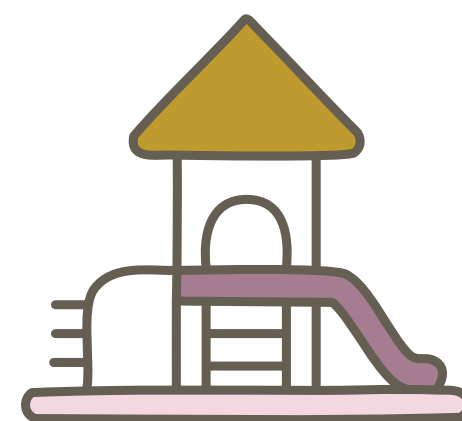
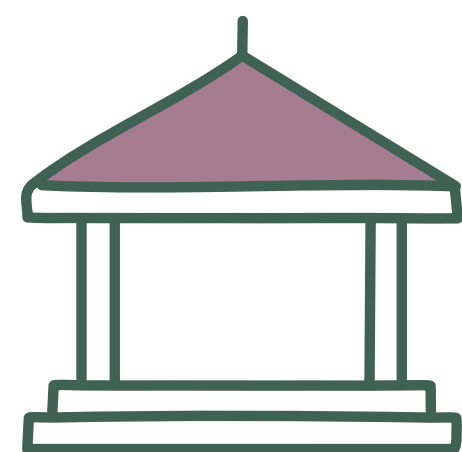
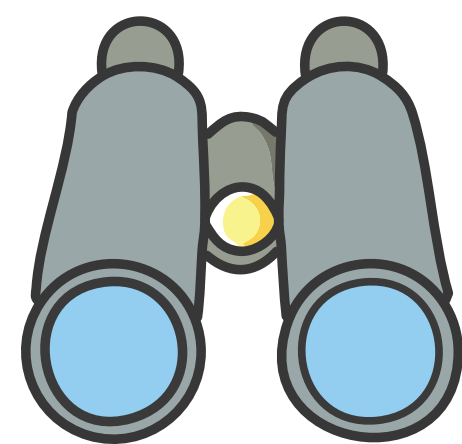
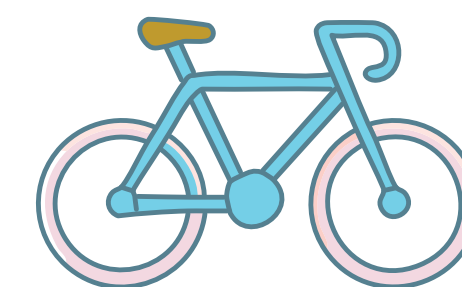
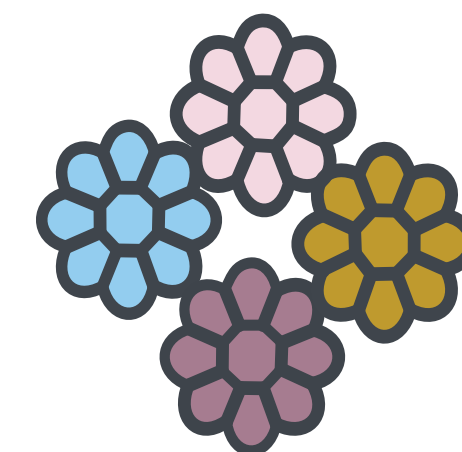




Shaping Ecological Tourism:

How can Brunswick, Georgia and the Marshland benefit from certain Coastal Tourism?





Views of the Marsh From Highway 17



North of Site

South of Site

Balancing Coastal Tourism & Ecological Preservation Today



Plant Diversity



Classic Brick



Honeycomb Pavers

Materials Palette



Carolina Brick Paving



Wooden Structures



Water Fountains

Tourism Today
Inspiring views from Downtown Brunswick.



Circulation

Legend:

-  Roadways
-  Parking
-  Pedestrian



Site Programming

Legend

-  Marshland
-  Roadways
-  Vegetation
-  Parking
-  Buildings



Current Tourism

1. Historic Square Downtown
2. Sidney Lanier Bridge
3. Brunswick Landing Marina
4. Historic Ritz Theatre
5. Old Town Bike Tours
6. Richland Rum Tasting & Silver Bluff Beer Brewery
7. Mary Ross Waterfront Park
8. Lover's Oak

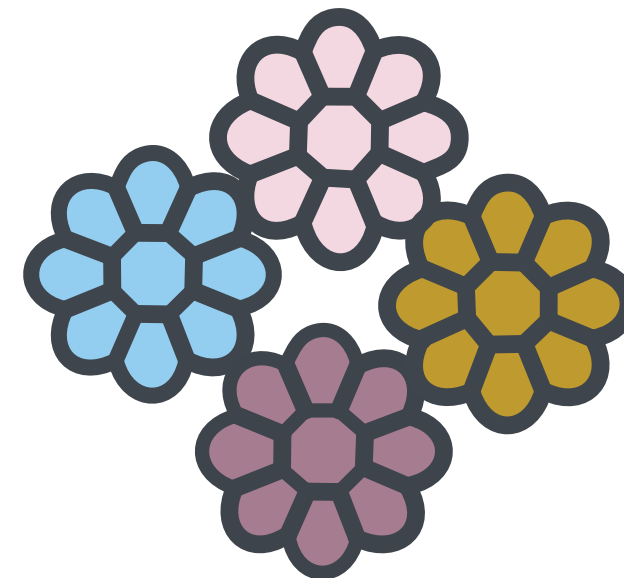
Case Studies



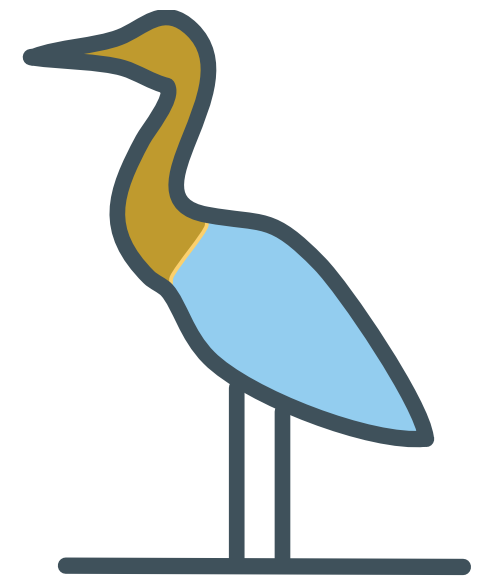
Charleston, South Carolina
Cultivating designated spaces for events help to protect the environment around it.



Savannah, Georgia
Oak lined streets easily create beautiful viewsheds.



La Paz, Costa Rica
Simply having a beautiful landscape draws tourism into the community, creating ecological awareness and economic contribution.

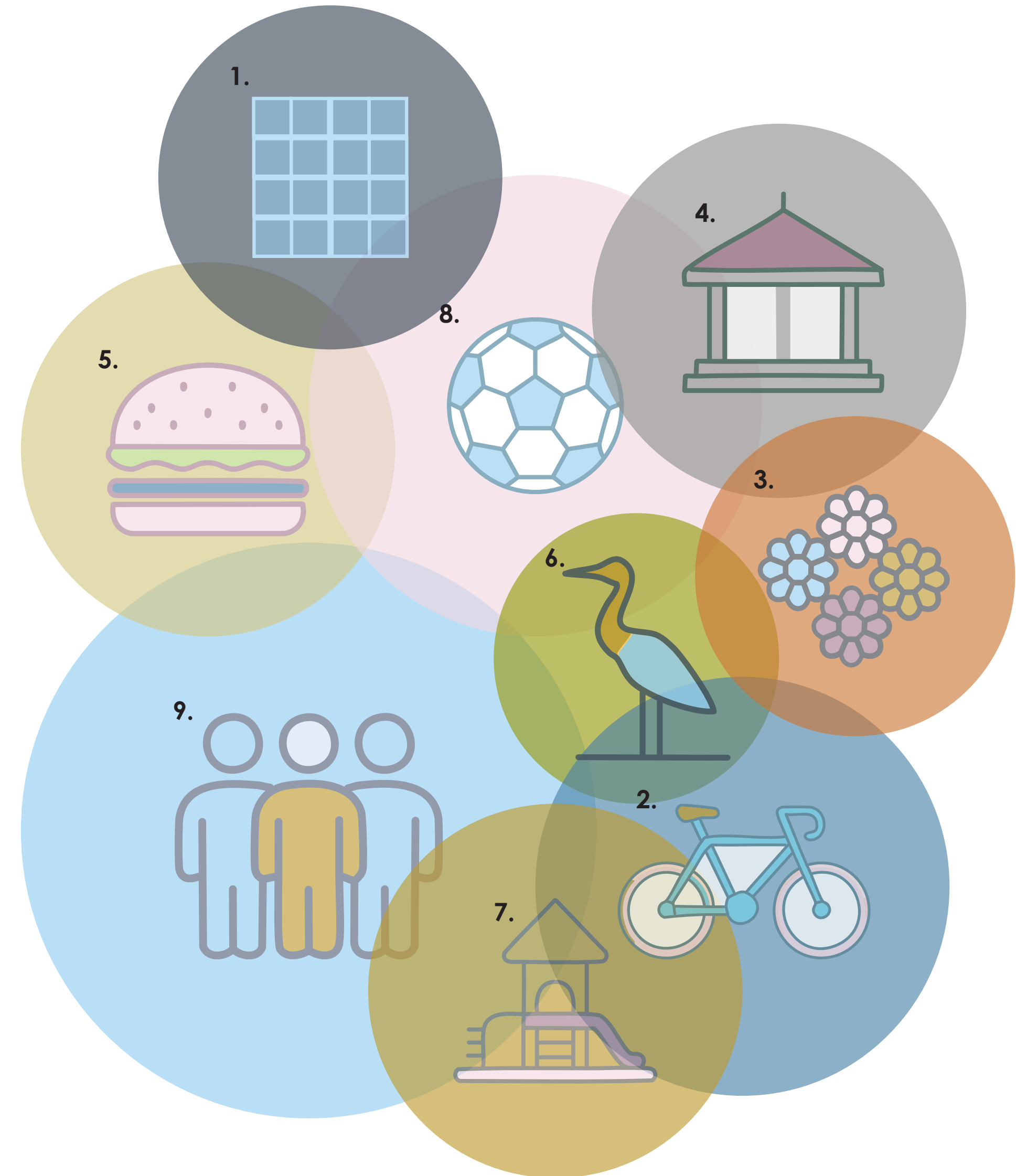


Why create a park circuit?

Multiple types of outdoor landscapes can significantly promote ecological coastal tourism by offering visitors a diverse and immersive experience that highlights the unique coastal ecosystems.

Various benefits of a circuit:

- 1. Signature Square Park:** Community engagement, eye-catching, event space
- 2. Coastal Greenway:** Biodiversity conservation, promoting outdoor activities (hiking & biking), recreational engagement
- 3. Botanical Garden:** beautiful landscaping, education opportunity, diverse ecological experience, sustainable tourism
- 4. Pavillion Centers:** Recreational, community meeting point, event spaces
- 5. Commerical Park:** tourism location, supporting local business, good eats & views, recreational play & community building
- 6. Marshide Overlook park:** educational tourism, diverse ecology, protection of the marsh, respecting wildlife
- 7. Playscapes:** Family engagement, environmental awareness, designs for all ages & abilities
- 8. Recreational Fields & Courts:** promotes physical health & engagement, facilitates economic growth, youth development
- 9. Historical Garden of Brunswick:** tourism location, educational awareness, outdoor activites



Master Plan Concept



Legend

- A. Existing Winn Dixie
- B. Parking
- C. Small Business Initiative
- D. Signature Squares Garden
- E. Connection to Greenway
- F. Coastal Botanical Garden
- G. Parking
- H. 100 Miles
- I. Brewery
- J. Roadway
- K. Beer Garden
- L. Parking
- M. Public Deck
- N. Tourism Center
- O. Pedestrian Bridge
- P. Overlook Park
- Q. Pavillion Square
- R. Oyster Playscape
- S. Parking
- T. Recreation Fields
- U. Community Center
- V. Recreational Fields
- W. Brunswick Pathways
- X. Existing Marshside Grill
- Y. Residential Entrance
- Z. Street Entrance/Exit
- AA. Scenic Pathway

Brunswick Small Business Initiative

Each business should complement the others, creating a diverse but cohesive atmosphere to draw attention and boost the economy for Brunswick residents.

Affordable Leasing & Flexible Terms

Offer flexible leasing options and affordable rent, making it easier for startups and small businesses to enter the market without the financial burden of large, long-term commitments. This model will attract entrepreneurs who may not be able to afford individual storefronts.

Sustainability and Community Involvement

Local sourcing: Encourage all businesses to source materials, goods, and ingredients locally to support other small businesses and reduce environmental impact.
Community outreach: Engage local residents in the initiative by offering volunteer opportunities, promoting local causes, or hosting community gatherings that celebrate local culture and talents.



Building Location

Benefits:

- Reduces risk for small business owners by sharing costs.
- Creates a unique community-driven space that attracts visitors.
- Supports the local economy by focusing on locally sourced products and services.
- Fosters collaboration, innovation, and cross-promotion between businesses.



Health & wellness studio:

A small yoga or fitness center promoting health and fitness.



Handmade Crafts/Artisan Goods

Featuring jewelry, pottery, artwork, and textiles created by local artists.



Coffee Shop/Cafe

Serving as a central hub where visitors can enjoy locally sourced beverages and snacks.

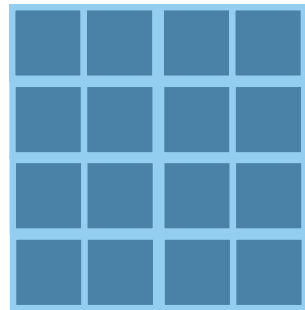


Workshop/Classes

Offering creative or educational services, such as painting, knitting, cooking, or digital marketing.

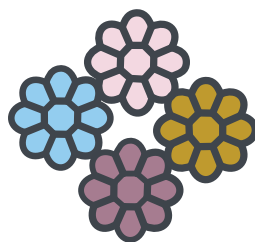
Signature Squares Garden

- Inspired by Savannah, GA
- Communal Space
- Signature Squares of Brunswiuck was founded to restore and preserve historic spaces
- Enhances City's historic charm
- Serene spot for locals & vistiors
- Host community events
- Attractions in their own right



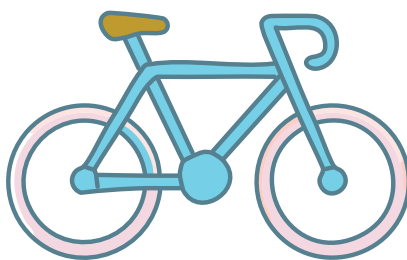
Georgia Coastal Botanical Garden

- Living musuem
- Offers visitors a chance to appreciate biodiversity
- Educating on sustainabilty and enviromental conservation
- Preserved endanger plant species
- Supports polinators
- Serene, green escape for visitors and locals alike
- Offers guided tours, workshops, and interactive exhibits
- Promotes sustainable travel such as hiking or biking



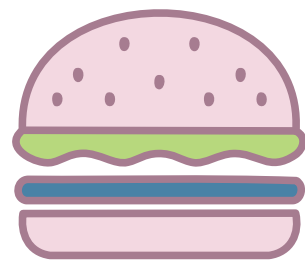
Greenway Travel

- Created to promote health and wellness
- A hub for the overall site connection
- Creates a story for the site
- Community connectivity
- Reduces traffic and serves as an outdoor attraction



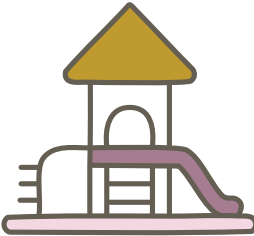
Commercal Garden

- Beer garden & restuarant
- Offers visitors a pace to enjoy food & drink in an outdoor seting
- Incorporates sustaionable practices
- an outdoor, green setting



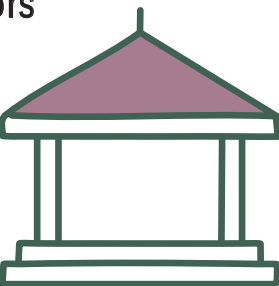
Playscape

- Promotes ecotourism
- eco-friendly play environment
- Encourages visitors to engage with eachother and the outdoors
- Utilizes sustainable materials
- Encourages activity for all ages & abilities



Pavillion/Meeting Point

- Gather space for visitors
- Resting point
- Cultural events
- Responsible land use



Recreational Fields/Community Center

- Provides community a shared outdoor space for sports, exercise, social gatherings
- Promotes health and social connections
- Boosts community engagement
- Serve as a hub for events



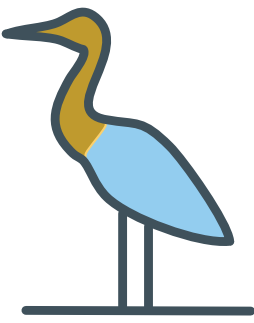
Brunswick Pathways Focus Area

- Preserves the cities rich, cultural, and natural hertiage
- Creates a beautiful and eduation space
- Community inspired and centered
- Historic Landscaping styles
- Key moments of Brunswick's past
- Fosters local pride and tourism



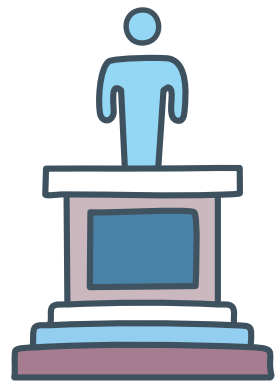
The Marsh Overlook Park Renovation

- Aims to enhance public access to Brunswick's stunning coastal marshlands preserving the area's natural beauty and ecological health
- Upgraded boardwalks and docks
- Better seating
- Educational signage about wildlife
- Create an overall more invintg park
- Birdwatching, nature walks, and peaceful views of the marsh

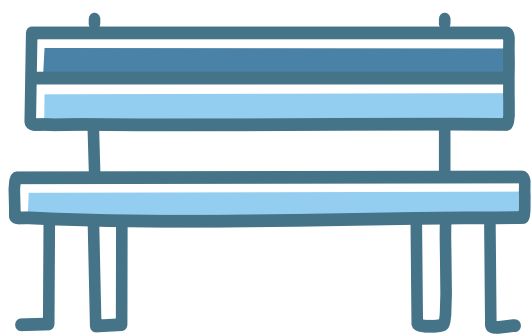


Historic Park Circuit

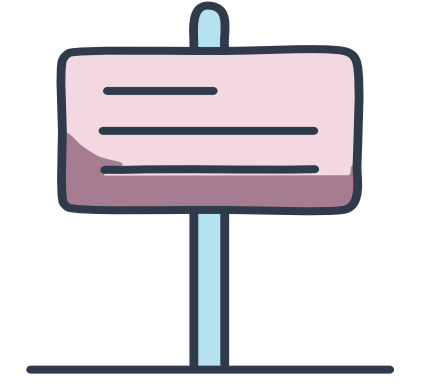
Trail System Circulation



Public Art Installations



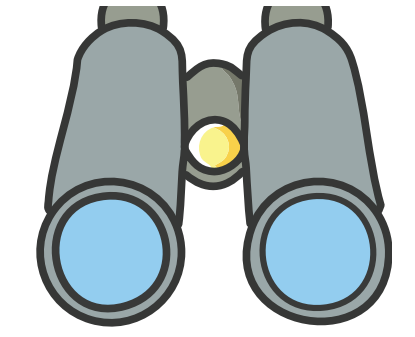
Resting Points



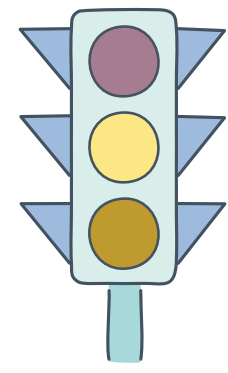
Wayfinding Signage



Lifted Crosswalks



Notable Viewsheds



Streetlight Intersections



Botanical Garden Viewshed



Streetscape on Marshside



Community Events



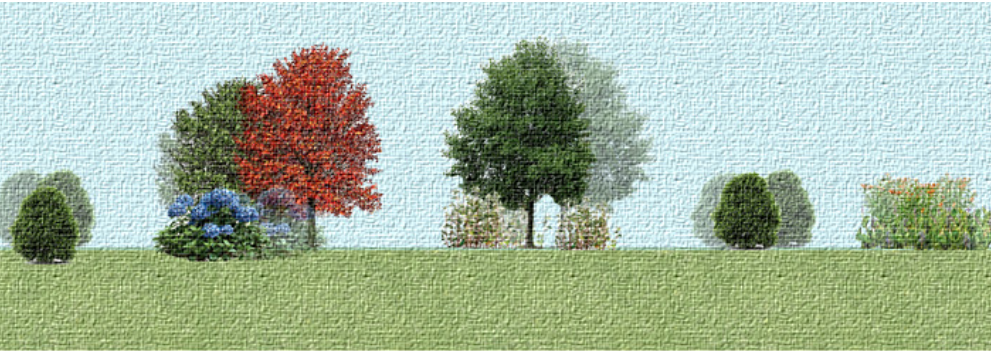
Recreational Play

Focus Area - Brunswick Pathways



1. Gullah-Geechee Heritage

- 1600s-1700s: Enslaved Africans from West Africa brought to the Georgia coast, including Brunswick, to work on rice, cotton, and indigo plantations.
- 1700s-1800s: The Gullah Geechee culture develops, blending African traditions, language, and agricultural skills with the local environment.
- 1865 (Post-Civil War): Enslaved people gain freedom; many Gullah Geechee communities remain along the coast, preserving their culture and way of life.
- 1900s: Industrialization, land loss, and development threaten Gullah Geechee lands and traditions.
- 2006: The Gullah Geechee Cultural Heritage Corridor is established by Congress to preserve and promote the culture from North Carolina to Florida, including Brunswick.
- Present: Gullah Geechee heritage is celebrated through festivals, historical sites, and cultural preservation efforts in Brunswick and the surrounding coastal areas.



2. Ecological Awareness

- A bioretention pond is included for stormwater management and awareness. Also creating opportunity for diverse landscape.

3. The Founding of the First African American Church

- Founded in 1863 during the Civil War by formerly enslaved African Americans seeking religious freedom and community. Early worship took place in homes, fields, or makeshift structures before a formal church was built.
- Reconstruction Era (1865–1877): Served as a center for education, helping freed individuals learn to read and write.
- Civil Rights Movement: Played a role in advocating for racial justice and hosting community meetings.

4. The Color Blue

- Gullah Geechee “Haint Blue” Tradition: Used on doors, shutters, and porch ceilings to ward off spirits, rooted in West African beliefs
- Derived from indigo, historically grown on plantations.
- Blue in Architecture & Coastal Culture : Historic homes in Brunswick feature blue-painted ceilings as a continued tradition. Symbolizes the sky, sea, and maritime heritage of the region.



Focus Area - Brunswick Pathways



1. United States Naval Presence

- Naval Air Station Glynco (NAS Glynco) – Brunswick, GA
Operated during WWII and the Cold War
Mission: Anti-submarine warfare training, blimp squadrons during WWII
Closed in 1974, later repurposed as Glynco Federal Law Enforcement Training Center (FLETC)
- Naval Submarine Base Kings Bay – St. Marys, GA
Closest active naval base, 30 miles south of Brunswick
Home to Ohio-class ballistic missile submarines (SSBNs)
Plays a key role in **U.S. nuclear deterrence.



2. Brunswick Pollinator Garden

- Pre-Colonial Era: Native pollinators, including bees, butterflies, and hummingbirds, thrived in the coastal ecosystems, supporting diverse plant and animal life.
- Agricultural Shift & Pesticide Use (Mid-1900s): Increased farming and pesticide use, including DDT, contributed to pollinator decline and ecosystem disruptions.
- Current Initiatives: Groups like local beekeeping associations, conservationists, and educational programs work to restore pollinator habitats and raise awareness.

3. Lanier’s Oak, Sidney Lanier

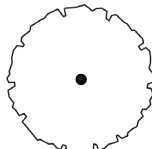
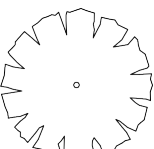
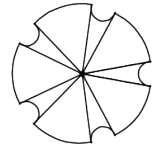
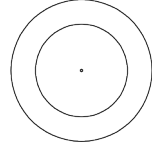
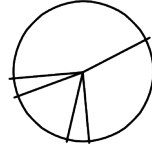
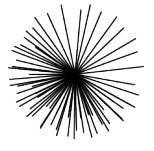
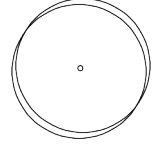
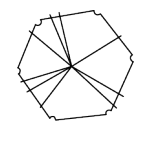
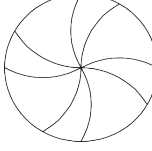
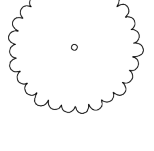
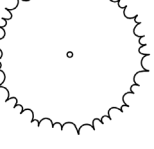
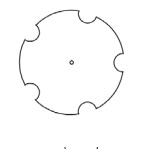
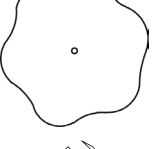
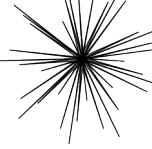
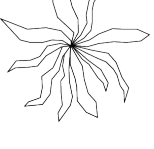
- Historical & Literary Significance
Named after Sidney Lanier, poet, musician, and Confederate veteran.
Lanier visited Brunswick in 1874 while seeking relief from tuberculosis.
Inspired by the salt marshes, he wrote “The Marshes of Glynn” (1878), capturing the region’s beauty.
The live oak was dedicated in his honor, symbolizing the bond between nature and poetry
- Environmental & Cultural Importance
Live oaks were historically used for shipbuilding (e.g., USS Constitution).
Symbol of Southern heritage, linked to history and cultural identity.
Preservation efforts maintain Lanier’s Oak as a local landmark and tribute to the region’s natural and artistic legacy.
- Legacy & Modern Recognition
Sidney Lanier’s impact is honored in Lanier County and Lake Lanier (near Atlanta).
His poetry is still studied for its vivid depictions of Georgia’s coastal landscapes.



Focus Area Planting



Legend

- | | |
|--|---|
|  Live Oak
<i>Quercus virginiana</i> |  Buttonbush
<i>Cephalanthus occidentalis</i> |
|  Blue Wild Indigo
<i>Baptisia australis</i> |  Blue Pickerel Weed
<i>Pontederia cordata</i> |
|  Butterfly Milkweed
<i>Asclepias tuberosa</i> |  Red Buckeye
<i>Aesculus pavia</i> |
|  Blue Cassia
<i>Senna glutinosa</i> subsp. <i>pruinosa</i> |  American Holly
<i>Ilex opaca</i> |
|  Pink Azaelas
<i>Rhododendron periclymenoides</i> |  Sweet Pepper Bush
<i>Clethra alnifolia</i> |
|  Buckwheat Tree
<i>Cliftonia monophylla</i> |  Red Rose
<i>Rosa</i> |
|  Sea Thrift Clutser
<i>Armeria maritima</i> |  Tulip Poplar
<i>Liriodendron tulipifera</i> |
|  Southern Magnolia
<i>Magnolia grandiflora</i> |  Red Maple
<i>Acer rubrum</i> |
|  Swamp Rose
<i>Rosa palustris</i> |  Blue Hydrangea
<i>Hydrangea macrophylla</i> 'Nikko Blue' |



Pink Azaelas



Blue Pickerel Weed



Blue Cassia



Blue Wild Indigo



Buckwheat Tree



Butterfly Milkweed



Red Buckeye



Southern Magnolia



Red Rose



Sea Thrift Clutser



Buttonbush



American Holly



Tulip Poplar



Red Maple



Sweet Pepper Bush



Blue Hydrangea