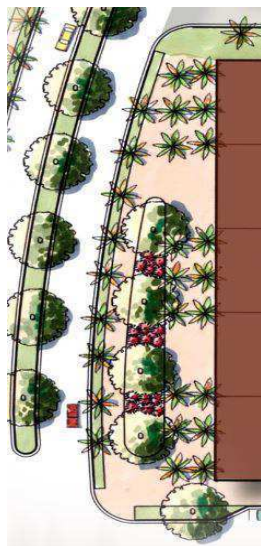


Request for Proposal (RFP)
2017-002
Downtown Hotel

Brunswick Urban Redevelopment Agency & City of Brunswick, Georgia



Submit your Proposal to:

City of Brunswick
Attn: Mathew Hill
PO Box 684
Brunswick, GA 31521

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Section I: Introduction

The Brunswick Urban Redevelopment Agency (URA) is seeking a development proposal from qualified parties to design, construct and operate a hotel on a site in Historic Downtown Brunswick. The area of opportunity for the purposes of this RFP is a portion of the “Oglethorpe Block” (See attached Overall Site Map). The property identified in this RFP is being offered for redevelopment.

The site is a portion of a 3.0 acre parcel located in the Downtown area of the City. The property is bordered by Bay Street on the west, Newcastle Street to the east and a private parcel to the south. The site is currently owned by the City of Brunswick, and the URA has asked that it be transferred to them.

The City and URA are not confined to a particular deal structure and look to the respondent to present an arrangement that would result in the highest quality development consistent with the community’s vision for downtown.

Section II: Overview of the Development Opportunity

I. Description

The site is located in the Downtown area of the City. The site is a portion of a 3.0 acre parcel. On a portion of the site (exact location to be determined), shall be constructed a conference center. The Brunswick Urban Redevelopment Agency and City of Brunswick shall construct the facility, with a projected start of the second quarter of 2018. The objective is that the hotel and conference center open at or near the same time. The selected developer shall coordinate the hotel location with the Brunswick Urban Redevelopment Agency and City of Brunswick.

II. Zoning & Development Standards

The current zoning on the parcel is GC-Core (General Commercial Core). The property is located in the Old Town Brunswick Historic District, and is subject to the attached design guidelines.

III. Redevelopment Objectives

The development plan submitted should include at a minimum a **80 room hotel**.

IV. Special Districts

The site is located in the Central Business District (CBD) Enterprise Zone and the Brunswick Tax Allocation District (TAD) #1.

V. General Considerations

Parking: The proposal submitted will need to take into account adequate parking spaces for the development.

Section III: Desired Developer Qualifications

The URA is seeking responses from firms interested in undertaking the development opportunity described in this RFP. In this context, the terms “Developer” and “Developer Qualifications” apply to the development entity itself and the proposer’s professional team assembled to execute the project.

The parcel may be developed as a hotel with ground level retail/commercial, as appropriate. The URA is also open to any other accessory uses that may compliment the uses identified above. The City and URA have expectations of the following qualifications and experience:

- Experience developing a mixture of projects that include; hotel, condominiums, apartments, townhomes, or detached single family homes or any combination thereof, including ground

- level retail and commercial development.
- Experience in developing mixed use projects, particularly in urban locations which are comparable to Downtown Brunswick.
- Experience in developing mixed use projects with structured parking.
- A minimum of seven years of experience in leasing/management of hotel and/or mixed-use projects.
- The developer needs to demonstrate the ability to secure financing, provide firm's financial summary statement and have a vision to create a unique addition to the heart of the Historic Downtown.

Section IV: Submission Format and Contents

To be considered responsive, the proposal must respond to all requirements of this portion of the RFP. Any other information you believe to be relevant, but not covered in this section should be submitted as an appendix to your proposal. Please include sections in your proposal which correspond to the following major categories. Submittals must include one (1) original of the response, three (3) unbound hard copies and one (1) electronic copy (PDF) of the response. Every effort should be made to make proposals as concise as possible.

1. Executive Summary

The executive summary shall include a brief statement about your approach to the development opportunity and your understanding of the URA's vision for the project and willingness to implement this vision. A demonstrated understanding of the project's potential issues and special concerns should also be addressed.

2. General Background and Experience

Describe the background and history of your organization, your experience with hotel, resort and coastal development, development of highly environmentally sensitive sites, the application of green building standards in your previous projects, your long term development horizon and the core competencies of your organization to develop this Hotel Project. Provide a financial summary statement for your firm.

3. Relevant Projects

Describe three (3) recent projects in detail which you and other members of your team have completed which would be most relevant for this RFP. Please include in your description/profiles information on:

- (i) Project name and location
- (ii) Start date/completion date
- (iii) Total number of hotel rooms
- (iv) Estimated value of the project
- (v) Key sources of financing – detailing the amount of equity financing you provided
- (vi) Your role and role of your partners in the project
- (vii) A site plan, renderings and photos of completed project components
- (viii) Who had management responsibility for the on-going operation of the project
- (ix) Project references who can speak knowledgeably about your involvement

4. Resumes of Key Principals

Please include resumes of the principals who will be leading your project team. Also include the qualification of the key planning, architectural, engineering environmental and financial consulting firms that will participate in the design and permitting of the project (if determined).

5. Hotel Brand

Provide a list of hotel brands that the developer has worked with on past projects. A letter of agreement from a hotel brand indicating their interest and the brand to be located at the site may also be included.

6. Development Approach and Design

As noted, the URA / City of Brunswick is seeking the highest quality in urban design and architecture. Proposals must clearly indicate the type and arrangement of development being proposed, its relationship to the surrounding land uses, and how it enhances and benefits Historic Downtown Brunswick.

Description of the proposed development should feature drawings, sketches or diagrams to convey design concepts in addition to a site plan that achieves City goals including:

- The proposed development's alignment with the use, feel, scale and design of the downtown area.
- Interest in developing high quality architecture, landscaping and urban/site amenities to support the pedestrian-friendly environment.
- Innovativeness of the project.

This section must include the following information:

Project Program:

Provide a descriptive and visual presentation of the development program you would propose, including how the development of the project and surrounding area is envisioned. Include the approximate square footages and/or unit counts of each project component and the rationale behind the choice of program. Also provide a narrative on how parking needs of the proposed development would be met, whether on-site, off-site, or both. Finally, identify infrastructure/utility needs and improvements for proposed development and give specific details on developer's requirements for the URA or City's participation in the project in terms of funding, zoning or other requirements.

Proposed Design Character:

Provide illustrative sketches, drawings or renderings of the proposed project that depict the layout, massing and character of each unique building and how it relates to the surrounding context. At a minimum, the illustrative material should include:

- A conceptual site master plan identifying proposed building footprints, public space, parking, and streetscapes with different program areas or building typologies color-coded to a legend.
- Conceptual floor plans for each typical floor, as appropriate, to provide the URA with a clear understanding of the project.
- Conceptual elevations of the development as viewed from each of the surrounding streets (Newcastle Street, Bay Street, and F Street).

It is recommended that proposal include at least one three-dimensional view that shows how the development will appear to the public. Additional views such as character renderings or aerial perspectives that help convey design intent and key features are encouraged.

7. Economic / Financing Overview

Based on your concept plan, provide a financial Pro Forma in paper and electronic format, detailing costs and revenues from start-up through build out of the Hotel Project. This should include documentation that provides evidence of the following:

- Performance and Construction Bonds.
- Availability of funding from financial institution.
- Availability of guarantee from USDA or other entity approved by the URA (if used).
- Availability of necessary capital for predevelopment activities, securing construction and permanent financing for ongoing operations.

Land Contribution: It is the URA's intention to ground lease the parcel to the developer to facilitate the development of the project.

8. Development Schedule

The respondent is requested to provide a project timeline from the point of signing the development agreement to project completion. The timeline should realistically illustrate the respondent's readiness to proceed and the speed at which the team can execute the project. The timeline should identify and accommodate any specific decisions and actions required of the URA to move the development process forward.

9. Development Agreement

Upon approving the proposal, the URA will enter into an initial letter of intent or memorandum of understanding and begin negotiating the terms of a development agreement with the selected respondent.

This section should address minimum terms to be included in the development agreement (from the respondent's perspective) to proceed toward implementation.

Section V: Review

A committee will review the proposal when received by the URA. A development agreement, proposed development plan and other items of major benefit will be subsequently reviewed and approved by the Brunswick Urban Redevelopment Agency and the City Commission.

Section VI: Proposal Correspondent

Upon Release of this Request for Proposal, all vendor communications concerning this acquisition must be directed to the correspondent listed below:

Mathew Hill, Urban Redevelopment Agency
PO Box 684, Brunswick, GA 31521

mhill@cityofbrunswick-ga.gov

Unauthorized contact regarding the proposal with other Brunswick City employees, Brunswick Urban Redevelopment Agency Board Members or City of Brunswick Commissioners may result in disqualification. Any oral communications will be considered unofficial and non-binding on the URA and City of Brunswick. Vendor should rely only on written statements issued by the proposal correspondent.

Section VII: Proposal Questions

All questions must be submitted in writing to the proposal correspondent named above.

Section VIII: Proposal Response Date and Location

The Brunswick Urban Redevelopment Agency must receive the proposal in a sealed envelope or container, in its entirety, **no later than 12:00 p.m., Eastern Standard Time in Brunswick, Georgia on Wednesday, January 31, 2018.** Unsealed proposals, including facsimile proposals, will not be considered. Proposals arriving after the deadline will be returned unopened to their senders. All proposals and accompanying documentation will become the property of the Brunswick Urban Redevelopment Agency and may not be returned. One (1) original, three (3) copies and one (1) electronic copy (PDF) of the proposal must be submitted to allow for evaluation. Proposals must be clearly marked on the outside of the package:

RFP No. 2017-002 Oglethorpe Hotel Development

Vendors assume the risk of the method of dispatch chosen. The Brunswick Urban Redevelopment Agency and City of Brunswick assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual proposal receipt. Late proposals will not be accepted nor will additional time be granted to any vendor. Proposals may not be delivered by facsimile transmission or other telecommunication or solely by electronic means.

Section IX: Proposal Schedule

- Deadline for submissions: 12:00 p.m. January 31, 2018
- Proposal Opening: 4:00 p.m., January 31, 2018
- Developer Selection: February 22, 2018

Section X: Waiver of Technicalities

All items must meet or exceed specifications as stated by the Brunswick Urban Redevelopment Agency. The Brunswick Urban Redevelopment Agency reserves the right to waive any technicalities and to reject or accept any Proposal in its entirety or to accept any portion thereof if it is determined that either method results in lower costs, better service, final satisfaction or is otherwise determined to be in the best interest of the Brunswick Urban Redevelopment Agency. Award may be made by item number or in total. Determination of best response to proposal will be the sole judgment of the City of Brunswick. Proposals shall remain valid for 120 days from the date of proposal opening.

Section XI: Proposal Rejection

The City of Brunswick reserves the right to reject any or all proposals at any time without penalty.

Any vendor, who acts as a supplier to another vendor submitting a proposal and also submits a proposal of their own, will be viewed as participating in Collusive behavior. This behavior displays a pattern or practice of unethical or immoral business practices. Any vendor associated with this practice may be banned from doing business with the City of Brunswick for up to three years.

Section XII: Modification of Proposals

Any clerical mistake that is patently obvious on the face of the proposal may, subject to the limitations described below, be corrected upon written request and verification submitted by the proposers. A nonmaterial omission in a proposal may be corrected if the Brunswick Urban Redevelopment Agency determines that correction to be in the Brunswick Urban Redevelopment Agency's best interest. Omissions affecting or relating to any of the following shall be deemed material and shall not be corrected after Proposal opening:

- (1) Price Information; and
- (2) Any required Insurance

Section XIII: Withdrawal of Proposals

Proposals may be withdrawn at any time prior to the proposal opening. After proposals have been publicly opened, withdrawal of a proposal shall be based upon the following:

The Proposer shall give notice in writing of his claim of right to withdraw his proposal due to an error within two business days after the conclusion of the proposal opening procedure. Proposals may be withdrawn from consideration if the price is substantially lower than the other proposals due solely to a mistake therein, provided the proposal was submitted in good faith, and the mistake was a clerical mistake as opposed to a judgment mistake, and was actually due to an unintentional arithmetic error or an unintentional omission of a quantity of work, labor or material made directly in the compilation of the proposal, which unintentional arithmetical error or unintentional omission can be clearly shown by objective evidence drawn from inspection of original work papers, documents and materials used in the preparation of the proposal sought to be withdrawn. The proposer's original work papers shall be the sole acceptable evidence of error and mistake if he elects to withdraw his proposal. If a proposal is withdrawn under the authority of this provision, the lowest remaining responsive proposal shall be deemed to be the low proposal.

Section XIV: Proposer's Responsibility

When determining whether a proposer is responsible, or when evaluating a proposal, the following factors may be considered, any one of which will suffice to determine whether a proposer is responsible or the proposal is the most advantageous to the Brunswick Urban Redevelopment Agency:

- The ability, capacity and skill of the proposer to perform the contract or provide the equipment and/or service required.
- The character, integrity, reputation, judgment, experience and efficiency of the proposer.
- Whether the proposer can perform the contract within the time specified.
- The quality of performance of previous public and private contracts or services, including, but not limited to, the proposer's failure to perform satisfactorily or complete any written contract. The City's termination for default of a previous contract with a proposer, within the past three years, shall be deemed to be such a failure.

- The previous and existing compliance by the Proposer with laws relating to the contract or service.
- Evidence of collusion with any other Proposers, in which case colluding proposers will be restricted from submitting further proposals on the subject project or future proposals, for a period not less than three years.
- The proposer has been convicted of a crime of moral turpitude or any felony, excepting convictions that have been pardoned, expunged or annulled, whether in this state, in any other state, by the United States, or in a foreign country, province or municipality. Proposer shall affirmatively disclose to the Brunswick Urban Redevelopment Agency all such convictions, especially of management personnel or the proposers as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in the Brunswick Urban Redevelopment Agency's sole option and discretion, for termination for default subsequent to award or execution of the contract.
- If the proposer will be unable, financially or otherwise, to perform the work.
- At the time of the proposal opening, the proposer is not authorized to do business in the State of Georgia, or otherwise lacks a necessary license, registration or permit.
- Any other reason deemed proper by the City or Urban Redevelopment Agency.

Section XV: Terms and Conditions

All responses and supporting materials as well as correspondence relating to this RFP become property of the Brunswick Urban Redevelopment Agency and the City of Brunswick when received. Any proprietary information contained in the response should be so indicated. However, a general indication that the entire content, or a major portion of the proposal is proprietary will not be honored. The following terms and conditions shall also apply:

- A. As a result of the selection of a vendor to supply products and/or services to the City of Brunswick, the City of Brunswick is neither endorsing nor suggesting that the vendor's product is the best or only solution. The vendor agrees to make no reference to the City of Brunswick in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City of Brunswick.
- B. The Brunswick Urban Redevelopment Agency and City of Brunswick reserves the right to refrain from contracting with or purchasing from any vendor. The release of this proposal does not compel the Brunswick Urban Redevelopment Agency or City of Brunswick to purchase.
- C. All applicable Federal and State of Georgia laws, City of Brunswick and Glynn County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the respondents throughout and incorporated herein.
- D. Professionals requiring special licenses must be licenses in the State of Georgia, and shall be responsible for those portions of the work as may be required by law.
- E. The successful Submitter shall secure, at its expense, all licenses and permits applicable to the proposed development. The Submitter shall also be solely responsible for payment of any and all taxes, permits, licenses and fees.

- F. The successful Submitter may not sell, subcontract, assign or otherwise transfer its interest in the project without the prior written approval of the City.
- G. No Response shall be accepted from, and no contract will be awarded to, any person, firm or corporation that (i) is in arrears to the City of Brunswick with respect to any debt, (ii) is in default with respect to any obligation to the City, or (iii) is deemed irresponsible or unreliable by the City.
- H. The City and URA shall be able to request of the respondents' satisfactory evidence that they have the necessary financial resources to accomplish the developments as contemplated in the RFP.

Section XVI: Proposal Award and Execution

The Brunswick Urban Redevelopment Agency will select the proposal that, in their sole discretion, is the most responsive and responsible proposal to the Brunswick Urban Redevelopment Agency. The Brunswick Urban Redevelopment Agency and City of Brunswick reserves the right to make any award without further discussion of the proposal submitted; there may be no best and final offer procedure. Therefore, the proposal should be initially submitted on the most favorable terms the vendor can offer. The specification may be altered by the Brunswick Urban Redevelopment Agency or City of Brunswick based on the vendor's proposal and an increase or reduction of services with the manufacturer may be negotiated before proposal award and execution.

Should the Brunswick Urban Redevelopment Agency require additional time to award the Contract, the time may be extended by the mutual agreement between the parties. If an award of Contract has not been made within ninety days from the Bid date or within the extension mutually agreed upon, the Bidder may withdraw the Bid without further liability on the part of either party.

Section XVII: Local Vendor Preference

Local Vendor means a bidder or offeror which operates and maintains a brick and mortar business, i.e. a physical business address, within the city limits of the City of Brunswick, has a current business license, has paid in full all real and personal taxes owed the City, is considered a vendor in good standing with the City and can obtain an active vendor status.

The URA Encourages respondents to use local vendors whenever possible.

Policy to be stated. This policy shall be so stated in all applicable solicitations.

Exemptions. This provision does not apply to public works construction projects or road projects pursuant to the laws of the State of Georgia (O.C.G.A §36-91 or §32-4).

Section XVIII: Insurance

The respondent must provide evidence, satisfactory to the City, of the following insurance requirements:

- The developer will maintain Builders Risk Insurance with limits as dictated by lenders(s).

- The developer requires the Contractor to have and maintain the following insurance coverage and indemnification provisions with the City of Brunswick named as an additional insured hereunder.
- The Contractor agrees to provide and maintain insurance coverage until the contract is completed and to furnish certificates from its insurance carriers showing that it carries insurance in the following minimum limits:

<i>Bodily Injury by Accident:</i>	<i>\$100,000 each accident</i>
	<i>\$1,000,000 per occurrence limit</i>
<i>Comprehensive General Liability:</i>	<i>\$1,000,000 per occurrence</i>
<i>Automobile Liability:</i>	<i>\$1,000,000 per occurrence for bodily injury</i>
	<i>\$1,000,000 per occurrence for property damage</i>
<i>Workers' Compensation:</i>	<i>Statutory Limits</i>
- Proof of Insurance: The Contractor shall furnish the City with certificates showing the type, amount, class of operations covered, effective dates, and date of expiration of policies. Such certificates shall also contain substantially the following statement: The insurance covered by this certificate will not be cancelled or materially altered, except after thirty (30) days written notice has been received by the City.

Section IXX: Equal Opportunity

The Brunswick Urban Redevelopment Agency and City of Brunswick are equal opportunity owner/employers and will not discriminate against any vendor because of race, creed, color, religion, sex, national origin, or ADA disability status.

Section XX: Web Sites

The following Websites may be of interest:

City of Brunswick	www.brunswickga.org
Glynn County	www.glynncounty.org
The Golden Isles Visitors Bureau	www.goldenisles.com
Glynn County Health Department	www.gachd.org/counties/glynn_county_health_department_1/
Coastal Regional Commission	www.crc.ga.gov
Brunswick Golden Isles Chamber	www.bgicoc.com
Brunswick Golden Isles EDA	www.georgiasgoldenopportunity.com
Brunswick DDA / Mainstreet	www.discoverbrunswick.com

Section XXI: Exhibits

The following documents are part of the RFP:

Exhibit I	Site
Exhibit II	Enterprise Zone Boundary Map
Exhibit III	Brunswick TAD map
Exhibit IV	Hotel Market Study
Exhibit V	GC-Core, PD-TN Zoning Code
Exhibit VI	Oglethorpe Block Design Guidelines

Exhibit I: Site



The hotel will be located on the Oglethorpe Block Development Site. The Conference Center location shown is for illustrative purposes only.



Brunswick TAD #1 Boundary Map

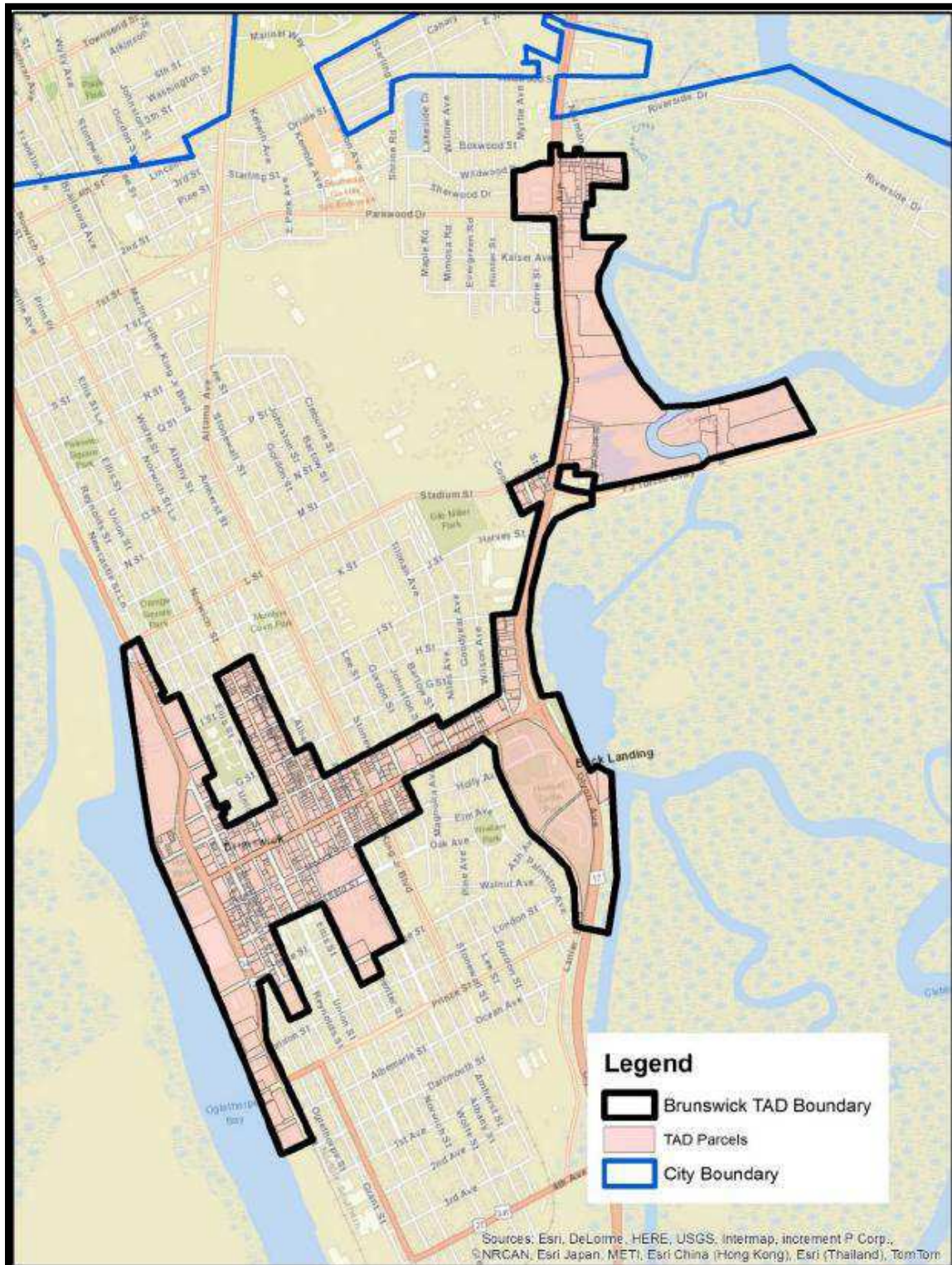


Exhibit IV: Hotel Market Study

A hotel feasibility study is available for qualifying developers to review and consider in their response. Please contact the Proposal Correspondent to obtain a copy of the study.

- **ARTICLE X. - GCCORE GENERAL COMMERCIAL CORE DISTRICT**

- **Sec. 23-10-1. - Intent of district.**

It is the intent of this article that the GCCore zoning district be developed and reserved for downtown business purposes. The regulations which apply within this district are designed to encourage the formulation and continuance of a compatible and economically healthy environment for generally oriented business, financial, service and professional uses which benefit from being located in close proximity to each other, and to discourage any encroachment by uses considered capable of adversely affecting the basic commercial character of the district.

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-10-2. - Permitted uses.**

The following uses shall be permitted in any GCCore zoning district:

- (a) Any use permitted in any GC zoning district subject to the conditions of [section 23-9-2](#)

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-10-3. - Conditional uses.**

The following uses shall be permitted on a conditional basis in any GCCore zoning district.

- (a) Any use permitted on a conditional basis in any GC district subject to the conditions of [section 23-9-3](#) and [section 23-25-4](#)

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-10-4. - Other requirements.**

Unless otherwise specified elsewhere in this chapter, uses permitted in GCCore districts shall be required to meet all standards set forth in this chapter for uses permitted in GC zoning districts, except that all front yard requirements, as well as all off-street parking and loading requirements shall be waived.

(Ord. No. 1006, § 1, 11-19-2008)

- **ARTICLE XVI. - PD-TN PLANNED DEVELOPMENT-TRADITIONAL NEIGHBORHOOD DISTRICT**

- **Sec. 23-16-1. - Intent of planned development-traditional neighborhood district.**

It is the intent of the PD-TN district to:

- (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 use activities.

The planned development-traditional neighborhood provisions can be utilized in two ways.

- (a) These provisions can be applied as a zone district to create new neighborhoods. This zone district will be labeled "PD-TN" for planned development-traditional neighborhood district.
- (b) The planned development provisions can also be used as a conditional use to promote appropriate infill as specified in [section 23-16-11](#). The conditional use will be labeled "PD-TN Infill" for planned development-traditional neighborhood infill.

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-16-2. - Specific requirements.**

In order to qualify for a planned development-traditional neighborhood zoning classification, a proposed planned development-traditional neighborhood must first meet the following specific requirements:

- (a) The site utilized for planned development-traditional neighborhood must contain an area of not less than one acre.
- (b) The site must have direct access to at least one street.

- (c) The area proposed shall be in one ownership, or if in several ownerships, the application for amendment to this chapter shall be filed jointly by all of the owners of the area included in the master plan.
- (d) A suitable master plan shall be submitted by the developers for review and approval by the city commission. The master plan shall be drawn to scale (one inch = 50 feet; or one inch = 30 feet) by a registered civil engineer, registered land surveyor, registered landscape architect or licensed architect showing the exact dimensions of the parcel or parcels of land under consideration and shall include the following where applicable:
 - (1) All property dimensions, platting and street systems, proposed building sites and sizes, types of use proposed for buildings, plans for the screening and protection of abutting properties, means of ingress and egress, access and circulation arrangements, off-street parking and loading facilities, proposed reservation or dedication for streets, open spaces and other public facilities. If requested, one-foot vertical contour intervals shall be indicated on the site plan.
 - (2) The name of the development and the developers, a north arrow, the date of field survey, tract boundary lines, dimensions, bearings, angles, reference points to at least two permanent monuments, average ground elevation, and FEMA flood zone information.
 - (3) If the proposal includes the subdivision of land for any purpose or the provision of new public streets, any additional information required with the submittal of preliminary plats under the subdivision regulation of the city shall be included and the master plan shall be processed simultaneously under the subdivision regulation and as a part of the application for a planned development-traditional neighborhood district classification, as provided for in this chapter.
 - (4) A conceptual landscape plan is required to be submitted with the master plan.
- (e) A written report shall be submitted by the developers for review and approval by the city commission. Such report shall explain the type, nature, intent and characteristics of the proposed development and shall specifically include the following where applicable:
 - (1) A general description of the proposal.
 - (2) A detailed legal description of the location of the site.
 - (3) Proposed standards for development, including restrictions on the use of the property, density standards, building heights, yard requirements and restrictive covenants.
 - (4) Proposed dedication or reservation of land for public use, including streets, easements, parks and school sites.
 - (5) Exceptions or variations from the requirements of this chapter, if any are being requested.
 - (6) Plans for the provision of utilities, including water, sewer and drainage facilities.

- (7) Tables showing the total number of acres in the proposed development and the percentage designated for each proposed type of land use, including public facilities.
- (8) Plans for open space, courts, walks and common areas.
- (9) Plans for parking, loading, access ways, signs, and means of protecting and screening adjacent areas from lighting and other potentially adverse effects.
- (10) A statement defining the manner in which the commission is to be assured that all improvements are to be installed and maintained.
- (11) Tabulations showing the number and density of dwelling units by type, if any, and other data that the commission may require.
- (f) In all PD-TN projects, the general regulations set forth in article III shall govern unless relief is granted by the city commission.

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-16-3. - Administrative procedures with regard to PD-TN zoning districts.**

- (a) Any request pertaining to the establishment of a PD-TN zoning district shall be considered a proposed amendment to this chapter and shall be administered and processed in accordance with the regulations set forth in article XXVI entitled amendments, of this chapter.
- (b) All data set forth in section 23-15-8 shall be submitted to the planning staff and subsequently forwarded to the city commission with the recommendations of the planning staff. If approved by the city commission, all information pertaining to the proposal shall be adopted as an amendment to this chapter, which shall establish the standards of development for that particular planned development-traditional neighborhood district.
- (c) All further development shall conform to the standards adopted for the district, regardless of any changes in ownership. Any proposed change in the standards or plan after adoption as part of this chapter, shall be treated as an amendment to this chapter and must be considered in accordance with normal amendment procedures set forth in article XXVI of this chapter. Appeals based on hardship or an alleged misinterpretation of this chapter by the building official shall be processed in accordance with procedures set forth in article XXV entitled appeals, how taken.
- (d) In any event where it is determined by the commission that development in the planned development-traditional neighborhood district is not in accordance with the standards adopted for that district, the commission shall be empowered to amend this chapter to place part of or all the property in the planned development-traditional neighborhood district in its prior zoning classification, or any other more appropriate zoning classification.
- (e) Before approval of a planned development-traditional neighborhood project the commission may require a contract with safeguards satisfactory to the city attorney guaranteeing completion of the development plan within a period of time to be

specified by the commission, which shall not exceed five years unless extended by the commission for due cause shown. Such guarantee may include the submission of a performance bond in an amount as set by the city commission.

(f) The violation of any provision of the plan once adopted as a part of this chapter as a PD-G district under the provisions provided herein, shall constitute a violation of this chapter.

(g) All PD-TN projects shall follow the preliminary and final plat procedures listed in the Brunswick Subdivision Ordinance.

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-16-4. - Permitted uses.**

(a) Any use proposed by the developer and considered by the city commission as being compatible to other nearby uses within and without the district and in keeping with the intent of the PD-TN district may be permitted in such district upon approval of the city commission.

(b) The developer shall prepare a list of proposed uses for submission with his application. After approval by the commission, the list or portions thereof approved shall be adopted as a part of the regulations applying to that particular PD-TN district.

(c) Thereafter, the uses permitted in the district shall be restricted to those listed, approved and adopted according to the procedures set forth herein.

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-16-5. - General design standards.**

(a) *Use.*

(1) The entire land area of the PD-TN district shall be divided into walkable blocks, streets, and lots and optional natural or greenbelt areas.

(2) Blocks shall generally be 450 feet by 180 feet to extend the existing grid street pattern.

(3) The minimum lot size for all PD-TN uses shall be 22½ feet in width by 90 feet in length.

(4) Similar land categories shall generally enfront across streets. Dissimilar categories shall abut at rear lot lines. Corner lots which front on streets of dissimilar use shall be set back the same as the adjacent use with the lesser setback.

(5) Large-scale, single uses (conference spaces, theaters, athletic facilities, etc.) shall occur behind or above habitable street-front space.

(6) *Prohibited uses:* Chemical manufacturing, storage or distribution as a primary use; enameling, painting or plating, except artist's studios; carting, moving, or hauling terminal or yard; prisons, detention centers, or half-way houses; manufacturing, storage, or disposal of hazardous waste materials; scrap

yards; mobile homes; kennels; sand, gravel, or other mineral extraction; and any use which produces the following adverse impacts: noise at a level greater than typical street or traffic noise, offensive vibration, emission of dust, smoke, odors, or noxious solids, liquids, or gases.

(7) *Discouraged uses:* Any commercial use which encourages patrons to remain in their automobiles while receiving goods or services (except service stations). A drive through may be appropriate if its intrusion along a block face is limited. To limit intrusion, any drive through lane should be no wider than ten feet in width and only one lane per commercial establishment is allowed to interrupt a block face. An alley or secondary street shall provide the second point of ingress/egress for the drive through.

(8) Accessory structures may be used for rental housing on attached and detached residential lots.

(9) All uses shall be conducted within completely enclosed buildings unless otherwise specified.

(10) The mixing of attached and detached housing and commercial is encouraged.

(b) *Lots and buildings.*

(1) All lots shall share a frontage line with a street or square.

(2) All buildings, except accessory structures, shall have their main entrance opening onto a street, square, or park.

(3) Stoops, open colonnades, open porches, balconies, and bay windows may encroach up to 12 feet into front setbacks.

(c) *Streets and alleys.*

(1) Streets shall provide access to all tracts and lots.

(2) All streets and alleys shall terminate at other streets within the neighborhood and connect to existing and projected through streets outside the development.

(3) There shall generally be a continuous network of alleys to the rear of lots within the PD-TN district.

(4) Utilities shall run along alleys wherever possible.

(5) If provided, street lamps shall be installed on both sides of the street a maximum of 100 feet apart.

(6) The extension of existing streets and rights-of-way shall generally maintain the same dimensions as the existing historic street while new streets and rights-of-way are encouraged to differ in dimension and each street shall be individually detailed.

(7) Steady and even build-to lines shall be established along all streets and public space frontages, determining the width desired for each street or public space. A minimum percentage build-out at the build-to line shall be established along all streets and public square frontages.

(8) The long axis of the street shall have appropriate termination with either a public monument, specifically designed building facade, or a gateway to the ensuing space.

(d) *Parking.*

(1) Parking lots shall generally be located at the rear or at the side of buildings and shall be screened from the sidewalk by low walls, fences or hedges. Parking spaces can be located under buildings or under portions of buildings.

(2) Parking lots and parking garages shall not abut street intersections, be adjacent to squares or parks, or occupy lots which terminate a vista.

(3) Primary street frontages shall have no vehicular entries, for properties with another street frontage. Properties with a single-frontage on a primary street shall be limited to a maximum of two single lane-width vehicular entries separated by a minimum of 20 feet.

(4) Adjacent parking lots shall have vehicular connections via an alley or internally.

(5) On-street parking directly enfronting a lot shall count toward fulfilling the parking requirement of that lot. One parking space credit shall be given for every space in front of the lot that is over 50 percent of the length of the parking space.

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-16-6. - Civic design standards.**

(a) *Use.*

(1) Civic lots shall consist of the following uses: parks, squares, greenbelts, streets and alleys, community buildings including meeting halls, libraries, post offices, schools, religious buildings, recreational facilities, museums, performing art buildings, pavilions, bridges, market structures, and municipal buildings.

(2) Civic use lots shall generally be within or adjacent to a square or park or on a lot terminating a street vista.

(3) Large scale recreational uses such as multiple game fields shall be located on the perimeter of neighborhoods.

(4) Each new neighborhood 20 acres in size or greater shall contain as its central focus, at least one square or park no smaller than one-half acre, and no greater than three acres. This square shall be within 900 feet of the geographic center of the neighborhood.

(5) Neighborhoods along waterfronts shall provide park and square requirements along the waterfront.

(6) Squares, parks, and other natural amenities shall have at least 50 percent of their perimeter abutting street rights-of-way unless otherwise described on the site plan.

(b) *Lots and buildings.*

- (1) Balconies shall be permitted to encroach up to eight feet into a civic use tract.
 - (2) All lots share a frontage line with a street or square. All buildings shall have their main entrance opening to a street or square (except accessory structures).
 - (3) Civic use buildings shall not be subject to setback limitations.
 - (4) The minimum height of the main level shall be 12 feet from floor to ceiling.
- (c) *Parking.*
- (1) Off-street parking for civic uses shall occur at the rear or side of the building.
 - (2) On-street parking directly en-fronting a lot shall count toward fulfilling the parking requirement for each on-street space that is 50 percent of the required parking space size.
 - (3) The developer shall demonstrate the provision of adequate parking for public use tracts containing squares and parks. Shared parking shall be encouraged.
 - (4) Parking lots on civic use tracts shall be graded, compacted, and landscaped, but may be left unpaved or paved with grass-ring paving.

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-16-7. - Business design standards.**

- (a) *Use.*
- (1) Business lots shall contain retail, office, residential, hotel, bed and breakfast inns (see "tourist home"), private clubs, child daycare and entertainment uses.
 - (2) Uses may be mixed within the same structure and/or on the same lot.
 - (3) Residential uses are not permitted on the main level of business buildings.
- (b) *Lots and buildings.*
- (1) Business buildings shall not require setbacks from front or side lot lines.
 - (2) Business buildings shall have their facade built directly on the lot line along 100 percent of its length.
 - (3) Business buildings shall not cover more than 70 percent of the lot area.
 - (4) The maximum height shall be five levels not to exceed 60 feet in height to be measured to the eave.
 - (5) The minimum height shall be two levels.
 - (6) The minimum height of the main level shall be 12 feet from floor to ceiling.
- (c) *Parking.*
- (1) No less than 75 percent of the parking places shall be to the rear of the building.
 - (2) For businesses, on-street parking directly enfronting a lot shall count toward fulfilling the parking requirement for each on-street space that is 50 percent of the required parking space size.

- (3) All business uses shall have parallel or diagonal parking on street.
- (4) The required number of parking spaces may be reduced by demonstrating the possibility of shared parking.
- (5) The parking requirements may be suspended for retail uses of 2,000 square feet or less.
- (6) There shall be a minimum of one parking space per 500 square feet of building space for nonresidential uses, one space per room of lodging, and one space per each two bedrooms of residential use.

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-16-8. - Shopfront design standards.**

- (a) *Use.*

- (1) Shopfront lots shall contain retail, office and residential uses.
 - (2) At least 50 percent of the building area shall be designated for residential use.
 - (3) Residential uses are not permitted on the main level of shopfront buildings.

- (b) *Lots and buildings.*

- (1) Buildings on shopfront lots shall have the facade built directly on the property line along at least 70 percent of its length. The unbuilt portion of the property line shall have a street wall directly upon it.
 - (2) Buildings on shopfront lots shall have no setback from at least one side lot line.
 - (3) Buildings on shopfront lots shall cover no more than 70 percent of the lot area.
 - (4) The maximum height shall be four levels not to exceed 45 feet in height measured to the eave.
 - (5) The minimum height shall be two levels.
 - (6) The minimum height of the main level shall be 12 feet from floor to ceiling.

- (c) *Parking.*

- (1) No less than 75 percent of the parking places shall be to the rear of the building.
 - (2) For shopfronts, on-street parking directly enfronting a lot shall count toward fulfilling the parking requirement for each on-street space that is 50 percent of the required parking space size.
 - (3) All shopfront streets shall have parallel or diagonal parking on street.
 - (4) The required number of parking spaces may be reduced by demonstrating the possibility of shared parking.
 - (5) The parking requirements may be suspended for retail uses of 2,000 square feet or less.

(6) There shall be a minimum of one parking space per 500 square feet of building space for nonresidential uses, one space per room of lodging, and one space per each two bedrooms of residential use.

(Ord. No. 1006, § 1, 11-19-2008)

• **Sec. 23-16-9. - Attached home design standards.**

(a) *Use.*

(1) Attached home lots shall contain single family and multi-family residential uses, and limited business uses such as a coffee house.

(2) Limited business uses shall be restricted to a maximum of 400 square feet in area.

(3) An accessory building is permitted on each lot which may be used as a rental unit.

(4) One hundred percent of the building area above the main level shall be residential.

(b) *Lots and buildings.*

(1) Buildings on attached residential lots shall be set back between zero and 15 feet from the frontage line, and frontage lines shall be constant for a street.

(2) Buildings on attached residential lots shall have no required setbacks from side lot lines.

(3) Buildings on attached residential lots shall be set back no less than 30 feet from the rear lot line, except accessory structures may have five feet setback.

(4) Buildings on attached residential lots shall cover no more than 70 percent of the lot area.

(5) Roof slope, if pitched, shall have a minimum six in 12 pitch.

(6) The maximum height shall be four levels not to exceed 45 feet in height measured to the eave.

(7) The minimum height shall be two levels.

(8) The minimum height of the main level shall be nine feet from floor to ceiling.

(c) *Streets and alleys.*

(1) Attached residential lots shall have their rear lot lines coinciding with an alley or another street.

(2) Attached residential lots shall enfront on streets having a minimum right-of-way of 46 feet consisting of two ten-foot travel lanes, seven-foot parallel parking on both sides, and six-foot sidewalks. Curb radius shall not exceed ten feet.

(d) *Parking.*

(1) All off-street parking places shall be to the rear of the building or under the building. Access shall be by an alley only.

(2) There shall be a minimum of one parking space per 500 square feet of building space for nonresidential uses, and one per room of lodging, and per each two bedrooms of residential use.

(3) On-street parking of at least 50 percent of a standard size parking space shall count toward fulfilling the parking requirement.

(Ord. No. 1006, § 1, 11-19-2008)

- **Sec. 23-16-10. - Detached home design standards.**

- (a) *Use.*

- (1) Detached home lots shall contain single family and multi-family residential uses.

- (2) An accessory building is permitted on each lot which may be used as a rental unit.

- (3) One hundred percent of the building area above the main level shall be residential.

- (b) *Lots and buildings.*

- (1) Buildings on detached residential lots shall be set back between zero and 25 feet from the frontage line.

- (2) Buildings on detached residential lots shall be set back from the side lot lines equivalent to no less than five feet on each side. The entire setback may be allocated to one side.

- (3) Buildings on detached residential lots shall be set back no less than 30 feet from the rear lot line, except accessory structures may have five feet setback.

- (4) Buildings on detached residential lots shall cover no more than 60 percent of the lot area.

- (5) Roof slope shall have a minimum six in 12 pitch.

- (6) The maximum height shall be three levels not to exceed 35 feet in height measured to the eave.

- (7) The minimum height shall be two levels.

- (8) The minimum height of the main level shall be nine feet from floor to ceiling.

- (c) *Streets and alleys.*

- (1) Detached residential lots shall have their rear lot lines coinciding with an alley or another street.

- (2) Detached residential lots shall enfront on streets having a minimum right-of-way of 46 feet consisting of two ten-foot travel lanes, seven-foot parallel parking on both sides, and six-foot sidewalks. Curb radius shall not exceed ten feet.

- (d) *Parking.*

- (1) All off-street parking places shall be to the rear or side of the building or under the building. Where access is through the frontage, garages or carports should be located a minimum of 20 feet behind the front facade.

(2) There shall be a minimum of one parking space per 500 square feet of building space for nonresidential uses, and one per room of lodging, and one per each two bedrooms of residential use.

(3) On-street parking of at least 50 percent of a standard size parking space shall count toward fulfilling the parking requirement.

(Ord. No. 1006, § 1, 11-19-2008)

• **Sec. 23-16-11. - PD-TN infill.** The intent of the PD-TN infill conditional use is to allow the appropriate infill of buildings based on the five building types, i.e. civic, business, shopfront, attached home, and detached home. These building types can be placed in the existing zone districts according to Table C. The height limitations listed in Table C keep the proposed infill building types compatible with the height limitations in the existing zone districts.

TABLE C

BUILDING TYPE						
		Civic	Business	Shopfront	Attached Home	Detached Home
ZONEDISTRICT	GC-CORE	□ (60' max.)	□ (60' max.)	□ (60' max.)	□ (60' max.)	
	GC	□ (45' max.)		□ (45' max.)	□ (45' max.)	
	OC	□ (45' max.)		□ (45' max.)	□ (45' max.)	□ (45' max.)
	LC	□ (35' max.)		□ (35' max.)	□ (35' max.)	□ (35' max.)
	GR	□ (35' max.)		□ (35' max.)	□ (35' max.)	□ (35' max.)

The infill parcels under PD-TN infill shall meet the general design standards in [section 23-16-5](#) and the design standards listed for the selected building type. For example, a Shopfront building type proposed for a parcel in the GC zone district must follow the shopfront design standards listed in [section 23-16-8](#) and the applicable General Design Standards listed in [section 23-16-5](#). The conditional use requested in this example is a PD-TN infill conditional use for a Shopfront type building (PDTN infill/shopfront). The applicant must adhere to [section 23-25-4](#) and [section 23-27-2](#) for all application and processing requirements for conditional uses.

PD-infill shall be exempted from the required design standards in the following instances;

- (a) Detached home types may be one story in height.
- (b) Attached and detached home types shall not have a minimum main level height.
- (c) Infill shall only occur in the general residential (GR) zone district on lots of record.

The planned development provisions shall be in addition to the provisions of the zoning districts in which the property is located. Where inconsistencies or conflicts exist between provisions of the PD-TN ordinance (either PD-TN or PD-TN infill) and provisions of the underlying zoning, the provisions of the PD-TN ordinance shall apply.

(Ord. No. 1006, § 1, 11-19-2008)

Exhibit VI: Oglethorpe Block Design Guidelines

DOWNTOWN CITY GRID



VISUAL
FOCAL
POINT



BLUEPRINT BRUNSWICK



O G L E T H O R P E B L O C K

DESIGN STANDARDS



August 2006



H. Randal Roark
AIA, FAICP



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- A. Overview and Design Concepts
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 - 1. Oglethorpe Block Study Graphics
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Introduction

A. Introduction

This document presents standards for the design of the several public and private elements of the redevelopment plan for the “Oglethorpe Block” in Downtown Brunswick. The standards are based on a previous study, The Oglethorpe Block Study, done by this consultant team which recommended a preferred development plan and program for this block along with strategies for phasing and developing the project. The conceptual development has been accepted by the City of Brunswick and Glynn, both of whom own properties which constitute the Oglethorpe redevelopment block (see figure 1, which situates the block in the context of Downtown Brunswick). The redevelopment is to be coordinated by the non-profit “Blueprint Brunswick” for whom this study is also prepared. Blueprint Brunswick is the outgrowth of the Brunswick Downtown Redevelopment Plan, which first identified the Oglethorpe Block as a prime “catalyst site” for igniting downtown’s resurgence.

The Oglethorpe Block also falls wholly within the Brunswick Historic District, administered by the Brunswick Historic Review Board and governed by local ordinance and supplemental Historic Preservation Design Guidelines. Also, discussions for the inclusion of Shopfront Building Standards in the district regulations are currently taking place, the latest draft of which is included in the Appendix. Together, these four existing documents form the legal basis for design of the Oglethorpe Block and are hereby appended to this document.

This document is meant to create the additional configuration and basic design requirements for the unique elements proposed for this block. These additional requirements are intended to be conveyed as covenant restrictions along with any lot sales or leases to private owners. It is recommended that all requests by property owners for variances and amendments to these covenant restrictions should be submitted to the Historic Review Board for approval following the current procedures found in the Historic District ordinance.

B. Project Overview

The Oglethorpe Block consists of two city blocks in downtown Brunswick, Georgia. The block is bordered by Newcastle Street to the east, Bay Street to the west and F Street to the south. Bay Street turns toward Newcastle Street, forming the northern boundary of the site. G Street currently intersects the block. A passive park occupies the northern part of the block, north of G Street. The County Health Services building and the historic Penny’s retail building occupied the southern part of the block until 2005, when the County Health building was demolished to prepare the block for redevelopment. The Penny’s building and adjacent parking remain privately owned and operated.





1 Context Map

Not to Scale





2 Keymap: Area of Influence

Not to Scale

The opportunity to locate a small community conference center in the Oglethorpe block was obvious to civic leaders. The Chamber of Commerce has outgrown its building on Highway 17 and is interested in moving into the downtown core. The possibility of locating a civic building that would house the conference center and the Chamber of Commerce became appealing. This building and its associated civic spaces could be located at the northern end of the Oglethorpe Block and would serve as a gateway feature into downtown. The rest of the block could be re-developed in stages to maximize opportunities as they became available.

Several key components for the Oglethorpe Block were outlined in the Blueprint Brunswick study, completed in early 2003. As one of the final 'catalyst' sites, the Oglethorpe Block is seen as a key opportunity to stimulate development downtown and on the waterfront.

The design of the block's redevelopment is specified in detail in the 2004 "Oglethorpe Block Study". The study divides the block into two main areas; The "Civic Zone" and the "Commercial Zone". The main design features can be summarized as follows:

1. "Civic Zone"

The Civic Zone consists of the proposed conference center, the Chamber Group office building and all associated open spaces and infrastructure. There are six main components, all of which constitute an integrated and functional whole. They are:

- *The Executive Conference Center*

The Center is planned as a small conference facility designed to accommodate the City and County's unmet conference and event demand. It is seen as a stand-alone facility that is connected to the Chamber Group's building and operations and potentially to proposed Phase 2 private development, which could include a small hotel. It consists primarily of a multi-use room which could be divided into smaller spaces along with the necessary pre-function and support functions, including a catering kitchen.

- *The "Chamber Group" Office Building and Visitors Center*

The Chamber Group, consisting of the Chamber of Commerce, the Convention and Visitors Bureau, and the Glynn County Development Authority, would be housed in a separate building which would be connected to the Conference Center. The building would house the executive offices of the three organizations, a "walk-in" visitor's center for the City, County and region, and the substantial processing and mailing operations of the Convention and Visitors Bureau.

- *Shared Spaces*

The Civic complex is configured with both indoor and outdoor spaces forming a "bridge" or link



between the Conference Center and Office Building. These spaces contain functions which could be shared by both facilities, reducing the need to build duplicate facilities. They include such spaces as:

- a) A covered entry portico connecting the main entries to both facilities.
- b) An outdoor courtyard, which could be used as an event or pre-function space by either facility as a separate rental space for private events.
- c) Medium sized conference rooms which could be used by either facility.

• *Oglethorpe Park*

The existing triangle park would be redesigned and rebuilt as a major outdoor civic venue with components such as:

- a) A “gateway” monument feature at the point of the triangle, which is the historic and symbolic entry point into downtown from the north.
- b) A “civic plaza”, which could function as a gathering space for public events, as well as a rental space associated with the Conference Center.
- c) Smaller and quieter spaces for small groups, which could be used as occasional outdoor “break-out” spaces associated with the Conference Center.

Redevelopment of this park would depend on the proposed reconfiguration of Bay Street and the intersection of Bay and Newcastle Streets and therefore would have to be part of future phases of development of the block.

2. Commercial Zone

The Oglethorpe Block will be redeveloped to accommodate a mix of uses between F Street and G Street and open space will occupy space north of G Street. Civic uses will dominate the northern end of the block while providing a direct connection between the residential neighborhoods to the east, the historic Newcastle Street corridor to the south and the future waterfront developments to the west. Private development will occur over two later phases and will front Newcastle Street and Bay Street. Several components are necessary to facilitate a successful redevelopment not only on the block, but in the surrounding areas. These components are:

• *G Street Realignment*

The first component of the block strategy is to realign G Street to correspond with the historic alignment of the G Street right-of-way through the Oglethorpe Block in keeping with the historic grid of downtown Brunswick. This provides better connectivity from downtown to future waterfront developments and (The realignment) also allows more space for redevelopment on the retail/mixed-use portion of the Oglethorpe Block. Moving G Street also provides the opportunity to reconfigure the existing park to serve as a gateway to historic downtown and as an outdoor meeting space for the proposed conference center and other public functions. Civic-scaled



street treatments including streetlights, trees, benches, plantings, and other pedestrian amenities should be provided on G Street. The travel lanes should be designed for slow vehicular traffic through the area and should allow for drop-off at the civic buildings. This can be emphasized with cobblestones or brick paving in the street.

- *Bay Street*

Bay Street is seen as a key opportunity to be modified to suit a more urban setting. Current discussions and studies suggest that Bay Street may have excess capacity and could be reconfigured to allow better traffic control and on-street parking. (Concerns over making Bay Street too narrow for future development and the fact that it is both a State and Federal Route resulted in the proposed narrowing of Bay Street to four lanes, two in each direction. By eliminating two lanes of traffic, there is room for on-street parking and a landscaped median. This configuration is more conducive to quality downtown development and is more in keeping with the scale and character of Newcastle Street. Also, the division between the downtown retail core and the waterfront is lessened significantly by eliminating two lanes of traffic and providing on-street parking. The spaces provided on the street will partially satisfy parking needs while reinforcing a downtown atmosphere. A total of 60 on-street parking spaces will be available on the Oglethorpe Block of Bay Street.). Such improvements to Bay Street would enhance the development potential of the Oglethorpe Block and provide additional needed parking, especially for anticipated public events.

- *Newcastle Street*

Newcastle Street has a charming character that complements the scale and the uses in the historic downtown. It is suggested that the same treatments that make the street successful be continued along the length of the Oglethorpe Block. This will include on-street parking, wide sidewalks, plantings, and a median. An additional 30 on-street parking spaces will be provided with this treatment.

3. Parking Strategy

Parking is a key concern to any downtown or retail destination. Since the redevelopment of the Oglethorpe Block will include a mix of uses such as conference spaces, office space, storefront retail, upper story residential, and possibly even a hotel, parking needs will fluctuate with each phase that is constructed. Times of day, build-out uses, and the success of the conference center will all influence parking demand. It is assumed that daily parking needs created by the redevelopment of the Oglethorpe Block will be satisfied within the block and by the new on-street parking. Additional on-street parking around the block can also provide space for visitors to the downtown. A phased lot/deck strategy is suggested to accommodate daily users of the block.



The parking strategy involves phasing parking on the interior of the Oglethorpe Block. A surface lot is proposed behind the first-phase civic uses and in the middle of the Oglethorpe Block. The surface lot will contain as many as 60 parking spaces and will be funded as part of the conference center and Chamber of Commerce building. This is more than sufficient for the daily needs of the civic building and the first phase of private development along Newcastle Street.

When the development facing Bay Street is constructed, that developer can expand the garage by adding one or possibly two more floors, depending on the use of the space. This will provide an additional 60 to 120 parking spaces inside the Oglethorpe Block. In this manner, each potential user finances parking that will be required to support its use.

4. The Service Corridor

A substantial service corridor is planned in rear of the Civic complex off of Bay Street which can serve the needs of the Conference Center and the Chamber Group operations, in particular the mailing operations of the Convention and Visitors Bureau, as well as the Newcastle Street commercial block and the Bay Street mixed use block. This corridor would be built in Phase 1 of the development and should be designed to accommodate both phase 1 and future service needs and parking needs of the development of the rest of the block. The service corridor falls wholly within the current G Street public right of way.

5. Phasing Strategy

Successful phasing will be important to the eventual completion of the Oglethorpe Block redevelopment. The Civic Zone will be funded by a combination of public and private sources. The Conference Center and site work will be funded by public funds and the Chamber Group office building will be funded privately. In Phase One, the land will be prepared for redevelopment, including the realignment of G Street and the phase one surface parking lot. This investment in downtown will catalyze development both on the waterfront and along the Oglethorpe Block of Newcastle Street. That development will set the stage for future development of the Bay Street frontage of the block. The land that is privately owned (the Penny's Building and its associated parking lot) will be improved and/or expanded as the owner sees a demonstrated demand. The timing for each phase will be market driven.

These design concepts are illustrated in the following “functional” and “urban design” diagrams from the “Oglethorpe Block Study”.



Site Regulating Plans

Overview

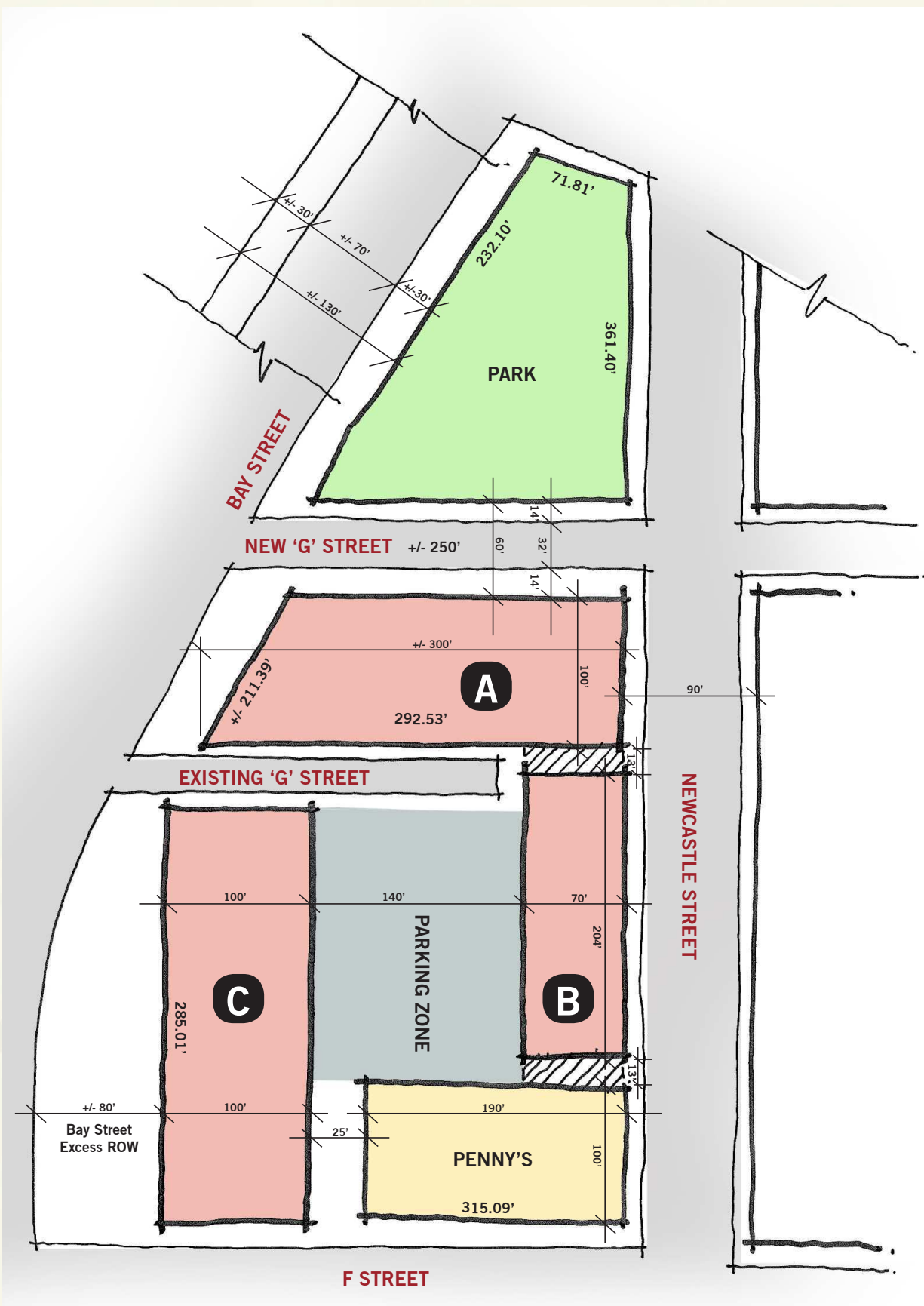
The basic components design standards for the Oglethorpe Block are the configuration dimensions and locations for each of the building blocks and Street rights of way. The building blocks are:

- The Civic Block “A” , facing the newly aligned “G” Street and containing the Conference Center and the “Chamber Group “ building
- The Commercial Block “B”, facing Newcastle Street and containing one or more attached storefront buildings with one or more (or two)occupied floors above.
- The “Mixed Use” Block “C”, facing Bay Street, which may contain such uses as retail, office, residential or a hotel. Provisions are made to allow this block to attach to the Conference Center via a bridge over the Service Corridor if all parties see a need for an attachment.

The configuration of these blocks is shown on the following two plans:

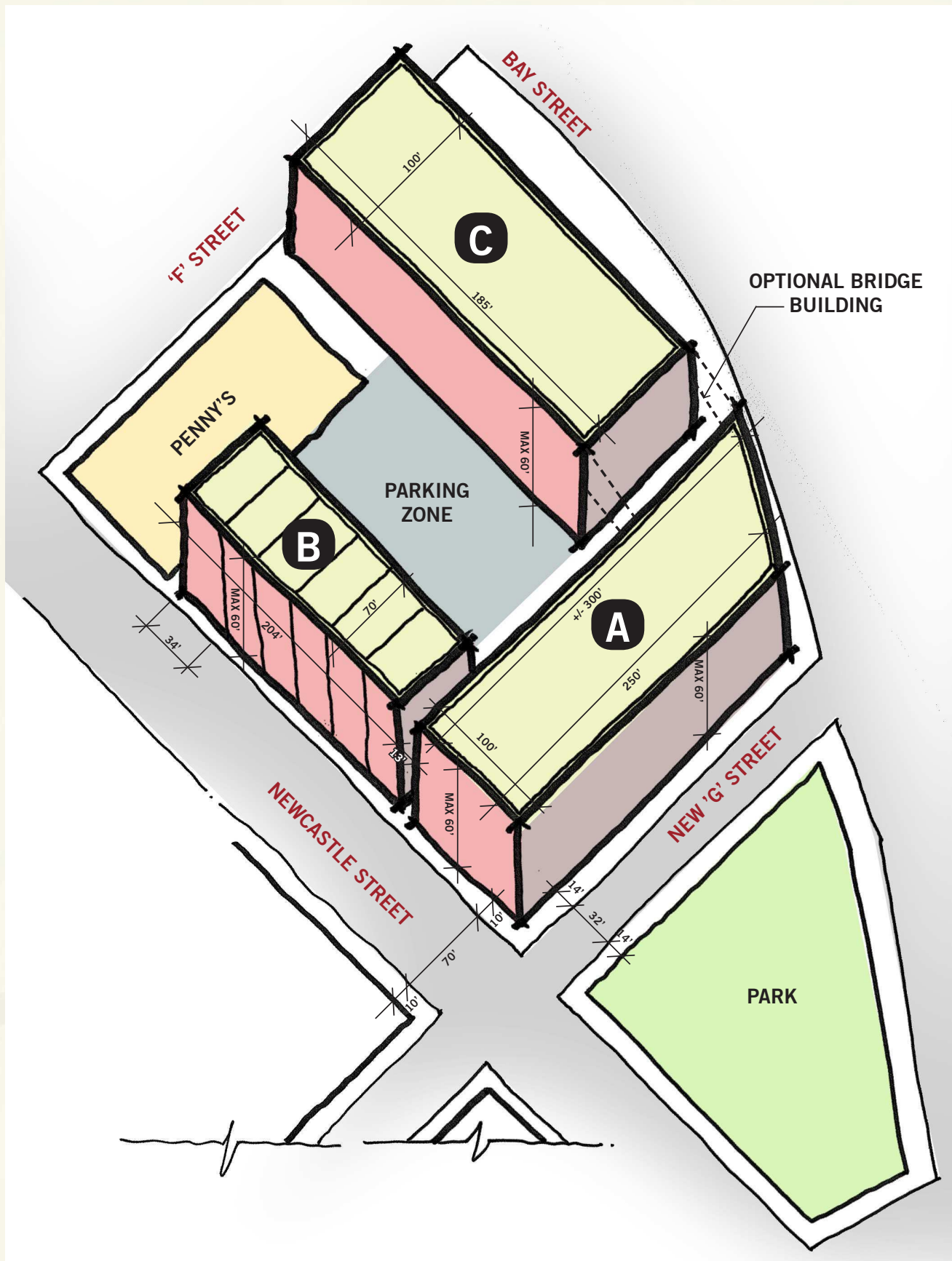
1. Regulating Plan, showing required horizontal dimensions (figure 3). The block outlines should be seen as “build to” lines as opposed to allowable setbacks. The “build to” lines must adhere to the regulations for “build-to” lines found in the Historic District Standards.
2. Regulating Volumes, showing required vertical dimensions (figure 4). The maximum allowable height for all building blocks is 60ft which corresponds to existing zoning in the block.





3 Oglethorpe Block - Regulating Plan

Not to Scale



4 Oglethorpe Block - Regulating Volumes

Not to Scale

Design Standards:

Public Zones

A. Overview

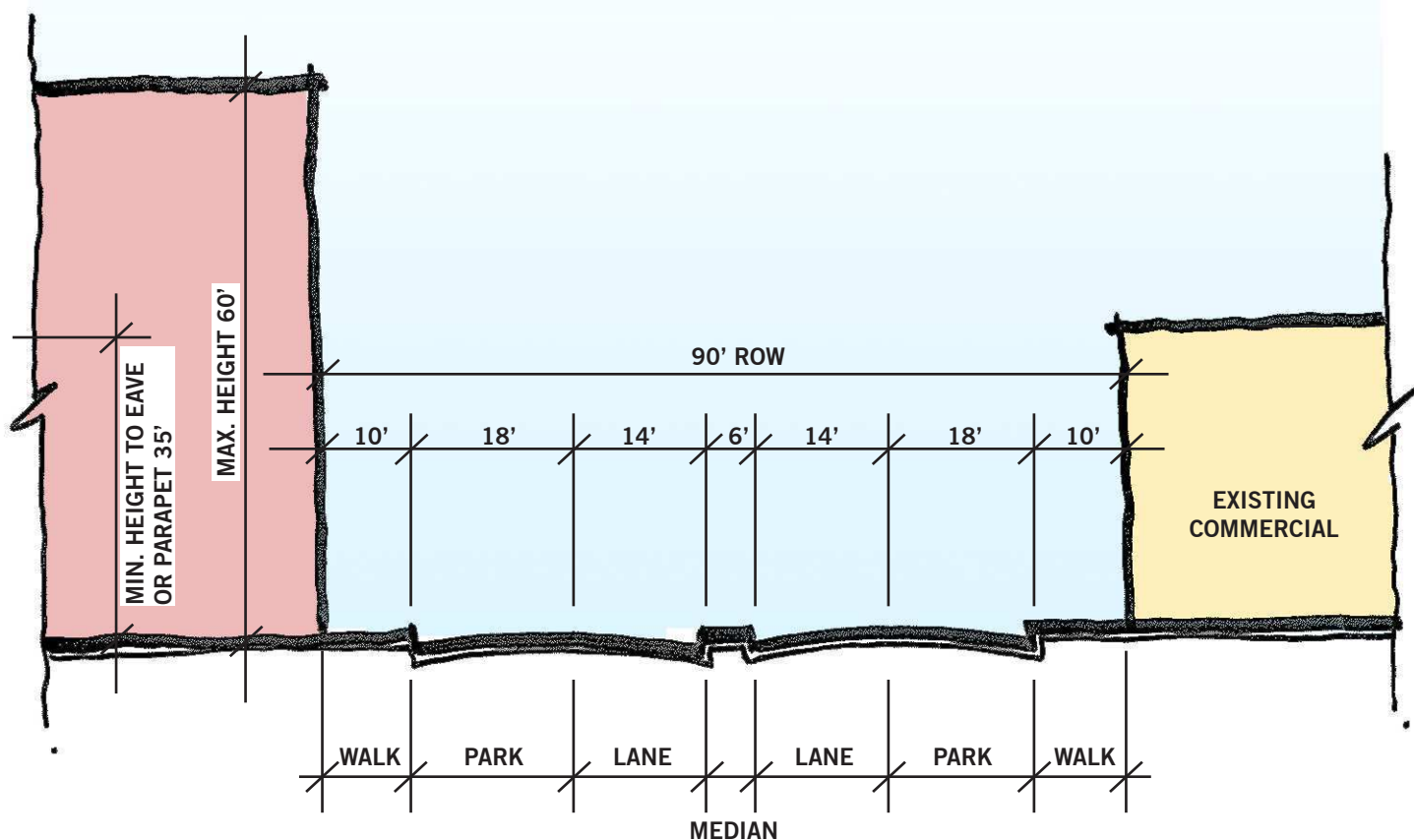
Public Zones include the public street rights of way and the Service Corridor and parking zone internal to the block. The standards show the proposed configuration of the rights of way and the relationship of the building block facades to the adjacent public right of way. These Zones are:

- Newcastle Street (figure 5), from F Street to New G Street along the redevelopment block, continuing the parking and median configuration of the rest of historic Newcastle Street
- New G Street (figure 6), from Newcastle Street to Bay Street within the redevelopment block. As mentioned, this new street is an integral part of the “Civic Zone”, providing a front door to the proposed civic buildings
- Bay Street (figure 7), from F Street to the intersection of Bay Street and Newcastle Street. The future configuration of Bay Street is still uncertain with discussions between the City, The Port Authority and GaDOT ongoing as to the future function of Bay Street and therefore its traffic volumes and characteristics. The Oglethorpe Block Study recommended a four lane facility with some of the right of way dedicated to parking for uses in the redevelopment block and public parking in general. This should be understood as but one alternative for the Bay Street right of way at this time.
- Service Street and Parking Zone (figure 8). Service to the interior of the redevelopment block is to be provided along a reconfigured service corridor lying wholly within the existing G Street right of way. This corridor will serve all three of the redevelopment building blocks and the parking zone, the phasing strategy for which has been discussed previously.

B. Streetscape Standards

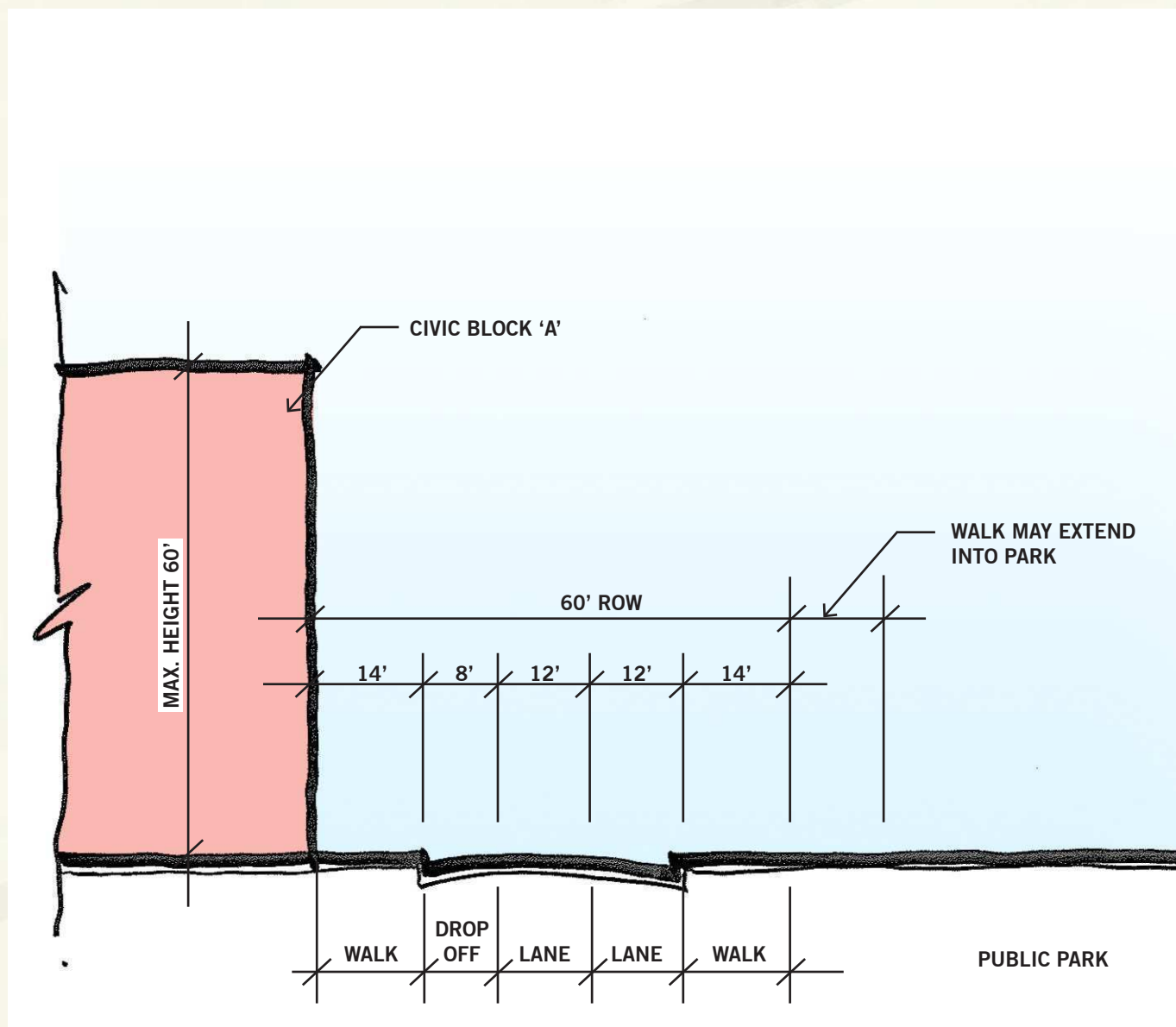
These design standards do not include standards and design specifications for streetscape elements such as paving, landscaping, or elements such as lighting, seating and signage. It is recommended the standards along Newcastle Street be a continuation of those in place and previously installed along the rest of this historic Corridor. However, while some standards could be similar along New G Street and Bay Street, each of these two corridors is different and unique and should have streetscape elements that are consistent with the scale and character of each of these corridors. In particular, the design for New G Street is decidedly civic in nature and should be developed with the design of the Civic buildings and the redesign of Oglethorpe Park to constitute the “Gateway” role of the area in the context of Brunswick overall.





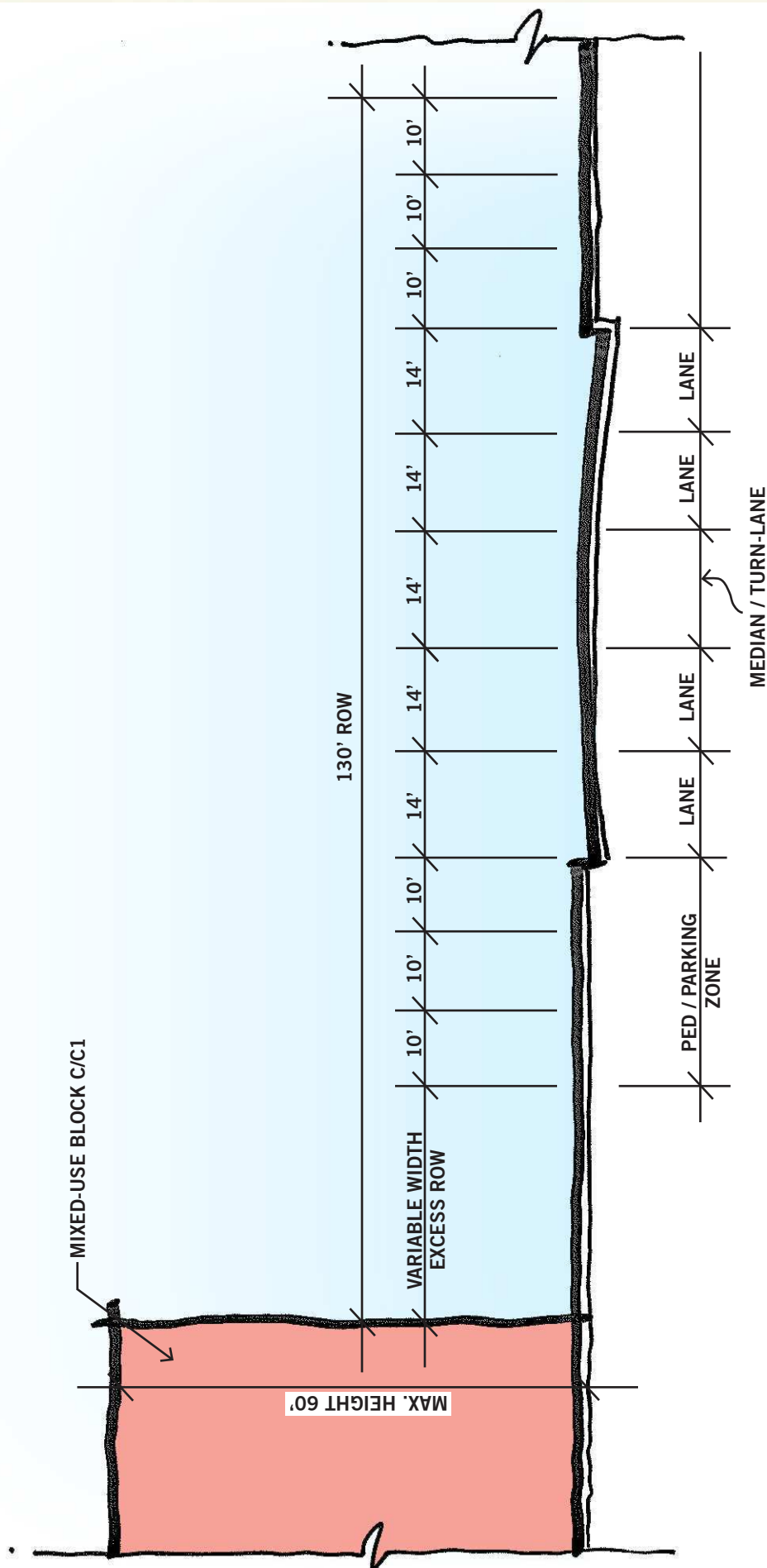
5 Street Design Standards - Newcastle Street

Scale 1" = 20'



6 Street Design Standards - New 'G' Street

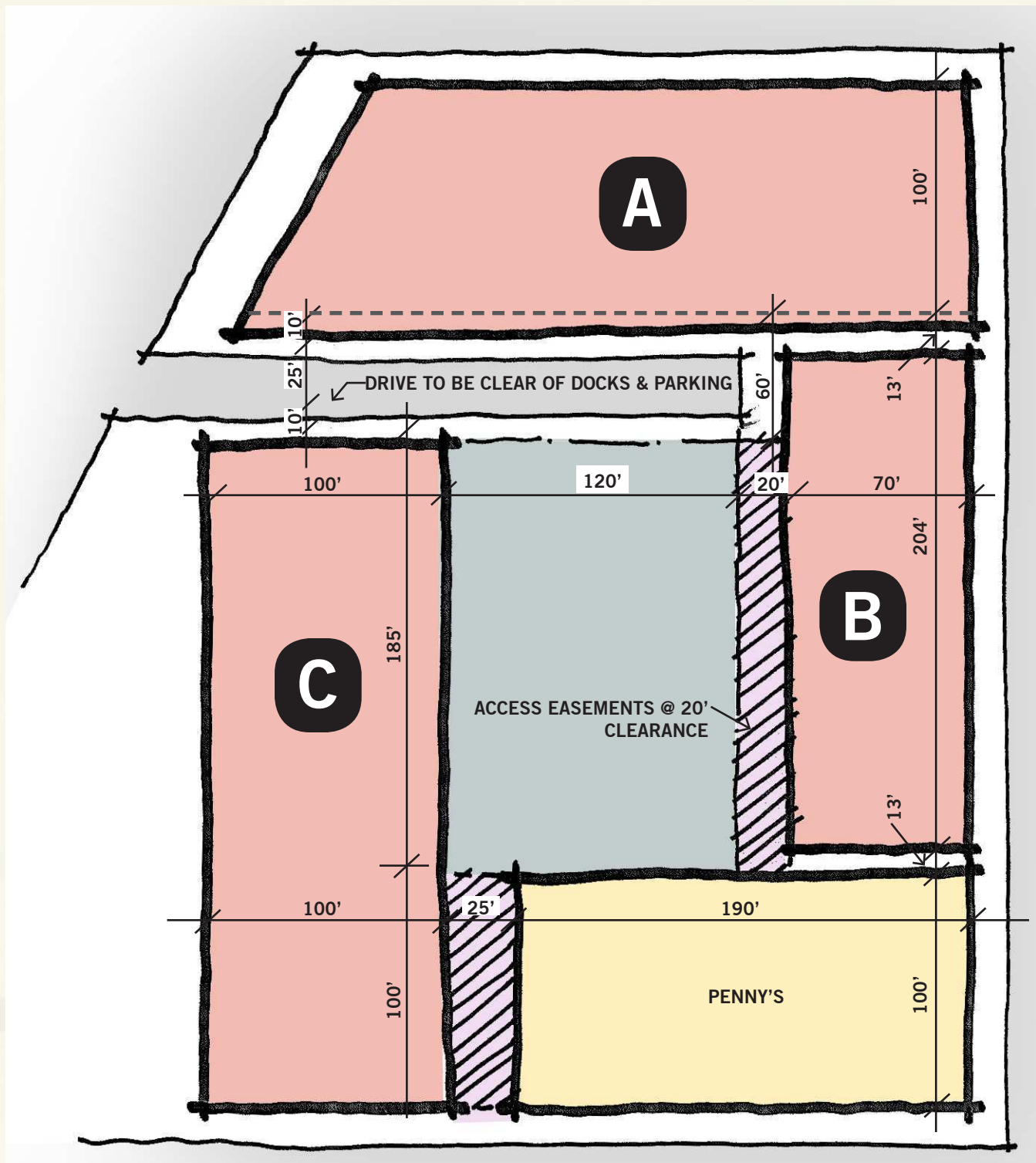
Scale 1" = 20'



Street Design Standards - Bay Street

Scale 1" = 20'





8

Standards for Parking Zone & Service Drive

Scale 1" = 60'

Design Standards:

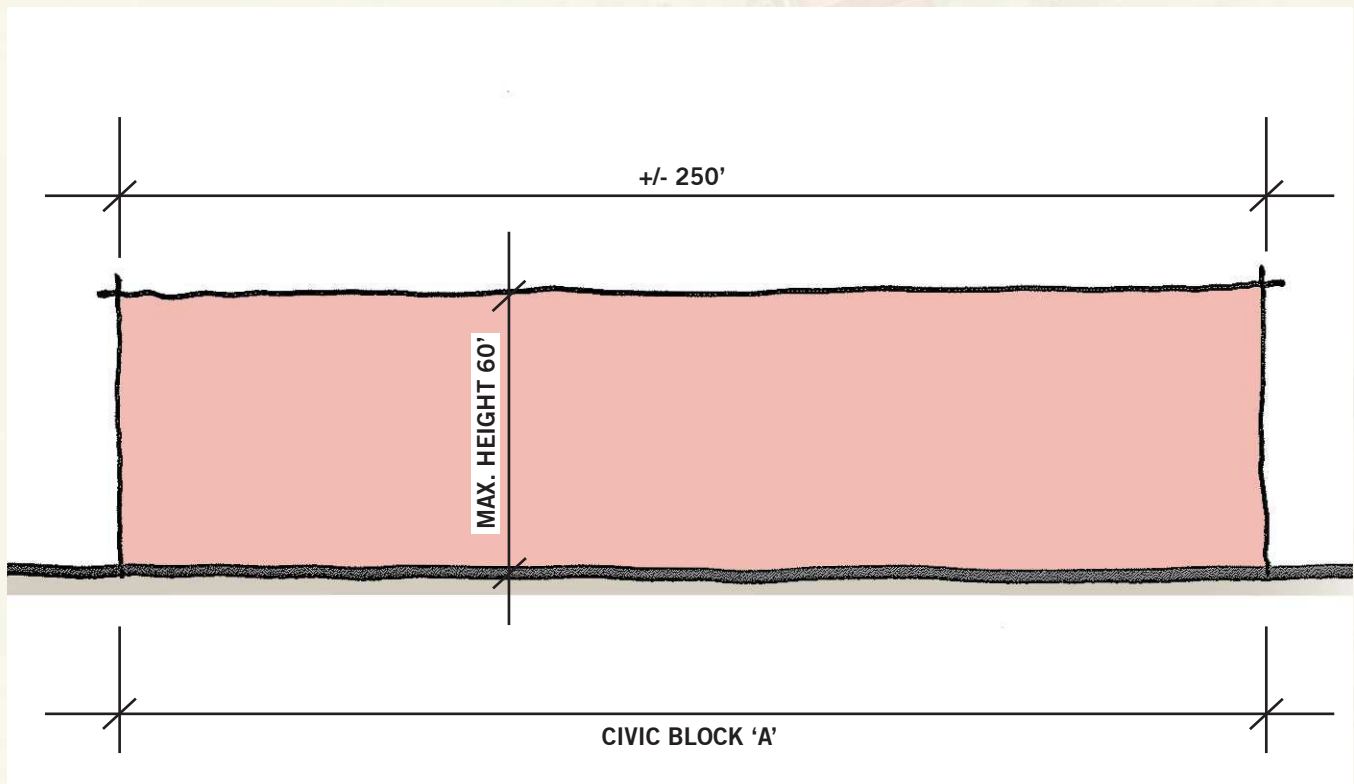
Building Development Blocks

A. Overview

The three building blocks in the redevelopment plan vary substantially in the uses they contain, in the scale and character of the environment they front on and in the differences in the public and/or private nature of each block within the urban landscape. Each therefore should be approached with appropriate design responses to all of these variables. However, they should still exhibit some degree of unity, particularly with respect to scale and height, as they are adjacent to one another on one of the most important blocks in downtown Brunswick. Therefore, design standards are approached with some variation for each of the blocks as follows:

- The Civic Block “A” (figure 9). Allowable dimensions and heights are shown in the regulating plans and in more detail on Figure 9. It is recommended that the specific design standards be left as flexible as possible to allow design latitude in creating a signature “civic gateway” expression that has been discussed previously
- The Commercial Block “B” (figure 10). This block will consist of 6 (7) attached shopfront buildings, each having a 34ft frontage on Newcastle Street. Allowable dimensions and heights are shown in the regulating plans and in more detail on Figure 10. It is recommended that specific design standards be strictly in keeping with the Historic District and the proposed Shopfront Standards and following the spirit and scale of the historic shopfront building vocabulary all along Newcastle Street. Additional standards for this particular block are shown in more detail on figure 11 and are proposed to be conveyed as covenant restrictions with the sale of individual properties. Formost among these is a 35ft minimum height requirement to the eave or parapet along the build-to line to maintain the scale along Newcastle and within the Oglethorpe Block.
- The “Mixed Use” Block “C” (figure 12). Allowable dimensions and heights are shown in the regulating plans and in more detail on Figure 12. It is recommended the specific design standards be left very flexible for this building block due to the general scale of Bay Street and the unknown use(s) which this block will accommodate.

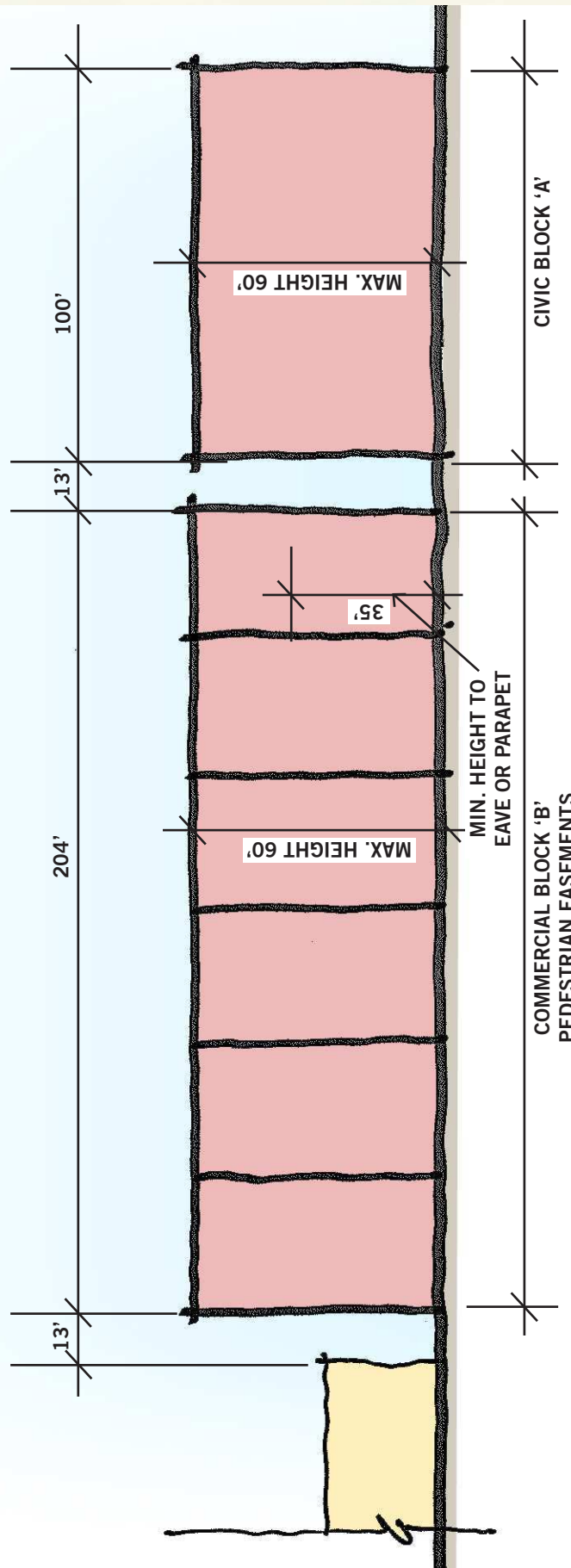




9 Facade Standards - New 'G' Street

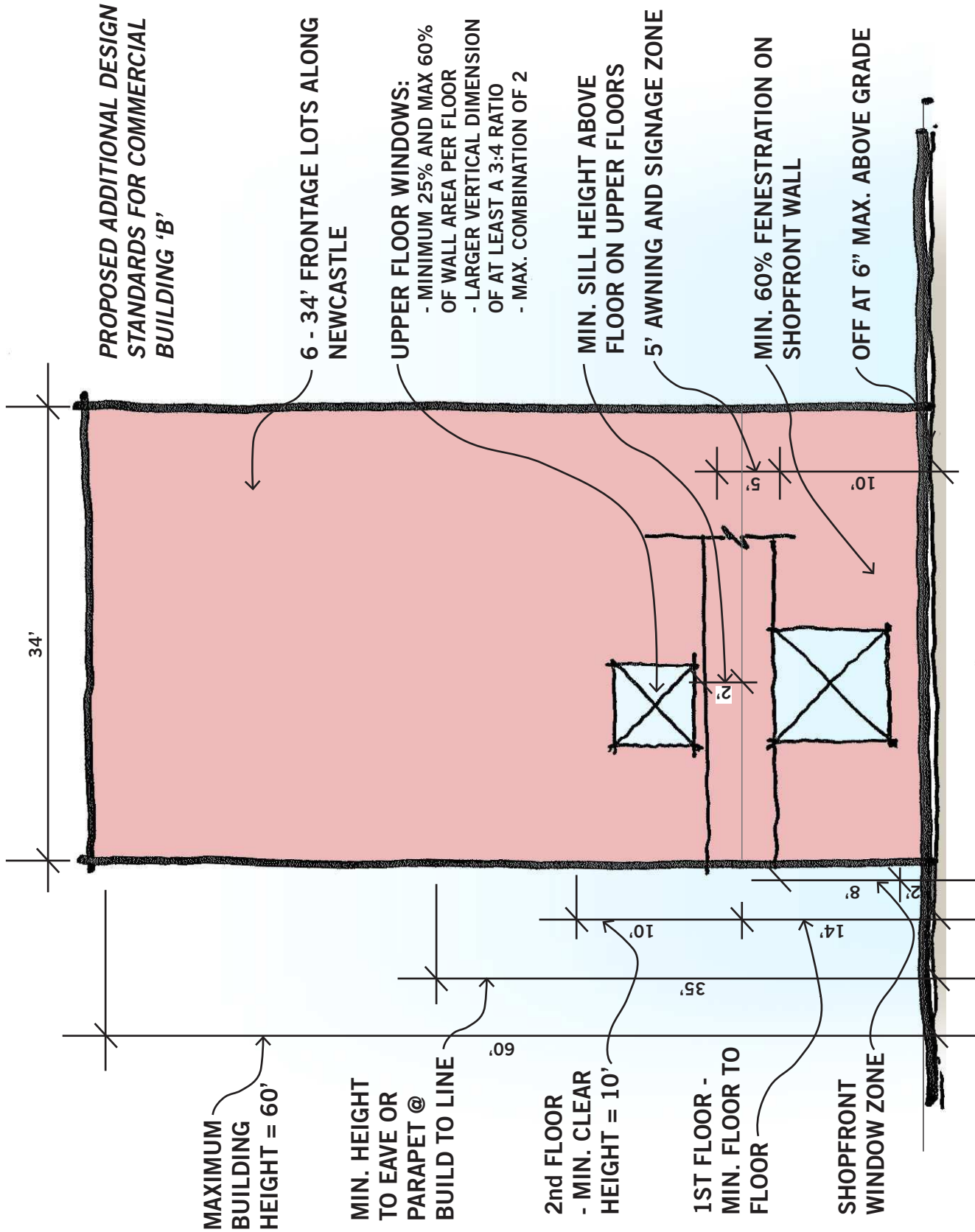
Not to Scale





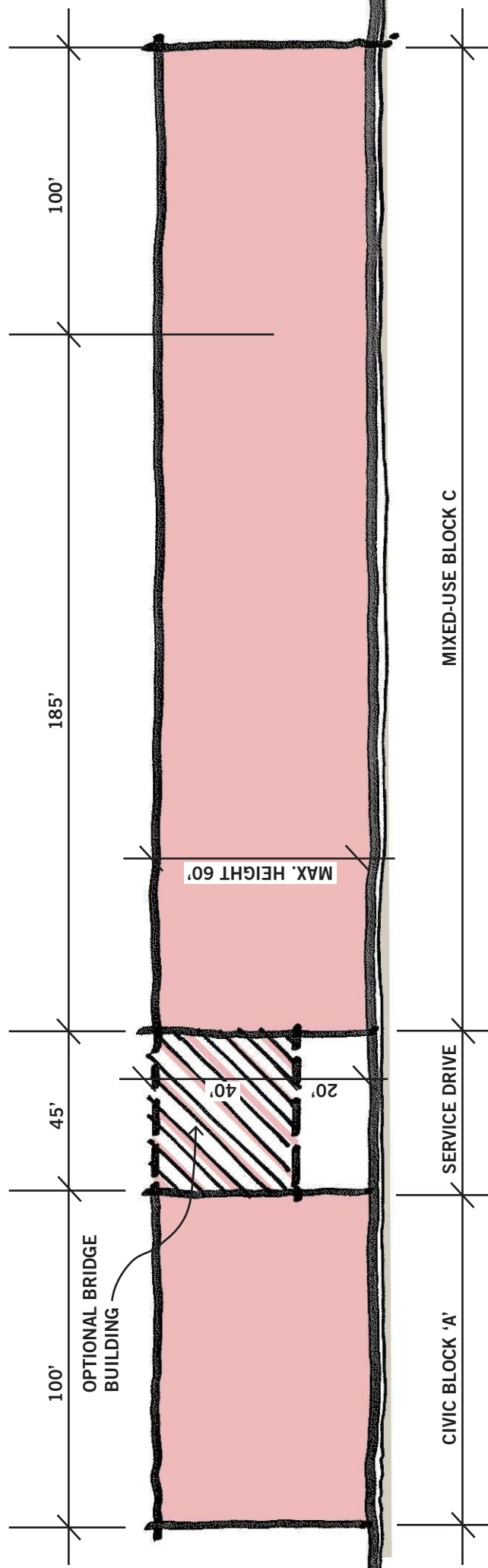
10

Facade Standards - Newcastle Street
Not to Scale



11 Facade Design Standards - Newcastle Street Commercial Building Block 'B'

Not to Scale



12

Facade Design Standards - Bay Street
Not to Scale



H. Randal Roark
AIA, FAICP

PBS&
August 2006

Appendix

Appendix A - Proposed Shopfront Design Standards

Appendix B - Existing Conditions (Site Photos)

Appendix C - Site Survey from the 1976 “Urban Renewal Plan”

Appendix D - Site Utility Survey from 2004 “Oglethorpe Block Study”



Appendix A

Proposed Shopfront Design Standards



Downtown Brunswick PD-OB Zone

Shop Front Buildings

Illustrations and Statement of Intent

Note: these are provided as illustrations of intent. The illustrations and statements on the following pages are advisory only and do not have the power of law.

Shop front buildings are the basic building block of every American Main Street. Designed to fire and foster an active street life, their ground floor fronts have large windows to encourage the connection between the commercial activity within and the public life walking or driving by. Ground-floor uses should be flexible to accommodate a variety of retail or office uses. Upper-story uses are best as residential apartments or condos, but they may be offices or workshops on very busy streets. Above-shop residences have proven to be good quality and affordable places for downtown living.



Shop Front Buildings

Placement Standards

Height		<p>The building shall be no more than 60 feet to its eaves. The ground floor elevation shall be no more than 6 inches above the fronting sidewalk elevation. No less than 80% of the ground floor shall have at least 12 feet clear height. No less than 80% of the second storey shall have at least 10 feet clear height. Buildings shall be between 2 & 4 stories.</p>
Siting		<p>The Street Façade shall be Built-To not less than 100% of the street frontage along Newcastle Street and 80% along Bay Street, F and G streets. The maximum lot width/ building Street Frontage is 34 feet along Newcastle Street. There are no required side setbacks.</p>
Elements		<p>The primary street façade shall have no less than 60% glass fenestration (between 2 and 10 feet above the fronting sidewalk). Awnings and Overhangs of at least 6' projection are encouraged. Shop signs (not more than 1 foot vertical x 3 foot horizontal and minimum 7' clear height above the sidewalk may be hung from such an overhang.</p>
Uses		<p>The Ground floor shall be only commercial uses: Retail, Office, Restaurant and Artisanal Workshops (where there is a storefront office for customer entry). The second floor may be either residential or office use (including small hotel and bed & breakfast operations.) Parking, garages, and accessory uses shall be placed to the rear of the lot. Parking shall be no closer than 25 feet to any Street Frontage and separated from an adjacent different use by a Garden Wall.</p>

Shop Front Buildings

Architectural Standards

STANDARDS FOR BUILDING WALLS (WHERE CLEARLY VISIBLE FROM THE STREET)

Materials: The following materials are permitted.

- Red Brick and tile masonry
- Pre-cast masonry (for trim and cornice elements only)
- Gypsum Reinforced Fiber Concrete (GFRC—for trim elements only)
- Metal (for beams, lintels, trim elements and ornamentation only)
- Split-faced block (only for piers, foundation walls and chimneys)

Configurations and Techniques: The following configurations and techniques are permitted.

Walls

- Wall openings shall not span vertically more than ONE STORY.
- Wall openings shall correspond to interior space and shall not span across building structure such as the floor structural and mechanical thickness.
- Wall materials shall be consistent horizontally (i.e. joints between different materials must be horizontal and continue around corners) except for chimneys and piers.
- Material changes shall be made within a constructional logic—as where an addition (of a different material) is built onto the original building.
- Brick, Block and Stone
 - Must be properly detailed and in appropriate load-bearing configurations.
- No “tabby” finishes

STANDARDS FOR ROOFS AND PARAPETS (Where clearly visible from the Street)

Materials: The following materials are permitted.

- Clay or concrete (faux clay)
 - Tile (barrel or flat roman)
 - Slate (equivalent synthetic or better)
 - Metal (standing seam 5-v crimp, equivalent or better)
 - Dimensional Asphalt shingles
 - Cornices and soffits may be a combination of wood, vinyl, and/or metal
- Configurations and Techniques:** The following configurations and techniques are permitted.

Configurations and Techniques: The following configurations and techniques are permitted.

PARAPET Roofs (Cornice, Entablature, and Coping Standards) Required

Cornices and Other Features

- Skylights and roof vents are permitted only on the roof plane opposite the primary STREET or RBL or when shielded from STREET view by the building's PARAPET wall.
- Overly elaborate, “postmodern” and/or “high-tech” designs are discouraged. However,



Shop Front Buildings

Architectural Standards

ornamentation which contributes to the character of the building is encouraged. Consult the Historic Preservation Board for appropriate configurations.

- Green roof technologies are encouraged. Vegetative cover should be considered for flat roofs and solar panels should be considered for integration into pitched roof structures.

STANDARDS FOR WINDOWS & DOORS (Where Clearly Visible From the Street)

Materials: The following materials are permitted.

- Windows shall be of wood or clad wood.
- Window glass shall be clear, with light transmission at the GROUND STORY at least 90 percent and for the upper stories 75 percent. Specialty windows may utilize stained, opalescent or glass block (one per façade maximum).
- Window screens shall be black or gray
- Screen frames shall match window frame material
- Doors shall be of wood, clad wood or steel.

Configurations and Techniques: The following configurations and techniques are permitted.

- The following requirements apply to all windows:
 - Windows must be taller than they are wide by a ratio of 3:4
 - Windows may be ganged horizontally (maximum 2 per group) if each grouping is separated by a mullion, column, pier or wall section that is at least 7 inches wide.
 - Windows shall be no closer than 30 inches to Building Corners (Excluding Bay windows and where the Building Corner is also a Block Corner.)
 - Exterior shutters, if applied, shall be sized and mounted appropriately for the window (one-half the width), even if inoperable.
- The following requirements apply to all upper-story windows:
 - Windows shall be double-hung.
 - Fixed windows are permitted only as a component of a system including operable windows within a single wall opening.
 - Egress windows may be installed according to the appropriate building code.
- The following requirements apply to shop front (ground floor) windows and doors:
 - Single panes of glass not larger than 6 feet in height by 4 feet wide.
 - Ground floor windows shall not be made opaque by window treatments (excepting operable sunscreen devices within the conditioned space) and shall allow a minimum 60% of surface view into the building for a depth of at least 20 feet.
- Doors
 - Double-height entryways (those that span more than one story) are not allowed.
 - Doors shall not be recessed more than 3 feet behind the shop-front windows and in any case, shall have a clear view and path to a 45-degree angle past the perpendicular from each side of the door.
 - Roll-down security gates and doors are prohibited.



STANDARDS FOR SIGNAGE (Where Clearly Visible from the street)

General:

- Wall signs are permitted within the area between the second story floor line and the first floor ceiling, within a horizontal band not to exceed 2 feet in height. In no case shall this band be higher than 18 feet or lower than 12 feet above the adjacent sidewalk.
- Letters shall not exceed 18 inches in height or width and 6 inches in relief. Signs shall not come closer than 2 feet to an adjacent common lot line.
- Company logos or names may be placed within this horizontal band or placed or painted within the Ground Floor or second story office windows. Company logos or names shall not be larger than a rectangle of 8 square feet.
- A masonry or bronze plaque bearing an owner's or building's name may be placed in the building's cornice/parapet wall or under the eaves, and above the upper story windows. Any such plaque shall be no larger than a rectangle of 8 square feet.
- Street addresses may be placed at street entry doors using 6 inch tall, non-cursive type lettering. Such letter shall be between 6 feet and 10 feet above the grade.
- Blade type shop signs (not more than 12 inches vertical by 3 feet horizontal and minimum 7 feet clear height above the sidewalk) are encouraged and may be hung from an overhang or awning. Blade signs shall not be internally illuminated and the company name or logo may occupy no more than one-half of the square footage within the blade sign. Creative art, graphics or materials is encouraged in the area of the blade sign not containing the company name or logo. Blade signs shall be permitted in addition to the permitted square footage of signage affixed to the façade of the building.
- Prohibited Signs: Billboards, canopy signs, marquees, any kind of animation, roof signs, No flashing, traveling, animated or intermittent lighting shall be on the exterior of any building whether such lighting is of temporary or long-term duration.
- External lighting directed towards signage that is not internally lit is permitted. The energy efficiency of lighting should be considered.

Awnings & Overhangs:

When an awning or overhang is incorporated into a building, the following requirements must be met:

- Minimum 10 feet clear height above sidewalk, minimum 6 feet depth out from the building façade (maximum to curb or tree-planting strip/furniture zone, whichever is closer).
- Canvas cloth or equivalent (no shiny or reflective materials, metal or glass)
- No internal illumination through the Awning/overhang.
- Lettering on awnings is limited to 5 inches tall on vertically hanging fabric at the curb side of awning.
- No one-quarter cylinder configurations.



Appendix B

Existing Conditions
(Site Photos)



EXISTING CONDITIONS



VIEW LOOKING NORTH-WEST



VIEW LOOKING SOUTH-EAST



⑦ F STREET (LOOKING NORTH)



⑧ F STREET (LOOKING SOUTH)



⑥ F STREET (LOOKING SOUTH)



⑤ NEWCASTLE STREET (LOOKING WEST)



④ NEWCASTLE STREET (LOOKING WEST)



② NEWCASTLE STREET (LOOKING EAST)



③ NEWCASTLE STREET (LOOKING EAST)



① NEWCASTLE STREET (LOOKING EAST)

VISUAL
FOCAL
POINTDOWNTOWN
GATEWAY

BAY STREET

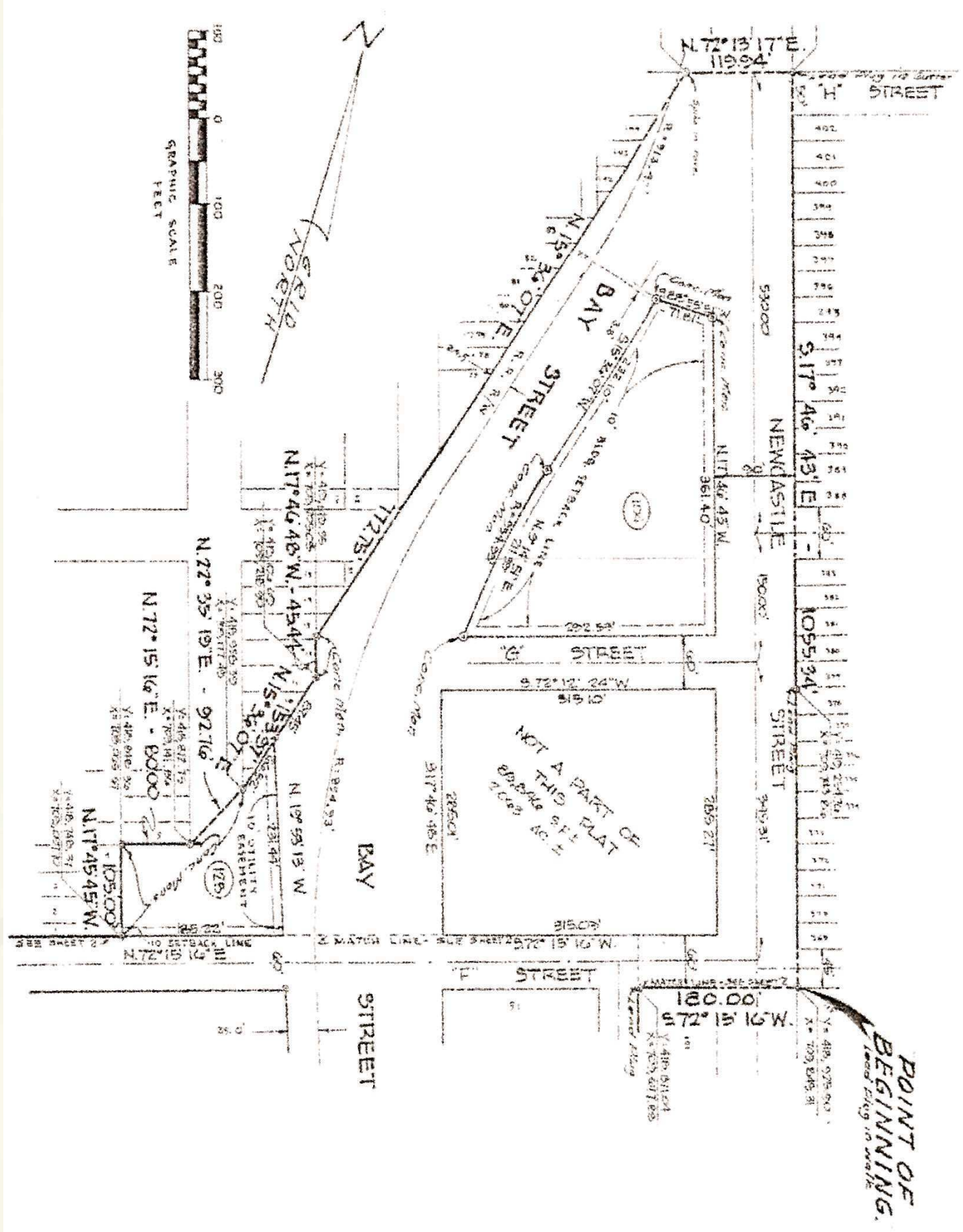
GLOUCESTER STREET

KEYMAP
(NOT TO SCALE)

Appendix C

Site Survey from the 1976 "Urban Renewal Plan"





Appendix D

Site Utility Survey from 2004 “Oglethorpe Block Study”



