

Norwich Street Revitalization

2018 Legacy Project

GEORGIA PLANNING ASSOC. CONFERENCE • SEPT. 6, 2018



what is COMMUNITY RESILIENCE?

“The capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow, no matter what kinds of chronic stresses and acute shocks they experience.”

~100 Resilient Cities



project background



Legacy project

APPLICANT:

City of Brunswick

TEAM LEAD:

Kronberg Wall Architects, National Design Team
Georgia Conservancy, Sustainable Development Expert

TEAM:

Symbioscity, Local Design Team / Transportation Expert
Bleakly Advisory Group, Market Analysis Expert
Canvas Planning, Zoning Analysis / Identity Expert
Thompson Placemaking, Placemaking / Rendering Expert

FOCUS AREA:

Norwich Street Corridor



project LOCATION

GEORGIA COAST



GLYNN COUNTY



CITY OF BRUNSWICK

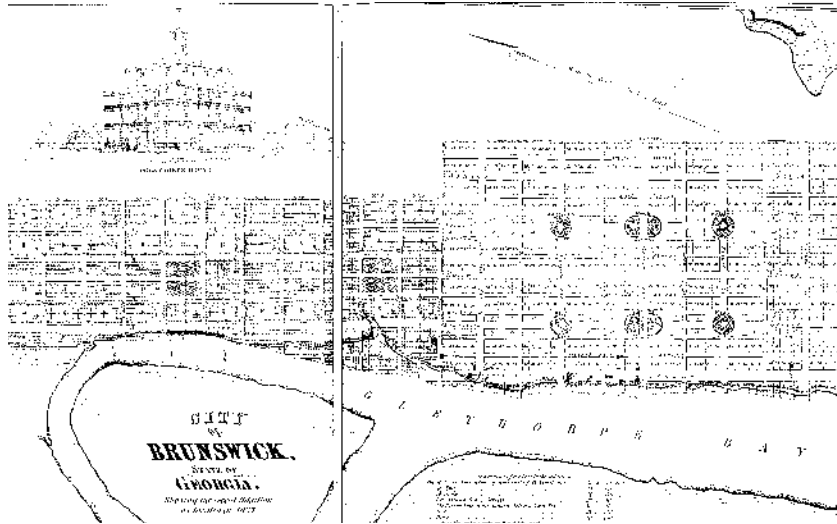


NORWICH CORRIDOR

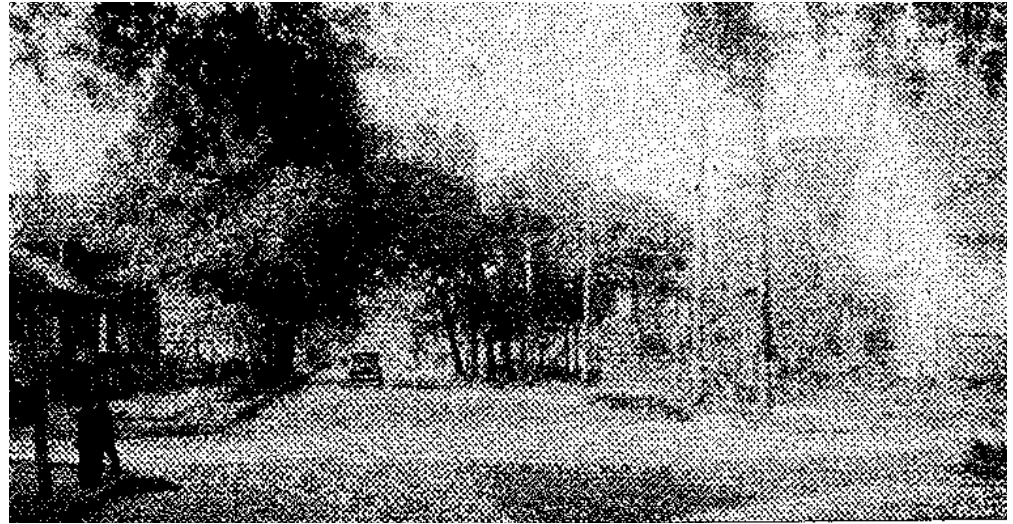


project history

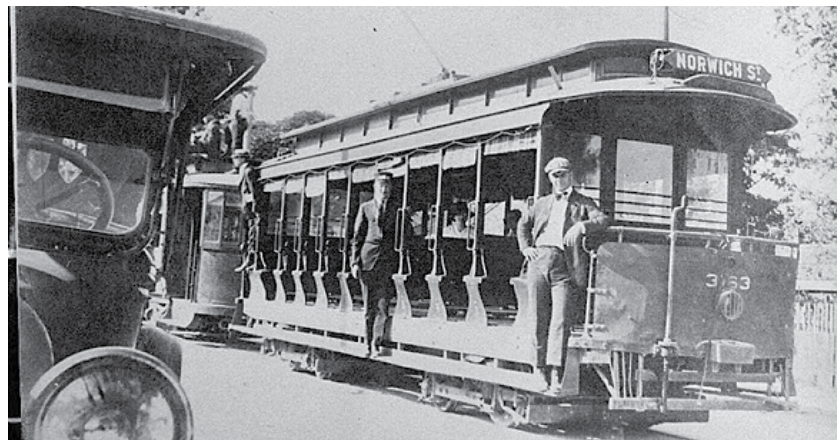
FROM OGLETHORPE (ORIGINAL PLAN, 1771 - 1900) ...



TO NEW TOWN (RESIDENTIAL EXPANSION, 1900-1920) ...



TO DIXIE HIGHWAY (AUTO CORRIDOR, 1920-1960) ...

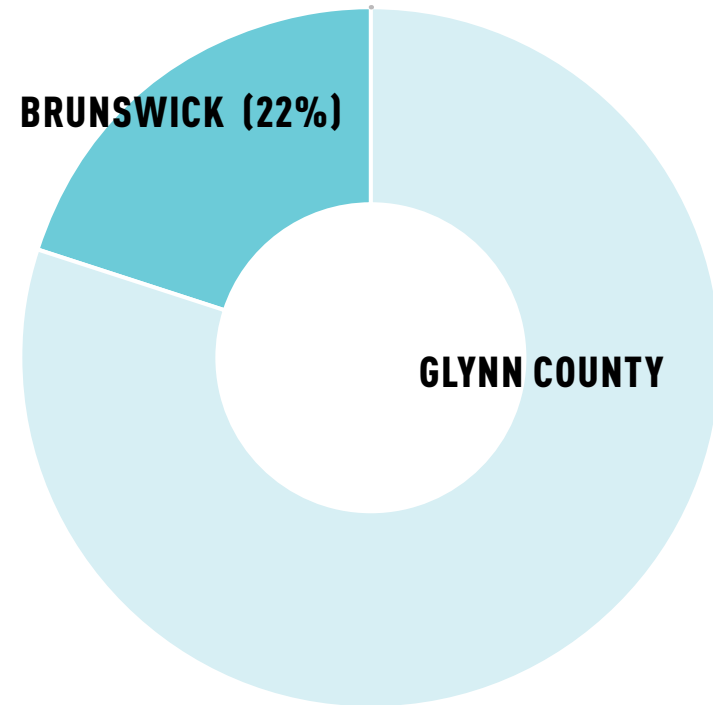


TO TODAY



project demographics

- Brunswick has 22% of Glynn County's population (around 15,000 people)
- Brunswick has a young population compared to the county
- 64% of Brunswick households are without children
- 2/3 of Brunswick residents are renters
- Median household income is 1/2 that of the state-wide median household income



economic centers

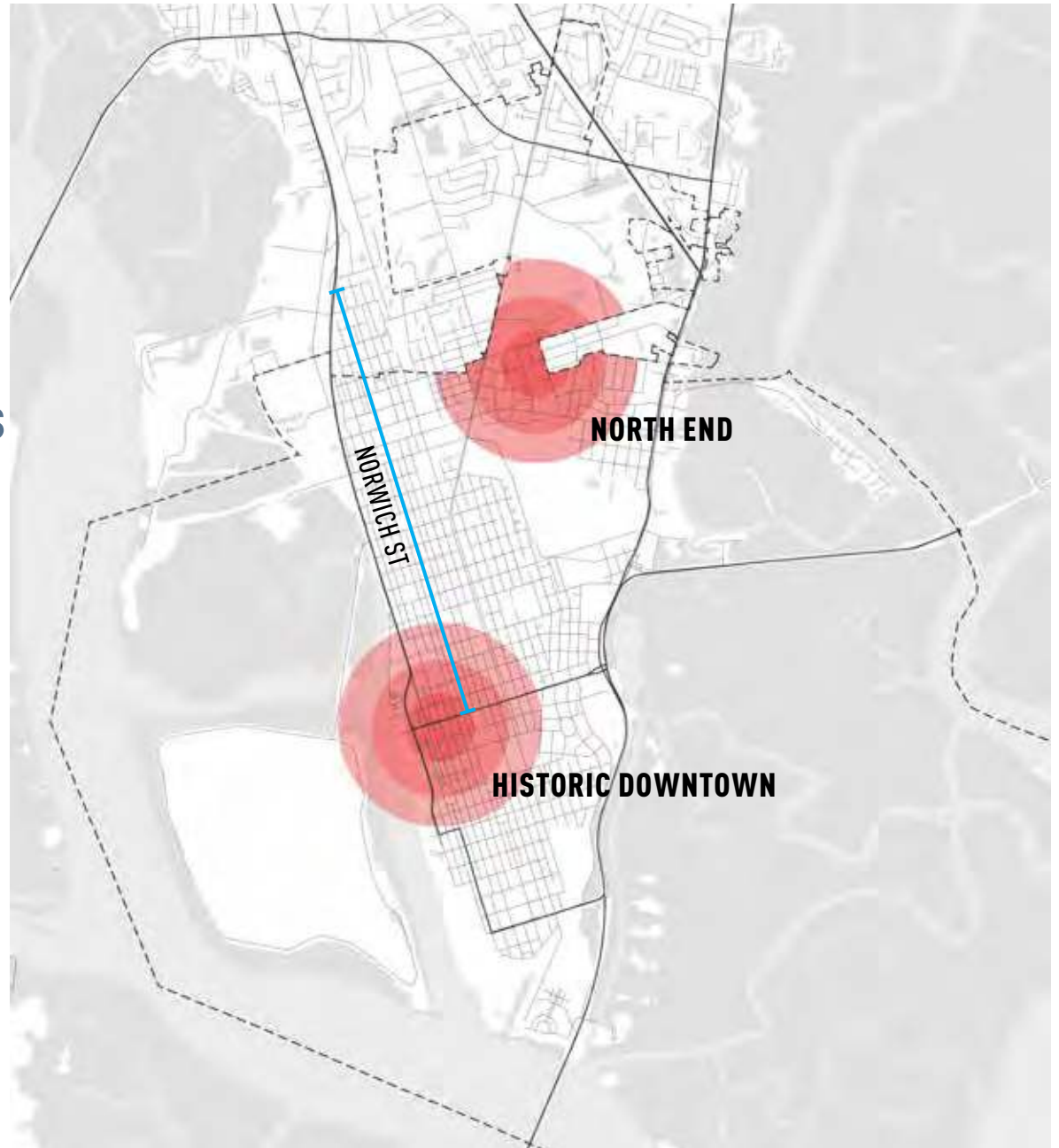
Two distinct clusters of economic activity:

North End

- Southeast Georgia Health Campus
- College of Coastal Georgia
- Cypress Mill Square
- FLETC

Downtown

- Historic Downtown
- Brunswick Marina
- Georgia Ports Authority

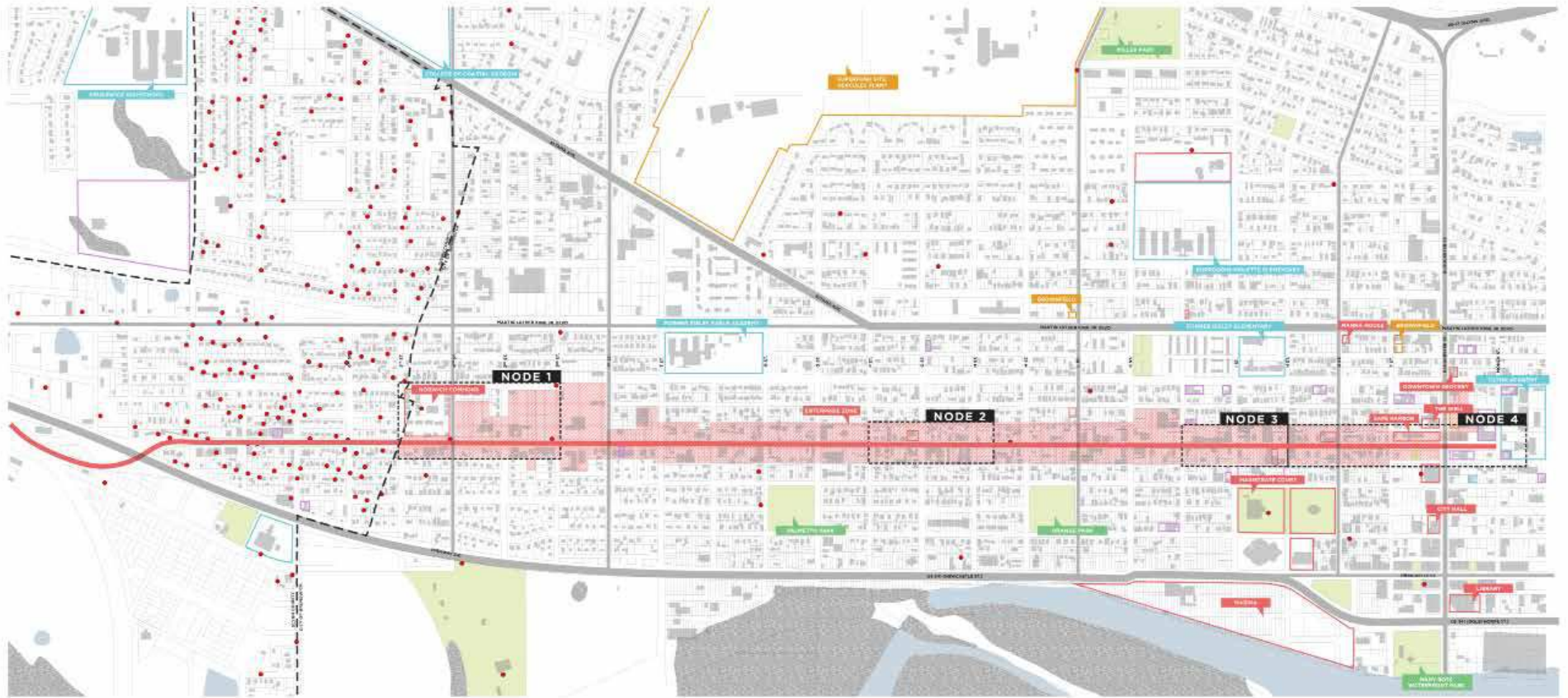


norwich corridor

- 6,000-7,000 cars per day
- Entire corridor within Brunswick Enterprise Zone
- Mostly strip commercial and auto-oriented businesses
- A lot of residential just off of the corridor, on either side
- Alleys along both sides of the corridor provide rear access
- High vacancy rate
- Generous ROW
- High ground, comparatively



study area



NORWICH CORRIDOR REVITALIZATION
MARCH 1ST - 4TH 2018



CONTEXT PHOTOS



CONTEXT photos: south end



CONTEXT PHOTOS: all eyes



CONTEXT PHOTOS: nodes



CONTEXT PHOTOS: in-between



process

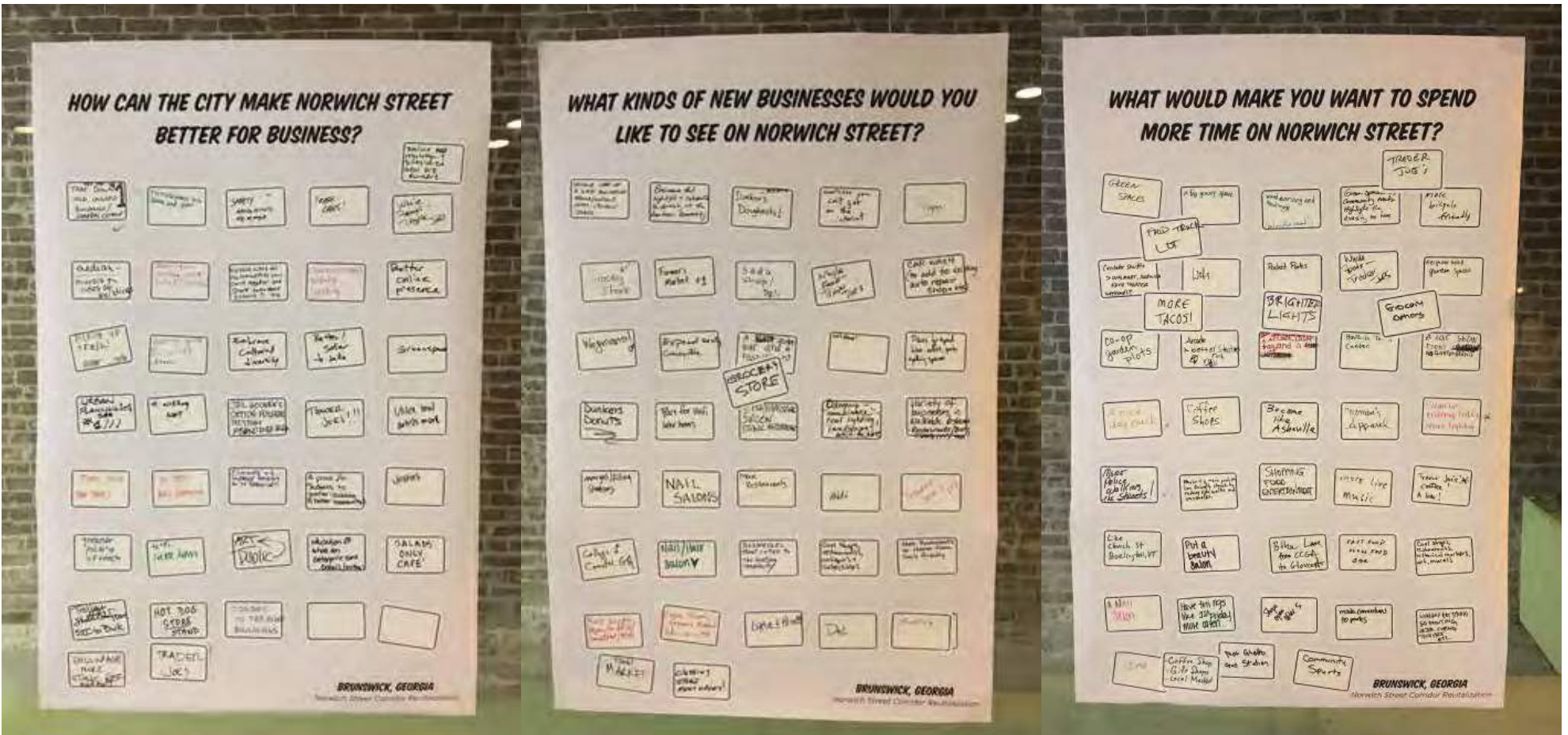
SINCE NOVEMBER 2017, THE TEAM HAS:

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

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

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





First Friday feedback



what we've found



nor wich is unique



nor wich is unique



LOCAL BUSINESSES



DIVERSE



ANYTHING CAN HAPPEN HERE!



PUBLIC SAFETY



PUBLIC SAFETY: PERCEPTION VS REALITY



PUBLIC SAFETY: recommendations



STREET IMPROVEMENTS



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

CRIME



- REACTIVATE NEIGHBORHOOD WATCH
- OFF-DUTY OFFICER PATROL

EYES ON THE STREETS / ALLEYS



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

DISTRESSED CONDITIONS



distressed conditions: buildings & properties



UNDEVELOPED

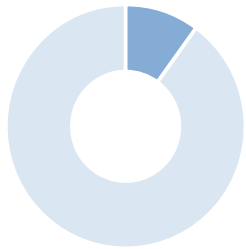


VACANT

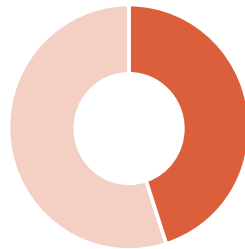


UNDERUTILIZED

DISTRESSED CONDITIONS: buildings & properties



10% UNDEVELOPED
(11 OF 99 ACRES)



45% VACANT
(75,000 OF 165,000 SQFT)



undeveloped properties: opportunities

11 ACRES (10%)

of 99 acres on Norwich St
is undeveloped land

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

vacant buildings

165,000 SF

of existing commercial
space fronting Norwich
(between Gloucester and 5th St)

55%

is currently
occupied

75,000 SF

of existing commercial
space on Norwich is
vacant

vacant buildings: opportunities

15,000 SF

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

60,000 SF

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

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

retail demand analysis

- **\$147 MILLION:** Amount Brunswick residents south of 4th Street spend on retail and services
- **500,000 SF:** Amount of retail space this spending supports in Glynn County
- **10,000 - 15,000 SF:** Amount of additional retail space Norwich Corridor can support if it captures just 5% of this demand
- **+/-10,000 SF:** Potential additional demand from student and FLETC populations
- **15,000+:** Amount of cars needed per day to elicit drive-by retail demand (Norwich St current traffic volumes are too low at 6,000 - 7,000 cars per day)

underutilized properties: opportunities

15 ACRES (15%)

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

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



RESIDENTIAL demand analysis

- Analysis of job market, housing trends and interviews with local residents indicates few housing choices for households earning \$30,000 to \$50,000.
- These households have the ability to pay rents between \$625 and \$975 per month and a home price of \$90,000 to \$170,000
- There is limited new stock, either rental or owner, at these prices in the City and certainly around Norwich, forcing households to look elsewhere in the County or region to live
- Students at Coastal College and FLETC also represent potential demand for rental housing in the City/Norwich Corridor
- Projected demand for up to 15 units per year in Norwich Corridor—starting at south end of Corridor, working northward.

RESIDENTIAL INFILL: OPPORTUNITIES

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

commercial reuse: opportunities



EXISTING ELEVATION



CONCEPTUAL ELEVATION



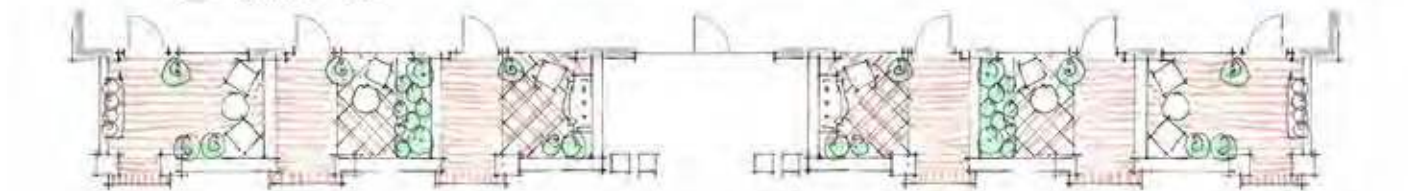
commercial reuse: opportunities



EXISTING ELEVATION



CONCEPTUAL ELEVATION



CONCEPTUAL STOOP PLAN



residential infill : BRUNSWICK PRECEDENTS



SHOTGUN

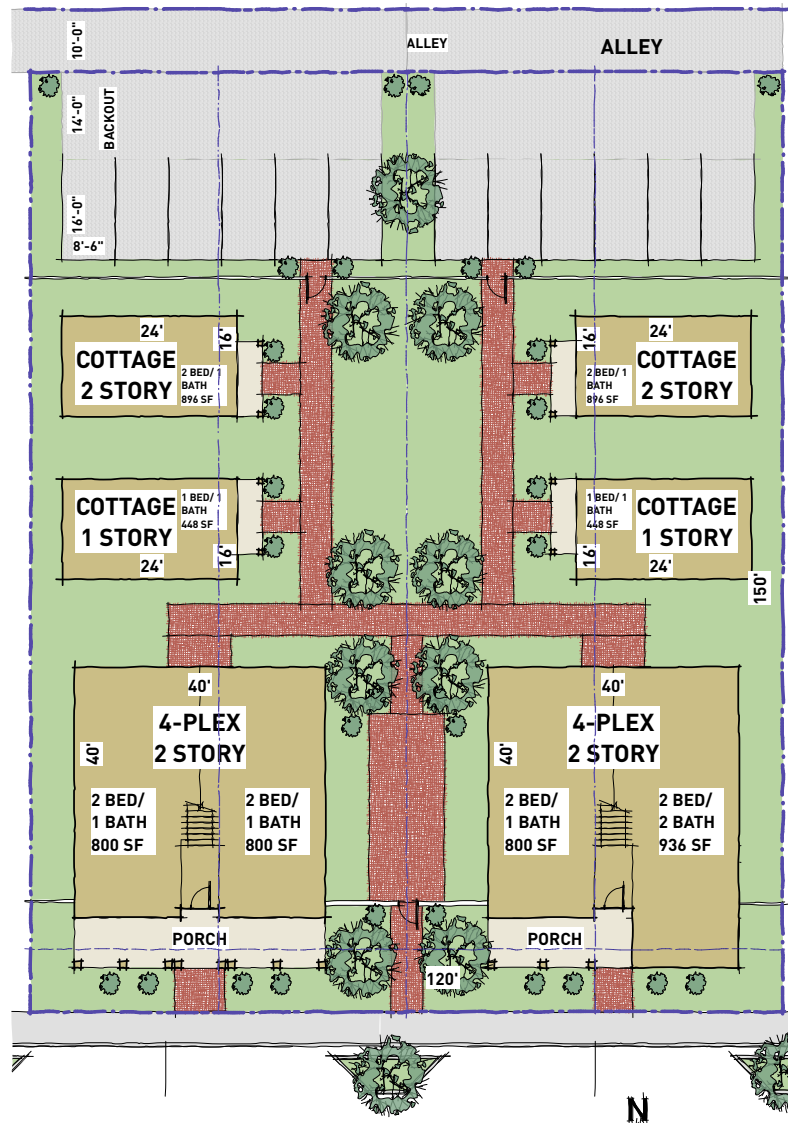


DUPLEX



MANSION

residential infill : 4PLEX + COTTAGE COURT

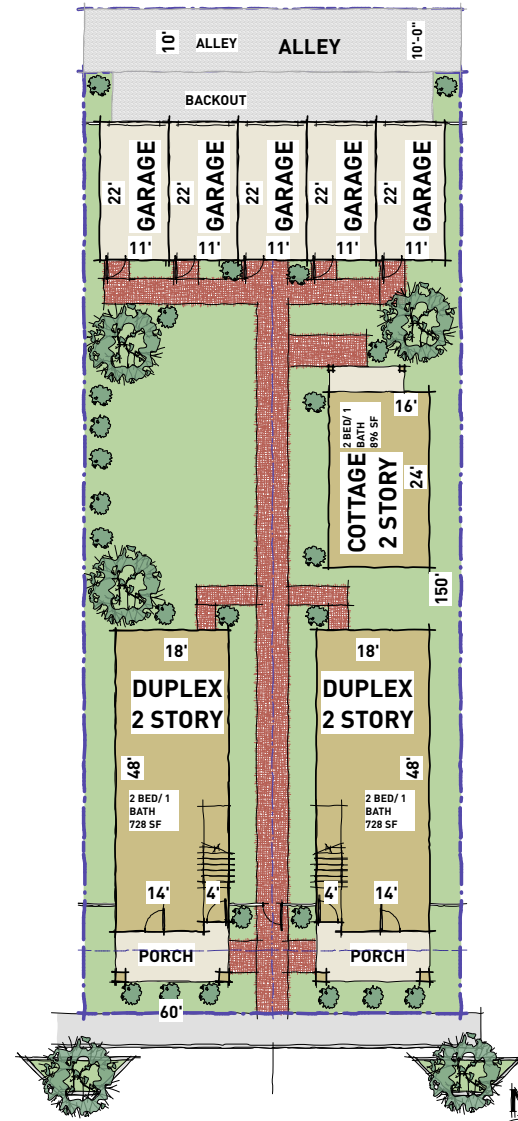


LOT SIZE: 18,000 SF
TOTAL COND SF: 9,400 SF
UNITS: 12
FAR: 0.522
LOT SF/UNIT: 1,500
PARKING PROV'D: 12
 (+4 ON STREET)
LOT COVERAGE: 60%
ALL SURFACES IMPERVIOUS
 4-PLEX IBC
 COTTAGES IRC

residential infill : 4PLEX + COTTAGE COURT

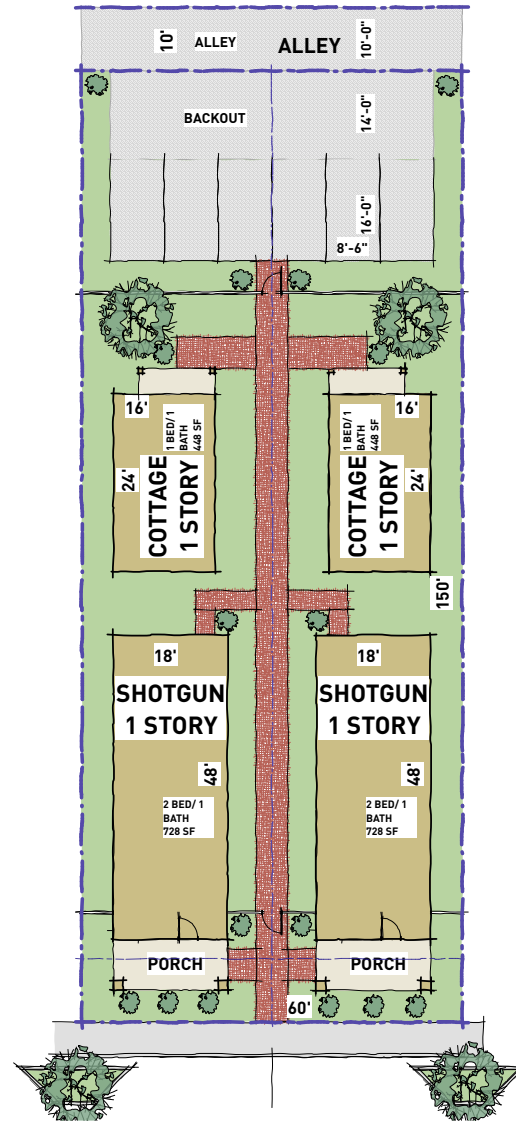
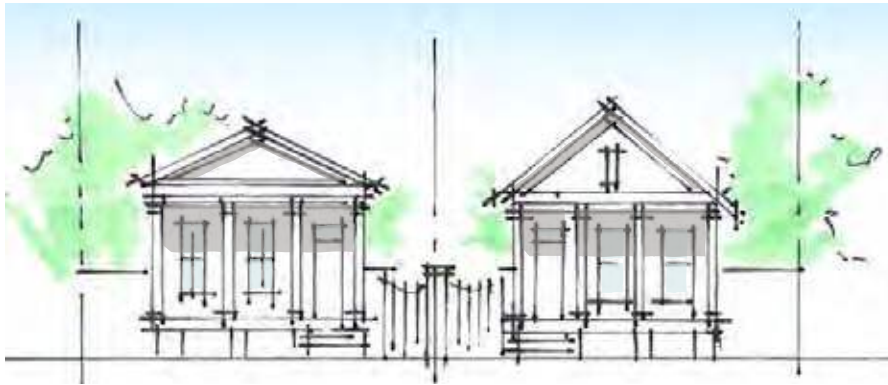


residential infill : DUPLEX



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

residential infill : SHOTGUN



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

THE STREET



NORWICH bike boulevard



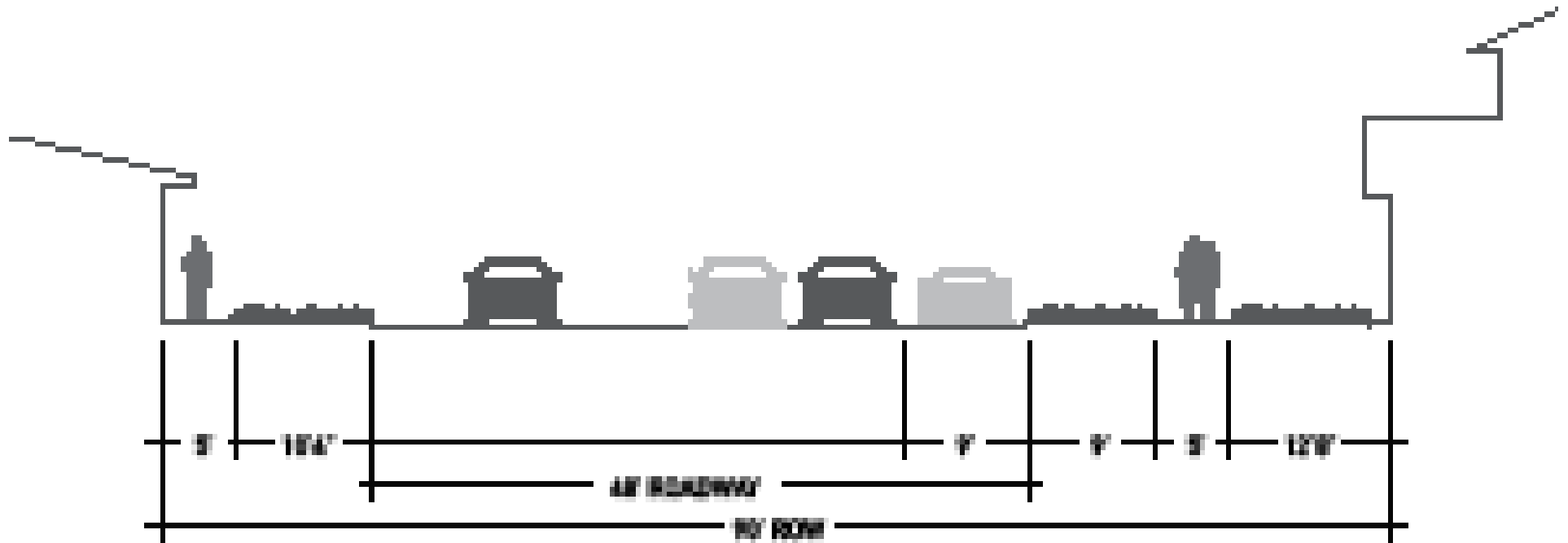
LACK OF PEDESTRIAN/ BICYCLE INFRASTRUCTURE



PEDESTRIAN / BICYCLE RECOMMENDATIONS

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

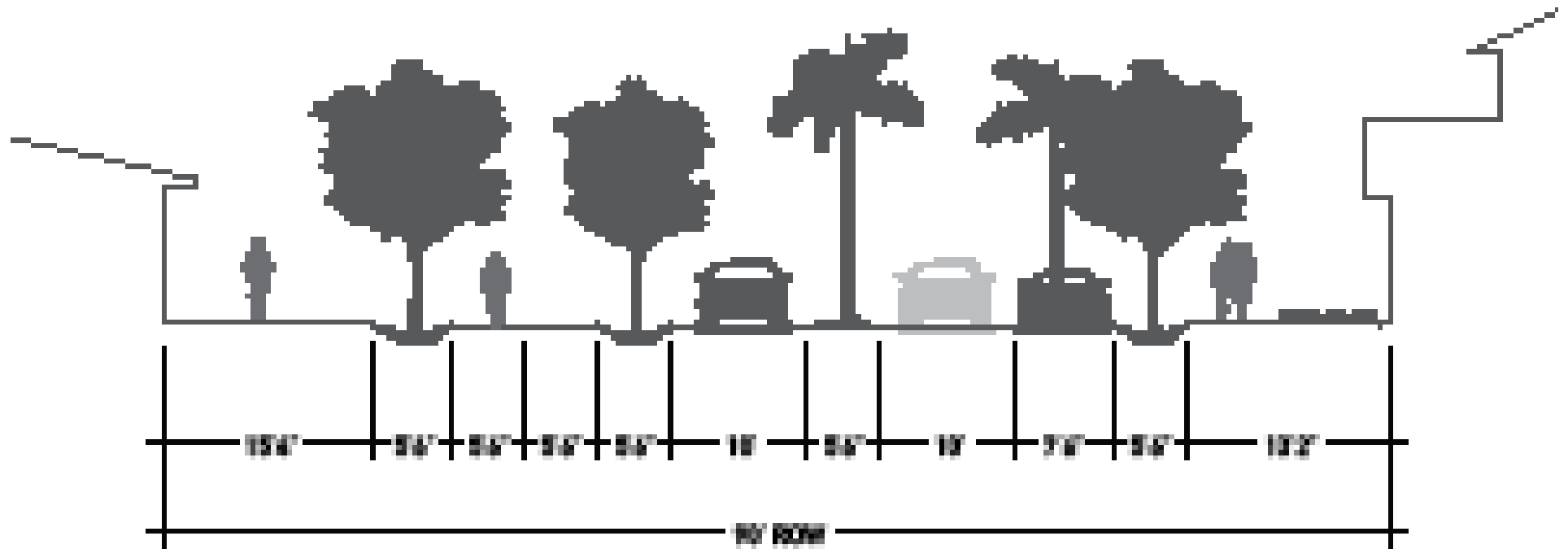
EXISTING STREET SECTION: NORTH & SOUTH NORWICH



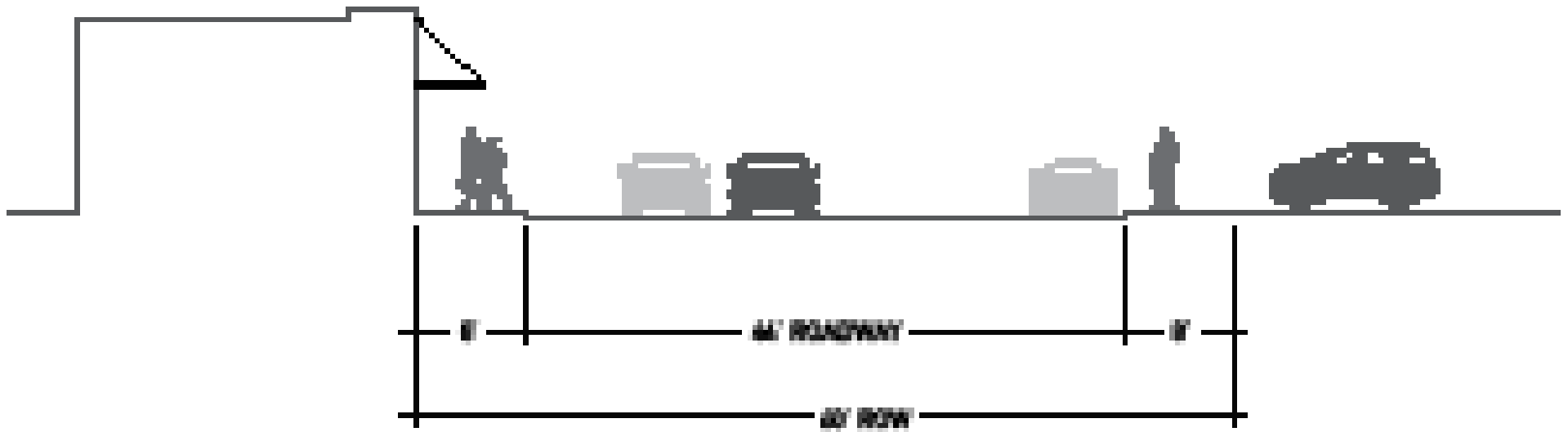
PROPOSED STREET SECTION: NORTH & SOUTH NORWICH



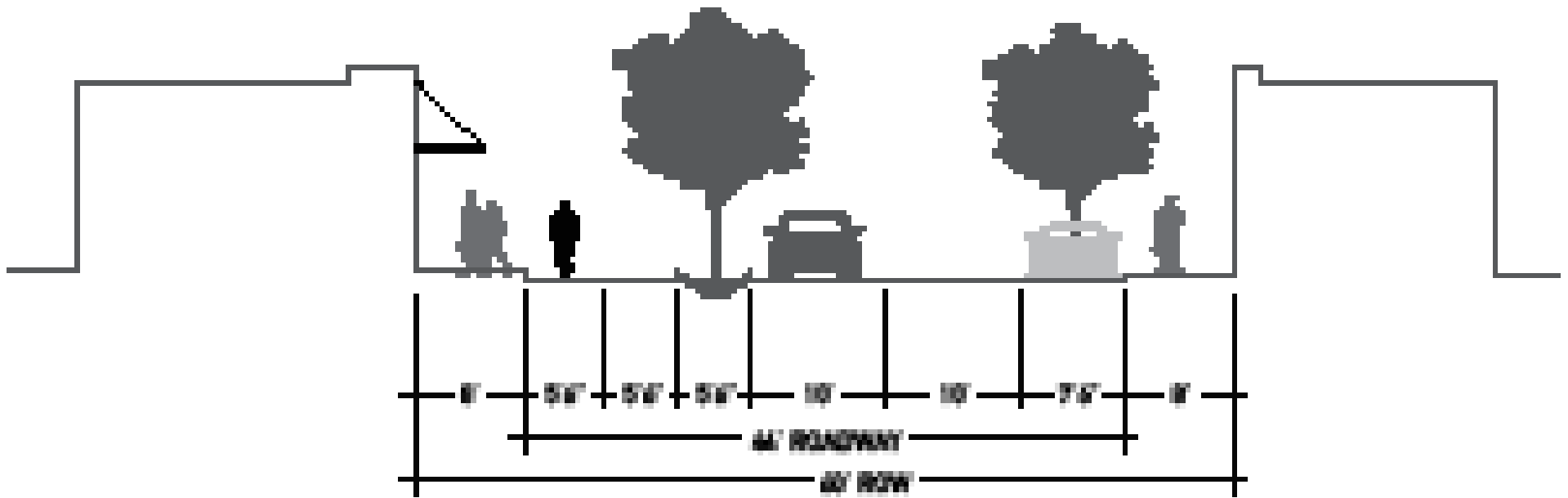
PROPOSED STREET SECTION: NORTH & SOUTH NORWICH



EXISTING STREET SECTION: MIDDLE NORWICH



PROPOSED STREET SECTION: MIDDLENORMICH



PROPOSED BIKE BOULEVARD: SHORT TERM



PROPOSED bike boulevard: example



NORWICH bike boulevard signage: EXAMPLES



NORWICH bike boulevard



Nbr wich branding ideas

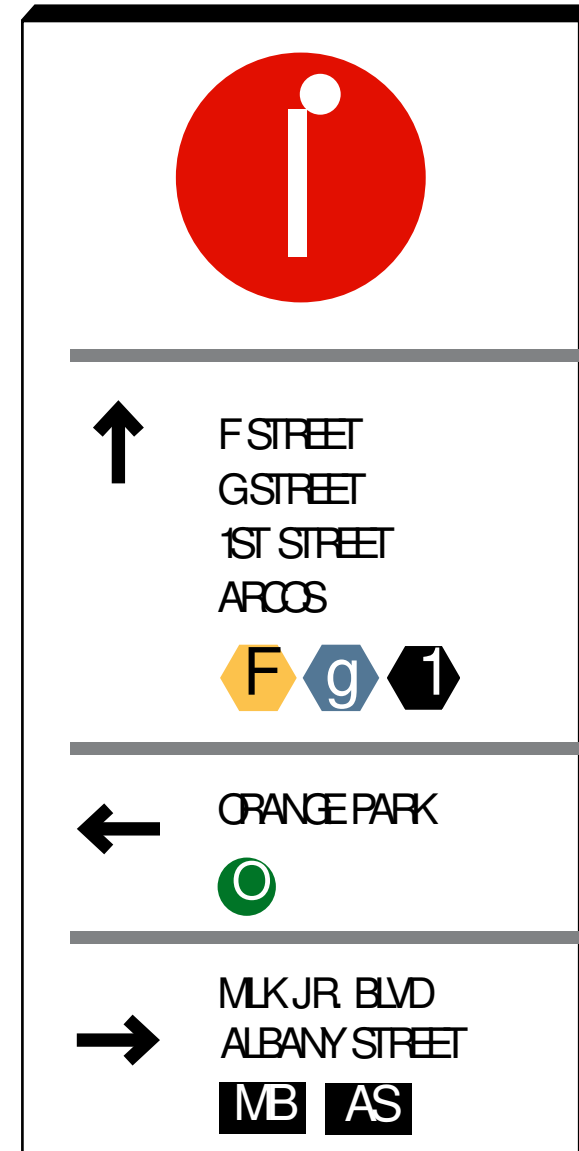


branding ideas

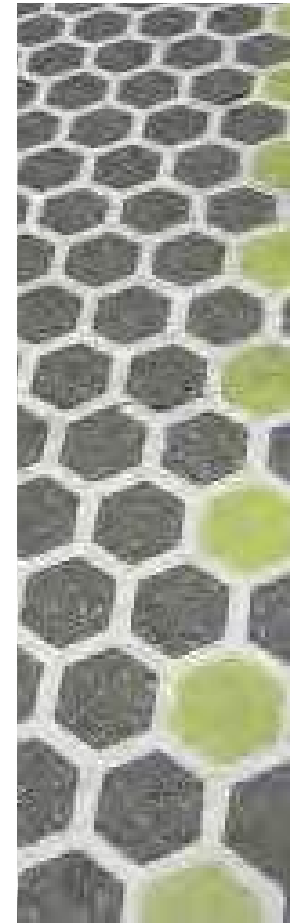
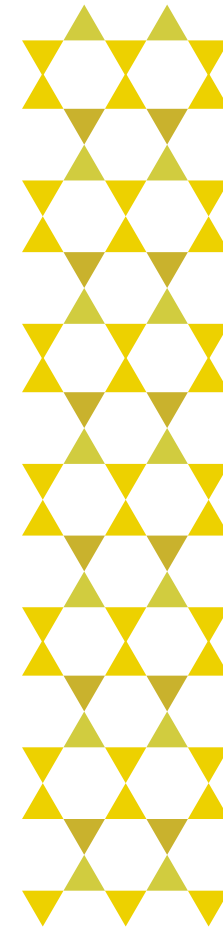
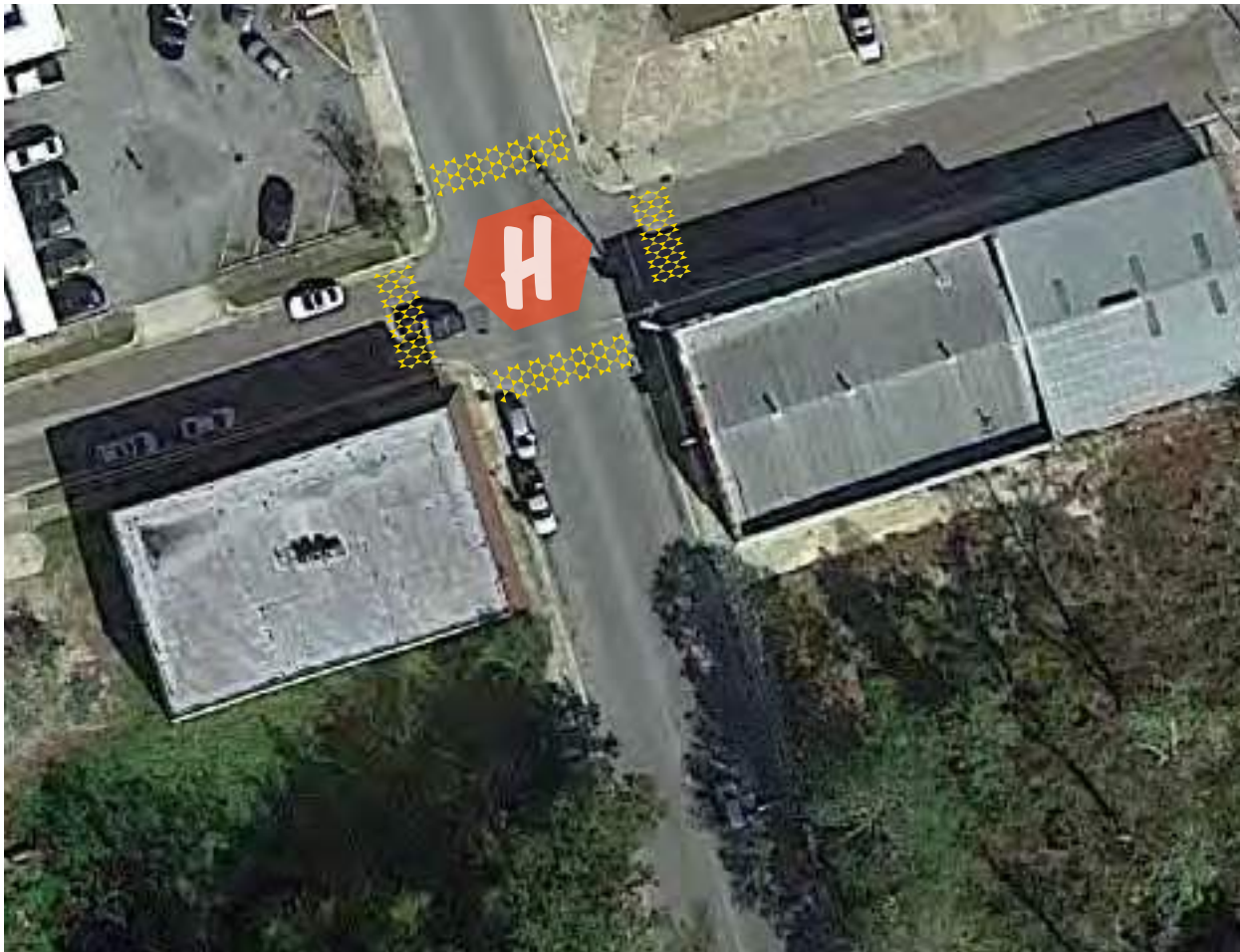
NORWICH STREETS



Nbr wich br anding ideas



Nbr wich branding ideas



H STREET INTERSECTION



Nbr wich branding ideas



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

THE FUTURE IS BRIGHT!



NORMICH & I STREETS



proposed STREETscape



next steps



norwich needs dedicated individuals

NORWICH NEEDS A QUARTERBACK:

- Norwich needs someone focused on the area, who can coordinate public and private resources and is experienced in community development
- City Staff committed 50%+, retired executive, local consultant

NORWICH NEEDS AN ACTION TEAM:

- Create a small team of local businesses, residents, churches to meet biannually, monitor progress and report to City Council
- Can be an extension of the Norwich St Business Owners Association
- Leverage the DDA as an outreach arm



norwich needs dedicated funding

CITY FUNDING:

The City should commit significant funds over the coming 5 years for:

- Funding tactical urbanism activities
- Seed money to support private investment
- Marketing and promotion through special events
- Investment in the public realm (streetscapes, parks, lighting, public safety, signage)

LEVERAGE LOCAL FUNDING:

Leverage local funding sources to generate \$200,000 in initial seed money and longer range funding for projects and initiatives through use of:

- TAD, SPLOST, CDBG
- Landbank
- Norwich Commons funds
- Local Philanthropies for specific needs (like park creation, event sponsorship, etc)



norwich economic development strategy

ECONOMIC DEVELOPMENT:

- Focus on getting smaller businesses matched with smaller commercial spaces to operate out of
- Encourage entry level entrepreneurship, connecting low rent spaces with incubators and start-ups
- Continue education and outreach on the resources available for existing and potential businesses (facade grants, waived fees, TAD, CDBG funds)

LAND BANK:

- First: Concentrate on potential properties at or around nodes
- Second: target blighted houses close to nodes
- Incentivize redevelopment on Norwich by giving land bank buyers the lowest cost option (if a tiered pricing approach is utilized)

IMPLEMENTATION STRATEGY

1. IF RESOURCES ARE LIMITED, FOCUS FUNDS ON THE NODES.

2. MINIMUM FIRST STEP: PAINT!!!!

- Do engineering drawings, if required
- Restripe the entire corridor to narrow auto lanes
- Paint new crosswalks at major intersections
- Stripe on-street parking on one side of the street
- Paint the bike boulevard

3. CONCURRENT STEP: ZONING RECOMMENDATIONS

- Consider zoning recommendations for Norwich Corridor Overlay
- Work with property owners who want to move faster than the timeline of the Overlay

IMPLEMENTATION STRATEGY

4. STREET TREES

- Plant shade trees at Nodes 2-4 (top priority)
- Planting strip along bike boulevard. If this step can be afforded in the first phase of work, there is no need for temporary paint.
- Center median with palm trees at Node 1 - could use the Norwich Commons fund for this
- Shade trees along remainder of corridor

5. INTERSECTION PAINT / BRANDING

- If possible in the first phase, do this at the nodes
- Designs should come from a community engagement process, ideally
- Note that these designs, if painted, may only last 3-5 years (so a planned re-engagement process can be considered to work with the community over time on the designs)

IMPLEMENTATION STRATEGY

6. STREET LIGHTING

- Add street lights along the corridor, starting with the nodes
- If alley lighting is considered, also consider how to activate and manage the alleys (through property owners or through encouraging small houses to engage the alleys)