilities, providing employment, shopping, and entertainment opportunities.*

## ACT District Priorities and Implementation Strategies

The ACT Design Steering Committee identified the following strategies at their planning session in July 2011. At that session, the Committee reviewed the research, stakeholder engagement, and public input and identified these implementation priorities. They are in order of significance as determined by the Committee.

1. Construct bike lanes; plant landscaping and street trees; repair and connect sidewalks; and install way finding signage and lighting along the Altama Corridor. Identify which of the three right-of-way configurations is most desired, recognizing that this may be a combination with different concepts implemented along different sections of the Altama Corridor.
  - a. Responsible Party:
    - i. GTF and Archway Executive Committee work with city and county officials and citizens to recommend right-of-way concepts; and
    - ii. City and County responsible for funding and construction.
  - b. Timetable for Implementation:
    - i. Contingent upon when funding is available and action by government authorities; and
    - ii. Project timetable is estimated at 510 days (see pre-engineering report in Appendix C) including all fieldwork, engineering, and construction.
2. Publicize current “approved” plan for intersection of new Brunswick High School and the College.
  - a. Responsible Party: City, Board of Education, and College of Coastal Georgia.
  - b. Timetable for Implementation: As soon as possible.
  - c. Budget: Minimal, to conduct public input, but additional funds may be needed for any redesign based on the public input.
  - d. Partners: City, Board of Education, College of Coastal Georgia, GTF, and Archway Executive Committee.
  - e. Obstacles:
    - i. Lack of public knowledge of intersection plans;
    - ii. Design may conflict with ACT design plan; and
    - iii. How does a different design affect the approved plan?
3. Construct new College of Coastal Georgia and Brunswick High School intersection.
  - a. Responsible Party:
    - i. City: Median and traffic light;
    - ii. Board of Education;
    - iii. College of Coastal Georgia; and
    - iv. College Place Methodist Church.
  - b. Timetable for Implementation: Coordinate with construction and opening of new Brunswick High School.
  - c. Budget: Funding sources:
    - i. Board of Education;
    - ii. College of Coastal Georgia; and
    - iii. City.
- c. Budget: Dependent on which of the three right-of-way configuration options is selected. The pre-engineering report that is included in Appendix C shows itemized elements and pricing of each option. The following are estimates and will change based on final engineering and construction plans:
  - i. Option A (only bike lane striping) - \$170,000;
  - ii. Option A-1 (bike lane striping, sidewalks, lighting, street trees, and site furnishings) - \$2,900,000;
  - iii. Option B - \$3,200,000; and
  - iv. Option C - \$5,140,000.
- d. Partners: City and County governing authorities including grant writers, planners, and engineers; and
- e. Obstacles: Availability of funding.

## ACT District Vision & Priorities

- d. Partners: Board of Education, College of Coastal Georgia, and City
  - e. Obstacles:
    - i. Coordinating funding;
    - ii. Economic stress; and
    - iii. Congruency with bike lane and other improvements in the ACT District Plan.
4. Research and implement Financial and Zoning Incentives to refurbish and reinvest in commercial properties.
- a. Responsible Party: UGA partners, City, County, and GTF.
  - b. Timetable for Implementation: To Be Determined.
  - c. Budget: Funding options:
    - i. City and County; and
    - ii. Brunswick and Glynn County Development Authority.
  - d. Partners: UGA, City, and County and their planners, Merchants, Development Authority, Chamber of Commerce, GTF, and Archway Executive Committee.
  - e. Obstacles: Funding for research study.
5. Form joint City-County task force to create zoning overlay for the Altama Corridor that includes permitted uses and architectural design standards for new development along the corridor.
- a. Responsible Party: City, County, and Coastal Regional Commission.
  - b. Timetable for Implementation:
    - i. Draft ordinance—6 to 9 months from start; and
    - ii. Adoption—12 months from start.
  - c. Budget: minimize necessity of additional funds by using city and county planning staff.
  - d. Partners: City, County, Archway, and other UGA partners.
  - e. Obstacles:
    - i. Push back from landowners; and
  - f. Perception that development standards may deter new business.
6. Conduct study to develop ways to increase access into and out of the ACT District.
- a. Responsible Party: City and County agree to develop Request for Proposals.
- b. Timetable for Implementation: Unknown at this time.
  - c. Budget: sources—B.A.T.S. (Brunswick Area Transportation Study), SPLOST, T-SPLOST, and other sources.
  - d. Partners: City, County, Southeast Georgia Health System, College of Coastal Georgia, area merchants, property owners, and residents.
  - e. Obstacles:
    - i. Funding; and
    - ii. Resistance from neighbors.



**recommendation:** *(n) a representation to induce acceptance or favor for a particular action, concept or idea.*

This chapter contains the recommendations from the UGA team focused on Land Use, Economic Development, and Housing. They were developed based on information gleaned from the research, stakeholder engagement, and public input elements of the ACT District planning process.

## Land Use and Zoning

Municipalities and counties are authorized to exercise planning and zoning powers under the state constitution and laws. Thus, only the Brunswick City Commission and the Glynn County Commission may enact changes to their zoning ordinances. State law establishes zoning procedures that must be followed to rezone any property. The Carl Vinson Institute of Government will provide technical assistance to update land use and zoning to help implement the plan.

Some of the proposed transportation design changes to Altama Avenue may not require zoning changes but any changes to requirements, such as lot size, building dimensions and materials, permitted uses of the property and density of occupancy, building setbacks from the street, sidewalks, curb removal or cuts, landscaping improvements and buffers, parking and loading restrictions, and signage, require amendment of the zoning code of the jurisdiction where the property is located. UGA, through the Vinson Institute, will work with the city and county to determine the specific zoning changes that may be needed to implement the proposed redevelopment of properties and streetscape along Altama Avenue. Because Altama Avenue is located within both the City of Brunswick and unincorporated Glynn County, it is recommended that the two governments adopt zoning classifications that are compatible and have similar requirements on comparable properties located within the ACT in order to support redevelopment of the Altama Avenue Corridor.

In order for the ACT District Corridor to redevelop in the future as a walkable area, with an identifiable character, the zoning regulations must be changed to achieve those results. Walkability has many characteristics: compact building, mixing of uses (commercial, residential, office, and institutional), sidewalks and pedestrian safety zones, street trees, commercial offerings scaled to the user, and connectivity between all transportation networks. However, simply slowing traffic down by enclosing the corridor with buildings at zero lot-line setback, street trees, and concealing parking lots

behind buildings, will create an environment that is pedestrian-friendly, inviting, and identifiable as its own destination.

While pieces of other City of Brunswick zoning classifications are applicable, a new classification is suggested for the main corridors, especially parcels fronting Altama Avenue, Cypress Mill Road, Parkwood Drive, and Fourth Street. This new classification should include text that is particularly reflective of the intent of the existing Planned Development-Traditional Neighborhood District (PD-TN) and Local Commercial District (LC), respectively. The following is taken from that existing language:

- a. *Encourage mixed-use, compact development that is pedestrian in scale, sensitive to the environmental characteristics of the land, and facilitates the efficient use of services within the City of Brunswick;*
- b. *Have residences, shopping, employment, and recreational uses located within close proximity with each other and efficiently organized to provide for the daily needs of the residents;*
- c. *Provide for a range of housing types within pedestrian-oriented, human-scale neighborhoods; and*
- d. *Provide efficient interconnected circulation systems for pedestrians, non-motorized vehicles, and motorists that serve to functionally and physically integrate the various land activities.*

*The regulations which apply within this district are designed to encourage the formation and continuance of a stable, healthy, and compatible environment for uses that are located so as to provide nearby residential areas with convenient shopping and service facilities, reduce traffic and parking congestion, avoid the development of "strip" business districts, and to discourage industrial and other encroachment capable of adversely affecting the localized commercial character of the district.*

In addition to working with existing zoning and land use regulations, new concepts should be considered along the Altama Avenue Corridor. The conceptual design images on pages 70 through 75 show possible interpretation of the following concepts.



- The narrower streets, walkable block lengths, mature landscaping, and vegetation of the neighborhoods on both sides of Altama Avenue within the ACT Corridor Nodes possess their own character and are not in need of traffic-calming or substantial regulation changes. However, if redevelopment along the corridors is going to occur, these neighborhoods do need regulations for appropriately scaled infill development and protection from encroachment of other/incompatible uses in areas off the main corridors.
- Encourage multi-family residential uses as a transitional buffer area, providing protection to existing neighborhoods from the commercial and mixed use developments that front along Altama Avenue and other commercial corridors in the ACT District.
- Large parcels such as Cypress Mill Square should have an interconnected pattern of streets introduced to create more street-frontage, break up large paved areas and to create walkable blocks. This infrastructure investment will have the greatest impact on the character of new development in the area.
- All buildings along the major corridors should have zero lot line setback fronting the street (and side street, if a corner parcel).
- All buildings should have windows and serviceable doors on the street front façade (and side street, if a corner parcel) with pedestrian access to the street.
- To facilitate redevelopment of the District, redevelopment, reuse, construction, repair or remodeling that meets or exceeds 10 to 25% of the value/cost of the building or structure acted upon should trigger application of the terms of the revised zoning.
- Existing commercial density should be increased. Consider a floor area ratio to increase density and compact building design.
- Minimum of six foot sidewalks should be required of all redevelopment and construction on all corridors.
- Parking should be located on either the side or behind the buildings fronting Altama Avenue and other commercial corridors in the District. No surface lots or street-front parking should be allowed in area meant to be pedestrian friendly.
- Parking lot standards should include requirements for pedestrian pathways, landscaping, shade trees, and pervious paving.
- Commercial and office buildings with residential uses on upper floors should be encouraged. Residential use should not be allowed on the ground floor of buildings that front Altama Avenue and other commercial corridors in the ACT District.
- Multi-family residential should also be zero lot line setback and have pedestrian access to the street.
- Consider design standards, a pattern book or at least, generally acceptable and unacceptable materials list for redevelopment, reuse, construction, repair, or remodeling.
- Signage should be pedestrian in scale.

As the corridor and District redevelop inline with these concepts into a more walkable live-work-play community, it will be attractive to a diverse array of individuals and families some of which the ACT Corridor community expressed interest in attracting to the District. These include young professionals, college students, and empty nesters looking for more amenities, less house and yard, and proximity to work, school and the heart of the Golden Isles. This plan should be used to attract those types of residents to the ACT District.

## Economic Development

When fostering the redevelopment of the Altama Community Transformation (ACT) District – 1600-acres of what is considered to be prime real estate for Glynn County – there is an exciting opportunity to better position this area to be of greater service for those frequenting the corridor. Currently, the District includes a mix of commercial, residential, and light industrial development – most of which developed before the conversion of the College of Coastal Georgia from a two-year commuter College to the four-year degree granting, residential institution that it has become today. Other anchors for the District include the growing Southeast Georgia Health System and soon-to-be constructed Brunswick High School. Given these major developments, community leaders are interested in knowing (1) what types of businesses might find it advantageous to locate in the District to be near these anchors and (2) what supportive infrastructure is needed to make the District a viable location for such businesses.

To help answer these questions, a targeted economic development assessment was conducted by the Georgia Small Business Development Center (SBDC), a unit of UGA's Pub-

lic Service and Outreach. This assessment included two key components. One of the components involved a series of four facilitated discussion groups to ascertain community perceptions and concerns regarding the local retail market and other conditions within the District. These four groups included: residents, College students, merchants, and Southeast Georgia Health System and College administrators and employees.

The other key component involved a business gap analysis to explore whether certain business sectors (retail trade, accommodations, food service) are potentially oversupplied or undersupplied in the District when compared to comparable areas. The primary objective of these research endeavors was to provide some insight into the potential types of businesses – among those in line with the economic development vision expressed by community stakeholders – which may be attracted to the District given the transformations underway.

### *What Community Stakeholders Shared*

Nearly three-dozen stakeholders participated in the discussion groups facilitated by SBDC. Overall, these stakeholders – residents, students, merchants or College or Southeast Georgia Health System employees – appear to be in general agreement concerning their views and perceptions of the District. Following is a summary of key findings from these facilitated group discussions.

- Most of the stakeholders viewed the College expansion positively, both in terms of physical changes and in enrollment growth.
- Many stakeholders viewed the Archway Partnership as a potential key catalyst for spurring positive changes in the District.
- There is a general expectation that the initial design work portion (and resulting changes) of the project will result in many positive outcomes for the community. There seems to be a climate of anticipation about the entire project, and the possible positive effects.
- One major general concern was the effect of any growth and the tension which might result. Unintended consequences of unplanned growth were of some concern within the resident group. Congestion was named as a specific concern.

- When asked to name what types of new developments they'd like to see in the corridor, several stakeholders (representing all four groups) suggested more entertainment options, especially those geared toward serving College students and young residents. Consistent across groups, they observed how there was little to access in the way of entertainment in the area.
- When asked to identify types of new businesses to encourage for the District, some stakeholders suggested seeking those businesses which are commonly found in other college towns – that is, businesses which cater to college-age (and other) consumers. Some mentioned specific examples such as delis and other restaurants, coffee shops, and gaming and other entertainment venues such as putt-putt golf and batting cages. In other words, the stakeholders generally expressed their belief that the District is well positioned for an expansion of retail offerings and activities.

### *Recommendations*

The ACT District Corridor has the potential to be revitalized in significantly meaningful ways which will truly be life-changing for the community. Following is a summary of key recommendations for supporting and enabling this revitalization.

- Foster collaboration among local entities (i.e., Chamber of Commerce, City of Brunswick, Glynn County, etc) to establish a proactive and defined plan (i.e., possible incentives, other enticements) for attracting and retaining business prospects. A strategically coordinated local area marketing plan (and even a “branding” project) would be helpful for achieving aggregate growth in the corridor. More targeted retail is particularly recommended, with possible incentives (e.g., façade grants) or rebates/tax breaks to encourage store front improvements and property upkeep.
- Create a “sense of place” for the Altama Corridor Transformation District. Utilizing tools to ensure consistent form-based design standards throughout the District will be key for creating a consistent sense of place. Developing standards for and enhancing area signage will help identify and brand the District. Signage for the

main entrance to the College will reinforce its role as a key anchor. Disguising or otherwise adjusting the huge expanses of blacktop and concrete that comprise the mall/retail parking areas (the Southeast Georgia Health System’s lot is an example of how it could be achieved) will help improve the psychological connectivity among places within the corridor. Other amenities of the Health System Campus including the Medical Mall, Pharmacy, Medical Supply, ophthalmology, walking path, and art gallery are examples of how to create a sense of place. Active and immediate consideration to address the local transportation needs is also recommended, either as a community transit system or as a College-based bus program.

- Incorporate pedestrian-friendly elements into the District. More and better sidewalks would eliminate some of the issues related to walkability, connectivity, and access to retail establishments by the pedestrian market. Attractive streetscapes and attention to curb cuts and areas for loading and unloading (particularly on the College campus) would assist in making the area more attractive and conducive to walkability. The new population of residential students is likely to result in an increased volume of foot traffic in areas connected or close to the campus so special attention should be paid toward maintaining safe and well managed pedestrian pathways in such areas.
- Leverage the College and Southeast Georgia Health System campuses for greater community use. The Health System campus has a cafeteria and coffee shop on site to accommodate the needs of that community. The College also has a campus cafeteria. While students and faculty are the primary customer for this amenity, the cafeteria is being marketed and leveraged for wider community use.
- Encourage the success of existing and new businesses in the corridor. Technical assistance (such as that offered by the local Small Business Development Center and other organizations) can provide the expertise to assist in developing viable business plans and executing workable marketing ideas. This support might assist in reducing the constant turnover of businesses that enter and leave the area with regularity as was reported by stakeholders.
- Prioritize commercial infill development, along with general maintenance of existing properties, both occupied

and empty. Substantial comments centered on the closed and neglected commercial space in the corridor. Attention to revitalization/redevelopment, initially through simple maintenance and repair/refurbishment, would make the area more attractive to the various stakeholders (particularly shoppers and potential retailers). Perhaps incentives or fines (code enforcement) would be sufficient to motivate general upkeep of current property (both occupied and empty) in the corridor.

- Further investigate – with state-level retail experts – the future development potential of business sectors which fit the community’s vision for economic development in the District. Consulting with retail experts as an immediate next step could provide some additional insights on the District’s potential and the region’s market for these business sectors. Given the anticipated growth of the College, efforts should be made to explore the potential for those business types which are commonly found in college campus communities. Those businesses which also fall within the sectors identified as potentially undersupplied in this assessment should receive particular attention.

## Housing

The housing assessment presents current conditions of the ACT District and offers possible strategies to consider for improving the health of the neighborhoods adjacent to the corridor. Data sources used for this analysis include the U.S. Census 2010, the U.S. Census 2000, the American Community Survey (ACS) 2005-2009, the Glynn County Tax Assessor’s parcel data, and the City of Brunswick 2009 Housing Survey data. Census Block Group data are aggregated to present information for the District. Please note that Census geographies do not match the District boundaries exactly, and Census boundaries changed from 2000 to 2010. In addition, the ACS data, which utilizes the Census 2000 boundaries, are estimates.

An overview of general demographics of the ACT District indicates a diverse population. According to the 2010 Census, the area comprised about 5,200 people, including about 37% white, 53% black, and 8% Hispanic. The median age was 40 years old; 34% of households included persons at least 65 years old; and 31% of the households included persons under the age of 18. Compared to the City of Brunswick, the ACT Dis-

tract has a larger percentage of white residents, a smaller percentage of black and Hispanic residents, a larger percentage of households with elderly residents, and a smaller percentage of households with children less than 18 years old.

In 2000, the poverty rate for the ACT District was 19%, lower than the City of Brunswick's rate of 30%, but higher than the state rate of 13%. A few Census Block Groups that overlap with the District had poverty rates greater than 40% (5013 & 7003). According to the ACS 2005-2009 estimates, the estimated median household income in the District was higher than the City of Brunswick, about \$37,000 compared to roughly \$27,000. These incomes are lower than the state median, almost \$50,000. Nearly 23% of homeowners and 50% of renters in the District are cost burdened, paying 30% or more of gross income on housing costs.

The percentage of all housing units that were vacant (unoccupied) increased from 2000 to 2010 in Georgia, Brunswick and the ACT District. In the ACT District, nearly 14% of units were vacant. At 53%, the homeownership rate in the ACT District was much lower than the state's rate of 66%, but significantly higher than the City of Brunswick's homeownership of just 40%. According to the ACS 2005-2009 estimates, the vast majority of housing units in the District were single-family detached units (84%) and only 5% multi-family with 5 or more units.

According to the Glynn County Tax Assessors online database, median single family home values in ACT neighborhoods ranged from about \$34,000 in Brunswick Villa to roughly \$114,000 in Northside Estates/Lakeside in 2010. Brunswick Villa is the largest neighborhood with nearly 400 homes. Values in most neighborhoods are down from 2008-2009, but neighborhoods east of Altama Avenue around Fourth St. and Parkwood Dr. have seen the largest decline. In general, the number of home sales in the ACT District has declined from 2006 to 2010. In Northside Estates/Lakeside and Eastview this trend reversed in 2008 and increased in 2009 and 2010. According to the City of Brunswick 2009 Housing Survey, there are numerous dilapidated and uninhabitable homes and vacant lots in Washington Heights. An informal windshield survey of Brunswick Villa and surrounding neighborhoods in the County indicate similar conditions.

### *Findings and Recommendations*

Neighborhoods in the Medical/Parkwood area are changing. This area has relatively active home/property sales; a mix of home values; overall good housing conditions; and changing demographics because of students moving into the area.

- Convene meeting of stakeholders, practitioners, and residents, to discuss the housing situation and plan a vision for the future.
- Major employers could provide employee assisted home-buyer programs to encourage employees to live in these neighborhoods.
- Promote the Georgia Dream Homeownership Program and the PEN (Police, Educators, and Nurses) Down Payment Assistance Program.

The redevelopment of the Altama Corridor into a live-work-play community will be attractive to young professionals, and their housing wants and needs should be considered and implemented. Future demand is also anticipated for off-campus student housing.

- Consider mixed use development along Altama Avenue with commercial on first floor and apartments suitable for students and young professionals above. See pages 70 through 75 for conceptual design images for mixed use development that includes commercial and residential uses; and pages 14 and 15 for zoning and land use concepts encouraging mixed use, pedestrian-oriented development.
- Consider garden style (or other low-rise) apartments, townhouses, or condos on the edge of neighborhoods abutting major roads. Encouraging the use of multi-family residential uses as a transitional buffer area will provide protection to existing neighborhoods from the commercial and mixed use developments that front Altama Avenue and other commercial corridors in the ACT District. See pages 70 through 75 for conceptual design images for mixed use development that include commercial and residential uses, and pages 14 and 15 for zoning and land use that encourages mixed use, pedestrian oriented development.
- Survey incoming students about current/future housing preferences. The College of Coastal Georgia recently conducted a housing market study, the results of which should be reviewed in the decision-making process.



The District has a relatively high percentage of households with elderly residents (about one-third).

- Promote City’s rehabilitation program for elderly in need of home repairs.
- Research possibility of building a retirement facility.

The district abuts areas with poverty rates greater than 29% but is within easy travel to employment and education.

- Promote the production of new affordable rental housing that targets workforce and those “low-income” citizens with incomes at or below 60% of Area Median Income.
- Affordable rental housing should be garden style or other low-rise apartments or townhouses constructed on the edge of the commercial area.

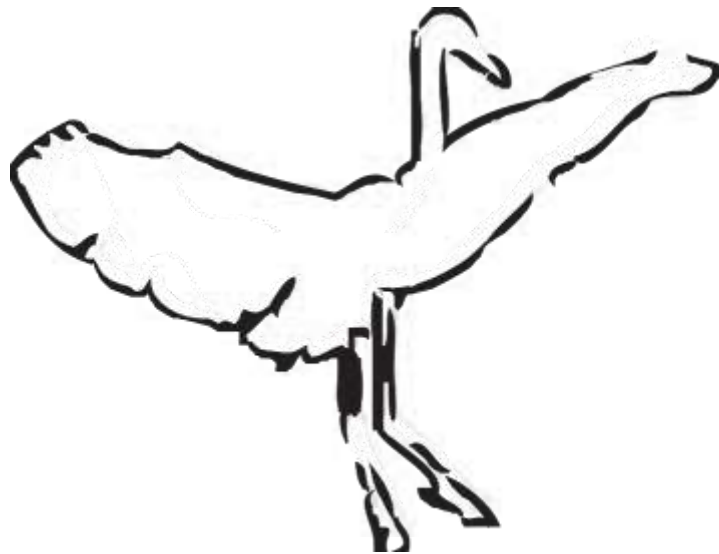
There is some substandard housing (dilapidated and uninhabitable) and vacant lots are common in Washington Heights (City), Brunswick Villa (County), and surrounding neighborhoods. See map on page 6 for more detail as to which neighborhoods are in Brunswick and which are in unincorporated Glynn County.

- Partner with Weed and Seed to establish neighborhood improvement program or other neighborhood associations.
- Conduct housing conditions survey of Brunswick Villa and surrounding neighborhoods in the unincorporated area of the county to map dilapidated and uninhabitable homes and vacant lots. Consider applying to Department of Community Affairs (DCA) for CHIP and/or CDBG funds to establish demolition, rehabilitation, and homeowner down payment assistance programs. Identify potential infill sites and partner with Habitat for Humanity or other non-profit for development.
- Identify Washington Heights (in Census Block Group 7003) as the next target area in the City’s URA and consider using CHIP and CDBG funds for rehabilitation and demolition. Identify potential infill sites and partner with Habitat or other non-profit for development. Increase enforcement and education of property maintenance code.
- Consider adopting a tax on dilapidated structures (blighted property tax/ordinance) to encourage property owners to rehab or demolish blighted properties and help finance redevelopment.

- Consider creating a Land Bank Authority.

Create a task force and seek technical assistance for developing a housing action plan.

- To leverage resources and activities most effectively for improving housing conditions in the ACT District, partner with the Community Housing Resource Assistance Board (CHRAB)/Georgia Initiative for Community Housing (GICH) committee.
- Take advantage of the City’s participation in the GICH technical assistance program by attending future retreats and utilizing the listserv. Learn from technical experts and network with other communities about programs or initiatives identified as possible vehicles for housing and neighborhood revitalization.



**incentive:** *(n) something that incites or tends to incite to action or greater effort, as a reward offered for increased productivity.*



There are several funding methods and tools that could be potentially utilized to finance the ACT District plans or provide economic development incentives for the area. The potential funding methods include pay-as-you-go financing; bonds issued by the Brunswick and Glynn County Development Authority; funding through the federal Transportation Enhancement Program; tax increment financing in connection with a tax allocation district; and community improvement district financing. The potential economic development tools include tax abatement transactions and opportunity zone incentives. This section provides a summary of the tools and incentives, but is intended to be an overview of the potential options. There are detailed criteria relating to the implementation and utilization of each of the options, including specific legal requirements.

Certain funding sources are dependent upon the specific elements of the project, and each of the options described below requires some form of approval and action on the part of the local governing bodies, including the Brunswick City Commission, the Glynn County Board of Commissioners, and in some instances the Glynn County Board of Education. Accordingly, the implementation of any of the options below requires the support of, and in most cases the initiation on the part of, the elected officials of the area's local governing bodies. In addition, certain economic development tools may conflict with potential funding methods. For example, tax abatement transactions may significantly impact the feasibility of a tax allocation district if tax abatements are authorized for property within the tax allocation district.

### 1. Potential Funding Methods

- ***PAY-AS-YOU-GO FINANCING***

Pay-as-you-go financing involves paying for capital projects with cash on hand. In other words, local governments pay for capital improvements by using current-year revenues rather than long-term financing. The City of Brunswick, Glynn County, or both, could utilize pay-as-you-go financing to fund the ACT District Project. The primary consideration will be the willingness of the City of Brunswick and Glynn County to allocate current-year revenues to the project, rather than use those revenues to fund other projects.

#### **Initial Actions Required:**

Local elected officials and staff of the City of Brunswick and Glynn County must agree to include the ACT District plans in their respective budgets.

- ***SPECIAL PURPOSE LOCAL-OPTION SALES TAX (SPLOST) FINANCING***

SPLOST is an optional one percent county-wide sales tax used to fund capital outlay projects proposed by a county government and participating municipalities. SPLOST proceeds may not be used for operating expenses or for maintenance of any county or municipal project; rather, the primary intent of SPLOST is to provide a funding source for specifically enumerated and approved capital projects. The tax is imposed when a county board of commissioners calls a local referendum and the voters subsequently pass the referendum. Currently, SPLOST V is in place in Glynn County.

#### **Initial Actions Required:**

The ACT District can be part of a SPLOST project list, and that would require action on the part of the Brunswick City Commission and the Glynn County Board of Commissioners. As an initial step, discuss with local elected officials the option of adding the ACT District plans to a list of proposed SPLOST projects and request that the Brunswick City Commission and the Glynn County Board of Commissioners take appropriate action, including the adoption of resolutions approving the addition of the ACT plans to the list of proposed SPLOST projects.

- ***TRANSPORTATION INVESTMENT ACT 2010***

The Transportation Investment Act (TIA) of 2010 created 12 special tax district regions based on existing regional commission boundaries for the purpose of levying a special sales tax for transportation projects. The City of Brunswick and Glynn County are located within the Coastal Region. The TIA allows each region to levy a 1% transportation sales tax for 10 years. The funds collected in each region from the tax must be spent within that region. The projects to be funded with the proceeds of the sales tax were selected and approved by regional roundtables consisting of each county chair and at least one mayor from each county within each region. All 12 regional roundtables, in-

cluding the Coastal Region's roundtable, approved a list of transportation projects for their region by the specified October 15, 2011 deadline. Voters in each region will vote on the proposed sales tax in a referendum to be held on July 31, 2012. The TIA specifies that 75% of each region's proceeds from the sales tax will be used to fund the projects approved by the regional roundtables, and 25% of the region's proceeds will be divided among the region's local governments to be spent on discretionary transportation projects. The Georgia Department of Transportation projects that more than \$1.6 billion in TIA sales tax revenues will be collected in the Coastal Region over the 10 year period in which the sales tax will be imposed. The 25%, which amounts to over \$402 million region-wide, will be distributed using a formula based on population and road mileage.

### **Initial Actions Required:**

As described above, the Coastal Region's roundtable approved a list of projects for the region prior to the October 15, 2011 deadline. The ACT District Project is not one of the specific projects approved by the Coastal Region's roundtable. Nonetheless, as described above, 25% of the sales tax proceeds collected in the region will be distributed to local governments for discretionary transportation projects, which could include portions of the ACT District Project. The referendum on the imposition of the sales tax will be held on the date of the 2012 general primary, which is July 31, 2012. Votes will be tallied by region, and the tax will be imposed if a majority of the voters within the region approve. If the sales tax is approved in the July 31, 2012 referendum, the collection of the tax will begin on January 1, 2013.

- **DEVELOPMENT AUTHORITY FINANCING**

The Georgia Constitution permits two or more public entities to enter into intergovernmental contracts for up to 50 years for the provision of services or the joint or separate use of facilities, so long as such contracts deal with activities, services, or facilities that the contracting parties are authorized by law to undertake or provide. Accordingly, an authority having power to issue revenue bonds for a project can issue bonds to fi-

nance the project and enter into an intergovernmental contract to provide for the use of the project by a local government. The local government can agree, pursuant to the intergovernmental contract, to pay for such use. The payments made by the local government under the terms of the intergovernmental contract will be pledged as security for and used to make the payments on the bonds. Development authority financing allows local governments to avoid the referendum requirements applicable to general obligation bonds. The Brunswick and Glynn County Development Authority (Authority) is authorized to issue revenue bonds that could be used to finance the ACT District Project, although such ability is subject to review by counsel for the Authority.

### **Initial Actions Required:**

- Obtain the support of the members of the Authority to issue revenue bonds for the purpose of financing the ACT District plans and request that the Authority take appropriate action, including the adoption of a resolution authorizing the issuance of such revenue bonds; and
- Obtain the support of the local elected officials to enter into an intergovernmental contract for the purpose of making payments on the Authority's revenue bonds and request that the Brunswick City Commission and the Glynn County Board of Commissioners take appropriate action, including the adoption of resolutions authorizing the execution of such intergovernmental contract to be pledged as security for the payment of the Authority's revenue bonds.

- **TRANSPORTATION ENHANCEMENT PROGRAM FUNDING**

The Transportation Enhancement (TE) Program was created by federal law and is administered in Georgia by the Georgia Department of Transportation (GDOT). The program was established as a means to enrich the traveling experience of motorists, bicyclists, and pedestrians, through federally funded enhancements to the surface transportation system. Projects that qualify for TE Program must involve one or more of the following activities:

- Provision of facilities for pedestrians and bicycles;
- Provision of safety and educational activities for pedestrians and bicycles;
- Acquisition of scenic easements and scenic or historic sites, including historic battlefields;
- Scenic or historic highway programs, including the provision of tourist and welcome center facilities;
- Landscaping and other scenic beautification;
- Historic preservation;
- Rehabilitation and operation of historic transportation buildings, structures, or facilities, including historic railroad facilities and canals;
- Preservation of abandoned railway corridors, including the conversion and use of such corridors for pedestrian or bicycle trails;
- Inventory, control, and removal of outdoor advertising;
- Archaeological planning and research;
- Environmental mitigation to address water pollution due to highway runoff or reduce vehicle-caused wildlife mortality while maintaining habitat connectivity; and/or
- Establishment of transportation museums.

Some of the most popular categories of TE Program projects have been bicycle and pedestrian facilities, streetscapes, and historic preservation. Federal funds are available under the TE Program to pay for up to 80% of the total project cost (up to a maximum of \$1 million per project). A local match, in the form of cash, in-kind services, or donated services, materials, or real property, from a local sponsor of least 20% of the total project cost is required. Funds may be awarded for use in any or all of the three project phases of preliminary engineering, right-of-way, and construction, and are made available to the project on a cost reimbursable basis. In other words, the local project sponsor must incur the expense before TE Program funds are paid for the project. The Georgia Transportation Board member serving the 1st Congressional District (currently Jay Shaw) will make the final selections for Brunswick and Glynn County and determine the funding level for each selected project.

**Initial Actions Required:**

There are detailed application and other project requirements for obtaining TE Program funds that will be described in a Call for Projects. Historically, a Call for Projects for TE funds occurs in the fall every 2 years. The most recent call occurred in 2010, and projects were awarded TE Program funding in May 2011. Accordingly, the following initial steps are required to obtain TE Program funds for the ACT District Project:

- Secure a project sponsor, which can be the City of Brunswick, Glynn County, College of Coastal Georgia, or the Brunswick and Glynn County Development Authority;
- Identify a source for the local match; and
- Monitor GDOT’s website the announcement of the next Call for Projects.

- **TAX INCREMENT FINANCING (TAX ALLOCATION DISTRICTS)**

Tax Allocation Districts (TADs) can be created in Georgia for the purpose of financing certain infrastructure and redevelopment projects pursuant to Georgia’s Redevelopment Powers Law. There are specific statutory procedures that must be followed to establish a TAD, including the holding of a public hearing, the adoption of a redevelopment plan, and the approval of the redevelopment plan by the local city council, county board of commissioners, and in most instances the county school board. Once a TAD has been created, the city or county may issue tax allocation bonds for the purpose of financing the redevelopment costs of projects located within the TAD. Tax allocation bonds (also known as tax increment financing or TIF) are payable from the incremental increase in tax revenues collected within the TAD above a base level of tax revenues set upon the creation of the TAD. The incremental increase in revenues can occur if new development takes place in the TAD or if the value of existing property rises.

**Initial Actions Required:**

- The Georgia General Assembly must enact a local law authorizing the activation of redevelopment powers by the City of Brunswick and Glynn County (both are required if the TAD is geographically consistent with the ACT District and thus located

partially within the unincorporated area of Glynn County and the incorporated area of the City of Brunswick) and designating a redevelopment agency;

- A majority of the qualified voters of the City of Brunswick and Glynn County voting in a referendum for such purpose must approve the local law and the activation of the redevelopment powers;
- The redevelopment agency must submit a redevelopment plan including the proposed TAD to the Brunswick City Commission, the Glynn County Board of Commissioners, and the Glynn County Board of Education for consent;
- The Brunswick City Commission and the Glynn County Board of Commissioners must each adopt a resolution:
  - *Describing the boundaries of the TAD;*
  - *Creating the TAD;*
  - *Assigning a name to the TAD;*
  - *Specifying the estimated tax allocation increment base;*
  - *Specifying the ad valorem property taxes used for computing tax allocation increments;*
  - *Specifying the property to be pledged for payment or the security for payment of tax allocation bonds; and*
  - *Containing findings that the redevelopment area meets the specific criteria set forth in the Redevelopment Powers Law.*

### • COMMUNITY IMPROVEMENT DISTRICT FINANCING

Community Improvement Districts (CIDs) can be created in Georgia for the purpose of providing any one or more of the following governmental services and facilities:

- Street and road construction and maintenance, including curbs, sidewalks, street lights, and devices to control the flow of traffic on streets and roads;
- Parks and recreational areas and facilities;
- Stormwater and sewage collection and disposal systems;
- Development, storage, treatment, purification, and distribution of water;
- Public transportation;
- Terminal, dock, and parking facilities; and

- Such other services and facilities as may be provided for by general law.

The administrative (or governing) body of the CID will be the local governing body of the county or city in which it is created unless otherwise provided for by the law creating the CID. The administrative body may levy taxes, fees, and assessments within the CID on non-residential real property, and any such tax, fee, or assessment may not be more than two and one-half percent of the value of such real property. A CID's administrative body may not tax, charge a fee, or assess property used for residential, agricultural, or forestry purposes, tangible personal property or intangible property. The revenues collected must be used for the purpose of providing governmental services and facilities within the CID and not the county or municipality as a whole. The CID is authorized to incur, without a voter referendum, debt backed by the CID revenues in order to finance on an upfront basis the projects the CID is authorized to undertake.

### Initial Actions Required:

- The Georgia General Assembly must enact a local law providing for the conditions under which the CID is to be created;
- The Brunswick City Commission and the Glynn County Board of Commissioners must each adopt a resolution (both are required if the CID is geographically consistent with the ACT District and thus located partially within the unincorporated area of Glynn County and the incorporated area of the City of Brunswick) approving the establishment of the CID; and
- Written consent must be obtained from:
  - *A majority of the owners of the real property within the CID that is subject to taxes, fees, and assessments levied by the CID; and*
  - *The owners of the real property within the CID that is subject to taxes, fees, and assessments levied by the CID constituting at least 75% by value of all such real property.*



## 2. Potential Economic Development Tools

- **TAX ABATEMENT TRANSACTIONS**

Property tax abatements can be provided in Georgia using a bond-lease transaction. Under the transaction's structure, title to the property subject to the tax abatement is transferred to a development authority that is exempt from taxation. The property is then leased to a private company. Typical tax abatements last between five and fifteen years, with ten years being most common. In many localities, the leasehold interest held by the private company is subject to taxation; however, there is no statutory guidance on how such leasehold interest should be valued for ad valorem tax purposes. The Georgia Supreme Court has held that each county may determine the fair market value of the lease on a "reasonable" basis. Typically, the terms of the lease, and the methodology for valuation of the leasehold interest, are negotiated up front with the county tax assessor, and an agreement referred to as a Payment in Lieu of Taxes (PILOT) agreement is executed setting forth the valuation methodology and the amounts that the company will owe during the term of the tax abatement transaction. The development authority will issue bonds to acquire the property, and the bonds are secured by the lease payments from the private company. While actual financing can be the purpose of the bonds, generally the sole purpose of the bond-lease transaction is the tax abatement. In such cases, the private company "buys" the bonds, and thus the company is both the obligor on the bonds through the lease payments and the holder of the bonds. In most bond-lease transactions for tax abatement purposes, the documentation provides that the payments under the lease can be paper transactions in lieu of an actual transfer of funds.

**Initial Actions Required:**

Tax abatement bond transactions are typically initiated by private developers seeking the tax abatement or by development authorities seeking to provide incentives for economic development. It is not a separate funding source for projects. It is important to note that tax abatement bond transactions, and in particular, the leasehold valuation methodology used by local governments, have been the subject of recent litigation at

the Georgia Supreme Court that remains unresolved. Bond and local government counsel must be consulted in connection with any such transaction.

- **OPPORTUNITY ZONES**

Opportunity Zones (OZs) are administered by the Georgia Department of Community Affairs (DCA) and are a combination of three state programs: state enterprise zones, urban redevelopment areas, and job tax credits. Local governments that undertake redevelopment and revitalization efforts in certain older commercial and industrial areas can qualify those areas for the maximum state job tax credit if the area has received an OZ designation. DCA considers designations for areas that are within or adjacent to a census block group with 15% or greater poverty and in which there also exists an enterprise zone or urban redevelopment plan that has been adopted pursuant to the relevant Georgia statutes. The designation criteria generally are met in poverty areas that are in decline, suffering from disinvestment, and are in need of redevelopment and revitalization. Upon designation as an OZ, any business that expands or locates within the OZ can claim a state job tax credit of \$3,500 per eligible new job, with the credit being first applied against the 100% of the business' Georgia income tax liability. Any excess credit can be applied against withholding taxes that the business would otherwise be required to pay to the state.

**Initial Actions Required:**

The following steps are required to designate an OZ: (1) determine if the ACT District meets the poverty criteria for designation as an OZ; and (2) either (a) determine if the ACT District meets the criteria for designation as an enterprise zone, and if so, the Brunswick City Commission and the Glynn County Board of Commissioners must adopt a joint resolution making such designation, or (b) the Brunswick City Commission and the Glynn County Board of Commissioners must each adopt a resolution declaring the ACT District an urban redevelopment area and designating an appropriate urban redevelopment agency.



**transportation:** *(n) means of conveyance or travel from one place to another.*



## Inventory

Understanding existing circulation patterns is an important part of the planning process that will aid in understanding connectivity in the ACT District. An inventory of the circulation system of the ACT District area includes a photographic inventory of existing transportation conditions and infrastructure, a recent (March 2010) traffic study which assessed existing and future traffic conditions on Altama Avenue, and GIS spatial data provided by Glynn County GIS department and the City of Brunswick planning department. These resources were used in conjunction with comments delivered at the ACT design committee meetings to gather a comprehensive inventory of vehicle, pedestrian, and bicycle movement along the corridor.



1. Looking north along Altama Avenue



2. Streetscape, signage, and curb cuts along Altama Avenue  
 3. Altama Avenue center median near intersection with Community Road  
 4. Typical string mounted traffic signals



5. Streetscape, signage, and curb cuts along Community Road  
 6. Pedestrian controlled signalized intersection along Community Road  
 7. Typical safety signage



8. Typical street signage

9. ADA ramp not aligned with designated crosswalk in residential node

10. Crosswalk outlined in white

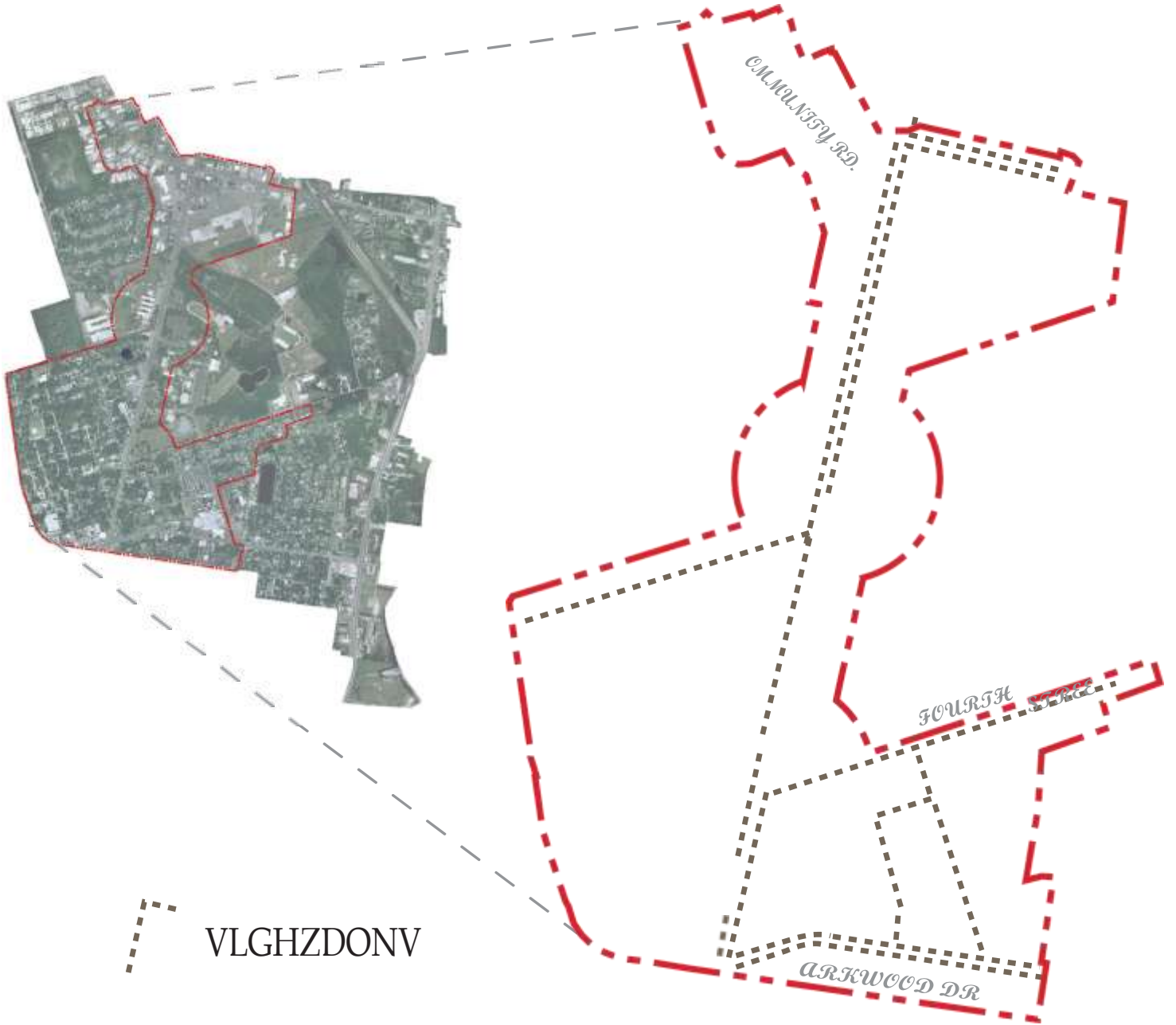
11. Southeast Georgia Health System wayfinding; lack of sidewalk and pedestrian crossings

12. Looking south down Altama Avenue

13. Streetscape, signage, and curb cuts along Altama Avenue

## Pedestrian Circulation

The image to the lower right shows existing sidewalks in the corridor and provides an important reference for understanding pedestrian movement in the area.

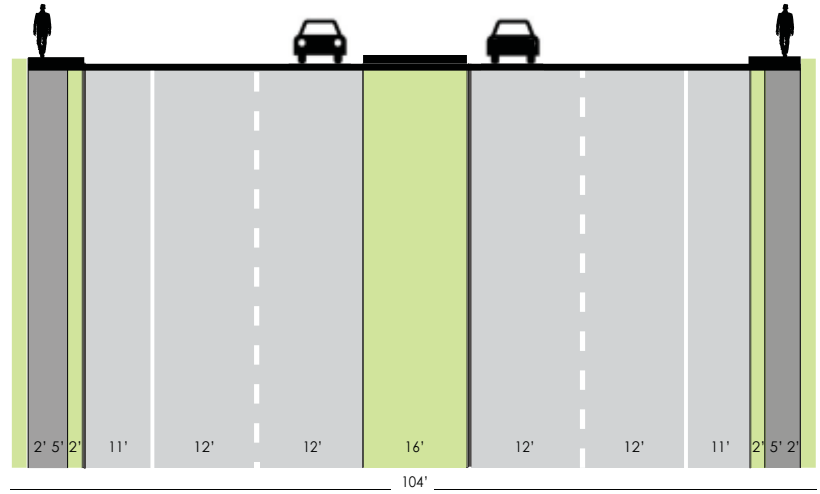


VLGHZDONV



### Altama Avenue Right-of-Way

The Right-of-Way (ROW) is that area of land used for a road and the area along the side of the roadway. It is also a thoroughfare or path established for public use.

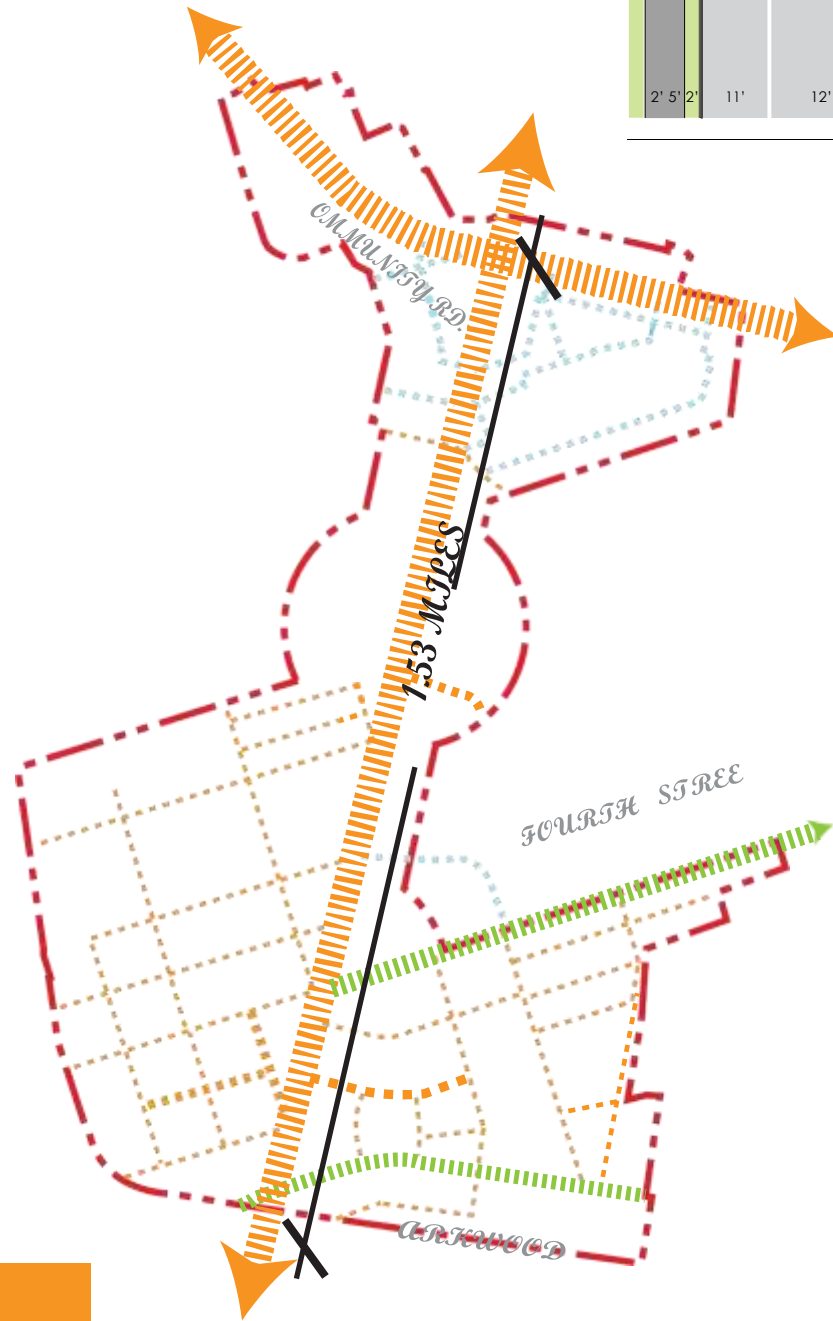


Altama Right-of-Way

### Vehicular Circulation

The diagram below indicates traffic volume and movement in the corridor and also provides vital information for understanding transit opportunities and constraints in the corridor. The relative size of the line is indicative of the volume of traffic experienced on the road.

Source: *Traffic Impact Analysis For The Altama Avenue & Fourth Street Area, Brunswick, Georgia, March 2010, Stantec Consulting.*



-  Private road
-  Residential collector
-  Minor Arterial
-  Major Arterial

## Photo Analysis

With the data collected in the inventory, opportunities and constraints for improvement were identified. This photo analysis is the basis for the designs presented later in this chapter.



Excessive cuts disrupt traffic flow along the corridor and pose threats for pedestrians.



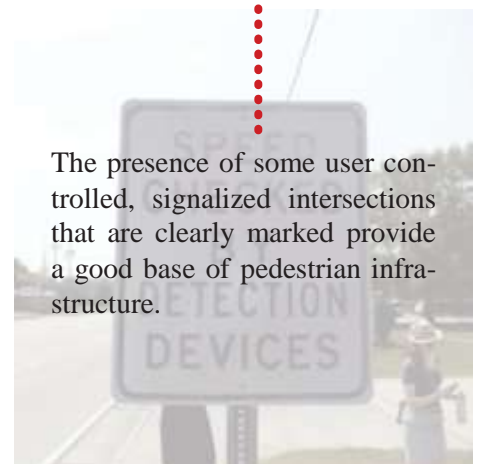
Additional sidewalks enhance pedestrian mobility and safety while increasing visual appeal.



Existing medians serve as places of refuge for pedestrians crossing Altama Avenue and other wide streets.

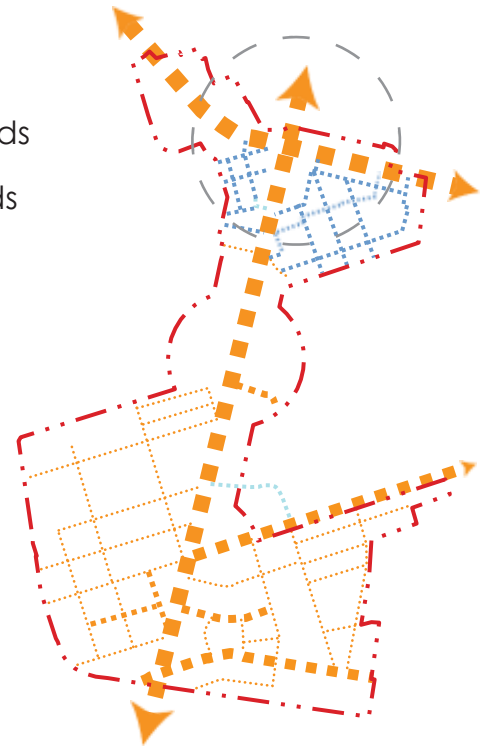
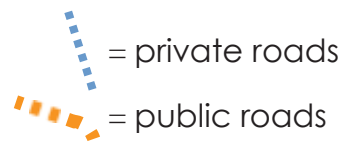
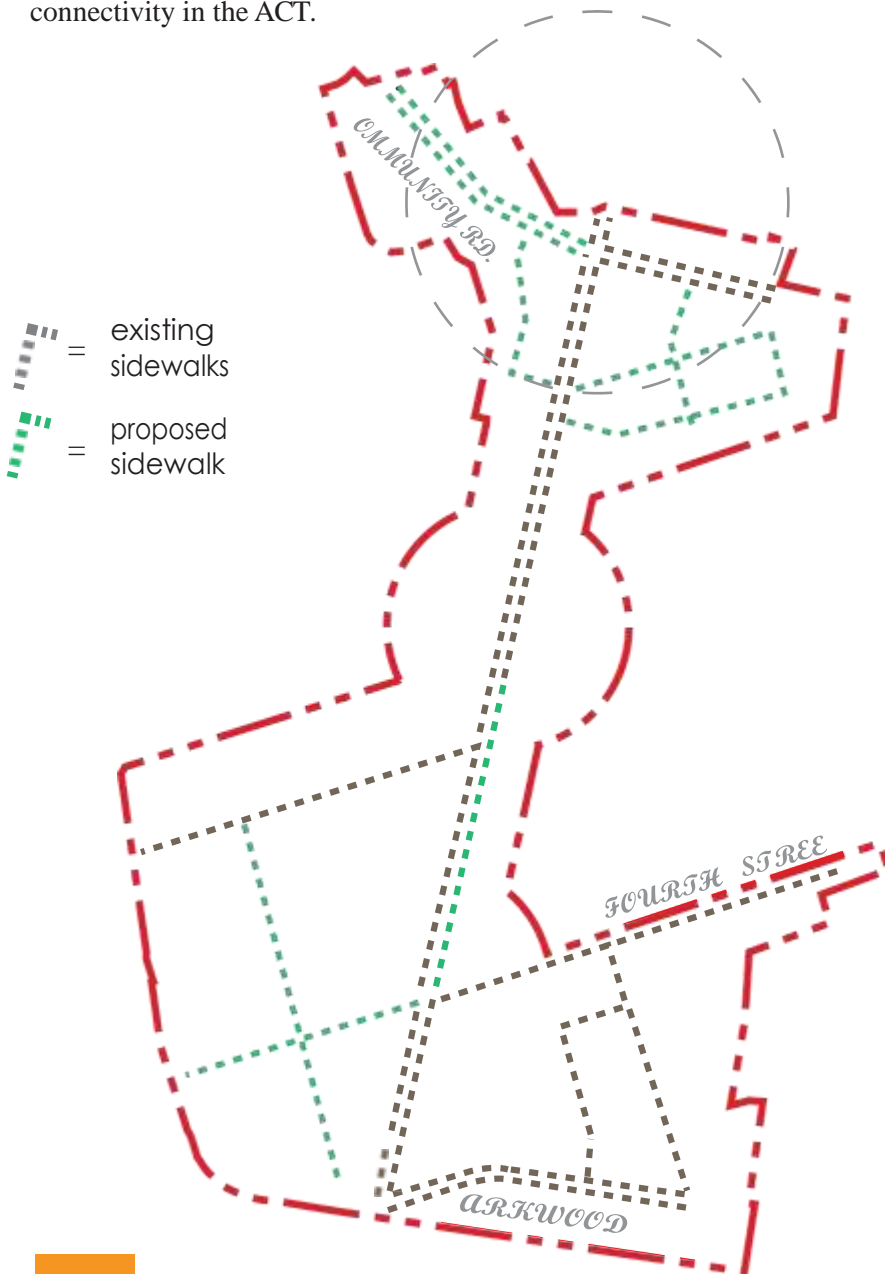
An extra lane with inconsistent marking along parts of Altama Avenue, causes confusion, but provides good opportunities for expanding pedestrian and bicycle infrastructure.

The presence of some user controlled, signalized intersections that are clearly marked provide a good base of pedestrian infrastructure.



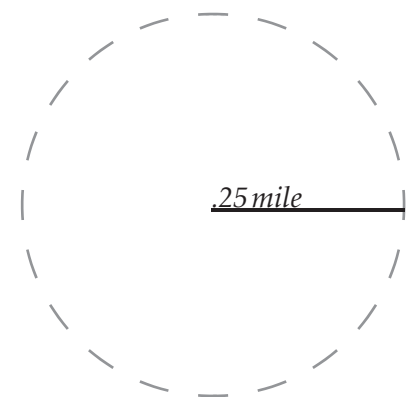
### Pedestrian Circulation

With a good stock of existing sidewalks, the extension of the sidewalk from Fourth Street to the College of Coastal Georgia would improve pedestrian circulation. The existing sidewalk requires more regular maintenance but provides a great opportunity to improve overall connectivity in the ACT.



### Vehicular Circulation

Private roads could become valuable thoroughfares for infill designs in the commercial node and could improve connectivity in the educational node.



A .25 mile radius is shown to illustrate the approximate distance for an 8 minute walk.



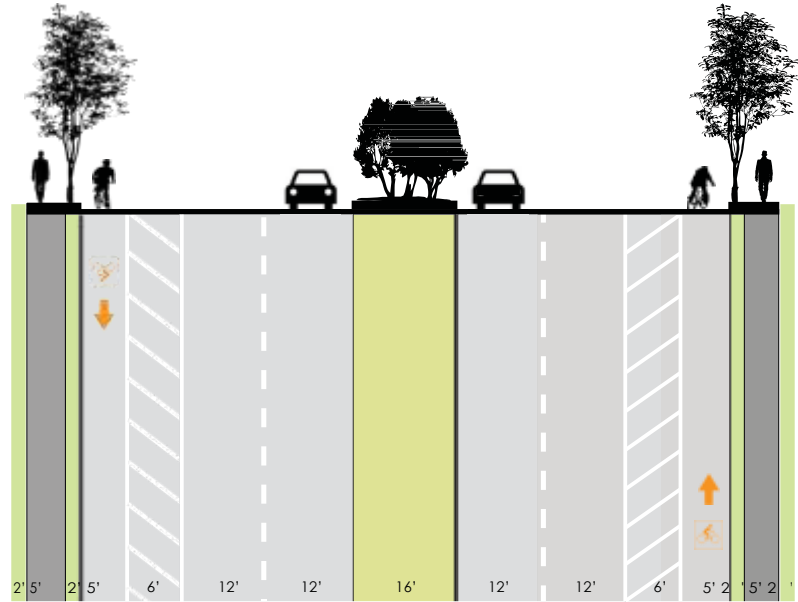
## ROW Configurations

In the following section, three Right-of-Way configurations are described and illustrated. It is important to keep in mind that Altama Avenue through the ACT may be comprised of multiple configurations depending on community needs, suitability, and budget.

### ROW Configuration A

Altama could be restriped to include a 5 foot bike lane with a 6 foot on-street painted buffer. This simple design is safe, inexpensive, and effective. The inclusion of site furnishings along the corridor such as bike racks and street trees further support pedestrian and bicycle travel.

The estimated cost for just striping the bike lane is \$170,000. Estimated cost of the full streetscape, including sidewalks, street trees, street furniture, and other amenities is \$2.9 million, which includes engineering, contingency, and project administration. The estimated project schedule from the initial fieldwork to completion is 510 days (for the full Configuration A buildout). See the complete pre-engineering report in Appendix C for more information and an itemized price list.



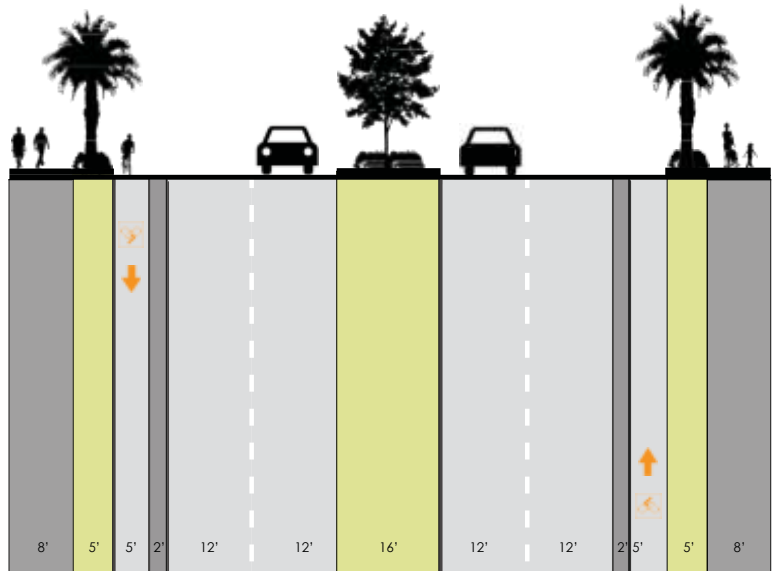
Configuration A



## ROW Configuration B

This image shows Altama Avenue with a 5 foot bike lane separated and protected from vehicular traffic by a 2 foot curb. This redesign includes wider sidewalks, street trees and other site furnishings such as benches and bike racks. Trees in the median enhance the visual character of the corridor and serve to calm traffic and lower ambient temperatures.

The estimated project schedule from the initial fieldwork to completion is 510 days. The estimated cost for ROW Configuration B is \$3.2 million. See the complete pre-engineering report in Appendix C for more information and an itemized price list.

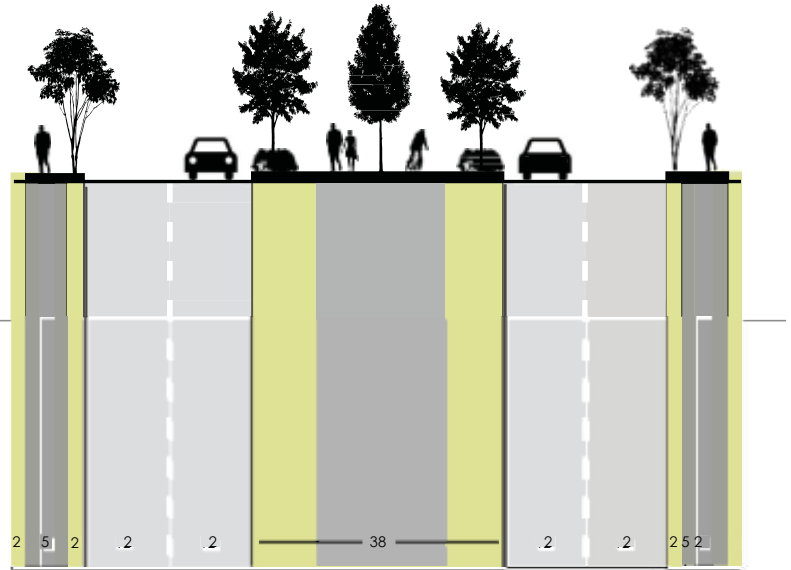


Configuration B

## ROW Configuration C

In this configuration the median is expanded to 38 feet and includes a central multi-use path with native plantings, benches, pedestrian scale lighting, water fountains and trash bins, transforming the center median into a linear park connecting the corridor in a unified and visually appealing package. This configuration can also easily accommodate bus stops, a trolley car, light rail transit (LRT) or bus rapid transit (BRT).

The estimated project schedule from the initial fieldwork to completion is 510 days. The estimated cost for ROW Configuration C is \$5.14 million. See the complete pre-engineering report in Appendix C for more information and an itemized price list



Configuration C







ROW Configuration A



ROW Configuration B



ROW Configuration C

## ROW Configuration A in Context



Existing Conditions

Step One: Add street paint to separate vehicular and bicycle traffic.

Step One



Step Two: Provide sidewalks and street trees.

Step Two



Step Three: Support local agencies and events, like banners on light poles. Increase safety with additional pedestrian oriented light poles and emergency call boxes. Guide infill development to adhere to architectural design guidelines.

Step Three





## ROW Configuration B in Context



Existing Conditions

Step One: Add curb separating vehicular traffic from bike traffic. Add new curb separating bike traffic from pedestrian traffic.

Step One



Step Two: Provide shade trees. Expand the sidewalk in high traffic areas and keep vegetation in areas of low traffic.

Step Two



Step Three: Support local agencies and events, like banners on light poles. Increase safety with additional pedestrian oriented light poles and emergency call boxes. Guide infill development to adhere to architectural design guidelines.

Step Three





## ROW Configuration C in Context



*Existing Conditions*

Step One: Create a linear park by expanding the center median to 38' wide. Add bicycle and shade trees to center median.

Step One



Step Two: Support local agencies and events, like banners on light poles. Increase safety with additional pedestrian oriented light poles and emergency call boxes.

Step Two



Step Three: Guide infill development to adhere to architectural design guidelines.

Step Three

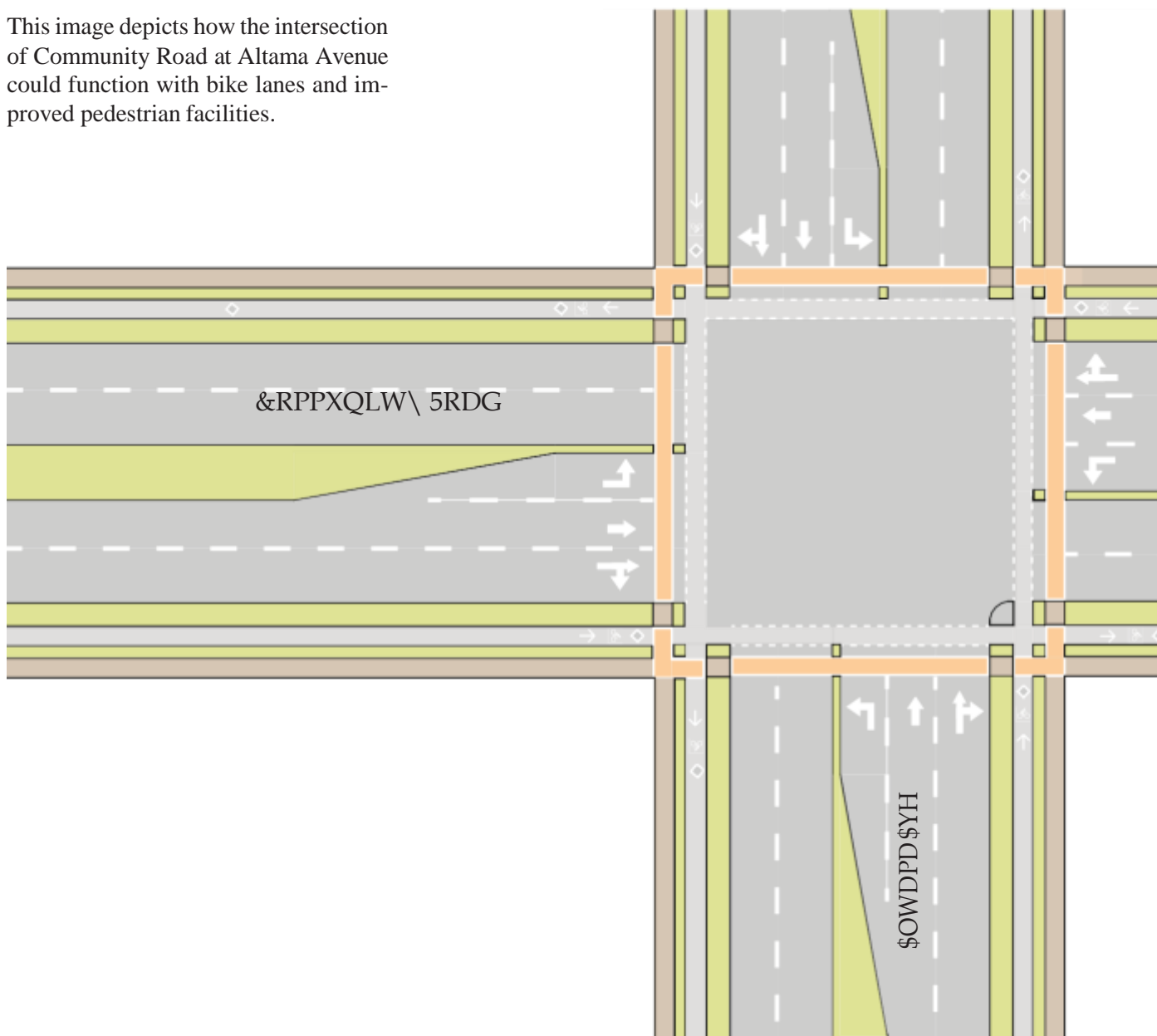


## Commercial Node

The built environment is a complex array of infrastructure. The design of the transportation infrastructure is an important determinant of site planning decisions. The existing ROW can be re-configured in several different ways to provide alternative transportation facilities, improve access management to nearby businesses, and improve visual character.

This image depicts how the intersection of Community Road at Altama Avenue could function with bike lanes and improved pedestrian facilities.

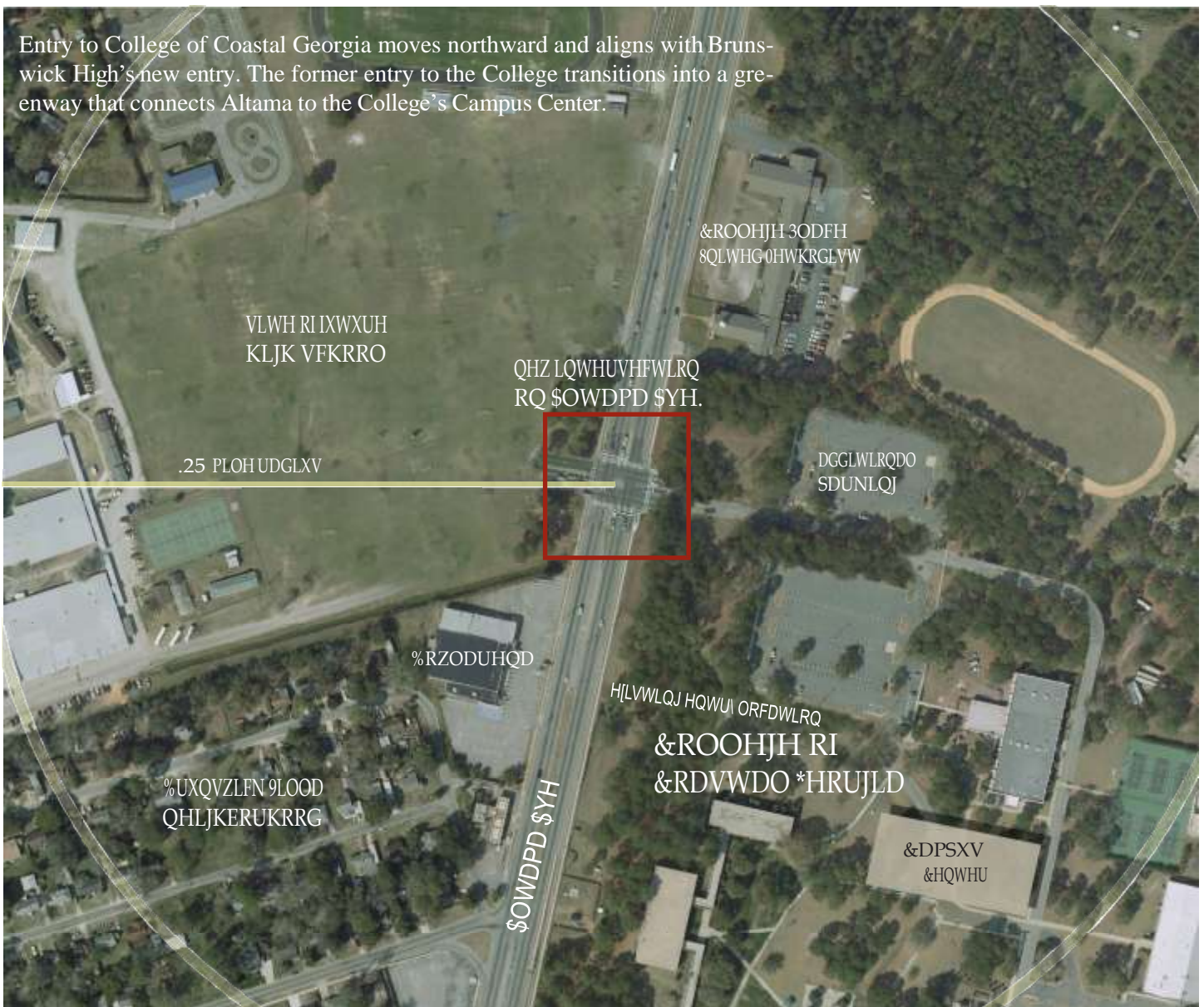
VLGHZDON  
 ELNH SDWK  
 VWUHHW WUHH EXIHU  
 12<sup>3</sup>/<sub>4</sub> WUDYHO ODQH  
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 SODQWHDG PHGLDQ  
 12<sup>3</sup>/<sub>4</sub> WUDYHO ODQH  
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 ELNH SDWK  
 VLGHZDON





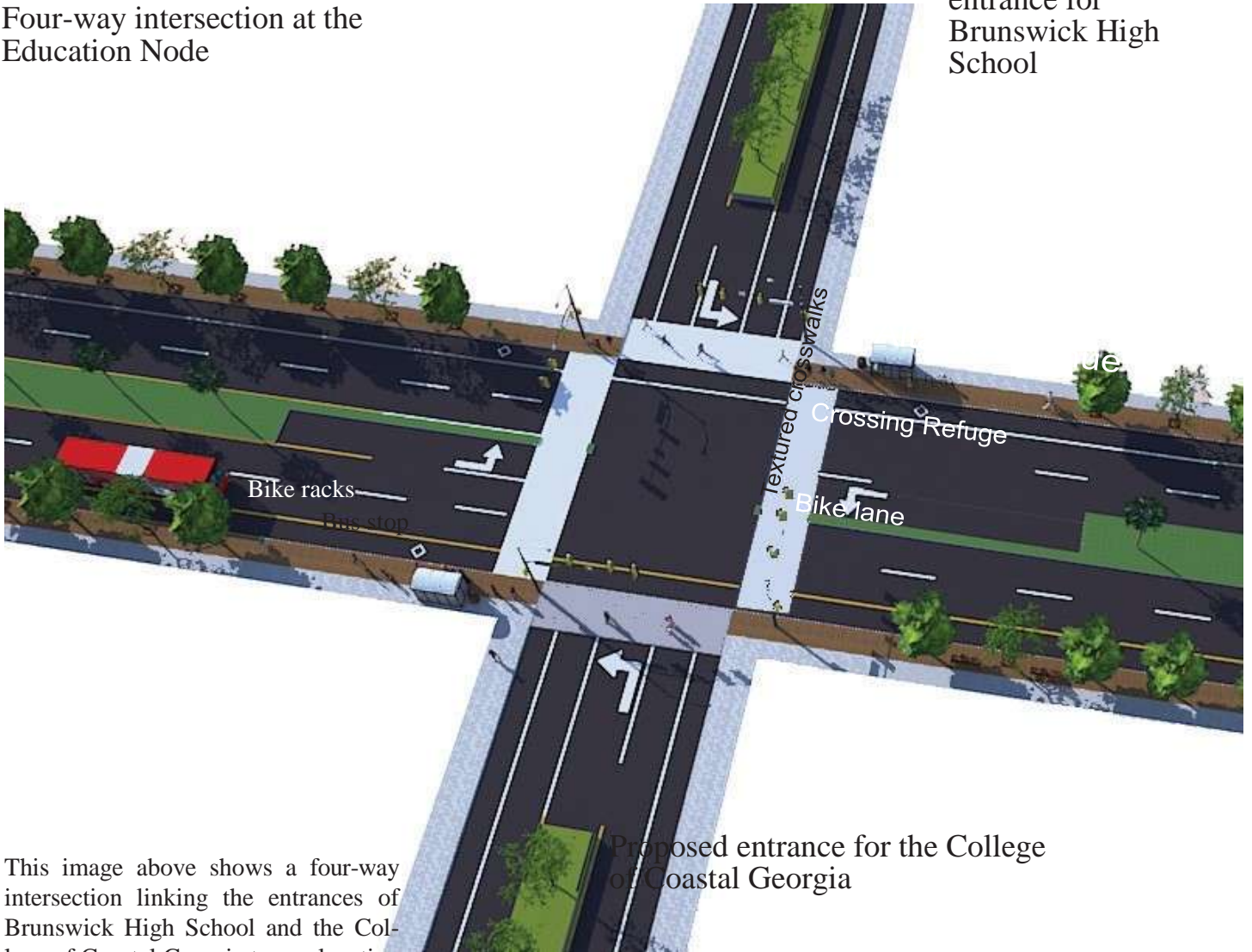
## Education Node

Illustrated is a transit-oriented design for the Education Node that incorporates an intersection on Altama Avenue for the College of Coastal Georgia and Brunswick High School. This intersection would facilitate the vehicular ingress and egress of the two institutions and increase pedestrian safety crossing Altama Avenue.



Four-way intersection at the Education Node

Proposed entrance for Brunswick High School



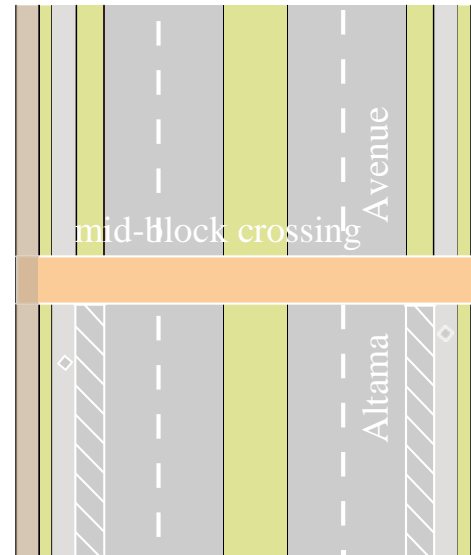
This image above shows a four-way intersection linking the entrances of Brunswick High School and the College of Coastal Georgia to one location on Altama Avenue. ROW Configuration B is illustrated but other ROW configuration are compatible with the four-way intersection design.



## Mid-block intersection

This image depicts a typical mid-block crossing. This type of crossing can be used in any of the suggested right-of-way options.

The aerial view of Altama Avenue to the right illustrates how mid-block intersections can improve pedestrian movement across the road. This type of crossing shortens the pedestrian's distance to cross vehicle lanes and provides a larger, more comfortable median for pedestrian refuge.



### Bus Stops

With expectations of future growth in the area, mass transit services may become a viable option. Illustrated below is how a transit stop would look with Configuration A.

Bus stop locations with bus shelters, trash cans, bike racks, wayfinding signage, and streetlighting help to provide a more convenient, efficient, and attractive experience for commuters. Bus service should be considered as part of the long-term growth plan for the community as funding is made available or a T-SPLOST is passed.

Bus stop and bike lane configurations are meant as conceptual design ideas only. Final designs, including those for the bus stop-bike lane interactions, should be determined by design engineers following the guidelines of the [Manual on Uniform Traffic Control Devices, Chapter 9C. Markings.](#)







**green infrastructure:** *(n) an interconnected network of open spaces and natural areas, such as greenways, wetlands, parks, forest preserves, and native plant vegetation, that naturally manages stormwater, reduces flooding risk, and improves water quality.*

## Inventory

Green Infrastructure includes strategically planned infrastructure that helps reduce human impact on local and regional ecosystems. This can include utilizing natural and man-made systems. Examples of green infrastructure are: green roofs, vegetated bioswales, street trees, permeable paving systems, and rain water harvesting cisterns.

A photographic site inventory was used to assist with the incorporation of green infrastructure within the ACT District. The site inventory primarily focuses on the amount and types of vegetation planted throughout the corridor and the existing storm water management systems. The combination of the photographic inventory, GIS data, and the comments and suggestions from the ACT Design Steering Committee meetings provide a complete overview for the inventory. The information gathered from the inventory allows for a comprehensive, thorough analysis of the site's infrastructure and possible solutions. Together, the inventory and analysis are used to begin the design process and discover possibilities for incorporating economically feasible and environmentally friendly suggestions for green infrastructure in the ACT District.



1. Signage and facilities at Goodyear Park
2. Bioretention in parking lots of new facilities on the College of Coastal Georgia campus
3. Stormwater quality awareness decals on manholes
4. Streetscape, signage, and bioswale along Fourth Street
5. Pine tree canopy on the campus of the College of Coastal Georgia
6. Landscape buffer plantings along Community Road





- 7. Exposed dumpster near Cypress Mill Square
- 8. Parking lot plantings at Cypress Mill Square
- 9. Recreational facilities at Paula Park

- 10. Drainage easement off Rose Drive
- 11. Drainage easement behind Glynn Plaza Shopping Center

- 12. Drainage swale without plantings in the Rose Drive area

### Analysis

With the data collected in the inventory, opportunities and constraints for improvement were identified. This analysis is the basis for the designs presented later in this chapter. The existing greenspaces throughout the corridor may provide opportunities to incorporate important points of interest along a connected greenway system.



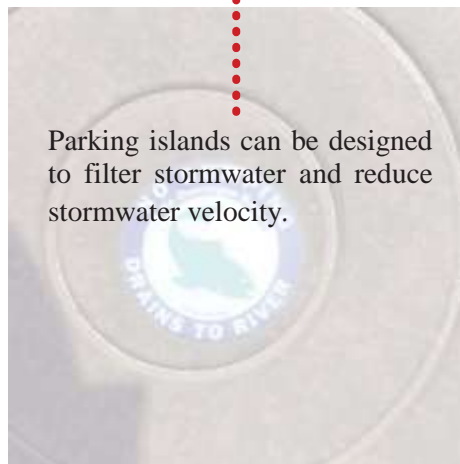
This drainage easement along Fourth Street is an opportunity for greenway connections.



Parking islands can be designed to filter stormwater and reduce stormwater velocity.



An existing path can be enhanced with lighting and ADA accessible paving and become part of a greenway network.





## Vegetation

The commercial node of the corridor is lacking in vegetation. This area would be most positively impacted by the installation of street trees, bioswales, rain gardens, and planting beds. Large shade trees, in particular, make it more comfortable for pedestrians to circulate throughout the corridor. Including vegetation throughout the entirety of the District helps provide habitat for wildlife and at the same time, reduces the heat island affect.

Canopy cover



Opportunities exist throughout the ACT District to use utility easements to support a greenway network.



**Greenway Connections**

A greenway is a corridor or path that connects greenspaces, like city parks or natural forests, in order to create a protected area for wildlife and human recreation. Greenways often follow natural waterways, like streams, or man-made paths like abandoned railroads.

A suggested Brunswick Greenway could connect to the Coastal Georgia Greenway Trail which is a continuous green corridor for joggers, bicyclists, and nature enthusiasts. The Coastal Georgia Greenway, estimated to attract nearly a quarter of a million visitors by 2020, will generate revenue for local businesses and create jobs for trail construction and maintenance. The Coastal Georgia Greenway will eventually become part of the East Coast Greenway, running from Florida to Maine.



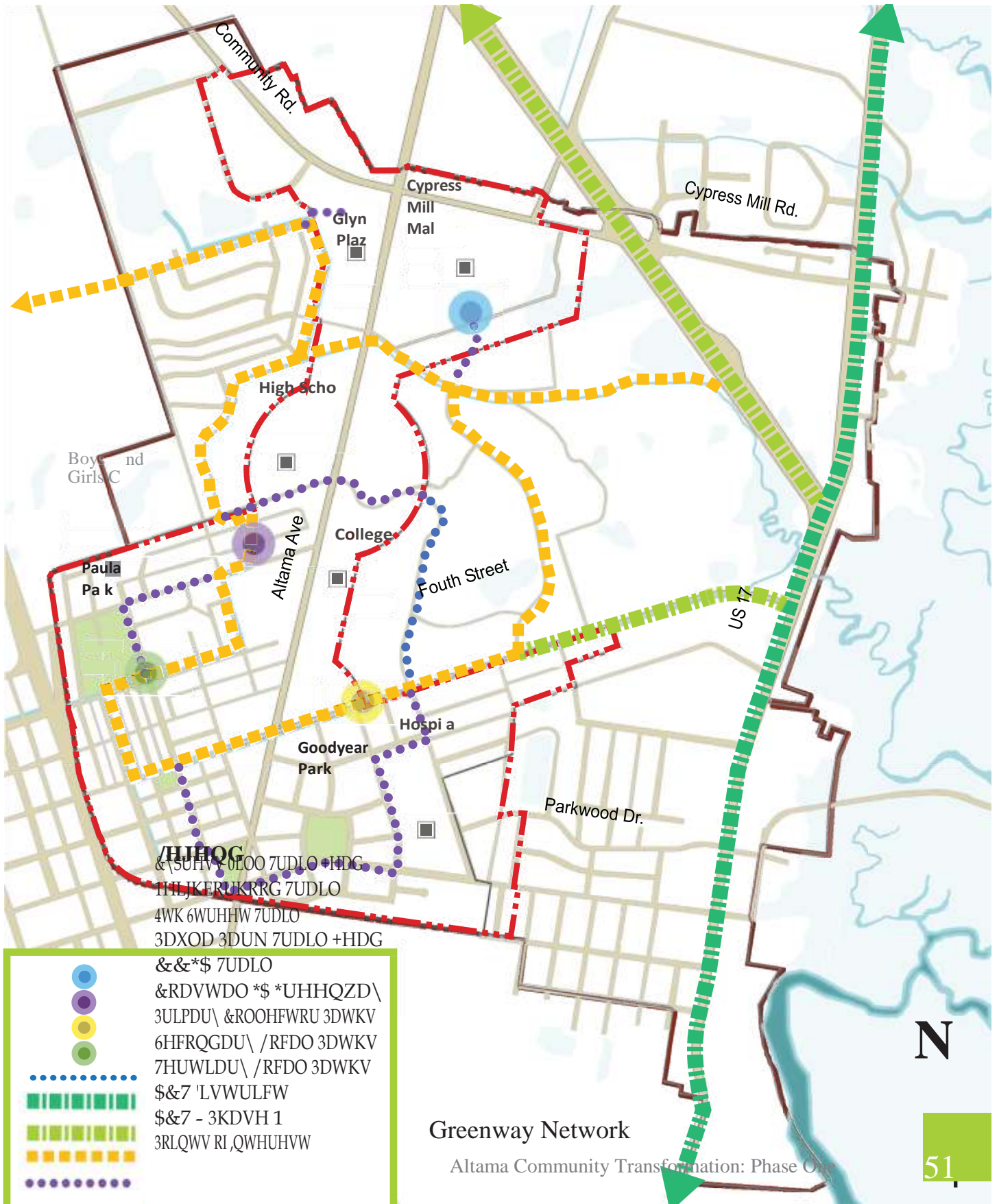
*Integrated Greenway Network at the College of Coastal Georgia and Brunswick High School*



before







	Blue Circle
	Purple Circle
	Yellow Circle
	Green Circle
	Blue Dotted Line
	Thick Green Dashed Line
	Yellow Dashed Line
	Red Dashed Line
	Purple Dotted Line
	Red Solid Line
	Black Square

**Greenway Network**

Altama Community Transformation: Phase One

N

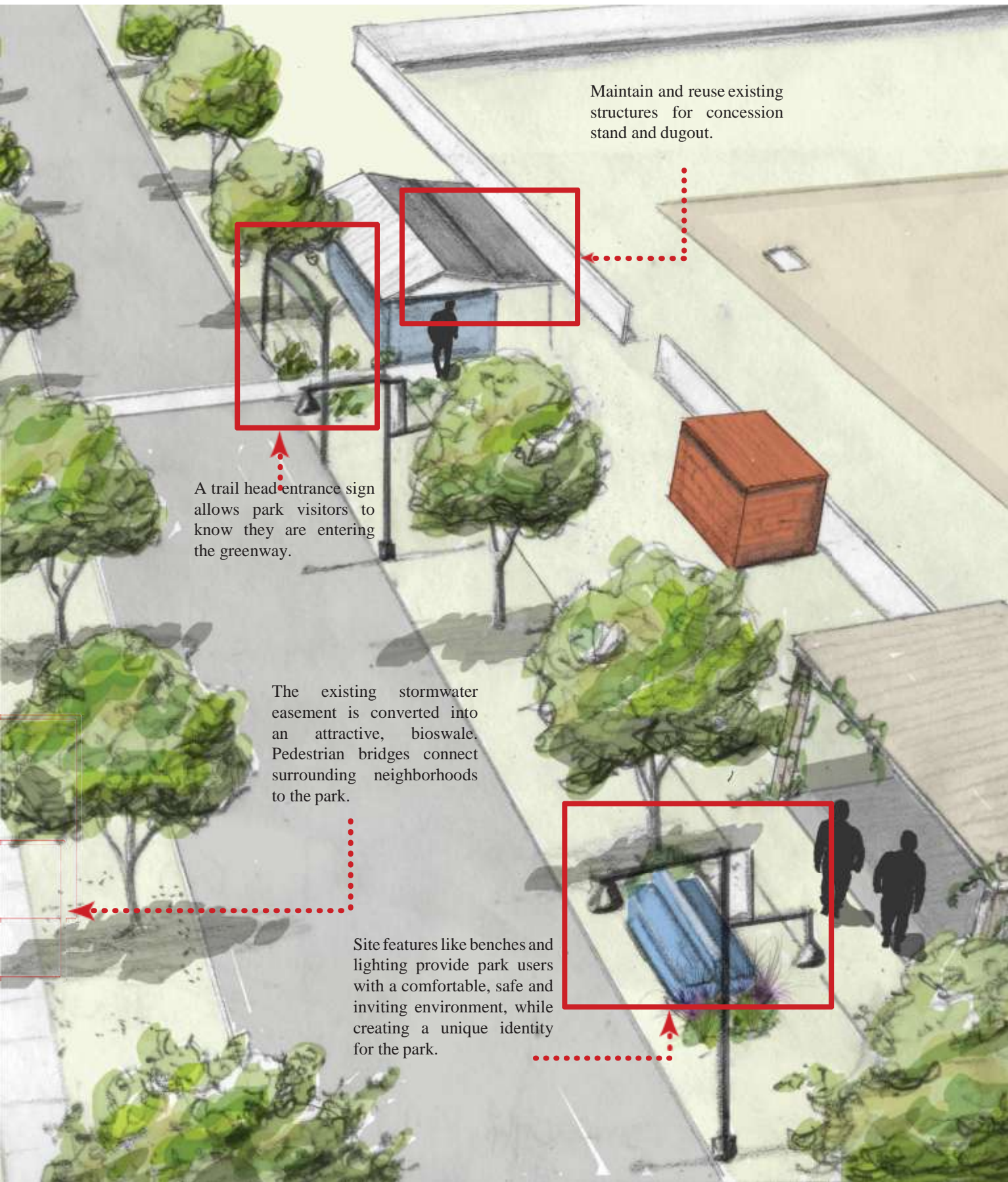
### Neighborhood Trail at Paula Park

Neighborhood trails could connect District parks, like Paula Park on 6th Street, to the larger community. Neighborhood trails are also referred to as tertiary local paths. They should be between six and eight feet wide and should feature a grass buffer between the path and the roadway. Neighborhood trails provide residents with safe pedestrian routes and create strong connections among adjoining residential and commercial areas.

### Greenway Site Key







Maintain and reuse existing structures for concession stand and dugout.

A trail head entrance sign allows park visitors to know they are entering the greenway.

The existing stormwater easement is converted into an attractive, bioswale. Pedestrian bridges connect surrounding neighborhoods to the park.

Site features like benches and lighting provide park users with a comfortable, safe and inviting environment, while creating a unique identity for the park.

### Cypress Mill Trail Head

The silhouette to the right shows a possible entrance to a primary local path within the proposed Brunswick Greenway. Primary local paths should range from 12-16 feet in width, allowing room for multiple pedestrians and bikers to utilize the trail. On each side, the trail is lined with at least five foot wide native planting bed or vegetated bioswales.

The image to the right shows a conceptual visualization of the trail head behind the Cypress Mill Square. The buildings in the background show the proposed infill, creating an inviting downtown feel. The trail could be easily accessible from the shops and restaurants and provides visitors of the trail plenty of dining and retail options.



### Greenway Site Key





## Secondary Local Paths

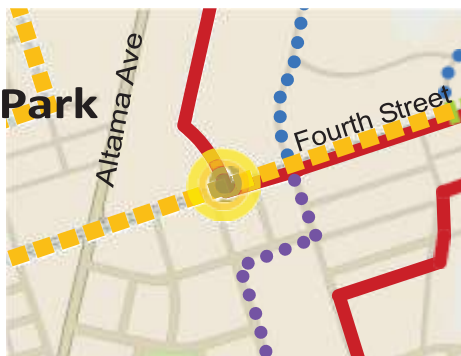
The silhouette to the right shows a possible secondary local path within the Brunswick Greenway. Secondary local paths should range from 10-12 feet in width, allowing room for pedestrians and bikers to simultaneously access the trail. A bioswale with native plantings borders the path, providing habitat for wildlife, and shade and visual interest for trail users.

The image to the lower right shows a conceptual visualization of Fourth Street near the secondary entrance to the College of Coastal Georgia. The path would safely and comfortably connect students and the neighborhood with the businesses along the Altama Corridor.

The blue arrows (lower right) highlight a storm drain that allows runoff water from the street to move under the sidewalk, flowing into the bioswale. The water then slowly infiltrates into the soil, lessening the impact of stormwater on the local sewer system, cleansing the water, and recharging local aquifers.

The light from pedestrian and vehicular lighting fixtures should be focused down. Light reflected into the night sky causes unnecessary light pollution and disrupts nocturnal creatures' activity.

### Greenway Site Key





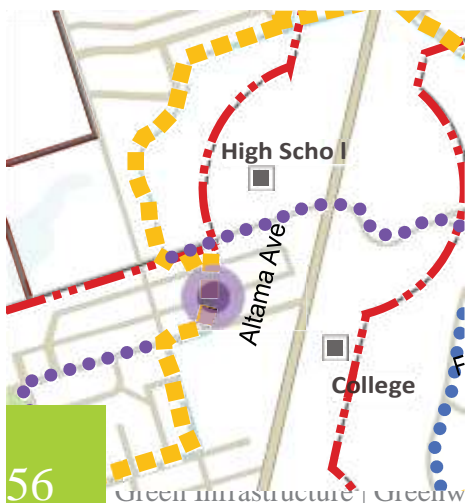
### Tertiary Local Paths

The silhouette on the right shows a tertiary local path, the narrowest trail, that could run through neighborhoods, and to the Brunswick Greenway. Tertiary local paths should range from 6-8 feet in width, allowing room for mostly pedestrians to access the trail. A narrow strip of grass acts as a visual buffer from the street, making visitors feel safer.

This image shows a conceptual visualization of a tertiary path that follows the stormwater easement between Blain Street and Colson Street. The Brunswick Greenway trail could turn this unused piece of land into a neighborhood amenity. Storm drains allow water to flow directly into the bioswale and slowly infiltrate into the soil. There should be plenty of seating along the trail. Include pedestrian scale signage to create a sense of place along the Greenway.



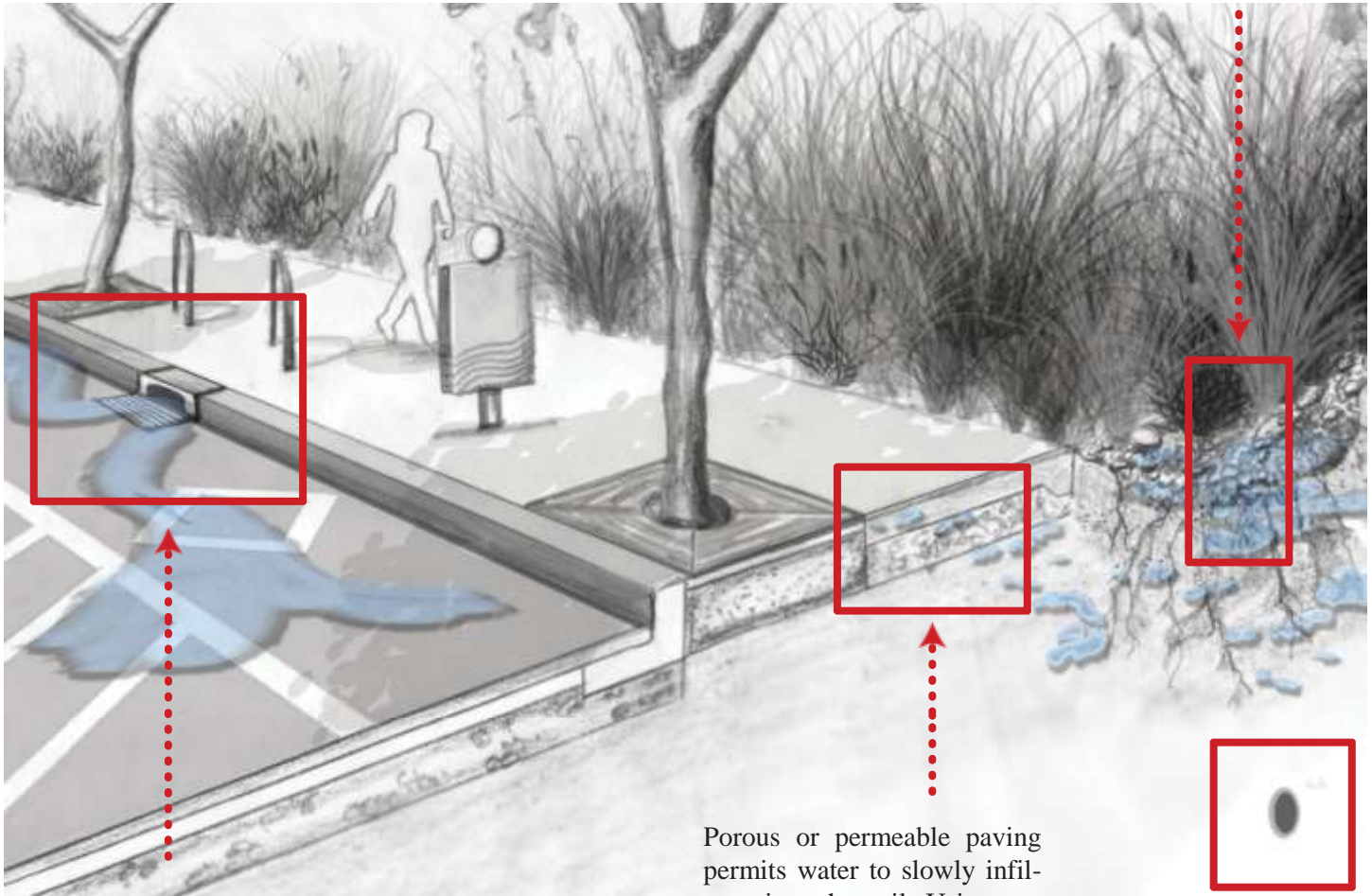
### Greenway Site Key



## Bioswale Mechanics

Bioswales are landscape elements designed to remove silt and pollution from surface runoff water and to reduce potentially hazardous flooding.

A prepared mixture of sand, rocks, and native soils in the bed of the bioswale allows for maximum infiltration of stormwater runoff.



Storm drain cuts along streets allow water to be piped into the bioswale and slowly infiltrate into the soil. The infiltration process helps clean the stormwater while it gradually percolates into the soil and recharges underlying aquifers.

Porous or permeable paving permits water to slowly infiltrate into the soil. Using porous concrete for sidewalks can help reduce the pressure on local stormwater systems.

An under-drain prevents the bioswale from flooding in heavy rain storms. The perforated drain is connected to the local stormwater system.



### Utilizing Greenspace

The greenspaces throughout the Altama Corridor are underutilized, but present great opportunities for communal gatherings and activities. This large concrete pad in Goodyear Park, for example, could host a weekly farmers' market or community festival. Events like these would bring together people from throughout the neighborhoods, creating a greater sense of community.

This space could also be used as a basketball court with the simple installation of two basketball goals. In addition, painting lines on the pavement could encourage neighborhood kids to play games like four square or hop scotch. These games could stimulate community gatherings, as well as promote healthy outdoor activities.



Existing conditions at Goodyear Park



Proposed uses at Goodyear Park

## Streetscape Tree Farm

The planting of large shade trees along the Altama Corridor can be an expensive and a laborious process. To mitigate these costs, a Streetscape Tree Farm could be initiated. This process would involve the planting of small, inexpensive, and easy to manage hardwood trees in large open, park-like areas. Once the trees reach a certain age, they could be relocated to the corridor. The planting of smaller, easier to manage hardwood trees like live oaks, could provide the Altama Corridor with shade and cooler temperatures.



Tree planting at Goodyear Park

## Bioswales

Bioswales or vegetative swales can be much more than maintained grass. Time, energy, and resources can be saved if the planting in these areas transition to drought resistant native grass mixes. Additionally, mowing heights could be adjusted according the distance to the road or sidewalk. For example, grasses closer to high traffic areas could be shorter in height and cut more often. Conversely, grasses in the bottom of vegetative swales could be cut at higher height and less often. These measures are an effective way to increase stormwater infiltration capabilities and reduce the maintenance costs.



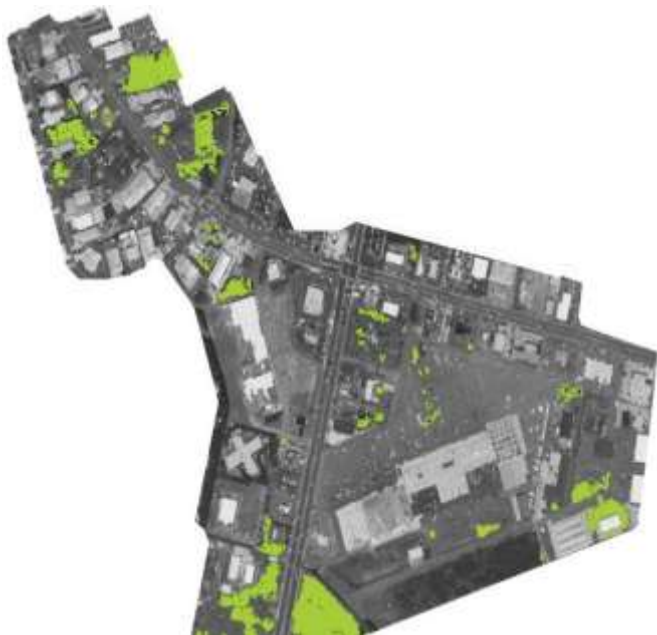
Improvements to the bioswale along Fourth Street



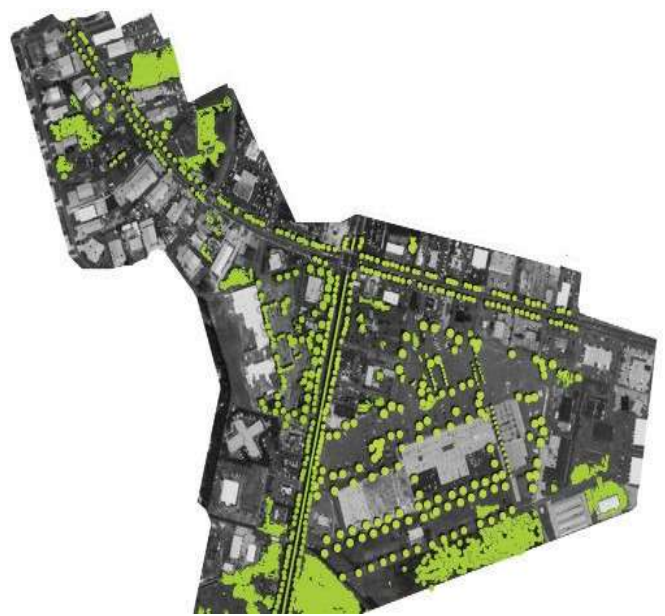
## Parking Lot Improvements

Parking lot improvements in the commercial node will not only increase water and air quality but also make a more enjoyable experience for the shopper. Shade providing canopy trees like the ones illustrated to the right, can lower the ambient temperature of the area they surround.

Parking lot improvements can also increase the level of safety for the shopper. By reducing the number of curb cuts and unnecessary driveways, pedestrians walking along the sidewalk have fewer encounters with vehicular intersections.

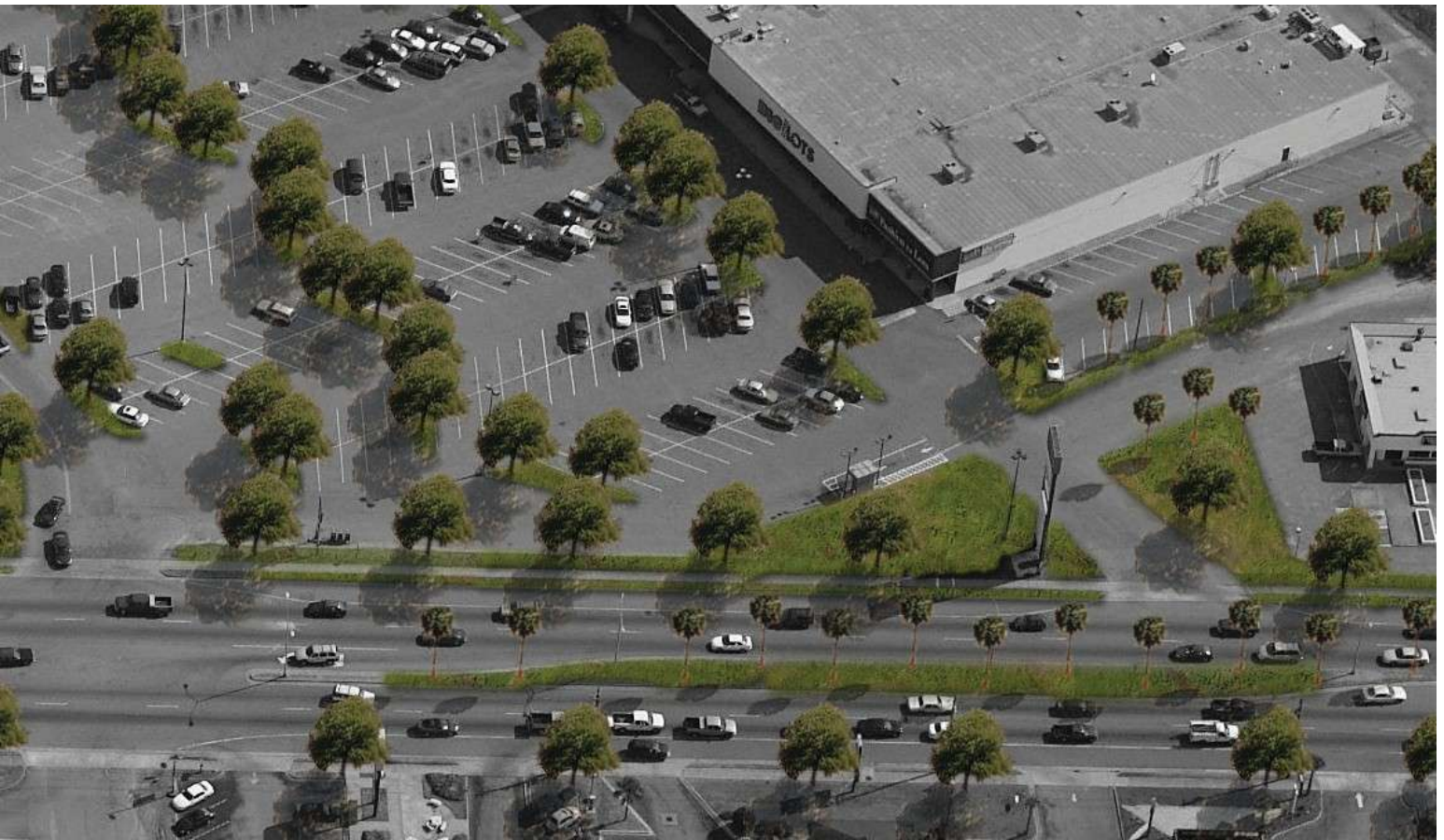


Existing commercial node tree canopy



Proposed commercial node tree canopy





Proposed parking lot and streetscape



Existing parking lot island consists of only painted yellow stripes



Proposed parking lot island with vegetated bioswale



## Native Plant Palette

When choosing plants, it is important to consider many factors that are site specific, including the micro-climate, sun/shade requirements, soil type, heat tolerance, and moisture needs. By carefully selecting native plants that thrive in the specific site conditions, plantings will require less maintenance and attract native wildlife, like birds and butterflies.

Other elements that should be considered in plant selection are color, texture, and a variety of sizes. Varying the landscape will create visual interest for those passing by.

The University of Georgia Marine Extension Service has developed myriad extensive lists that provide information on plants appropriate for site-specific conditions. The plant lists can be found at [www.coastscapes.org](http://www.coastscapes.org). This native plant search engine should be used to determine the best plant types for specific site locations. See Appendix D for additional information and resources.





**character of place:** *(n) confluence of geography, history, culture, and architecture of a defined location that reflects and discloses the journey of the civilization*



## Character of Place | Inventory

The character of a place can be defined by physical, biological, and cultural attributes that make up an area. Historical, legal, aesthetic, and other socially significant attributes are all supporting elements to the character of place. A site visit and photographic inventory of Altama Avenue, specifically the Cypress Mill Square and Glynn Plaza shopping centers, were vital in understanding current conditions of the area. Understanding cultural features of the area help to give a clearer vision of opportunities and constraints presently found.



1. Signage for Rose Drive



2. Wayfinding signage for the Southeast Georgia Health System on Parkwood Drive  
3. Signage for walking trail on the Southeast Georgia Health System campus



4. View of Glynn Plaza from Altama Avenue  
5. Bench and sidewalk on the Southeast Georgia Health System campus  
6. Trash cans and picnic tables at Goodyear Park



7. Architecture on the campus of the College of Coastal Georgia  
 8. Recreational business along Altama Avenue  
 9. Typical street light on Altama Avenue



10. Architecture at Cypress Mill Square  
 11. Entry signage along Community/Cypress Mill Road

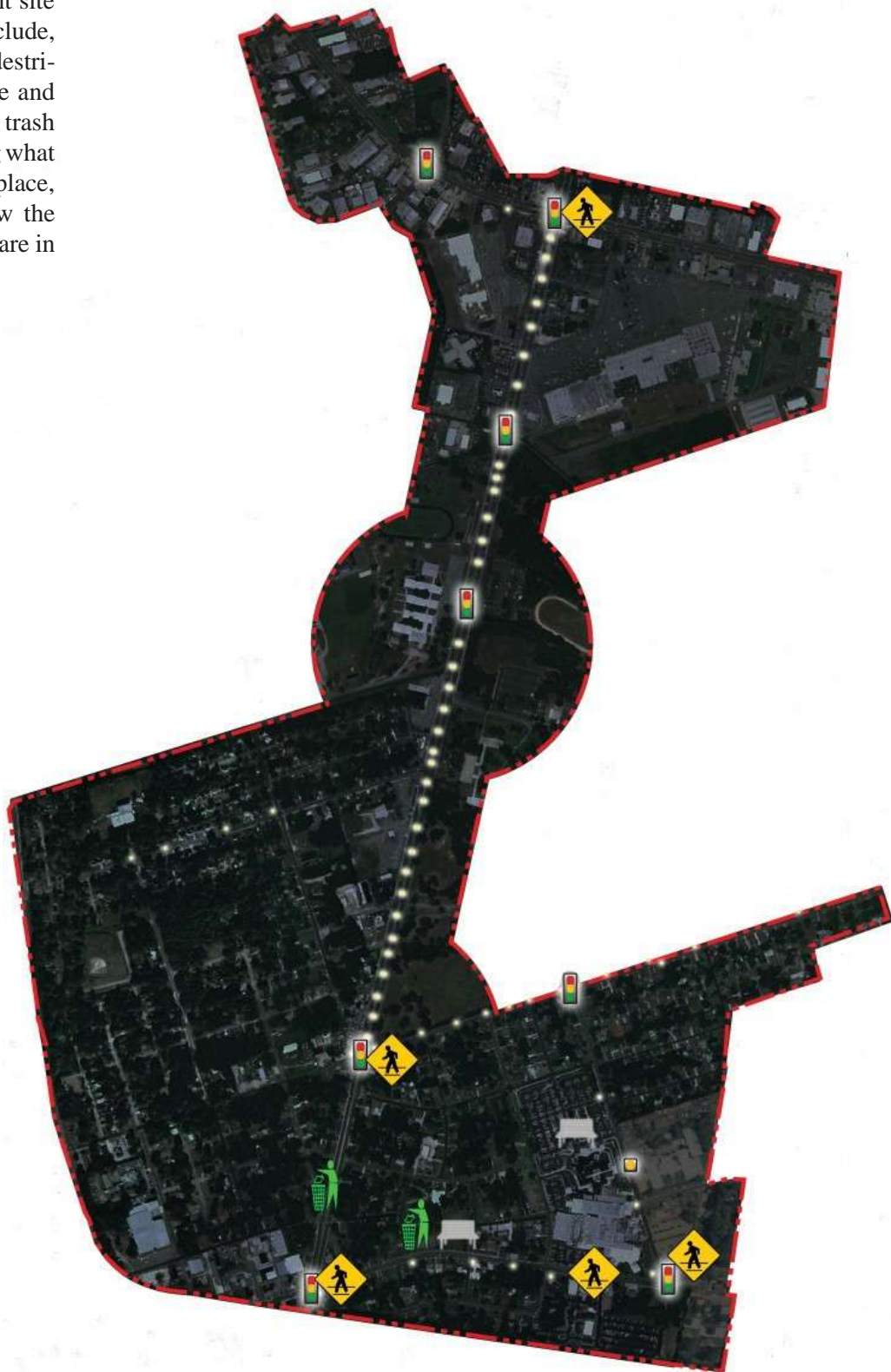


12. Abandoned structure at Paula Park



## Site Furnishings

Here is an inventory of the current site furnishings. These furnishings include, traffic signals, caution signals, pedestrian crosswalks with signals, single and double overhead street lighting, trash cans, and benches. By identifying what site furnishings are currently in place, we may begin to understand how the area is being used and what areas are in need of site furnishings.



### Legend

	traffic signal
	caution signal
	pedestrian crosswalks
	overhead vehicular lights
	trash can
	bench



## Parking and Curb Cuts

This map shows where parking is located in the corridor. The majority of parking is located in the northern commercial area. The College of Georgia and the Southeast Health System also have large asphalt parking.

In addition to showing parking, the map also indicates where curb cuts are located. This is where traffic turns on or off of Altama Avenue from parking lots or businesses, not other streets. The parking, most of these curb cuts are concentrated in the commercial



### Legend

	parking lot
	curb cut



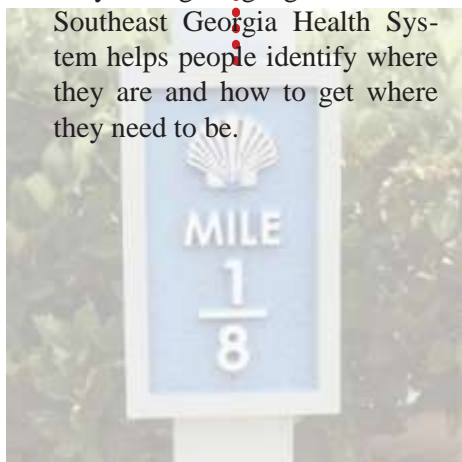


## Character of Place | Analysis

After the inventory of the site was completed, the next step was to study the information. This analysis guides decisions made during the design phase and other steps in the project.



Wayfinding signage for the Southeast Georgia Health System helps people identify where they are and how to get where they need to be.



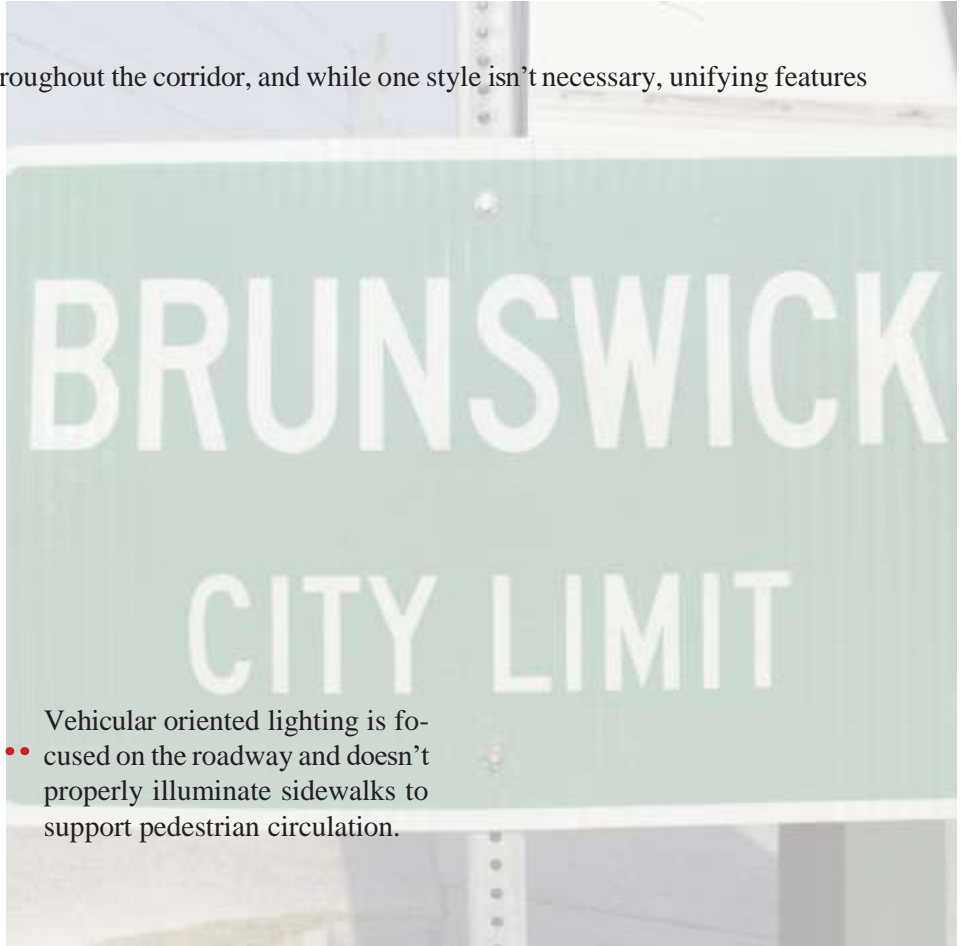
A sense of entry onto Rose Drive and other commercial corridors can increase the visibility of the numerous businesses in the area.



Trash cans like these found at Goodyear Park can reduce littering in the area.



Architectural styles vary greatly throughout the corridor, and while one style isn't necessary, unifying features will give the area a cohesive feel.



Vehicular oriented lighting is focused on the roadway and doesn't properly illuminate sidewalks to support pedestrian circulation.

## Infill Concepts

The design concepts included in this section are just one set of ideas for the redevelopment of these aging commercial sites. The property owners, in consultation with their designers and the governing authority will determine final designs and uses. The owners' design engineers will also need to take into account the need for parking decks and service areas at build-out once the final design decisions have been made.

Each concept in this section is based on multi-use, multi-story development within the site. Commercial uses on the ground floor with residential and office uses on the upper floors are strongly encouraged. In some cases single use residential buildings are shown to provide a transitional buffer between intensive commercial areas and existing neighborhoods or natural areas. See pages 14 and 15 for land use and zoning techniques needed to implement these concepts.

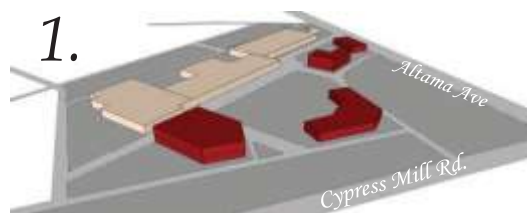
## Cypress Mill Square

Cypress Mill Square is located at the southeast corner of Altama Avenue and Cypress Mill Road. This is a high traffic area and Cypress Mill Square has prime access to the large number of travelers that use Altama Avenue and Cypress Mill Road each day. Infill development is a technique used to take what is already in place and build around it in a way that will revitalize the area and spawn new growth. This phased approach to growth brings about positive change in gradual steps that can be better monitored and managed.

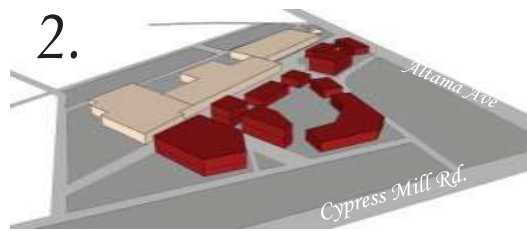
Phased infill development will provide opportunities for controlled economic growth, focusing the new development within the commercial area.



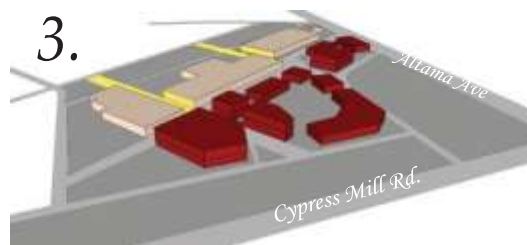
Existing conditions at Cypress Mill Square



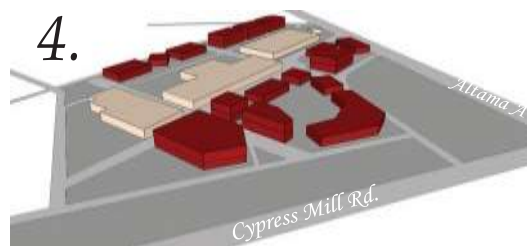
Phase 1: Introduce a defined series of interior streets and locate new buildings along perimeter, and add street trees. On-street parking is defined.



Phase 2: Further infill of buildings, including a parking deck, between existing and Phase 1 buildings.



Phase 3: New retail opportunities are created in the existing buildings and connections are made from the front to the rear by creating new streets that link the entire site.



Phase 4: In the final phase, additional retail space is added along with residential apartments to complete the live-work-play concept.

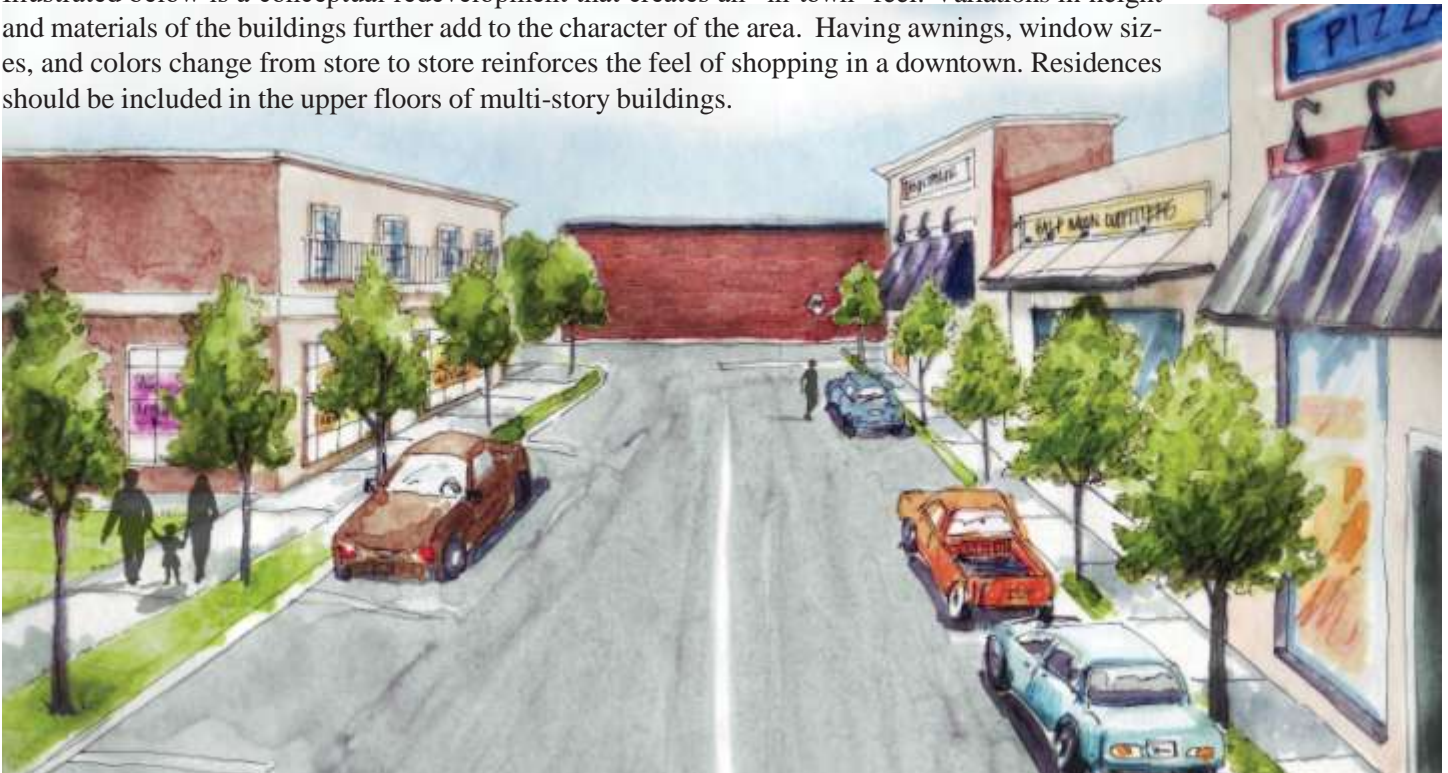


This plan shows the site after all phases have been completed. The addition of on-street parking will help to control traffic speeds and will allow shoppers to park near the desired shops. Street trees provide shade and help to beautify the area. Having store fronts on all of the streets engages pedestrians and encourages shoppers to walk and remain in the area.

- Interior parking lot
- Commercial infill
- On-street parking
- Parking deck (multi-level)
- New streets to expand store frontage
- Residential infill
- Street trees



Illustrated below is a conceptual redevelopment that creates an “in town” feel. Variations in height and materials of the buildings further add to the character of the area. Having awnings, window sizes, and colors change from store to store reinforces the feel of shopping in a downtown. Residences should be included in the upper floors of multi-story buildings.





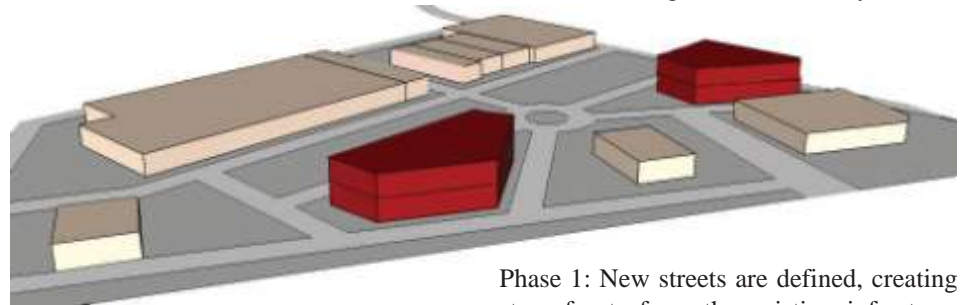
### Glynn Plaza

Glynn Plaza is located across Altama Avenue from Cypress Mill Square. Two strong businesses, McDonalds and Walgreens, are located on Altama Avenue in front of Glynn Plaza, but patrons of these establishments rarely go beyond them and into the mall area. Because of the existing successful businesses nearby and the large expanse of parking lot, Glynn Plaza is an ideal location for infill development.

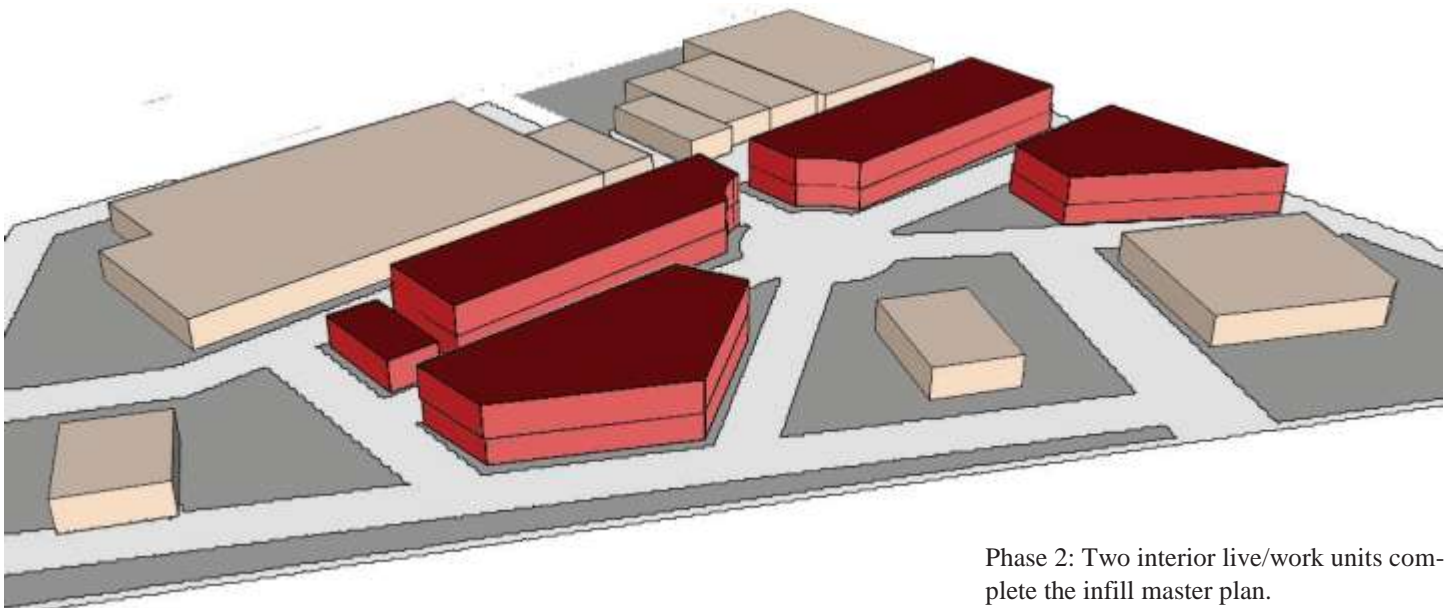
The proposed infill development shows how the completed design would look. On-street parking and a traffic circle are used to control the flow and speed of movement as well as add visual appeal. Street trees cool sidewalks for shoppers as they walk from one shop to the next. Like the Cypress Mill Square infill development plan, a phased approach is proposed, allowing for gradual transition from under utilized space to a fully functional retail center.



Existing conditions at Glynn Plaza



Phase 1: New streets are defined, creating store fronts from the existing infrastructure.



Phase 2: Two interior live/work units complete the infill master plan.



Existing out parcel

Commercial/Office infill

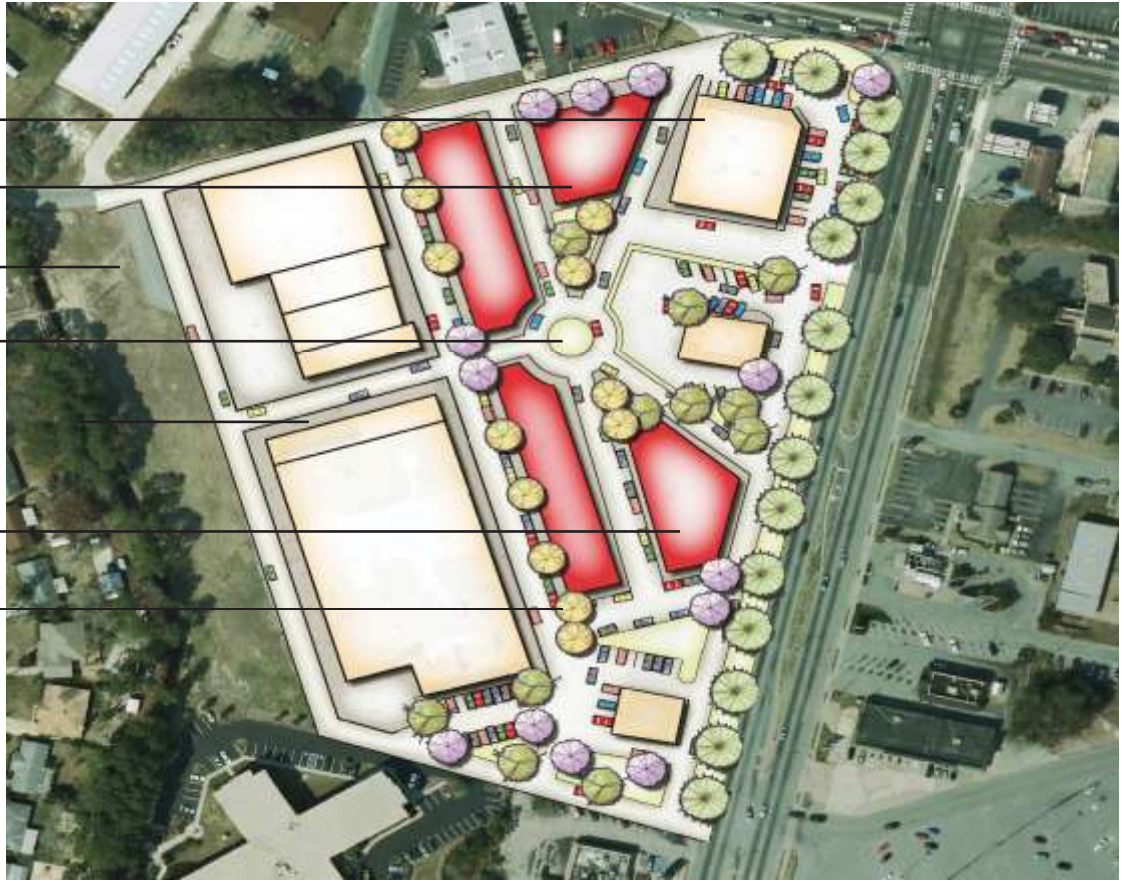
Overflow parking

Traffic calming circle

New streets expand store frontage

Residential infill

Street trees



Build-out of Glynn Plaza



A phased approach is proposed allowing for gradual transition from under utilized space to a fully functional retail center. On-street parking and a traffic circle are used to control the flow and speed of vehicular movement. Street trees cool sidewalks for shoppers as they walk from one shop to the next. Residential uses should be encouraged for upper floors of multi-story buildings.



### Infill Development

Here is an example of infill along Altama Avenue near the Education Node. Currently a business is set back from the street with parking between the street and business. The addition of buildings in the front will engage the street and make it more pedestrian friendly. The addition of green roofs to existing buildings will help make them more environmental friendly and help reduce the heat island effect. In this proposal, no buildings would be demolished and additional buildings would create more of a downtown feel that is often desired by pedestrians.

Before



After





## Infill Development

Here is another example of mixed-use infill development along Altama Avenue in the Educational Node. The new road configuration supports infill opportunities that highlight architecture of civic prominence. On-street parking is incorporated to slow traffic for pedestrians safety. High density mixed use development is located adjacent to the sidewalk to engage Altama Avenue and encourage pedestrian foot traffic.

Before



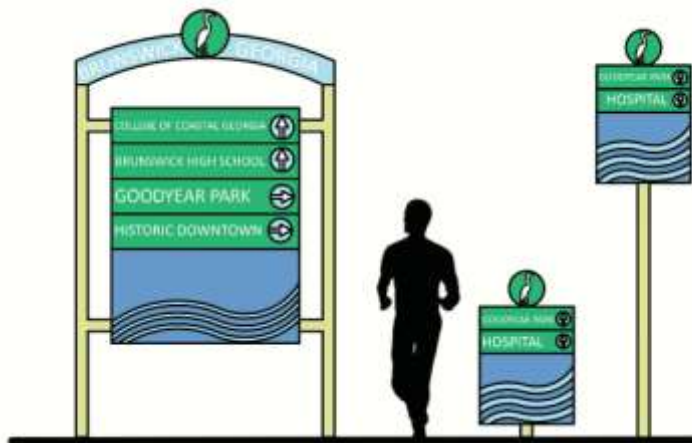
After



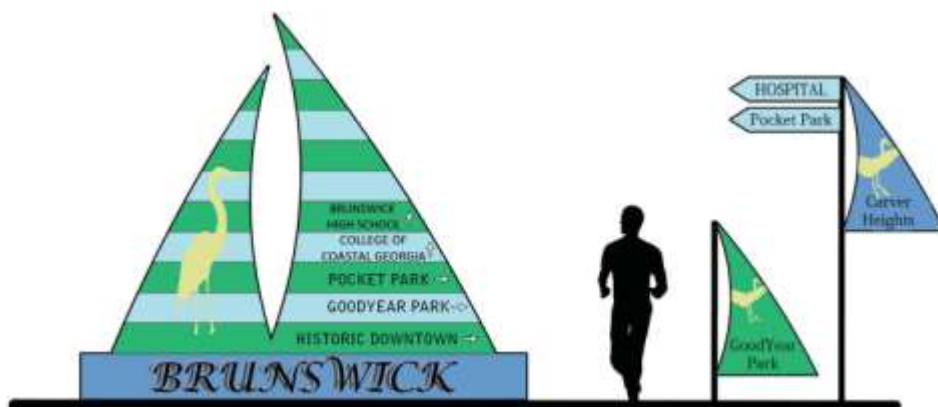
## Wayfinding Signage

Wayfinding is a unified sign program that informs and visually knits together an area. Successful wayfinding signage allows people to determine where they are, what their destination is, and how to get there.

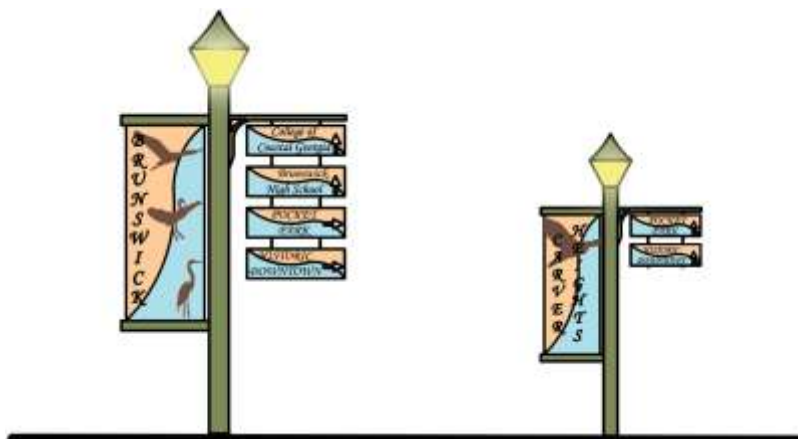
Illustrated are three different options for wayfinding signage for the ACT. Each option shows different sizes of signs which would be used at different points in the corridor depending if they were meant to be read by vehicular traffic, pedestrians, or both. Option A is a basic design but is easily readable and has hints that remind you that you are near the coast of Georgia. Option B is more direct in its coastal imagery. The large sign is shaped like a sail boat with the other signs having sail like elements. Option C is designed to have the look and feel of signage you would see in a downtown.



Option A



Option B



Option C



## Example Furnishings In and Around the Corridor

Adding benches along the corridor is a basic way to make it more pedestrian friendly. Benches give people a place to rest, wait for friends, or relax in the shade.



Large signs provide information for vehicular traffic as well as people walking through the corridor. Placing trash cans throughout the corridor is an easy and efficient way to reduce litter and debris from the ACT.



Emergency call boxes and pedestrian scale lighting located in the area increase safety and encourage use during the day and night.



## Lighting Options

There are a variety of lighting styles and options available. The ACT District should choose standard styles throughout the corridor that support pedestrian and vehicular lighting needs.



### Examples in and around the ACT District

The facades of downtown Brunswick shops have varying colors, heights, and ornamentations. The fenestrations change from shop to shop making it a comfortable and pleasant place to walk and shop. These attributes could be mimicked in the facades of the proposed infill development.



The buildings on the campus of the College of Coastal Georgia can influence future infill development with similar proportions and use of historically appropriate building materials. Doing this would give the commercial and educational nodes a unified feel and make students more comfortable when traveling off campus.



The style of architecture of condominiums in and around Brunswick could serve as an example for future development. Varying colors and materials coupled with recessed facades make it unimposing to pedestrians.



## Commercial Architectural Guidelines

### **BUILDING ORIENTATION**

- Buildings shall be oriented to face the primary thoroughfare.

### **SETBACKS**

- Buildings shall be setback no more than fifty (50) feet from the edge of the right-of-way with parking located to the sides and rear of the building. Landscape buffers shall be used to separate structures from thoroughfares.
- No structures other than signs shall be placed between the front property line and the building's façade.

### **FACADES**

Building facades shape the identity of the corridor, orient visitors, and serve as walls for public spaces. Building facades should have visual appeal and reflect the vision of the ACT District.

- All building facades should be comparable in quality to the primary entry façade.
- Building entrances should be distinct, intuitive, and visible from the street and parking areas.
- Many buildings may have multiple public entrances. The entrances should express a clear hierarchy.
- Commercial and other uses on the ground floor of buildings should have a minimum 70% glazing, as measured between two (2) and twelve (12) feet from the adjacent ground plane.
- Transparency and reflectivity should allow visibility from the street during the day.
- Maximum building glazing is 70% of the total surface of each facade.
- Facade treatment should reflect solar orientation. To reduce solar heat gain and glare, designers are encouraged to utilize vegetation, screens, louvers, roof overhangs, recessed windows, light shelves, and/or high efficiency glazing.

### **FENESTRATION**

- The length of façade without intervening fenestration or entryway should not exceed twenty (20) feet.
- Fenestration shall begin not more than two (2) feet above the floor and shall extend to a height not more than twelve (12) feet above the floor.

- Fenestration shall be provided for a minimum of sixty percent (60%) of the length of street frontages.
- Entryways may be counted towards fenestration requirements.

### **BUILDING HEIGHTS**

- Building heights should not exceed five stories or 60 feet in height.
- Rooflines shall be broken up so that the roofline shall not go for more than one hundred (100) feet without changing height.
- Cornices shall be utilized on the front of the building.
- A flat roof must be concealed by a parapet wall along the roofline to conceal mechanical equipment.

### **MATERIALS AND COLORS**

Materials and colors unify buildings and link the development to the natural landscape.

- Materials and colors should draw on regional examples and the natural environment.
- Public areas, building entrances, and ground floors should use durable, long lasting materials carefully detailed.
- Buildings shall use materials such as brick, pre-cast concrete, and large expanses of windows on elevations oriented toward the primary streets.
- Minimize the number of primary exterior building materials to three, with one serving as the dominant cladding.
- Appropriate exterior wall materials are brick, stucco, wood or artificial siding, or natural stone.

### **PARKING**

- There shall be a minimum ten (10) foot vegetative buffer around parking areas. Buffers shall consist of densely planted trees and shrubs.
- Trees shall be at least two and one-half (2.5) inch diameter at planting.
- Curb cuts shall be kept to a minimum to prevent problems with vehicular and pedestrian traffic.
- Where possible, curb cuts shall be shared between neighboring properties.
- Parking lots shall connect with adjacent parking lots.



### **ACCESSORY STRUCTURES**

- Accessory structures shall be consistent with the design of the dominant building.
- Trash cans and benches shall be free from advertisements and shall be constructed using metal, wood, brick, or stone.

### **MECHANICAL EQUIPMENT, UTILITIES, AND DUMPSTERS/RECEPTACLES**

- Architectural features such as parapets shall be used to screen mechanical and HVAC equipment from view by pedestrian and vehicular traffic.
- Mechanical equipment, HVAC systems, and/or utilities located at ground level shall be screened from pedestrian and vehicular traffic through the use of fencing and vegetation.
- Any dumpster, trash, grease, or waste receptacle shall be located at the rear of the property. Any such receptacle shall not be visible from the public right-of-way and shall be enclosed (not able to be seen from front, sides, or rear) by a wall.

### **SIGNAGE**

- Freestanding signs shall be no more than seven (7) feet tall and ten (10) feet wide.
- No property shall have more than two (2) signs.
- Signs affixed to buildings shall not extend above the roofline.
- Signs affixed to buildings shall not occupy more than twenty percent (20%) of the façade.



**partner** (*n*) *a person or organization who shares or is associated with another in some action or endeavor; sharer; associate.*

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