



# REVITALIZING NORWICH CORRIDOR

City of Brunswick, Georgia

2018 CNU Legacy Project



# ACKNOWLEDGMENTS

## NORWICH CORRIDOR

City of Brunswick, Georgia  
2018 CNU Legacy Charrette

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# EXECUTIVE SUMMARY

Each year, CNU's Legacy Projects partner with the Congress host region to empower local leaders, advocates, and residents to implement New Urbanism principles and build places where people and businesses can thrive and prosper. Each Legacy Project culminates in a three-day workshop on site to explore opportunities, identify crucial roadblocks, engage local residents in visioning, and generate top-of-the-line design and placemaking strategies and deliverables.

In the fall of 2017, the City of Brunswick applied to the Congress for the New Urbanism's call for Legacy Projects around the Georgia Coast, as the 26th Annual Congress was held in Savannah. The City of Brunswick was selected and a Project Team was assembled based on needs and areas of focus identified by the city.

The City of Brunswick identified the Norwich Street Corridor as the area of focus for this Legacy Project. This report outlines a strategy for the transformation of nearly 2-miles of a historic commercial corridor, with a focus on four specific intersections with immediate redevelopment potential.

Since the host was selected, the Project Team conducted three site visits, gathered and analyzed data, conducted stakeholder interviews in person and over the phone, conducted preliminary market analysis, and communicated with city leadership on the project. In March of 2018, the entire Project Team (comprised of architects, urban designers, planners, landscape designers, and market analysts), hosted a three-day workshop to gather citizen input and develop a vision for the community. This document captures feedback and strategic recommendations intended for the city to begin implementation as soon as possible.



*The work presented in this document is the result of the Congress for the New Urbanism 2018 Legacy Charrette program.*

*The client is the City of Brunswick, Georgia. The volunteer project team was led by Kronberg Wall Architects.*

## THE CONGRESS FOR THE NEW URBANISM

*The Congress for the New Urbanism (CNU) is a nonprofit organization working to build vibrant communities where people have diverse choices for how they live, work, and get around. We believe that well-designed cities and neighborhoods are crucial for our health, economy, and environment. We build places people love.*

*CNU is a nonprofit 501(c)(3) organization with an office in Washington, DC. [cnu.org](http://cnu.org)*



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A photograph of a campus scene. In the background is a large, multi-story red brick building with several windows. In the foreground, there is a paved area with a white car parked. Several palm trees and other greenery are scattered throughout the scene. A large, leafy tree is prominent on the right side. The sky is clear and blue. A semi-transparent white box with the word "BACKGROUND" in bold black letters is centered over the image.

# BACKGROUND

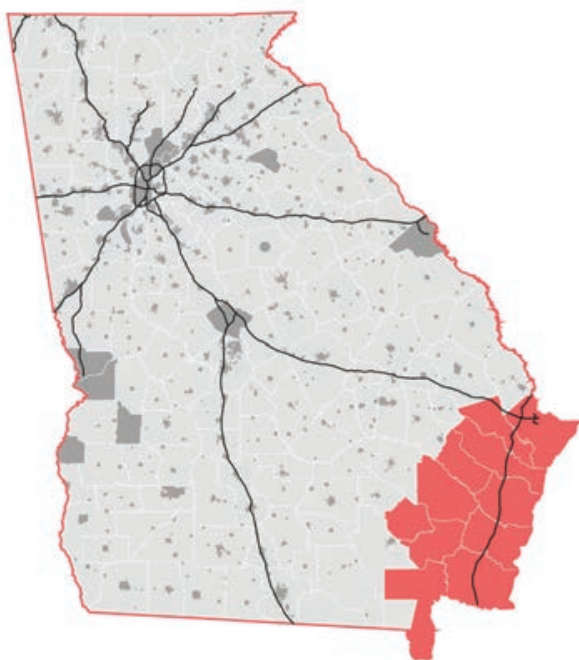


# BACKGROUND

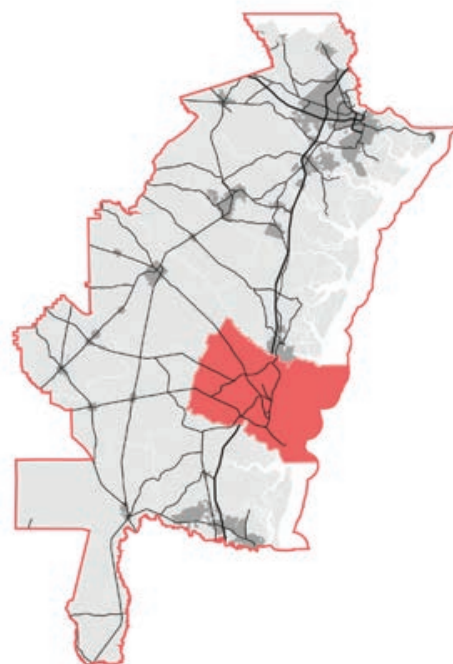
## Brunswick, Georgia

Brunswick was established in 1738 and is the only incorporated community within Glynn County, one of six coastal counties. Located on Georgia's Atlantic coast, Brunswick is approximately four hours from Atlanta by interstate. With accessibility by three exits off Interstate 95 and proximity to the Georgia-Florida line, another way to consider Brunswick's geography in the state is to understand that it is about 75 miles south of Savannah, and 65 miles north of Jacksonville, Florida. Brunswick has long had the label of "Gateway to the Golden Isles", referencing it as an inland access point to several of Georgia's occupied barrier islands - Jekyll Island, St. Simons Island, Sea Island, and Little St. Simons Island.

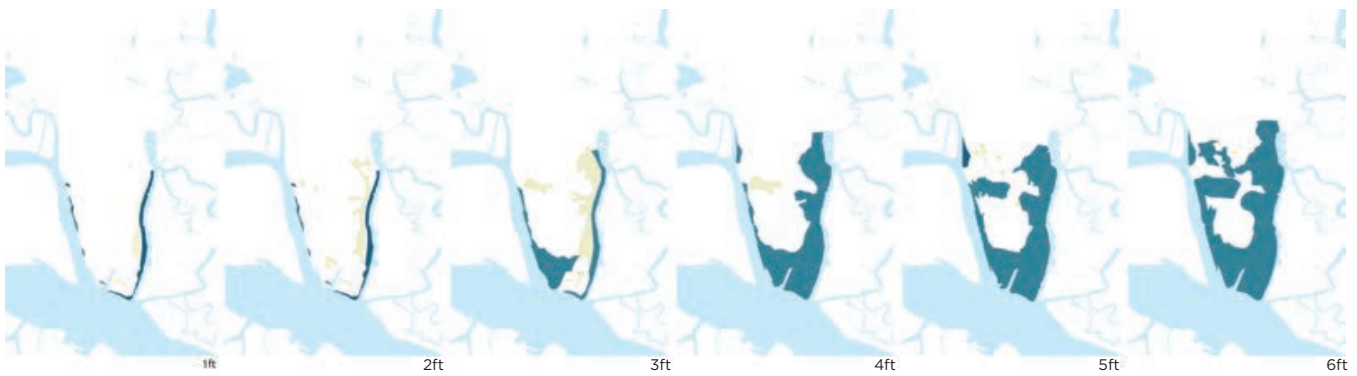
Brunswick is Georgia's lowest-lying city, at only 10 to 14 feet above sea level. The city is a peninsula, bounded by Fancy Bluff Creek and St. Simons Sound, making the elevation a major concern in light of sea level rise and storm surge. While Georgia has felt impacts of hurricanes, the last direct hit to the state was in 1893. Recent hurricanes (Irma and Matthew) have reminded coastal communities of the need to plan for disaster and recovery.



GEORGIA'S COASTAL COUNTIES



GLYNN COUNTY



CITY OF BRUNSWICK - SEA LEVEL RISE PROJECTIONS BASED ON SLAMM DATA

FLOODED AREA  
LOW-LYING AREA

From *Retreat. Adapt. Defend.*, Georgia Conservancy



CITY OF BRUNSWICK



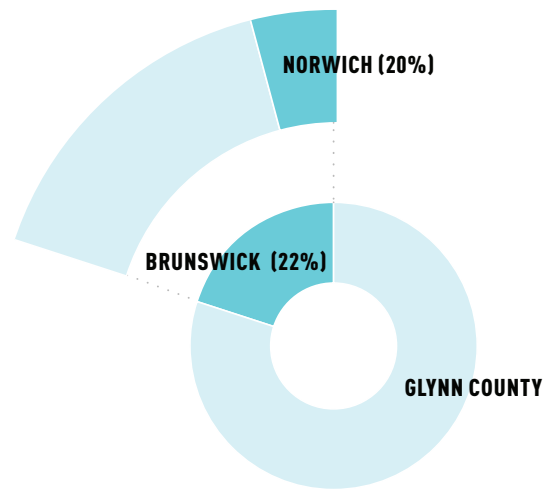
NORWICH CORRIDOR

# BACKGROUND

## Demographics

Brunswick has a population of just over 15,000 (US Census 2010) within a county of around 79,000. Population composition is cited as being almost 60% African American, 26% white, almost 10% Hispanic, with the remainder comprised of Asian, Native American, and other. Median resident age is identified as 36.8 years.

Median household income (2016) is cited as \$25,596, substantially lower than that of the remainder of Georgia at \$53,559. Median house or condo value (2016) is \$103,379, with a cost of living index at 89.3 (US average is 100). (US Census)



Population Share

## Economics: Major Employers

Tourism is a critical factor in Brunswick's economic activity and has been for many years. Numbers specifically for Brunswick were unavailable but the entire Golden Isles experience 1.5 million visitors who spend \$735M annually.

The Port of Brunswick is a major employer in the County and is comprised of three terminals located a short distance from downtown Brunswick. The port handles both roll-on/roll-off (ro-ro) cargo (wheeled vehicles and equipment) as well as bulk cargo. It is the busiest ro-ro port in the US and vehicle processing capacity is targeted to double over coming years, presumably offering an increased employment opportunity (In FY17, the Ports Authority handled 607,000 units of ro-ro cargo in Brunswick).

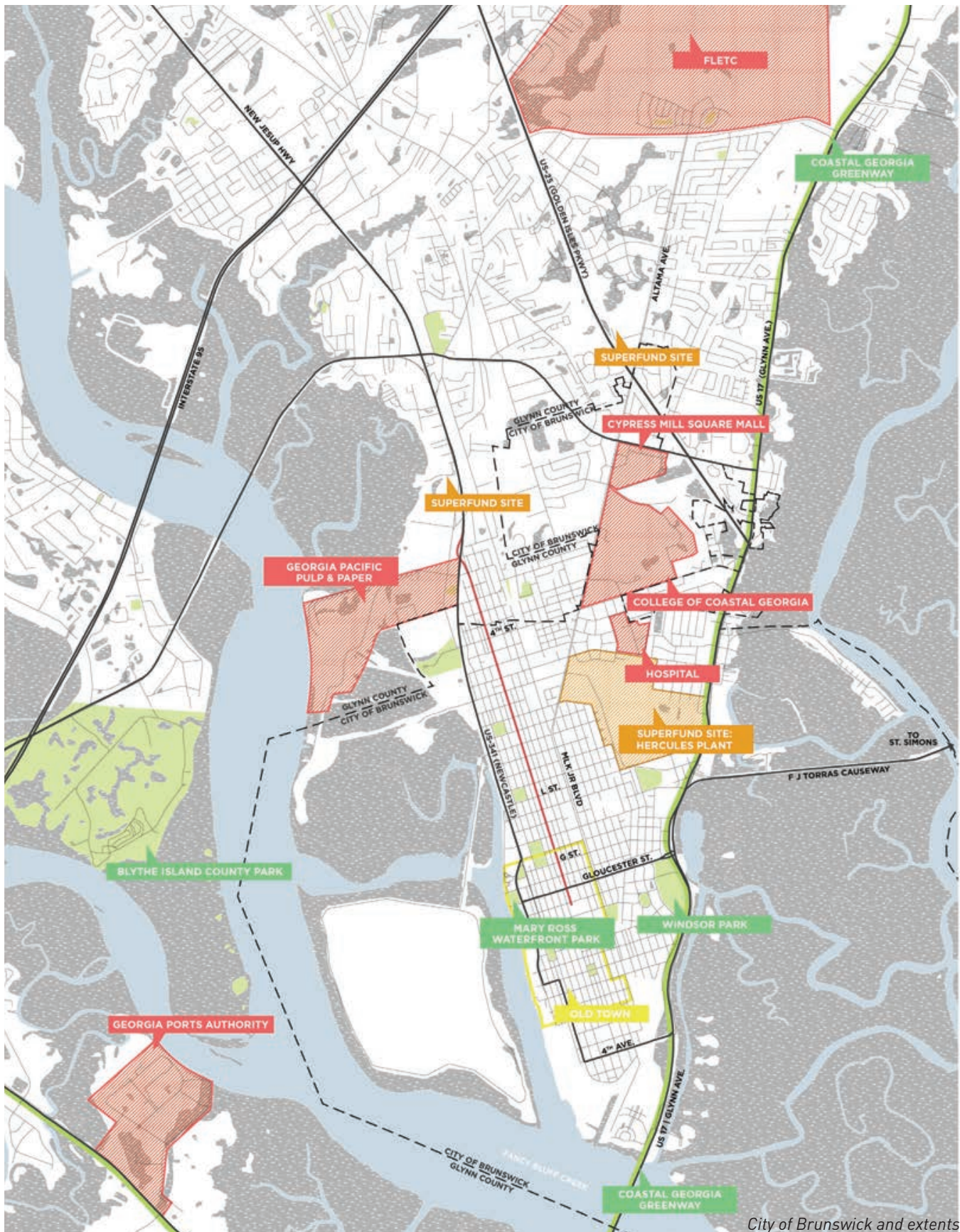
Federal Law Enforcement Training Center (FLETC) is located on 1,600 acres between I-95 and Highway 17. The facility sees around 50,000 trainees annually; directly employs around 3,000; and has up to 3,000 contractors and vendors on campus annually.

Southeast Georgia Health System Brunswick Campus is the major general hospital in the area and is northeast of the Norwich Street corridor.

College of Coastal Georgia is also northeast of the project corridor and is one of the fastest growing colleges in the University of Georgia System. Currently at 3,000 students, it employs around 250, and is said to have rapidly increasing enrollment.

Other major employers in Brunswick and/or the Golden Isles: Sea Island Company, Georgia Pacific Cellulose, WalMart Superstore, Pinova, King & Prince Seafood, Gulfstream Aerospace, and Target. Several other businesses that have contracts with the Port of Brunswick are also major employers.





City of Brunswick and extents

# BACKGROUND

## Economics: Centers of Activity

Based on the major employment centers, there are two distinct clusters of economic activity in the City of Brunswick:

- Brunswick's North End, where the Southeast Georgia Health System Brunswick Campus, College of Coastal Georgia, and Cypress Mill Square are located.
- Brunswick's Historic Downtown, home to Glynn County and City of Brunswick government offices, the Brunswick Land Marina, the Georgia Ports Authority, and the University of Georgia Marine Extension Service.

## economic analysis excerpt

### COLLEGE DEMAND

#### **The Coastal College of Georgia can be a unique retail and housing demand driver for Norwich.**

Current enrollment at Coastal College exceeds 3,500 students and is growing

The college has added dormitories on campus and requires freshman residence.

Student spending exceeds \$40 million per year (excluding tuition) or \$13,000 per student (UGA Selig Center)

Typically 40% of student spending on food, beverage, and entertainment

This spending supports 100,000 SF of this type of retail in Glynn

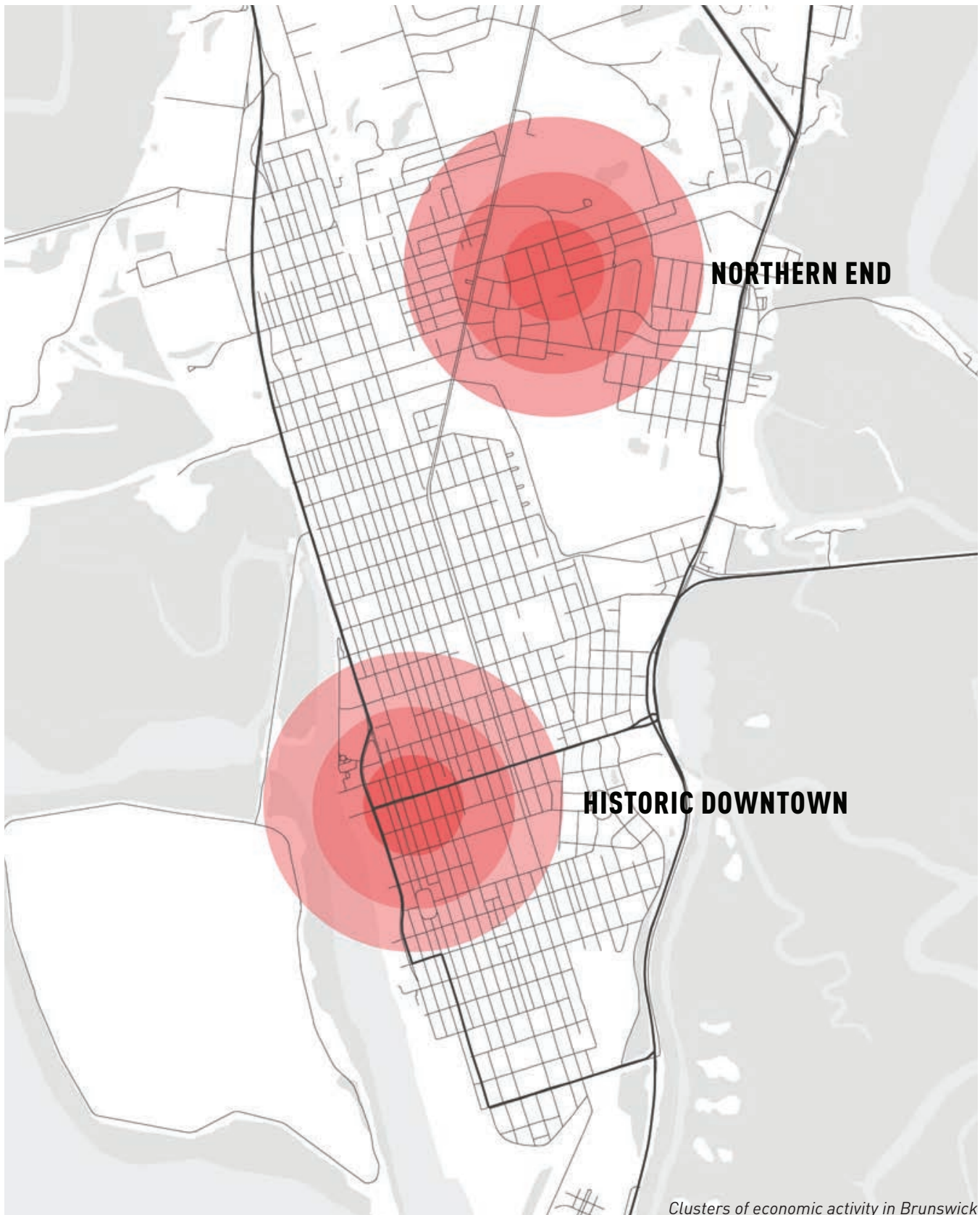
By marketing/targeting students, Norwich can tap into this nearby demand .

- Coffee shops, restaurants, entertainment venues, etc.

Currently, on-campus housing shortage, creates opportunity for small scale, affordable student housing options on Norwich.

Attract segment of students who may work downtown, look for easy commute to campus, affordable rents





*Clusters of economic activity in Brunswick*

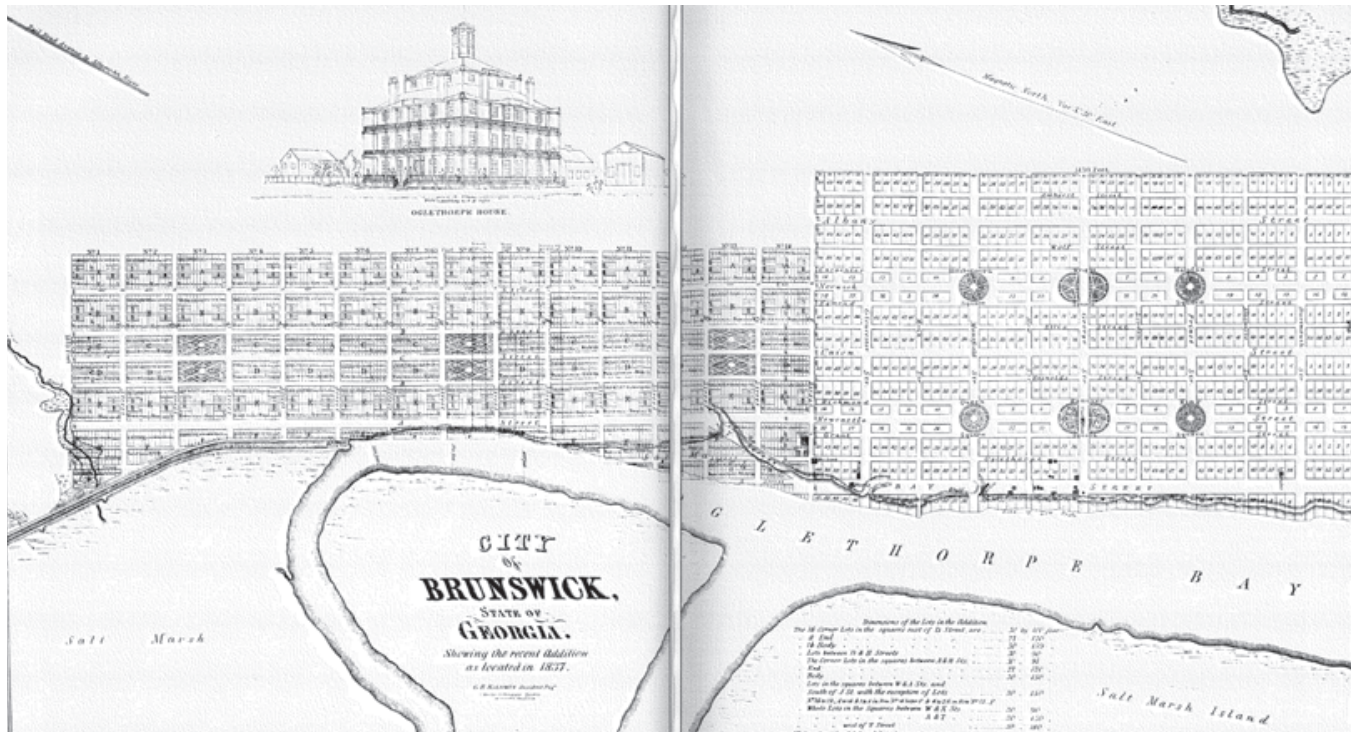


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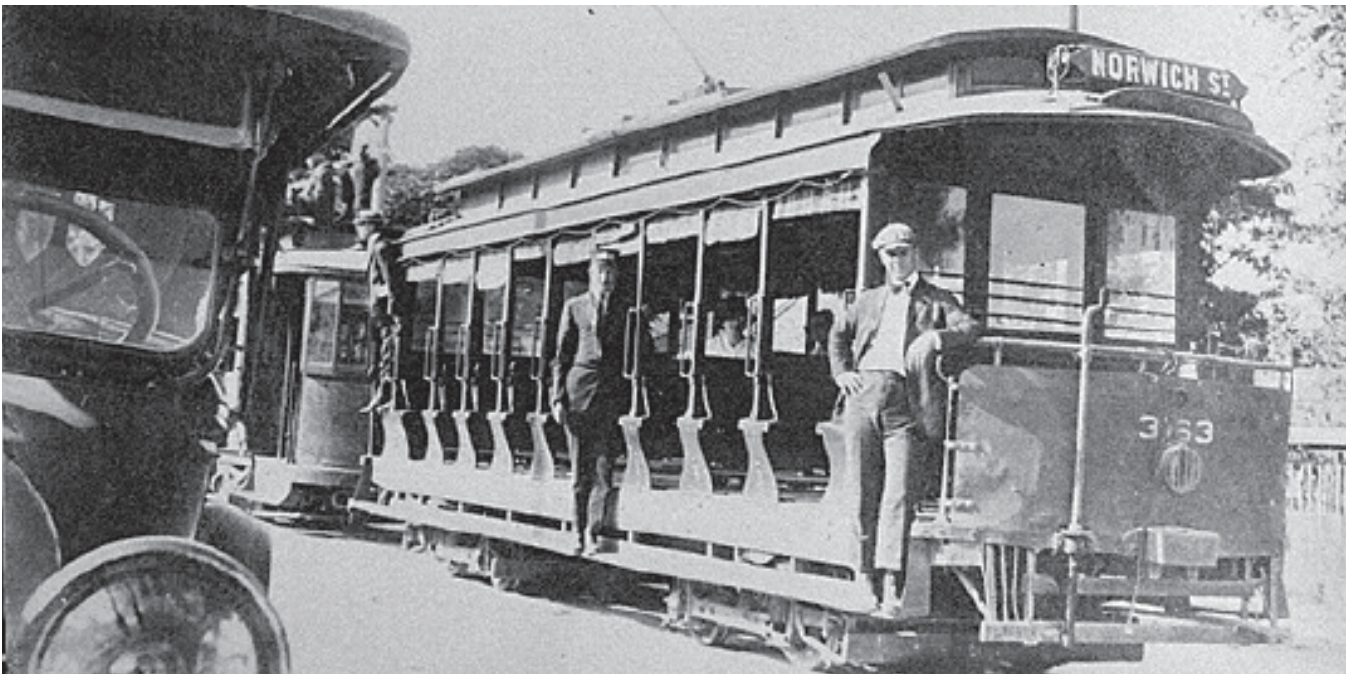
## History of the Norwich Street Corridor

The Norwich Street corridor is located within a well-connected grid pattern of blocks, stretching northwest along the peninsula. And, despite Brunswick's low-lying topography, Norwich Street is one of the highest areas, experiencing much less flooding during storm events than other areas of the city. Norwich Street is within "New Town", an extension of the original Oglethorpe plan, just north of the Historic District.

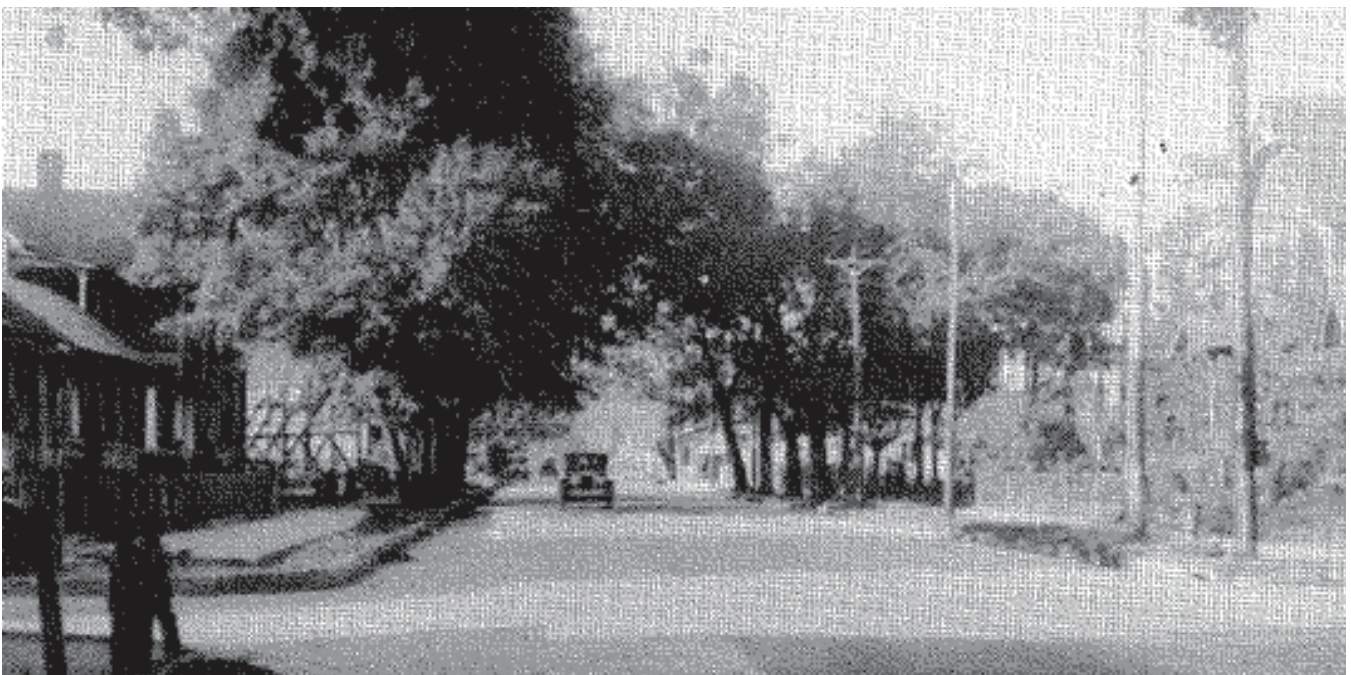
As the town grew, residential opportunity expanded up the peninsula and along Norwich Street. In the early to mid-1900s, it was a part of the Dixie Highway - an automobile highway intended to connect the US Midwest with the Southern part of the states, stretching from Michigan to Florida. Depicted in the picture to the right is a trolley that ran up to L Street along Norwich Street, though the rails have since been removed and paved over. Since then, focus on the automobile has dominated the uses and character of Norwich Street, serving the neighborhood with daily retail needs - one stakeholder informed us that, 20 years ago the residents would say, "If you can't get it on Norwich, you probably don't need it."







*A trolley line extended to L Street. From Images of America, Brunswick*



*Historic photo of Norwich Street. From Images of America, Brunswick*







## A man with a beard and a cap, and a woman with long hair, are looking at a large map of a city area. The map shows various urban features, including roads, buildings, and green spaces. A large white box with the text "CONDITIONS ASSESSMENT" is overlaid on the map. The man is pointing at a specific area on the map, and the woman is looking at it. The map includes labels for "NODE 2", "NODE 3", and "NODE 4". There is also a legend at the bottom of the map.

# CONDITIONS ASSESSMENT

## Norwich Street Corridor Today

As the population declined in Brunswick, fewer and fewer cars travel the Norwich Corridor, with current estimates being just around 6,000 - 7,000 cars per day (average daily traffic counts on nearby Newcastle Street are nearly double). Along the corridor are primarily strip commercial and auto-oriented businesses (with high vacancy rates, discussed in following sections), with residential just off the corridor on both sides. Alleys parallel Norwich on each side, providing rear access to many businesses, though some are overgrown and not utilized.

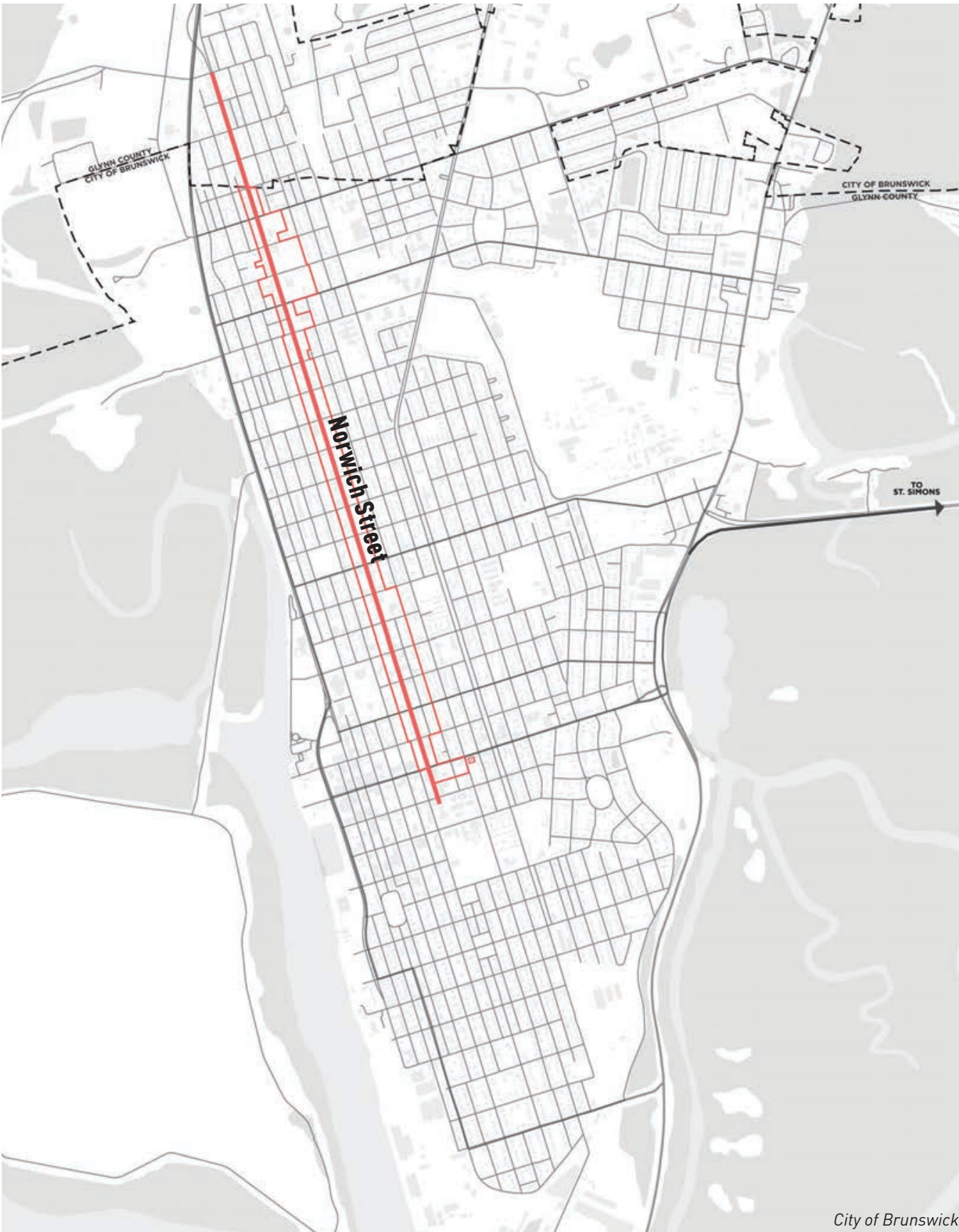
The street has a varying cross-section but generous right-of-way, ranging from 60 feet in width to 90 feet, encompassing different conditions. In some stretches, the street is only two wide lanes with informal parking on the sides. One block of the corridor has a modest width (12 feet), non-curbed median. The roadway is predominantly two lanes with a middle turn lane. Sidewalks can be found in the corridor but vary in width and consistency of presence, and, when present, are frequently interrupted by curb cuts.

There is currently no striped parking north of Gloucester Street, so many park in front of businesses and homes, parallel to Norwich. There are no formal bike lanes, bike racks, or benches within the corridor. There is no public transit in the community, therefore no transit stops in the corridor. Very few street trees are in the corridor and there are numerous curb cuts in addition to block breaks.

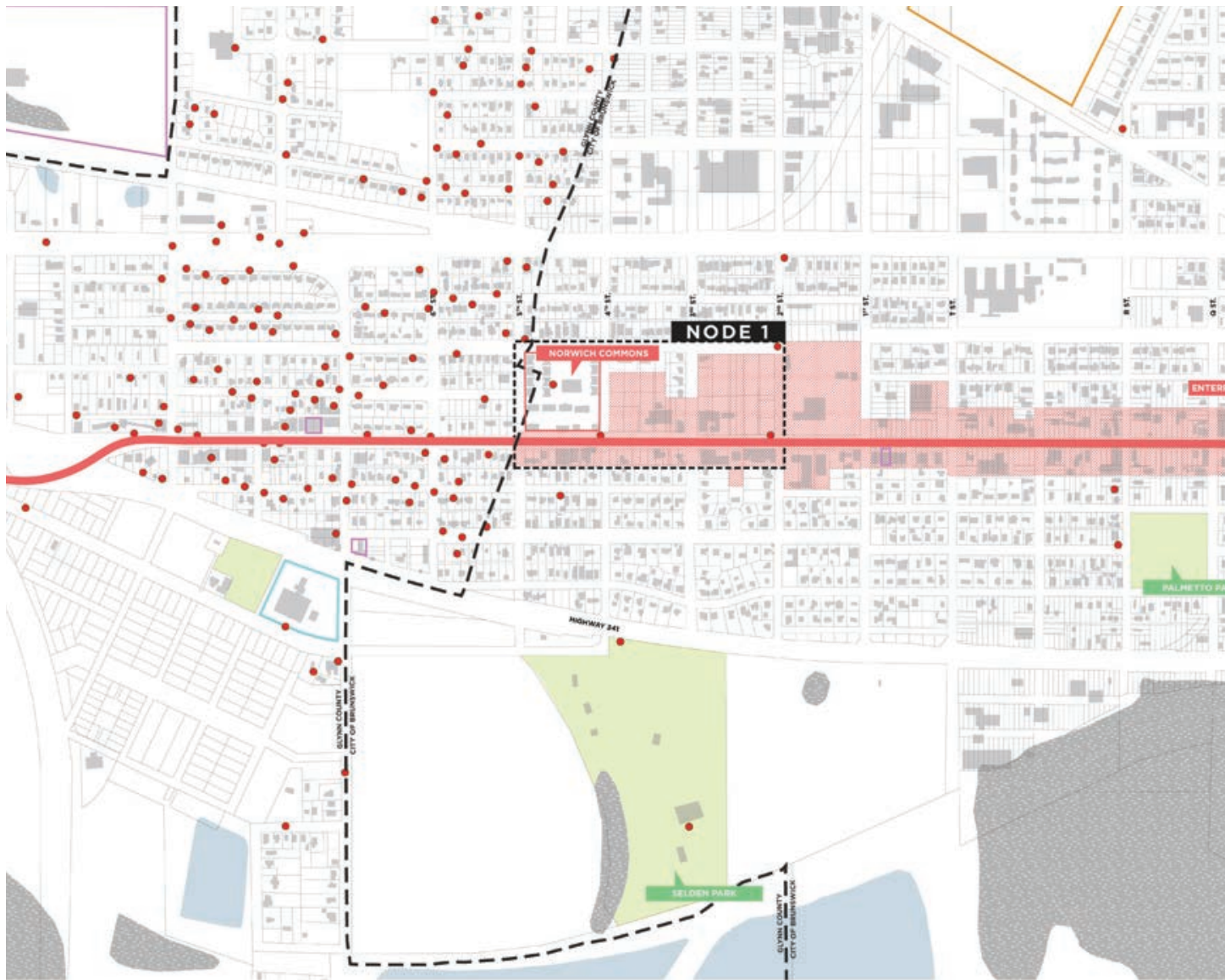
All properties along the corridor are zoned General Commercial, with the exception of the properties north of the City boundary, which are zoned Highway Commercial. A range of uses begins on the south end, at a well-maintained cluster, that includes the historic Temple Beth Tefilloh, numerous churches, The Gathering Place, and one of the oldest public schools in the United States—Glynn Academy. This part of the corridor is the closest to the actively revitalizing Newcastle Street. There are some single-family homes along the corridor with the exception of one multi-family development, Norwich Commons, at the intersection of 4th Street (recent development). Land uses grow increasingly oriented towards vehicular service as the corridor stretches north.

A poorly maintained motel is located at the end of the corridor, outside the City limits, as it joins US Route 341 / State Highway 27. Churches and human services-based nonprofits dot the corridor. Several newer and well-maintained buildings contain businesses seeming to cater to multi-cultural clientele. There are only one to two restaurants and one to two small food stores. Chain store presence includes Family Dollar and Badcock Furniture.





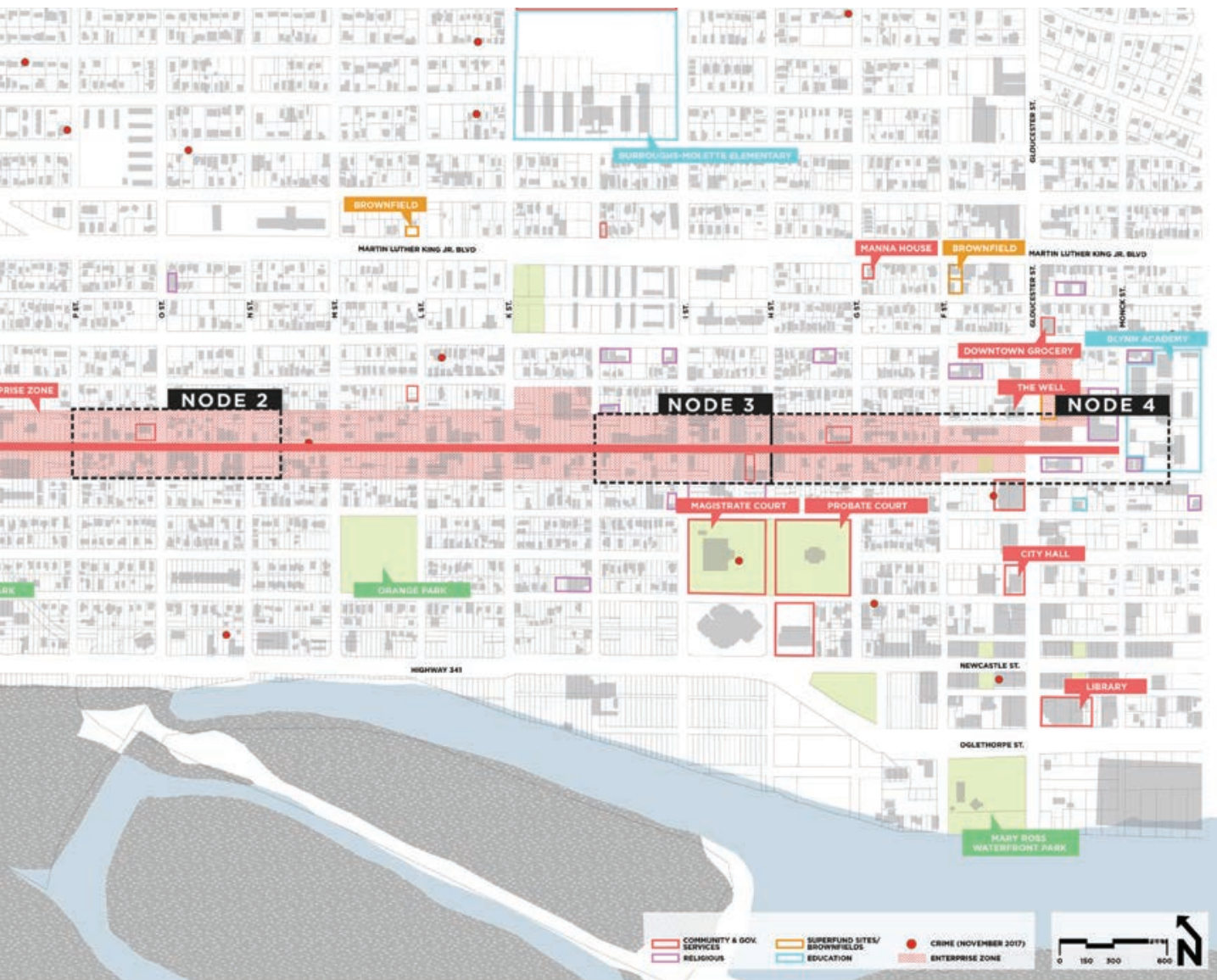




## POLITICAL ORGANIZATION AND ATMOSPHERE

City elected leadership consists of a Mayor and Board of Commissioners with the day-to-day operations being the responsibility of a City Commission-appointed City Manager. Our CNU Legacy Project point of contact was Bren White-Daiss, Planning, Development & Codes Director.

The City of Brunswick, including businesses and residents along Norwich Street, are provided water and sewer by the Brunswick-Glynn County Joint Water and Sewer Commission. Interviews with stakeholders have indicated high tap fees have been hindering development opportunity. The team understands that tap fees were just lowered to around \$4,000 for residential from \$8,500.



## FOCUSED APPROACH - PLANNING STRATEGY

The entire study area on Norwich from Gloucester to 5th Street is approximately two miles long. In order to create an implementable strategy and task list for the City, the Project Team identified four “nodes” or focus areas as best suited to catalyze change. These areas were chosen because of current activities and businesses occurring within them, the quality of existing buildings, and their potential for redevelopment.



# PUBLIC ENGAGEMENT

## Public Workshops, March 2 - 5

After developing preliminary findings and narrowing the focus area, the Project Team and the City of Brunswick hosted several opportunities for citizen engagement for the future of Norwich Street.

### MARCH 2 - FIRST FRIDAY POP UP

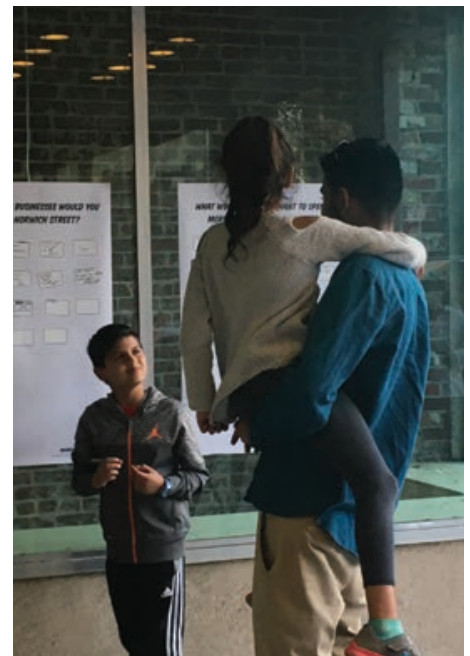
At the monthly First Friday event, shops downtown stay open later and outdoor music and programming is provided. The Project Team was provided space in a vacant storefront downtown, and set up maps and sticker stations to gather feedback from visitors and residents to the event. Three questions were asked to attendees:

1. How can the City make Norwich better for business?
2. What kinds of new businesses would you like to see on Norwich Street?
3. What would make you want to spend more time on Norwich Street?

### MARCH 3 - ENGAGEMENT TABLES

On this Saturday, the Project Team organized two Open House sessions at a location on Norwich Street - HIS Ministries (2009 Norwich Street). Four tables had different topics to address with issue experts from the team at each table. These topics included:

1. Streetscape
2. Safety / Identity
3. Buildings / Properties
4. Economic Needs + Potential





#### MARCH 4 - ENGAGEMENT

On Sunday, one Open House event was hosted at Old City Hall (1229 Newcastle Street), to provide an additional opportunity to share input as the team simultaneously worked to put together recommendations.

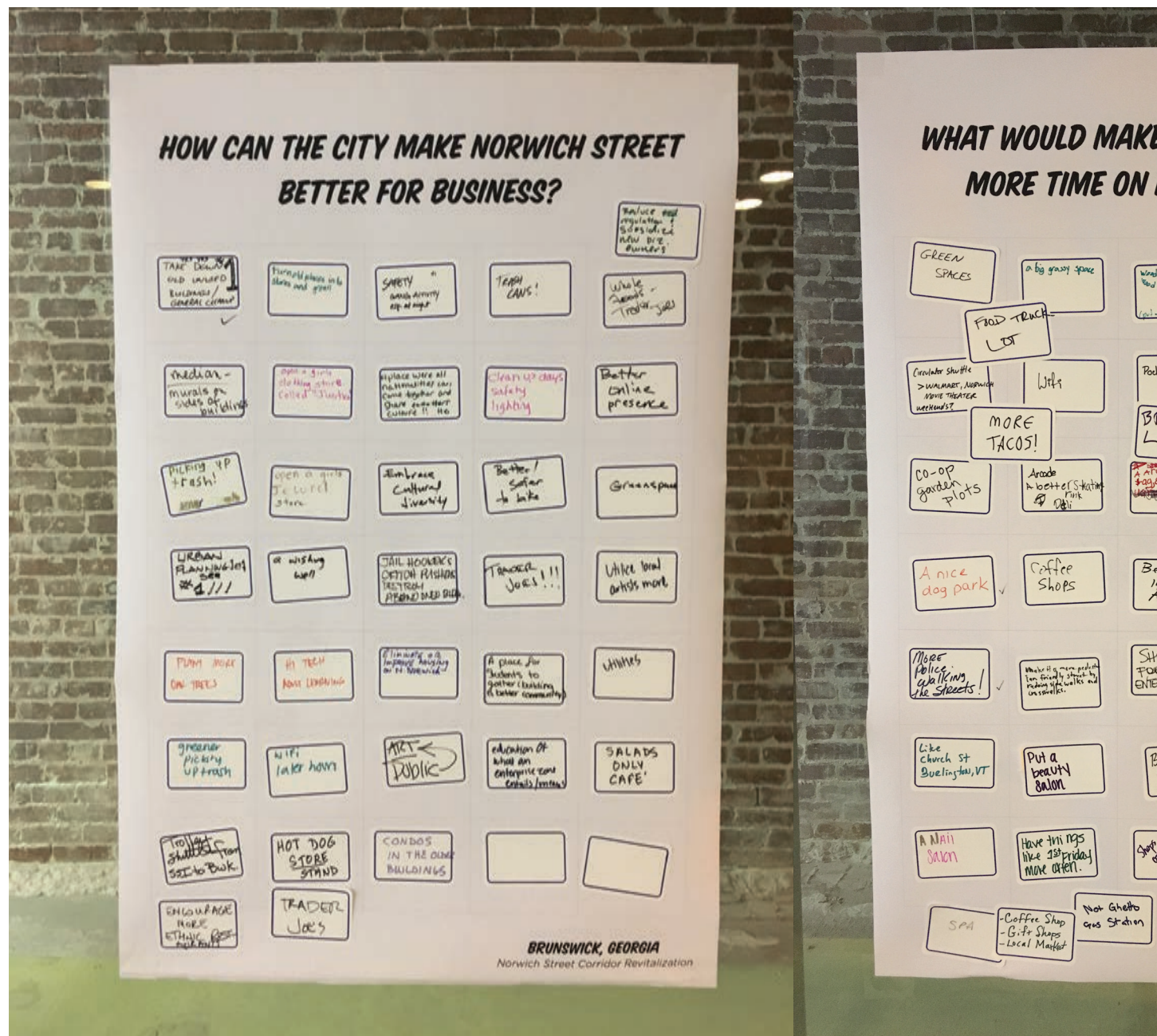
#### MARCH 5 - PRESENTATION

Monday morning, the team presented findings and recommendations based on work to-date at Old City Hall.

Meeting attendees included representation from residents who live on or near Norwich Street, families with students who attend Glynn Academy and walk down Norwich Street to get to school, residents from other parts of the city and county, security and police force, city officials and employees, property owners and business leaders on the corridor, and leadership from potential partners, nonprofits, etc. These conversations along with previous site assessments revealed Challenges and Opportunities for the future of Norwich Street, which are discussed starting on following pages.



*Photos from workshop events by Johanna McCrehan & Jay Shepley*



Above: First Friday engagement



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

TRADER JOE'S

Green space  
community events  
highlight the diversity we have.

More bicycle friendly

Whole Foods  
Trader Joe's

Neighborhood garden spaces

GROCERY OPTIONS

Have a Town Center

A car show room (antique cars)

Women's Apparel

Clean up existing lots + more lighting \*

more live music

Trader Joe's Coffee! A bar!

FAST FOOD  
LOW FOOD  
BAR

Cool shops, restaurants, historical markers, art, murals

make connections to parks

Wilder's Bar Shop  
3D PRINTING  
JAZZ COFFEE  
TECH OPS  
ETC.

Community Sports

BRUNSWICK, GEORGIA  
Norwich Street Corridor Revitalization

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

UNIQUE ONE OF A KIND BUSINESS! (MUSIC, ART, CRAFTS, TRAVEL, STORES)

Business that highlight + celebrate the diversity of the downtown community

Dunkers Doughnuts!

Services you can't get on the internet

Gym

Grocery Store

Farmer's Market #1

Soda Shop / Deli

Whole Foods  
Trader Joe's

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

Wegmans!

Expanded quality grocery store

A "mini" vintage bar and a restaurant

mini shop

Flowers by special order, gifts, party supply store

Dunkers Donuts

Place for Wifi later hours

GRACEY STORE

2nd FLOOR SALON  
ETHNIC RESTAURANT

Clean up - "ambulance" - cool lighting, landscaping, etc.

Variety of businesses in walkable distance - Restaurants, Bars, etc.

Moments/History Station

NAIL SALONS

More Restaurants

Art

Trader Joe's!!!

College of Coastal GA

Nail/Hair Salon

BUSINESS that caters to the hosting community

Cool shops, restaurants, antique's + collectibles

More Restaurants do choose from family friendly

More shops, vintage, food, kids, etc.

Farm Fresh Farmers Market like in Jax

Cakes & Pies

Deli

Handbags!

TOOL MARKET

Clothing store - adults!

BRUNSWICK, GEORGIA  
Norwich Street Corridor Revitalization

# CHALLENGES AND OPPORTUNITIES

## Norwich is Unique

### LOCAL BUSINESSES

Through site walks and conversations with citizens, we found that Norwich Street's history as a commercial corridor was once very vibrant and "the place" to go for the everyday items you may need. Over time, larger retailers were too much competition, and many shops on Norwich had to close. However, there are still many small businesses on the corridor, including, but not limited to: Central Hardware, El Puerto Azteca, Cassy's Closet, X-Ray Tattoo and Music Venue, Los Primos restaurant, Coastal Collision Center, Tropical Island Meat & Grocery, and Twin Oaks Barbecue. Many of these businesses serve the local community and attract others to the corridor.



*Photo from Norwich Street site walk by Jay Shepley, CNU*



## DIVERSE

The Norwich Corridor has diversity in its businesses, its adjacent resident population, and in its proximity to nearby amenities. The short distances to the historic downtown, waterfront Marina, several historic parks, along with the college and hospital make Norwich desirable from a geographic perspective. The street serves as a vital north-south connection and is centrally located on the city peninsula.

## ANYTHING CAN HAPPEN HERE

The aforementioned assets regarding proximity and diversity enhances Norwich and lays a strong foundation of possibilities and opportunities.



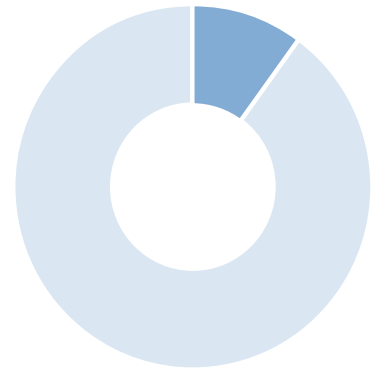
Photos from Norwich Street site walk by Elizabeth Ward



## Distress on the Corridor

### UNDEVELOPED

Our site walk and discussions with City officials showed that, while Norwich was once a vibrant commercial corridor, it has since faced decline, leaving areas of concern. Specifically, there are several sites with no building/structure, and are not well maintained, resulting in overgrowth and excessive trash on the property. This is not only an aesthetic eyesore, but could contain potential health impacts as well, as trash and dumping can attract rodents and mosquitoes.



**10% UNDEVELOPED**

(11 OF 99 ACRES)



*Photos from Norwich Street site walk by Elizabeth Ward*



## VACANT / UNDERUTILIZED

Several buildings on the corridor are completely vacant, or appear to be vacant from the exterior. Many of these buildings are not maintained, leaving broken windows and collapsed roofs. A lack of activity on the corridor can contribute to a lack of interest in investment in the area, which can catalyze overall decline in the area. Underutilized properties include those parcels in which an activity, like a parking lot or informal parking, is occurring, but is not contributing to an activity on the corridor, where an occupied building or outdoor market would be more productive in contributing to the overall look and feel of the corridor.

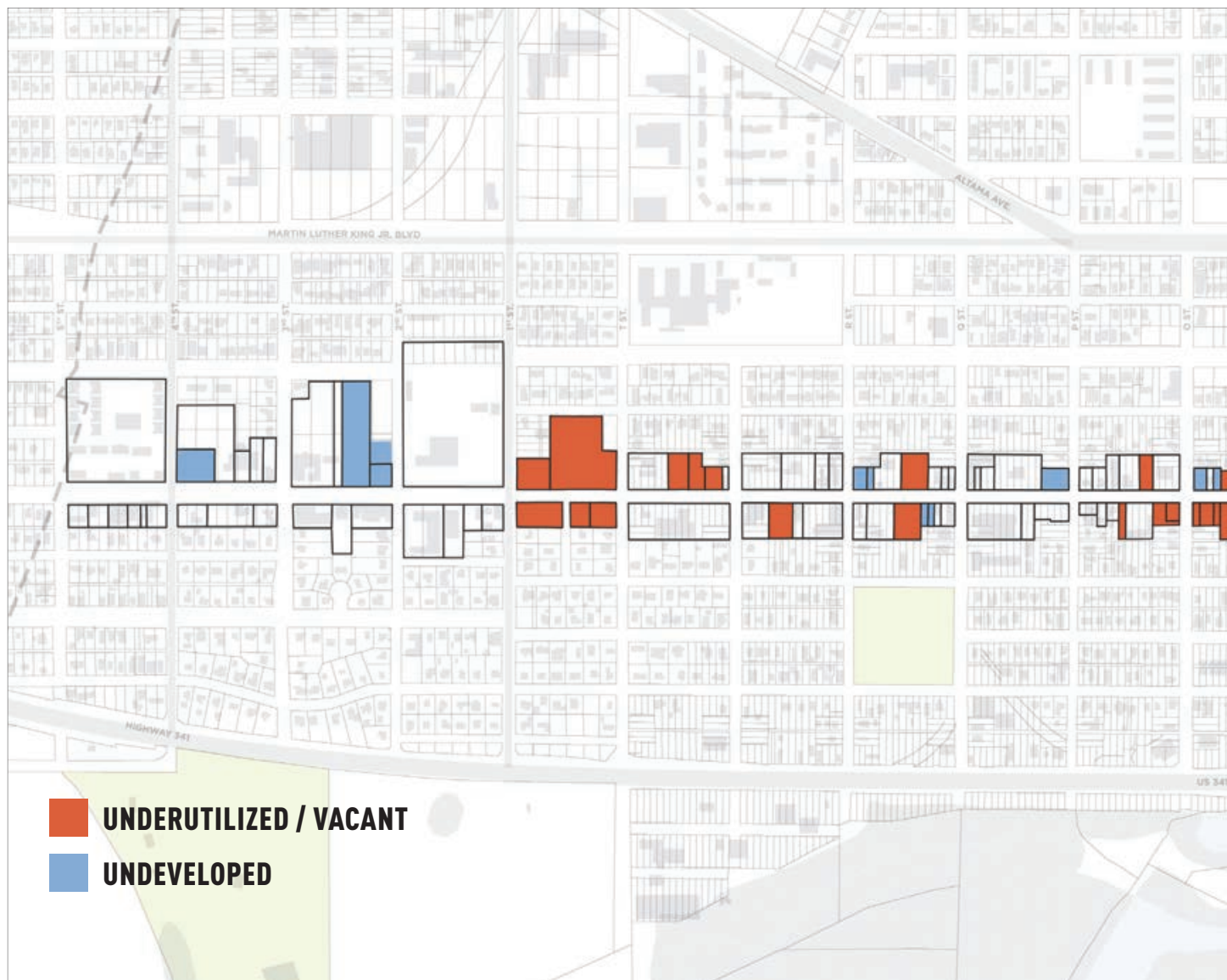
The parcels that were identified as being Undeveloped or Vacant/ Underutilized are mapped on the following page.



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



*Photos from Norwich Street site walk by Elizabeth Ward*

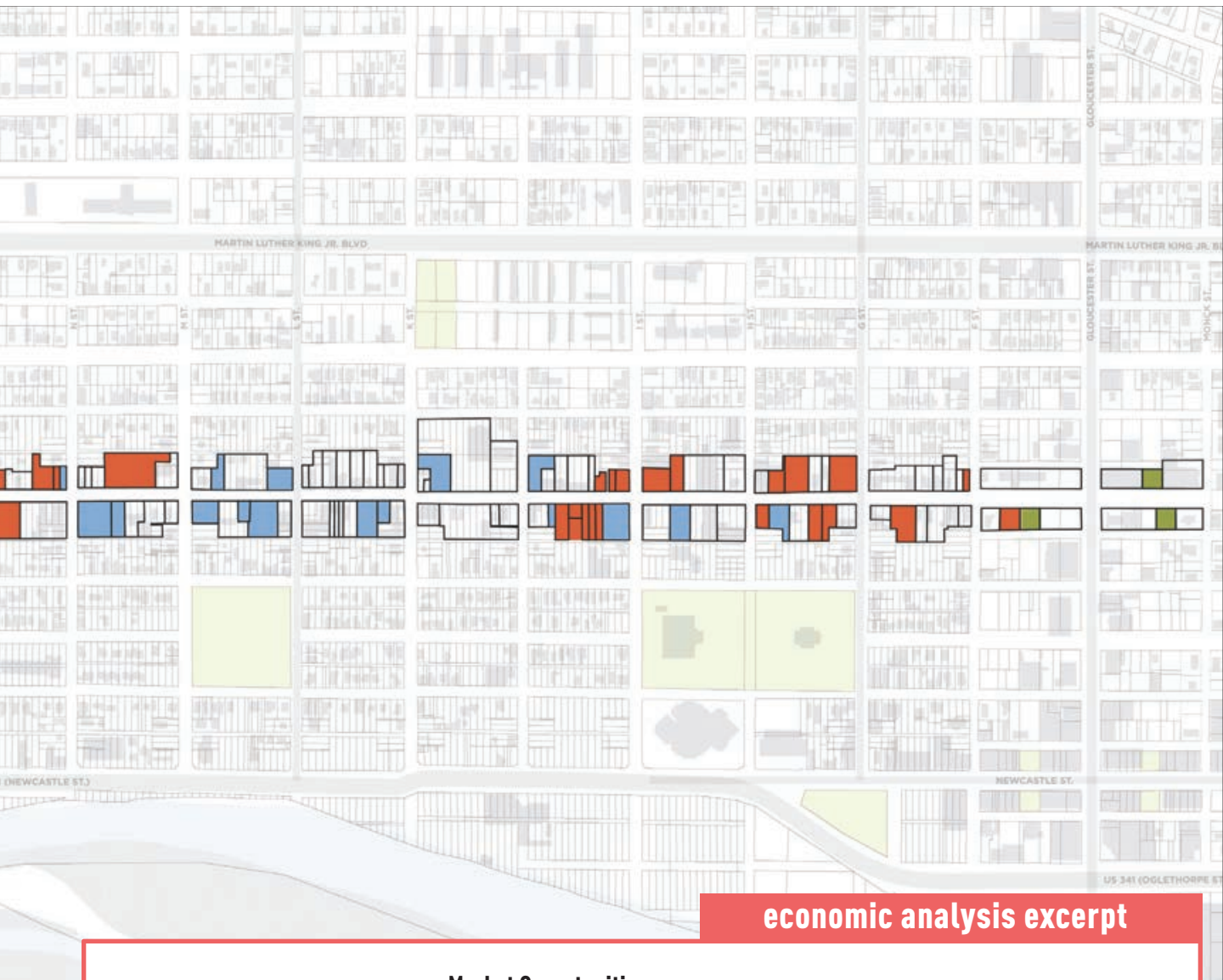


*Underutilized, Vacant and Undeveloped Parcels on Norwich Street*

## TOOLS AND RESOURCE AWARENESS

The Norwich Corridor is located within an Enterprise Zone in the City, an area in which incentives such as tax concessions are offered to encourage business investment and provide jobs for the residents. Additionally, there is a Tax Allocation District in the area which can help fund infrastructure improvements. And, most recently, the City and County collaborated on the creation of a Glynn-Brunswick Land Bank Authority, which allows for acquisitions or demolitions of derelict properties. Further, 75 percent of the collected property tax from land-bank sold properties will go back to the authority for five years after the sale.





## economic analysis excerpt

**There is too much commercial space on Norwich.**

### Market Opportunities

There is 165,000 SF of existing commercial space on Norwich from 4th Street to Gloucester

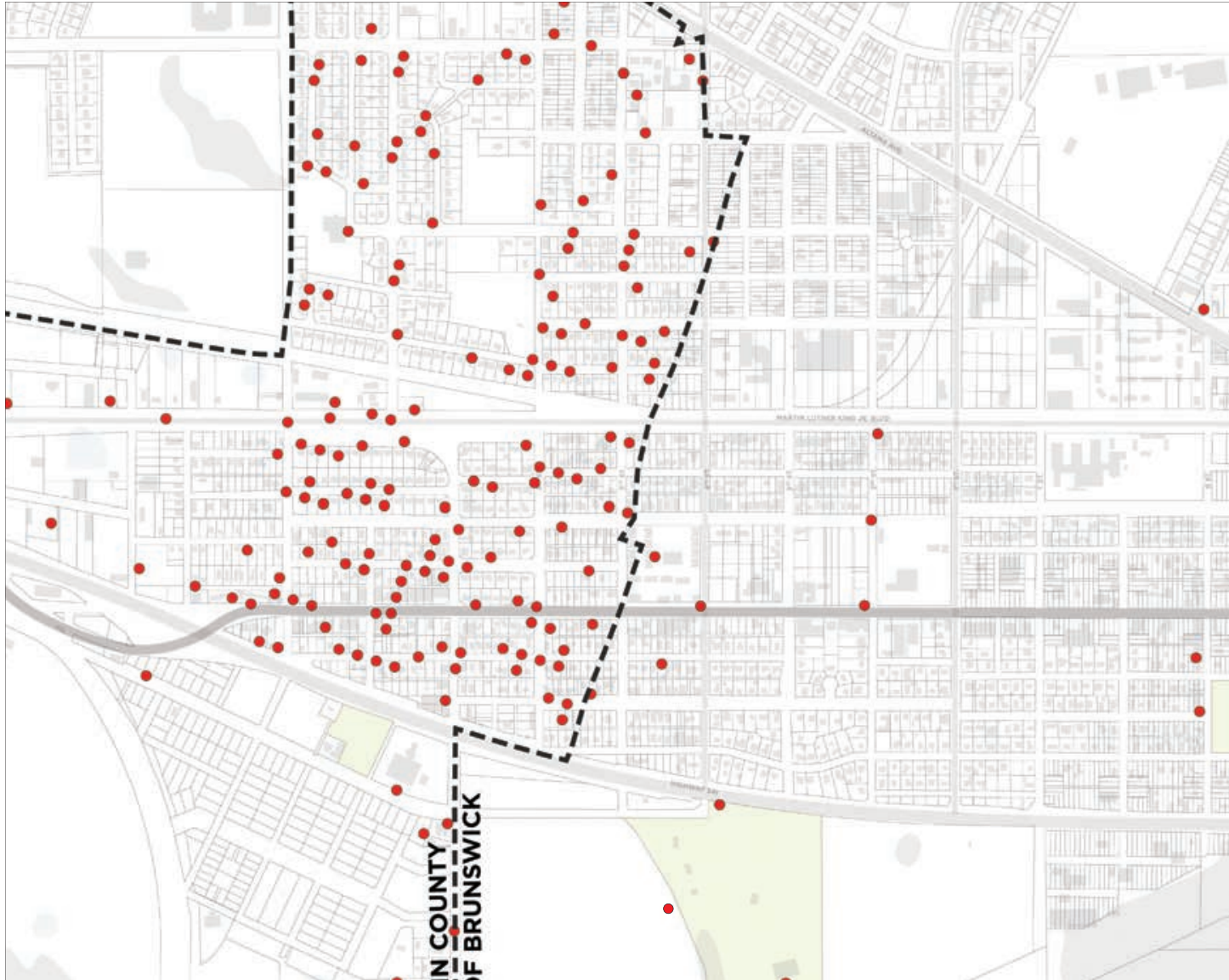
An estimated 75,000 SF of existing space is vacant, often long term

Area resident retail demand will support an additional 10,000 to 15,000 SF

A net of 60,000 to 65,000 commercial space on Norwich is not needed and should be recaptured and re-purposed as:

- Local business offices
- Housing
- Public, institutional or community uses
- Pocket parks

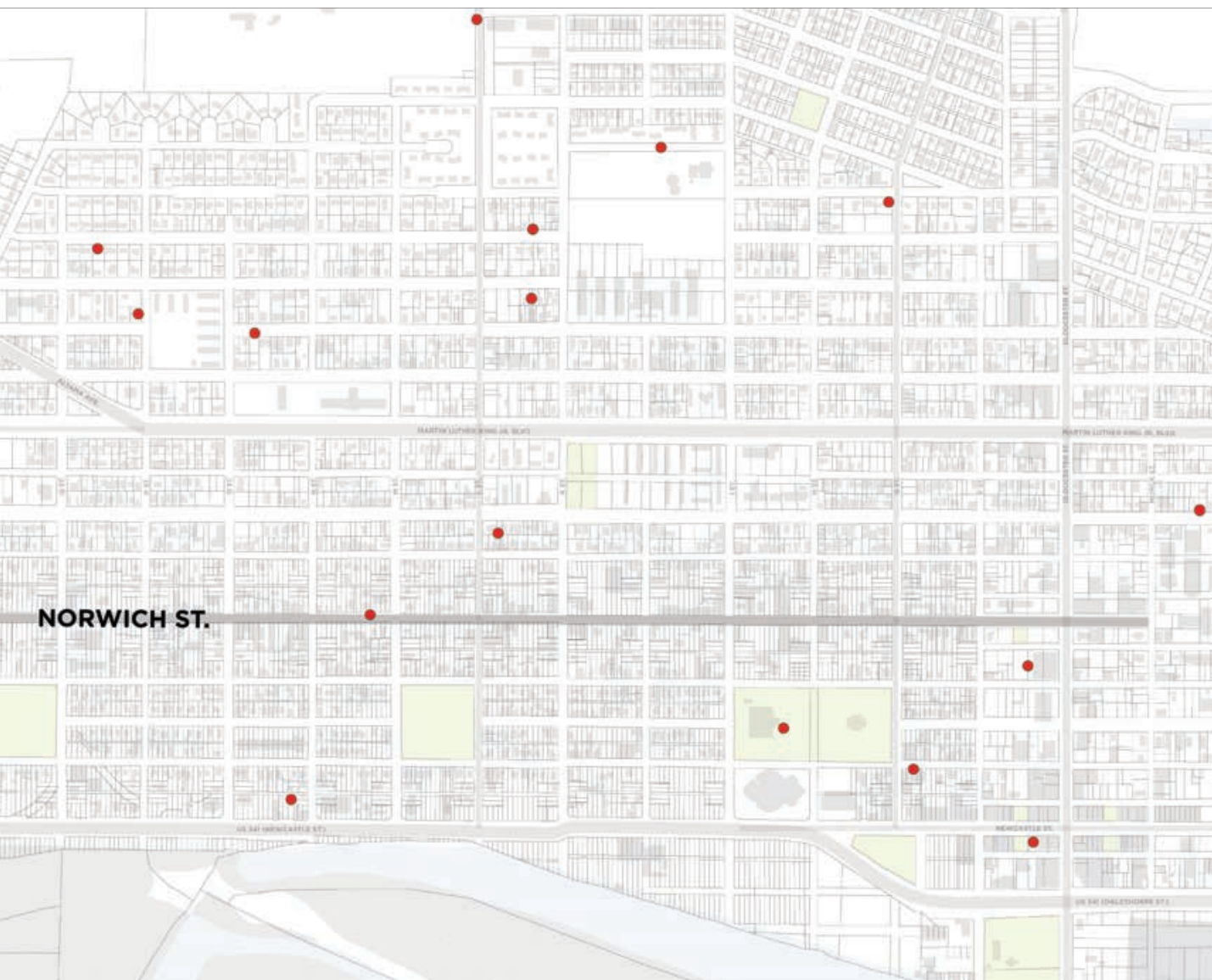
Pruning the existing commercial inventory will strengthen the economic health of what remains and bring new activity into the corridor.



## Crime on the Corridor

Many of our discussions with stakeholders indicated that safety and crime are issues within the Norwich Corridor. However, several discussions also suggested that there may be a larger perception of crime than actual incidences of crime. The Brunswick Police Department provided crime data for one month of 2017, which was then mapped to assess the results.





*Crime incidences recorded in November 2017*

As shown above, it appears that while there is some crime in the area, the majority of issues are north of the focus area on the corridor, outside of the city limits. This suggests that reporting of crime by media outlets may misrepresent the character of the Norwich Corridor, leaving residents and others with an incorrect perception of the corridor.

It should be noted that the data mapped was not categorized into types of crime, but that all records were treated the same, as the team was utilizing the data to understand where crime was occurring.







A photograph of a historic room with a chandelier, wooden floors, and people working at tables. The room features high ceilings, arched windows, and a large chandelier. Several people are seated at long wooden tables, working on laptops. A woman is seated in the foreground, looking towards the camera. The room has a warm, wooden interior with a polished floor and a large chandelier hanging from the ceiling. The text "PLANNING STRATEGY" is overlaid in the center of the image.

# PLANNING STRATEGY

# PLANNING STRATEGY

Based on the Existing Conditions assessments, market studies and stakeholder engagement, the Project Team identified areas where improvements can be made throughout the corridor.

These areas include:

- PUBLIC SAFETY
- COMMERCIAL & RESIDENTIAL INFILL
- STREET CONDITIONS
- BICYCLE & PEDESTRIAN INFRASTRUCTURE
- MARKETING & BRANDING

## Public Safety

Public Safety issues can be addressed through three primary attention areas. The Project Team was notified that several initiatives, like the installation of cameras in the alleyways, is underway and is already making a considerable difference in curbing illicit activities.

### STREET IMPROVEMENTS

Additional street lighting on Norwich Street as well as on the alleyways to the east and west of Norwich Street will improve visibility at night for residents and police. A partnership with Georgia Power could be pursued to aid in identifying appropriate locations and types of lights.



*New residences fronting the alley, providing “eyes on the street”*



*Neighborhood Business Watch notice on Norwich Street*



To address the excess of trash on corridor properties and in the alleys, additional pick up opportunities need to be identified by the City and Public Works. This could include more trash cans along the corridor (as noted in stakeholder engagements). An “Amnesty Pick-Up Day” could be scheduled to encourage citizens to bring their harder to dispose of materials like tires, mattresses, and other items for free, rather than the alternative of dumping them in the neighborhood. Lastly, a “Community Clean-Up” service day could enlist local volunteers and residents to pick up trash several times throughout the year (adding to the one event the City conducts annually). These types of efforts will drastically improve the appearance of the corridor and can help contribute to neighborhood pride for the area.

## CRIME

A close partnership with the Brunswick Police Department (BPD) is one of the most effective ways to understand crime in the Norwich Street Corridor, and this relationship should actively continue. The relationship could also include the enlisting of an off-duty police officer to monitor the corridor at specific hours of concern. This would show a police presence and hopefully would discourage undesirable activities.

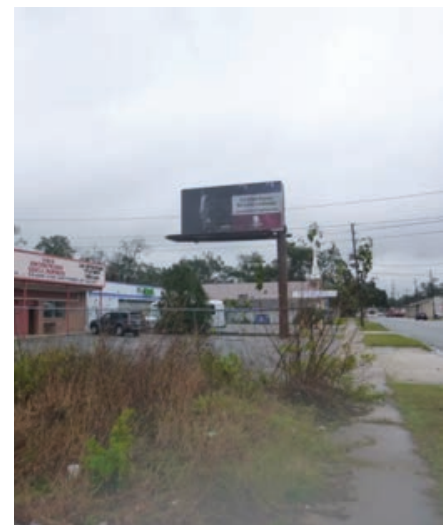
Citizens and local business owners, with the help of the BPD or city staff, can also be empowered to re-activate the Neighborhood Business Watch, which was started in 2007 (based on signs along Norwich Street). Citizen activists can be a strong partner in keeping the neighborhood safe, and business owners present during the day can be added eyes to the police force as well.

## EYES ON THE STREETS & ALLEYS

In addition to a formalized Neighborhood Watch, additional “eyes on the street” can be added through new residences to help build activity at all hours of the day. (Infill residential will be addressed in a subsequent section). An example of this is shown on the following pages with a newer housing development - sidewalks and even the presence of porches at the front of houses can provide a presence that monitors neighborhood activities.



*Trash in alleys*



*Opportunities for overgrowth management at Clean Up Days*

## Residential Infill

There is a significant need for housing in Brunswick, as the Coastal College increases enrollment and the Federal Law Enforcement Training Center continues to see new recruits. These demographics and other trends reveal that smaller units at more affordable prices would be the most desirable product in this area. Often, these units can fit well into residential neighborhoods by building more units into one building, without being a large, multi-family complex.

As previously discussed there is significant vacancy on the corridor. A market analysis suggests that 25,000 square feet of the 75,000 square feet that is vacant on the corridor is likely viable for commercial reuse. However, 50,000 square feet could be demolished or adapted for future residential uses.

An analysis of job market, housing trends and interviews with local residents indicates that there are few housing choices for households earning between \$30,000 - \$50,000. With these incomes, these households have the ability to pay rents between \$625 - \$975 per month, and a home price of \$90,000 - \$170,000. However, there is limited new stock, either rental or to own, at these prices within the city, so residents are looking elsewhere in the County or region to live.

Additionally, including accessory dwelling units on parcels, would not only increase housing options in the needed price point range but could also allow additional income opportunity for property owners renting those units.



*New development of housing at Norwich Commons*



Opportunities to address residential infill in the Norwich Corridor could include the reuse of existing vacant or under-utilized commercial buildings, and/or new cottage court and cluster homes that present smaller units and more affordable costs for households. This type of dwelling is geared towards empty nesters, long-term renters (college students, FLETC), young professionals / first-time home buyers, as well as short-term rentals (tourists).

Existing housing types and examples of the above-listed dwelling units are detailed in the following pages.

## market analysis

**There is a significant  
unmet housing demand from  
households earning  
\$50,000 or less**

Market economic analysis concludes that there is the projected demand for up to 15 units per year in Norwich Corridor - starting at south end of Corridor, working north.

Creative housing options could include micro units, accessory units, duplex/triplex units, small multifamily, housing courts, faith-based senior housing, and/or student apartments

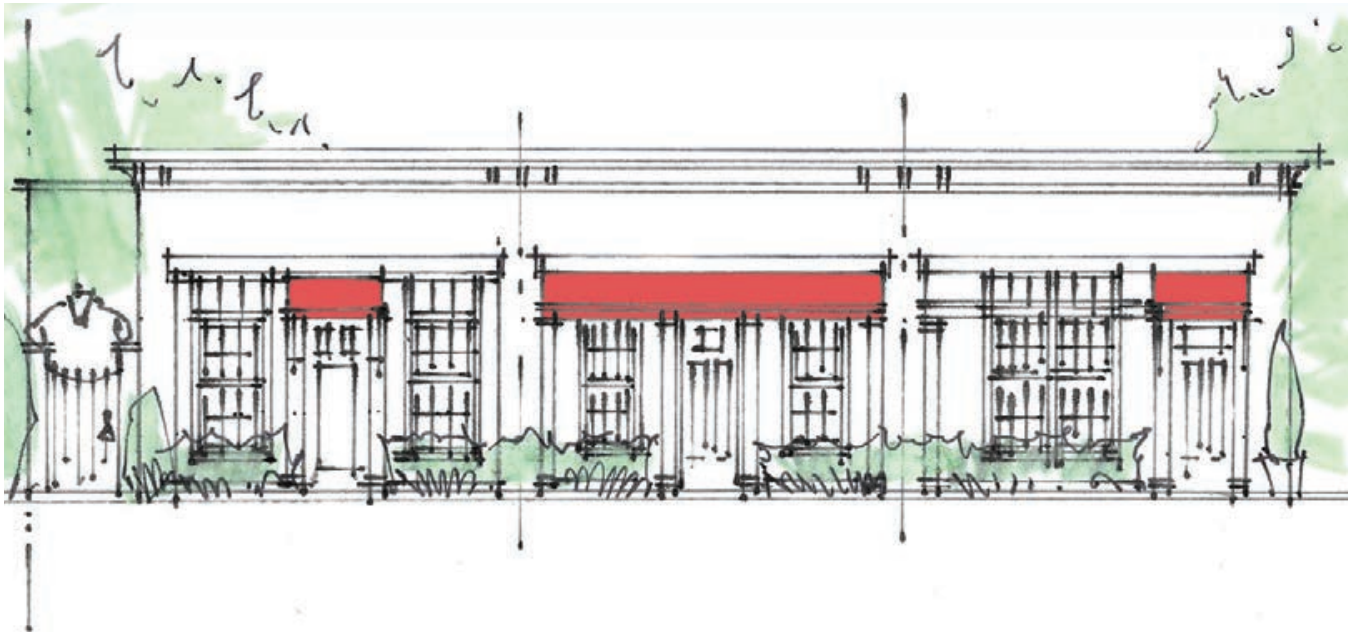


*Housing in need of repair or redevelopment along Norwich Street*

## COMMERCIAL TO RESIDENTIAL REUSE OPPORTUNITIES



*Existing Elevation*

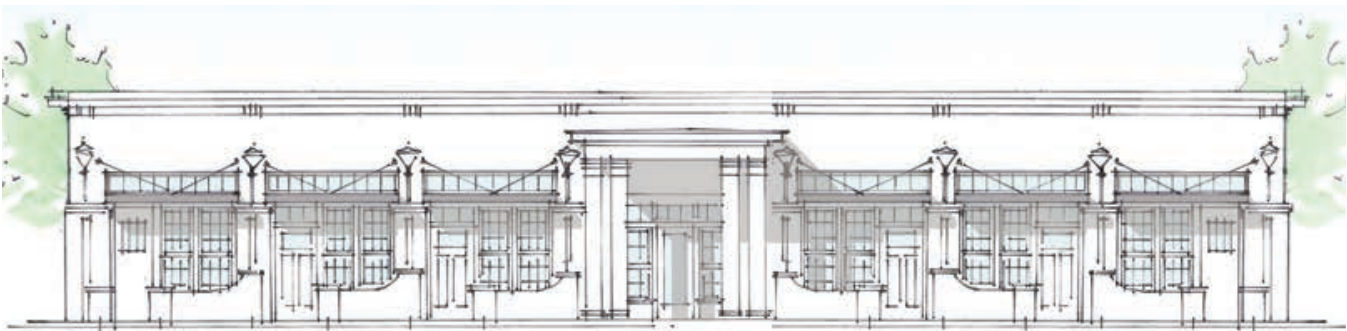


*Conceptual Elevation*

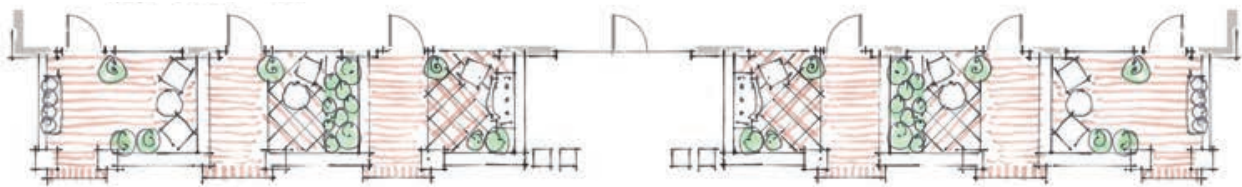




Existing Elevation



Concept Elevation



Concept Stoop Plan illustrating how existing parking lot can be used to better engage and address the street

# PLANNING STRATEGY

## RESIDENTIAL DEVELOPMENT OPTIONS & PRECEDENT

While Norwich Street is not dominated by residential uses, there are some homes that are in need of repair and/or redevelopment, and these represent many of the housing types that exist in Brunswick currently. The Project Team explored these home types for opportunities to add density along the corridor.

For example, the image at right shows two parcels with mansion-style homes fronting on Norwich. These could be converted to house four units instead of one, and there is room on the parcels for the addition of four smaller, cottage-style homes that could also fill some of the housing cost needs discussed on page 38. The following pages show two more examples of how both duplexes and shotgun homes could fit on the existing parcels, with the addition of cottage homes in the rear. A standard Brunswick lot size is 60 feet by 150 feet.

## BRUNSWICK LAND BANK

Tiered pricing for Land Bank Purchase was discussed based upon whether the buyer was a non-profit, and/or commitment to affordable housing was part of the redevelopment plan. The Project Team would recommend incentivizing redevelopment on Norwich by giving land bank buyers the lowest cost option even if they are not a non-profit or who do not commit to affordable housing, at least for Nodes 1-3. The city should consider writing a goal down, as to better re-evaluate this policy in 12-24 months to see if the market is supportive enough to reduce the incentive.

### Housing types found in Brunswick



*Shotgun*

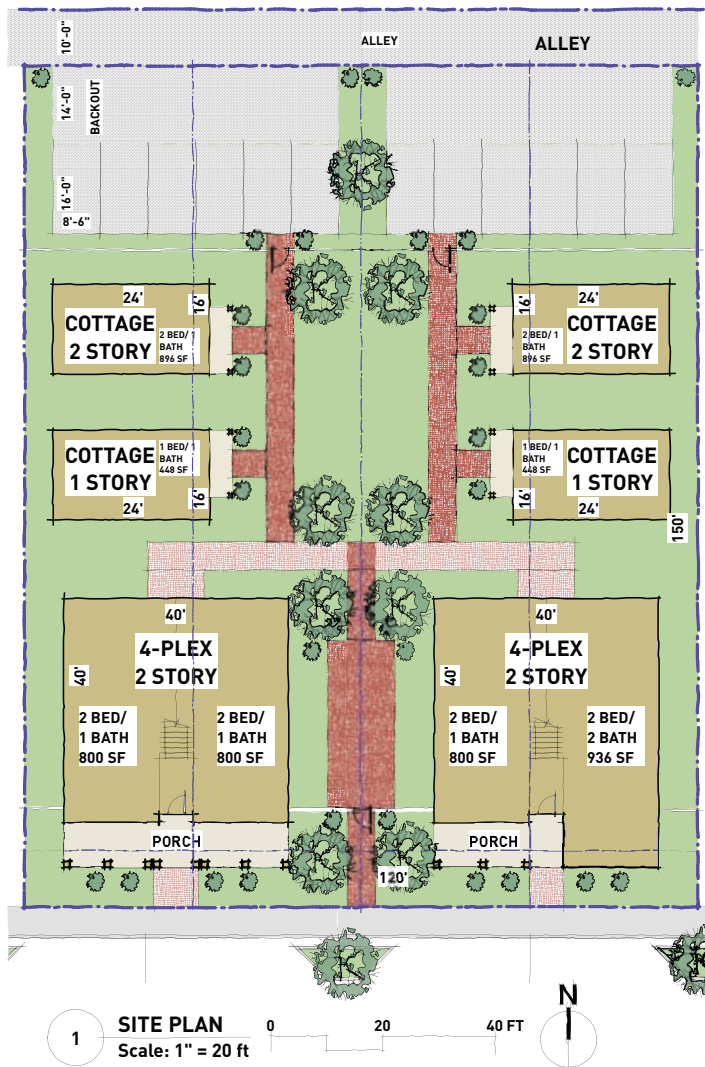


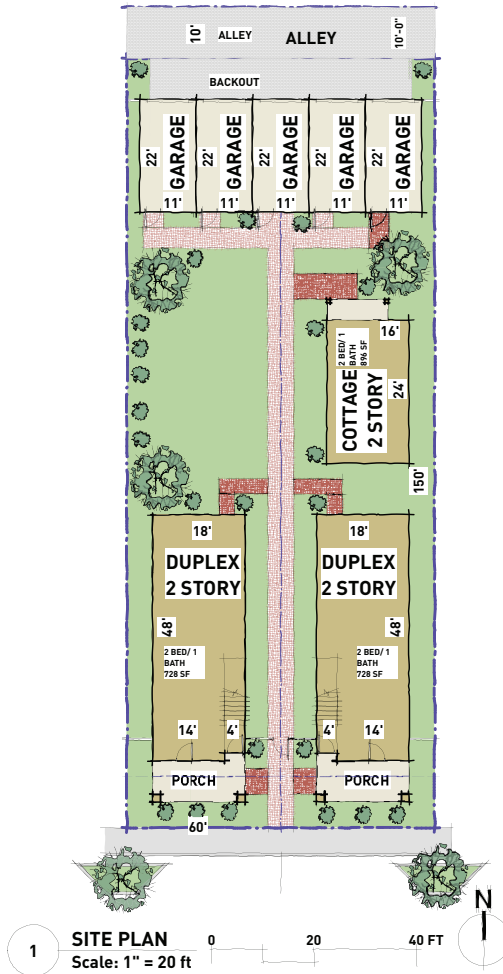
*Duplex*



*Mansion*



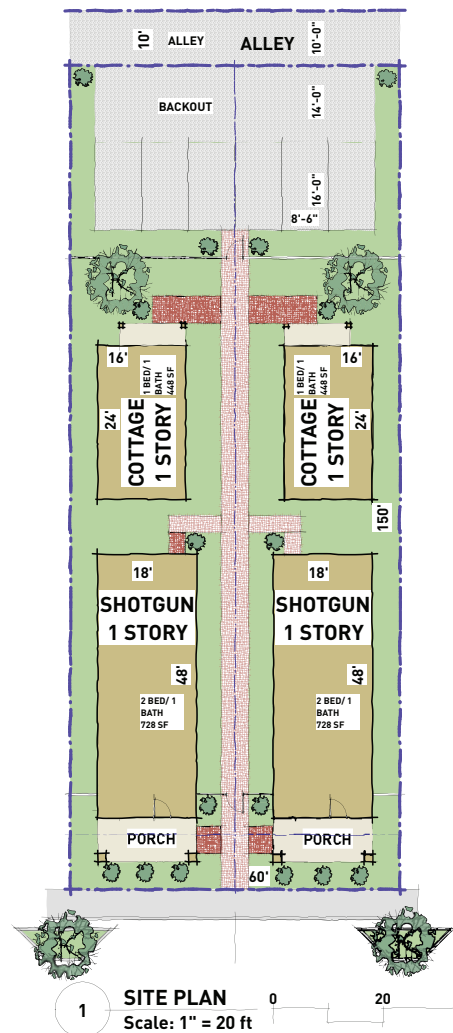




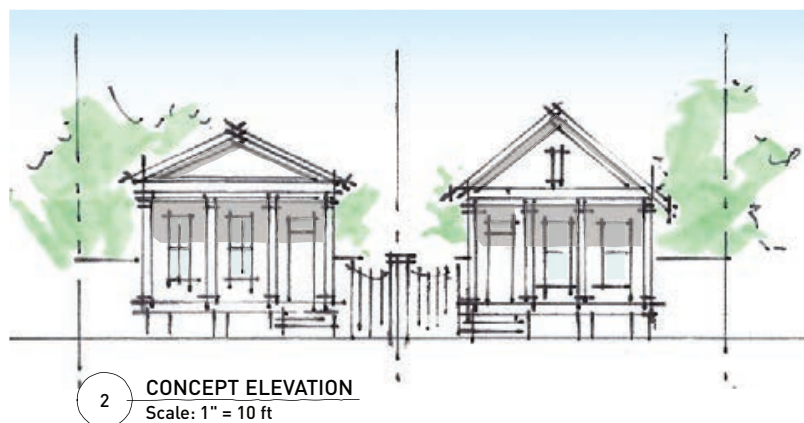
LOT SIZE: 9,000 SF  
 TOTAL COND SF: 3,808 SF  
 # UNITS: 5  
 FAR: 0.423  
 LOT SF/UNIT: 1,800  
 PARKING PROV'D: 5  
 (+2 ON STREET)  
 LOT COVERAGE: 66%  
 ALL SURFACES IMPERVIOUS  
 ALL UNITS IRC







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



# PLANNING STRATEGY

## Norwich as a Connector

Economic centers for the City of Brunswick were shown earlier in this report to be in the Historic Downtown and further north near the hospital and College. Through research and stakeholder interactions, the Project Team noted several other areas of interest that are utilized by residents, but could be better connected - both to each other and to the rest of the peninsula.

As shown in the map on the right, these include the Coastal College (with a growing full-time student population), Brunswick High School (one of the largest schools in the state), the Boys and Girls Club, Selden Park, the Marina, and Downtown. Martin Luther King, Jr. Boulevard runs parallel to downtown, and connects the north and south ends of the peninsula, but primarily through automobile traffic - and pedestrian and cyclists do not have a safe space along the road. However, because Norwich Street no longer has high car traffic counts, it could better and more safely accommodate all users and connect currently disconnected amenities. The light green lines on the map to the right show potential spur routes for cyclists off Norwich Street to nearby destinations. These routes were chosen because they were the most direct and are located on streets that could safely accommodate the addition of formal or informal bike lanes.

The following section continues the Project Team Planning Strategy, illustrating how the existing street conditions could be modified to accommodate bicycle lanes, cars, and parking. Following will be recommendations pertaining to bicycle and pedestrian infrastructure, and how all of these features can be best leveraged through marketing and branding of the corridor.

In early 2018, the City of Brunswick released finalized design guidelines for the Glynn Avenue Design Framework Initiative to create new standards to guide development and redevelopment on Highway 17 / Glynn Avenue. There was significant stakeholder involvement along with technical expertise to frame the initiative, and the Project Team recommends these guidelines be consulted in re-envisioning the future of Norwich Street.



*Brunswick High School*



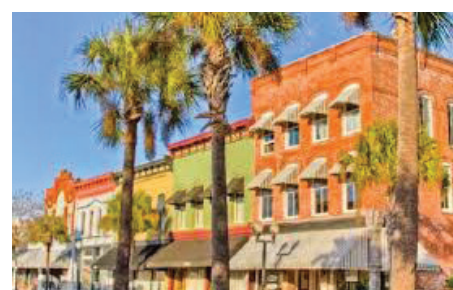
*Coastal College of Georgia*



*Selden Park*

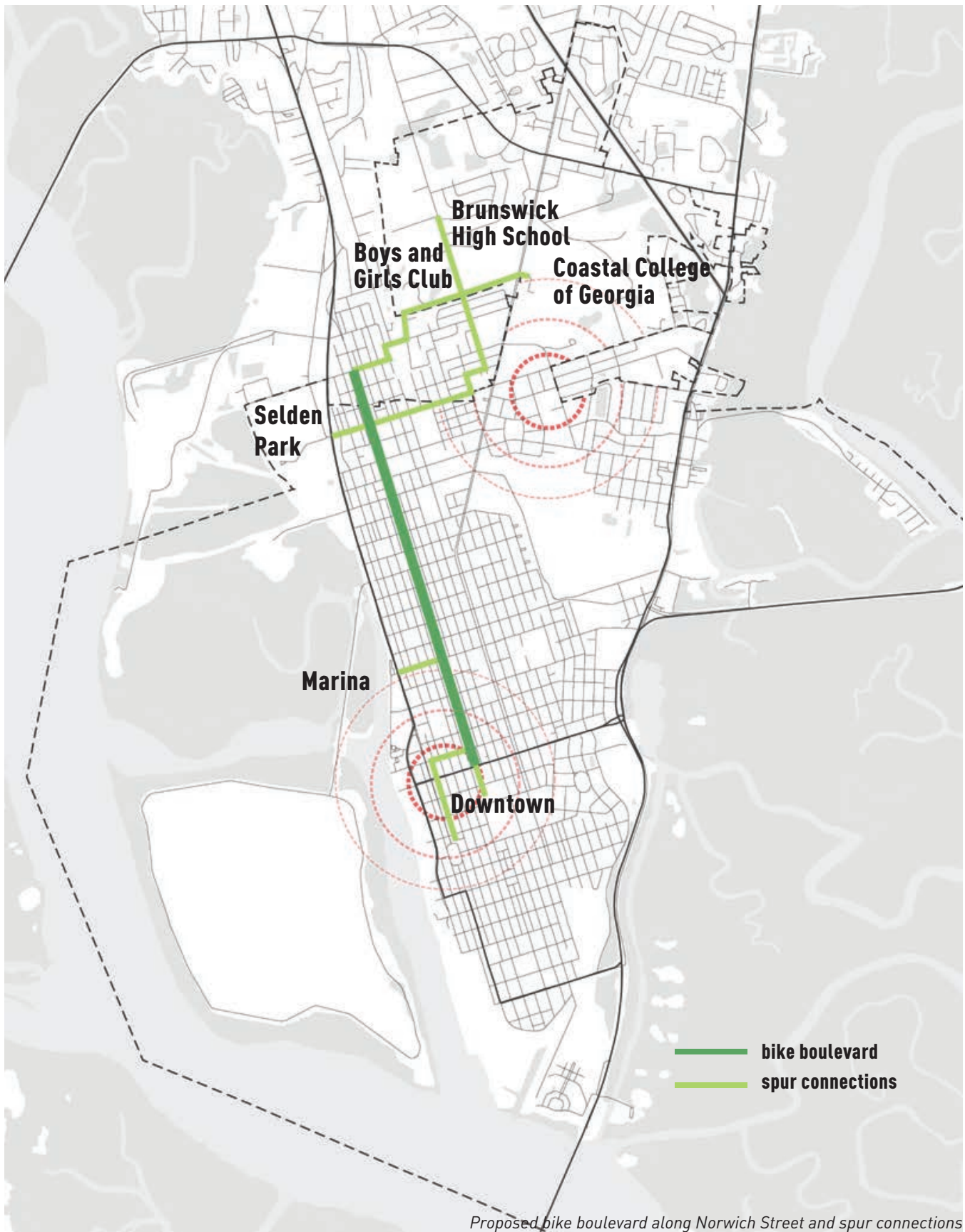


*Brunswick Marina*



*Historic Downtown*





# PLANNING STRATEGY

## Street Conditions

Norwich Street was historically a commercial corridor, designed in an era when cars were prioritized over pedestrians and bicycles. The historic trolley line only extended up the street for tourists, and the rest of the corridor was primarily for everyday needs of nearby residents.

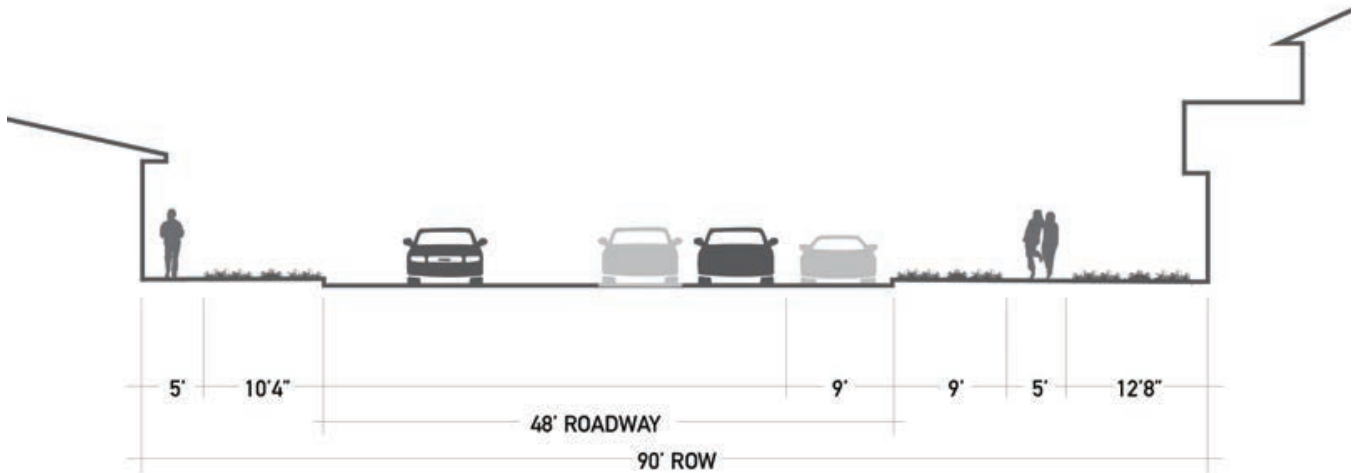
Today, with a decreased amount of commercial activity, the street is wider than it needs to be and can adequately accommodate current traffic conditions (as advised by the City of Brunswick). This creates a prime opportunity to address the physical conditions of Norwich Street to improve functionality for all users. An improved streetscape can also contribute to increased economic development potential, as investment and improvements will attract future businesses and residents to the area.

The following images and street sections show existing conditions at several locations along the corridor, as well as proposed improvements to that section and how these adjustments can work within the existing right-of-way dimensions of the street.

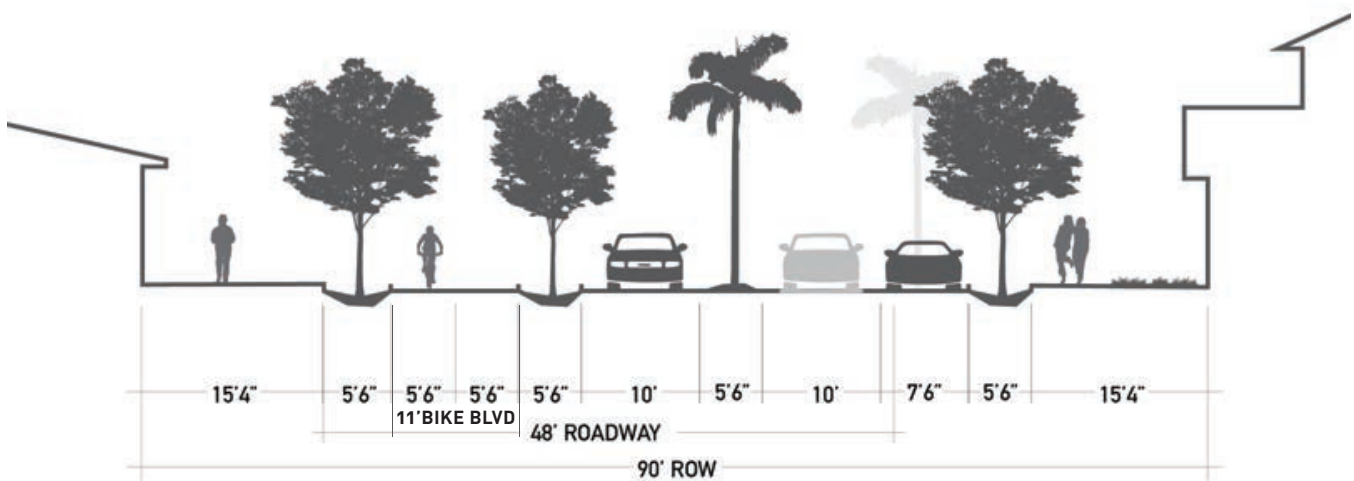


*Existing conditions at Norwich Street and Gloucester Street*





*Existing section dimensions at northern and southern portions of Norwich Street*



*Proposed section dimensions for conditions on northern and southern portions of Norwich Street*

## NORTH / SOUTH SECTIONS (Monck to F Street, 1st Street to 5th Street)

The new conditions for the northern and southern ends of the corridor re-allocates the 90 foot right-of-way to include new tree plantings, a protected bicycle boulevard, two lanes of vehicular traffic (minimized to 10 foot lanes over 13 feet) separated by a center median, and parallel parking on one side of the street. Shade trees are critical along the route as there are few existing, and the lack of shade makes it extremely hot to walk or bike. The Project Team recommends continuing the existing condition of planting palm trees in the center median, as this enhances a coastal theme and begins branding Norwich Street.



# PLANNING STRATEGY

## Street Conditions

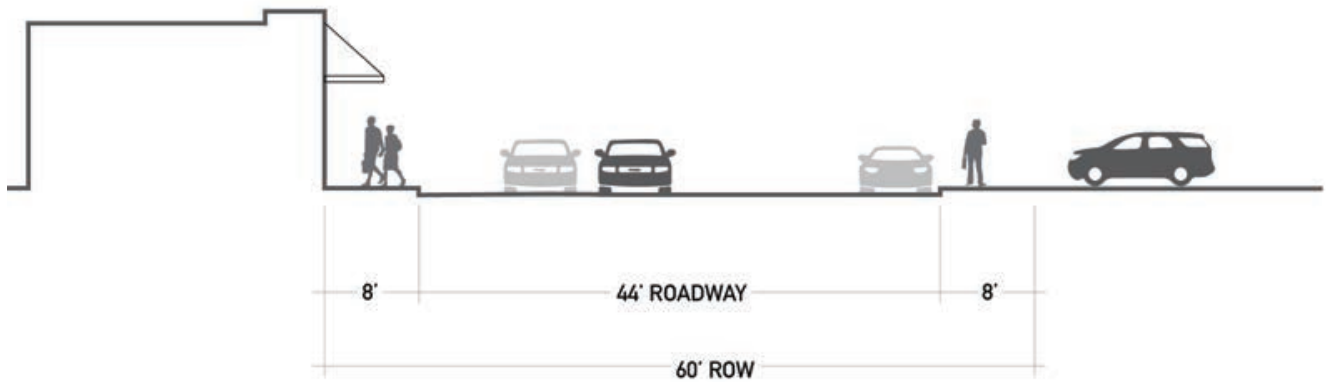
In addition to the street improvements, street furniture such as new benches, appropriate lighting, bicycle parking and trash cans can be added to improve the experience of the corridor. Street trees can provide much needed shade, and bicycle lanes can increase connectivity along the corridor.

Unless significant funding is available, the Project Team recommends focusing infrastructure expenditures at the nodes for maximum impact. Because the more southern end of the corridor is in the Historic District and needs less of these amenities overall, efforts should be prioritized at Nodes 2, 3 and 4, first.

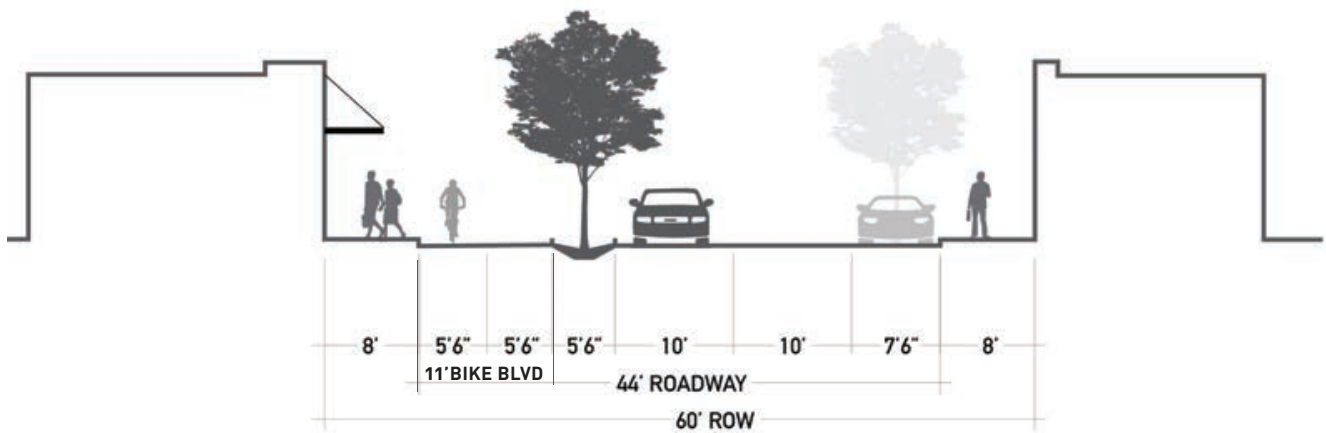


*Existing conditions for the middle portions of Norwich Street*





*Existing section dimensions at middle portions of Norwich Street*



*Proposed section dimensions for conditions at middle portions of Norwich Street*

## MIDDLE SECTION (FROM F STREET TO 1<sup>st</sup> STREET)

The new conditions for the middle sections of the corridor re-allocates the 60 foot right-of-way to include new tree plantings, a protected bicycle boulevard, two lanes of vehicular traffic, and parallel parking on one side of the street. Since the right-of-way is not a continuous dimension, the protected bike lane was prioritized over multiple planted medians. The lane widths remain the same, though at several intersections, dedicated turning lanes will be removed, as they are unnecessary, as noted by the community and city.



# PLANNING STRATEGY

## Bicycle and Pedestrian Infrastructure

The new bicycle boulevard construction for the whole corridor will require investment from the city, though the Project Team understands there may be existing transportation dollars that could be re-allocated for this need. In the interim, the proposal could be tested on the route through low-cost, temporary installations that can illustrate what this future vision could look like.

The Project Team explored potential bicycle routes to better connect Norwich Street to the surrounding assets it is already geographically close to, but access is limited to primarily vehicular travel (as discussed on page 42).

To best support new infrastructure and ensure it is easy to use and navigate, the City should discuss what types of signage and directional devices to invest in. Examples of these are shown on the following page - these examples were picked because of their clear imagery, as well as to show how little space signs could take up, leaving more room for the bike boulevard and walking space along the sidewalks.



*Above: Frome bikeway in Perth, Australia*





Above: images of testing street changes with temporary paint; a pop-up bike boulevard using cones and planters.



Utilizing paint and temporary bollards to test curb bulb-outs



Above: Frome bikeway directional signs in line with sidewalks

Below: Frome signage by Flickr user Streetsmn

At right: Signage indicating space for pedestrians and cyclists



# PLANNING STRATEGY

## Marketing and Branding

With major and minor investments and positive change to Norwich, the city can begin to enhance the area identity through new branding and marketing strategies that are eye-catching and can build community pride in the neighborhood.

This section addresses how wayfinding and branding ideas can reinforce each other, with examples of implementation of these tactics illustrated.

The case studies shown present ideas, and are not necessarily prescriptive of what should be done in Brunswick. However, the Project Team saw them as successful examples for implementation, and recommend that further study be conducted, should the city be interested in the ideas.

### NORWICH LETTERS

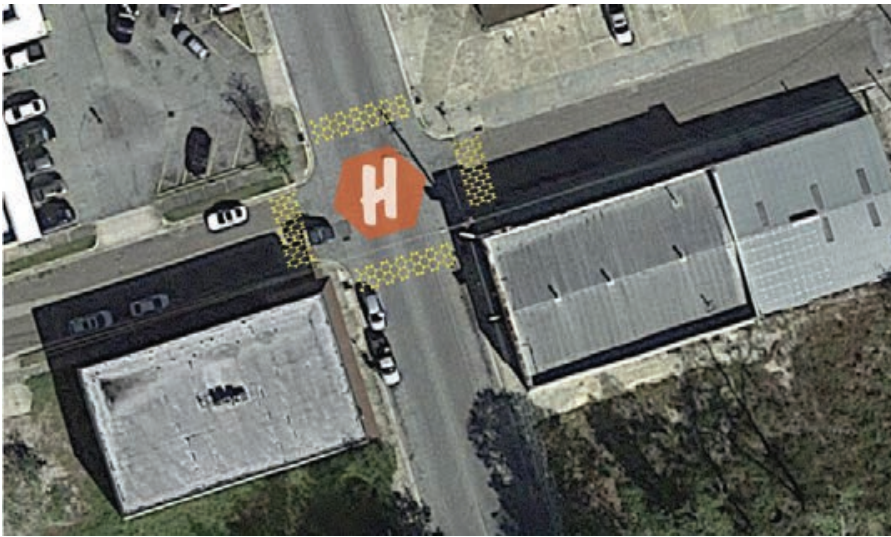
The southern end of Norwich Street begins the alphabetical cross-streets, beginning with F Street. The Project Team sees this as an opportunity to utilize the letters for directional but also branding purposes. Examples from New York City Subway are shown below. The photos shows ways the letter system can be incorporated on a directional sign, and, at bottom right, similar examples for Norwich Street are shown, tying in the current Downtown Development Authority colors.

Implementation of this idea can be extended to the physical intersections, shown above right. The letter could be painted in the middle of the street at critical intersections, like to cue the end of the center median, and the crosswalks could be stamped concrete or brightly colored, utilizing the historic downtown hexagon to better tie into Historic Downtown.



Above: photos from New York Subway and directional signage





Above: H Street Intersection / Right: Crosswalk material example



Gloucester Street Intersection (utilizing DDA logo)



**NORWICH STREETS**





















NORWICH CORRIDOR REVITALIZATION

## COMMUNITY WORK SESSIONS



BUSINESS OWNERS

CHURCH MEMBERS

TEACHERS

FAMILIES

COLLEGE STUDENTS

KIDS

ME AND HELP US  
PLAN FOR NORWICH  
STREET'S FUTURE!

ARE WELCOME!

OPEN HOUSE

OPEN HOUSE 10AM-12AM

OPEN HOUSE 1PM-4PM

OPEN HOUSE 5PM-8PM





A photograph of a public meeting or community consultation taking place outdoors at night. In the foreground, a black folding table sits on a concrete sidewalk. On the table is a white sign with the text "NORWICH ST" written in blue marker. Several people are gathered around the table and in the background. A man in a white shirt and dark pants is seen from the back, looking towards the table. A woman in a yellow jacket is standing near the table. In the background, there is a brick wall and a building with large windows and doors. The scene is lit by warm, yellow lights, possibly from the building or streetlights. The overall atmosphere is one of a community gathering.

# **FINAL RECOMMENDATIONS & NEXT STEPS**

# FINAL RECOMMENDATIONS

## Recommendations

The recommendations listed are supported by City staff and leadership and have been verified by the market data for feasibility. Recommendation items can be addressed as funding is available, though some tasks require more dedicated time than funding, and thus may be able to be executed over a shorter period of time.

### NORWICH NEEDS DEDICATED CHAMPIONS

General recommendations include the need for a dedicated individual experienced in community development who can focus on the Norwich Corridor and coordinate public and private resources. City Staff can contribute, but there exists additional need and time to implement the plan. This individual would assist in developing a small “Action Team” of representatives from local businesses, residents, and churches who would meet bi-annually (or a time determined by the team) to help monitor progress and report on Norwich Street to the City Council. This team could also be an extension or ad-hoc committee of the existing Norwich Business Owners’ Association.

### NORWICH NEEDS FUNDING

The implementation of these ideas has been discussed in terms of shorter-term, less-expensive opportunities, but overall could be a costly endeavor. Because of this, the Project Team recommends utilizing the nodes as key points of activation and infrastructure expenditure. They are critically located for intervention, and beginning at a smaller-scale will make long-term and entire corridor improvements more feasible.

The City should commit significant funds over the next five years to fund the short-term, temporary opportunities (like crosswalk and street painting), towards seed money to help support private investments on the corridor, to marketing and promotion through special events (see Corridor Clean Up Days, Amnesty Days, and marketing and branding ideas in the Task List), and utilize city funding to invest in the public realm (Public Safety, Street Conditions, and Bicycle and Pedestrian Infrastructure sections).

Economic Development activities by the City can be best leveraged if they are tied with matching small businesses to smaller commercial spaces on the Corridor, ideally within the Nodes because of other City investment occurring within them. Local funding should also be leveraged to generate initial seed money, and to support longer range projects and initiatives by utilizing the TAD, SPLOST, CDBG funds, along with the new Land Bank, Norwich Commons infrastructure funding, and local philanthropies for specific needs (like parks, beautification, event sponsorship).



## RECOMMENDATION TASK LIST

	Project / Activity Description	Time frame			Potential Partnership(s)	Report page reference
		short	medium	long		
PUBLIC SAFETY						
	Add pedestrian scale lighting along the corridor	x			City / GA Power	36
	Add lighting on alleys, where appropriate	x			City / GA Power	36
	Have neighborhood members attend meetings where Norwich Street is a discussion topic	x	x	x	City of Brunswick	-
	Consider activation and management of alleys (through property owners and/or through encouraging small houses to engage the alley - “eyes on the street”)	x	x	x	City of Brunswick	37
	Work with the community and Brunswick Police Department to continue police presence on the corridor (highlighting specific times and locations of need)	x			Brunswick Police Dept.	33, 37
	Add trash cans along corridor and coordinate trash pick-ups	x			Public Works	37
	Consider hosting a “Community Clean Up Day”, targeting areas most in need along the corridor; this effort could be repeated bi-annually	x			Public Works, City of Brunswick, Keep GA Beautiful groups	37
	Consider hosting an “Amnesty Pick Up Day” for residents to dispose of difficult items like tires, mattresses, etc.	x			Public Works, City of Brunswick, Waste Management	37
	Re-activate Neighborhood Business Watch group along corridor	x			Business and property owners, City of Brunswick	37
RESIDENTIAL INFILL						
	Explore options for business and developer incentives for redevelopment along the corridor	x			City / Economic Development	42
	Consider making zoning recommendation changes for corridor (see Appendix)	x			City / Community Development	Appendix
	Explore creation of an Overlay District for Norwich Corridor and adjacent alleys (see Appendix) - In the interim, develop design guidelines for the overlay and work with property owners who are wanting to move faster than the timeline of the overlay	x	x		City / Community Development	Appendix
	Explore use of the Land Bank by concentrating on properties along the corridors, potentially near Nodes; Target blighted houses close to nodes second.	x	x	x	Brunswick Land Bank	30, 42

## RECOMMENDATION TASK LIST

	Project / Activity Description	Time frame			Potential Partnership(s)	Report page reference
		short	medium	long		
STREET CONDITIONS						
	If needed, create engineering drawings for corridor re-stripping dimensions	×			City / Public Works	49, 51
	Re-stripe the corridor (temporary paint, if desired) to show narrower drive lanes, one-side of parallel / on-street parking, and the bike boulevard	×	×		City / Public Works	49, 51
	Plant shade trees along corridor (prioritizing Nodes 2, 3 & 4, at first)	×	×		City / Public Works	48-50
	Create center median with palm trees at Node 1 (potential for funding from Norwich Commons?)	×	×		City / Public Works / Norwich Commons	49, 51
	Construct protective bike planting zone (If this project can be afforded earlier on in the process, temporary paint would not be needed)	×	×		City / Public Works	49, 52
	Explore the adaptation of the Glynn Avenue Design Framework for use on Norwich Street	×	×		City	46
BICYCLE AND PEDESTRIAN INFRASTRUCTURE						
	Paint new crosswalks at critical intersections (any specific designs should be coordinated by city and community input)	×			Public Works, City of Brunswick, Keep GA Beautiful groups	52, 53
	Explore spur path feasibility to destinations	×			City / Public Works	46, 47
	Develop directional signage and supporting bike infrastructure (in tandem with Marketing and Branding efforts)	×			Business and property owners, City of Brunswick	52-53
MARKETING AND BRANDING						
	Engage the community and marketing professionals in the city around branding ideas for the new Norwich Corridor	×			City / Community Development / Economic Development	54-55
	Develop implementation plan for marketing and branding, focusing on crosswalks and nodes/focus areas, first.	×	×		City / Community Development	54-55



## RECOMMENDATION TASK LIST

	Project / Activity Description	Time frame			Potential Partnership(s)	Report page reference
		short	medium	long		
OTHER ITEMS						
	Pursue a “Good Urbanism 101” community training with the Georgia Conservancy	×			Georgia Conservancy	-
	Contact Georgia Conservancy regarding a “Blueprints for Successful Communities” project for Brunswick	×			Georgia Conservancy	-
	Explore a training for city and property owners - “Small Developer Bootcamp”	×	×		GA Conservancy, Incremental Development Alliance	-
	Consider development of a “Blight Ordinance” to protect property values and provide better accountability for owners	×			City	-
	Pursue designation of Norwich Corridor as a Nationally Registered Historic District	×			City	-