

# Westrock Corporate Campus Repurposing for The City of Norcross

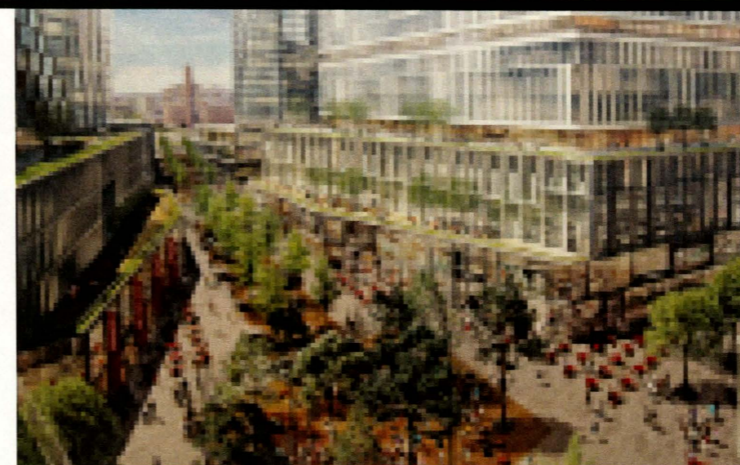
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Presented by:  
The University of Georgia,  
College of Environment and Design



College of  
Environment + Design  
UNIVERSITY OF GEORGIA

# CONTENTS



## 01. INTRODUCTION

Project Overview  
Norcross Overview  
Westrock Overview  
Study Area  
Site Map  
Existing Building Descriptions  
Site Photos

## 02. SITE ANALYSIS

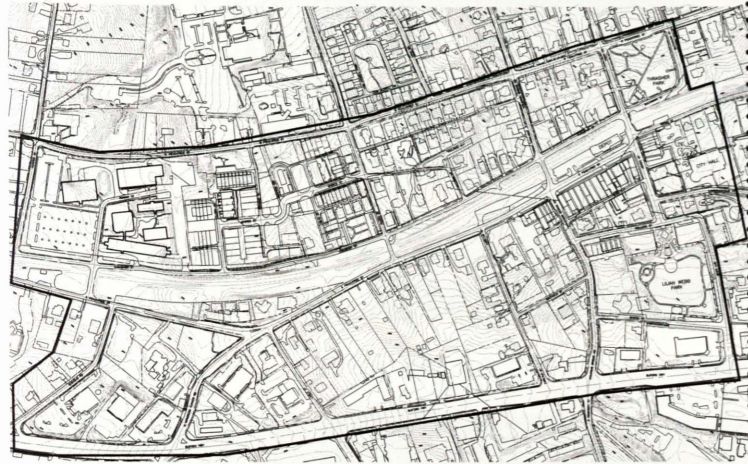
Existing Land Use  
History of Norcross  
*Timeline*  
*Historic Places*  
Transportation Access  
*Mass Transit*  
*Car and Truck*  
*Rail*  
*Pedestrian Routes*  
Microclimate Analysis  
*Sun*  
*Shade*  
Demographics  
*Business*  
*Population*  
*Income*

## 03. PRECEDENTS

Trends  
Case Studies  
General Notes

## 04. CONCEPTS

Retail  
*Models*  
Charter School  
*Models*  
Mixed Use  
*Models*  
Corporate Campus  
*Models*  
Medical Park  
*Models*  
Residential  
*Models*  
Recreation  
*Models*  
Connectivity



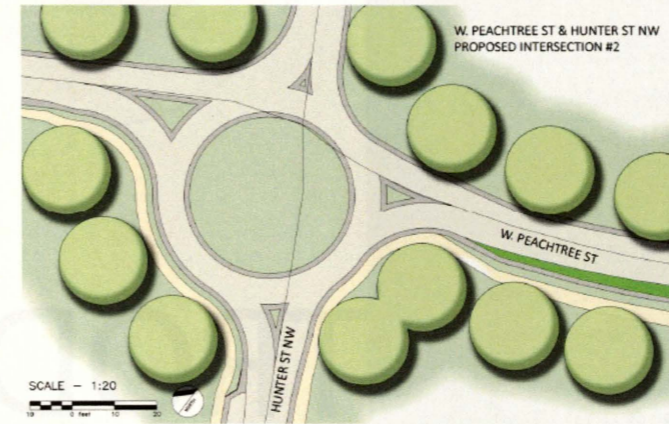
## 05. FEEDBACK

Retail  
Charter School  
Mixed Use  
Corporate Campus  
Medical Park  
Residential  
Recreation  
Connectivity



## 06. REVISED CONCEPTS

Revised Concepts  
*Residential*  
*Residential with Civic Center*  
*Corporate Campus*  
*Mixed-Use*  
*Medical Park*



## 07. REVISED CONNECTIVITY

Focus Area  
Proposed Street  
*West Peachtree Street*  
*South Peachtree Street*  
*Thrasher Street*  
Railway Safety Enhancement  
*Autry Street*  
Proposed Intersection  
*Hunter Street NW*  
*West Peachtree Street*  
Pedestrian Tunnel  
*South Peachtree Street*  
*Thrasher Street*



## 08. COST ESTIMATES

Medical Park  
Mixed-Use  
Corporate Campus  
Residential  
Residential with Civic Center  
  
Closing Statement

# INTRODUCTION

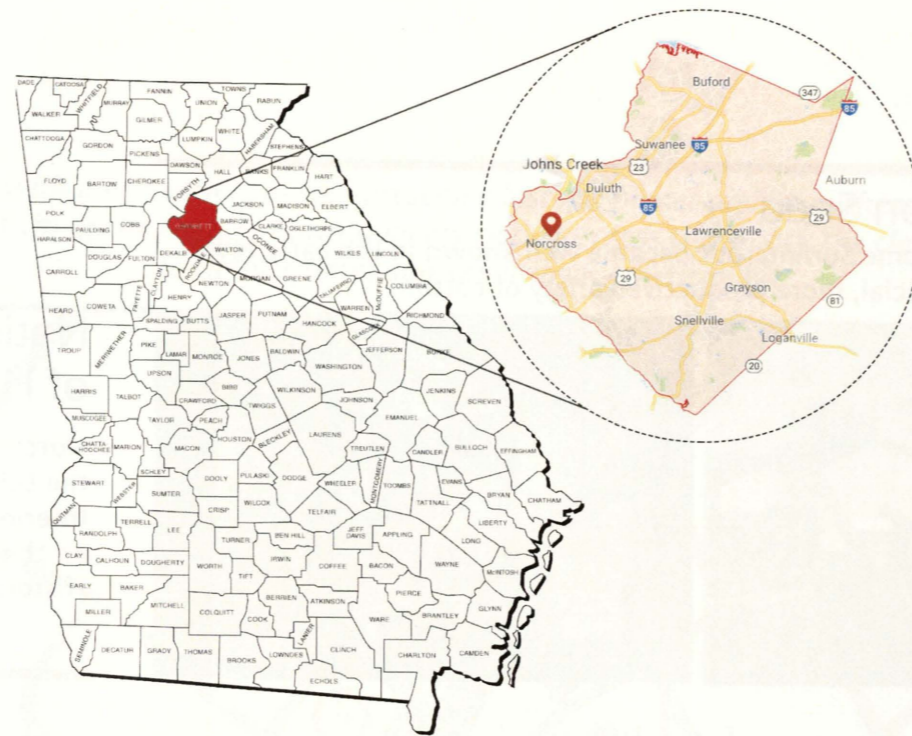
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The University of Georgia's College of Environment and Design and the city of Norcross have entered a partnership to help envision the future of WestRock's soon-to-be unoccupied corporate campus. Professor Donnie Longenecker's class of thirteen juniors and seniors have spent the semester working with the city along with its citizens in a collaborative process. This booklet outlines our process from start to finish.

The project began with a visit to the site, followed by a community tour, meetings with WestRock personnel and citizens. Back in Athens, the class worked through the initial site analyses. This included site conditions, demographics, and connectivity.

We developed seven initial concepts and took them back to Norcross for evaluation. Based on feedback received, we refined the seven concepts into four concepts.

# NORCROSS, GA



Since its 1968 founding in a burgeoning post-war South, Norcross has been intimately tied to the railroad. The railroad depot at the city center quickly became a hotspot not only for business and trade but also bustling with fleeing city-dwellers arriving on commuter trains which led to the city being named “Atlanta’s Favorite Summer Resort” only ten years after the city’s inception. Not far from the depot, Norcross’ African-American community established Hopewell Baptist Church which thrives to this day.

Like the rest of the deep south, the cotton industry thrived then quickly decayed with the onset of the crop-destroying boll weevil in the early 20th Century. However, the community persisted along with its roots connecting its citizens to the train depot.

Despite the advent of the car, the highway system, and the exponential suburban growth of metro Atlanta, Norcross’ character and small-town charm remains thanks in part to a revitalized railroad depot along with many nearby historic buildings and homes.

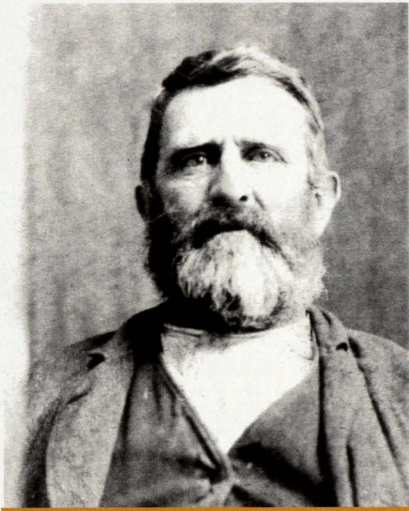
# WESTROCK CAMPUS

Located just south of the Hopewell Baptist Church campus, north of the main rail line, and in between high-end residential areas, the site also rests in close proximity to the wonderfully diverse and thriving communities along the Buford Highway corridor.

What has always been an industrial spot, the site’s architecturally disparate structures and unique placement goes hand-in-hand with the success and growth of WestRock and its predecessors.

Specifically, the site encompasses 12.51 acres including 6 buildings with 204,000 SF of workable space, 500 parking spaces, and houses 620 employees.





### Founding of Norcross

Atlanta entrepreneur J.J. Thrasher purchased 250 acres around the first stop north along the proposed Richmond Danville rail lines. One year later, the area was incorporated.

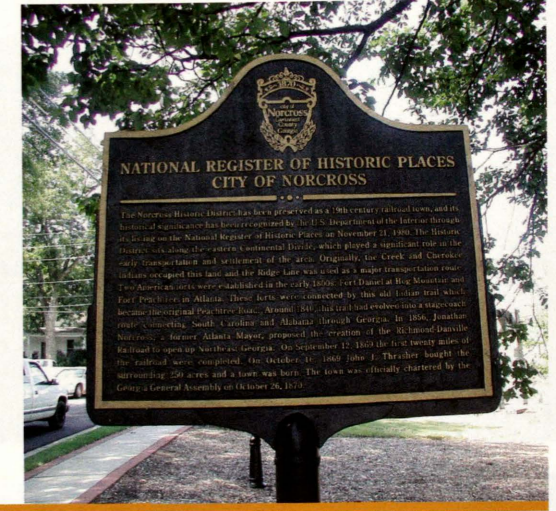
### Special Cotton Seed

Norcross Farmer Home Summerour became well known in the early 1900's for developing a special, more productive variety of cotton.



### National Register of Historic Places

Norcross is recognized by the U.S. Department of the Interior through its listing on the National Register of Historic Places.



1868

1900

1980

<1860

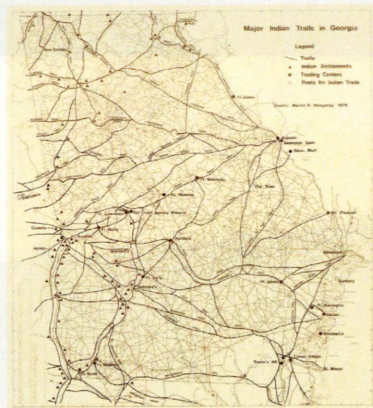
1878

1942

2017

### Native Americans

Indian trail tracing Eastern Continental Divide. Cherokee's inhabited the land and used this divide as a trade route.



### The Airline Belle

Norcross became known as "Atlanta's Favorite Summer Resort" and beginning in 1878, a commuter train called the "Airline Belle" made round trips twice a day- carrying visitors between Atlanta and Norcross.

### Desegregation

May 17, 1954 - The U.S. Supreme Court rules in Brown v. Board of Education that segregation in schools is unconstitutional. Norcross begin the process of desegregating schools and public spaces.



### Norcross Today

It's truly a unique place to live, grow, to work and play. And because of the creative and intellectual contributions made throughout all the past generations, and due to its collective vision for the future, Norcross continues to be a place that people are proud to call home: a place to imagine.

All information and photographs taken from <http://www.norcrossga.net> and "Images of America: Norcross" by Edith Holbrook, Gene Ramsey and Cate Kitchen



**8** Under the leadership of its senior pastor, Bishop William L. Sheals, Hopewell Missionary Baptist Church has grown from a small, local historic church to a megachurch in the metro Atlanta area with 15,000 members. Its 2,500-seat sanctuary is topped by a spire with a gold cross. Hopewell Missionary Baptist Church was established by former slaves around 1865, around the time the Civil War ended.

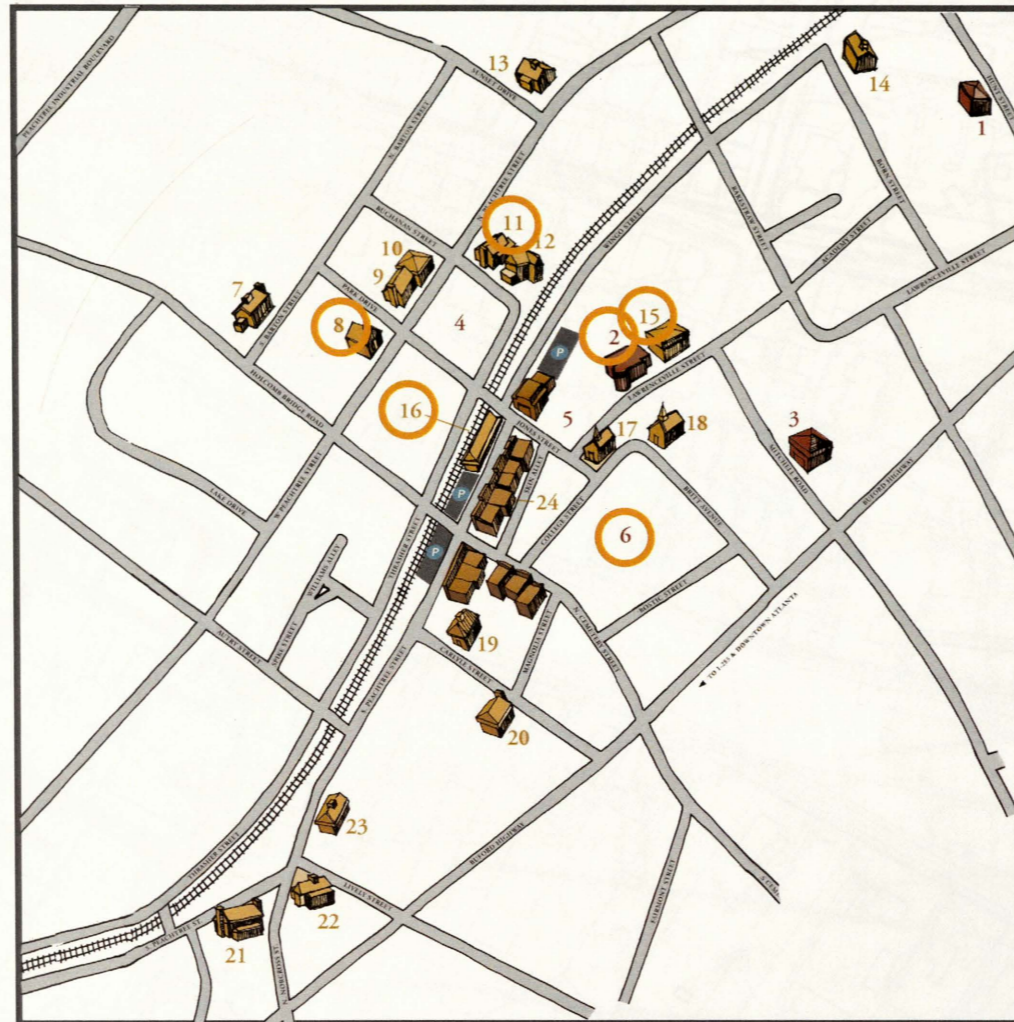


**2** Norcross City Hall was located on South Peachtree Street in the 1950s, as shown. The city fire was housed in the same building. By the 1980's, city government moved into what had previously been a post office building on Lawrenceville Street; that building was later expanded into the current city hall-police complex.



**11** The Buchanan House, pictured after a snowstorm in 1939, sits at the north corner of Thrasher Park. Completed in 1907, it was built by Edward F. Buchanan for his foster parents, was later used as a hospital by Dr. Nim Guthrie, and was then the residence of Frank and Vera Simpson.

With a rich variety of well-preserved historic homes and an authentic turn-of-the-century downtown district, Norcross turns back the clock to simpler times and small-town American life.



All information and photographs taken from <http://www.norcrossga.net> and "Images of America: Norcross" by Edith Holbrook, Gene Ramsey and Cate Kitchen

**Municipal Locations and Parks**

1. Norcross Elementary School
2. City Hall / Police Station
3. Post Office
4. Thrasher Park
5. Betty Mauldin Park
6. Lillian Webb Community Park

**Historical Places of Interest**

- |                            |                        |                           |
|----------------------------|------------------------|---------------------------|
| 7. Johnson House           | 13. Summerour House    | 19. Carlyle House         |
| 8. Historic Church         | 14. Ivy House          | 20. Baseball Hall of Fame |
| 9. Rochester House         | 15. Old Gin Property   | 21. Flint Hill Plantation |
| 10. Historic Library       | 16. The Railroad Depot | 22. Lively House          |
| 11. Buchanan House         | 17. Historic Church    | 23. Davenport House       |
| 12. Dr. Tom McDaniel House | 18. Historic Church    | 24. Masonic Lodge         |



**15** Cotton was an important crop for farmers in the Norcross area from Civil War times until the wholesale invasion of the crop-destroying boll weevil in the early 1900s. In the fall, many local farmers brought their cotton crop to the Summerour Cotton Gin in Norcross. Local farmer Homer Summerour developed a new variety of cotton in the early 1900s; he called it Half and Half, implying that the cotton gave 50 percent yield of fiber from the ginning process, a better result than was achieved with standard cotton seed available on time. Although the gin is no longer in operation, the building still stands and is located behind the current city hall in Norcross.

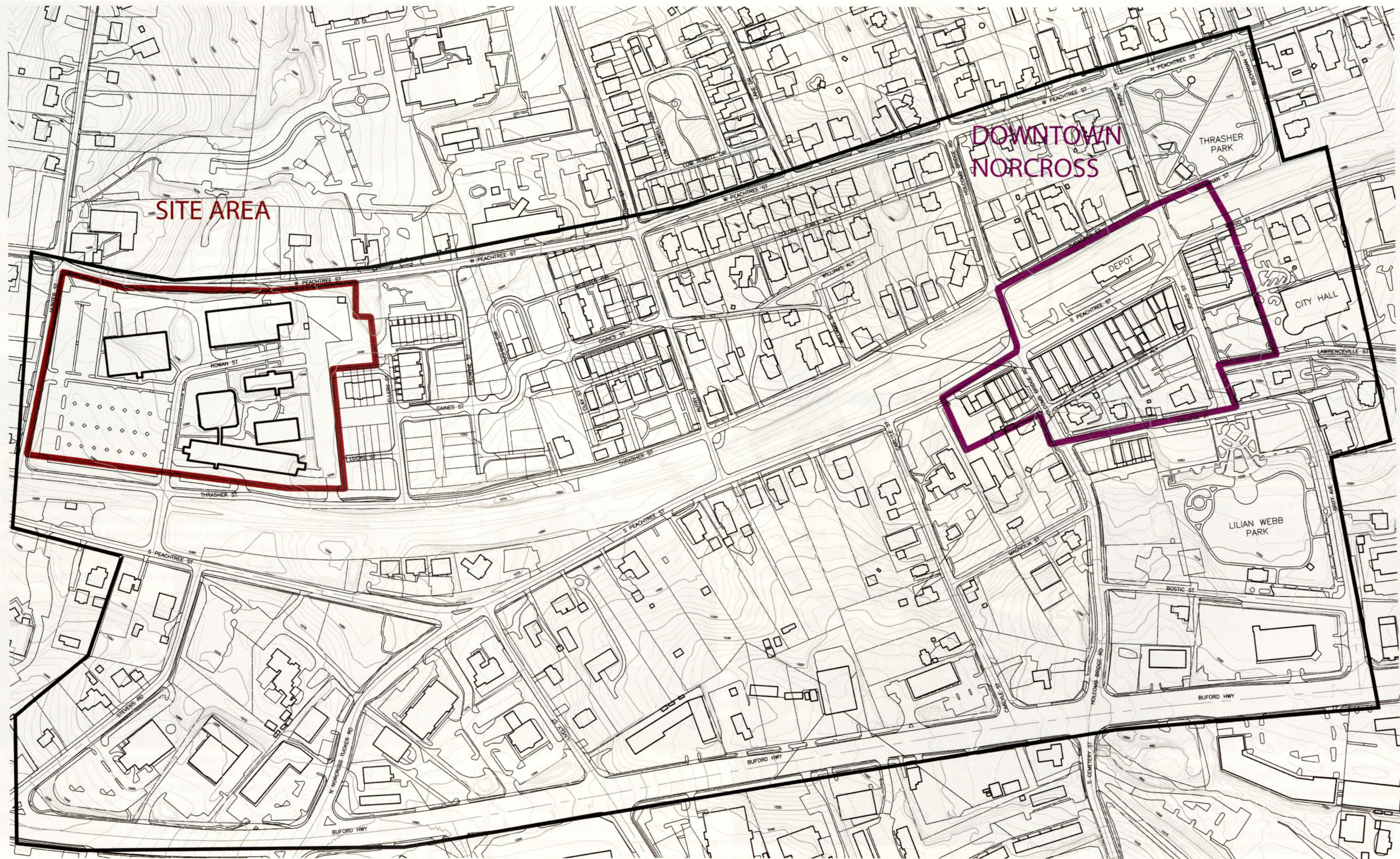


**16** Norcross's second railroad depot, shown shortly after it was built in 1909, replaced the original depot and was the center of the town's business activities for many years. The signs for "Whites Waiting Room" and "Colored Waiting Room" are indicative of the segregated facilities common in the southern United States at the time. The Depot Gang was a group of young Norcross men who came of age in the late 1950s. Members included future civic and business leaders.



**6** Baseball was the most popular sport in Norcross for many years, starting in the early 20th century. In 2010, the old ball ground was converted into a park named in honor of longtime mayor Lillian Webb. For a number of years, the Atlanta Braves had a Norcross Night each year at their Atlanta-Fulton County Stadium home. The second photo shows Lillian Webb throwing out the first baseball at such an event. Lillian Hicks Webb was the first female member of the Norcross City Council, the first female mayor, the first female Gwinnett County Commissioner, and the first woman to chair the Gwinnett County Board of Commissioners.

# HISTORIC PLACES IN NORCROSS

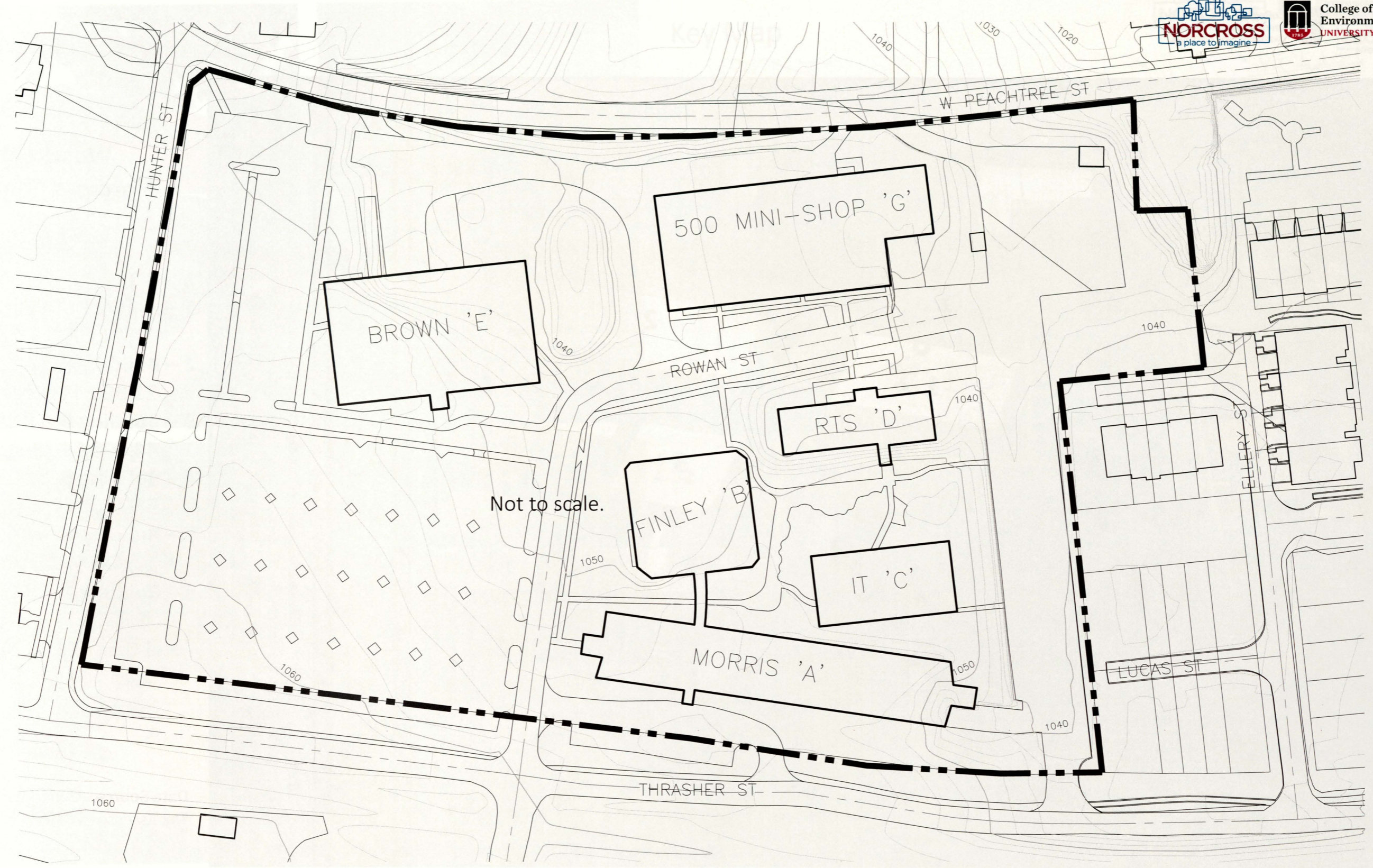


# STUDY AREA

Not to scale.



The study area shows the project focus. Within the city of Norcross, the main objective was to tie the WestRock campus and downtown Norcross together. Other considerations included the surrounding residential areas and community uses such as City Hall, Thrasher Park, and Lilian Webb Park.



# SITE MAP

Not to scale.



The site map shows the WestRock corporate campus and parts of the surrounding area. The map includes information about the site such as topography, building footprints, road access, and impervious pavement.



## WestRock Norcross Campus

12.51 Acres

- 1 – **Brown Building** YB 1997  
77,462 SF [3-story w/B]
- 2 – **Building F** YB 1970  
21,900 [1-story]
- 3 – **Building B** YB 1989  
44,808 SF [3-story w/B]
- 4 – **Building B** YB 1983  
58,240 SF [2-story w/B]
- 5 – **Building D** YB 1975  
17,976 SF [2-story w/B]
- 6 – **Building 2** YB 1970  
5,830 SF [1-story]
- Total Gross SF: 226,216 SF**

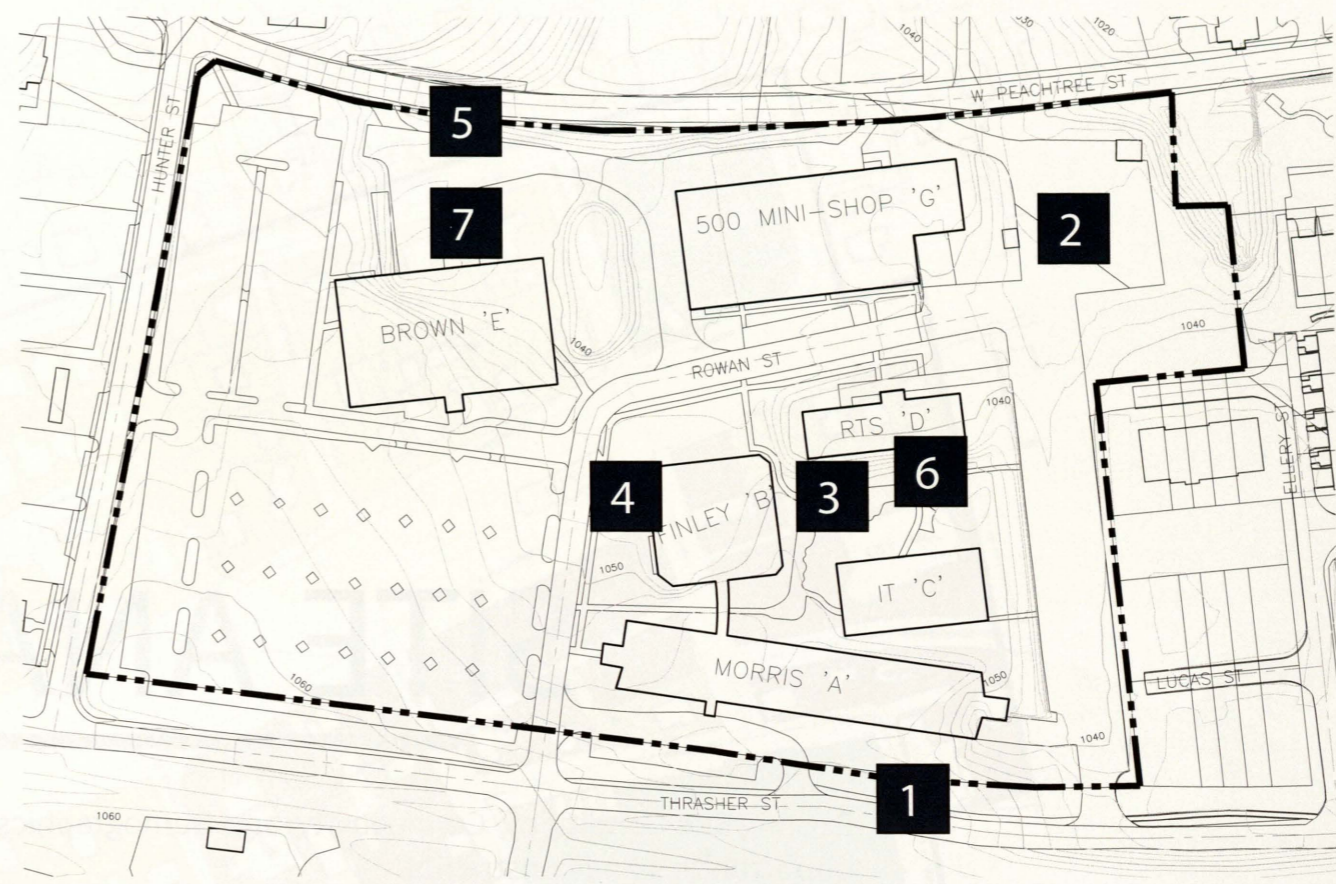
Data Source: Gwinnett County  
Tax Assessor's Office

## WESTROCK CAMPUS

The WestRock campus spans 12.51 acres. This map shows existing buildings with date of construction, building height, and square footage.



Key Map



Not to scale.



**SITE PHOTOS**

The photos are from our site visit to the city of Norcross and the WestRock campus. These pictures were taken while walking around WestRock and between buildings.

All photos by Kelly Bui.

# SITE ANALYSIS

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Existing Site Conditions, Connectivity, and Demographics of the area were studied to identify opportunities and constraints.



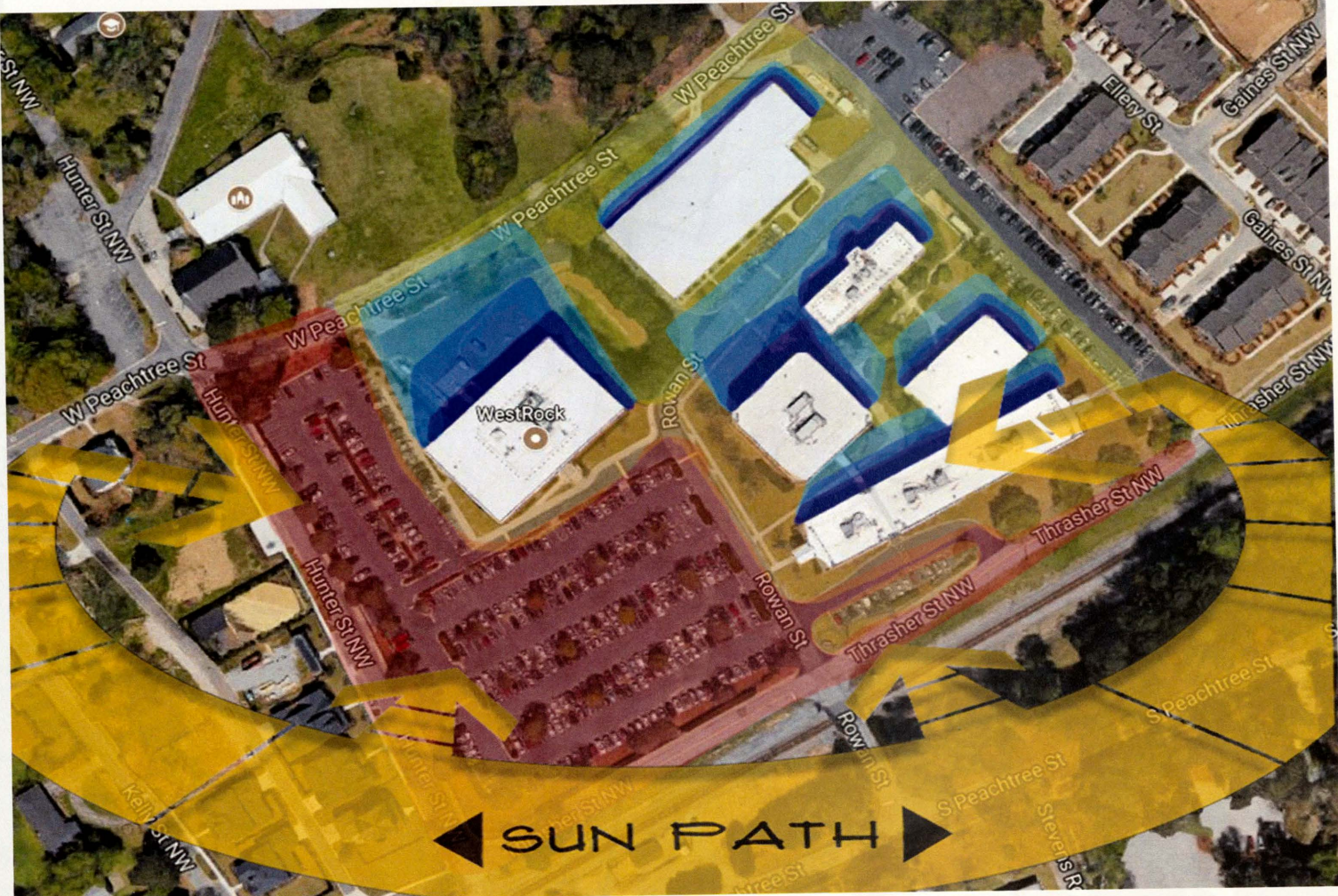
- Social, Institutional, or Infrastructure Related Activities
- Industrial Manufacturing and Waste Related Activities
- Residential Activities
- Shopping, Business, and Trade
- Leisure Activities

## EXISTING LAND USE

Not to scale.



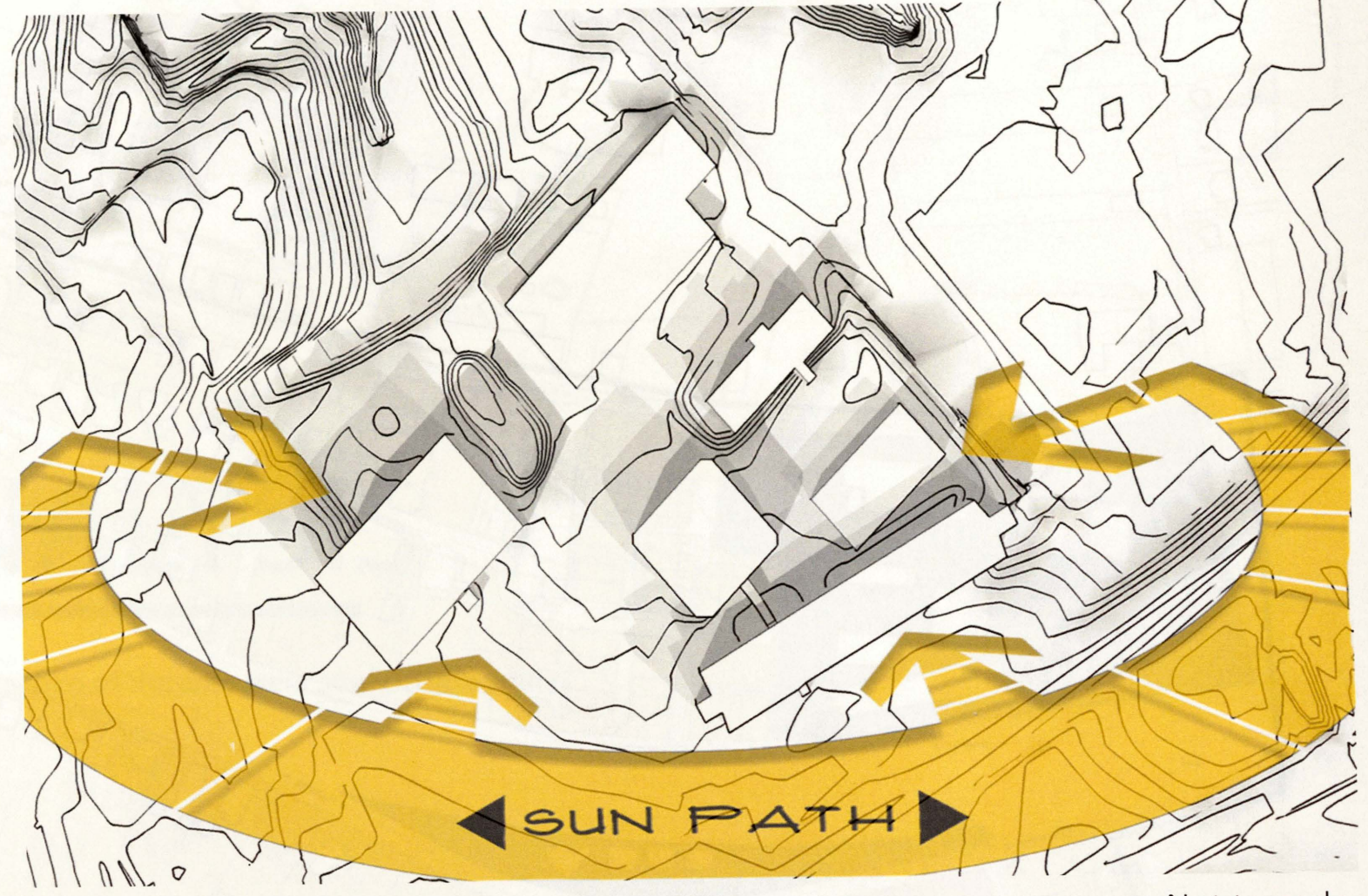
WestRock's campus serves as an anchor on one end of a pedestrian friendly corridor connecting residential spaces with the downtown commercial district.



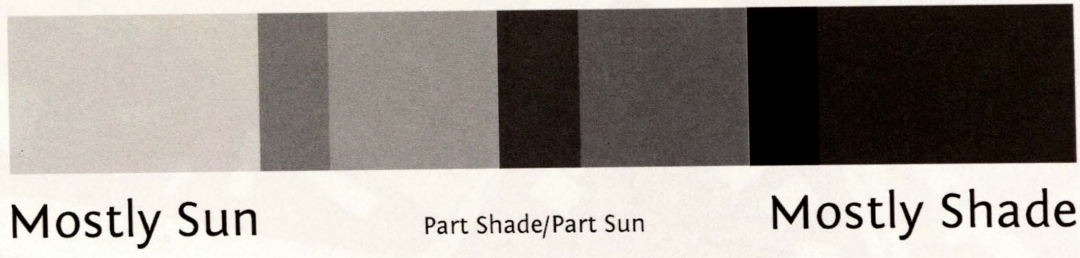
Not to scale.

- Shade Density**
- Heavy
  - Moderate
  - Light

- Microclimate Estimate**
- Cooler
  - Moderate
  - Warm



Not to scale.



## MICROCLIMATES

The microclimate map is a break down of the warmer/cooler areas around the existing buildings on the site.

## SUN VS. SHADE

The sun/shade analysis uses overlays of the sun paths throughout the year to create a composite of more and less shaded areas.



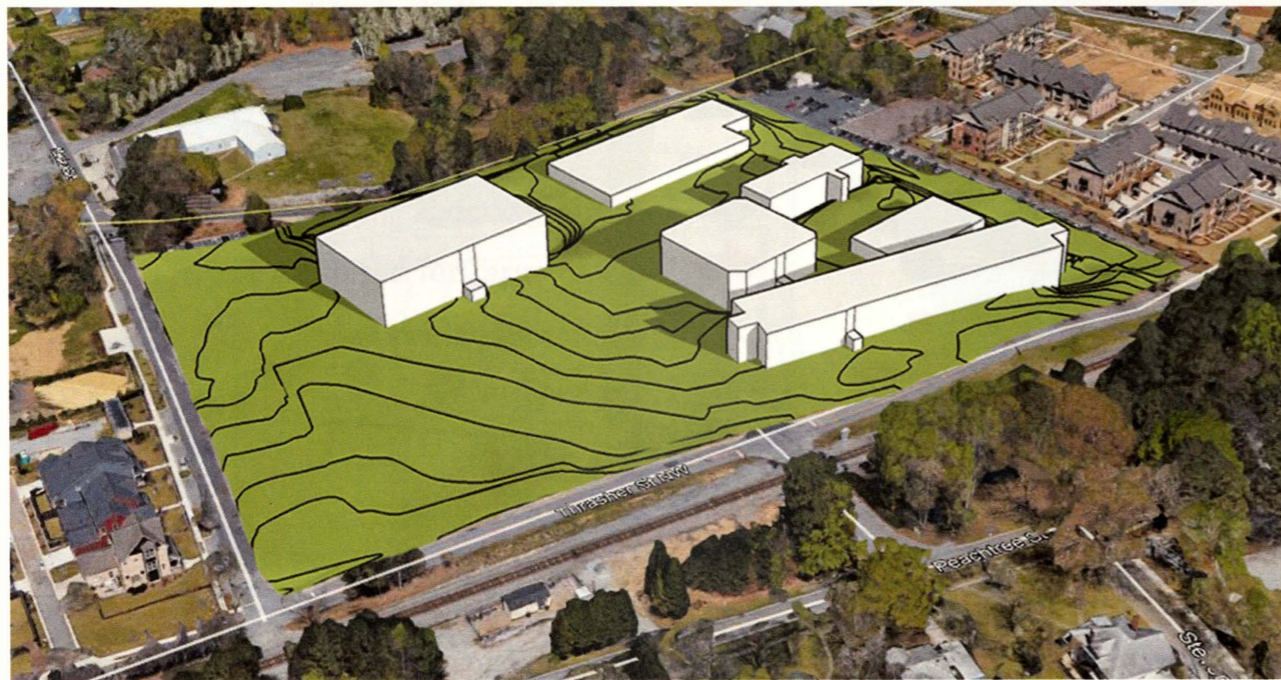
East Facing Topography

Not to scale.



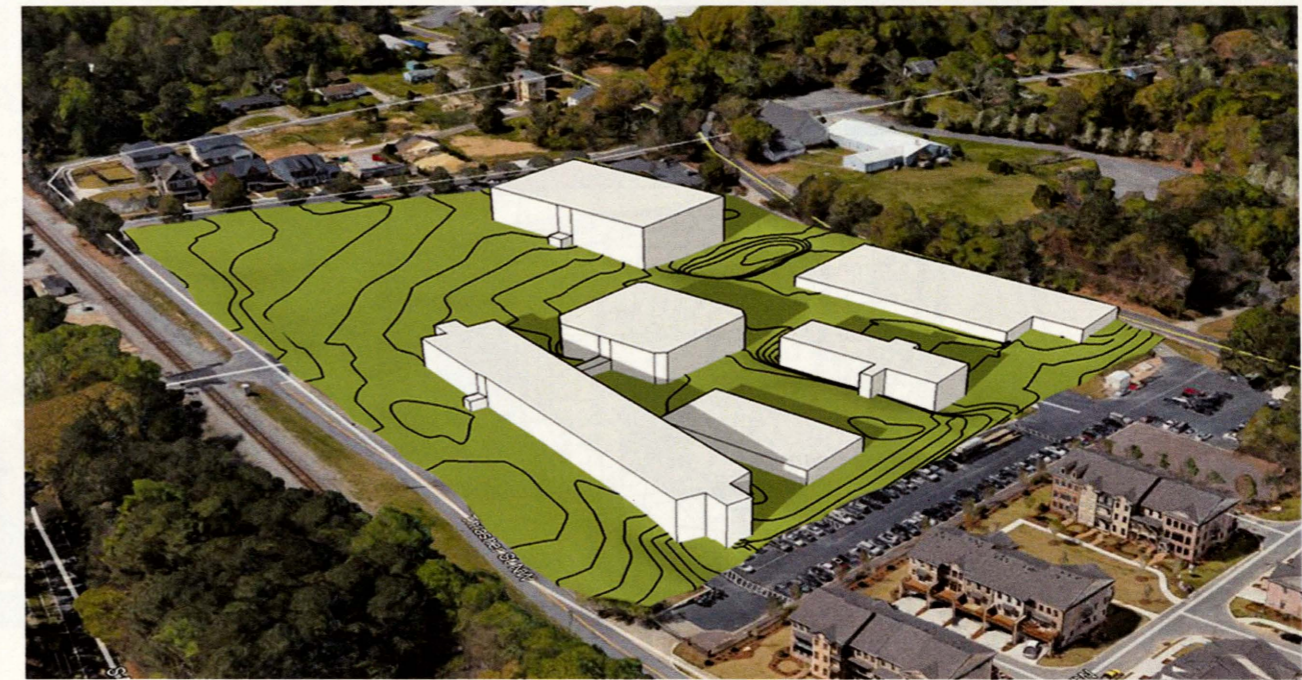
South Facing Topography

Not to scale.



North Facing Topography

Not to scale.

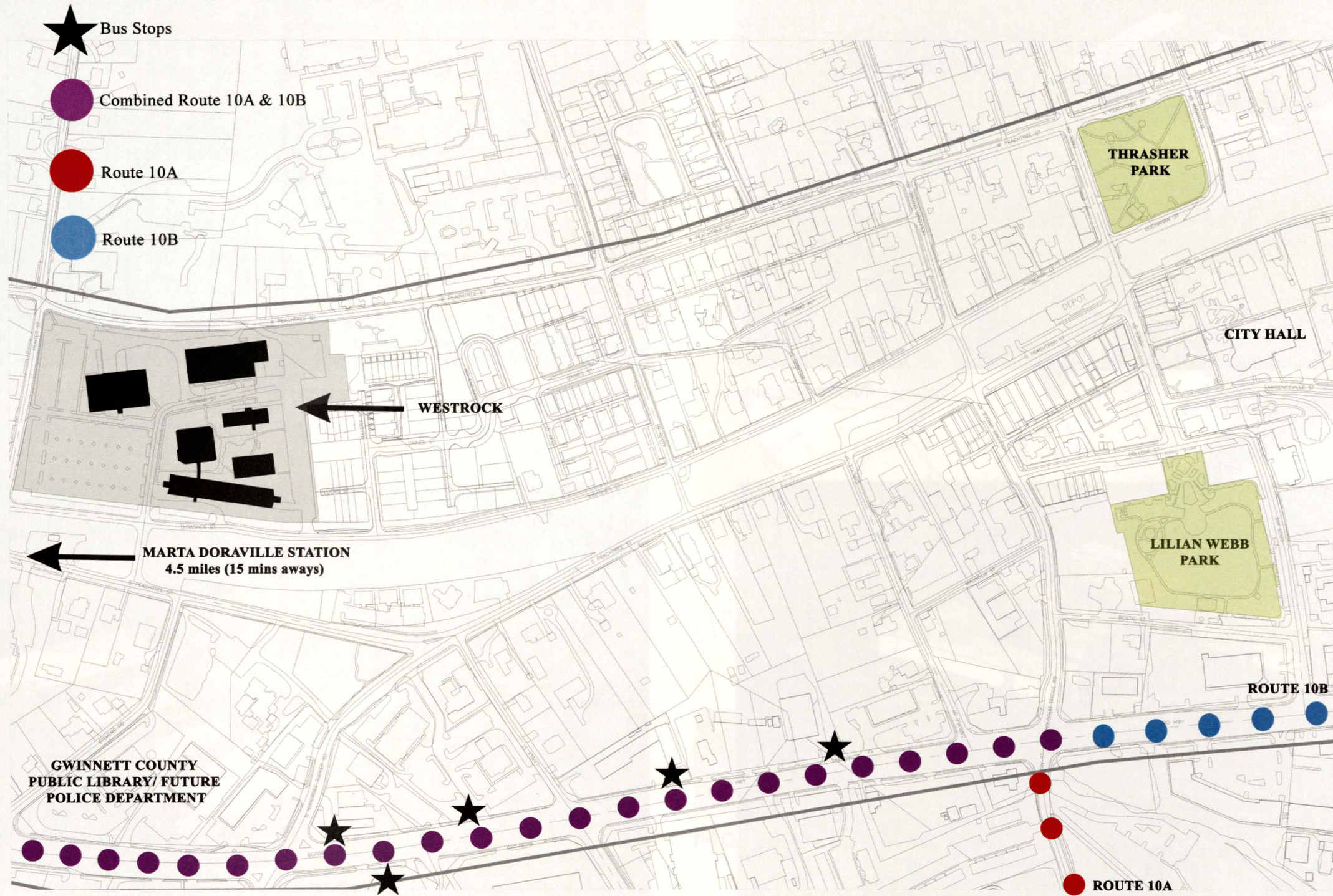


West Facing Topography

Not to scale.

# TOPOGRAPHY

The topography map was created to help better see the slope on the site. It also helps understand how water flows across the site.

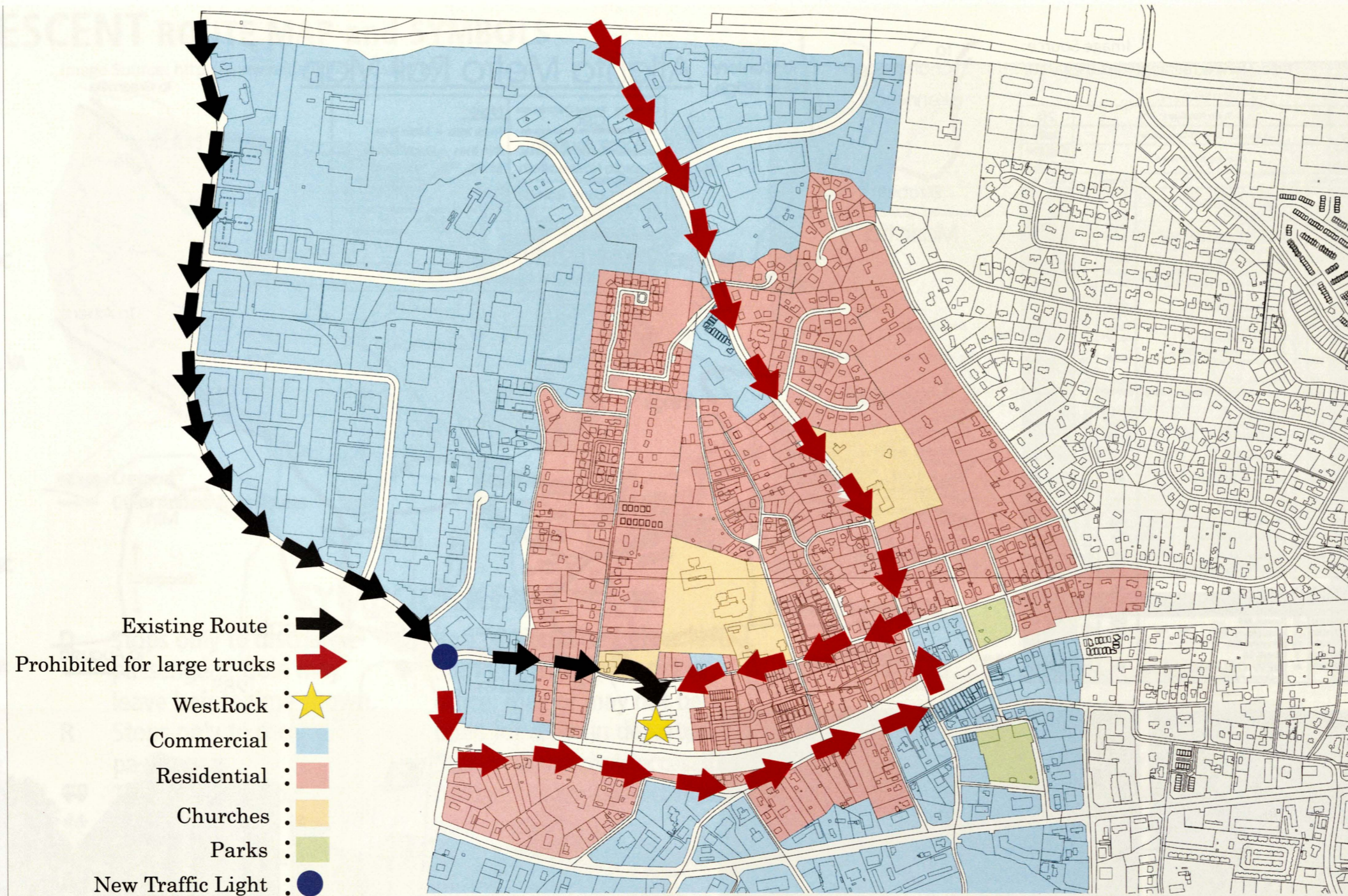


# PUBLIC TRANSPORTATION

Not to scale.



Included in the Mass Transit analysis are existing bus routes, bus stops, key locations, and the MARTA bus stop location. There are five bus routes in the surrounding area-- 10A, 10B, 20, 30, and 35. Pictured are routes 10A and 10B, the only routes within our target area. Currently, there are no transit stops at or around the site.

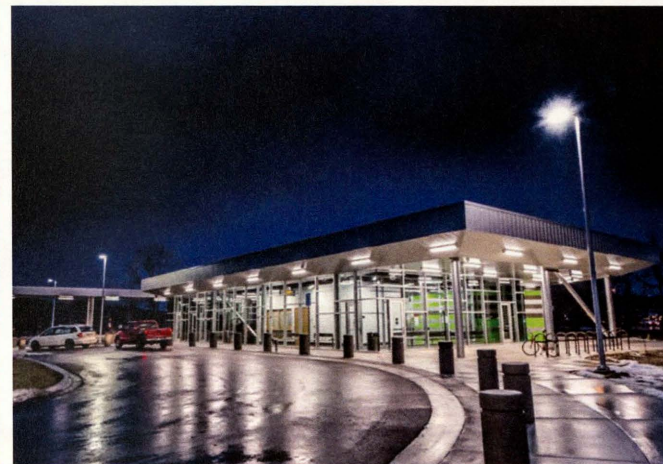
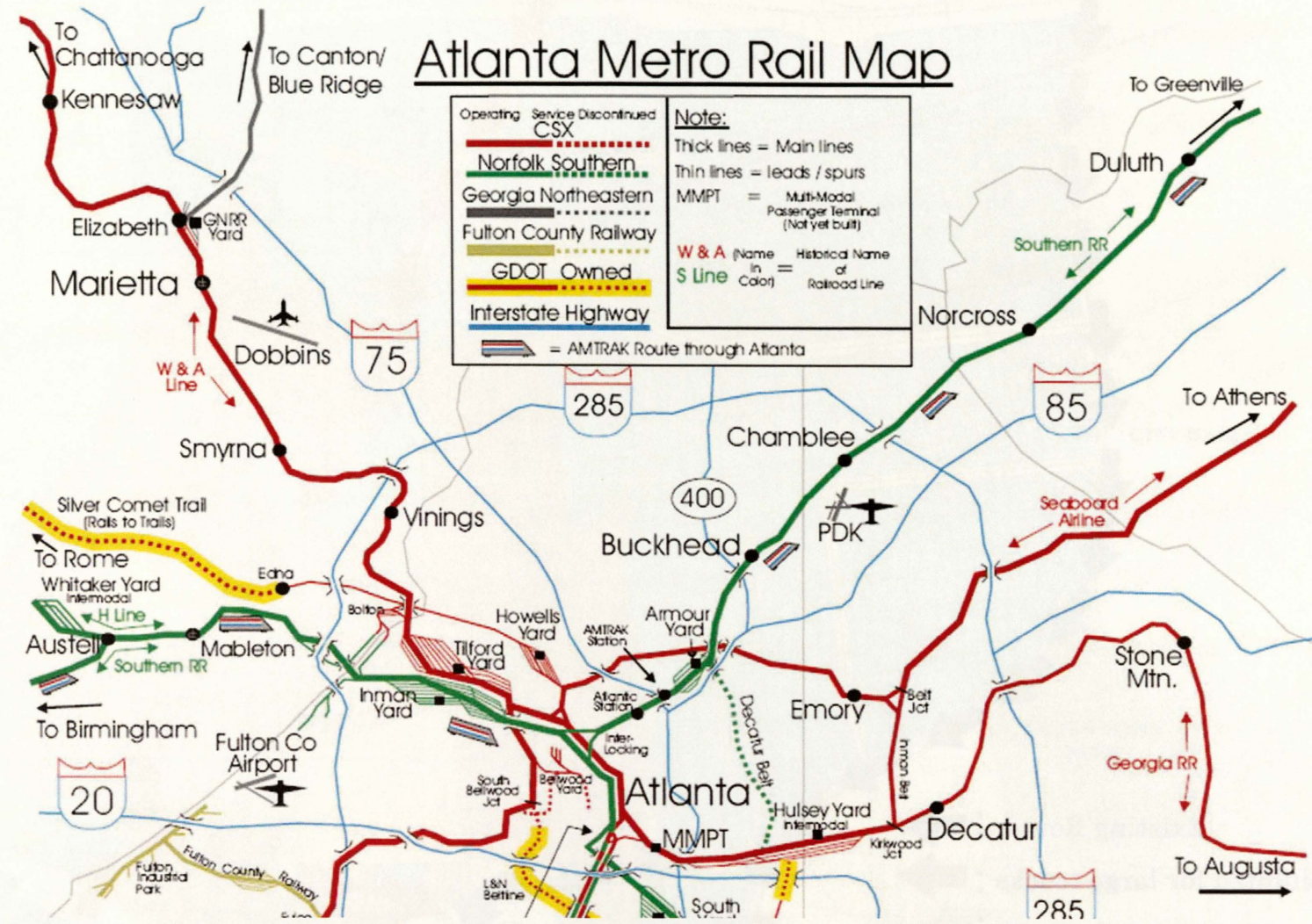


## SITE ACCESS

The site access analysis shows how delivery and service vehicles arrive at WestRock. Large vehicles are not allowed on Holcomb Bridge Rd south of Atlantic Blvd. The majority of Holcomb Bridge Rd is a residential area and if large vehicles are brought through, the road will become dangerous and disturb the residential areas. There will no longer be a left turn available from Jimmy Carter Blvd onto South Peachtree St. The most efficient way of getting large vehicles to WestRock would be the existing route shown above. Widening the roads can make it easier and safer for drivers and pedestrians. The blue dot shows a proposed traffic light on Jimmy Carter Blvd and West Peachtree St, allowing traffic to flow more safely.

Image Source:  
<http://www.railfanguides.us/ga/at/>

19		Train Number		20	
Daily		Normal Days of Operation		Daily	
On Board Service					
Read Down	Mile	Symbol	Ar	Read Up	Mile
Ar	0	●	Ar	Ar	0
Ar	10	●	Ar	Ar	10
Ar	58	●	Ar	Ar	58
Ar	91	●	Ar	Ar	91
Ar	116	●	Ar	Ar	116
Ar	185	●	Ar	Ar	185
Ar	225	●	Ar	Ar	225
Ar	233	●	Ar	Ar	233
Ar	258	●	Ar	Ar	258
Ar	293	●	Ar	Ar	293
Ar	337	●	Ar	Ar	337
Ar	308	●	Ar	Ar	308
Ar	461	●	Ar	Ar	461
Ar	512	●	Ar	Ar	512
Ar	524	●	Ar	Ar	524
Ar	559	●	Ar	Ar	559
Ar	601	●	Ar	Ar	601
Ar	623	●	Ar	Ar	623
Ar	678	●	Ar	Ar	678
Ar	709	●	Ar	Ar	709
Ar	739	●	Ar	Ar	739
Ar	773	●	Ar	Ar	773
Ar	810	●	Ar	Ar	810
Ar	859	●	Ar	Ar	859
Ar	959	●	Ar	Ar	959
Ar	1023	●	Ar	Ar	1023
Ar	1078	●	Ar	Ar	1078
Ar	1175	●	Ar	Ar	1175
Ar	1231	●	Ar	Ar	1231
Ar	1260	●	Ar	Ar	1260
Ar	1324	●	Ar	Ar	1324
Ar	1342	●	Ar	Ar	1342
Ar	1377	●	Ar	Ar	1377



**RAILROAD**

Photo source:  
<http://blog.amtrak.com/2016/12/new-amtrak-stations-shine/>

# CRESCENT ROUTE MAP and SYMBOLS

Image Source: <http://www.railfanguides.us/ga/at/>

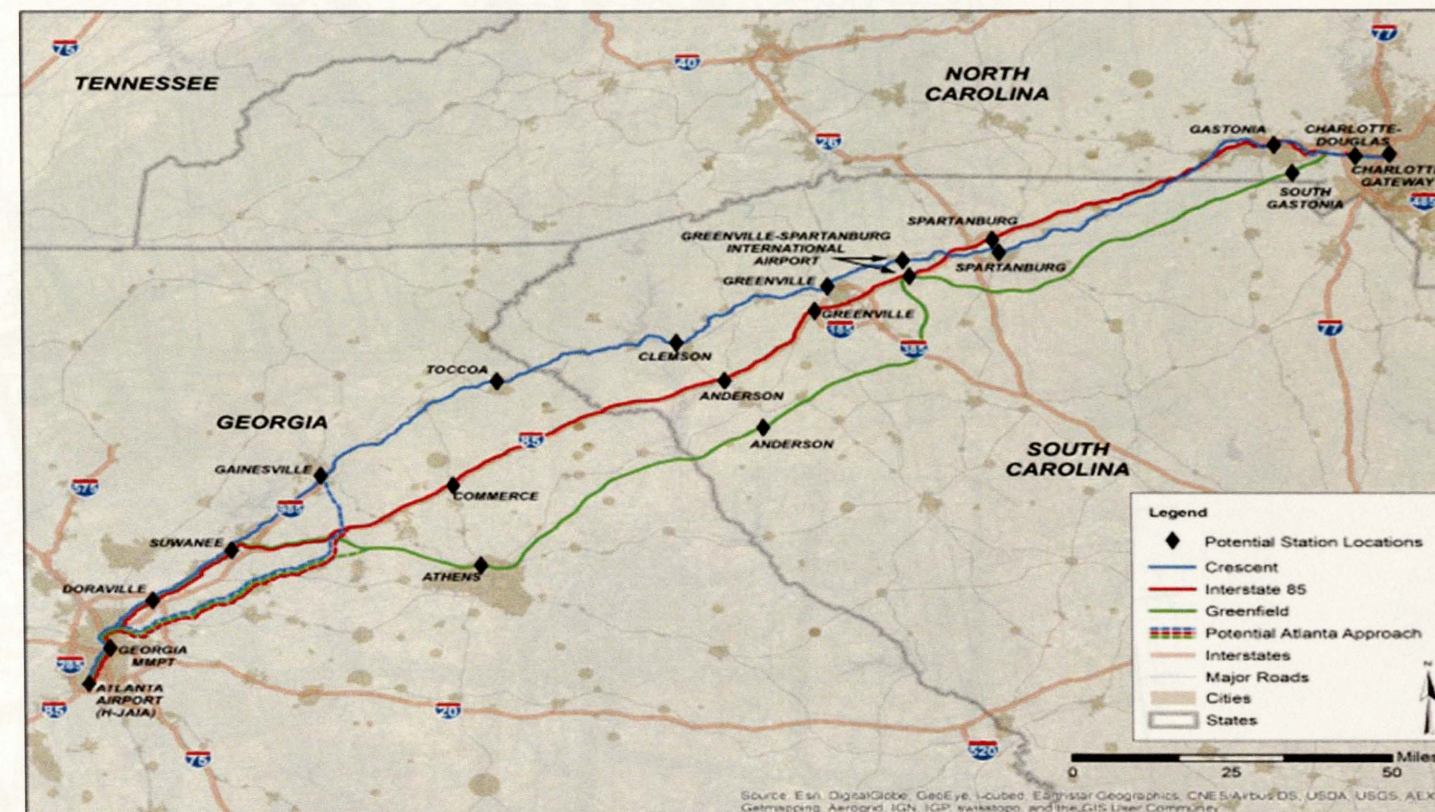
- New York, NY
- Newark, NJ
- Trenton, NJ
- Philadelphia, PA
- Wilmington, DE
- Baltimore, MD
- Washington, DC
- Alexandria, VA
- Manassas, VA
- Culpeper, VA
- Charlottesville, VA
- Lynchburg, VA
- Danville, VA
- Greensboro, NC
- High Point, NC
- Salisbury, NC
- Charlotte, NC
- Gastonia, NC
- Spartanburg, SC
- Greenville, SC
- Clemson, SC
- Toccoa, GA
- Gainesville, GA
- Atlanta, GA
- Anniston, AL
- Birmingham, AL
- Tuscaloosa, AL
- Meridian, MS
- Laurel, MS
- Hattiesburg, MS
- Picayune, MS
- Slidell, LA
- New Orleans, LA



— Crescent<sup>®</sup>  
— Other Amtrak Train Routes

## SYMBOLS KEY

- D** Stops only to discharge passengers; train may leave before time shown.
- R** Stops only to receive passengers.
- Thruway Bus stop
- Flag stop
- Quik-Trak self-serve ticketing kiosk
- Unstaffed station
- Host station. See below left.
- Staffed Station with ticket office; may or may not be open for all train departures.
- Station wheelchair accessible; no barriers between station and train.
- Station wheelchair accessible; not all station facilities accessible.



## Project Schedule

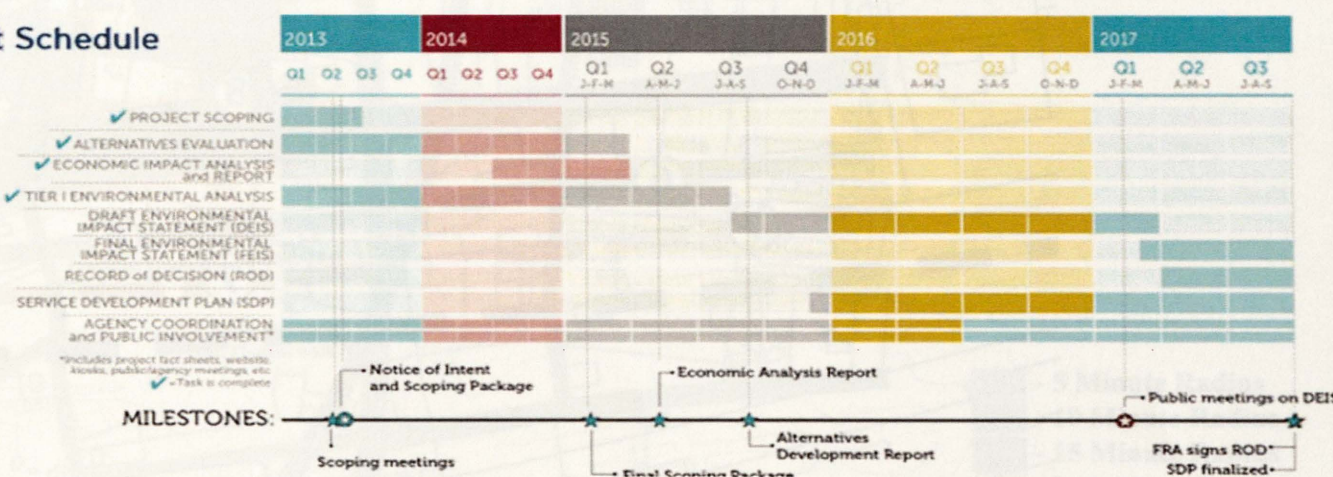
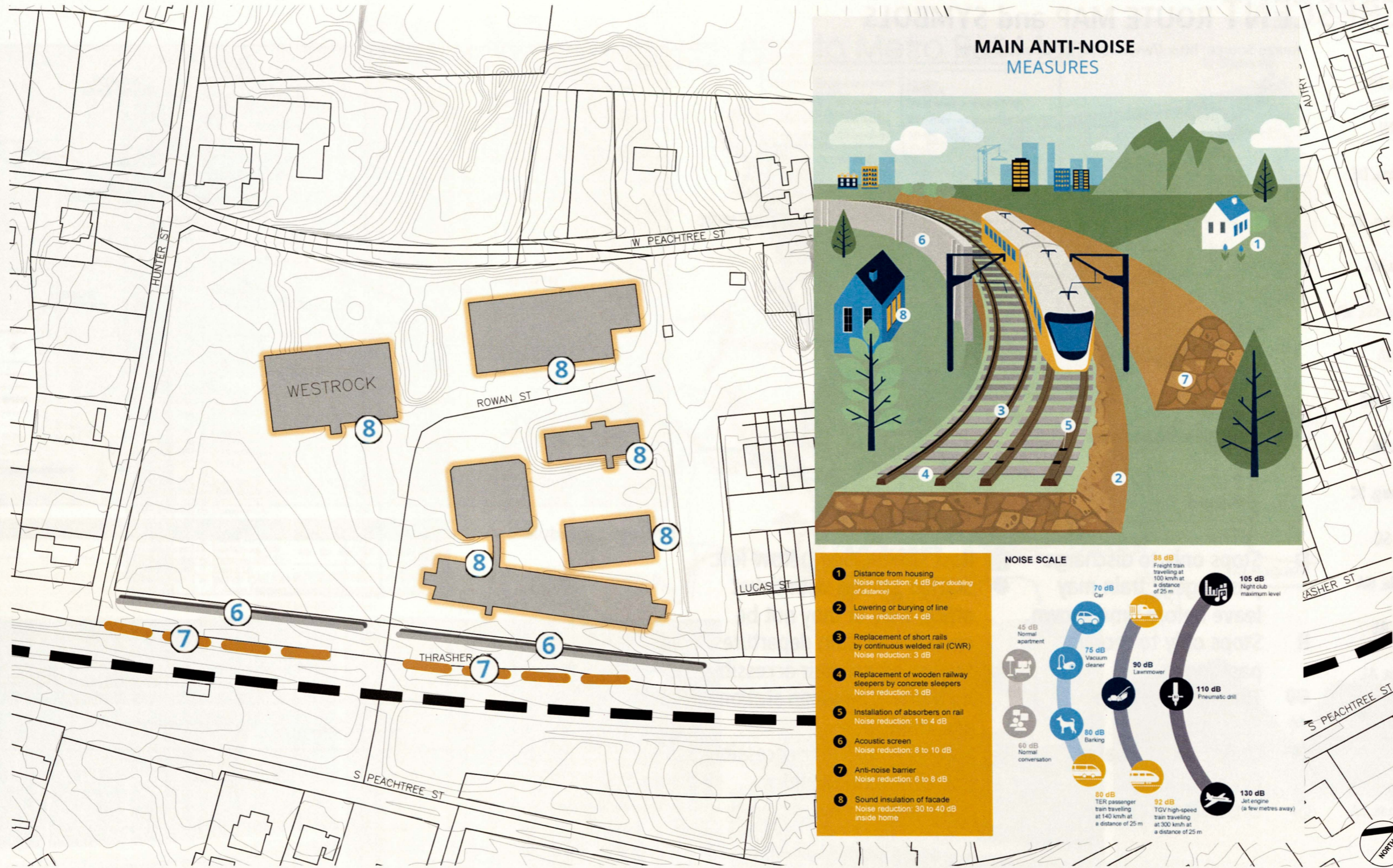


Image Source:

<http://www.dot.ga.gov/InvestSmart/Rail/Documents/Atl-Char/FactSheet-Oct262015.pdf>

## RAILROAD

The Crescent Rail Line is an existing railway passing through the city of Norcross, Georgia and in front of the campus of WestRock. This railway consists of an Amtrak passenger service and the Norfolk Southern freight line. The Amtrak route extends from New York at the northernmost point to New Orleans at the southernmost point. While the route passes through Norcross, GA, the closest commuter access is either Atlanta, GA or Gainesville, GA. New development along this line could lead to a commuter station being placed in the city of Norcross to provide easier access to the city of Atlanta.

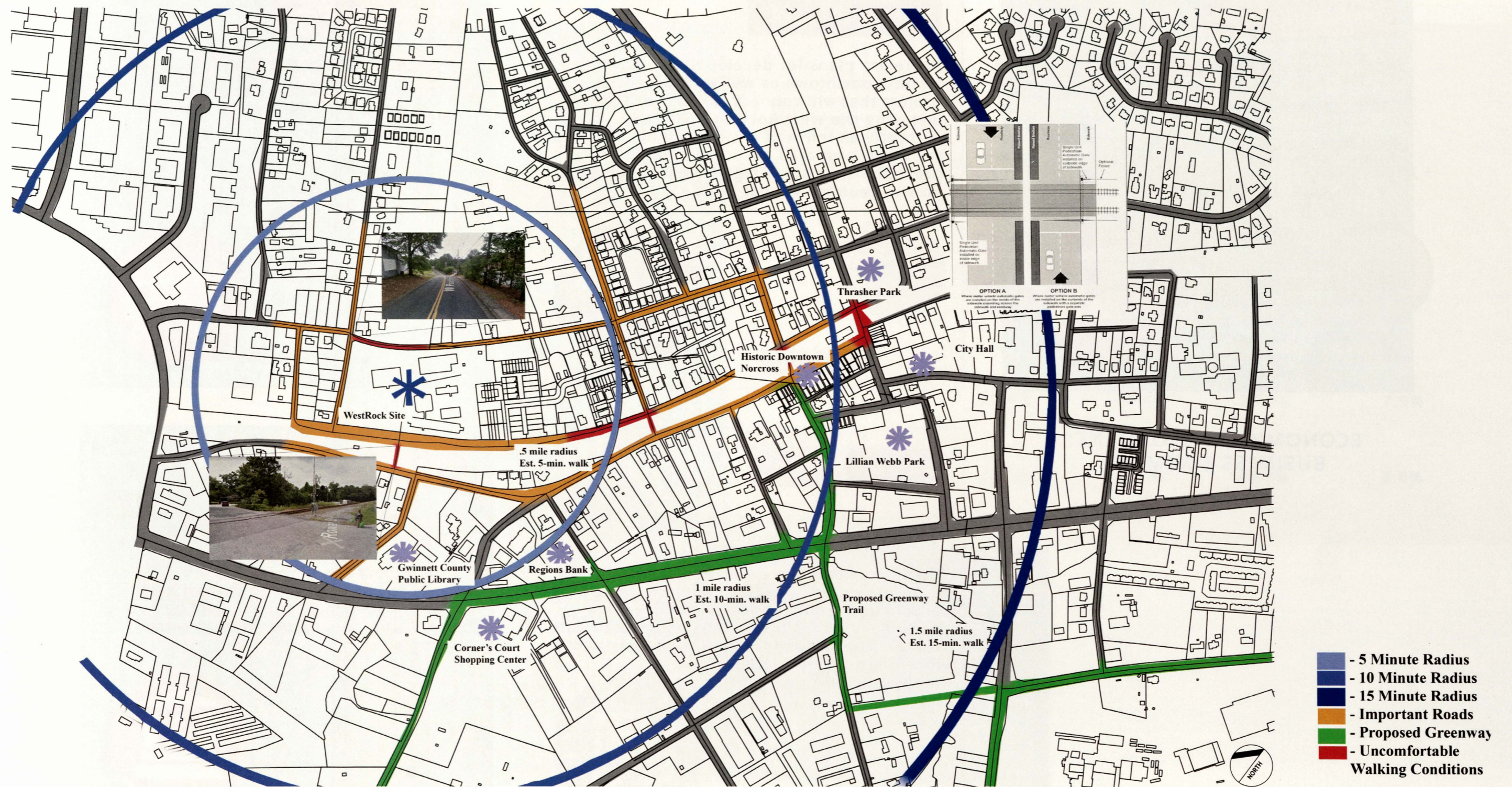


Not to scale.

# RAILROAD

Image Source: <https://www.sncf-reseau.fr/en/about/sustainable-development/environment/noise-reduction>

The railroad along Thrasher Street can pose a noise problem for future businesses on the WestRock site. This graphic presents multiple solutions for reducing the noise levels. The diagram shows where certain solutions can be implemented.



## PEDESTRIAN CIRCULATION

This graphic denotes the primary paths taken by pedestrians around the WestRock site and the city of Norcross. Areas of poor conditions are highlighted in red and each blue-shaded ring indicates an additional 5-minute walking radius from the WestRock campus.

### SERVICE INDUSTRY

Hotels and Lodging make up 0.3% of 34%

Legal Services make up 1.3% of 34%

Education Institutions & Libraries make up 1.3% of 34%

- The service industry in Norcross is doing well overall, but some portions like lodging are very low. Currently most hotels are along I-85 and Peachtree Industrial, so it could bring business to the site to include some lodging on site due to its proximity to historic downtown.



### CONSTRUCTION

There are plans for development adjacent to historic downtown as well as a Greenway project that will connect all parts of town, including the West Rock site. There is currently an influx of residents moving into the downtown area based on population projections, so some higher density housing on site could solve that issue.



### RETAIL TRADE

Retail comprises 22.5% of all business in Norcross.

General Merchandising is 1.3% of 22.5%

Food stores make up 1.8% of 22.5%

- Retail as a whole does well in Norcross, but food, apparel, and merchandise stores are the lowest portion of retail, consuming less than 5% of the retail trade. To help balance out retail, the plans for West Rock could include a food market or some clothing shops.



## ECONOMIC DEVELOPMENT: BUSINESS SUMMARY

### FILM INDUSTRY

The film industry makes up less than 1% of the Norcross economy.

- With movie studio expansions nearby, there is an opportunity for someone to open a post production studio on the West Rock site because it currently contains a high tech data center. The state of Georgia is offering people incentives for development projects within the industry.



### FINANCIAL SECTOR

Comprised of banks, security brokers, insurance, and real estate.

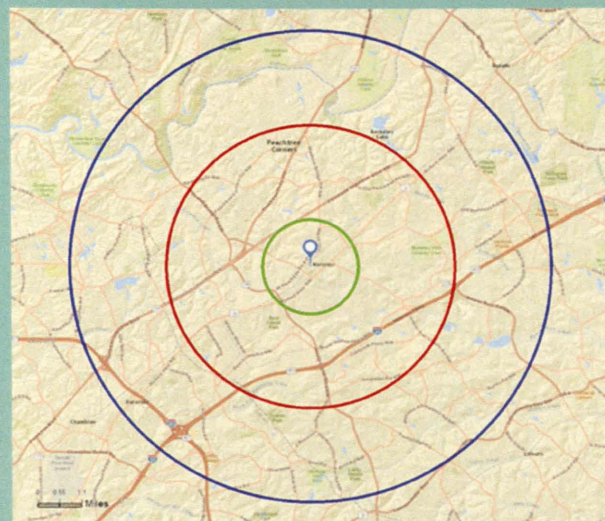
-With the growth in the projected population around the downtown area, more financial institutions could be helpful in servicing the greater, more diverse demographic.



## BUSINESS SUMMARY

The City of Norcross provided demographic data for the city based off of a 3, 5, and 10 minute driving radius from the historic downtown area of town. The data was used to assist in programming activities and development.

**AVERAGE INCOME MAP**



**2016**

3 MINUTE RADIUS - \$74,916  
5 MINUTE RADIUS - \$67,992  
10 MINUTE RADIUS - \$64,983

**2021**

3 MINUTE RADIUS - \$82,393  
5 MINUTE RADIUS - \$73,008  
10 MINUTE RADIUS - \$70,129

**HOUSEHOLD INCOME**

< \$15K    15K - 35K    35K - 75K    75K - 150K    150K - 200K +



**2016**

11.0%    23.4%    34.6%    23.0%    7.9%

**2021**

11.0%    22.2%    33.3%    24.8%    8.6%

**SUMMARY**

As seen from the Household Income data, the influx of residents moving closer to downtown Norcross correlates with the higher income of the residents because the housing market will be more competitive than it currently is. With that said, the development on the West Rock site should be designed to cater the income groups between 65k and 90k.

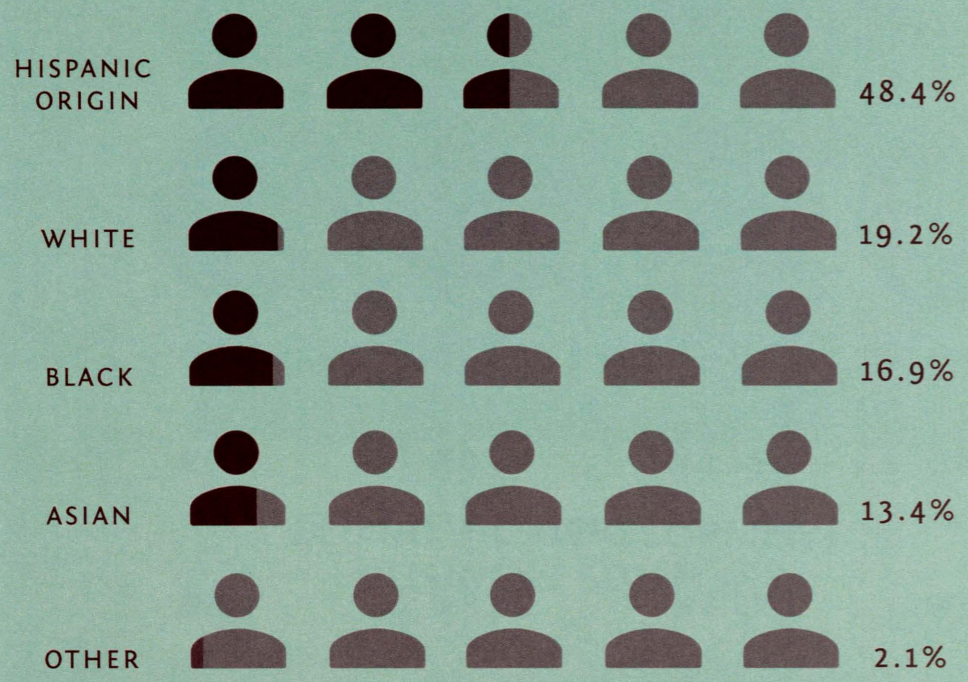
**HOUSEHOLD INCOME**

POPULATION - BY AGE AND RACE

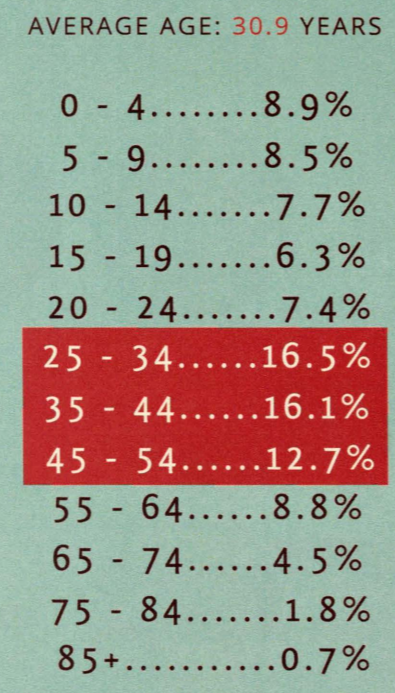
...the majority of the population were higher than average for Georgia.

### 2016 POPULATION

#### RACE

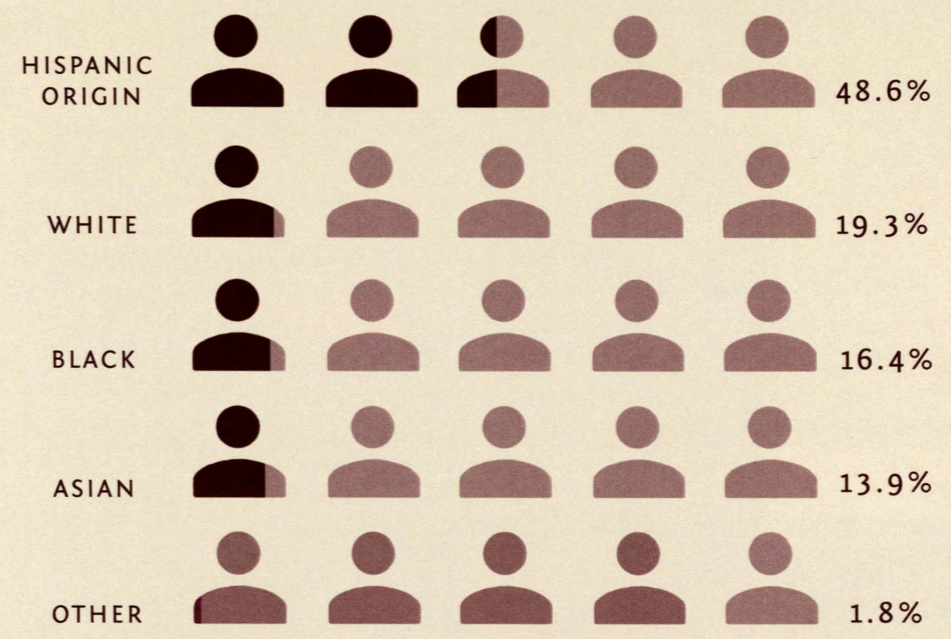


#### AGE

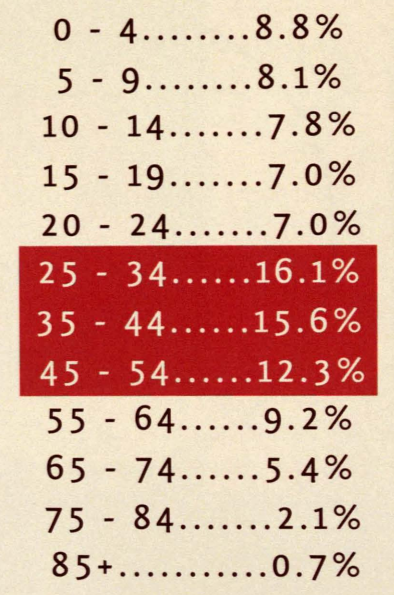


### 2021 POPULATION

#### RACE



#### AGE



### SUMMARY

Seen from the trends of the population data, the WestRock site should be developed to capture the existing white population as well as the largely growing Hispanic and African American groups between the ages 25-54 to capture all majority demographics on site.

## POPULATION - BY AGE AND RACE

HOUSEHOLD INCOME

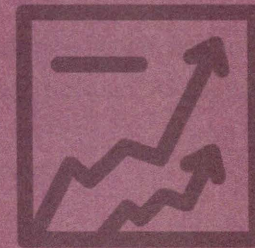
The City of Norcross provided demographic data for the WestRock site. The data was collected from the 2010 Census and the 2019 American Community Survey. The data was analyzed and presented in this report. The activities and development of the site are subject to change based on market conditions and other factors.

LIBERTY CENTER

PROS

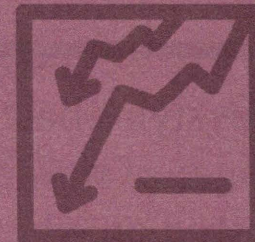
CONS

# EDUCATION IN THE WORK FORCE



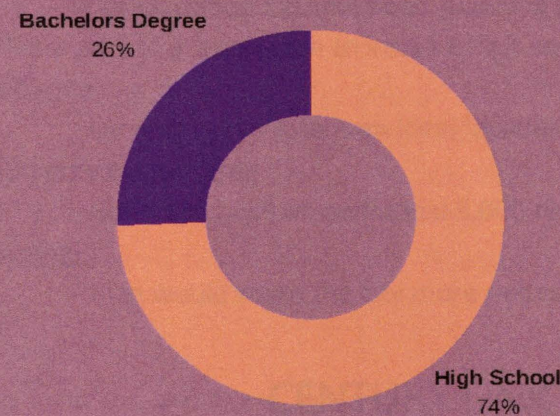
## PDR STRENGTHS

Compared to other census places, Norcross, GA has an unusually high number of residents working in Construction & Extraction; Cleaning & Maintenance; and Material Moving.



## PDR WEAKNESSES

Norcross has a comparatively weak presence in Health Practitioners, Healthcare Support, and Life, Physical, and health Sciences.



16.5K

More than 16,547 people are in Norcross on any given business day. That's a lot of people for such a small town.

82%



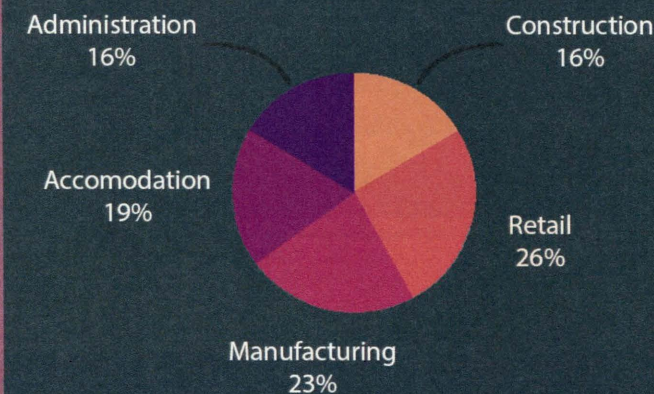
Norcross' Population has grown from 9,000 to 16,000 from 2010 to 2015 - an 82% Increase

\$94K

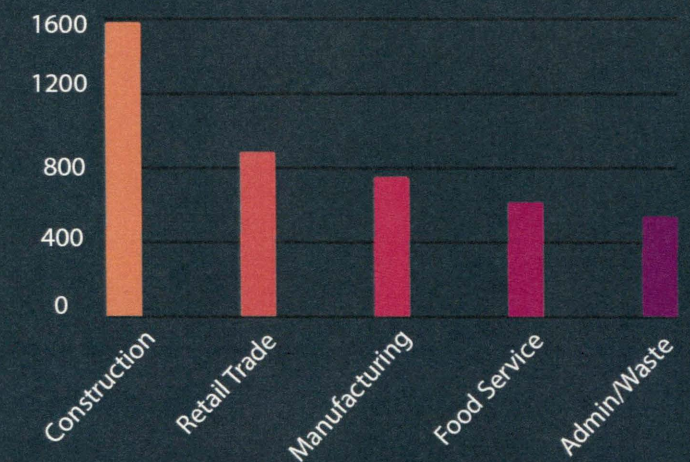


The average annual income for those who live in Downtown Norcross is \$94,000.

## WHAT'S THERE? WHAT'S GROWING?



Business Growth - Norcross, Ga



Employment Distribution Within a 10 Mile Radius of Norcross

## PDR INDUSTRIES

PDR stands for Production, Distribution and Repair. We found that jobs in manufacturing, materials handling, maintenance, and extraction were higher than average for Georgia.

# CASE STUDIES

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To gain a better understanding of what design styles best suited Norcross, a precedent study was conducted. Sixteen images of mixed-use buildings were displayed at a town meeting and residents voted on which they believed could be built in Norcross.

## LIBERTY CENTER

LIBERTY TOWNSHIP, OHIO

### Project Description

- The town center combines 100 acres of mixed use residential, office, and small business space
  - Integrates relationships between local businesses, people, and space
- Apartments in the development are high end
- Most of the design caters to the younger millennial demographic



"Liberty Center | Premier Town Center | Liberty Township, OH." Liberty Town Center, [www.liberty-center.com/](http://www.liberty-center.com/).

### PROS

- Brick paving
- Mixed Use
- Water feature

### CONS

## DIRIDON STATION PLAN

SAN JOSE, CALIFORNIA

### Project Description

- The City of San Jose received funding for the Diridon Station Area as part of the Metropolitan Transportation Commission's planning grant program
- This is part of a larger plan to install a high speed rail system to link Northern and Southern California
  - Diridon in San Jose is an ideal location to be a transportation hub.
- 250 acre project area
  - Goal is to build an additional 3,000 housing units with 15% of them offered as affordable housing
  - Plan would make the city more pedestrian and bike friendly



"San Jose Diridon Station Area Plan." GreatCommunities.org, [www.greatcommunities.org/san-jose-diridon-station-area-plan](http://www.greatcommunities.org/san-jose-diridon-station-area-plan).

- Incorporates transportation

## CENTURY LINK TECHNOLOGY CENTER

MONROE, LOUISIANA

### Project Description

- Create a corporate campus that employees could feel like they can 'work anywhere'
  - This was due to the company's growth- needed to expand
  - This new building had to have a connection with the existing head quarters building
- The goal is constructing the campus was to also preserve the old pecan grove along the adjacent bayou
  - Situated on 77 acres next to Black Bayou Lake National Wildlife Refuge



"Technology Center of Excellence." Moody Nolan, [moodynolan.com/portfolio/technology-center-of-excellence/](http://moodynolan.com/portfolio/technology-center-of-excellence/).

- The green spaces are nice
- Liked that it was surrounded by nature

- " Looks like a hospital next to a stadium
- Disjointed
- The buildings don't read as one

## CITY POINT BROOKLYN

NEW YORK, NEW YORK

### Project Description

- Located in Downtown Brooklyn, off the Manhattan Bridge
  - The DeKalb Avenue subway station is nearby
- Embraces the ideals of being "BRKLYN BORN"
- Close to the DeKalb Market
  - Has a variety of retail stores, rentable studio spaces, and opportunities for smaller businesses
- More upscale luxury apartments



"City Point ." City Point Brooklyn, [citypointbrooklyn.com/visit](http://citypointbrooklyn.com/visit)

### PROS

- Ultra modern look is trendy

### CONS

- Don't like the advertising
- Way too modern

## BROOKLYN DEVELOPMENT

JACKSONVILLE, FLORIDA

### Project Description

- Historic downtown neighborhood in Florida and it is being redeveloped into a mixed community
  - 600 new apartments, 76,000 square feet of retail space, and a public or private park
- Close to St. John's River and Riverside Avenue waterfront amenities
- Cater to being pedestrian friendly with urban convenience.



"Brooklyn Neighborhood Redevelopment." ETM, Inc., [www.etm-inc.com/portfolio/brooklyn-neighborhood-redevelopment/](http://www.etm-inc.com/portfolio/brooklyn-neighborhood-redevelopment/)

- Mixed use
- Has a gym, pool, club

- Lighting fixtures
- Good character
- Old growth rates

## ROLLING MILL HILL

NASHVILLE, TENNESSEE

### Project Description

- Rolling Mill Hill is the former site of the Metro General Hospital and government's "Trolley Barns"
  - To preserve the history a couple of buildings were built with the original hospital structure
  - Smokestacks are kept/preserved
  - Trolley car barns have been converted into office and commercial space
- Vision is to be a mixed-use, mixed income neighborhood
- A majority of the apartments are oriented to give a view of Nashville
  - Nance Place is the 1st multi-family project in Nashville to achieve platinum
- LEED certification



"Rolling Mill Hill." Metropolitan Development and Housing Agency, [www.nashville-mdha.org/rolling-mill-hill/](http://www.nashville-mdha.org/rolling-mill-hill/)

- Might accommodate a young/ professional demographic
- Height limit

- Feels low end
- Too much mixed-used already

## CAPITOL RIVERFRONT

WASHINGTON, D.C.

### Project Description

- Fast growing mixed use neighborhood where urban living mixes with history, parks, and congress.
  - 500 acre neighborhood between I-95 and the Anacostia River
  - Current focus is to double housing inventory by 2018
- Spaces are pedestrian friendly with a focus on making nature a focal point to get residents outside
  - Easy access to Metro's: green, orange, blue, and silver lines
- 6.2 million square feet of private office space
  - Most located 5 blocks south from the Capitol
  - Access to I-295 and I-395, in addition to the Metrorail's green line



"About Capitol Riverfront, Washington DC." Capitol Riverfront, [www.capitolriverfront.org/about](http://www.capitolriverfront.org/about).

### PROS

- Wish we were there
- Pedestrian bridge
- Open space
- Water!
- High energy
- People using the space
- Connectivity
- Uncomplicated design
- Lighting

### CONS

## MOUNT RANIER MIXED USE TOWN CENTER

MOUNT RANIER, MARYLAND

### Project Description

- Reinvest & redevelop the older commercial areas within the City of Mount Rainier
  - Historic streetcar neighborhood
  - Project boundary was along the Rhode Island Avenue Corridor (Total of 11.46 acres)
- 3 district areas were used as focal points:
  - 34th Street- 'Neighborhood Main Street'
  - Rhode Island Avenue- 'Boulevard/Gateway'
  - The Civic Core- 'The City Center'
- Facades of historic buildings were restored
  - Some functioned as store/restaurants



"Mount Rainier Mixed-Use Town Center Development Plan." CNU 23, 3 Mar. 2012, [cnu.civicactions.net/resources/projects/mount-rainier-mixed-use-town-center-development-plan-2012](http://cnu.civicactions.net/resources/projects/mount-rainier-mixed-use-town-center-development-plan-2012).

- Lighting fixtures
- Good character
- Old growth rates

- Lighting fixtures
- Good character
- Old growth rates

## SEAPORT SQUARE

BOSTON, MASSACHUSETTS

### Project Description

- Project is still under review
  - Plan is to take 23 acres of undeveloped land in the Seaport
- District of south Boston
- Will be a mix use development that will be modernized and integrated with green space
  - Within walking distance to the financial district, airport, and direct access to public transportation



"Liberty Center | Premier Town Center | Liberty Township, OH." Liberty Town Center, [www.liberty-center.com/](http://www.liberty-center.com/).

- Mix of brick and glass
- Tech feel
- Can work, live, and play
- Vegetated roof, elevated

- No historic character

# NOTES

## PUBLIC MEETING

### GENERAL NOTES

- Need better schools
- Possibly a charter school
- More engagement in schools
- Permeable pavement
- Trolley Car
- Potential for film industry to come in
- Need a hotel
- Need a cricket team
- Address growing Norcross vs. Historic Norcross
- Keep what they love
- What will benefit the city as far as taxes?
- Might need another West Rock sized business to fill the need
- 65% Commercial
- Safety is a priority, very successful
- Transition West Rock to downtown
- Green space connects communities on both sides of the highway
- Elevate or sink railroad
- 38 trains/day
- Grab onto the history
- Buford highway divides

- International
- Economic and ethnic divide
- Parking deck?
- African American history
- Need a Boutique Hotel
- "No we don't"
- Need more services
- No chain retail/restaurants

### POTENTIAL FUTURE SITE USES

- Corporate headquarters
- New School for the city
  - Film studio
  - Small business incubator
  - Boutique Hotel

### WANTS OF NORCROSS CITIZENS

- Bridge gap across Buford Highway
- Desire to bring more energy to the city
- Desire to attract future generations
- Mixed Use Development
- Greenspace connectivity

# NOTES

## WESTROCK PERSONNEL

### GENERAL NOTES

- Site was originally a tannery
- Rock-Tenn, a box manufacturer, moved company to Norcross from Chattanooga in 1950.
- With production mostly in US, Rock-Tenn merged in 2010 with Mead Westvaco Corporation, which had an established presence world wide, spurring global focus and growth.
- Although a Fortune 200 company, WestRock still enjoys the small-town feel.
- Engineers on site develop packaging, retail display stands, and other cardboard products for a wide variety of companies including Amazon, Coke, and Sweetwater Brewing.
- WestRock is the third largest recycler of products can be recycled 10-12 times over before structural strength deteriorates and virgin pulp is needed.
- WestRock currently employs 1,500 people in Norcross and over 44,000 world wide

- WestRock completes final phase of move March 18th. 2018 to North Park in Sandy Springs
- Our meeting took place in the Morris Building, which houses the company's execs, and specifically the largest conference room on the campus (they expressed desire for a bigger conference space and a more technologically versatile and adaptable space)
- Walls and columns in Morris prevented company from fully implementing the newest and latest technologies)

### WHY DID WESTROCK MOVE?

- They simply have outgrown the space
- Outdated campus and spaces prohibit them from growing with technology
- No public transit access
- Difficulty recruiting millennials



# INITIAL CONCEPTS

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We initially explored seven different development concepts: retail, charter school, mixed use, corporate campus, medical park, residential, and recreation. We chose these concepts after analyzing demographic data and our notes from meetings with community stakeholders. Each concept attempts to create a compatible relationship between the West Rock site and surrounding land uses. In addition, we also developed concepts for vehicular and pedestrian connectivity with downtown.

# RETAIL

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The concept for retail was created out of a need for more businesses in the downtown area of Norcross. The heavily residential neighborhood surrounding the site could benefit from nearby stores such as clothing stores, general merchandising, and food stores. We wanted to create a functional layout for vehicular traffic on site because circulation was a key necessity since the site is situated in an area with poor accessibility.

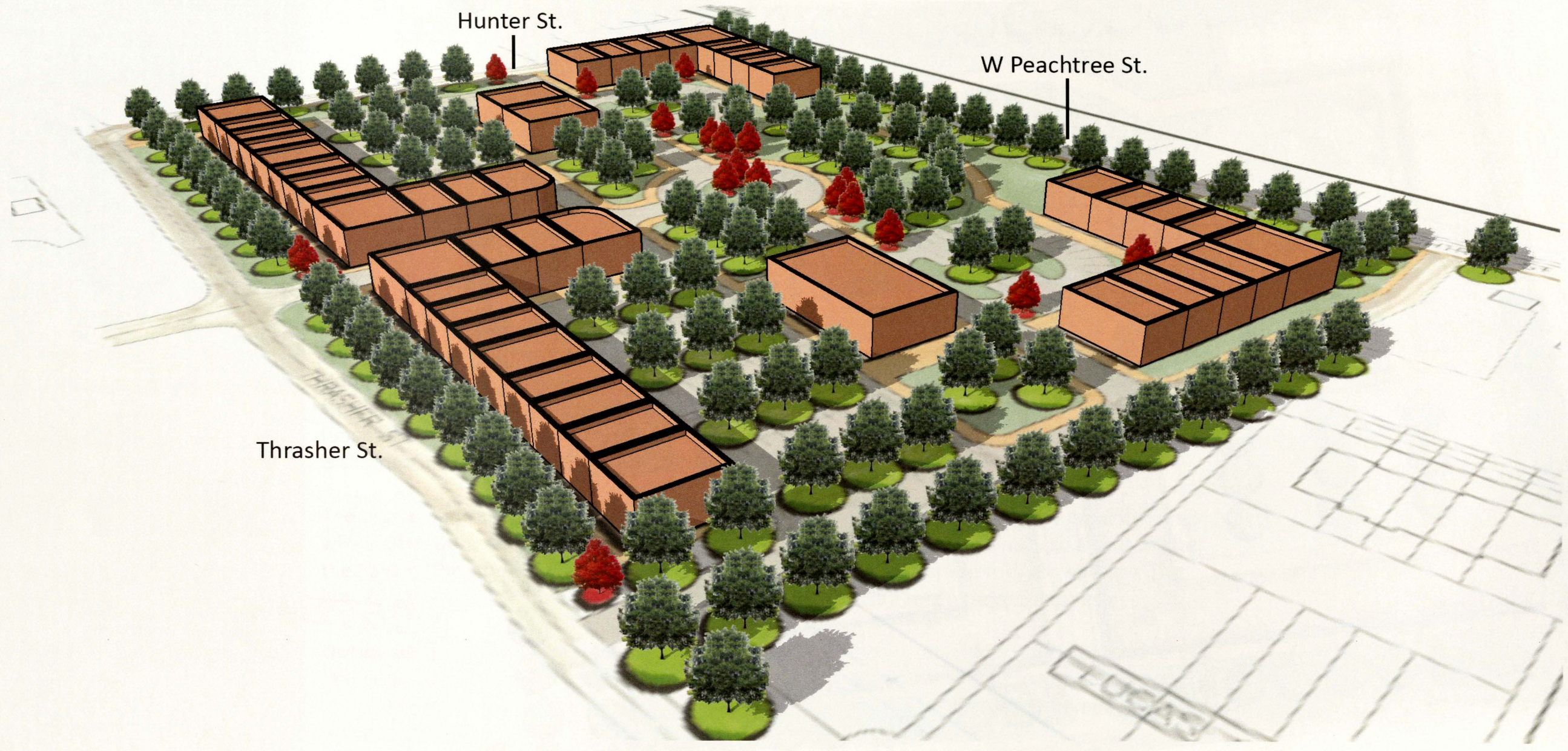
The primary entrance comes off Thrasher Street, between two rows of one story retail buildings which attempt to replicate the feel of downtown. Parking is provided internally so as not to litter the edge of the site with vehicular traffic in order to create a pedestrian friendly walkway. The interior also contains more retail and restaurants to attract and retain more customers.

Demographic data shows a need for more general merchandise, retail, food, and financial services. The retail concept provides space for these uses. Pedestrian scale buildings are oriented along the perimeter to mimic downtown Norcross. Parking is provided in the interior to reinforce a pedestrian scale.



RETAIL: PLAN VIEW

Not to scale. 



# PERSPECTIVE OF RETAIL CONCEPT

VIEW FROM THRASHER STREET



# PERSPECTIVE OF RETAIL CONCEPT

VIEW FROM WEST PEACHTREE STREET

# CHARTER SCHOOL

In the charter school design concept, the main focus was on the incorporation of green spaces. Two buildings close to Thrasher Street were saved and two 2-3 story buildings were added near the center of the site while the central street was removed. Two small storage sheds were added on either side of the site. The main feature is a large central courtyard with connected green spaces for use as outdoor classrooms and experiential learning. With a secondary arts and sciences charter school nearby, a high school arts and sciences charter school would be useful.

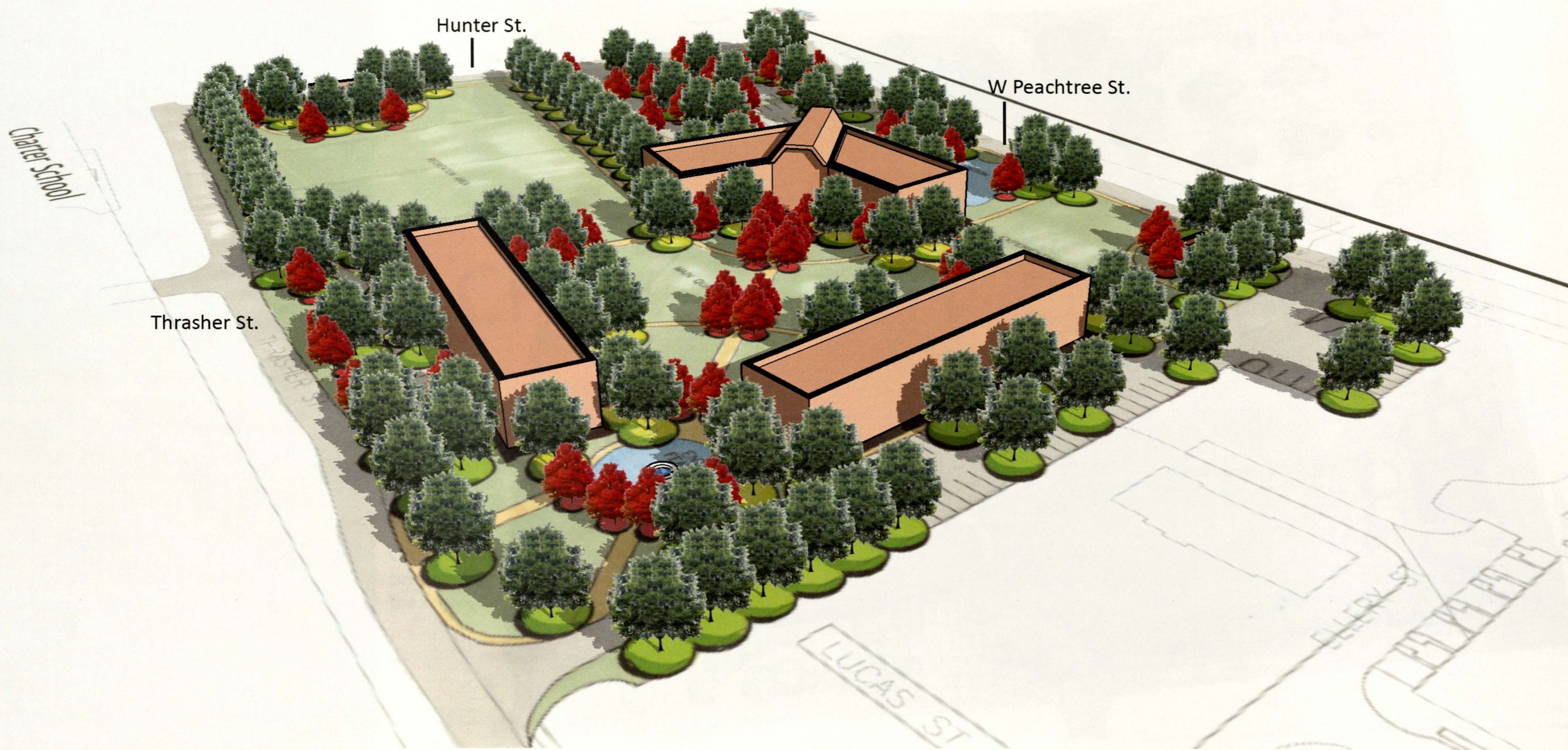
Circulation was important in the design, both within the site and the access from streets surrounding the site. People can enter the site through the bus lane, the parking lot at the front of the school, or the larger parking lot at the back of the school.



CHARTER SCHOOL: PLAN VIEW

Not to scale.





# PERSPECTIVE OF CHARTER SCHOOL CONCEPT

VIEW FROM THRASHER STREET



# PERSPECTIVE OF CHARTER SCHOOL CONCEPT


VIEW FROM WEST PEACHTREE STREET

# MIXED-USE

With the growing film industry in Georgia, Norcross has the potential to be a location for the development of a filming studio and post production studio. This offers the potential to tap into the touristy industry by opening the facilities to visitors. In order to accommodate the large quantities of people on site during films, the addition of a hotel would be suitable to meet those housing needs for both workers and residents.

The main access to the site is from Hunter Street which provides easy entrance to the hotel and parking deck that are kept separate from the rest of the studio facilities. The addition of a parking deck will aid in reducing the need for off site parking and be sufficient enough to handle the ebb and flow of visitors. With the need for 18 wheeler accessibility, West Peachtree Street at the back of the site provides the best access to deliver products needed by the studios and hotel.



Not to scale. 

# MIXED-USE: PLAN VIEW

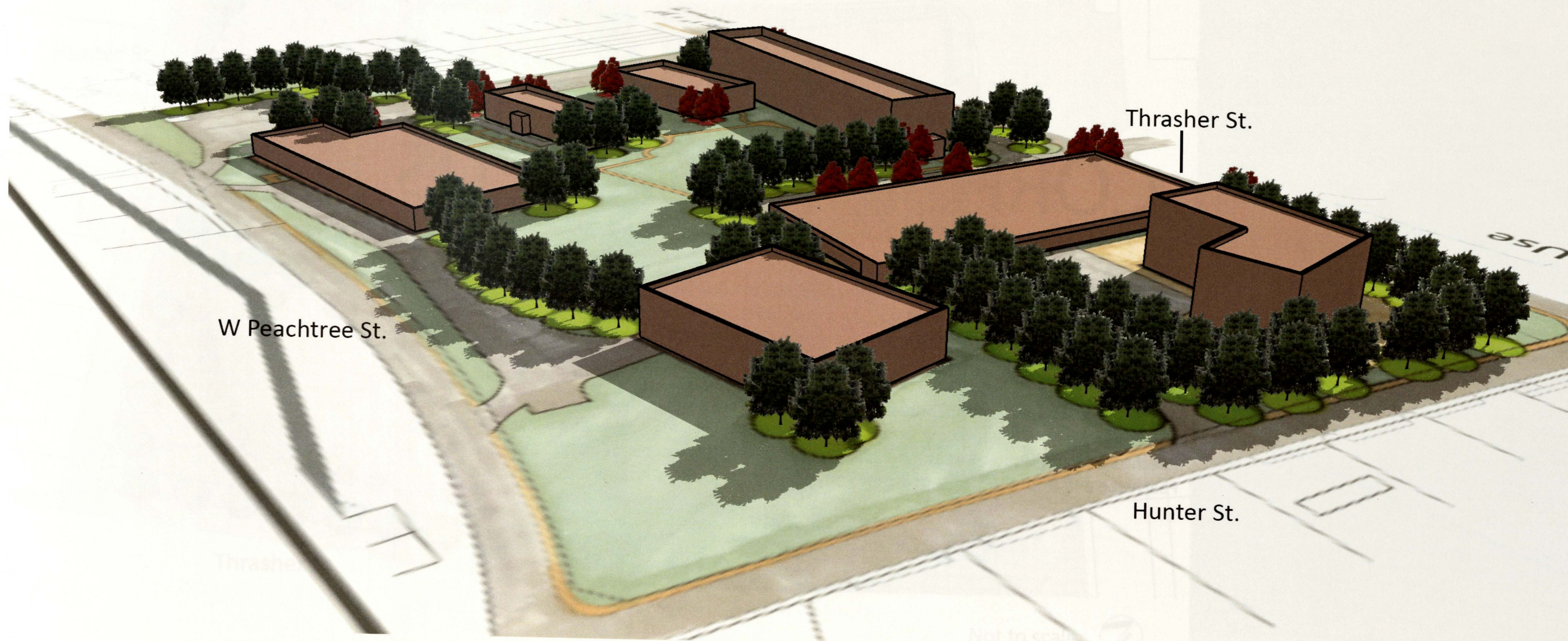
CONCEPT DEVELOPMENT



**PERSPECTIVE** OF MIXED-USE CONCEPT

VIEW FROM THRASHER STREET

MIXED-USE: PLAN VIEW



W Peachtree St.

Thrasher St.

Hunter St.

# PERSPECTIVE OF MIXED-USE CONCEPT

VIEW FROM WEST PEACHTREE STREET

# CORPORATE CAMPUS

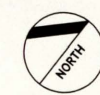
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The main goal of the corporate campus concept was to preserve all buildings on the site as well as to upgrade the parking for efficiency. As a focal point, a fountain sits in the center of the site providing passerbys with auditory and visual interest. The main road is designed to pass through the center of the site to showcase the water feature.

As you approach the site from Thrasher Street, parking has been buffered from the street. The design retained main access from Thrasher Street and included expanded access to West Peachtree Street, Hunter Street, and Ellery. Access to parking can be found directly off West Peachtree and from the Thrasher Street entrance, can be found both to the left and right.



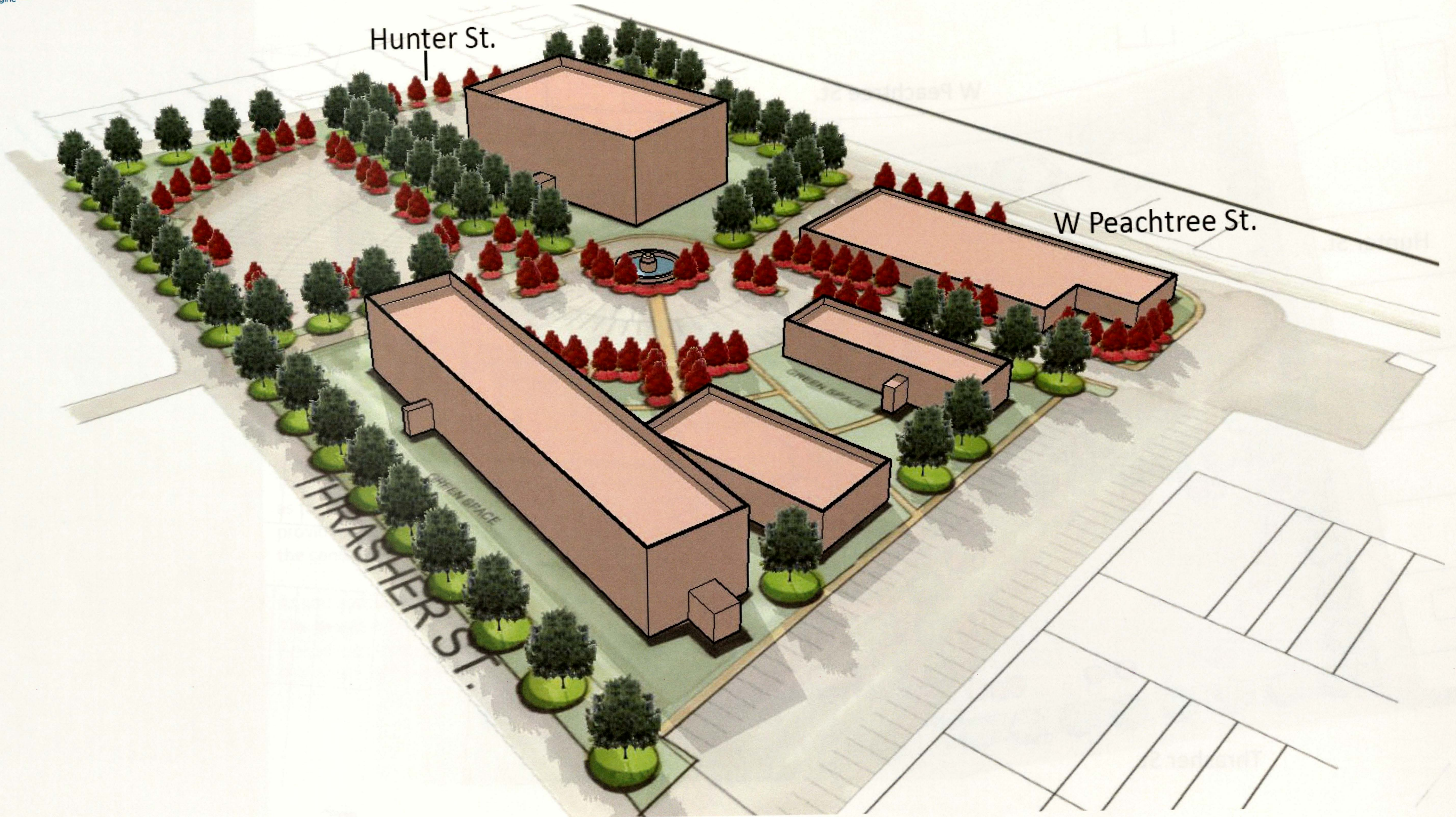
Not to scale.



# CORPORATE CAMPUS: PLAN VIEW

W PEACHTREE STREET

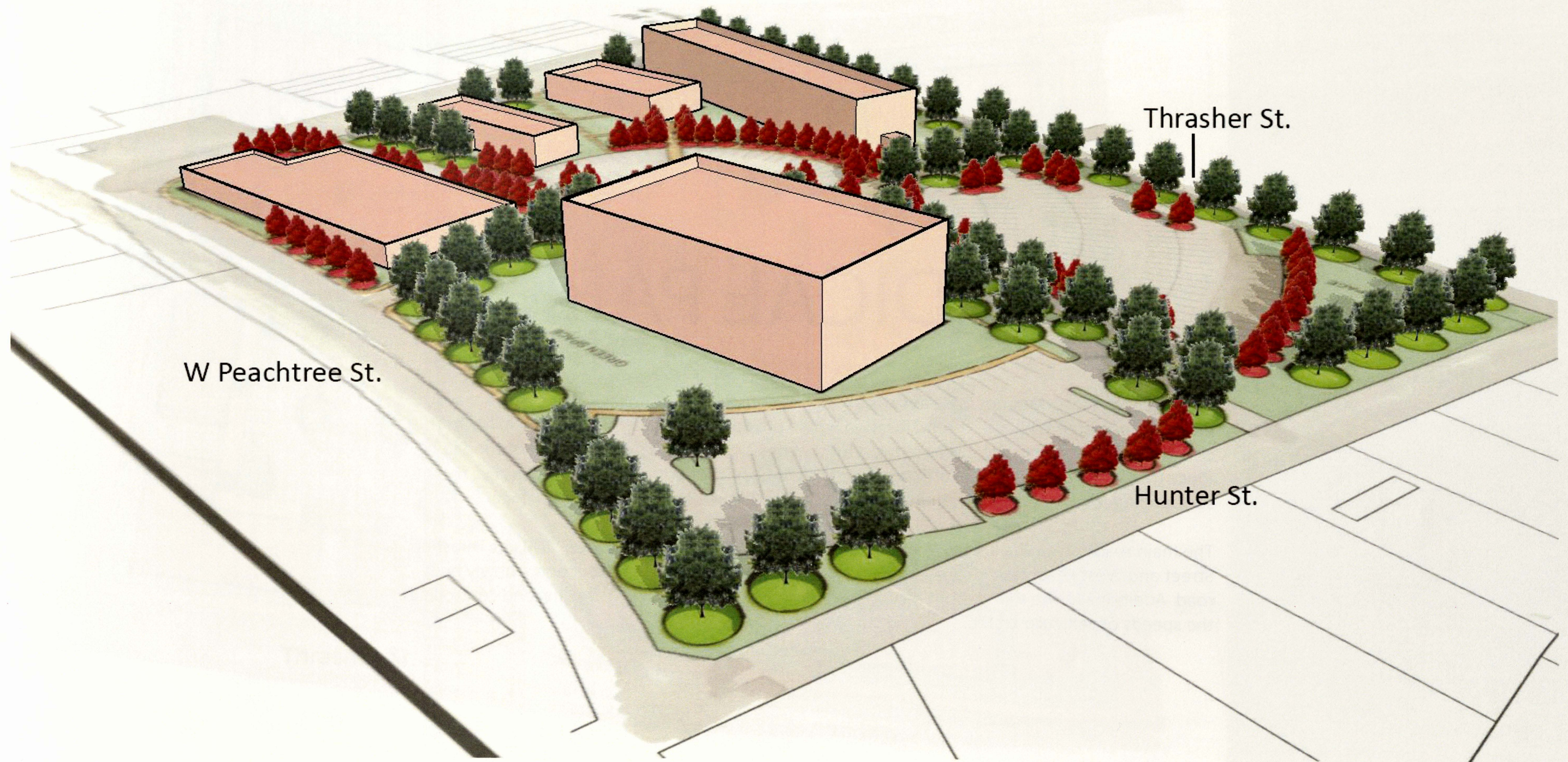
CAMPUS CONCEPT



# PERSPECTIVE OF CORPORATE CAMPUS CONCEPT

VIEW FROM THRASHER STREET

CORPORATE CAMPUS: PLAN VIEW



# PERSPECTIVE OF CORPORATE CAMPUS CONCEPT

VIEW FROM WEST PEACHTREE STREET

# MEDICAL PARK

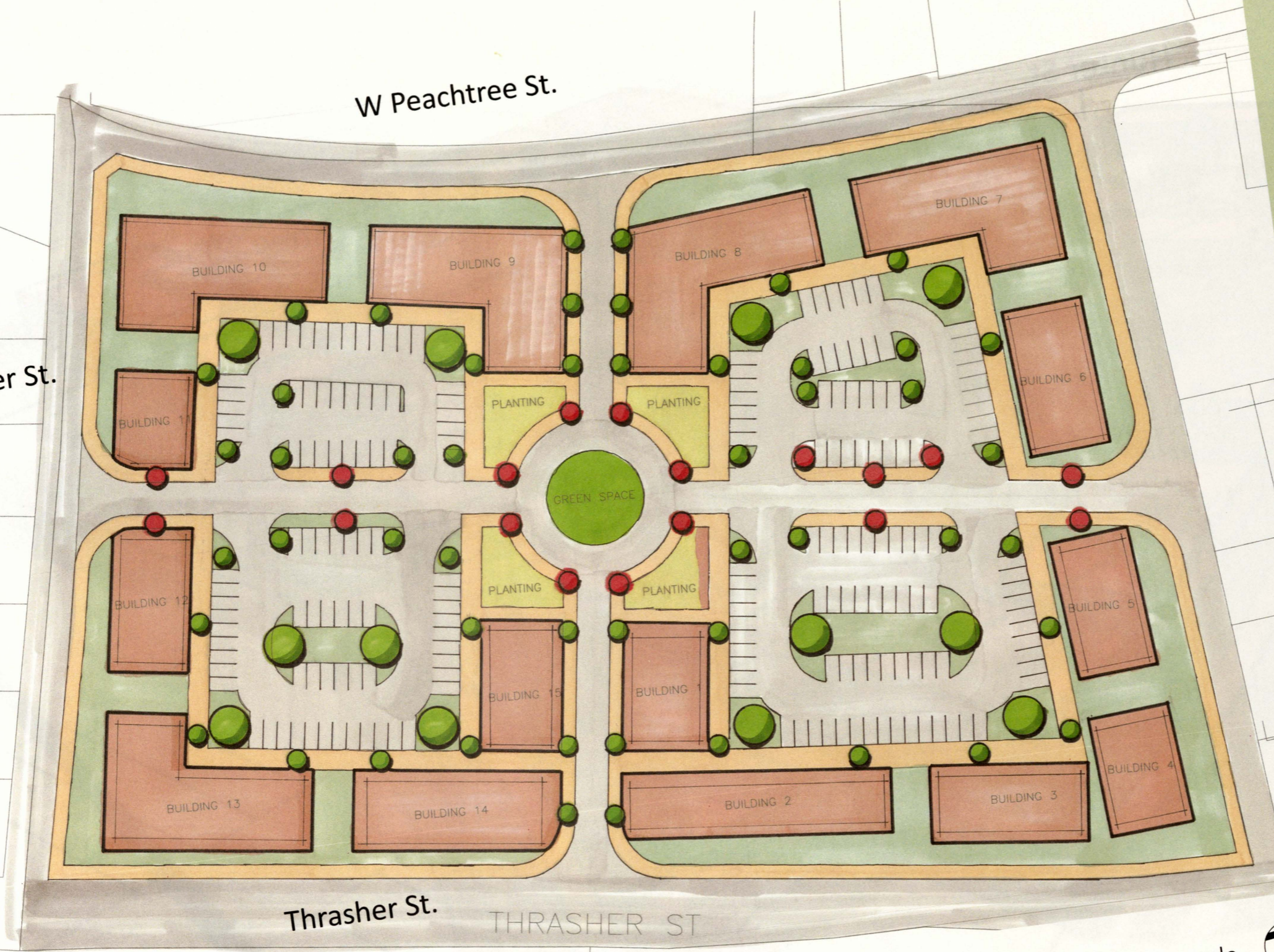
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Currently, Norcross does not have a medical campus consolidated with a variety of healthcare practices. Implementing one central location would provide easier healthcare accessibility to the city. The campus focal point is a roundabout that has a centralized green space surrounded by four other green spaces broken into quadrants. The buildings themselves face outward to the surrounding roads and have parking spaces designated in the center for easy walkability.

The main roads providing access to the medical facility are the existing parallel roads of Thrasher Street and West Peachtree Street along with a connection from Hunter Street and a newly built road. Additionally, the roundabout has the dual purpose of keeping traffic flowing and controlling the speeds of vehicular traffic.

W Peachtree St.

Hunter St.



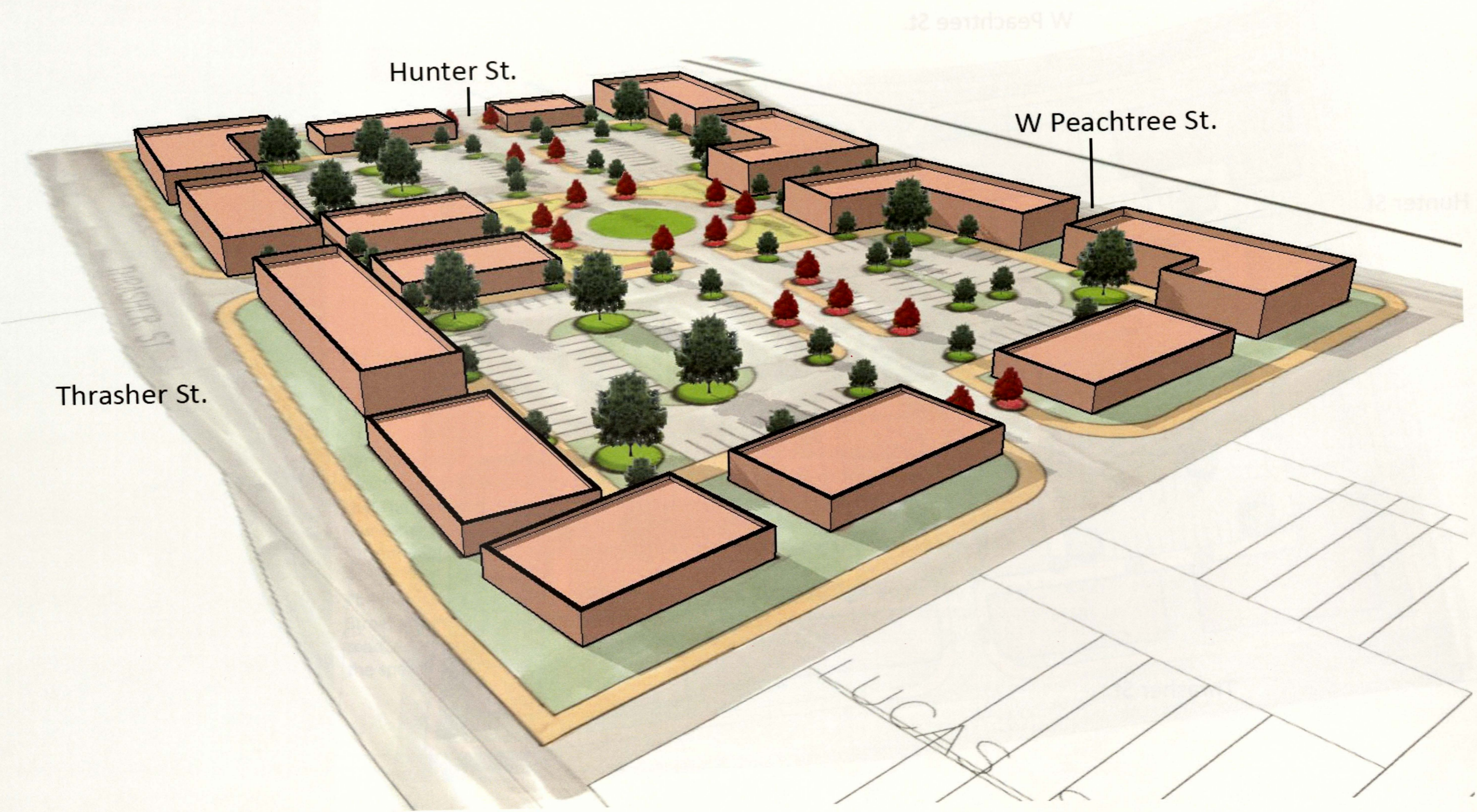
Thrasher St.

THRASHER ST

Not to scale.



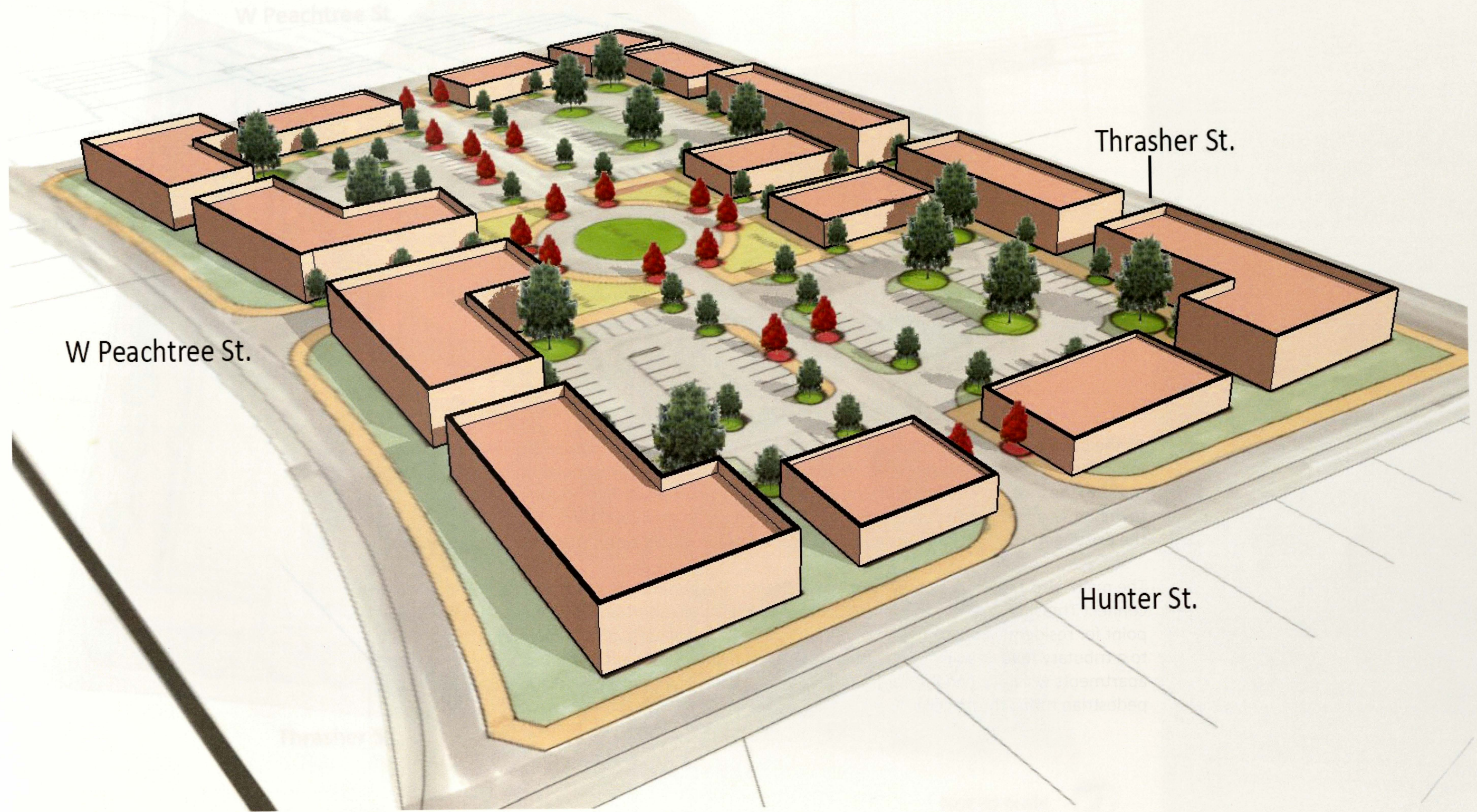
# MEDICAL PARK: PLAN VIEW



# PERSPECTIVE OF MEDICAL PARK CONCEPT

VIEW FROM THRASHER STREET

MEDICAL PARK PLAN VIEW



# PERSPECTIVE OF MEDICAL PARK CONCEPT

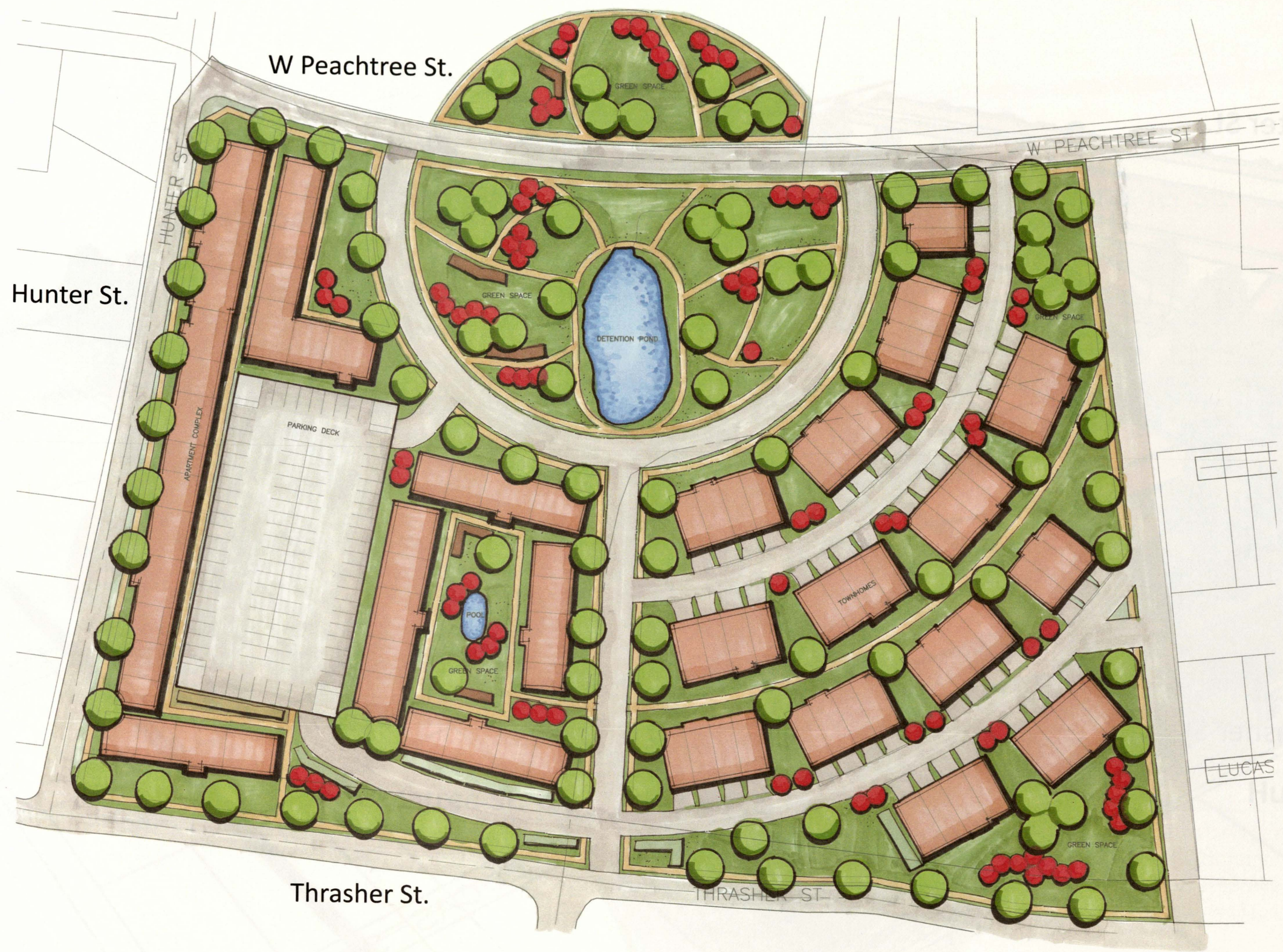
VIEW FROM WEST PEACHTREE STREET

# RESIDENTIAL

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As the population of Norcross is predicted to increase, the need for homes and residences for incoming residents needs to be addressed. Because there are existing neighborhoods adjacent to the site, the incorporation of more residences would be an asset. The housing types proposed are townhomes and apartments. The townhomes would be placed on the east side of the site next to the existing townhome neighborhood while apartments would be on the west side of the site.

The main road would be along Thrasher Street with the addition of a permanent road that would connect Thrasher Street with West Peachtree Street. A neighborhood park would be the focal point for residents. For the townhomes, each residence will have its own driveway that connects to a tributary road, leading to the main roads of Thrasher Street and West Peachtree Street. The apartments will have parking centralized in a parking deck with units on all four sides, promoting pedestrian traffic throughout.



Not to scale.



# RESIDENTIAL: PLAN VIEW

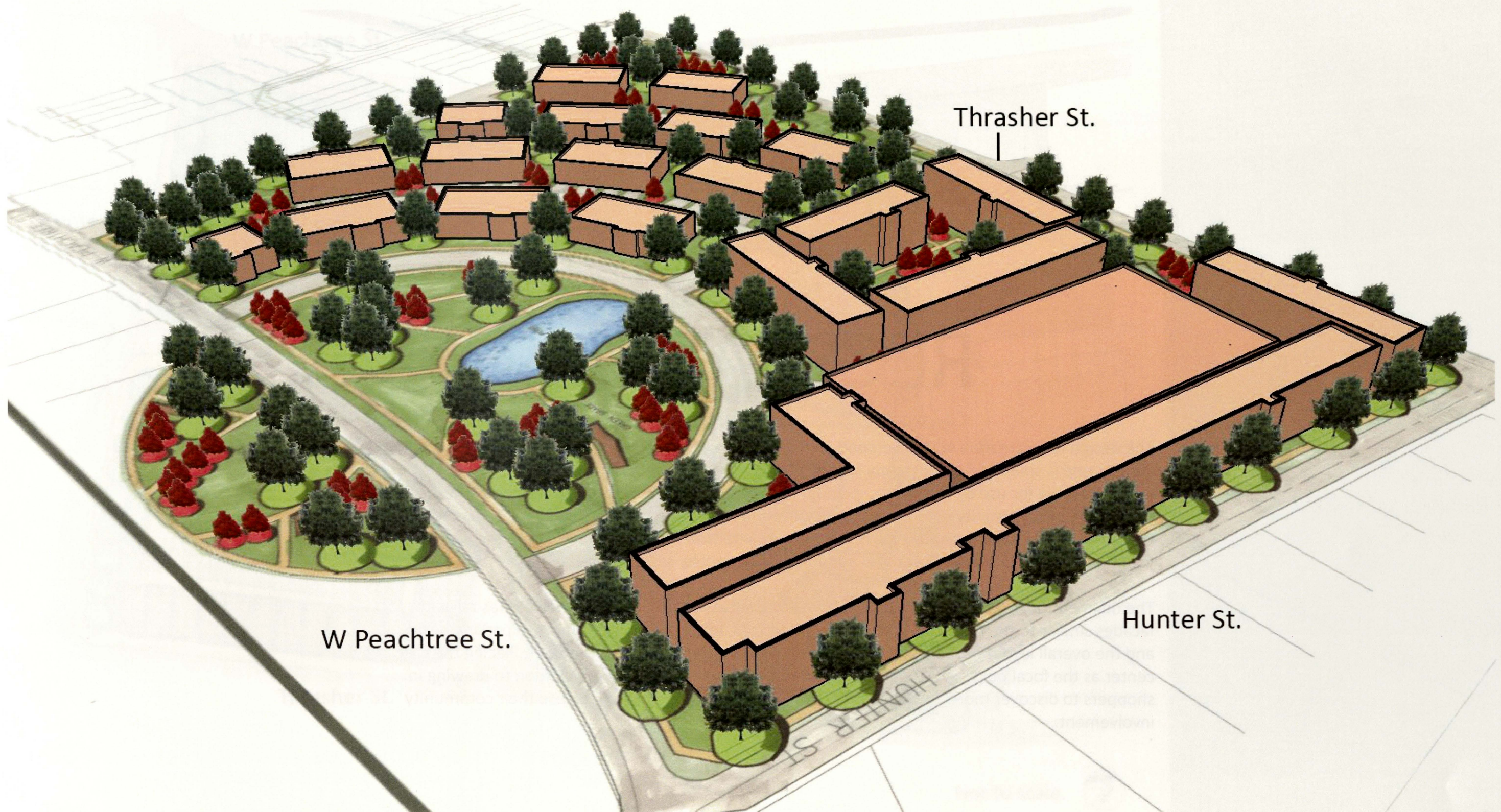
W PEACHTREE STREET

CONCEPT

PROSPECTIVE



PERSPECTIVE OF RESIDENTIAL CONCEPT  
VIEW FROM THRASHER STREET



# PERSPECTIVE OF RESIDENTIAL CONCEPT

VIEW FROM WEST PEACHTREE STREET

# RECREATION

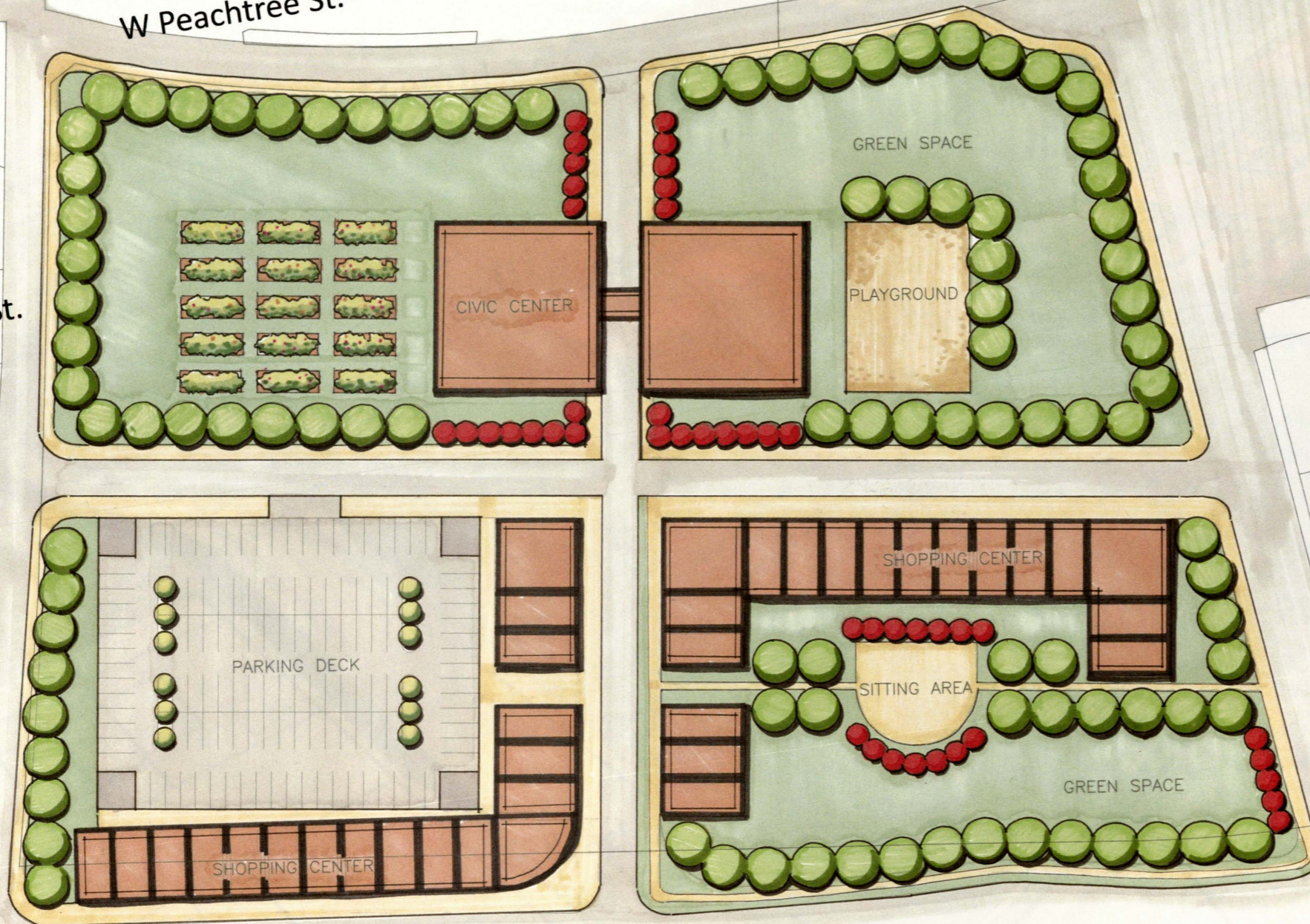
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The design for recreation was developed on Norcross' need for another civic center as the current one is small and is constantly in use. The new civic center could increase the amount of space available for use by the public, in addition to bolstering community involvement with the installation of community gardens, a playground, and more greenspace. Retail space was added to the lower half of the design to bring more business into Norcross. To accommodate the increase in volume of people, a parking deck was added and wrapped by retail spaces.

The main entrance would be along Thrasher Street between retail stores three stories tall with facades similar to the buildings of downtown Norcross. All parking would be in the parking deck and the overall layout of the site would create a pedestrian friendly environment. Placing the civic center as the focal point would make locating the building an easy task, in addition to drawing in shoppers to discover more about Norcross and encourage residents to increase their community involvement.

W Peachtree St.

Hunter St.

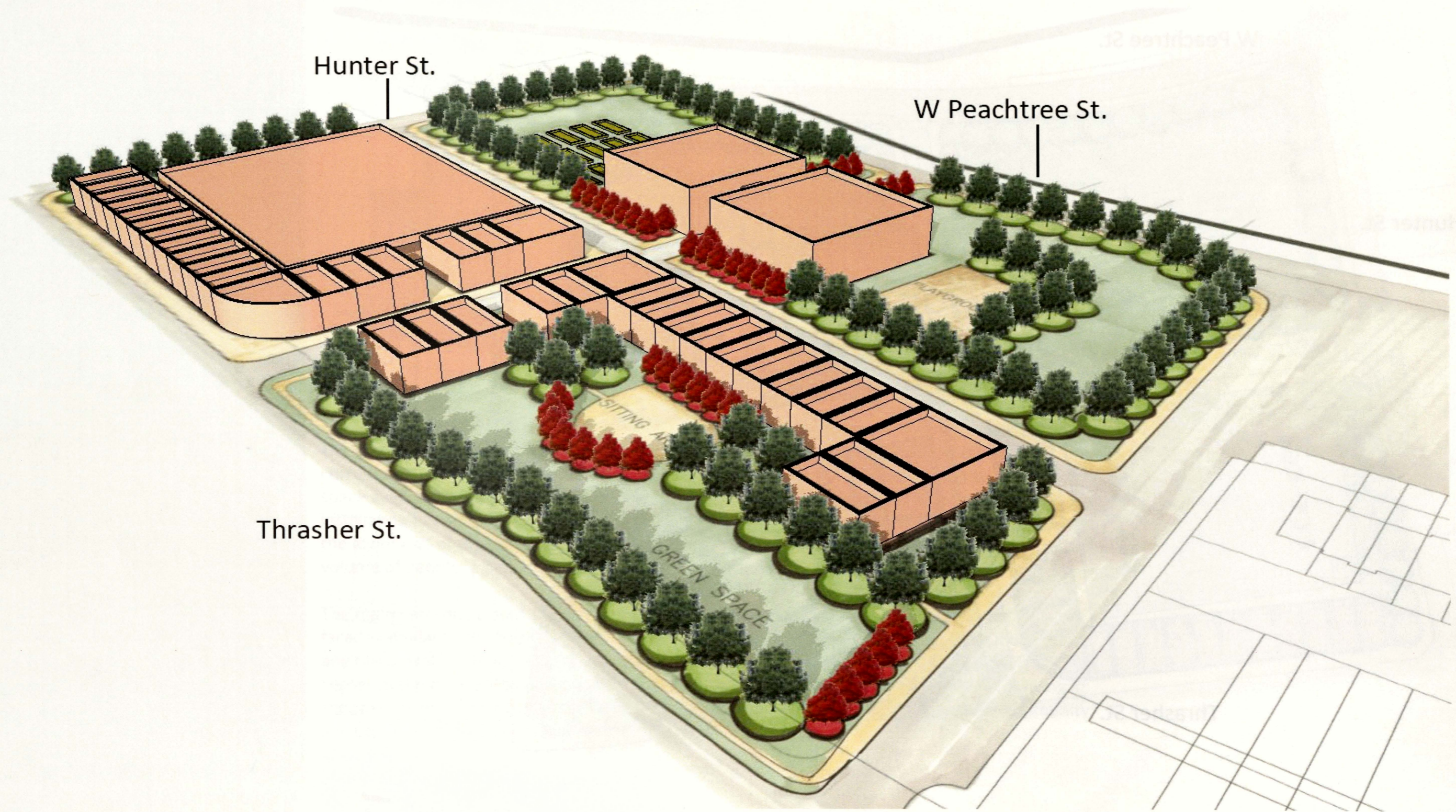


Thrasher St.

Not to scale.



RECREATION: PLAN VIEW

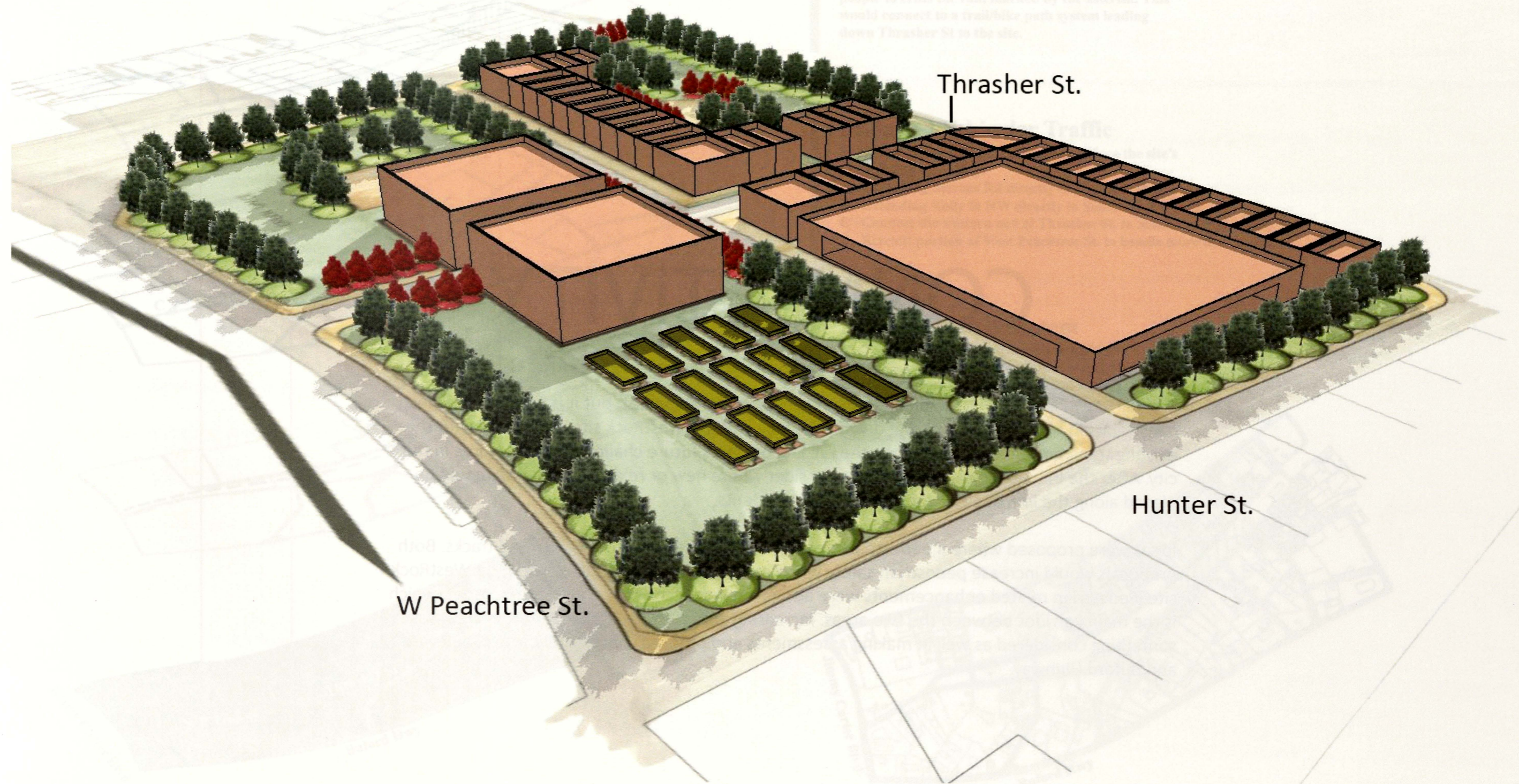


**PERSPECTIVE** OF RECREATION CONCEPT

VIEW FROM THRASHER STREET

### Proposed Pedestrian Traffic

To collect the pedestrian movement along Thrasher St, there is a proposed designated crossing point for people to cross the rail, marked by the asterisk. This would connect to a trail-like path system leading down Thrasher St to the site.



## PERSPECTIVE OF RECREATION CONCEPT

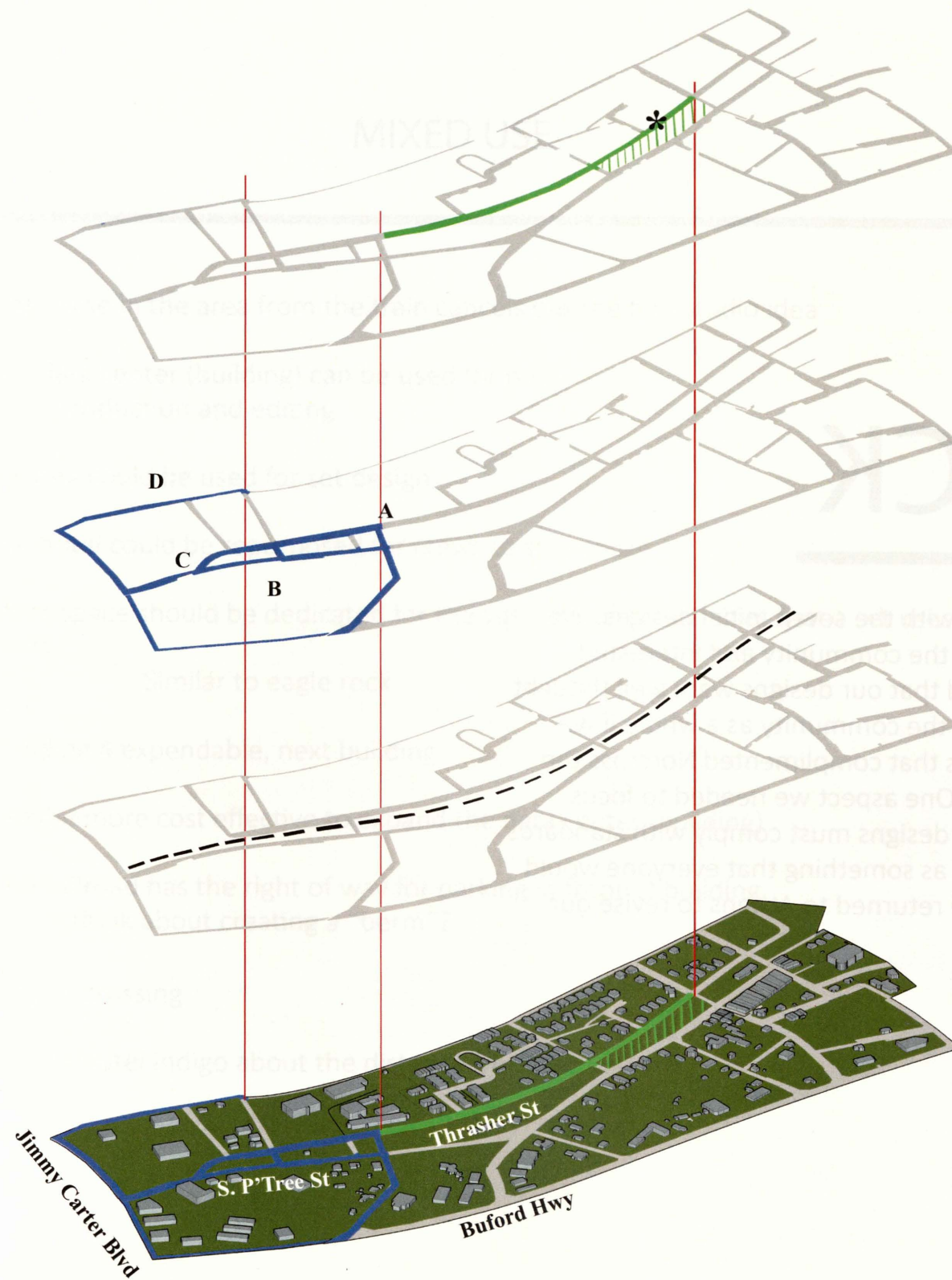
VIEW FROM WEST PEACHTREE STREET

# CONNECTIVITY

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The rail line in Norcross has been an integral part of its development, but it is one of the largest constraints in bringing together the downtown area and the WestRock site. Combined with the existing transportation infrastructure, the rail line presents future challenges and hazards in the city. After the initial analysis, we began to consider where new or relocated crossings could be placed along the line to ease traffic and reduce incidents.

Ideas were proposed where a pedestrian crossing went above or below the railroad tracks. Both proposals would increase pedestrian safety when moving between downtown and the WestRock site. Pedestrian related enhancements were also taken into account along Thrasher Street, which is the main corridor between the two areas. Increasing access for the larger Norcross area was something considered as well in making assessments and proposals for Jimmy Carter Boulevard and Buford Highway.



### Proposed Pedestrian Traffic

To enhance the pedestrian movement along Thrasher St, there is a proposed designated crossing point for people to cross the rail, marked by the asterisk. This would connect to a trail/bike path system leading down Thrasher St to the site.

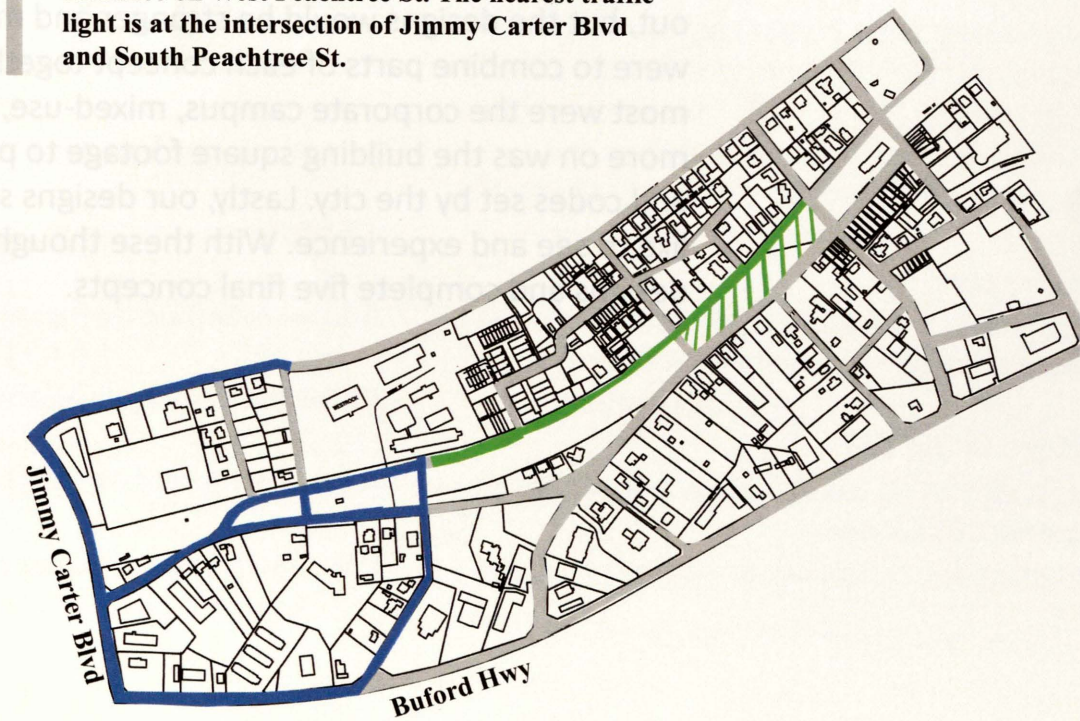
### Proposed Vehicular Traffic

There are multiple opportunities to enhance the site's accessibility including:

- A - Extending Stevens Rd directly to Thrasher St
- B - Extending Kelly St NW directly to South Peachtree St.
- C - Connect the western end of Thrasher St. to South Peachtree St.
- D - Retrofit portion of West Peachtree St. to handle more thru traffic.

### Existing Traffic System

In the current conditions, the site would have trouble handling larger amounts of traffic. Main entrances are at Thrasher St. with a loading entrance on West Peachtree St. The nearest traffic light is at the intersection of Jimmy Carter Blvd and South Peachtree St.



# FEEDBACK

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At the midpoint of the project, our class returned to Norcross with the seven initial designs. We presented our research and findings along with the designs to the community and interested parties. From our discussion with those present, we concluded that our designs were well thought out, but the designs would be stronger and more beneficial to the community as a whole if we were to combine parts of each concept together. The concepts that complimented Norcross the most were the corporate campus, mixed-use, and residential. One aspect we needed to focus more on was the building square footage to parking ratio. The designs must comply with standards and codes set by the city. Lastly, our designs should be viewed as something that everyone would like to see and experience. With these thoughts and notes, we returned to Athens to revise our designs and complete five final concepts.

## MIXED USE

## CORPORATE CAMPUS

- The noise in the area from the train cancels out the film studio idea
- The data center (building) can be used for post production and editing
- An area could be used for set design
- The hotel could be repurposed for crews to stay on set
- More space should be dedicated for the vast amount of vehicles that a set uses/  
needs
  - Similar to eagle rock
- Building 4 expendable, next building
- Maybe more cost effective to expand the data center (building)
- The railroad has the right of way for parking in front of building
  - think about creating a "berm"?
- Scissor crossing
- Talk to Hotel Indigo about the distance from the railroad

- Think about creating a "berm" and connect it with a side walk
- Doesn't need building 4, it's the oldest and smallest building
- Building 2 is a resource
- Changing the outer roads such as Hunter and Thrasher St. depends entirely on what we put on the site
- They like the way you softened the edges

## MEDICAL PARK

- It is important to know the amount of square footage of the buildings
- For medical buildings, there is a set amount of parking for every 100 sq ft of building
- A normal office has 4 parking spaces for every 100 sq ft
- A medical office needs 6 parking spaces
- Figure out the number of parking that you need for the buildings, you have too little
- A special place is needed for medical waste and dumpsters
- Make the building higher along West Peachtree than on the other streets
- The church and the graveyard won't mind as much as the homes on the other streets
- What about the detention pond?
- Every design should show where the detention is...
- Think about the elevations of the site
- This design would be perfect in Kansas

## RESIDENTIAL

- A 3 story apartment building has around 18 units
  - 10% 3 bedroom
  - 15% 2 bedroom
  - 75% 1 bedroom
- Every 850 sq ft is a unit
- townhouse units in adjacent areas are selling for \$400,000
- Incorporate the graveyard across the street into offsite garden
- Lineup the road on the site to the railroad crossing
- Structured parking (parking deck) is 12-15 thousand a space
- The parking deck cost is included in the apartment
- 3 parking spaces per unit (apartments and townhouses)
- Add a clubhouse within the the apartment building
- Make the townhouse driveways 18 ft long
- 4 cars can comfortably fit on it
- Put something on the undesigned part of the property

## CHARTER SCHOOL

- If 800 students attend the school, how many are going to drive?
- A lot more parking needed
- Buses need to enter from Thrasher St. and exit to W. Peachtree, circling the site
- Factor into where students are coming from
- Most of the traffic is going to come from W. Peachtree and street of the middle of the site
- Buses don't need to cross the railroad

## RECREATIONAL

- Work on the designed part of the property
- Much happier design for the area, also better for the money
- Swap the playground for a deck
- The shops, on the right of the plan, possible could not be appealing to patrons because there is no parking
  - Add parallel or angled parking
  - attach the parking deck to the civil center
- Get a feel for the size of the buildings and the number of parking accommodations
- An example for the civil center and the amount of traffic that it may endure, the Norcross building that we presented in is booked up everyday

## RETAIL

- How are you going to service the shops? Service crews?
- It is really hard to pull off double loading a stop
- Restaurants need visibility and loading area
- Consider adding an outdoor area for the restaurants
- Fix the undeveloped area of the site
- Needs more parking
- Round of the main entrance to the site
- Good landscaping buffer
- Add angled parking off Thrasher St.
- The railroad right of way costs around \$75,000 per year

## CONNECTIVITY

- The bus line
- The railroad isn't going to give you another railroad crossing
- If they give you one, they will take two
- Not worth the cost
- Pedestrian tunnel: How can you do that??
- Best way to get downtown
- What improvements are necessary?
- Pedestrian improvements
- Traffic light at the top of Jimmy Carter
- add or consider
- Traffic light in the middle of Jimmy Carter
- take away that light
- Needs "health" connection between W. Point and Thrasher through or around the site maybe not...
- Retail market would never go to that site
- Support the downtown area, not compete

# RESIDENTIAL

The residential design plan incorporates single family townhomes in units of three and four on the right side of the plan. This is because there are existing townhomes in the adjacent lot and this layout creates a cohesive visual appearance. A playground located on the top right side of the site is available for use by resident families. The playground serves as a common space to bring people together. Apartments on the left side of the plan come inclusive with amenities such as a pool, lounge area, and upstairs gym. Apartment dwellers have easy access to parking with units surrounding the parking deck. Retail spaces are also available for rent on the first floor facing Thrasher Street that includes an outdoor seating area.

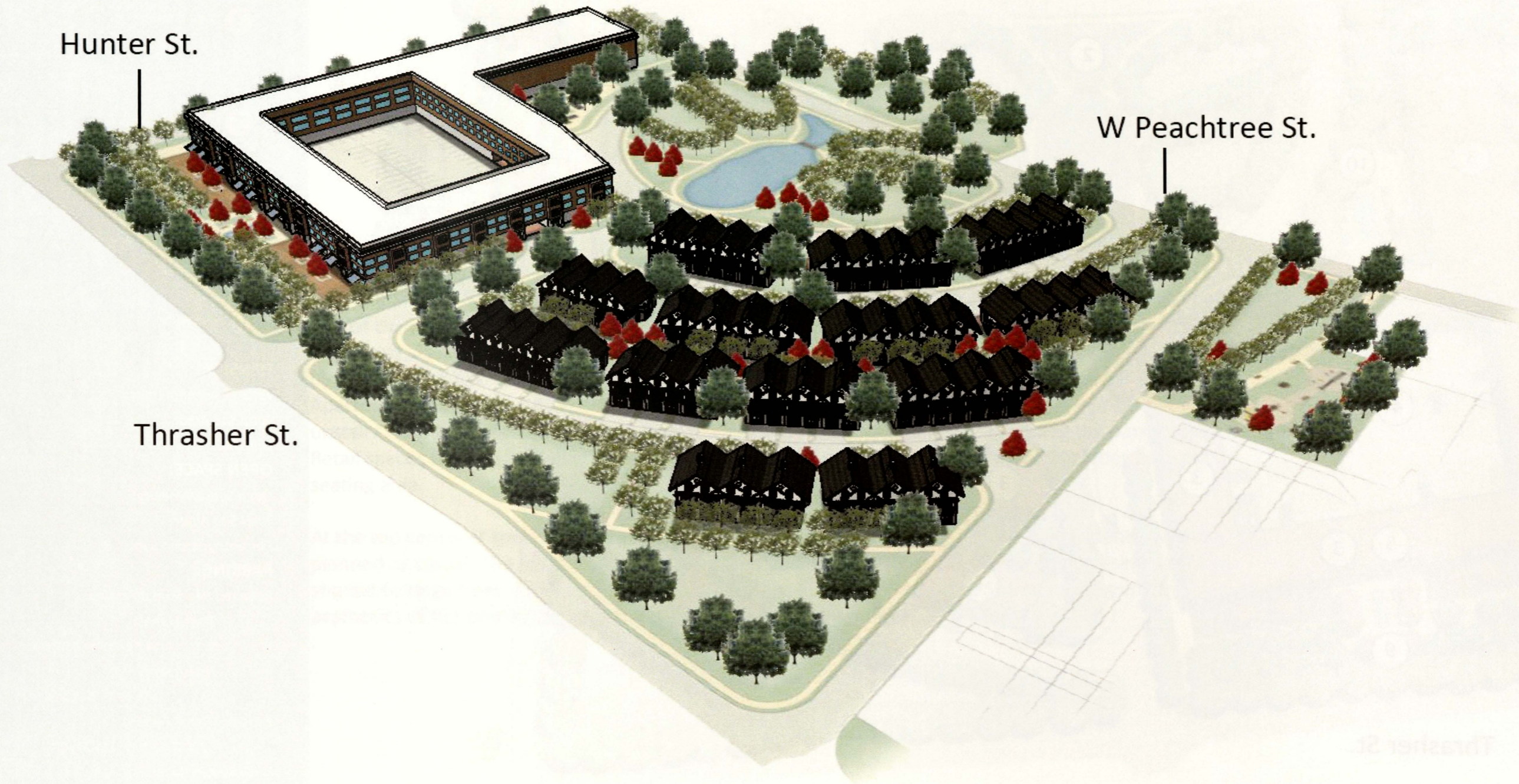
At the top center of the site is a green space that functions as a gathering space for residents, whether planned or casual. The focal point of the proposed area is a detention pond with crisscrossing walkways shaded by large trees. An extension of this green space is across Peachtree Street, redesigning the aesthetics of the existing graveyard, in addition to making it more accessible.



RESIDENTIAL: PLAN VIEW

Not to scale.

<b>PROPOSED USES:</b>		
<i>Residential:</i>		
1	Town Homes: (3 floors @ 1,012 sqft./foor)	47 units
3	Apartments: (950-1500 sqft.)	79 units
		<i>TOTAL 126 units</i>
<i>Retail:</i>		
5	Retail Shops: (9 shops @ 1,422 sqft. each)	12,802 sqft.
<i>Open Space/Amenity:</i>		
2	Stormwater Pond:	0.24 AC
6	Extended Park:	0.59 AC
7	Park/Playground:	0.63 AC
8	Green Space:	1.16 AC
9	Plaza:	0.43 AC
10	Amenity:	0.13 AC
		<i>TOTAL 3.18 AC</i>
<b>DENSITY:</b>		
<i>Total Residential Units:</i>		126
<i>Total Site Area:</i>		12.51 AC
<i>Units/AC:</i>		10.07
<b>OPEN SPACE:</b>		
<i>Open Space/Amenity:</i>		3.18 AC
<i>Total Site Area:</i>		13.1 AC
<i>Percentage Open Space:</i>		24.27 %
<b>PARKING:</b>		
<i>Required Residential Parking:</i>		
Townhomes:		
(47 units @ 3/unit)		141 spaces
Apartments		
(79 units @ 1.5/unit)		119 spaces
<i>Required Retail Parking:</i>		
12,802 sqft. @ 1/500 sqft.		26 spaces
<i>Total Required Parking:</i>		<i>TOTAL 286 spaces</i>
<i>Provided Parking:</i>		
Townhomes		141 spaces
Parking Deck		
(2 floors @ 80 sp. each)		160 spaces
<i>Total Provided Parking</i>		<i>TOTAL 301 spaces</i>
<i>Excess Parking (Deficit):</i>		15 spaces



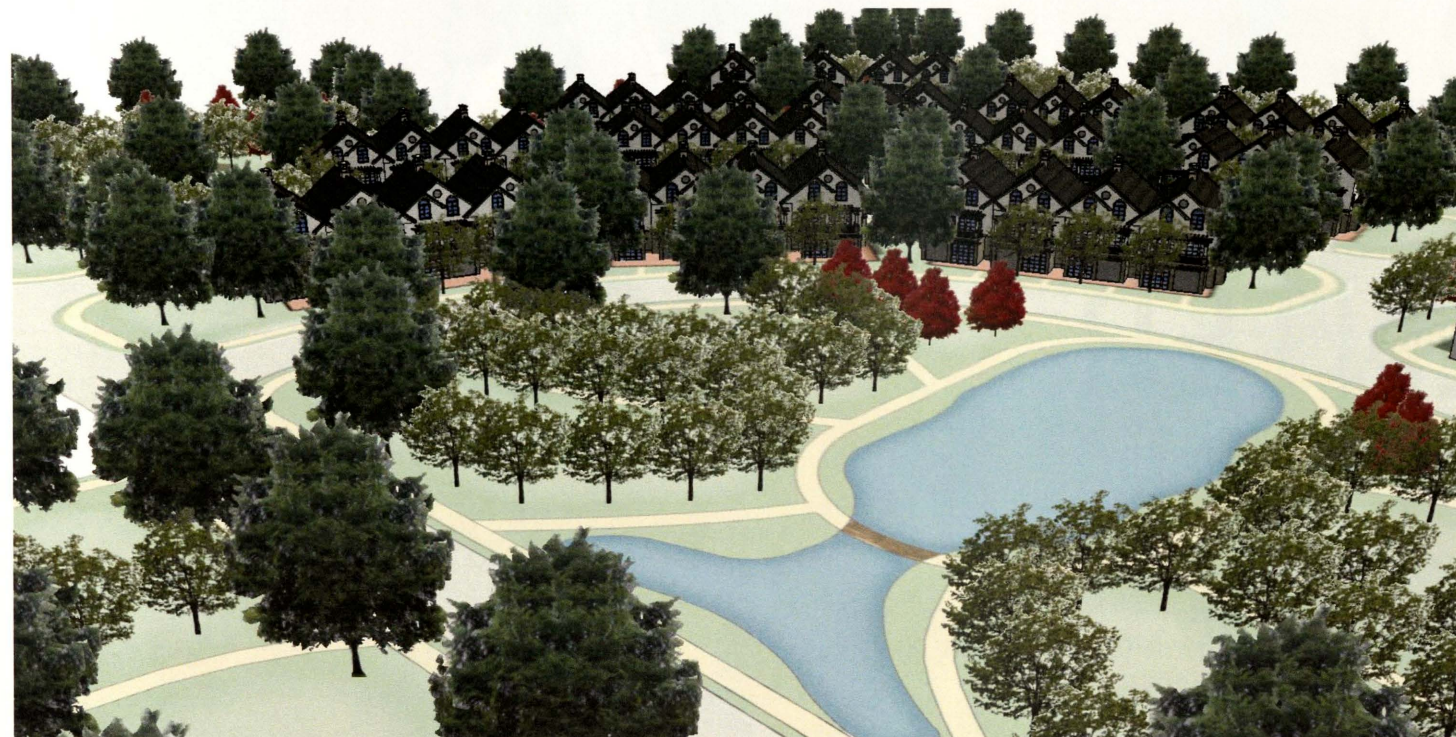
Hunter St.

W Peachtree St.

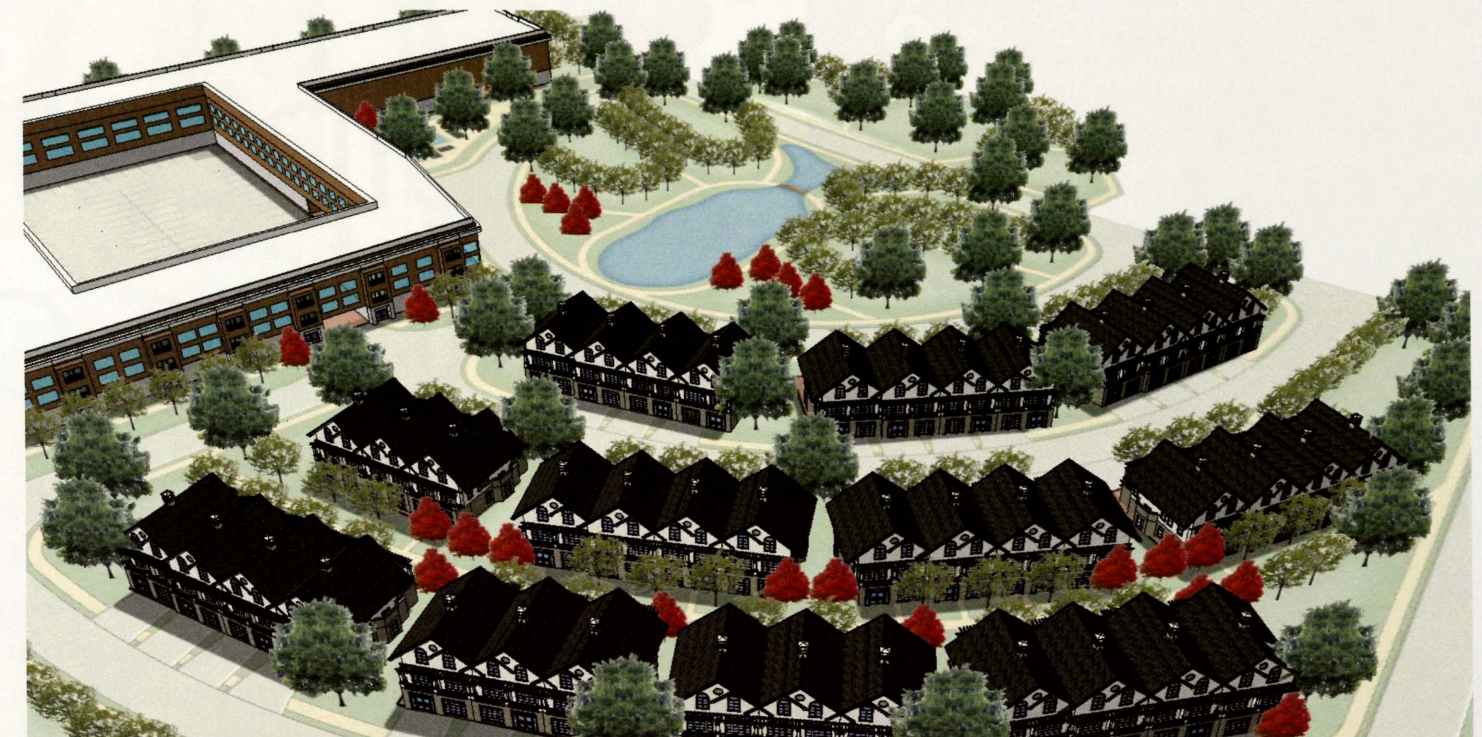
Thrasher St.

# PERSPECTIVE OF REVISED RESIDENTIAL CONCEPT

VIEW FROM THRASHER STREET



VIEW OF STORMWATER POND



VIEW OF TOWNHOME COMMUNITY

PERSPECTIVES OF REVISED RESIDENTIAL CONCEPT

PLAN VIEW

# RESIDENTIAL WITH CIVIC CENTER

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The residential design plan incorporates single family townhomes in units of three and four on the right side of the plan. This is because there are existing townhomes in the adjacent lot and this layout creates a cohesive visual appearance. A playground located on the top right side of the site is available for use by resident families. The playground serves as a common space to bring people together.

Apartments on the left side of the plan come inclusive with amenities such as a pool, lounge area, and upstairs gym. Apartment dwellers have easy access to parking with units surrounding the parking deck. Retail spaces are also available for rent on the first floor facing Thrasher Street that includes an outdoor seating area.

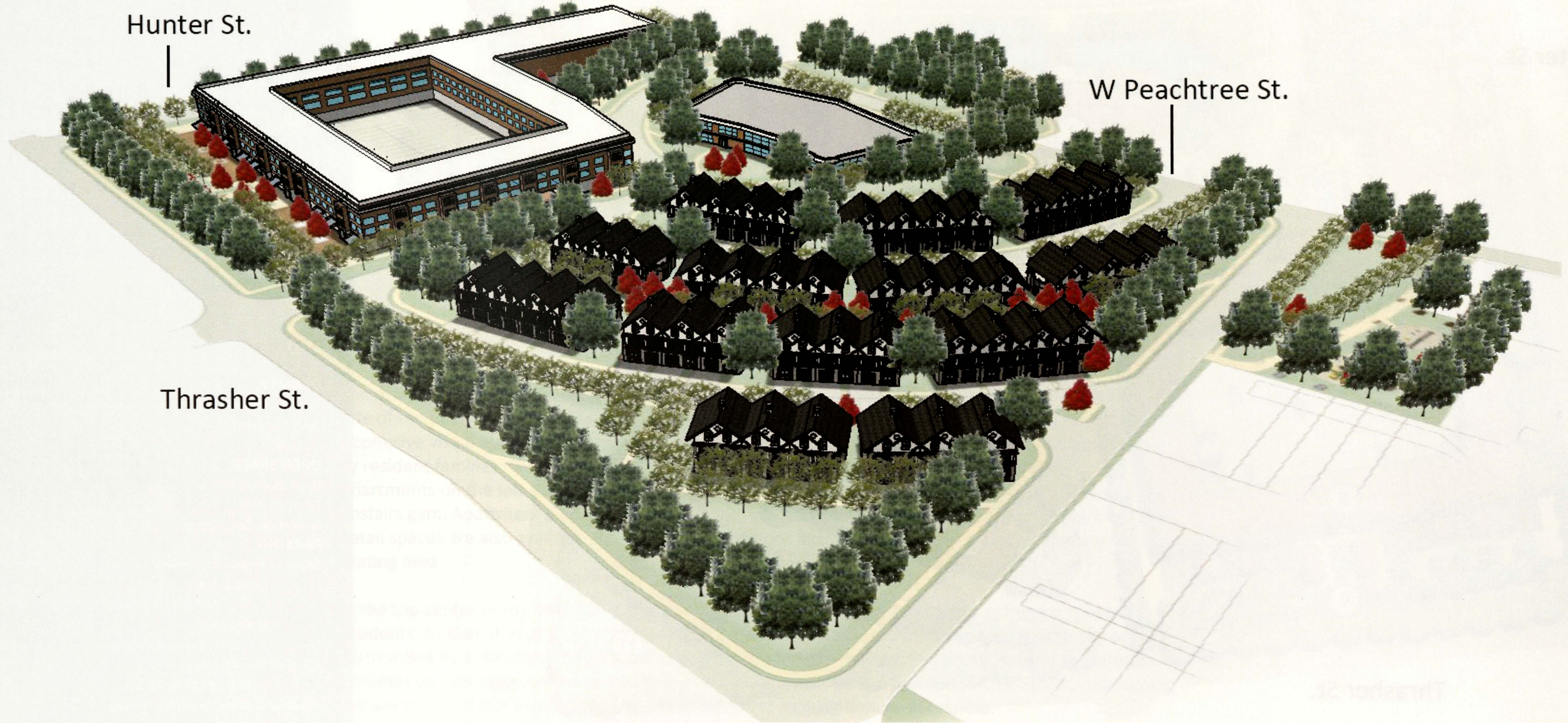
In the top center of the site, a civic center becomes the focal point, providing a gathering space for residents, further strengthening the sense of community. The civic center is in the heart of the space surrounded by a detention pond. Walkways criss-cross the green space that can be used for various activities whether planned or casual. The green space is extended across Peachtree Street, redesigning the aesthetics of the existing graveyard, in addition to making it more accessible.



<b>PROPOSED USES:</b>		
<i>Residential:</i>		
①	Town Homes: (3 floors @ 1,012 sqft./floor)	47 units
③	Apartments: (950-1500 sqft.)	79 units
		<u>TOTAL 126 units</u>
<i>Retail:</i>		
⑤	Retail Shops: (9 shops @ 1,422 sqft. each)	12,802 sqft.
<i>Community Center:</i>		
②	(2 floors @ 7,692.5)	15,385 sqft.
<i>Open Space/Amenity:</i>		
⑧	Stormwater Pond:	0.21 AC
⑥	Extended Park:	0.59 AC
⑦	Park/Playground:	0.63 AC
⑪	Green Space:	0.84 AC
⑨	Plaza:	0.43 AC
⑩	Amenity:	0.13 AC
		<u>TOTAL 2.83 AC</u>
<b>DENSITY:</b>		
<i>Total Residential Units:</i>		126
<i>Total Site Area:</i>		12.51 AC
<i>Units/AC:</i>		10.07
<b>OPEN SPACE:</b>		
<i>Open Space/Amenity:</i>		2.83 AC
<i>Total Site Area:</i>		13.1 AC
<i>Percentage Open Space:</i>		21.6 %
<b>PARKING:</b>		
<i>Required Residential Parking:</i>		
Townhomes: (47 units @ 3/unit)		141 spaces
Apartments (79 units @ 1.5/unit)		119 spaces
<i>Required Retail Parking:</i>		
12,802 sqft. @ 1/500 sqft.		26 spaces
<i>Required Community Center Parking:</i>		
calculations		10 spaces
<i>Total Required Parking:</i>		<u>TOTAL 296 spaces</u>
<i>Provided Parking:</i>		
Townhomes		141 spaces
④	Parking Deck (2 floors @ 80 sp. each)	160 spaces
<i>Total Provided Parking</i>		<u>TOTAL 301 spaces</u>
<i>Excess Parking (Deficit):</i>		15 spaces

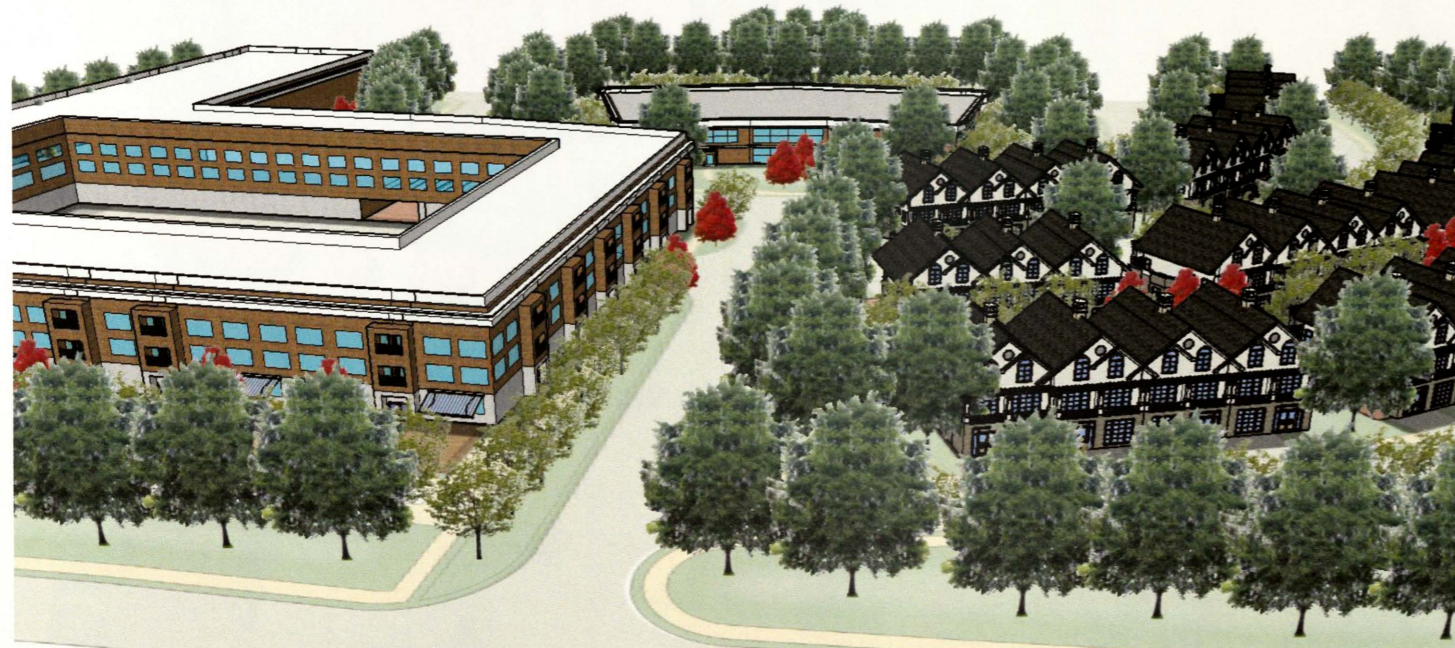
RESIDENTIAL WITH CIVIC CENTER: PLAN VIEW

Not to scale.



**PERSPECTIVE** OF REVISED RESIDENTIAL CONCEPT WITH CIVIC CENTER

VIEW FROM THRASHER STREET



VIEW OF ENTRANCE LOOKING TOWARDS CIVIC CENTER



VIEW OF TOWNHOME CONCEPT

## PERSPECTIVES OF REVISED RESIDENTIAL CONCEPT WITH CIVIC CENTER

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# MIXED-USE

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The main idea for designing a mixed use site was driven by the need for a filming production studio with post production facilities. As the film industry is a new and growing industry in Georgia, the proposed "Gateway Studios" would have the opportunity to make increased income for the city, as visitors can tour the filming facilities while also learning about the history of Norcross.

The concept creates access points from all three sides of the site. The main entrance is off Thrasher Street, passing under a sky bridge connecting the hotel and shop fronts. The road continues to a roundabout with a pond and green space behind it. Parking is pushed to the perimeter of the site to encourage pedestrian friendly spaces between buildings.

# DEVELOPMENT STATISTICS

**PROPOSED USES:**

*Buildings:*

① Hotel:	2 floors, 100 rooms/floor	42,533 sqft.
③ Office Space:	3 floors @ 8,925 sqft./floor	26,774 sqft.
④ Office Space:	2 floors @ 21,266.5 sqft./floor	42,533 sqft.
⑥ Film Stage:		50,350 sqft.
		<b>TOTAL 162,190 sqft.</b>

*Open Space:*

⑤ Stormwater Pond:	0.28 AC
⑧ Green Space:	1.0 AC
<b>TOTAL 1.28 AC</b>	

**OPEN SPACE:**

<i>Open Space/Amenity:</i>	1.28 AC
<i>Total Site Area:</i>	12.51 AC
<i>Percentage Open Space:</i>	10.23 %

**PARKING:**

<i>Required Parking:</i>	
Hotel:	250 spaces
Office Space:	90 spaces
Office Space:	142 spaces
Film Stage:	61 spaces
<b>Total Required Parking: 543 spaces</b>	
<i>Provided Parking:</i>	
② Parking Deck:	136 spaces
Surface Parking:	159 spaces
<b>Total Provided Parking: 295 spaces</b>	

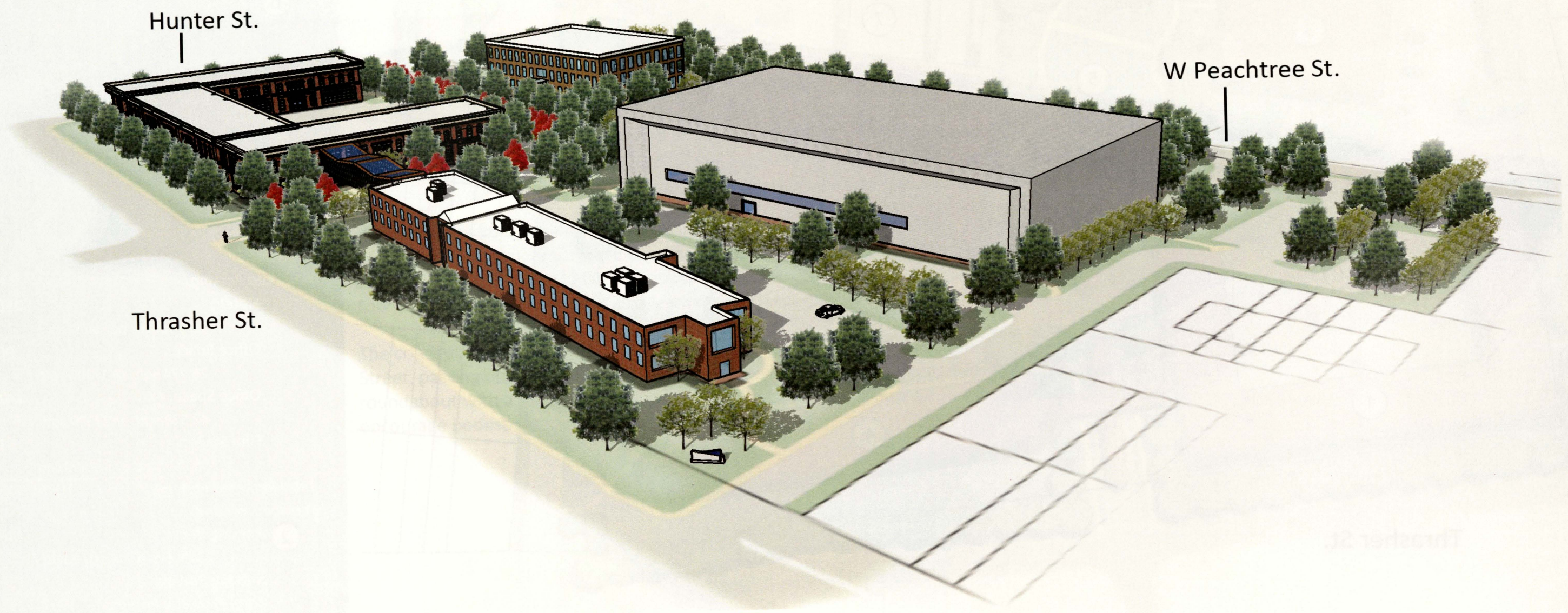
Excess Parking (Deficit):	-248 spaces
⑦ Loading Area:	14 truck spaces



Not to scale.

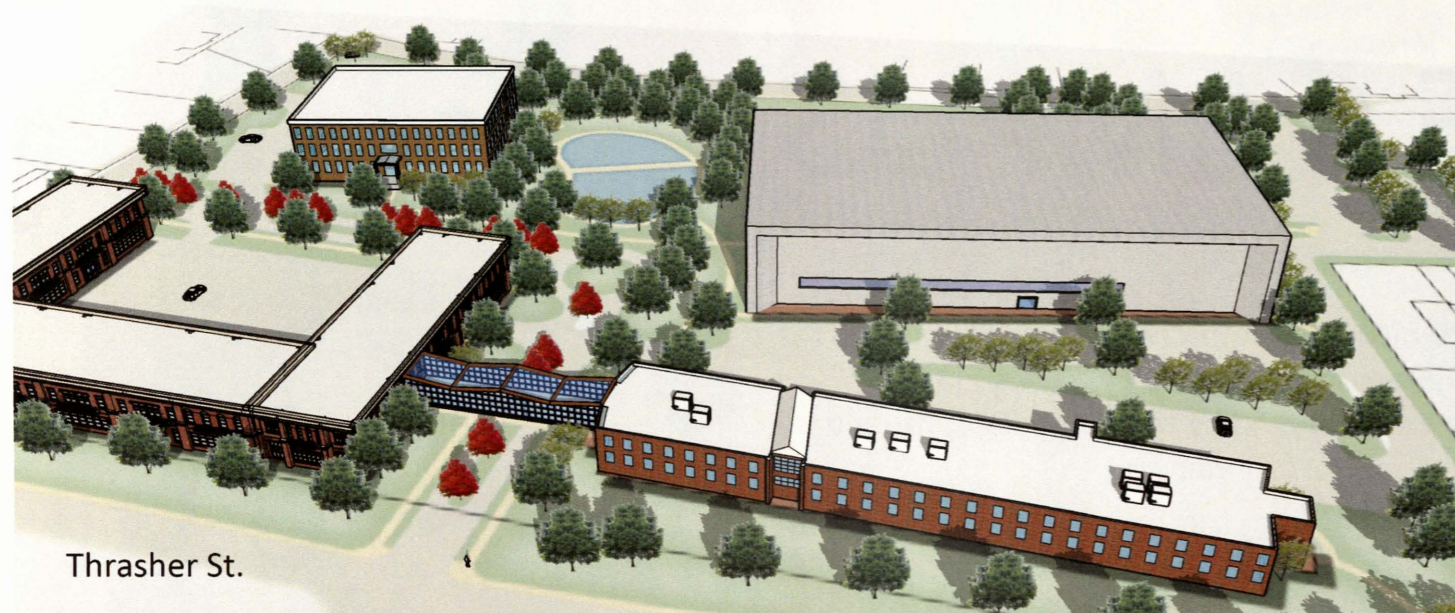


## MIXED USE: PLAN VIEW



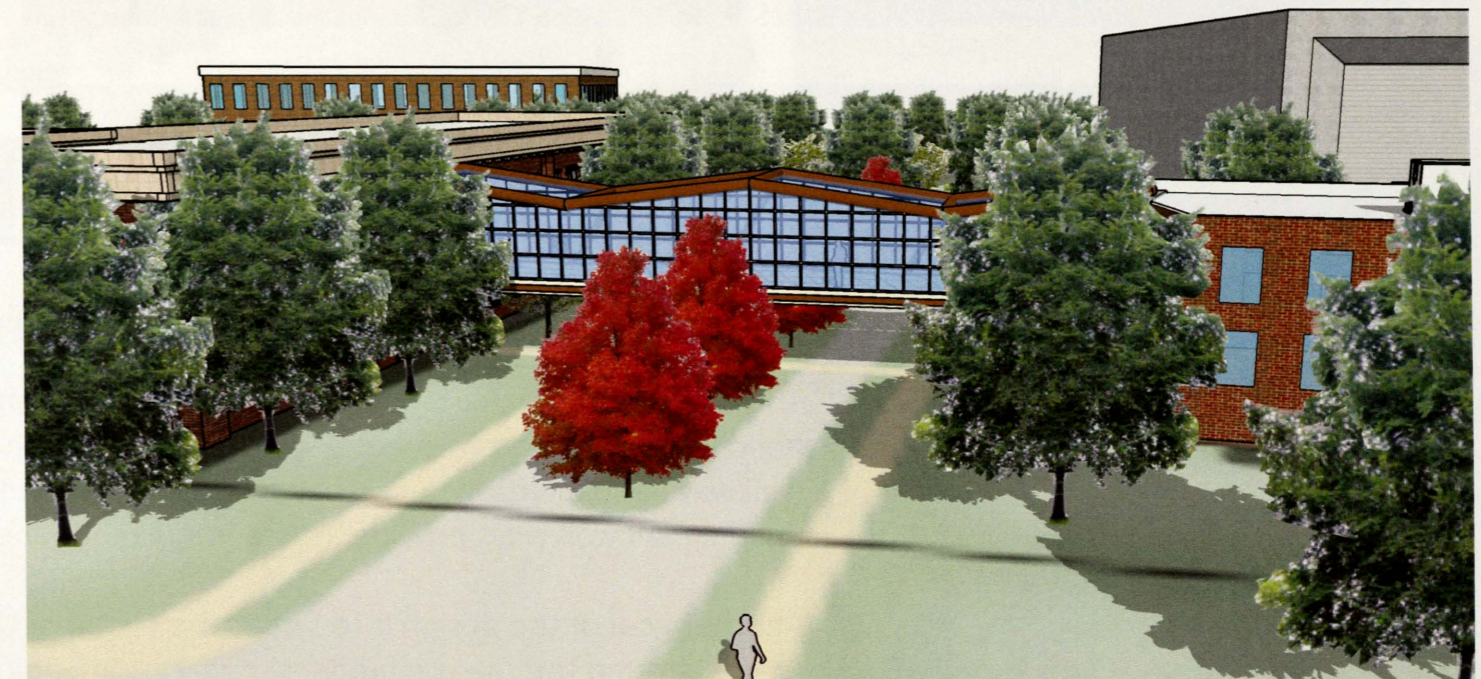
**PERSPECTIVE** OF REVISED MIXED-USE CONCEPT

VIEW FROM THRASHER STREET



Thrasher St.

AERIAL VIEW FROM THRASHER ST. LOOKING TOWARDS POND



VIEW OF SKY BRIDGE

## PERSPECTIVES OF REVISED MIXED-USE CONCEPT

# CORPORATE CAMPUS

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The corporate campus design is based on a radial scheme which has a fountain at its focal point. Office buildings are located within the middle of the site and are interconnected using walkways. These walkways also increase pedestrian accessibility around the site by providing the most direct route to a building. All walkways provide access to buildings and to the central fountain.

Another goal of the design is to buffer the sound of the trains frequently passing through; so all green spaces around the site are buffered by trees. In addition, the south side of the site facing the train tracks incorporates earthen mounds (berms) to further reduce the noise of the train.

By concentrating the buildings in the middle of the site, space was created for additional parking for the offices. The roads were also redesigned so vehicular traffic is kept separate from pedestrian traffic and widened to accommodate tractor trailer trucks.



**PROPOSED USES:**

*Offices:*

①	Building 1:	79,045 sqft.
②	Building 2:	22,513 sqft.
③	Building 3:	11,746 sqft.
④	Building 4:	7,552 sqft.
⑤	Building 5:	37,173 sqft.
		<hr/>
		TOTAL 158,029 sqft.

*Open Space:*

⑥	Stormwater Pond:	0.08 AC
⑦	Green Space:	1.47 AC
⑧	Plaza:	0.05 AC
		<hr/>
		TOTAL 1.6 AC


**OPEN SPACE:**

<i>Open Space</i>	1.6 AC
<i>Total Site Area:</i>	12.51 AC
<i>Percentage Open Space:</i>	12.79 %

**PARKING:**

<i>Required Parking:</i>	527 spaces
	158,029 sqft. @ 1/300 sqft.
<i>Total Provided Parking:</i>	384 spaces
<i>Excess Parking (Deficit):</i>	-143 spaces

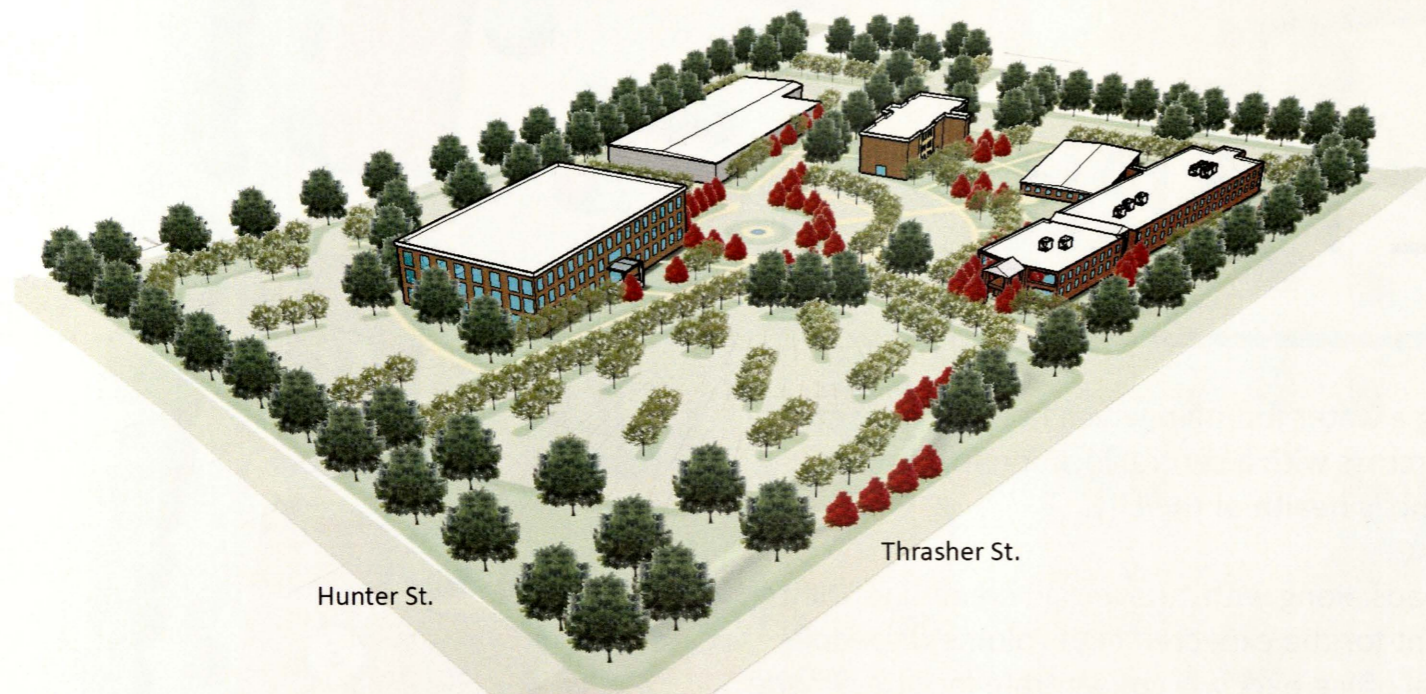
**CORPORATE CAMPUS: PLAN VIEW**

Not to scale. 

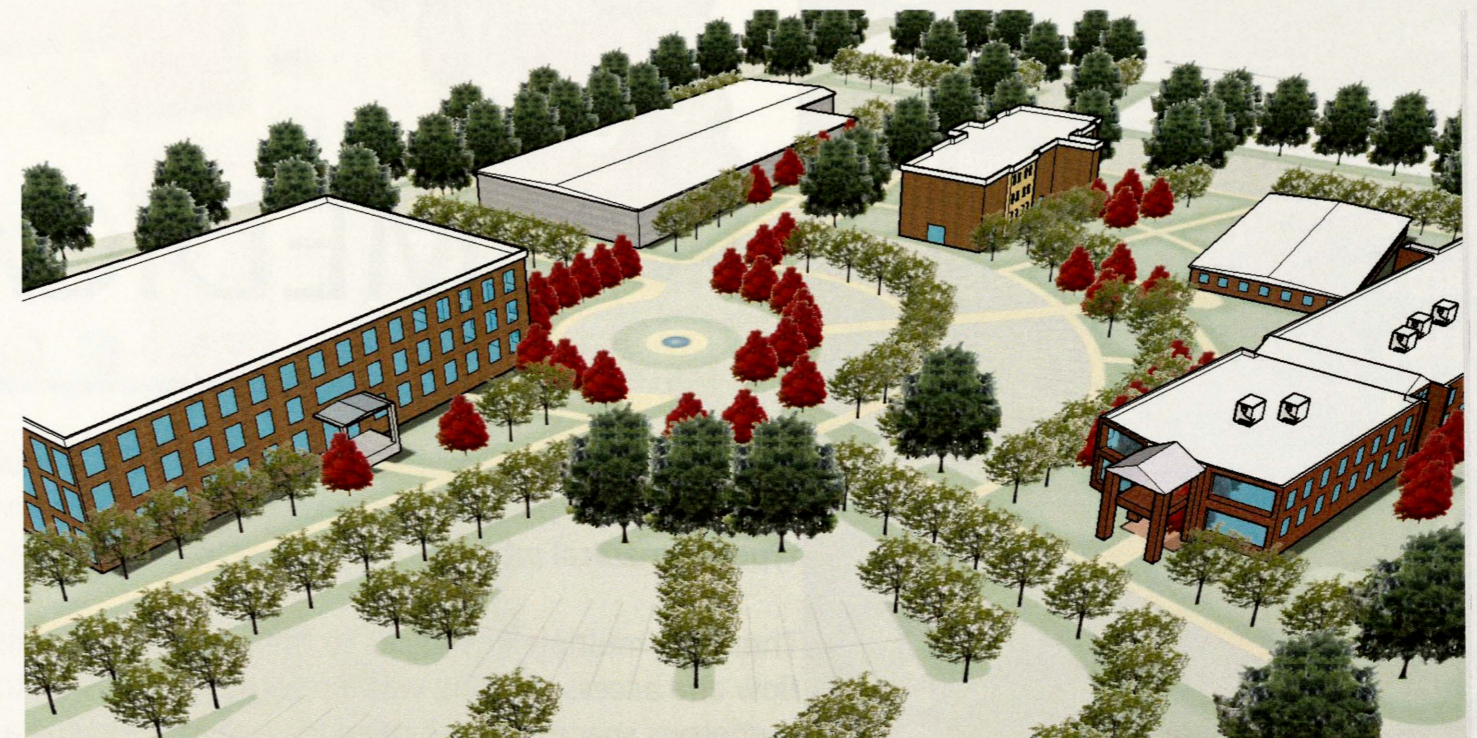


**PERSPECTIVE** OF REVISED CORPORATE CAMPUS CONCEPT

VIEW FROM THRASHER STREET



VIEW FROM CORNER OF THRASHER ST. & HUNTER ST.



VIEW OF ROUNDABOUT & FOUNTAIN

# PERSPECTIVES OF REVISED CORPORATE CAMPUS CONCEPT

# MEDICAL PARK

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New buildings were created for medical offices, surrounding a water fountain which becomes the main focal point. The proposed medical design would provide Norcross with a central location for various types of medical practices that would improve the overall public health of the city.

There are multiple entrances to the site from the existing roads along with a new road created for better flow and access. Parking was a priority for the site; to account for the expected high volume of people, numerous spaces are provided for patients. Having a medical office park will concentrate facilities in one location and allow easier access and availability for Norcross citizens.



**PROPOSED USES:**

*Medical Offices:*

① Building 1:	11,716 sqft.
② Building 2:	5,597 sqft.
③ Building 3:	8,966 sqft.
④ Building 4:	13,705 sqft.
⑤ Building 5:	15,069 sqft.
⑥ Building 6:	9,731 sqft.
⑦ Building 7:	5,538 sqft.
⑧ Building 8:	5,104 sqft.
⑨ Building 9:	7,938 sqft.
⑩ Building 10:	8,933 sqft.
⑪ Building 11:	8,023 sqft.
⑫ Building 12:	5,112 sqft.
⑬ Building 13:	5,112 sqft.
<hr/>	
TOTAL	110,544 sqft.

*Open Space:*

⑭ Green Space:	0.34 AC
⑮ Plaza:	0.09 AC
<hr/>	
TOTAL	0.43 AC

**OPEN SPACE:**

<i>Open Space</i>	0.43 AC
<i>Total Site Area:</i>	12.51 AC
<i>Percentage Open Space:</i>	3.44 %

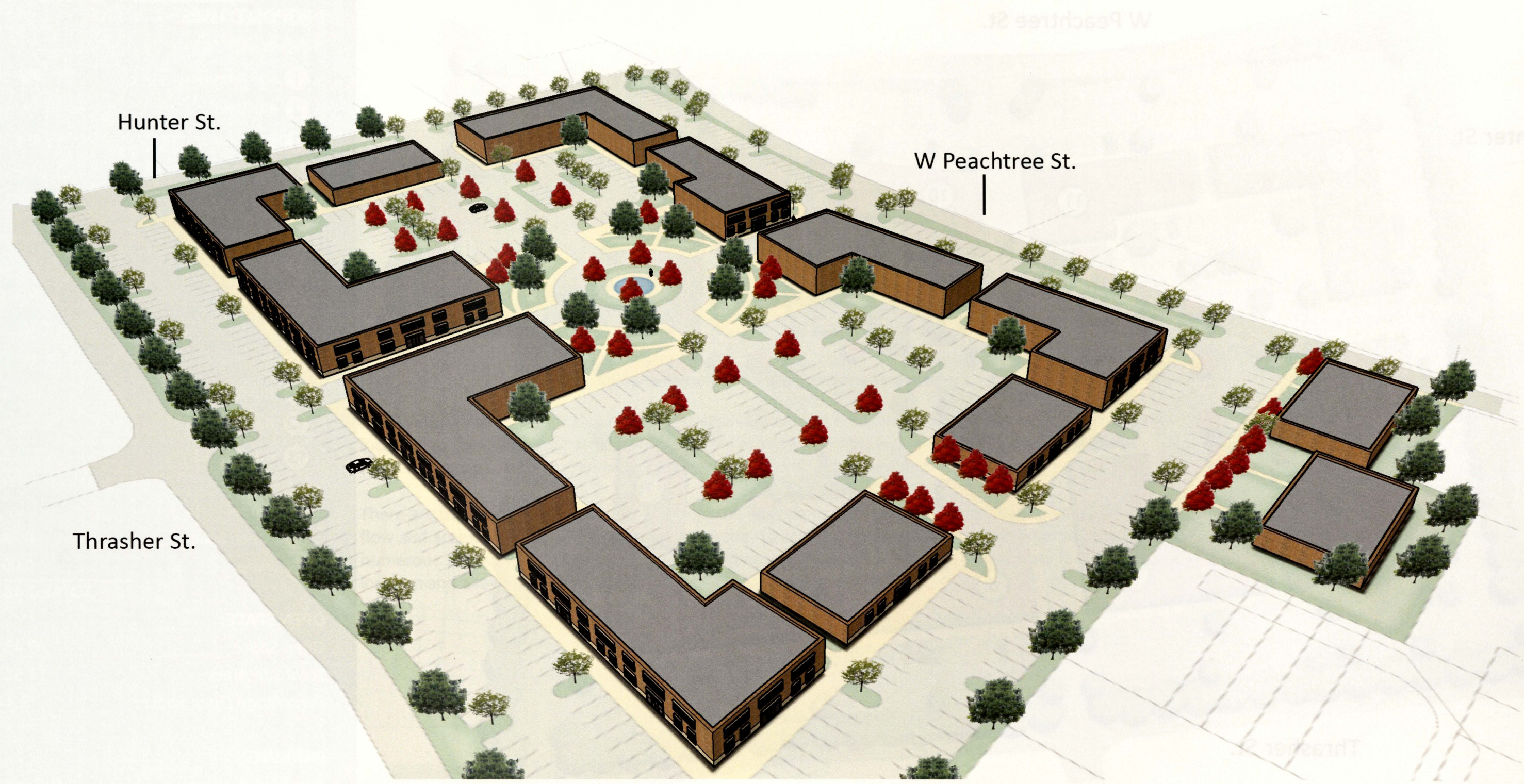
**PARKING:**

<i>Required Parking:</i>	498 spaces
110,544 sqft. @ 4.5/1000 sqft.	
<i>Total Provided Parking:</i>	522 spaces
<i>Excess Parking (Deficit):</i>	24 spaces

**MEDICAL PARK: PLAN VIEW**

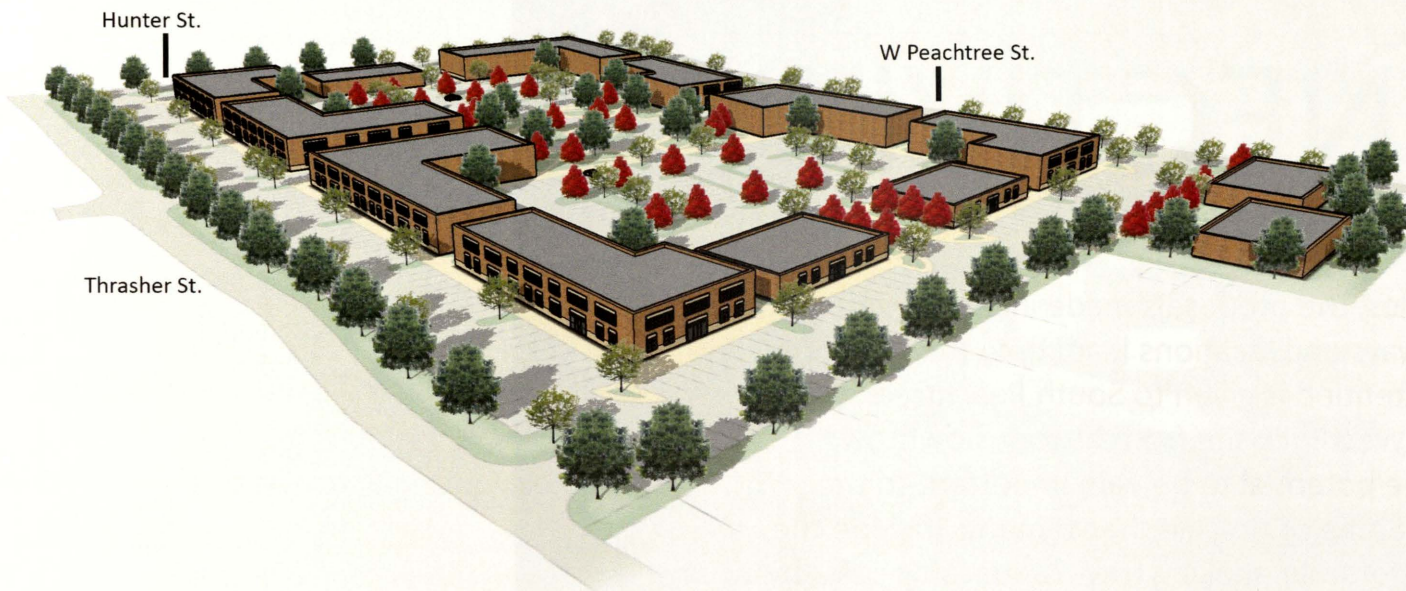
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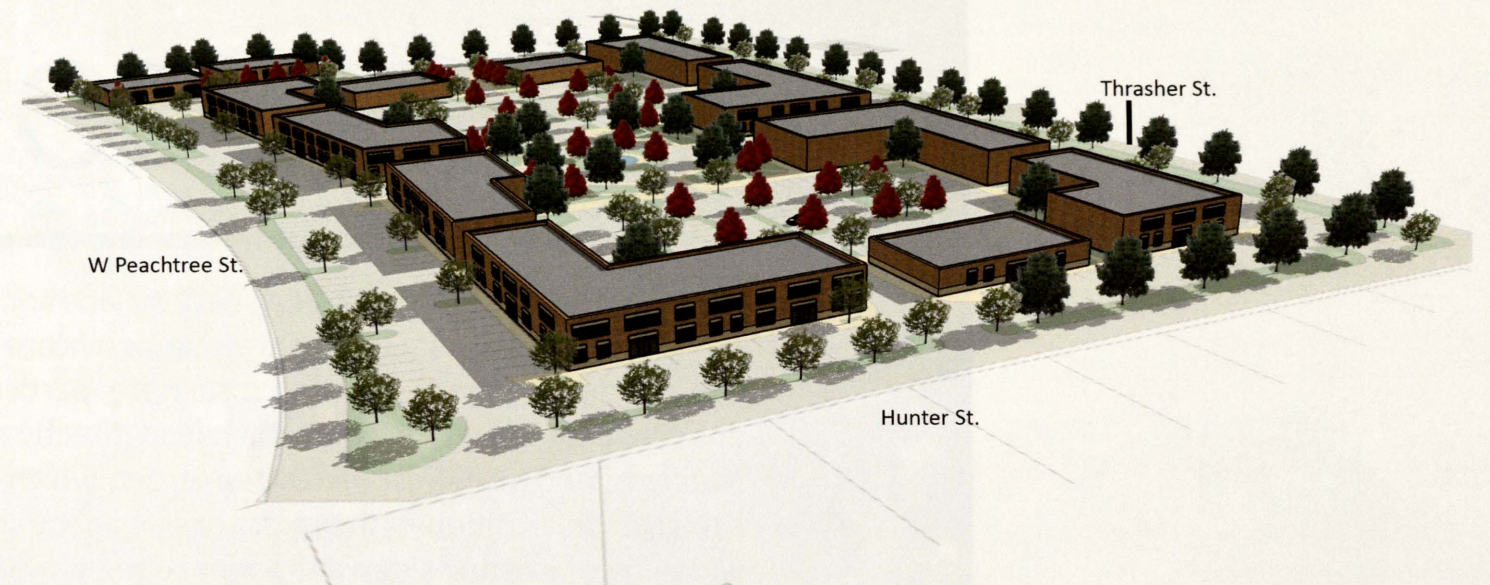


# PERSPECTIVE OF REVISED MEDICAL PARK CONCEPT

VIEW FROM THRASHER STREET



VIEW FROM THRASHER ST.



VIEW FROM CORNER OF W PEACHTREE ST. & HUNTER ST.

# PERSPECTIVES OF REVISED MEDICAL PARK CONCEPT

# REVISED CONNECTIVITY

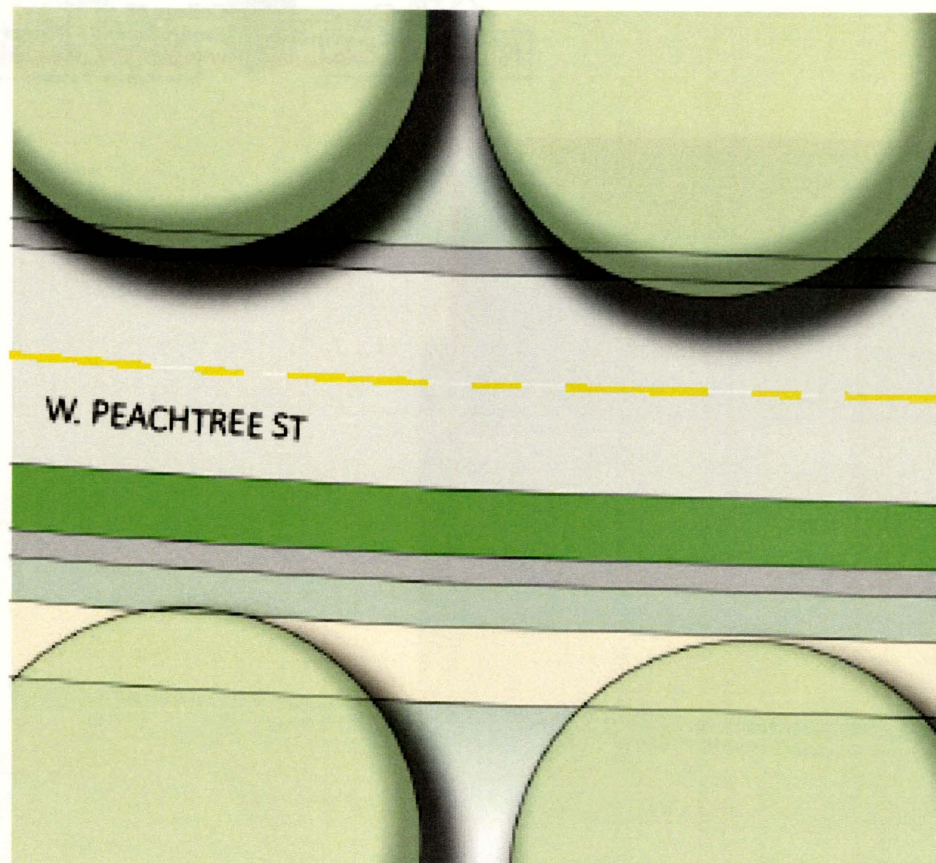
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To increase accessibility for both pedestrians and vehicles, the proposals made include a variety of infrastructure enhancements along significant roadways and locations leading to the WestRock site and around the city of Norcross. Here, particular attention is given to South Peachtree Street and Thrasher Street, both of which lead directly to the WestRock site from historic downtown Norcross, and also West Peachtree Street, which has the potential to be very important to the site given its position in the midst of a residential area. Some of these enhancements include the widening of existing sidewalks to make them more comfortable, making travel and traffic safer by further separating vehicles from pedestrians, and moderately altering specific roads/intersections in order to ease the flow of traffic in those areas. The goal of these proposals is to promote travel and activity for and between the WestRock site and downtown Norcross.



## WEST PEACHTREE ST. PROPOSED STREET PLAN - 42'

West Peachtree St borders the northern side of the WestRock campus. The existing infrastructure consist of only two ten-foot travel lanes, curbs, and a slim four-foot sidewalk adjacent to the road. Since this road has potential to carry a notable number of pedestrians to and from the site, the focus here was on pedestrian comfort and safety. The proposal made here include a six-foot bike lane on the southern side of the road, a buffer of four feet, and an additional three feet to the sidewalk making it seven feet wide. This increases the existing right-of-way from 27 feet to 42 feet wide; the majority of the 15 feet increase is made on the southern side extending into the WestRock site.

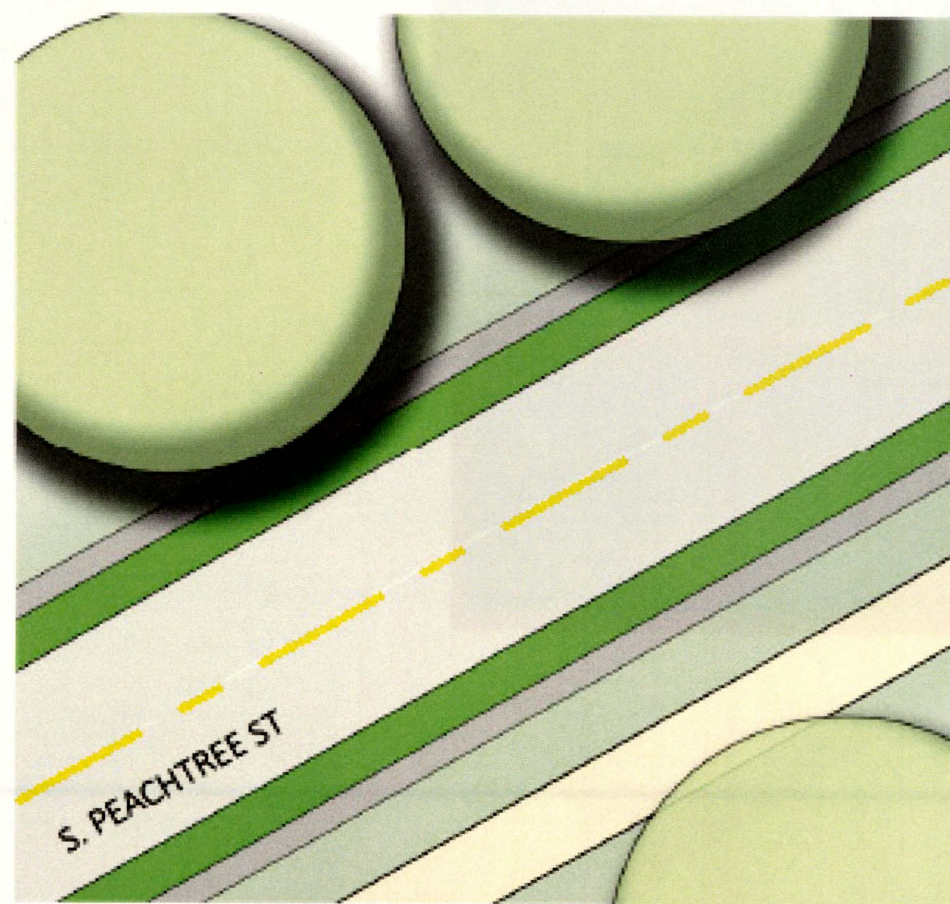


WEST PEACHTREE ST  
PROPOSED STREET PLAN - 42'

- CURB - 2.5'
- THRU TRAFFIC - 10'
- RD CENTERLINE
- THRU TRAFFIC - 10'
- BIKE LANE - 6'
- CURB - 2.5'
- BUFFER - 4'
- SIDEWALK - 7'
- EXISTING RIGHT OF WAY  
27'

## SOUTH PEACHTREE ST. PROPOSED STREET PLAN - 46'

South Peachtree St is placed inside of the right-of-way of the rail line, so the enhancements proposed here were kept to a minimum regarding the widening of the road. The infrastructure on this street towards downtown is currently in decent condition for travel. As you move westward towards the site, the quality begins to deteriorate. Here, we observed the decent existing elements and applied them to the western portion of the street; these elements include a six-foot buffer on the southern side, increasing the sidewalk width to seven feet, in addition to two four-foot bike lanes on either side. This increases the right-of-way by eight feet from 38 feet to 46 feet.

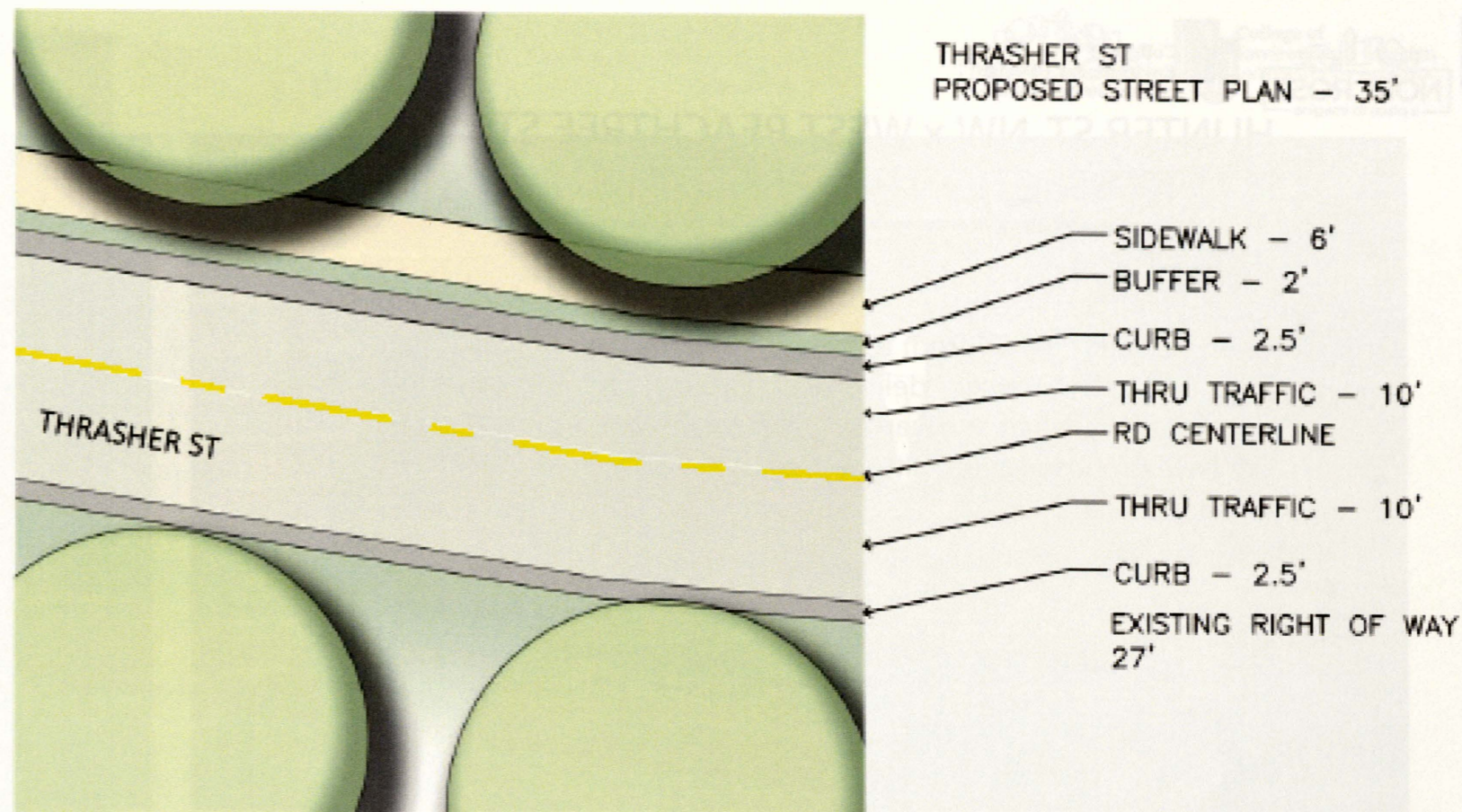


SOUTH PEACHTREE ST  
PROPOSED STREET PLAN - 46'

- CURB - 2.5'
- BIKE LANE - 4'
- THRU TRAFFIC - 10'
- RD CENTERLINE
- THRU TRAFFIC - 10'
- BIKE LANE - 4'
- CURB - 2.5'
- BUFFER - 6'
- SIDEWALK - 7'

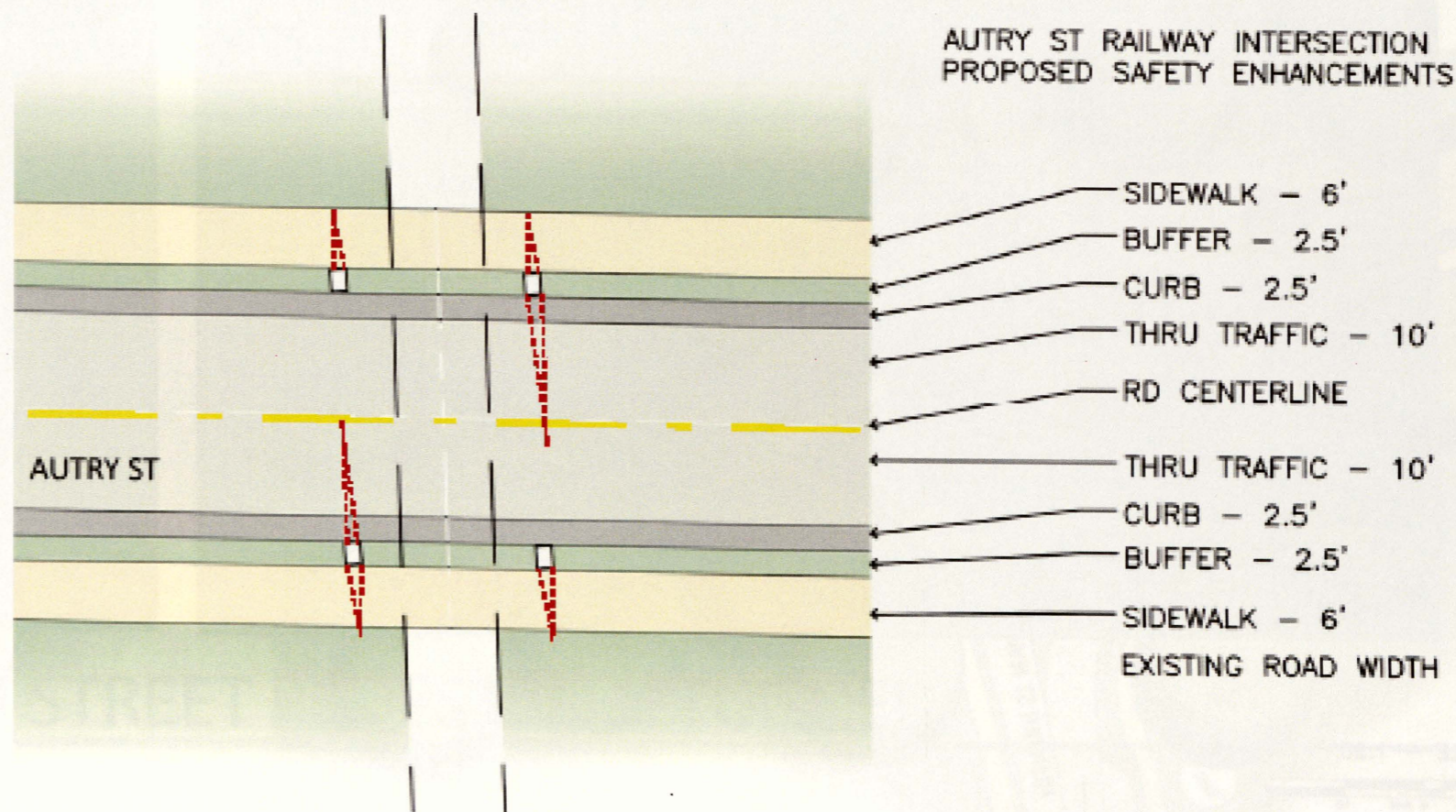
## THRASHER STREET PROPOSED STREET PLAN - 35'

Thrasher St is the primary corridor between the WestRock campus and downtown, especially for pedestrians; it is also placed in the rail line's right-of-way, limiting the amount it can be widened. Given its importance, changes should still be made to better the quality of travel for pedestrians. The enhancements here include a curb to the southern side of the road, a two-foot buffer, and widening the sidewalk to six feet. This increases the current right-of-way from 27 feet to 35 feet.



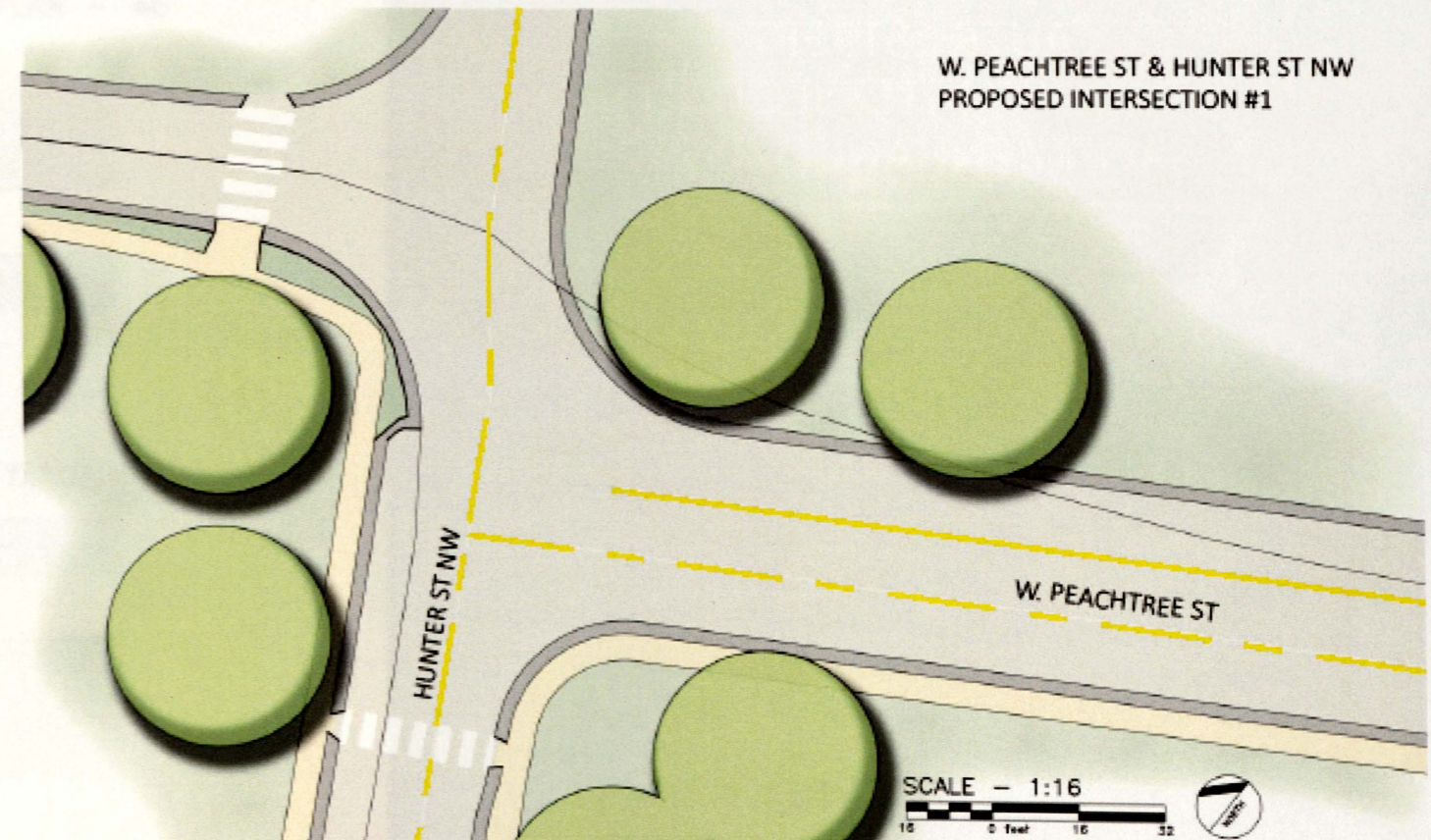
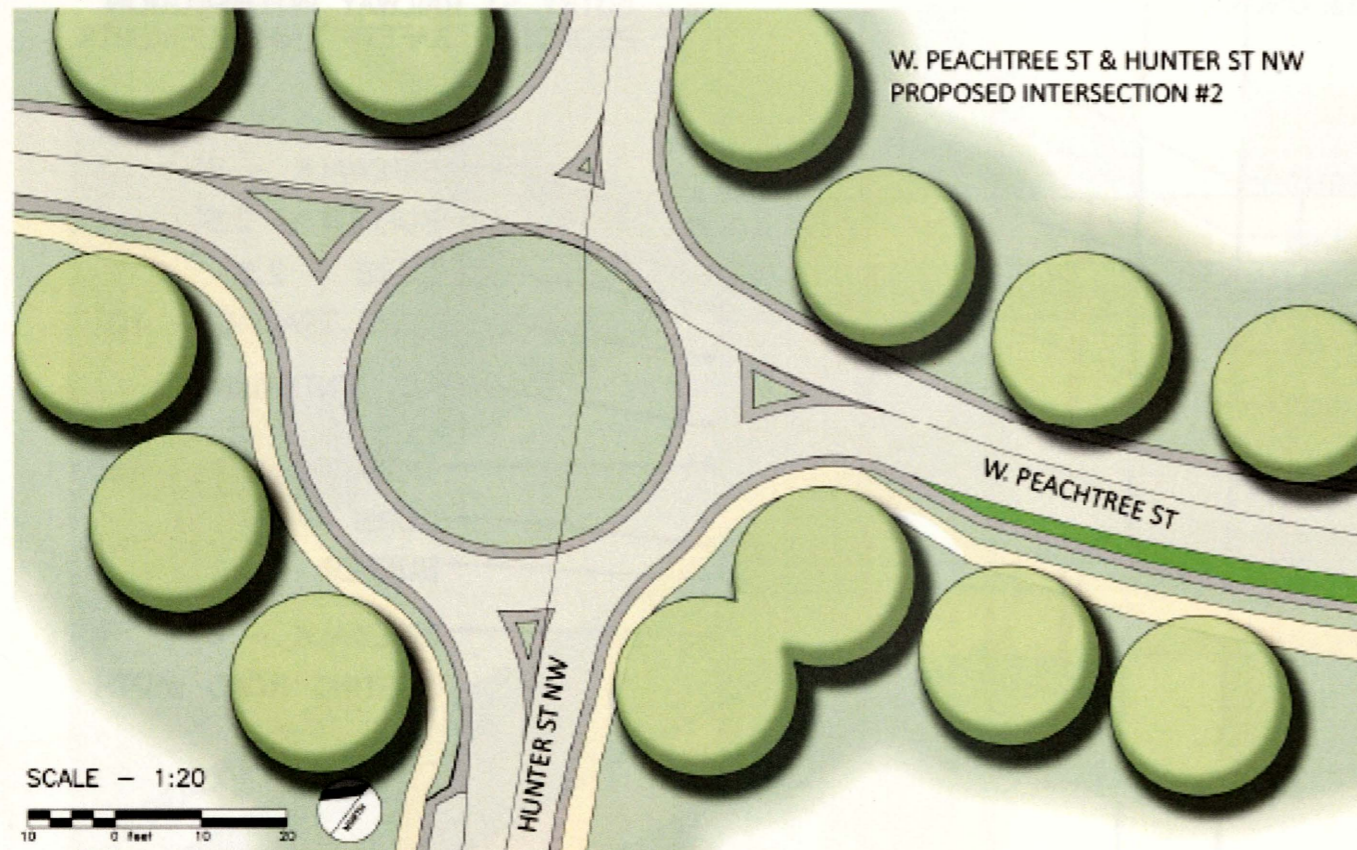
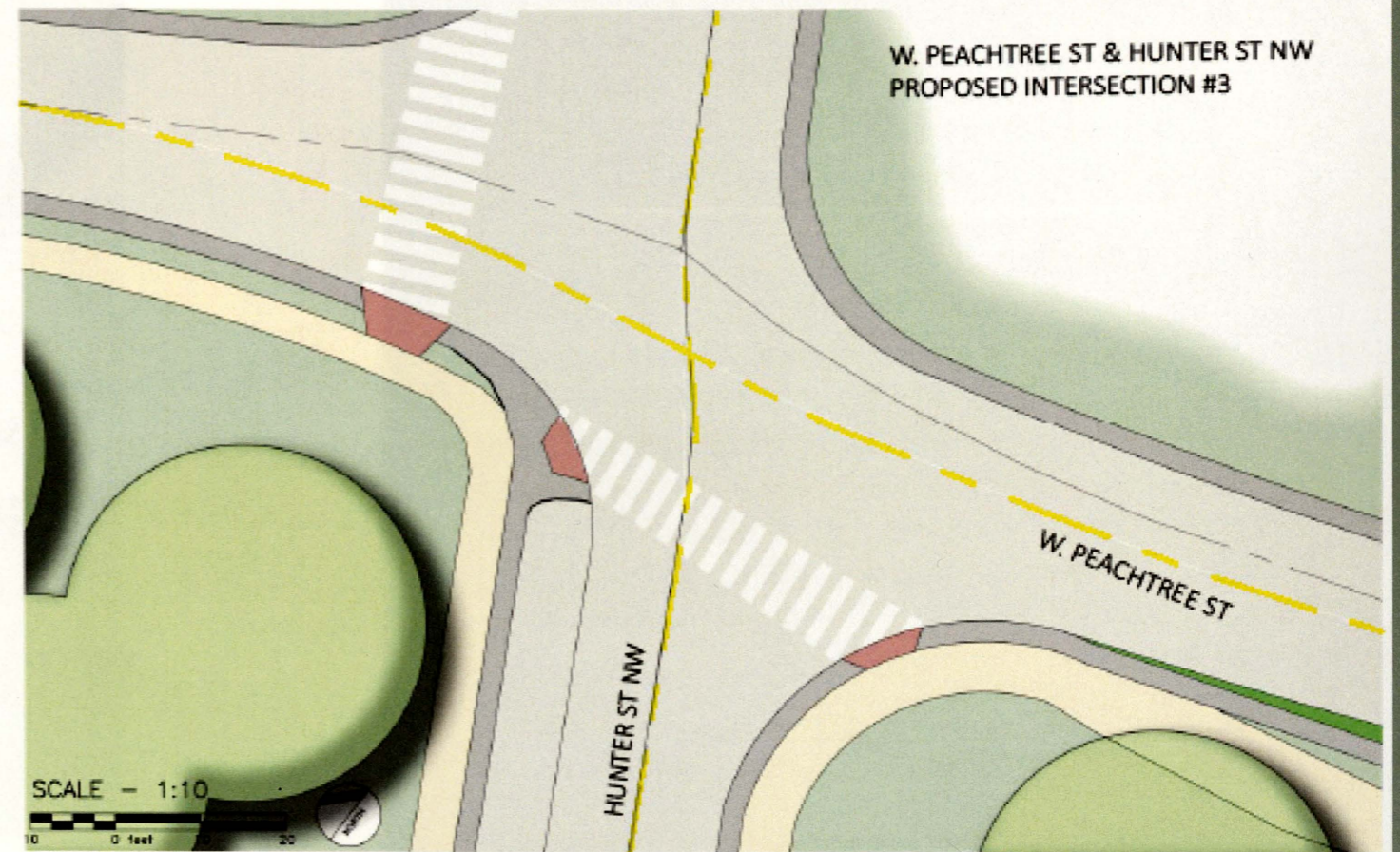
## AUTRY STREET RAILWAY INTERSECTION SAFETY ENHANCEMENTS

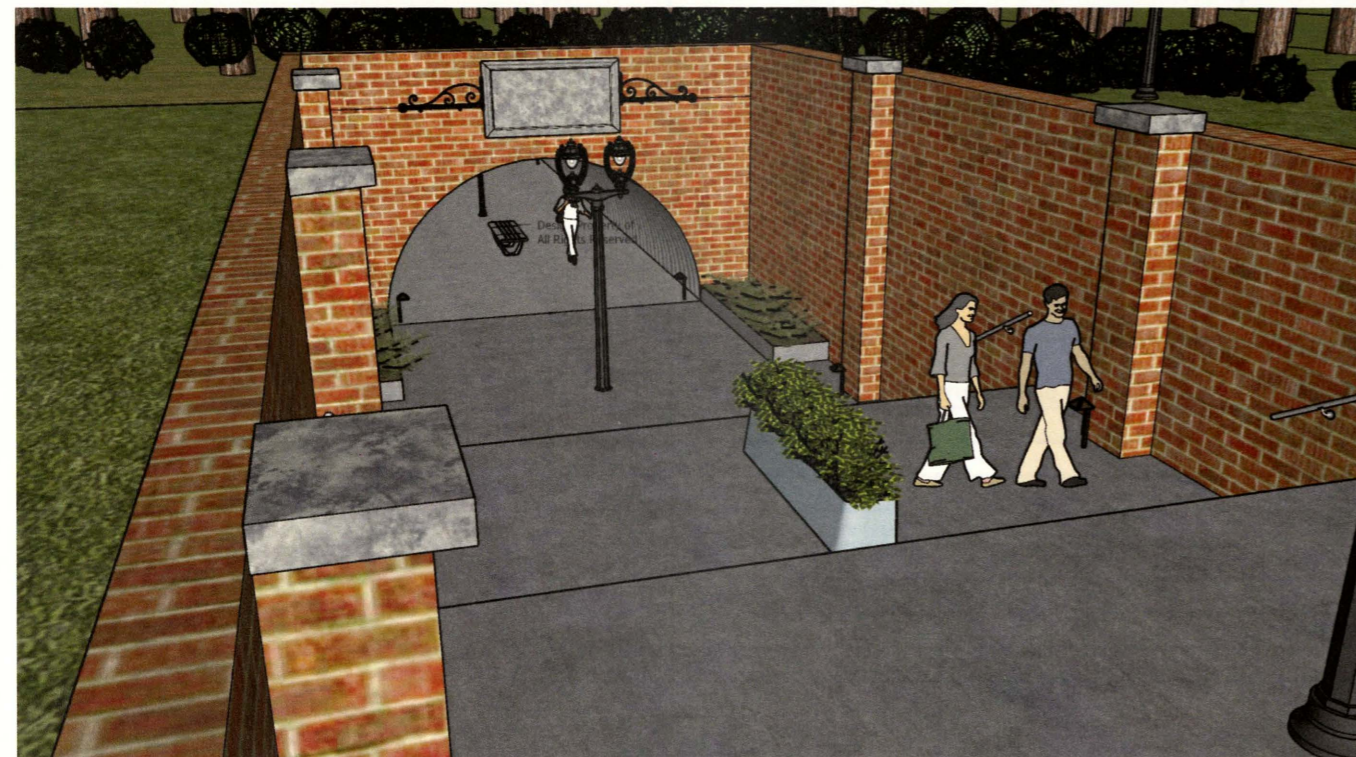
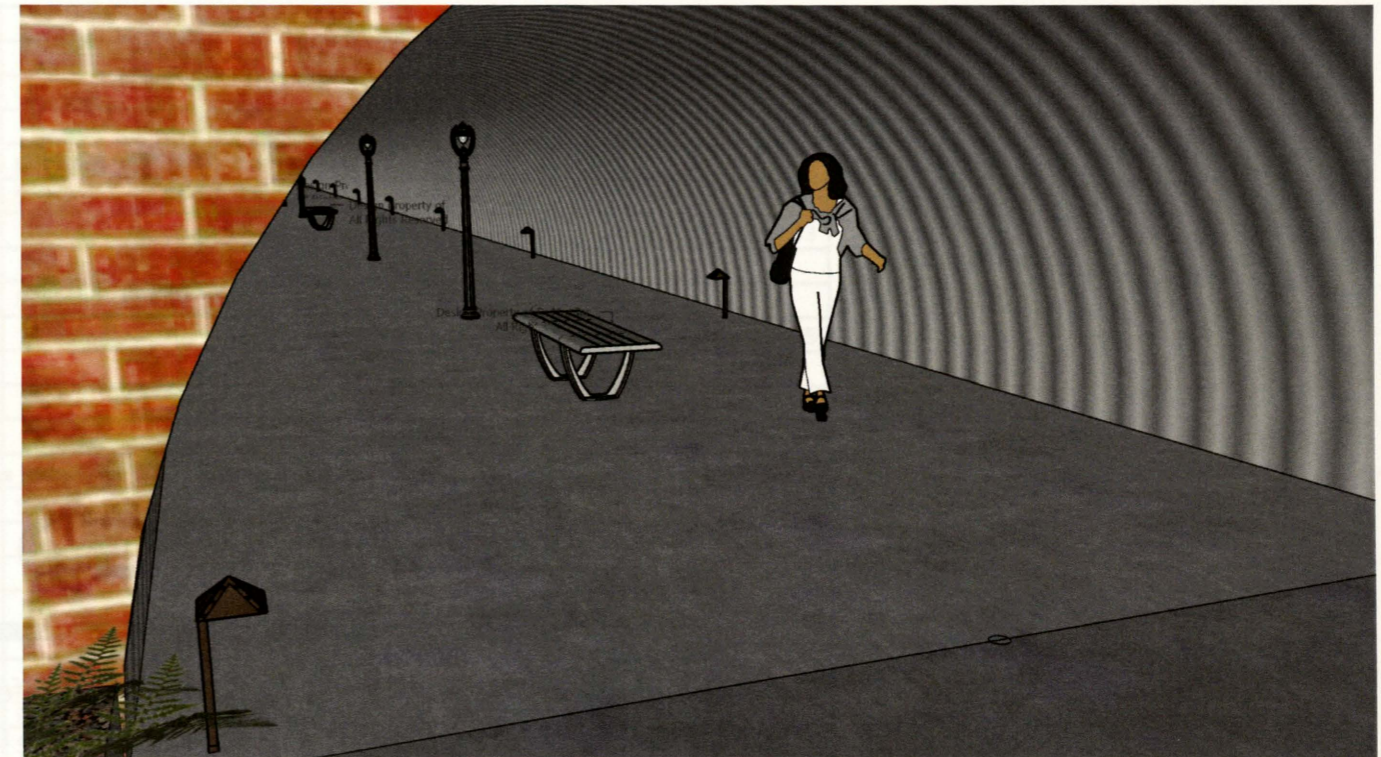
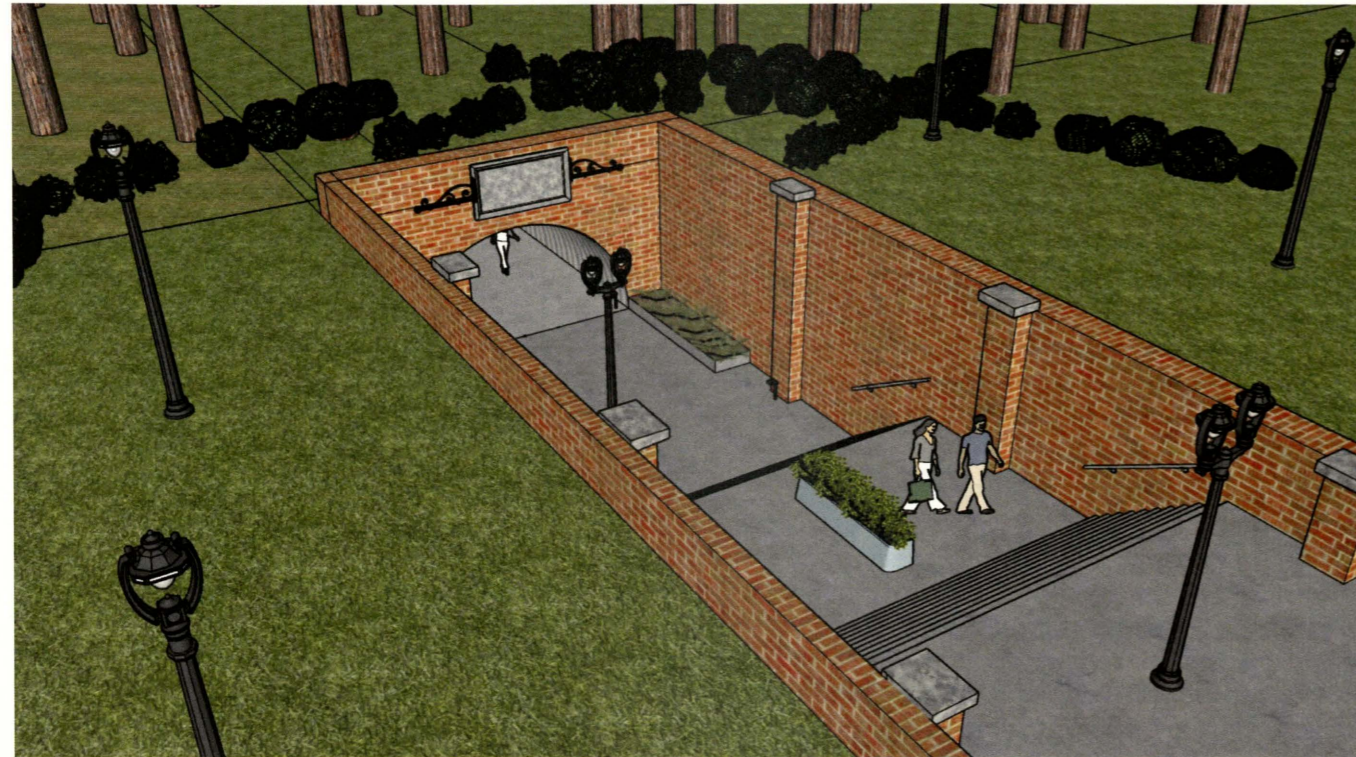
The rail line to the south of WestRock has provided many constraints for proposing improvements; it lies between Thrasher St and South Peachtree St making it impossible to avoid when traveling between downtown and the WestRock site. Given this inevitability, the priority is to make the crossings safer for pedestrians that must cross the rail. To do this, we have proposed adding curbs to either side, two-and-a-half foot buffers from the road, and six-foot sidewalks on both sides of the road. These improvements also include lowering barriers on both sidewalks to block the path as trains approach. The proposals here would be applied to each of the three crossings located between downtown and the WestRock Campus.



## HUNTER ST. NW x WEST PEACHTREE ST. INTERSECTION PROPOSED PLAN

The intersection at West Peachtree Street and Hunter Street NW is a significant location; it leads directly from the site to Jimmy Carter Boulevard providing access for larger trucks for deliveries, transports, etc. It is currently a four-way stop that is shaped awkwardly, making it uncomfortable to some drivers. We have proposed three alternate road plans for this intersection to increase mobility and safety.





SOUTH PEACHTREE STREET - THRASHER STREET PEDESTRIAN TUNNEL

# COST ESTIMATES

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This cost analysis shows the cost of construction for each building type and the site development expenses for all construction. These numbers are used to calculate a total construction estimate for the vertical building and site cost. From the costs found, they are then compared to the average sales prices of the buildings within the Norcross area. This comparison then creates a final sales price for the finished buildings. A final comparison is made to come up with the final profit loss figure from the design, construction, and sale of the buildings.

PRELIMINARY DEVELOPMENT PRO FORMA				
FILM STUDIO PLAN				
	units	price per unit	total revenue	
INCOME				
Film Stage (sq.ft)	48,617.21	\$ 32.50	\$	1,580,059.33
			total film stage revenue	\$ 1,580,059.33
Residential/Retail Sales (sq.ft)	37,173.50	\$ 111.67	\$	4,151,164.75
			total residential/retail revenue	\$ 4,151,164.75
Hotel (sq.ft)	59,393.90		\$	-
			1 year hotel revenue	\$ 3,449,250.00
Film Production (sq.ft)	26,774.00	\$ 160.00	\$	4,283,840.00
			total film production revenue	\$ 4,283,840.00
			total film plan revenue	\$ 13,464,314.07
EXPENSE				
Film Stage construction (sq ft)	48,617.21	\$ 143.66	\$	(6,984,348.39)
Film stage site construction (sq.ft.)	73,750.57	\$ 6.78	\$	(500,028.86)
				\$ (7,484,377.25)
Residential construction (sq ft)	37,173.50	\$ 86.24	\$	(3,205,842.64)
Residential site construction (sq.ft.)	81,132.11	\$ 8.87	\$	(719,641.82)
			total film stage cost	\$ (3,925,484.46)
Hotel construction (sq ft)	59,393.90	\$ 145.94	\$	(8,667,945.77)
Hotel site construction (sq.ft.)	66,464.06	\$ 5.99	\$	(398,119.72)
			total film stage cost	\$ (9,066,065.49)
Film Production construction (sq ft)	26,774.00	\$ 189.71	\$	(5,079,295.54)
Film Production site construction (sq.ft.)	98,372.08	\$ 6.16	\$	(605,972.01)
			total film stage cost	\$ (5,685,267.55)
	units	price per unit	total cost	
Parking deck construction (sq ft)	76,866	\$ 75.20	\$	(5,780,307.41)
			Film plan revenue	\$ 13,464,314.07
			Film plan expenses	\$ (31,941,502.16)
			Profit (Loss)	\$ (18,477,188.09)

PRELIMINARY DEVELOPMENT PRO FORMA: MIXED USE - FILM STUDIO



PRELIMINARY DEVELOPMENT PRO FORMA				
MEDICAL PLAN				
	INCOME	units	price per unit	total revenue
	Medical Office Sales (sq.ft)	211,196.18	\$ 119.00	\$ 25,132,345.42
				total office revenue \$ 25,132,345.42
	EXPENSE	units	price per unit	total cost
	Office vertical construction (sq ft)	211,196.18	\$ 263.65	\$ (55,681,872.86)
	Office site construction (sq ft)	274,422.69	\$ 6.19	\$ (1,698,676.45)
				total office cost \$ (57,380,549.31)
				office revenue \$ 25,132,345.42
				office expenses \$ (57,380,549.31)
				Profit (Loss) \$ (32,248,203.89)

PRELIMINARY DEVELOPMENT PRO FORMA: MEDICAL PARK



PRELIMINARY DEVELOPMENT PRO FORMA				
MIXED USE OFFICE WITH RESIDENTIAL PLAN				
		units	price per unit	total revenue
<b>INCOME</b>				
Apartment rental (sq.ft)		49,410.00	\$ 91.65	\$ 4,528,426.50
Condo sales (sq.ft)		49,410.00	\$ 91.65	\$ 4,528,426.50
				total apartment revenue \$ 9,056,853.00
		units	price per unit	total revenue
Office sales (sq. ft)		211,196.18	\$ 65.57	\$ 13,848,133.52
				total townhome revenue \$ 13,848,133.52
<b>EXPENSE</b>				
		units	price per unit	total cost
Apartment vertical construction (sq ft)		98,820.00	\$ 150.00	\$ (14,823,000.00)
Apartment site construction (sq ft)		274,422.69	\$ 6.19	\$ (1,698,676.45)
				total apartment cost \$ (16,521,676.45)
		units	price per unit	total cost
Parking deck construction (sq ft)		195,008	\$ 75.20	\$ (14,664,601.60)
Office vertical construction (sq.ft)		211,196.18	\$ 215.31	\$ (45,471,857.53)
Office site construction (sq.ft.)		274,422.69	\$ 6.19	\$ (1,698,676.45)
				total townhouse costs \$ (47,170,533.98)
				apartment revenue \$ 9,056,853.00
				apartment + deck expenses \$ (31,186,278.05)
				Profit (Loss) \$ (22,129,425.05)
				Office revenue \$ 13,848,133.52
				Office expenses \$ (47,170,533.98)
				Profit (Loss) \$ (33,322,400.46)

**PRELIMINARY DEVELOPMENT PRO FORMA: RESIDENTIAL**

PRELIMINARY DEVELOPMENT PRO FORMA				
RESIDENTIAL PLAN				
		units	price per unit	total revenue
<b>INCOME</b>				
Apartment rental (sq.ft)		48,190.00	\$ 91.65	\$ 4,416,613.50
Condo sales (sq.ft)		48,190.00	\$ 91.65	\$ 4,416,613.50
				total apartment revenue \$ 8,833,227.00
		units	price per unit	total revenue
Townhome sales (sq. ft)		142,762.50	\$ 131.70	\$ 18,801,821.25
				total townhome revenue \$ 18,801,821.25
<b>EXPENSE</b>				
		units	price per unit	total cost
Apartment vertical construction (sq ft)		96,380.00	\$ 100.00	\$ (9,638,000.00)
Apartment site construction (sq ft)		163,679.12	\$ 25.73	\$ (4,211,463.76)
				total apartment cost \$ (13,849,463.76)
		units	price per unit	total cost
Parking deck construction (sq ft)		61,600	\$ 75.20	\$ (4,632,320.00)
Townhouse vertical construction (sq.ft)		142,762.50	\$ 100.00	\$ (14,276,250.00)
Townhouse site construction (lin. Ft. road)		1,311.00	\$ 350.00	\$ (458,850.00)
				total townhouse costs \$ (14,735,100.00)
				apartment revenue \$ 8,833,227.00
				apartment + deck expenses \$ (18,481,783.76)
				Profit (Loss) \$ (9,648,556.76)
				townhome revenue \$ 18,801,821.25
				townome expenses \$ (14,735,100.00)
				Profit (Loss) \$ 4,066,721.25

# PRELIMINARY DEVELOPMENT PRO FORMA: RESIDENTIAL

# CONCLUSION

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WestRock was for many decades a key member of Norcross, both as a globally successful business leader as well as an ardent supporter of the city. With its loss comes the responsibility of a city to turn a vacant site into a tax-earning property. While Norcross requested UGA's College of Environment and Design for help with this project, the driving force in our collaboration was the positive outlook and willingness of both those at City Hall as well as many engaged citizens to look past the loss and envision a site even better connected and serving to the community than before.

After analyzing the site, we explored many options and shared those ideas with the community. With the feedback from the members of the city in mind, we ultimately settled on five unique concepts to perfect and propose as potential future uses of the site. Simply put, they are as follows: a mixed residential design with the addition of a civic center to benefit the community, a mixed-residential design with the detention pond used as a green-space amenity, a mixed-use development, a corporate campus, and lastly a medical office campus. Each of these scenarios, though, comes with a development cost which should always be considered before making a final decision.