

# Transformation Strategy: Placemaking

<p><b>Why?</b>          To ensure downtown Jesup’s future as a vibrant center of commerce, development, and community activity. Our goal is to create an economically thriving and diverse downtown experience.</p>			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Wildly Important Goal</b>			
<p><b>Recruit brewery to Downtown Jesup:</b> Surveys have indicated that the #1 thing needed in downtown Jesup is arts, entertainment, and cultural activities. A brewery would bring many visitors to Jesup and provide something for locals to do. A brewery would also likely lead to other private investment.</p>	<p><b>Clean-up of the CSX Rail Yard:</b> Create a greenspace where CSX railroad currently houses a rail yard. This area has needed improvement for many years. This project will enhance the appearance of our downtown area and create a beautiful greenspace for visitors to enjoy. This space will also create a much-needed place to host events.</p>	<p><b>Historic Wilkins/Ingleside Hotel building:</b> The Wilkins Hotel was built in 1890. The property was later re-named the Ingleside Hotel and expanded in 1926. This building is currently in a state of disrepair and primarily vacant. The rehabilitation of this building would provide valuable prominent retail space, as well as much needed residential accommodations.</p>	<p><b>Murals/Public Art:</b> A study by Americans for the Arts indicates that 70 % of Americans believe that the arts improve the image and identity of their community. Public art directly influences how people see and connect with a place. Several public art projects are included in our master plan, including the painting of a prominent railroad overpass on one of the main highways.</p>
<b>Repeat Annual Responsibilities</b>			
<p><b>First Friday Events:</b> Host monthly First Friday events from December- June. (COVID-19 has currently postponed First Fridays.)  <b>Downtown Christmas activities:</b> Continue to host the downtown tree lighting and Christmas open house.  <b>Arch Fest:</b> Continue to host Arch Fest to bring visitors to downtown Jesup.  <b>Shop Local promotions:</b> Host a variety of promotions to encourage shopping local in downtown Jesup.  <b>Other downtown events:</b> Explore opportunities to bring new events/visitors to the downtown area.  <b>Tesla Charging Stations:</b> Maintain stations and continue to promote through online advertising.  <b>Billboard Marketing:</b> Regularly update billboard signage to promote downtown Jesup through both traditional and digital billboards.  <b>Social Media:</b> Promote downtown Jesup as a vibrant place to live, work and play through social media.</p>			

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<b>Goal: Recruit brewery to Downtown Jesup.</b>	<b>Define Success:</b> Brewery locates in downtown Jesup and is fully operational.
<b>Partners: City of Jesup, Wayne County Industrial Development Authority, Downtown property owners</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Promotion of Rural Zone tax incentives within downtown district	ALL DDA BOARD	Molly Hall	Ongoing	In-progress	\$1,000
2. Creation of a business investment guide to help new businesses navigate permitting, business license, etc.	ALL DDA BOARD	Molly Hall	June 2021	Not started	\$2,500
3. Assist prospective investors in location selection	ALL DDA BOARD	Molly Hall	June 2022	In-progress	\$0
4. Help facilitate the process of securing funding for brewery – DDRLF, SBA loans, Rural Zone Tax Credits...	ALL DDA BOARD	Molly Hall	June 2022	In-progress	\$0
5. Consult with city attorney and city council regarding codes and ordinances	ALL DDA BOARD	Molly Hall	June 2021	In-Progress	\$0
6. Assist investor with water/sewer improvements	ALL DDA BOARD	Molly Hall	June 2022	Not started	\$0
7. Help facilitate permitting process	ALL DDA BOARD	Molly Hall	June 2022	Not started	\$0
8.					
				<b>Total</b>	<b>\$3,500</b>

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<b>Goal:</b> Clean-up of the CSX Rail Yard: Create a greenspace where CSX railroad currently houses a rail yard.	<b>Define Success:</b> Rail debris is removed and space is transformed into a beautiful greenspace.
<b>Partners:</b> City of Jesup, Wayne County Industrial Development Authority, CSX, GA Power, Rayonier Advanced Materials	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Contract with CSX to remove rail yard	ALL DDA BOARD	Molly Hall	Ongoing	COMPLETED	\$0
2. Create preliminary designs for greenspace	ALL DDA BOARD	Molly Hall	June 2019	COMPLETED	\$0
3. Rail yard debris removed	ALL DDA BOARD	Molly Hall	June 2019	STALLED	\$0
4. Finalize engineering and landscape designs	ALL DDA BOARD	Molly Hall	June 2022	Not started	\$0
5. Water/sewer updates for landscaping	ALL DDA BOARD	Molly Hall	June 2021	Not started	\$0
6. Crowdfunding campaign to finance park benches, lights, etc.	ALL DDA BOARD	Molly Hall	June 2022	Not started	\$50,000
7. Install landscaping and fencing	ALL DDA BOARD	Molly Hall	June 2022	Not started	\$50,000
8. Build walking trail/sidewalks	ALL DDA BOARD	Molly Hall	June 2022	Not started	\$50,000
				Total	\$150,000

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<b>Goal: Rehabilitation of the Historic Wilkins/Ingleside Hotel.</b>	<b>Define Success:</b> Building has been restored and is occupied with first-floor retail and second-floor residential.
<b>Partners: City of Jesup, Wayne County Industrial Development Authority, GA Cities, DCA, Downtown property owners</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Recruit potential investors/partners	ALL DDA BOARD	Molly Hall	Ongoing	In-progress	\$0
2. Help facilitate the process of securing funding – DDRLF, SBA loans, Rural Zone Tax Credits...	ALL DDA BOARD	Molly Hall	Ongoing	Not started	\$0
3. Assist investor with engineering/design study	ALL DDA BOARD	Molly Hall	June 2022	Not started	\$10,000
4. Consult with city building inspector regarding codes	ALL DDA BOARD	Molly Hall	June 2021	In-progress	\$0
5. Assist investor with water/sewer improvements	ALL DDA BOARD	Molly Hall	June 2022	In-Progress	\$0
6. Promotion of Rural Zone tax incentives within downtown district	ALL DDA BOARD	Molly Hall	Ongoing	In-progress	\$1,000
7. Creation of a business investment guide to help new businesses navigate permitting, business license, etc.	ALL DDA BOARD	Molly Hall	June 2022	Not started	\$2,500
8. Help promote completed retail & residential space	ALL DDA BOARD	Molly Hall	July 2024	Not started	\$500
				<b>Total</b>	<b>\$14,000</b>

## Transformation Strategy: Placemaking

<b>Goal: Murals/Public Art: Complete at least 2 public art projects in downtown Jesup.</b>	<b>Define Success: 2 public art projects are completed in prominent locations.</b>
<b>Partners: City of Jesup, Downtown property owners, Wayne County Arts Council, Local artists</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Coordinate with Norfolk Southern for railroad overpass project	ALL DDA BOARD	Bill Shuman	July 2021	In-progress	\$0
2. Select contractor for painting of railroad overpass painting	ALL DDA BOARD	Bill Shuman	June 2020	COMPLETED	\$0
3. Finalize design for railroad overpass	ALL DDA BOARD	Molly Hall/Bill Shuman	December 2020	COMPLETED	\$0
4. Painting of railroad overpass	ALL DDA BOARD	Bill Shuman	June 2021	Not started	\$150,000
5. Promote public art to downtown property owners	ALL DDA BOARD	Molly Hall	Ongoing	In-Progress	\$0
6. Apply for Georgia arts council grant for mural	ALL DDA BOARD	Molly Hall	July 2021	Not started	\$0
7. Painting of welcome mural at Sugar & Spice building	ALL DDA BOARD	Molly Hall	June 2022	Not started	\$10,000
8.					
				<b>Total</b>	<b>\$160,000</b>

## Transformation Strategy: Beautification

<p><b>Why? Jesup DDA will continue to make improvements to ensure downtown Jesup is a thriving center of commerce, development, and community activity. Ensuring our downtown is clean and visually appealing is one of our top priorities.</b></p>			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Wildly Important Goal</b>			
<p><b>Streetscape expansion:</b> Extend the streetscape on West Walnut, West Cherry, and West Plum Streets. This will help enhance the visual appearance of our downtown to visitors and locals alike. Research during our master planning process indicated that streetscape improvements are a positive development and there is a need for continued beautification.</p>	<p><b>Downtown Gateway Signage:</b> Install arch signage at two most prominent downtown gateways. This signage will help direct visitors to downtown Jesup and create a sense of place. Improved signage will create an opportunity to build downtown Jesup’s appeal as a destination.</p>	<p><b>Street Signs:</b> Install attractive street signs in the downtown area to help visitors navigate downtown Jesup. Currently, there is a lack of cohesion with our street signage. New, eye-catching street signage would increase our downtown’s appeal as a place to shop and play.</p>	<p><b>Tourist Map downtown:</b> Create and install a tourist map in the downtown parking lot to direct visitors to local merchants, accommodations, and attractions such as The Historic Strand Theatre. This signage could positively impact the first impressions of travelers to our area.</p>
<b>Repeat Annual Responsibilities</b>			
<p><b>Communicate with property owners</b> – Encourage property owners to maintain and improve downtown property.  <b>Façade and Sign Grant</b> – Oversee and promote downtown Façade and Sign grant program.  <b>Banners</b> – Maintain and seasonally update downtown banners.  <b>Landscaping</b> – Maintain street planters, hanging baskets, and downtown flower beds.  <b>Christmas lights</b> – Install Christmas lights and décor annually.  <b>Street cleaning and maintenance</b> – Ensure streets are kept clean, trash and debris is removed.</p>			

## Transformation Strategy: Beautification

<p><b>Goal: Streetscape expansion:</b> Extend the streetscape on West Walnut, West Cherry, and West Plum Streets. This will help enhance the visual appearance of our downtown to visitors and locals alike. Research during our master planning process indicated that streetscape improvements are a positive development and there is a need for continued beautification.</p>	<p><b>Define Success:</b> Streetscape extension on West Walnut, West Cherry, and West Plum are completed with new light poles, benches, and landscaping in place.</p>
<p><b>Partners: Georgia Department of Transportation, City of Jesup, City Engineer, Moreland Altobelli Associates</b></p>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Concept Designs	ALL BOARD	Molly Hall/City Engineer/MBA	Nov. 2018	COMPLETED	Included in project total budget below
2. Ecology, Historical, Archaeological Cultural Studies	ALL BOARD	Molly Hall/City Engineer/MBA	June 2019	COMPLETED	Included in project total budget below
3. Landscaping plans Preliminary Design	ALL BOARD	Molly Hall/City Engineer/MBA	June 2019	COMPLETED	Included in project total budget below
4. Environmental Certification	ALL BOARD	Molly Hall/City Engineer/MBA	July 2020	COMPLETED	Included in project total budget below
5. Preliminary plans	ALL BOARD	Molly Hall/City Engineer/MBA	October 2020	COMPLETED	Included in project total budget below
6. Utility approvals	ALL BOARD	Molly Hall/City Engineer/MBA	December 2020	COMPLETED	Included in project total budget below
7. Final Plans	ALL BOARD	Molly Hall/City Engineer/MBA	March 2021	In-progress	Included in project total budget below
8. Contract awarded	ALL BOARD	Molly Hall/City Engineer/MBA	May 2021	In-progress	Included in project total budget below
<i>Funding included in SPLOST</i>				Total	\$1,368,303.46

## Transformation Strategy: Beautification

<b>Goal: Downtown Gateway Signage: Install arch signage at two most prominent downtown gateways.</b>	<b>Define Success: Signage is installed.</b>
<b>Partners: Georgia Department of Transportation, City of Jesup, City Engineer, Sign company</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Develop design of gateway signage	ALL BOARD	Molly Hall	January 2020	Completed	\$0
2. Obtain quotes for signage	ALL BOARD	Molly Hall	August 2020	Completed	\$0
3. Communicate with GDOT about permitting	ALL BOARD	Molly Hall	June 2021	In-Progress	\$0
4. Water, sewer and utilities for project (#1)	ALL BOARD	Molly Hall	March 2021	Not started	\$0
5. Install signage at E. Cherry St location (#1)	ALL BOARD	Molly Hall	May 2021	Not started	\$15,000
6. Install landscaping (#1)	ALL BOARD	Molly Hall	June 2021	Not started	\$15,000
7. Install signage at E. Cherry St location (#2)	ALL BOARD	Molly Hall	June 2022	Not started	\$15,000
8. Install landscaping (#2)	All BOARD	Molly Hall	June 2022	Not started	\$15,000
				<b>Total</b>	<b>\$60,000</b>



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<b>Goal:</b> Street Signs: Install attractive street signs in the downtown area to help visitors navigate downtown Jesup.	<b>Define Success:</b> New signs are installed downtown.
<b>Partners:</b> Georgia Department of Transportation, City of Jesup, City Engineer	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create listing of all signage needed downtown	ALL BOARD	Molly Hall/Public Works	May 2021	In-progress	\$0
2. Determine design of signage	ALL BOARD	Molly Hall	June 2021	Not started	\$0
3. Obtain appropriate GDOT permissions	ALL BOARD	Molly Hall	December 2020	Not started	\$0
4. Obtain bids for street signage	ALL BOARD	Molly Hall	June 2020	Not started	\$75,000
5. Install street signage	ALL BOARD	Public Works	June 2021	Not started	\$0
6.					\$0
7.					\$0
8.					\$0
				<b>Total</b>	<b>\$75,000</b>

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<b>Goal: Tourist Map downtown: Create and install a tourist map in the downtown parking lot.</b>	<b>Define Success: Map is created and installed.</b>
<b>Partners: City of Jesup, Artworks design, Sign company</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create tourist map with local points of interest	ALL BOARD	Molly Hall	February 2021	In-progress	\$500
2. Have map enlarged and printed	ALL BOARD	Molly Hall	April 2021	Not started	\$0
3. Order large signage to display map in downtown parking lot	ALL BOARD	Molly Hall	April 2021	Not started	\$5,000
4. Regularly update tourist map	ALL BOARD	Molly Hall	Ongoing	In-progress	\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				<b>Total</b>	<b>\$5,500</b>