

MAP
of the Town of
JESUP

Executed by
W. R. Harmon
and by
W. R. Robinson
1882, 1886

City of Jesup



RENAISSANCE STRATEGIC VISION & PLAN

2018

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RENAISSANCE STRATEGIC VISION & PLAN 2018

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STEERING COMMITTEE

Heather Altman, Tourism Executive Director
Jerilyn Bennett, Downtown Development Authority (DDA) Board Member, Downtown Business Owner
Dr. Jay Brinson, Wayne County School System Superintendent
Christy Carter, Executive Director, Wayne County Chamber of Commerce
Jeff Chandler, Chairman, Wayne County Chamber of Commerce
Mike Deal, City Manager
Eric Denty, Publisher of *The Press Sentinel*
Hallie Graham, Rayonier Advanced Materials
Nick Harris, Jesup City Commissioner
Joe Ierardi, Chief Executive Officer, Wayne Memorial Hospital, DDA Board Member
David Earl Keith, Mayor & Downtown Business Owner
Dell Keith, IDA Executive Director
Linda Lockley Kelly, DDA Board Member
Will Murphy, Downtown Property & Business Owner
Rick Peel, DDA Board Member
Jennifer Reeder, DDA Chairman & Downtown Business Owner
Kim Rozier, DDA Board Member
Kelly Shanklin, Rayonier Advanced Materials
Debi Smith, DDA Board Member
Maika Weathers, Executive Director, Jesup DDA
Graham Williamson, Downtown Property Owner
Vann Williamson, Downtown Property Owner
Dawn Zmuda, Downtown Business Owner

MAYOR AND CITY COUNCIL

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Shirlene Armstrong, Commissioner District 1
Don Darden, Commissioner District 2
Nick Harris, Commissioner District 3
Stanley Todd, Commissioner District 4
Ray House, Commissioner District 5
Bill Harvey, Commissioner District 6

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Chris Higdon, Manager, Community Development

UGA SMALL BUSINESS DEVELOPMENT CENTER

Bill Boone, Entrepreneur Outreach Specialist

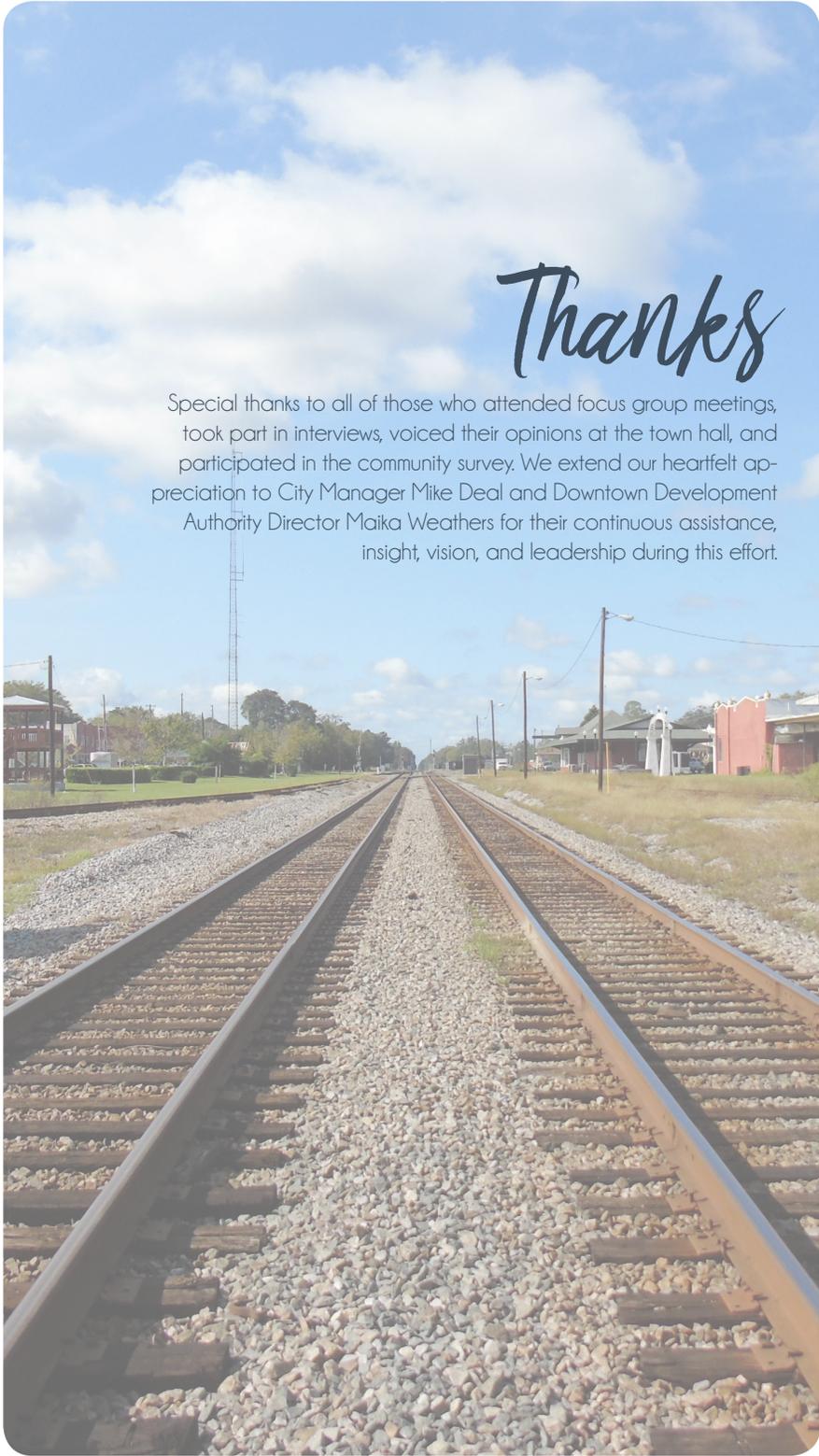
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS

Lynn Ashcraft, DCA Region 9 Representative

UNIVERSITY OF GEORGIA CARL VINSON INSTITUTE OF GOVERNMENT

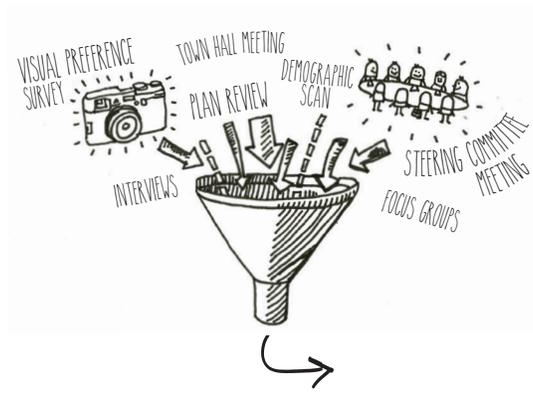
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Thanks

Special thanks to all of those who attended focus group meetings, took part in interviews, voiced their opinions at the town hall, and participated in the community survey. We extend our heartfelt appreciation to City Manager Mike Deal and Downtown Development Authority Director Maika Weathers for their continuous assistance, insight, vision, and leadership during this effort.



Partners

JESUP RENAISSANCE STRATEGIC VISION & PLAN 2018

Bringing together a diverse mix of public institutions, nongovernmental organizations, and private foundations, the Georgia Downtown Renaissance Partnership combines the skills and resources of the Georgia Municipal Association, the Georgia Cities Foundation, the University of Georgia's Carl Vinson Institute of Government, and the Georgia Department of Community Affairs to revitalize communities across Georgia. With support from the UGA Small Business Development Center, the Georgia Downtown Renaissance Partnership facilitates the creation of strategic visions, plans, and work programs for client communities throughout Georgia. The Georgia Downtown Renaissance Partnership works with government leaders and staff, downtown stakeholders, and local citizens to help ensure that all cities in Georgia have the resources and tools necessary to realize their vision and maximize their potential.

Carl Vinson Institute of Government

Since 1927, the Carl Vinson Institute of Government has worked with public officials throughout Georgia and around the world to improve governance and people's lives. From Georgia's early days as a largely agrarian state with a modest population to its modern-day status as a national and international force in business, industry, and politics with a population of 10 million, we have helped government leaders navigate change and forge strong directions for a more prosperous Georgia.

Georgia Municipal Association

Created in 1933, the Georgia Municipal Association (GMA) is the only state organization that represents municipal governments in Georgia. Based in Atlanta, GMA is a voluntary, nonprofit organization that provides legislative advocacy and educational, employee benefit, and technical consulting services to its members. GMA's purpose is to anticipate and influence the forces shaping Georgia's communities and to provide leadership, tools, and services that assist local governments in becoming more innovative, effective, and responsive.

Georgia Cities Foundation

The Georgia Cities Foundation, founded in 1999, is a nonprofit subsidiary of the Georgia Municipal Association. The foundation's mission is to assist cities in their efforts to revitalize and enhance downtown areas by serving as a partner and facilitator in funding capital projects through the revolving loan fund. Its services include the Revolving Loan Fund Program, the Heart and Soul Bus Tour, the Peer-to-Peer Mentoring Tour, Downtown Development Authority Basic Training, and the Renaissance Award.



University of Georgia Small Business Development Center

The Small Business Development Center (SBDC) provides tools, training, and resources to help small businesses grow and succeed. Designated as one of Georgia's top providers of small business assistance, SBDC has 17 offices ranging from Rome to Valdosta to serve the needs of Georgia's business community. Since 1976, the SBDC's network of partners has helped construct a state-wide ecosystem to foster the spirit, support, and success of hundreds of thousands of entrepreneurs and innovators. The SBDC's mission is to enhance the economic well-being of Georgians by providing a wide range of educational services for small business owners and aspiring entrepreneurs.

Georgia Department of Community Affairs

The Georgia Department of Community Affairs (DCA) was created in 1977 to serve as an advocate for local governments. On July 1, 1996, the governor and General Assembly merged the Georgia Housing and Finance Authority with the Department of Community Affairs. Today, DCA operates a host of state and federal grant programs; serves as the state's lead agency in housing finance and development; promulgates building codes to be adopted by local governments; provides comprehensive planning, technical, and research assistance to local governments; and serves as the lead agency for the state's solid waste reduction efforts.

*The Georgia
Downtown Renaissance
Partnership
has been helping
communities realize
their visions since its
founding in 2013.*



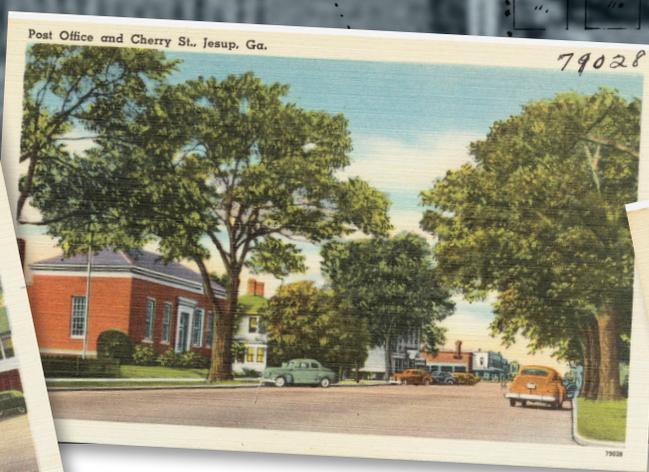
MAP of the Town of JESUP

Executed by
W. A. Robinson
1902, 1916



J.H. Angle	Three
J. Black	J. Easterling
E. Black	E. Black
Williams	Wells Quarry
Orange	Wells Quarry
70	80
80	90
90	100
100	110
110	120
120	130
130	140
140	150
150	160
160	170
170	180
180	190
190	200

81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100
101	102	103	104	105	106	107	108	109	110
111	112	113	114	115	116	117	118	119	120
121	122	123	124	125	126	127	128	129	130
131	132	133	134	135	136	137	138	139	140
141	142	143	144	145	146	147	148	149	150
151	152	153	154	155	156	157	158	159	160
161	162	163	164	165	166	167	168	169	170
171	172	173	174	175	176	177	178	179	180
181	182	183	184	185	186	187	188	189	190
191	192	193	194	195	196	197	198	199	200



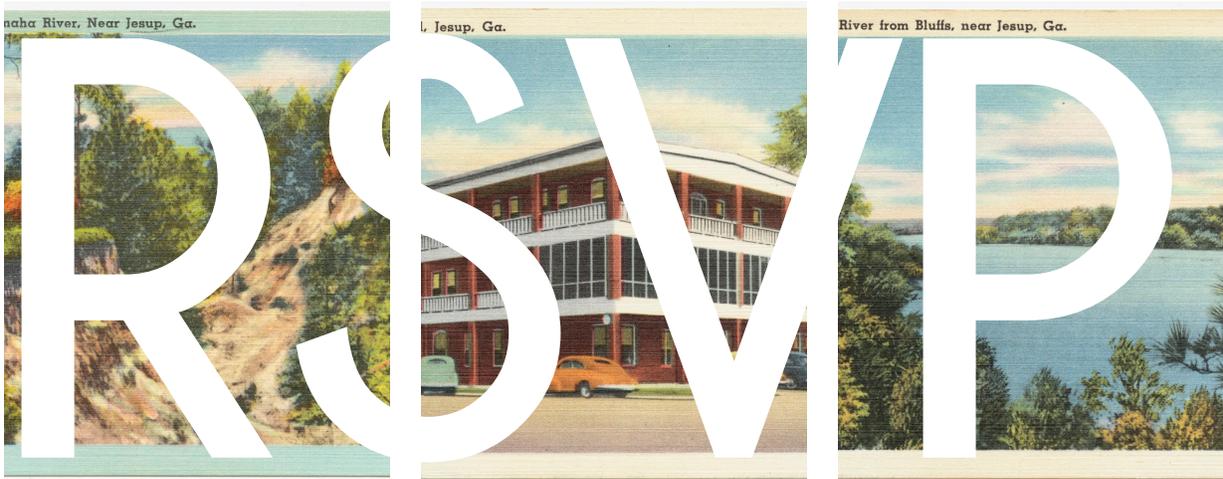


Introduction

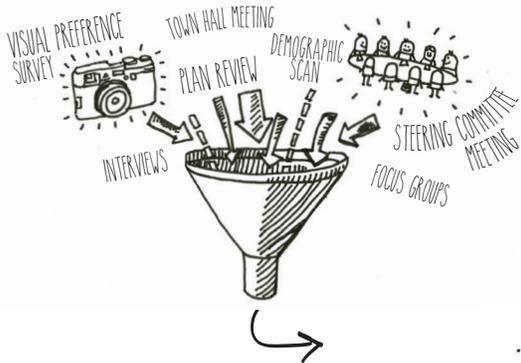
Just south of the mighty and untamed Altamaha River, Jesup, Georgia, arose from humble beginnings as “Station Number 6” along the Atlantic and Gulf Railroad. Founded in 1870 and proclaimed the seat of Wayne County in 1873, the city of Jesup has served as a bustling regional crossroads and center of community life for nearly a century and a half. Located at the convergence of major state highways and railroad lines, and serving as one of only five Amtrak passenger railroad stations in the state, Jesup remains a vital hub for the surrounding community and all of Southeast Georgia. Over the past decade, major improvements have reestablished downtown as an active destination for the surrounding community and brought a new vitality to the area. These projects include restoring the city’s historic 1903 passenger railroad depot, reopening the city’s iconic Strand Theater, and rebuilding downtown after a catastrophic 2014 fire. With these improvements in mind and with an eye for continuing to build on the city’s successes, local leaders sought the assistance of the University of Georgia’s Carl Vinson Institute of Government to create a guiding vision for downtown. Relying on a three-step planning process intended to answer three fundamental planning questions—Where are we now? Where are we going? How do we get there?—the Jesup Renaissance Strategic Vision and Plan (RSVP) works to incorporate the voices of community members, civic and business leaders, and major downtown stakeholders to create a cohesive, community-supported vision for the future of downtown.

PHOTOS FROM THE BOSTON PUBLIC LIBRARY.

Process



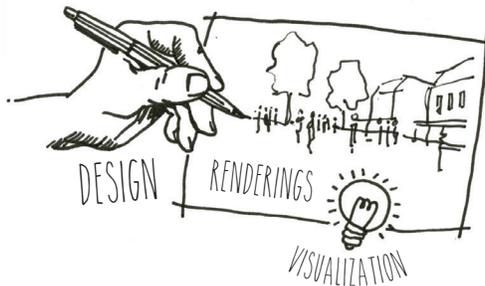
STEP ONE



Step One includes public input and engagement to hear what the community wants to see in the plan.

STEP TWO

Step Two involves taking what we've heard from the public and creating the overall community vision through design.



STEP THREE



Step Three is the most important step in the process because it focuses on implementation, outlining who is going to do what and when.

Emerging from a robust public input process that encompassed multiple one-on-one interviews, focus groups, a community town hall meeting, and a robust survey with more than 700 responses, the Jesup Renaissance Strategic Vision and Plan provides an outline for the city's future that incorporates the desires of the community. Throughout this process, a dedicated group of local citizens, business leaders, volunteers, and government officials came together to refine public input priorities and guide development of the final plan. This group, the Jesup RSVP Steering Committee, processed and honed the hundreds of individual public input responses to determine the top issues facing the community as well as current strengths to build on. Moving forward, the Jesup RSVP Steering Committee should continue to meet and work toward with implementing the community-supported vision outlined in the Jesup Renaissance Strategic Vision and Plan.

In interviews, focus group meetings, the community town hall, and in survey responses, locals presented an overwhelmingly positive view of Jesup and the unique qualities that make the community strong. Locals praised the powerful spirit of community pride alive in Jesup. Parents see the tight-knit small-town community as an ideal location to raise a family, and young people relish the Wayne County High School events and football games that bring the community out in force to support their Yellow Jackets.

Many locals spoke highly of the positive steps being made downtown, from the restoration of the Strand Theater and attractive new streetscaping to renovations of downtown buildings. The community supports downtown and wants to see the area continue to grow as a local destination. Citizens praised the responsive leadership of the city, mentioning that local leaders are available to voters and always willing to lend a hand to those building a business or looking to move downtown.

POP

UNLIKE OTHER PROCESSES OFTEN USED BY GOVERNMENTS FOR COMMUNITY PLANNING (SUCH AS “DAD”: DECIDE, ANNOUNCE, DELIVER), THE RSVP PROCESS IS A “POP,” MEANING THAT IT’S OWNED BY THE PEOPLE OF THE COMMUNITY, AND IDEAS COME DIRECTLY FROM THE PUBLIC.



POP

The PEOPLE OWN THE PROCESS



Jesup's Top Assets



SHOPPING, DINING, AND THE STRAND

- VARIETY OF SHOPS AND RESTAURANTS
- REVITALIZED STRAND THEATER
- HIGH LEVEL OF CUSTOMER SERVICE

COMMUNITY SPIRIT & PRIDE

- FRIENDLY PEOPLE
- TIGHT-KNIT COMMUNITY
- HIGH SCHOOL EVENTS
- REGIONAL FESTIVALS
- MIKE AND MAIKA

GETTING IN, OUT, AND AROUND

- CENTER OF WAYNE COUNTY
- CONNECTED TO REGION VIA HIGHWAYS AND RAILROAD
- DOWNTOWN WALK- AND BIKE-ABILITY

DOWNTOWN REVITALIZATION

- ATTRACTIVE RENOVATIONS AND INFILL
- DOWNTOWN "GREENING" AND STREETScape



Active
Lively Living
Attractive
Foot-traffic
Inviting
Destination
Park
Clean
Larger
Vibrant
Leisure
Busier
Music
Entertainment
Hotel
Successful
Growing
Friendly
Bustling
Hometown
Entertaining
Thriving
Greenpace
Growth
Improving
Occupied
Stable
Beautiful
Variety
Improved
Refurbished
Rayonier



Jesup's Top Issues

Many locals, particularly business leaders and local officials, recognize that the city faces serious challenges moving forward. All too often, local youth raised and educated in Jesup are forced to leave the area for higher education and career opportunities. A problem seen across rural communities, this “brain drain” of young talent must be stemmed in order for the city to continue to move forward and realize future success. The city must build on existing educational institutions, including the Wayne County School System and Coastal Pines Technical College, and create new job opportunities by working with local economic development engines such as the Wayne Memorial Hospital. Keeping Jesup’s best and brightest and aggressively working to attract talented youth are essential steps for growing and realizing the potential of the community. With that in mind, local officials collaborated with planning professionals at the University of Georgia to create a vision for the robust, vibrant downtown that could retain young talent and attract the educated millennial workers necessary for the city’s future success. Working to bring new businesses, entertainment options, and downtown living options

could all help to retain the city’s young people and continue to grow the city as a local destination.

Shaped by the input of hundreds of community members, the Jesup Renaissance Strategic Vision and Plan (RSVP) provides an in-depth look at what local residents value and how community members would like to see growth take place in the city. The citizen-led Jesup RSVP Steering Committee worked to incorporate these top issues into a plan to guide the future of the city. The final plan works to address the priorities of the community and ensure a future in which Jesup retains the city’s young talent, grows as a destination, and remains a thriving and friendly small town long into the future.

TWO



BEAUTIFY DOWNTOWN

- EXTEND STREETSCAPE
- DEVELOP & PROGRAM GREEN SPACE
- PROPERTY MAINTENANCE
- FILL VACANCIES

ONE



SIGNAGE

- IMPROVE SIGNAGE
- GREEN ENTRYWAYS INTO TOWN
- DEVELOP SIGNAGE TO DRAW TRAFFIC

THREE

CREATE A DOWNTOWN DESTINATION

- SUPPORT & SUSTAIN EXISTING BUSINESSES
- ATTRACT NEW SHOPS & RESTAURANTS
- DEVELOP LODGING OPTIONS
- EXTEND EVENING BUSINESS HOURS
- BOOST ENTERTAINMENT OPTIONS
- COORDINATING EVENTS WITH BUSINESSES
- INCREASE ARTS & CULTURAL ACTIVITIES



Note:

THESE FOUR ICONS FOR SIGNAGE, BEAUTIFYING DOWNTOWN, CREATING A DOWNTOWN DESTINATION, AND PARKING WILL BE USED THROUGHOUT THIS RSVP TO IDENTIFY TOP ISSUES ADDRESSED IN DIFFERENT AREAS OF DOWNTOWN JESUP.

FOUR



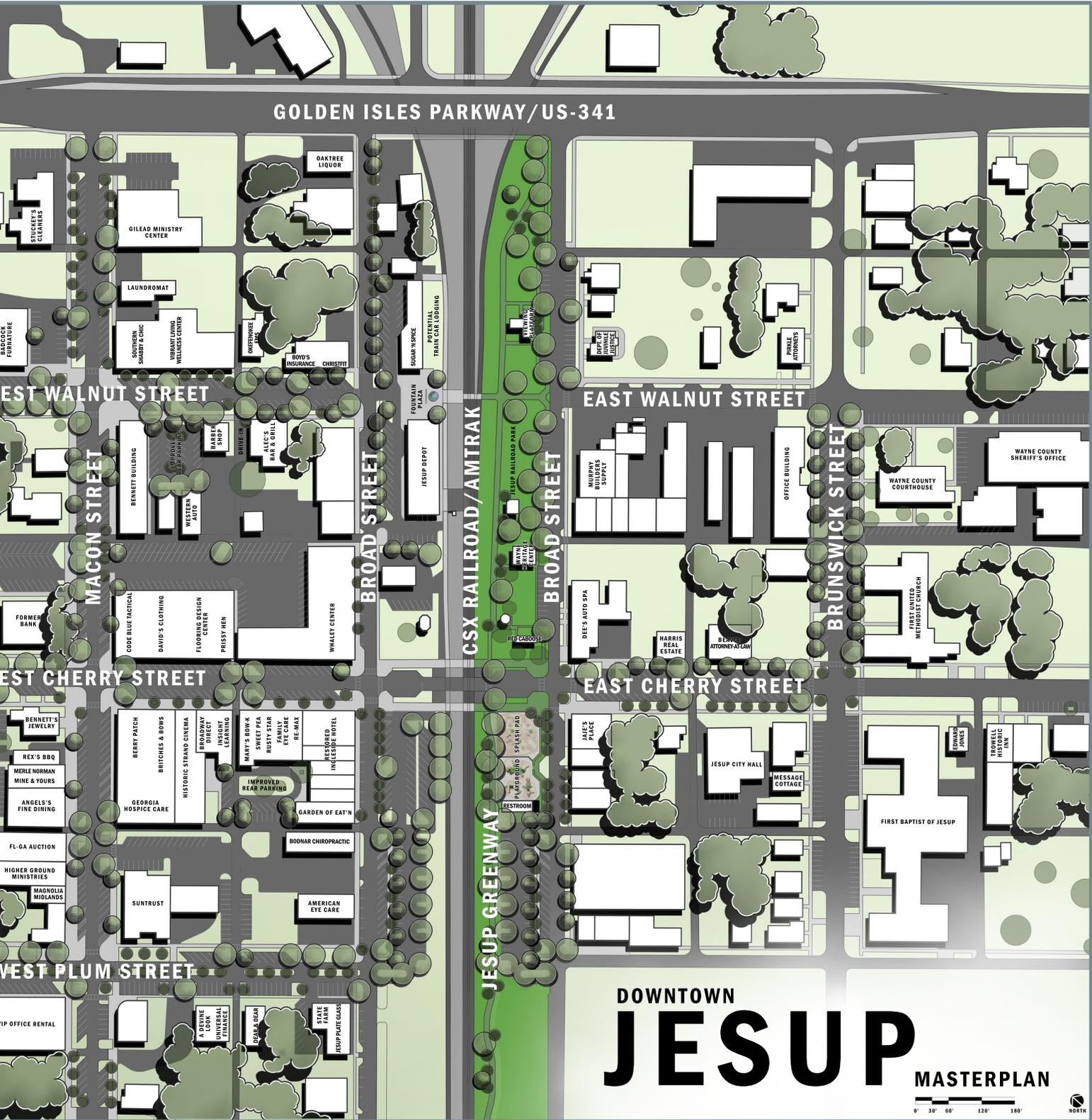
PARKING

- EMPLOYEE PARKING IN REAR
- CHERRY STREET PARKING IMPROVEMENTS

THE JESUP *Downtown Masterplan*

The Jesup Downtown Masterplan works to address the top issues that emerged during the public input process while building on downtown's existing appeal as a local shopping, dining, and entertainment destination. Taken together, these improvements should help address the overarching challenge for the city moving forward by creating an economically thriving and diverse downtown experience attractive to the young workers and millennials needed to ensure a vibrant future for the community. At the same time, improvements like a central splash pad and multiuse greenway aim to restore downtown as the heart and soul of the community for families and citizens of all ages. From greening key entry corridors and extending streetscaping improvements, to planning lodging options and enhancing parking lots, the Jesup Downtown Masterplan works to address the top issues facing the community: signage, beautification, creating a destination, and parking.





DOWNTOWN
JESUP
 MASTERPLAN





WAYFINDING and GATEWAY Signage

In interviews, focus groups, the RSVP town hall meeting, and in the community survey, Jesup citizens suggested that the city could do a better job luring regional traffic off the major highways surrounding downtown. According to the Georgia Department of Transportation estimates, about 11,900 people travel through Jesup via Highway 84/North First Street every day. Additionally, roughly 11,500 motorists travel just east of downtown on Highway 341/West Pine Street daily. Enticing more of this through-traffic to stop, eat, and enjoy downtown would provide a major boon to local businesses. By developing gateway signage at key intersections, identifying downtown wayfinding opportunities, and enhancing the visual appeal of downtown streets, the city could help draw commercial traffic off busy arterial corridors and onto primary shopping and dining streets downtown.

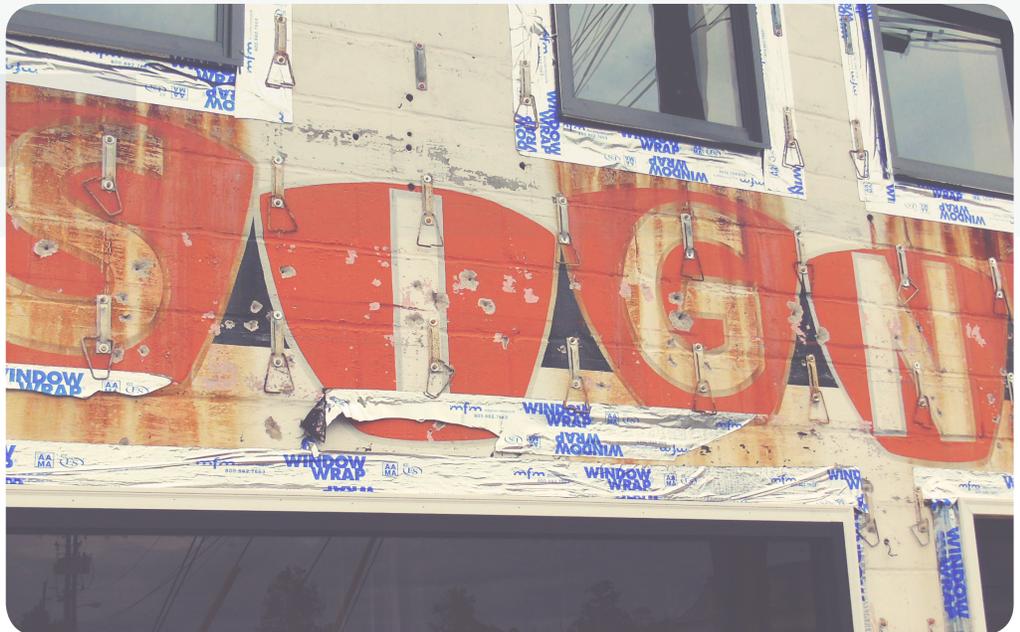
Most visitors traveling to and through Jesup approach downtown via Golden Isles Parkway (US-341) and First Street (US-84). Currently asphalt parking lots and a chaotic array of commercial signage dominate these auto-centric corridors. With the exception of a limited number of newer developments, few trees or green spaces exist to break up bleak expanses of paving. While medians outside of downtown along US-84 show Jesup's investment in attractive vehicular corridors, no medians exist in the center of the community to provide a sense of arrival downtown or improve the city's appearance to potential visitors.

To address the need for a more attractive approach downtown and lure more commercial traffic downtown, the designs that follow propose investing in handsome gateways, greening key corridors, formalizing existing parking

arrangements, and more. Particularly along the key corridor of US-84/First Street, the Jesup Downtown Masterplan found on pages 16-17 envisions simplifying existing chaotic parking arrangements to create a safe and attractive commercial corridor. Directing drivers to enter parking lots along the corridor via downtown's street grid could allow the removal of excessive curb cuts and dangerous "suicide lanes" in selected areas. While boosting safety, this reorganization could also free up space for street trees and expanded sidewalks, improvements that would vastly enhance the corridor's overall appearance. In addition to gateway improvements and improving the vehicular approach to downtown, installing distinctive directional signage and a unified planting palette at prominent street corners in the center of town could welcome visitors and direct traffic to local shops, restaurants, and destinations like the

NE

Strand Theater and Jesup Station. While attracting more customers downtown, handsome gateways and signage also send the signal that downtown is worth investing in while also promoting community values to local citizens, building and cementing Jesup's spirit of community pride, and while positively shaping the first and last impressions of travelers.



Locals should view all potential new signage in the city as an opportunity to build Jesup's appeal as a destination and promote the qualities that make the community a special place to live, work, and raise a family. Throughout the master-planning process, it emerged clearly that Jesup's challenge is leveraging and building on the city's existing assets and sense of place to create the economically vibrant destination that allows students at Wayne County High School to grow up, enjoy a career and family, and live out their lives in

the place they relish calling home. Embracing the city's character as a proud family-friendly small town by promoting the Wayne County Yellow Jackets and repeating design elements like the city's iconic arch will build Jesup's brand and serve as an enduring testament to the city's investment in future generations.

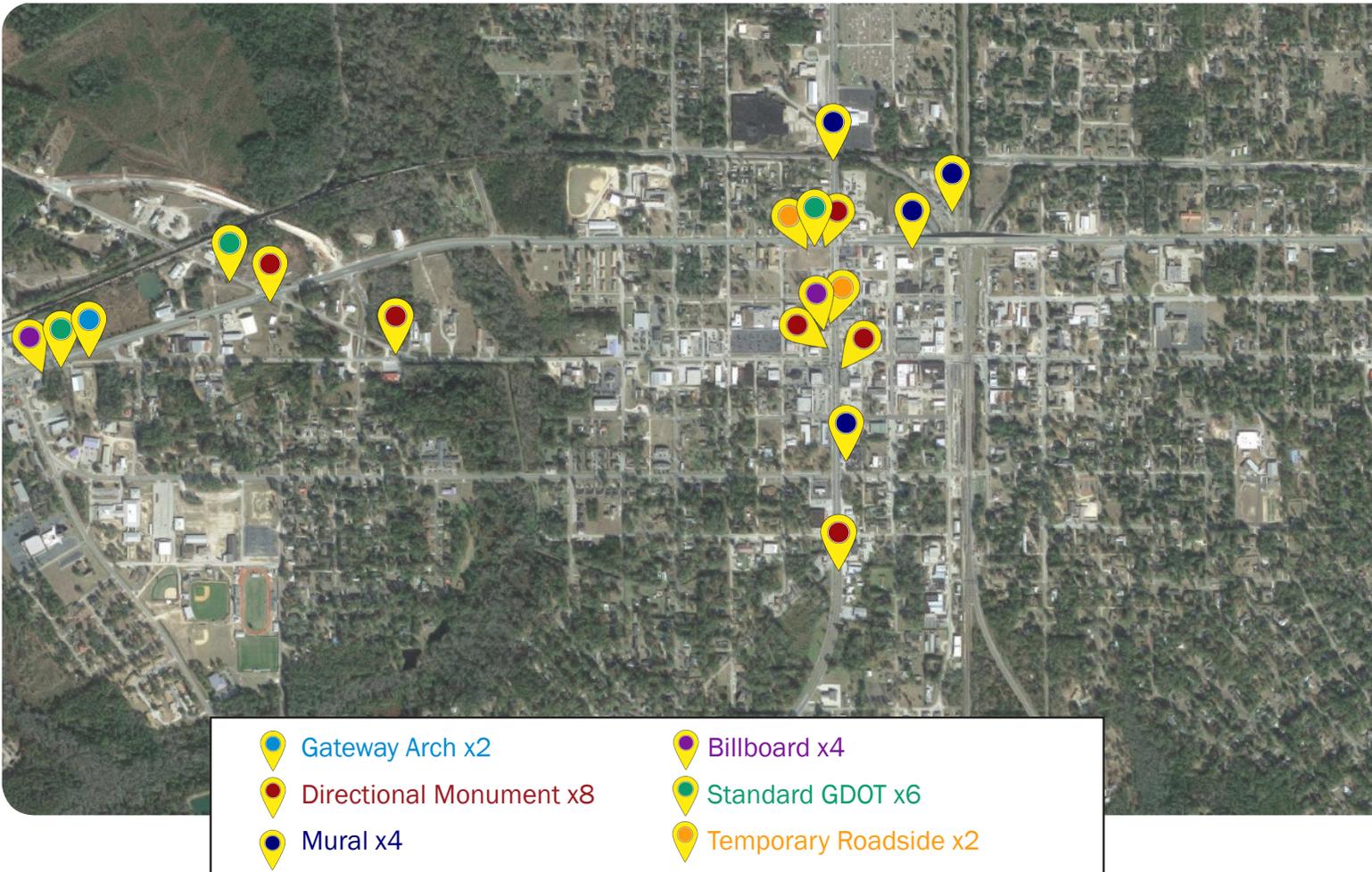
Signage Goals:

- IMPROVE SIGNAGE
- GREEN ENTRYWAYS INTO TOWN
- DEVELOP SIGNAGE TO DRAW TRAFFIC

Gateway & Wayfinding

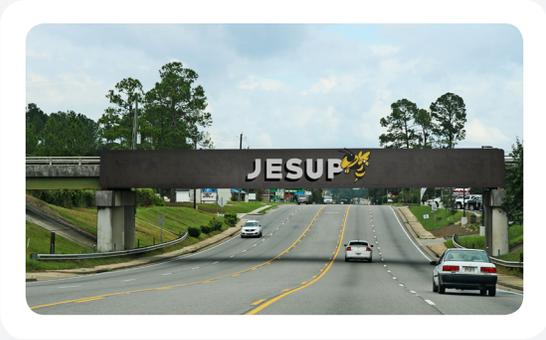
SIGNAGE STRATEGY

The City of Jesup is currently using two types of gateway and wayfinding signage including: a standard GDOT sign and temporary roadside signs. Four additional types of gateway and wayfinding signage are shown (above, right) to add to the signage palette and create a comprehensive signage strategy for the City of Jesup. These additional types are gateway signage, creative signage, gateway arches, and downtown directional roadside signs.

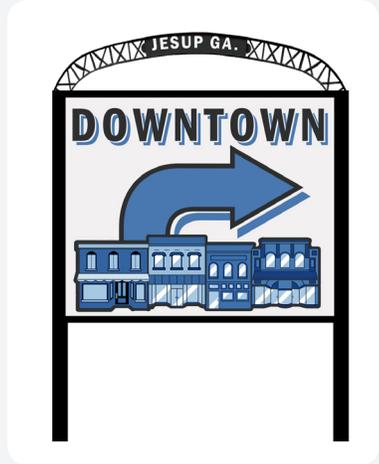




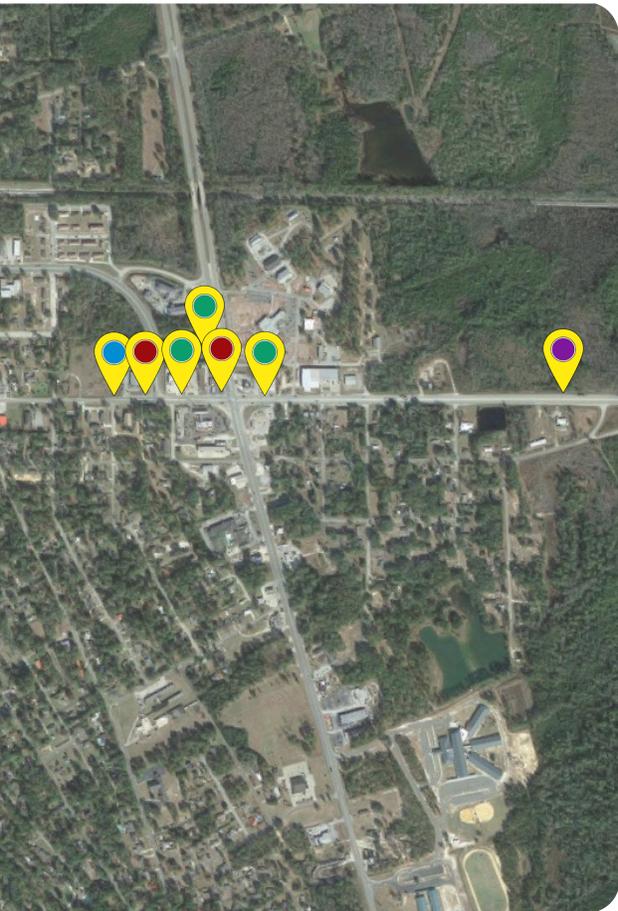
GATEWAY SIGNS



CREATIVE SIGNS



DIRECTIONAL



Wayfinding and gateway cost estimates vary widely based on the size of a city, the degree of wayfinding needed, and the type of wayfinding elements employed.

However, a preemptive price range can be helpful in both understanding a ball park cost, and informing the decision-making process on the amount and type of wayfinding to be implemented.

From Guide Studio's Wayfinding Budget Calculator (Includes planning, design, fabrication, and implementation costs):

High Estimate: \$95,000 - \$245,000
(Comprehensive, ornate, more total signs)

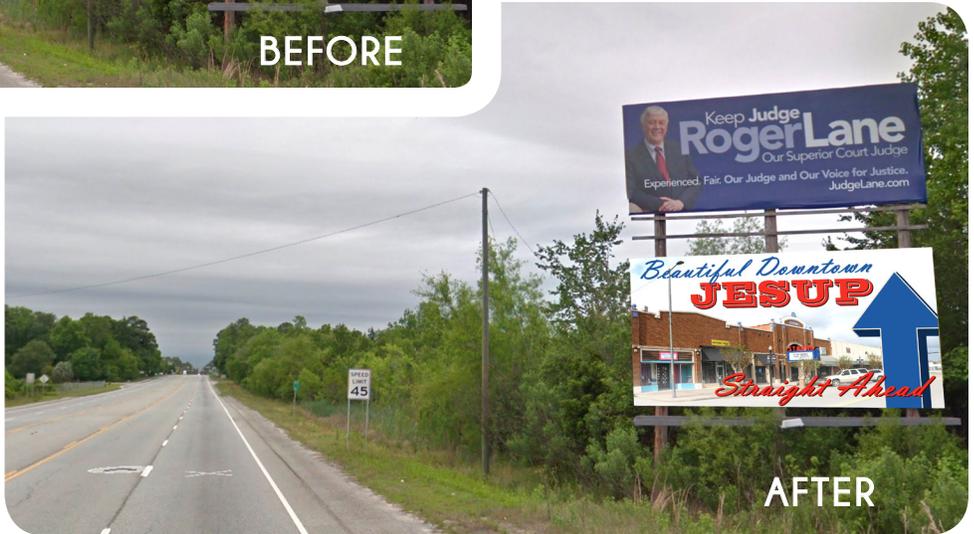
Low Estimate: \$32,000 - \$82,000
(Targeted, simple, fewer total signs)

SIGNAGE Gateways



US-341 Gateway

BEFORE: Keeping straight on US-341, rather than taking the bypass, leads visitors directly to the center of downtown Jesup along vibrant Cherry Street. Alerting drivers early with short-term billboard signage could effectively direct more traffic through downtown.



AFTER: Signage that clearly directs traffic and boldly showcases downtown Jesup's small-town character can prevent passersby from simply using the bypass. Playing up Jesup's assets such as the historic Strand cinema and using actual images of downtown keeps the signage fun and authentic.

US-341 Gateway, Northbound

BEFORE



BEFORE: Currently US- 341 contains a hodgepodge of various signage types, with the most prominent belonging to the Georgia Department of Transportation (GDOT) and fast food outlets. However, most GDOT signage only points toward “downtown” or makes no mention of Jesup at all.

AFTER



AFTER: Updating standard GDOT signage to include “Downtown Jesup” improves navigational accuracy, while the branded Downtown Jesup directional signage stands out and gives visitors something to look for on their way into town.



Cherry Street Gateway

BEFORE: This corner is the beginning of Cherry Street and the main entry to downtown's most vibrant area. However, this junction lacks signage to draw traffic downtown.

AFTER: The branded directional signage pairs with the larger arch gateway signage and median improvements to beautify the front door to Jesup and guide visitors through downtown rather than over the bypass.



SIGNAGE
Gateways



SIGNAGE *Gateways*

Cherry Street Gateway

BEFORE: Currently many vehicles bypass downtown Jesup via US-301 and US-341. Near the intersection of the bypass, East Cherry Street could be beautified to reflect local character and draw more visitors downtown.

AFTER: By installing distinctive gateway signage evoking Jesup's iconic downtown arch, planting unutilized paved areas with crape myrtles, and lining the right-of-way with an allee of live oaks or other large canopy trees, Jesup could create a beautiful gateway experience that will last for generations. Low maintenance shrubs and grasses flanking the gateway sign include muhly grass, saw palmetto, and oakleaf hydrangeas.



BEFORE



SIGNAGE

Gateways



US-341 Gateway

BEFORE: Turning right off of US-341 here takes one directly to downtown Jesup's Cherry Street. However, the signage does little to indicate this corner's prominence.



AFTER: Utilizing existing billboards can be a quick and highly effective way of catching the eye of passersby. Updating standard GDOT signage to remain consistent with "Downtown Jesup" also reinforces this turn.

US-341 Gateway, Southbound



BEFORE: This median on the northwest end of US-341 divides the bypass road and Cherry Street, which leads into the heart of downtown. Using this median to feature gateway signage could draw more visitors to downtown restaurants and shops.



AFTER: Gateway signage that features Jesup's distinguished arch promotes the city's historic character. Less aggressive pruning of the crape myrtles in the background allows them to grow to their full, glorious height.

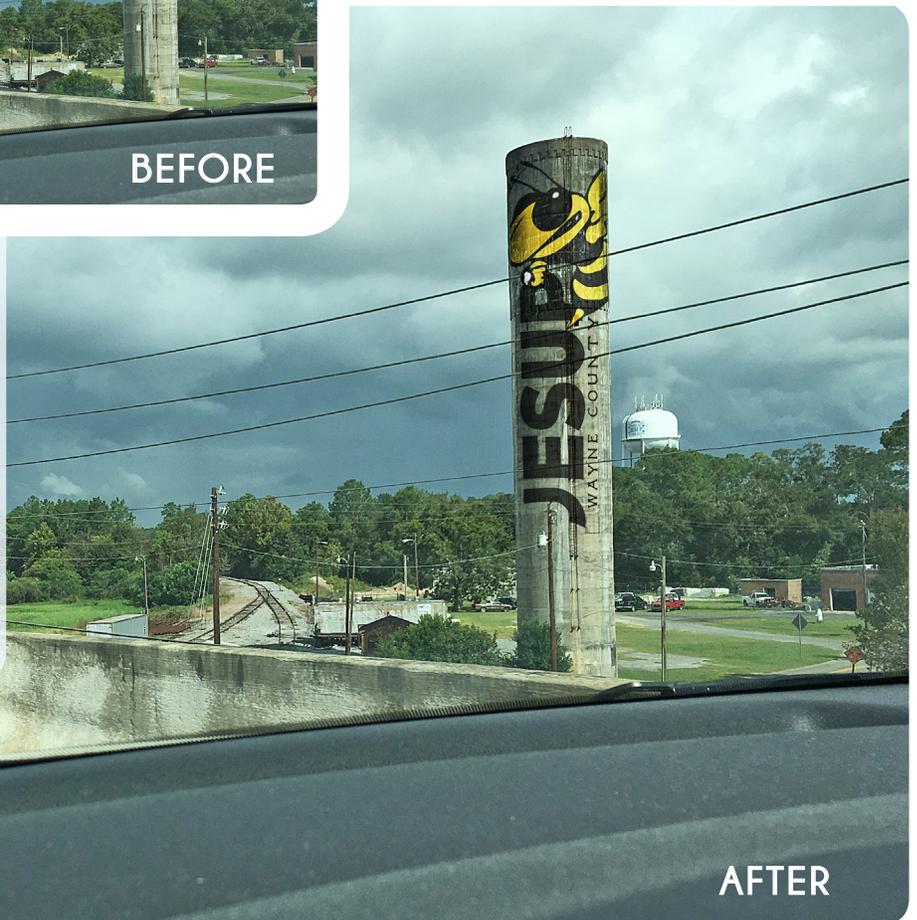
SIGNAGE
Creative



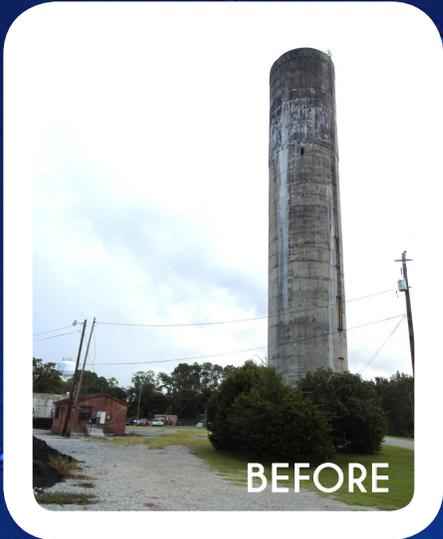
BEFORE

BEFORE: As seen from the Golden Isles Parkway/US-341 overpass, the location of Jesup's historic water tower adjacent to Jesup's main downtown gateway provides a unique opportunity for large welcome signage.

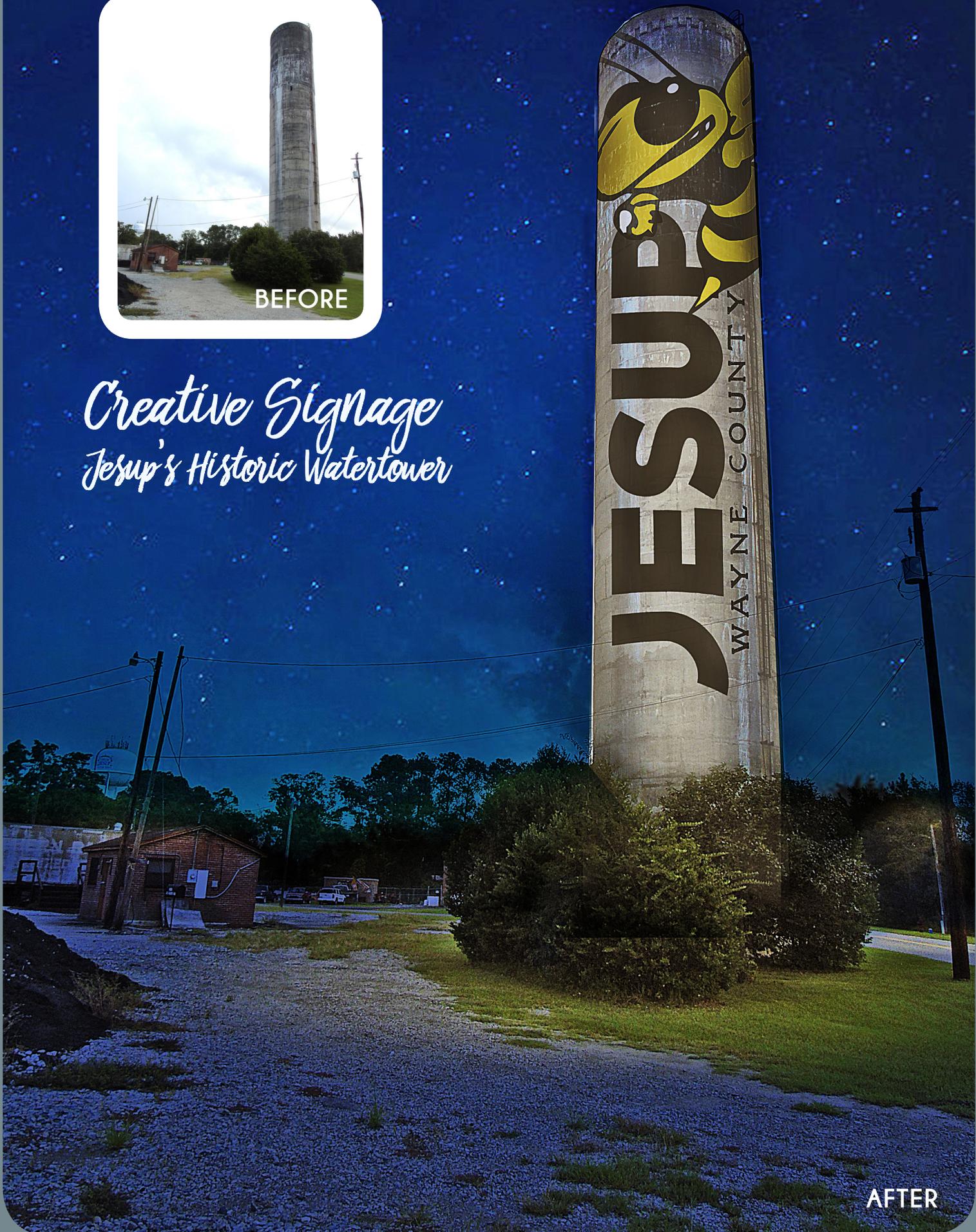
AFTER: In this "after" rendering, a yellow jacket, the Wayne County High School mascot, welcomes visitors to Jesup while proudly displaying local school spirit. Lighting the tower at night could create a memorable landmark for locals and visitors alike.



AFTER



*Creative Signage
Jesup's Historic Watertower*





BEFORE

Creative Signage

BEFORE: Spanning heavily trafficked US-84/First Street, this railroad bridge could benefit from a coat of paint.

AFTER: With a coat of paint and a mural honoring the Wayne County Yellow Jackets, this bridge now serves as a welcoming landmark for visitors and locals.



SIGNAGE
Creative

AFTER



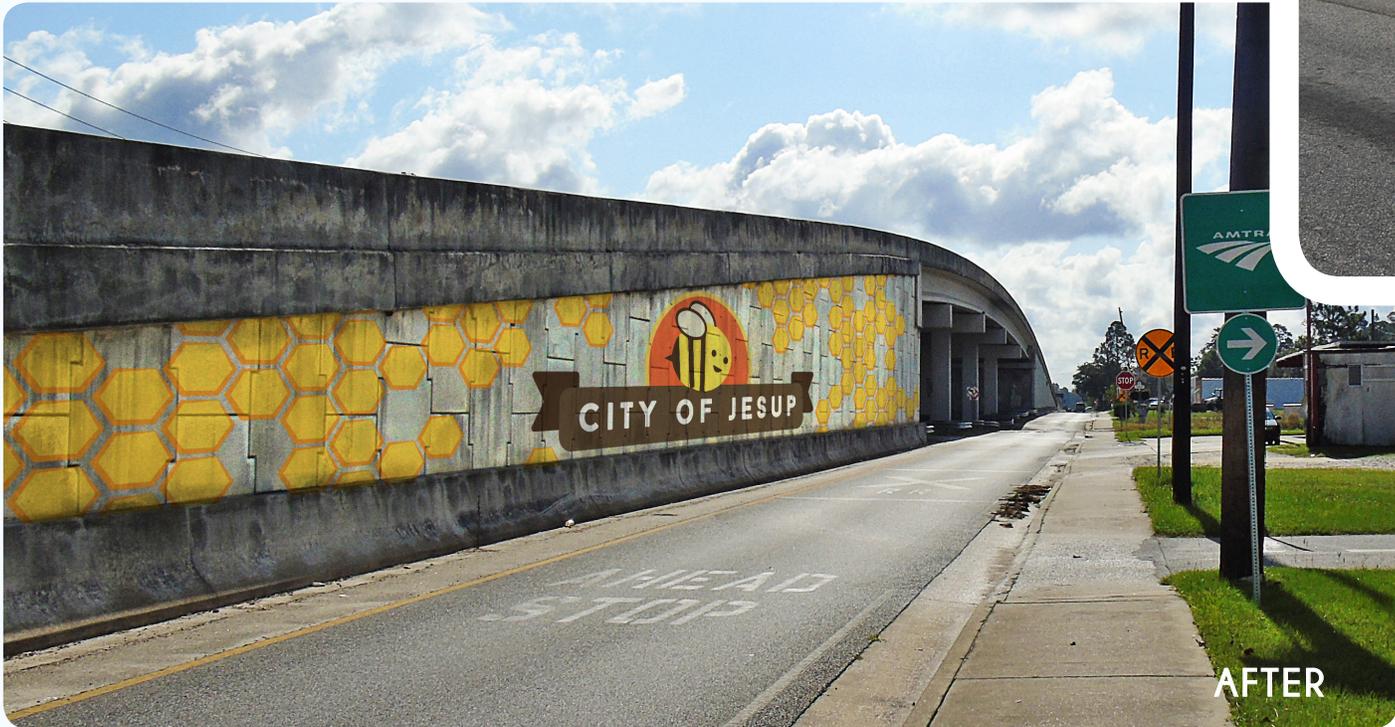
SIGNAGE
Creative



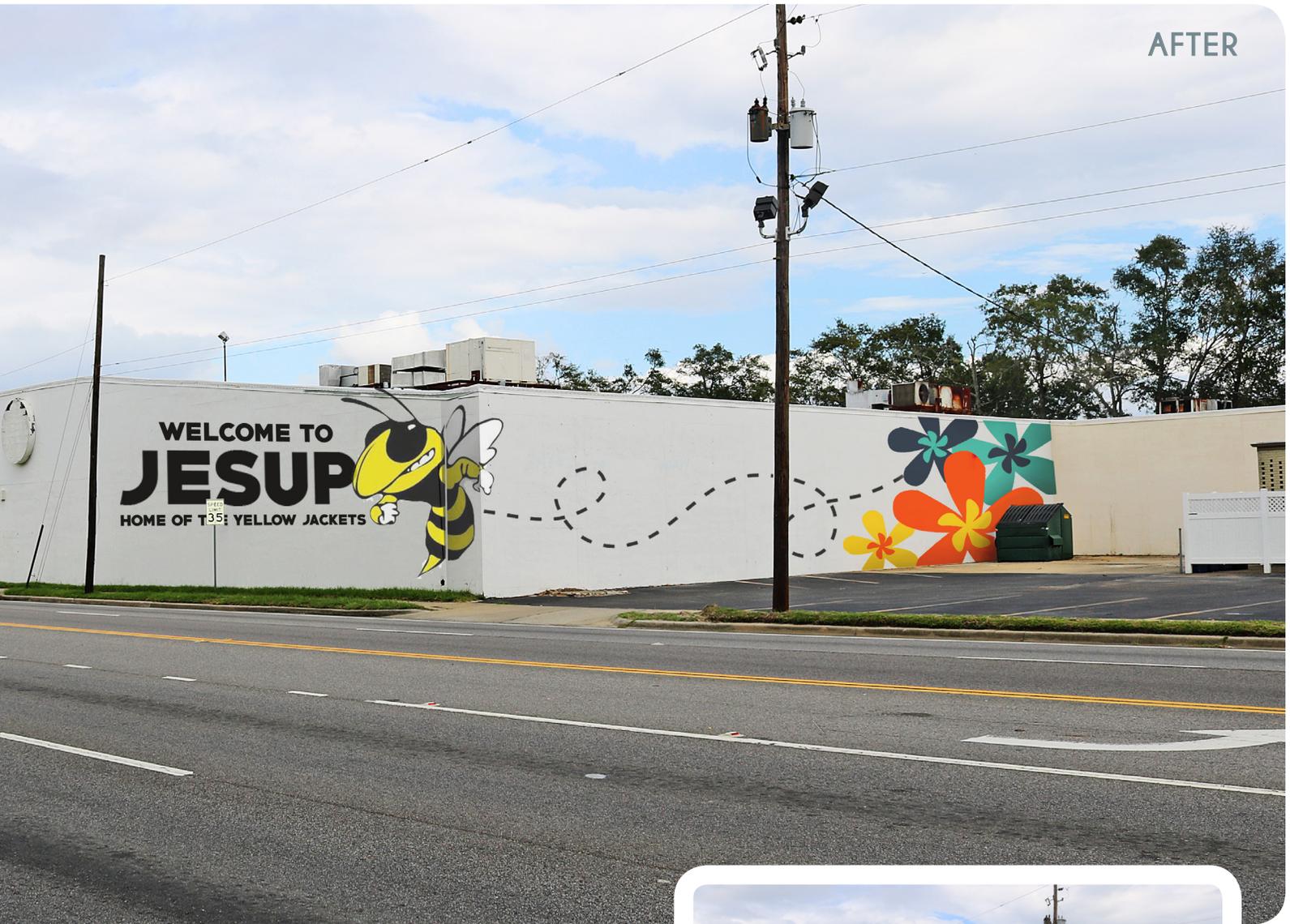
Downtown Murals

BEFORE: This scene on West Pine Street near Jesup's Amtrak station shows the US-341 overpass rising over downtown. This wall provides a blank canvas for a welcome mural.

AFTER: Keeping with the Wayne County Yellow Jacket motif, a bee-themed mural with honeycomb shapes welcomes visitors to town in this rendering. Arrival signage does not always have to be serious to be effective—whimsical signage can be a fun and memorable way to engage visitors.



AFTER



BEFORE: Located on First Street/Highway 84 near downtown, this large blank wall is a perfect opportunity for a welcome mural to downtown Jesup.

AFTER: The rendering shows a mural concept that reads, "Welcome to Jesup, Home of the Yellow Jackets," with the high school mascot and a whimsical floral decoration taking up three walls. This eye-catching mural would welcome visitors as they approach downtown.



BEFORE

SIGNAGE
Directional

BEFORE



BEFORE: When approaching Cherry Street from US-84, travelers have no indication that downtown Jesup is one turn away.



AFTER: Billboards, branded signage, and even hand-painted historic street signs can direct people downtown. Bringing the mast-arm stop lights out to US-84 also cleans up the intersection and helps beautify the entrance to downtown.



AFTER



BEFORE



AFTER

BEFORE: The US-341 / Golden Isles Pkwy and US-84 / First Street intersection is the busiest and most prominent corner in Jesup. However, there is currently no indication that the historic downtown core of Jesup lies only a few blocks away.

AFTER: Standard CDOT signage updated to indicate Downtown Jesup, new branded directional signage, and funky roadside signage all work together to grab the attention of passersby and guide potential customers downtown. Go Dawgs!



In addition to seeing signage as an opportunity to lure regional traffic downtown, many locals identified enhancing the visual appeal of downtown, from improving key properties to developing attractive public spaces, as a key issue that must be addressed. Jesup citizens cited recent streetscaping improvements downtown as a positive development and stressed the need to continue the process of beautifying Jesup's downtown core. Downtown business owners in particular want to see streetscaping improvements along West Cherry Street extended to adjacent commercial streets throughout the downtown core. To improve the experience of visiting downtown and lure more tourist traffic off First Street/US-84, the Jesup Downtown Masterplan found on pages 16-17 extends existing streetscaping improvements found along West Cherry Street throughout the downtown core. West Walnut Street, Cherry Street, West

Plum Street, Macon Street, Broad Street, and Brunswick Street downtown have all been designed to accommodate new street trees, formalized on-street parking, plantings, and wide sidewalks. Making the commitment to invest in the care and appearance of downtown by extending these improvements sends a message that all of downtown is cared for, attractive, and open for business.

Building on the need to create a cohesive and attractive downtown experience through uniform sidewalks, streetlamps, and other streetscaping elements, many locals would like to see a central public space for programs, recreation, and community gatherings. Many Jesup citizens also identified problem areas and vacant properties that need attention for downtown to become the vibrant and attractive destination desired by the community. Locals cited the CSX "lay down" stor-

age yard on Broad Street as particularly offensive and in need of aesthetic improvements. In the public right-of-way adjacent to the CSX Railroad corridor, the Jesup Downtown Masterplan and designs that follow propose a central public greenway connecting downtown to Cracker Williams Park. Weaving to-



WVO

gether public assets like the train viewing platform and Wayne County Heritage Museum, this active public space on highly visible, neglected property brings recreation options, enhances the appearance of downtown, and creates a central public space for the community. Meanwhile, as shown in the Jesup Down-

town Masterplan and elsewhere, shifting the CSX “lay down” storage yard a block creates the opportunity for an improved downtown parking lot serving a new splash pad near the prominent intersection of West Cherry and Broad Street—enhancing accessibility while creating lasting family-friendly attractions downtown for citizens of all ages.

Building on the desire for a more attractive downtown, the Jesup Renaissance Strategic Vision and Plan proposes a variety of short- and long-term strategies to enhance the appeal of downtown Jesup, address problem areas, and create the appealing environment desired by the community.



Beautification Goals:

- **EXTEND STREETScape**
- **DEVELOP & PROGRAM GREEN SPACE**
- **IMPROVE PROPERTY MAINTENANCE**
- **FILL VACANCIES DEVELOP SIGNAGE TO DRAW TRAFFIC**

BEAUTIFY
Streetscape

*Walnut Street
& US-84 / First Street*

BEFORE: Terminating at Jesup's iconic arch, Walnut Street serves as one of downtown's primary dining, shopping, and service streets. Seen from busy First Street/US-84, Walnut Street is dominated by unshaded parking lots that do little to draw visitors downtown.

AFTER: With excessive paving removed and new planting beds, handsome street trees, and extended sidewalks installed, Walnut Street is clearly open for business, attracting more visitors off the main drag.





BEFORE



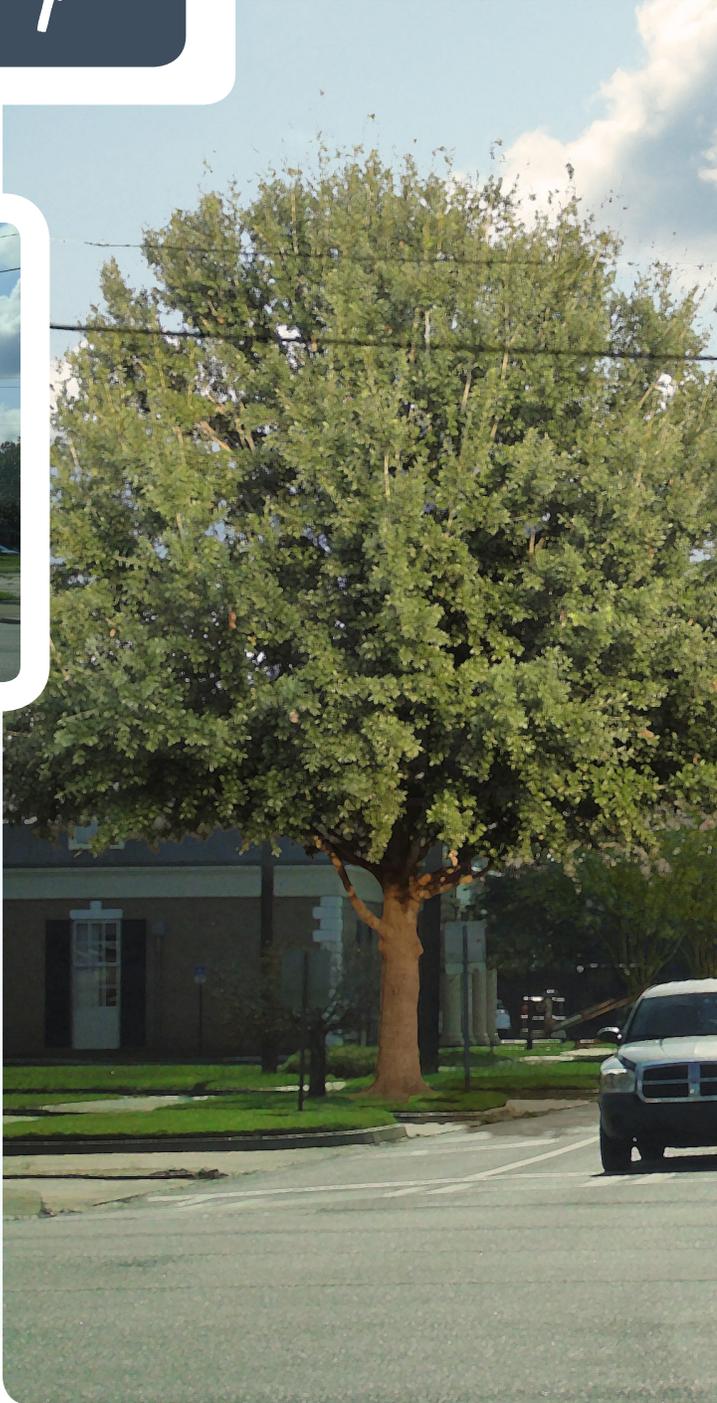
AFTER

BEAUTIFY
Streetscape



BEFORE: Downtown Jesup's primary shopping, dining, and entertainment street, currently Cherry Street does little to advertise all the options available to visitors just a block from busy First Street/US-84.

AFTER: By constructing planting beds, planting new street trees, and extending downtown streetscaping northward to the busy intersection of First Street in formerly utilized paved areas, Jesup now promotes the city's main downtown corridor to visitors. Installing handsome street signs and tree-lined medians where practical imparts a downtown feel along this stretch of Cherry Street.



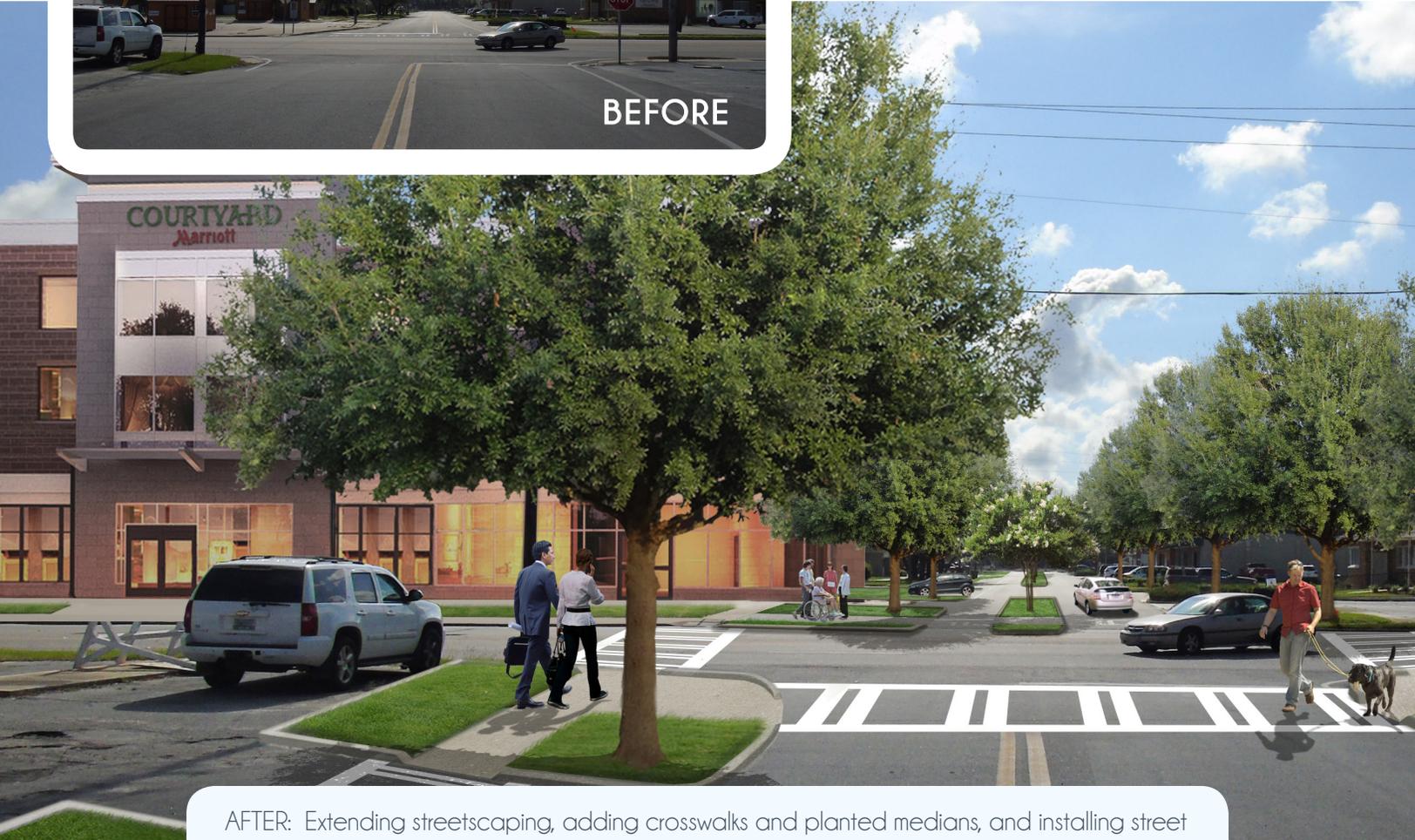


AFTER

BEAUTIFY
Streetscape



BEFORE: Primarily the location of service businesses and offices, West Plum Street is the western boundary of what most consider downtown Jesup. This view shows the vacant back lot of the former Walker Chevrolet to the left and the Jesup-Wayne County Chamber of Commerce on the right.



AFTER: Extending streetscaping, adding crosswalks and planted medians, and installing street trees in available land all improve the appearance of West Plum Street and attract more activity in this “after” rendering. The business-class hotel shown on the formerly vacant lot at the left illustrates the potential for downtown lodging in the city.



BEFORE: Running parallel to First Street, Macon Street is home to popular shopping and dining options downtown. While boasting large sidewalks and attractive streetscaping elements, Macon Street could benefit from more shade trees, particularly during the summer months.

AFTER: By constructing new landscaping beds in formerly utilized paved areas, the city could plant large street trees to improve the look and feel of this important street. New pedestrian crossings improve safety and walkability.

BEAUTIFY
Streetscape



Rail Yard Clean-up

BEFORE: This image shows the railroad "lay down" storage yard located on North Broad Street in the heart of downtown. Currently, piled debris, poor landscaping, and graffiti-adorned rail cars dominate the view. A little bit of clean-up could go a long way toward making this area look better.





AFTER: As a first step, simply relocating the rail cars and piles of debris a block westward could give this key downtown property a much cleaner and more welcoming appearance.

In a second stage, beautifying this property with low maintenance wildflowers and crape myrtles could provide a Georgia DOT-approved treatment to enhance the appearance of this key property.

BEAUTIFY
Streetscape



AFTER: A newly created multiuse rail trail would provide a recreational amenity and local attraction, encouraging jogging, biking, and dog walking. This trail and public space formalizes parking and creates a connection between the train depot and the train-viewing platform. This street could be lined with heritage oaks, funded by donations from local citizens. Locals could donate the funds for long-living street trees, and the city could honor their donations with plaques that could tie into downtown's stone scavenger hunt.



BEFORE

BEFORE: Currently Broad Street near the train-viewing platform is shabby, undefined, and lacking connectivity.



AFTER

BEAUTIFY
Streetscape



BEFORE

Jesup Greenway & Overpass

Before: The 341/Golden Isles Parkway overpass and the Jesup water tower dominate the eastern view from downtown. Programming the wide-turf right-of-way shown here could create a central public space downtown.

After: With themed local murals drawing on the city's iconic arch and school pride, Jesup's water tower and overpass now promote the city to visitors. The wide multiuse trail links assets like the city's train-viewing platform, Walker County Heritage Museum, and boxcar lodging while creating an active new public space in the heart of downtown.





AFTER

BEAUTIFY Buildings

Jaje's Restaurant

BEFORE: Known for “Taco Tuesdays” and its casual dining atmosphere, Jaje’s on East Cherry Street is one of the Jesup’s best restaurants and an important downtown destination. Some minor façade work could help promote Taco Tuesday, draw more customers, and help to beautify this downtown corner.

AFTER: In this “after” rendering, a large painted logo sign on the second floor advertises the restaurant’s presence from across the street. The whimsical “Taco Tuesday” flag, a large sandwich board with today’s menu, and outdoor seating underneath the shade awning all work to draw patrons off the street, promote this unique dining venue, and bring life to this prominent corner of downtown Jesup.







Wayne County Heritage Center

BEFORE: An important destination for out-of-town visitors, the Wayne County Heritage Center is not making the best first impression. The center's sign is damaged and illegible, landscaping appears shabby, and an old couch greets visitors on the porch. With a little TLC, this property can shine again.

AFTER: The rendering shows what a drastic difference a few small changes can make. The center's sign has been replaced, landscaping improved, and the couch removed from the front porch. Two new red doors now capture the attention of visitors, while an American flag and hanging ferns provide welcoming details.



BEAUTIFY
Buildings



AFTER

The Press-Sentinel

BEFORE: The streamlined 1960s Jesup Press-Sentinel building on Walnut Street near First Street showcases several elements of historic midcentury design worthy of preservation. The building's streamlined metal awning, elongated brick, and large banks of windows contribute to the architectural diversity of the surrounding street. The surrounding sidewalk and plantings could benefit from some attention.



AFTER, STEP ONE: Expanding the prohibitively small tree well on this sidewalk could allow for larger street trees and handsome landscaping to frame the building and provide shade for pedestrians. Pressure-washing the sidewalk and restriping the curb and handicapped areas will make a simple but dramatic improvement as well.



BEAUTIFY
Buildings



AFTER, STEP TWO: A new newspaper-themed mural decorating the bare cinderblock walls nods to the Press-Sentinel's history in the community while honoring Jesup native Lindsay Scott. Many rank Scott's 93-yard pass play on Nov. 8, 1980 among the greatest plays in UGA history.

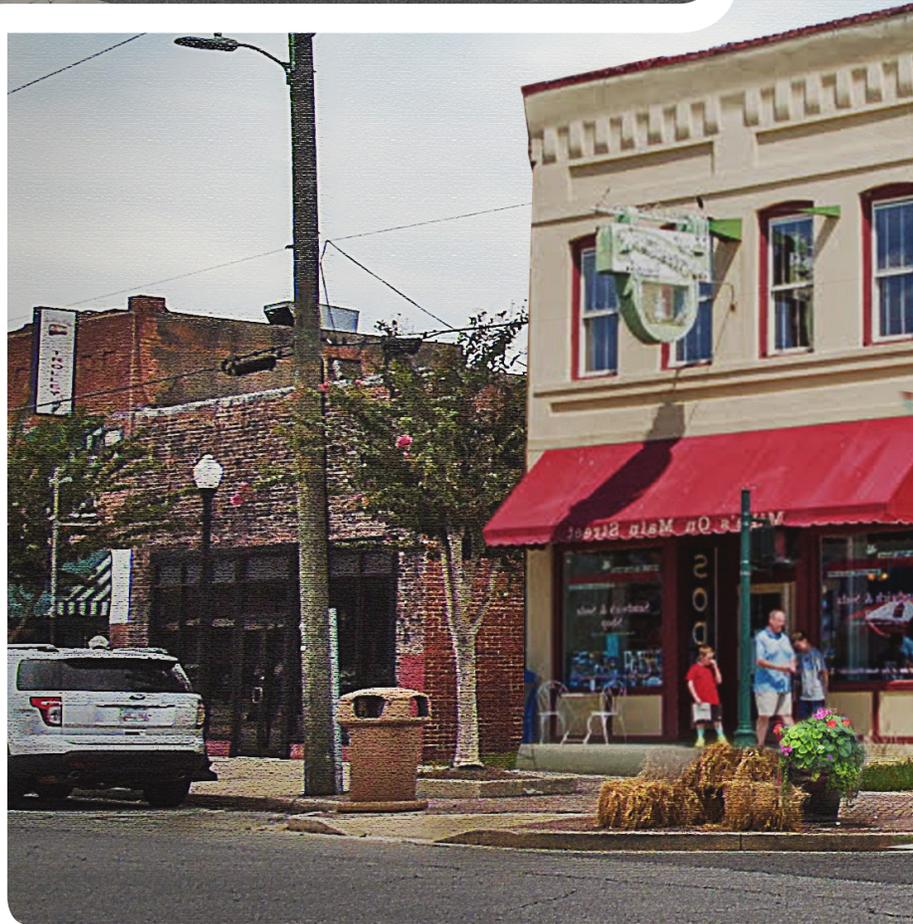
AFTER, STEP TWO



Walnut Street Infill

BEFORE: Nicknamed the “castle building” because of its fortress-like roofline, this property is located on the corner of North Broad and West Walnut streets downtown. Having fallen into disrepair and lacking a roof, this building could be torn down and replaced with context-appropriate infill that matches the character of other buildings downtown, injecting new life into this corner.

AFTER: The rendering shows a new two-story infill building with a similar look, feel, and scale as surrounding historic buildings. This two-story structure would increase downtown density and could house a mix of uses, with possible living or office space above and retail below. Landscaping improvements shown in the rendering are in keeping with those included in the Jesup Downtown Masterplan on pages 16-17.



BEAUTIFY
Buildings



BEAUTIFY Buildings



BEFORE

BEFORE: Alec's Sports Bar and Grill on Walnut Street is a popular spot for dining and catching a game. Already a magnet for locals, this restaurant could be promoted to visitors, increasing its customer base. Currently the sports bar could use some façade improvements to attract more visitors and help beautify this downtown corridor.



STEP ONE



STEP TWO



STEP THREE

Alec's Sports Bar & Grill

AFTER, STEP ONE: Simply painting the roof dark gray or black covers rust stains and updates the look and feel of the exterior. A darker roof provides contrast for the Alec's sign, making it pop. Step one also includes replacing the residential-style doors with glass commercial doors for increased visibility. Not only does this help to modernize the façade, glass doors let more light into the restaurant, allowing patrons to see inside and sending a more welcoming message to visitors. Also, posting a menu at the front lets visitors know what the restaurant has to offer.

AFTER, STEP TWO: Step two shows the exterior walls painted the same gray found in Alec's existing business sign, keeping colors limited to those found in the logo. This gives the exterior a more inviting and intentional appearance.

AFTER, STEP THREE: Step three includes installing a larger, more noticeable sign directing potential diners to Alec's Bar & Grill. In addition, sandwich boards with daily specials along the sidewalk work to draw visitors inside for a tasty meal.

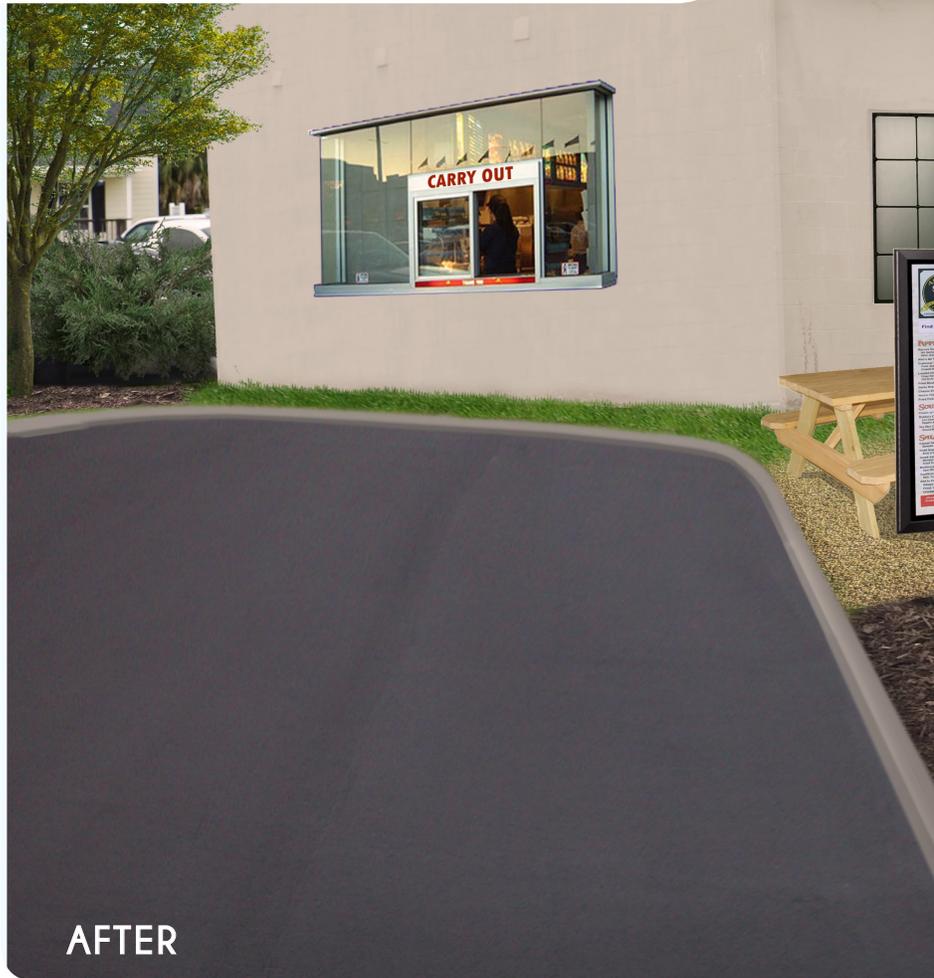


BEFORE

Alec's Back Patio

BEFORE: A popular downtown bar and grill, Alec's draws a younger crowd and attracts evening activity downtown. A successful local business, Alec's has looked at both adding a drive-through and creating a space for outdoor dining in this rear patio space.

AFTER: With a coat of paint, attractive lighting, landscaping improvements, hand-painted signage, and a few tables and chairs, this back-patio area is totally transformed. Using simple and inexpensive materials like pea gravel, string lights, and mulch, this formerly overgrown back lot now welcomes visitors for big games and outdoor entertainment. Long-term improvements like a carry-out window, drive-through lane, and new windows and doors could be phased in over time.



AFTER

BEAUTIFY
Buildings





From installing distinctive signage to creating an attractive and cohesive downtown appearance, many of the goals of community members reflect and further a simple vision: building a downtown destination. While downtown already serves as the go-to dining and shopping option for many locals, Jesup citizens see building on recent improvements as the key to cementing a strong future for the community and retaining the young professionals and millennials so important to the city's economic future. In addition to the city's strong public schools, Coastal Pines Technical College, the local hospital, and key employers, local leaders should view downtown as a critical tool for economic development. With talented young workers flocking to large cities and smaller towns like Thomasville and Tifton with vibrant downtowns and amenities, now is the time for Jesup to create the active, vital, and diverse downtown

center that will keep the next generation of citizens in the community.

With assets like the historic Jesup Train Depot and the incomparable Strand Theater already serving as both regional and community attractions, Jesup must build on recent successes by investing in improvements that ensure downtown grows as a vibrant destination for citizens and visitors of all ages. Developing attractions like a railroad-themed downtown splash pad, working with partners to develop recreation options and multiuse trails, and incentivizing entertainment options and live music by addressing city codes could all help build the quality of life in the community and create the type of downtown attractive to the next generation of young professionals and their families. Working with dedicated city leaders, Jesup's private developers and entrepreneurs have already begun incorporating

more downtown living options into renovation projects and new downtown buildings. To realize the vision of community and business leaders, Jesup must continue to grow as a live-work-play destination with expanded shopping, dining, entertainment, and recreation options. In addition to incentivizing the types of new businesses desired by the community over the long term, the city should take a creative approach to make visiting downtown a regular habit of locals. Regular draws like First Fridays and seasonally appropriate events every quarter could help support existing retailers and restaurants while encouraging local and regional citizens to repeatedly visit downtown. Additionally, creating outlets and opportunities for the arts downtown could boost Jesup's appeal as a unique and attractive destination.

REE

While downtown Jesup could further develop as an attraction for the local community, city leaders should also work to bring more lodging options downtown. With an annual stream of business travelers to major employers like Rayonier Advanced Materials, Coastal Pines Technical College, and Wayne Memorial Hospital, Jesup should see attracting downtown lodging options as a key tool to boost the city's economic development appeal. Downtown in particular could benefit from the development of lodging in conjunction with walkable dining, shopping, and entertainment options for visitors and locals alike. Building on recent improvements like the Trowell Historic Inn bed & breakfast, Jesup could explore working with private developers to renovate the city's historic Ingleside Hotel. Additionally, working with local industry to attract a small business-class hotel downtown could prove to be the tipping point in creat-

ing the vibrant and viable live-work-play destination envisioned by the community. The Jesup Downtown Masterplan and designs that follow work to remedy the dearth of downtown lodging by proposing a variety of accommodations options for visitors. At a prominent location along US-84 adjacent to the former Walker Chevrolet, the plan found on page 16-17 illustrates the footprint of a potential 80-bed-business class hotel. At the center of town, the plan and renderings to follow restore the city's beloved historic Ingleside Hotel to the building's former glory while formalizing rear parking lots to serve the restored hotel and adjacent businesses.



Destination Goals:

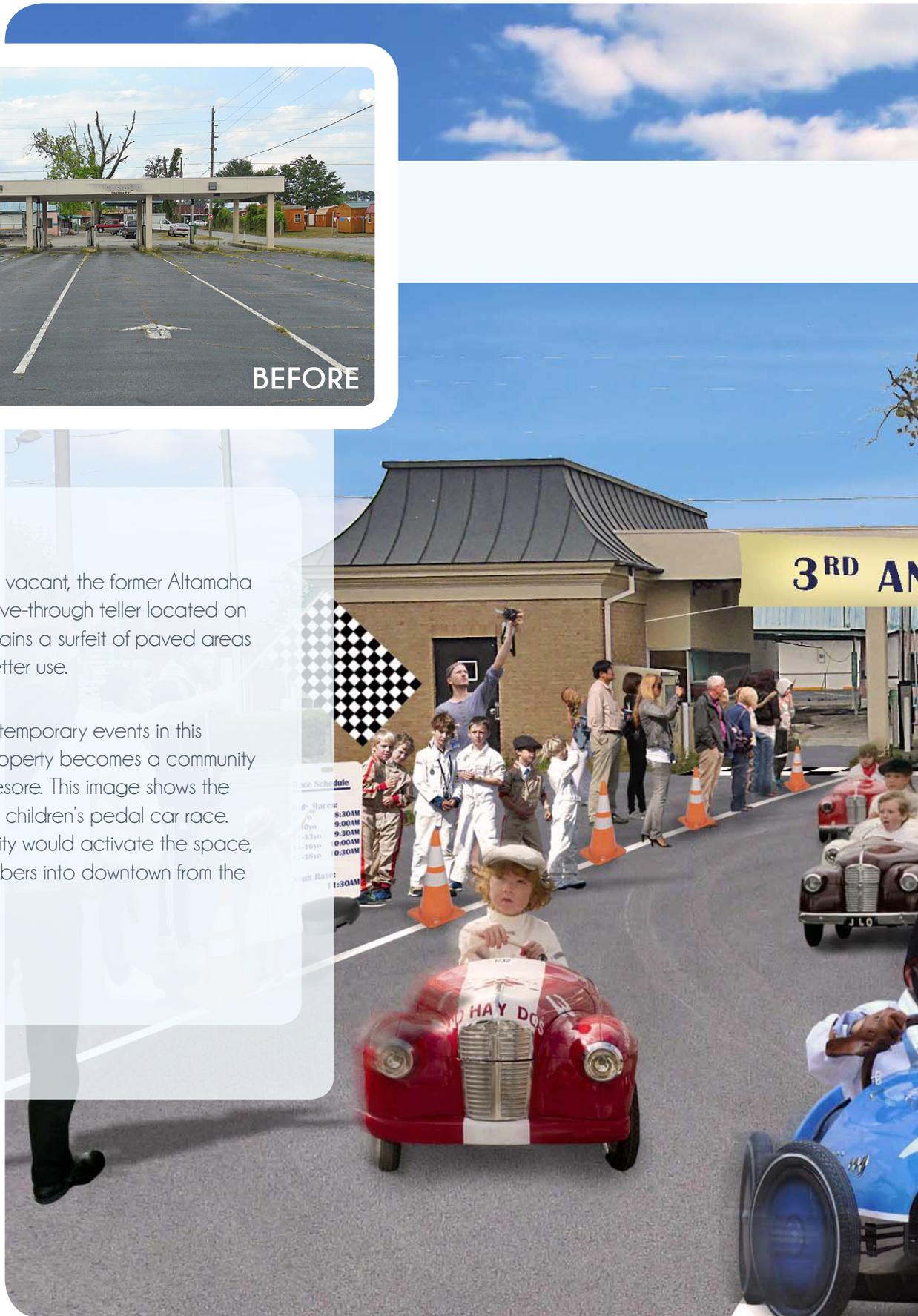
- SUPPORT & SUSTAIN EXISTING BUSINESSES
- ATTRACT NEW SHOPS & RESTAURANTS
- DEVELOP LODGING OPTIONS
- EXPAND EVENING BUSINESS HOURS
- BOOST ENTERTAINMENT OPTIONS
- COORDINATE EVENTS WITH BUSINESSES
- INCREASE ARTS & CULTURAL ACTIVITIES



Pedal Race

BEFORE: Currently sitting vacant, the former Altamaha Federal Credit Union drive-through teller located on West Cherry Street contains a surfeit of paved areas that could be put to better use.

AFTER: By programming temporary events in this space, this prominent property becomes a community asset rather than an eyesore. This image shows the drive-through used for a children's pedal car race. This old-fashioned activity would activate the space, bringing community members into downtown from the surrounding area.



DESTINATION
Programming

ANNUAL JESUP PEDAL RACE



AFTER

DESTINATION
Programming

AFTER





BEFORE: Currently this prominent lot houses shed models for a local business. Bringing temporary activity to this underutilized downtown space could spark long-term redevelopment.



AFTER: This image shows the display outbuildings being utilized as a pop-up Holiday Market. As the storage buildings are located here year-round, a pop-up market could vary seasonally and work to re-invigorate the area over time. This lot provides the perfect amount of space for a pop-up market any time of the year. This Christmas Market imparts some festive holiday spirit to passersby while allowing customers to see the storage buildings in use.



Holiday Music

BEFORE: Currently most businesses along Cherry Street do not use the hanging signage most visible and appropriate for pedestrians. The crape myrtle street trees planted along Cherry Street suffer from over pruning—so called crape murder—and do not provide a shady canopy for pedestrians.



AFTER: By hanging business signs perpendicular to the buildings above the sidewalk, adding seasonal banners, and attaching hanging plants to the streetlights, this stretch of Cherry Street becomes a cozier and more appealing shopping district. Outdoor speakers also allow the city to play seasonal music to add to the atmosphere and encourage shopping at local businesses.

DESTINATION
Programming

BEFORE



*Depot
Restrooms*

BEFORE: Jesup Station is the city's historic railroad depot and Amtrak terminal.

AFTER: This image shows how a simple sandwich board could alert tourists and locals alike to the fact that the depot offers clean public restrooms available for use.



AFTER

DESTINATION
Programming



BEFORE

First Friday at the Fountain

BEFORE: Jesup's historic arch and fountain are the most recognizable and beloved symbols of downtown. However, the space around these landmarks serves as parking on a daily basis.

AFTER: Activating this space with simple programming can transform it into a hub of activity and anchor of community life downtown. Food trucks, café tables and chairs, and live music are simple, short-term ways to bring people downtown. Sugar & Spice, along with other nearby businesses, could benefit from the increased foot traffic drawn to events.



AFTER



BEFORE



AFTER

Train Car Lodging and Observation Platform

BEFORE: This unique building on Broad Street adjacent to the railroad once served as home to the local farmer's market. Today this publicly owned building lacks a dedicated use.

AFTER: By constructing new landscaping beds in formerly unutilized paved areas, the city could plant large street trees to improve the look and feel of this important street. New pedestrian crossings improve safety and walkability.



DESTINATION
Programming



AFTER

Jesup Train Platform

BEFORE: The embarkation area at Jesup Station provides the first impression of the city to many visitors. While Jesup Station has been beautifully renovated, these improvements have not extended to the outdoor train platform. Today tourists are greeted by a bleak expanse of asphalt, overgrown turf, and a metal storage building.

AFTER: Adding welcoming signage for travelers helps transform the platform into a warmer space. A mural on the storage shed, wayfinding signage painted on the ground, and a new tourist map make this an exciting and informative first experience in Jesup. Improvements such as replacing the old asphalt with brick elevate the surroundings and add another layer of depth to the space. This image also shows an attractive walkway along the old rail corridor connecting passengers to downtown businesses and restaurants.

DESTINATION
Programming

Splash Pad

BEFORE: Designed with minimal landscaping, this public parking lot is located at one of the most prominent downtown corners. Although it is nice to have a public parking lot so near to downtown attractions, this particular location could be leveraged for the greater benefit of downtown.

AFTER: Transforming this corner in the center of town into a vibrant splash pad and playground, complete with public restrooms, has the potential to create a regional draw, increasing daily foot traffic and benefitting downtown businesses. This attraction could help reposition downtown Jesup as the center of social activity for the community.



AFTER



BEFORE





Splash Pad Parking & Bathrooms

BEFORE: This underutilized space along a public right-of-way could be better programmed to serve downtown.



DESTINATION
Programming



AFTER

AFTER: With the installation of the splash pad, playground, and public restrooms, this area could serve as the new downtown public parking lot. This lot features on-street parking, is heavily greened with large canopy trees, and supports several handicapped spaces with ADA-accessible sidewalks and entryways. Parking entrances also align with existing streets and alleys. Christened the Florence Reville Gibbs Park, this public amenity honors Georgia's first elected congresswoman, who lived in Jesup for more than two decades.

DESTINATION
Ingleside Hotel

Ingleside Hotel

BEFORE: For many decades, the historic building occupying the corner of North Broad and West Cherry streets housed the Ingleside Hotel, a local showpiece and downtown landmark. Now home to Café Euro and several other ground-floor businesses, this property has a second story that could be reborn as the Ingleside Hotel with an interior and exterior renovation. The following renderings show what an exterior renovation could look like.

AFTER: This rendering shows the building with several major improvements, including a brick façade with dark brown trim to create a more timeless, up-to-date appearance. In addition, removing the dated green awnings unifies the façade and imparts a more modern look. Awnings on the West Cherry Street side have been replaced with new awnings matching the proposed trim color. Referencing historic photos of the buildings, a new second-story balconied porch offers hotel guests a place to relax and enjoy the downtown view. Again drawing from historic photographs, this design uses a reproduction of the original Ingleside Hotel neon sign placed on the second story for easy visibility. Landscaping improvements soften the streetscape and are in keeping with the detailed masterplan shown on pages 16-17. Café Euro and other ground-floor storefronts have also been improved in this rendering.





BEFORE



AFTER



BEFORE



Business Hotel Infill

BEFORE: Formerly the back lot of Walker Chevrolet, the lot at the corner of First and Plum streets lies vacant with the exception of a few scattered storage buildings. This highly visible property provides a unique opportunity for new infill. Public input relayed the need for more lodging options including a downtown business-class hotel. This property could be just the place for it.

DESTINATION
Infill



AFTER: The rendering shows a mid-level business-class hotel, such as Marriott's SpringHill Suites brand, sited on this key corner. By shrinking setbacks and providing parking on the side and rear, this building now has a strong street presence and addresses the corner to impart a downtown feel. These elements allow room for a porte-cochère drop-off area and valet, while corner signage and landscaping beautifies the streetscape.



Opinions differ about the state of parking downtown. While many feel that the city has ample parking and others think more could be useful, almost everyone agrees that Jesup could do a better job of allocating existing parking opportunities more efficiently. Particularly along the improved stretch of West Cherry Street, visitors compete with downtown business owners and employees for parking. Additionally, many locals noted that newly redesigned spaces along West Cherry poorly accommodate large vehicles and create potential hazards as cars back out into traffic. To address both of these issues and plan for additional parking demand as downtown grows as a destination, the Downtown Jesup Masterplan on pages 16-17 proposes several improved rear parking areas serving employees, business owners, and guests. Additionally, improved on-street parking

has been designed with a minimum of an 18' parking depth, angled dimensions that better accommodate large vehicles. As mentioned previously, the Jesup Downtown Masterplan redesigns the poorly organized parking egress along US-84 to create a safer traffic flow and incorporate new street trees, sidewalks, and an improved gateway corridor.

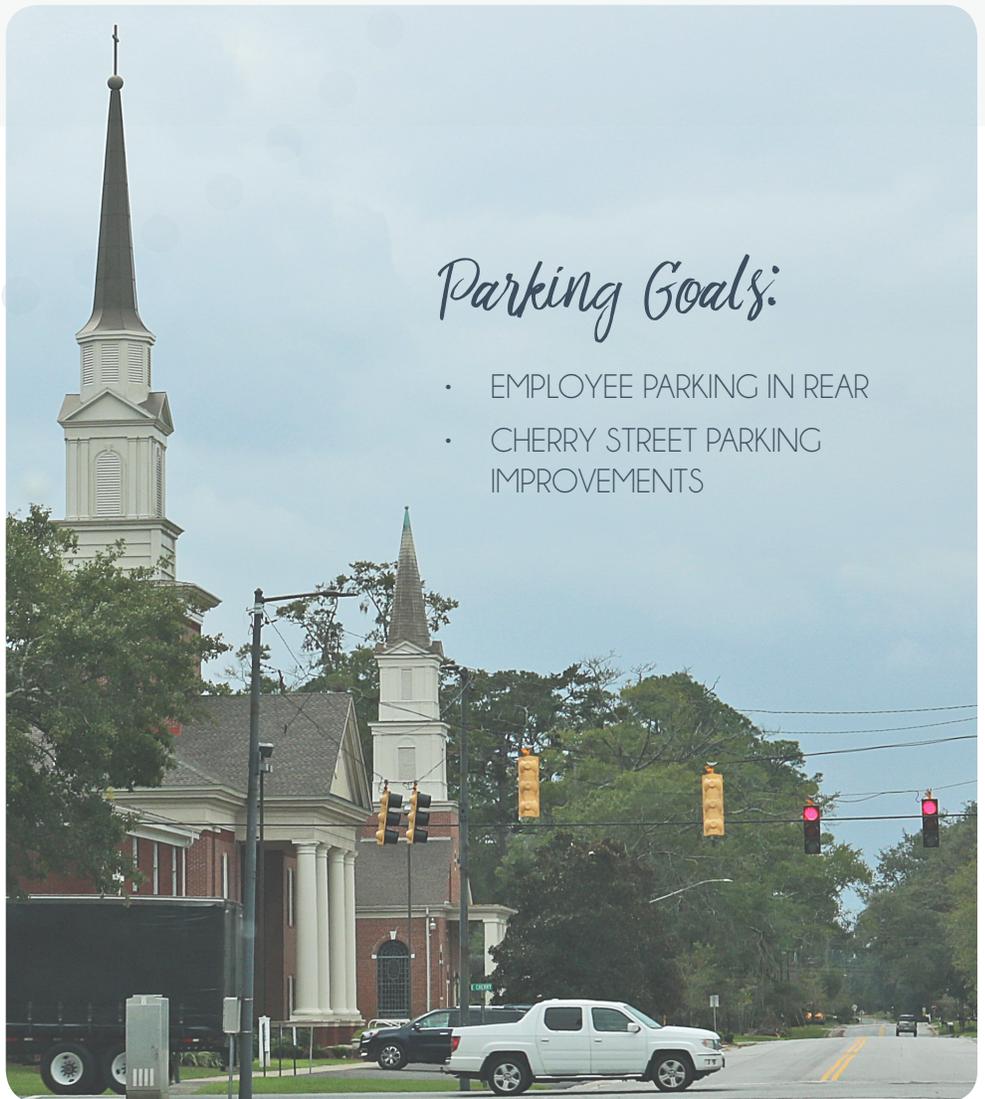
Additionally, while parking is generally abundant today, Jesup may require more parking if downtown becomes the established live-work-play destination the community desires. Looking toward a future in which the city retains youth and grows as a destination, local high school students and young drivers in particular commented that they prefer to park in the new surface lot across from Café Euro rather than navigate the hazards of on-street parking along

West Cherry Street. Using this lot as a jumping-off point, younger locals then walk to their shopping, dining, and entertainment destinations downtown. With the preferences of the next generation in mind, the city could explore working with downtown business owners to improve rear parking lots throughout downtown. Largely screened from public view, these rear lots could create centralized, walkable parking options throughout downtown while minimizing conflicts with oncoming traffic and pre-



OUR

...serving downtown's historic fabric. Taking advantage of the city's existing system of service alleys, these rear parking lots could create safe and attractive parking opportunities for employees of downtown businesses and become central delivery and service hubs while furthering the best practices in urban design. The short- and long-term design options that follow envision a future in which parking options throughout the city are safe, walkable, and attractive for visitors and locals alike



Parking Goals:

- EMPLOYEE PARKING IN REAR
- CHERRY STREET PARKING IMPROVEMENTS



Behind The Strand

BEFORE: Currently the back-of-house service areas behind the Strand and the old Ingleside Hotel present a drab image to visitors. Making these areas attractive and inviting can help alleviate parking issues and encourage younger patrons to park off Cherry Street.

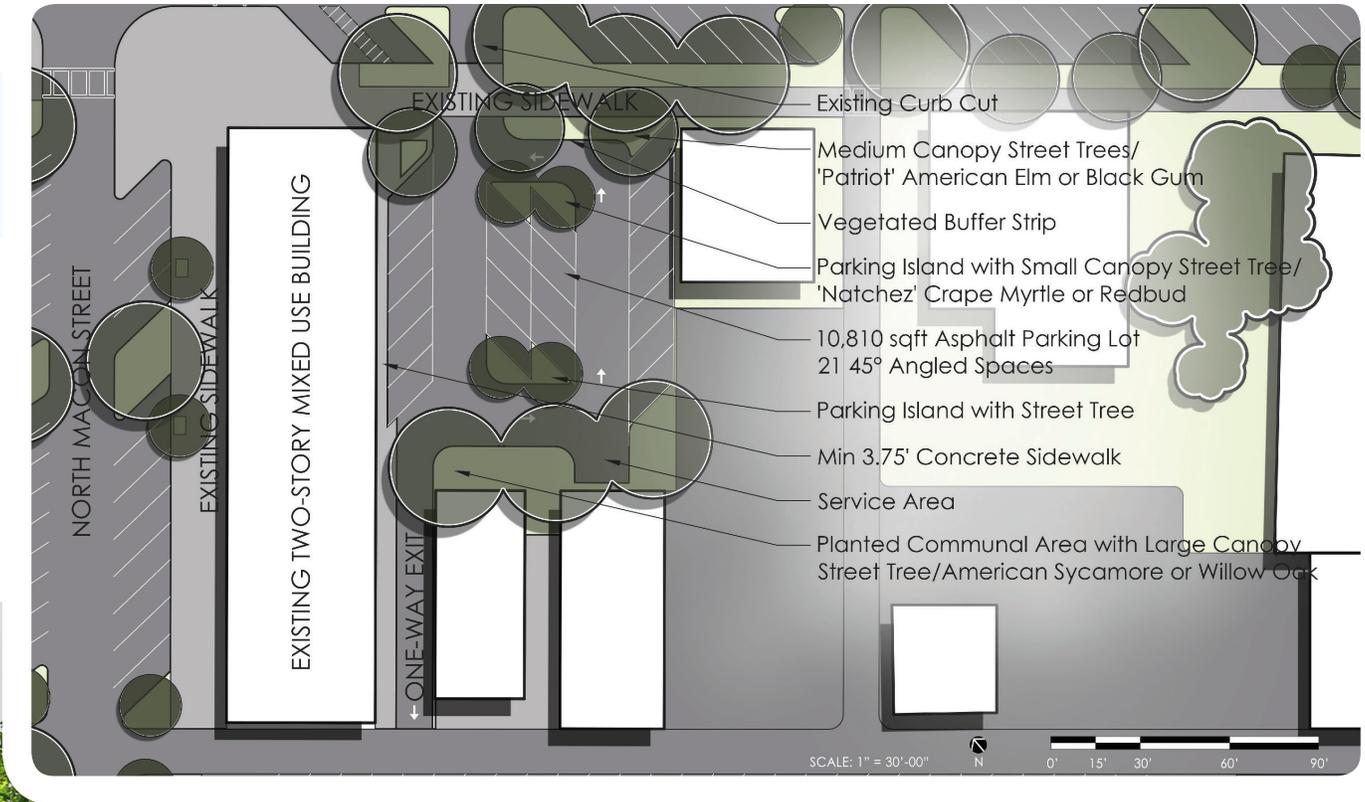
AFTER: Formalizing parking, sidewalks, and greenspaces can transform this forgotten area into usable and functional space. Old movie poster-themed murals and a red carpet painted on the ground play up the Strand Theater's renaissance. With the potential reopening of the Ingleside Hotel, transforming this area into a luggage drop off, parking area, and "backyard" space make it both inviting and attractive. Treating the backsides of these buildings as entrances further formalizes the space, while rooftop dining and creative lighting make for a vibrant atmosphere.

PARKING
Rear Buildings



PARKING
Rear Buildings





Bennett Building Lot

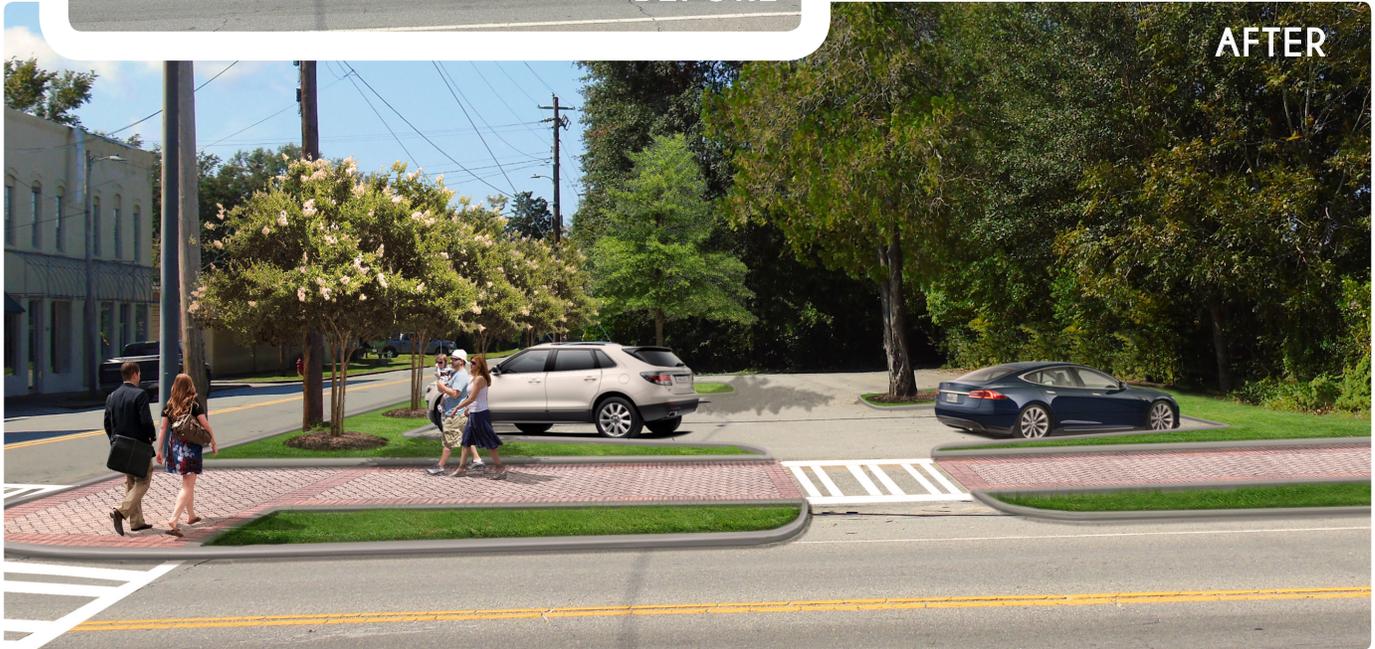
BEFORE: Housing a mix of downtown businesses, this block-long commercial building on Macon Street is currently being renovated by local developers Albert and Jerilyn Bennett to update the exterior façade and incorporate upstairs apartments.

AFTER: While offering a preview of the brick façade being renovated, this "after" rendering illustrates the same rear lot accommodating new parking for future residents, employees, and customers. Installing tree wells in the new parking area and in the unused right-of-way and incorporating new street trees along Walnut Street all improve the appearance of this rear parking lot.



South Broad Street Lot

BEFORE: Continuous curb cuts and an absence of street trees do little to make this parking lot across from the Kicklighter Building visually appealing.



AFTER: Better connecting both halves of downtown across the railroad by extending streetscaping, planting street trees, and installing crosswalks could boost visitation and encourage better use of the city's existing parking lots. Here, improved sidewalks connect both sides of downtown; Natchez crape myrtles screen cars and provide shade; and crosswalks connect improved parking to adjacent businesses.

PARKING *Improvements*



Area beside Railroad Crossing

BEFORE: This photo captures the area between two public parking lots on South and North Broad streets and illustrates the railroad dividing downtown. The absence of a formal connection between both sides of the railroad harms connectivity.

AFTER: Extending the city's streetscaping program across the railroad corridor, as shown in this rendering, creates a cohesive downtown appearance while better connecting downtown businesses and public parking. Reclaiming unutilized rights-of-way to improve pedestrian crossings and installing street trees improves the appearance, safety, and experience of visiting downtown. A landscaped multiuse trail shown here links downtown to Cracker Williams Park, creating an attractive central public space and a major boost to the local quality of life.

STEP THREE

Conclusion & NEXT STEPS



Through the determined efforts and investment of dedicated local leadership, Jesup citizens and public officials are already working to enact the vision for the future outlined in the Jesup Renaissance Strategic Vision and Plan. Even before the conclusion of the RSVP process, local officials stepped up to improve downtown and begin moving forward with a vision of downtown as a vibrant destination for community members and visitors.

Through the hard work and perseverance of Jesup's mayor, city council, city manager, and staff members, the city stands ready to move on many of the recommendations included in the plan. Momentum exists to move forward with creating safe downtown public restrooms at Jesup Station, amending ordinances to allow restaurants to serve alcohol on Sundays, installing speakers and bringing music to downtown streets, creating First Friday events, installing street signs throughout downtown, and more.

Due to increasing demographic pressures facing the community and the escalating demand for young workers and their families, it is imperative that Jesup work hard now to plan and create the type of environment attractive to the next generation. Recruiting and growing local businesses and development attractive to the next generation of Jesup citizens means looking at the city's existing ordinances with a critical eye. Accommodating a mix of uses

downtown, expanding entertainment options, and promoting the qualities that make the city a great place to raise a family are all critical steps to achieving Jesup's vision as a thriving and family-friendly destination.

In pursuing these and additional improvements, Jesup must work to forge strong partnerships with Wayne County, the Georgia Department of Transportation, CSX, important local corporate partners like Rayonier Advanced Materials, local churches and civic institutions, and private property owners. Only by partnering with these local and regional stakeholders and presenting a united front to improve the city will Jesup fulfill the vision for the future laid out in the masterplan.

Building a spirit of cooperation can be difficult. Like many intergovernmental relationships, Jesup and Wayne County have not always seen eye to eye. From the historic courthouse to the local sheriff's department, tag office, and more, Wayne County offices claim an outsized presence downtown. These key institutions bring citizens downtown daily, creating a constant 9-to-5 population of local government employees. Local leaders must view nurturing the relationship between the city and county as akin to maintaining the relationships with key industries and major employers. Local leaders must work to continually strengthen and maintain the bonds that tie Jesup and Wayne County. To become the destination Jesup wants to be, it is vital that the city retain the elements that are working downtown. Keeping the seat of Wayne County downtown remains a

critical first step to any improvements that occur downtown. Creating a spirit of trust and cooperation now by working together to restore the historic Wayne County Courthouse could go a long way to ensuring that downtown's key economic driver—local government—remains in place for all time.

In every effort undertaken to improve downtown, those involved should think through each step of actualizing their goals and determine the “when, what, and who” critical to community implementation:

- 1. Who is responsible?**
- 2. What will be achieved?**
- 3. When will these improvements take place?**

Any strategy included in the Jesup RSVP could serve as a future action item if a designated lead is assigned to oversee implementation efforts and develop concrete steps to complete the project. Action items should meet the criteria for SMART (specific, measurable, attainable, realistic, and timely) goals. The SMART process allows downtown Jesup's future vision to become a reality through practical and achievable steps. By breaking down the 30-year vision outlined in the Jesup RSVP into achievable short-term action items, the community can continue moving toward fully realizing the potential of this incredible small town.

Action Item: Downtown Map / Tourist Map

Lead (one person): DDA Executive Director

Partners (who is really going to help): City of Jesup Street Department, Tourism Director

Timeline (start-finish): July–December 2018

Funding (how much and where): One outdoor message center costs approximately \$1,500; printed map costs approximately \$100; total cost for downtown map: \$1,600. Project to be funded by the DDA operating costs account

Obstacles (stumbling blocks): Timing of shipping and installation; location logistics of outdoor message center; timeline for finalizing and editing map

1. Research outdoor message centers. If a local vendor is available, contact that vendor. If unavailable, seek an online source. Inquire about pricing, materials, and installation requirements.
2. Order a message center.
3. Review the map provided by UGA's Carl Vinson Institute of Government and make edits where necessary. Send it to the local print shop.
4. Coordinate installation of the outdoor message center with the city of Jesup Street Department.
5. Install the message center with printed maps.
6. Send an article to the local newspaper highlighting the new downtown advertising tool for Amtrak visitors.
7. Project complete.

Action Item: Holiday Market

Lead (one person): DDA Executive Director

Partners (who is really going to help): Downtown businesses

Timeline (start-finish): November-December 2018

Funding (how much and where): \$1,500 for advertising costs

Obstacles (stumbling blocks): Property owner does not allow us to host holiday market on property; no interest from vendors; too many events occurring during that time of the year; competition from Farmers Market Holiday Market

1. Contact the property owner and get approval to use the area.
2. Contact potential holiday market partners and discuss the vendors, set-up, date, and time of the market. Work with local downtown shabby chic businesses to co-host the market and reach out to additional vendors.
3. Arrange for local musicians to play at the market. Reach out to local cafés to donate hot drinks. Purchase and string lights. Coordinate to have Santa attend for photos. Begin designing marketing materials.
4. Announce event details using marketing materials, radio advertisements, and newspaper advertisements.
5. Create a vendor map and distribute details to all vendors and market participants.
6. Contact and confirm vendors the week before the market. Make any necessary changes to the map.
7. Host the Holiday Market.
8. After the event: Reach out to vendors for feedback on the event. Determine if the market should be an annual event. If so, create a subcommittee to coordinate the event next year.
9. Project complete.

Action Item: Water Tower Sign

Lead (one person): DDA Executive Director

Partners (who is really going to help): Downtown Art Association

Timeline (start-finish): July 2018-June 2019

Funding (how much and where): Can cost \$20 per sq. ft. or an hourly rate of \$25-\$30 per hour. Approximate cost for the water tower sign is \$25,000-\$50,000. Funding to be requested from the City Council

Obstacles (stumbling blocks): Contacting/hiring muralist, obtaining design approval from the City Council, community approval/disapproval, lack of funding, timing of muralist to complete the project, weather conditions, water tower conditions

1. Set a meeting date for the City Council, city manager, DDA Board, and Downtown Art Association to discuss design ideas and specifications for a water tower sign.
2. Request that the city clerk make the project an agenda item to publicly vote on and announce project.
3. Upon council approval to move forward with the project, the DDA director should submit a "Call of Artists" request to the newspaper and radio station encouraging artists to submit their proposals. The DDA director should also reach out to other artists.
4. After collecting proposals, set up a meeting date with the city manager, DDA Board, and Downtown Art Association to narrow down proposals to submit to the City Council for approval.
5. After narrowing down proposals and gaining approval from the council, contact all artists and inform them of the decision.
6. Contact the chosen artist and set up a meeting to discuss the project. Create a timeline and project outcome expectations. Determine the exact project costs and approve all materials, paint colors, wall/ mural seals, etc. Coordinate proper equipment for the muralist to use.
7. Have the city attorney draft a contract between the DDA and the artist.
8. The artist begins and finishes work on the agreed upon dates.
9. The DDA executive director advertises progress updates through local media as needed.
10. Project complete.

Action Item: Georgia Power Electric Vehicle (EV) Charging Stations Installation

Lead (one person): DDA Executive Director

Partners (who is really going to help): Georgia Power local manager, building inspector, DDA executive director

Timeline (start-finish): February-April 2018

Funding (how much and where): Non-network hardware and installation stations cost an estimated \$5,500 each. Network hardware and installation of each station costs an estimated \$8,000. Georgia Power offers a \$500 rebate on each station. Remaining funds from the City of Jesup account if the city manager sees fit.

Obstacles (stumbling blocks): Determining best location for EV stations, timing of installation, acquiring funds

1. Contact the Georgia Power representative to discuss possible installation of EV stations in downtown Jesup with a goal of installing them to increase visitor traffic in the downtown area.
2. Set up a site visit with Georgia Power representatives, a local building inspector, and the DDA executive director. Discuss the differences between non-network stations and network stations and determine which is appropriate for downtown Jesup.
3. During the site visit and with the assistance of the city building inspector, determine the best location for two EV stations.
4. Receive estimated costs and installation requirements from Georgia Power. Contact Georgia Power with a projected order and installation timeline.
5. The DDA executive director orders the EV stations. Georgia Power installs the EV stations on the agreed upon date.
6. The DDA executive director promotes the positive impact that EV stations will have on the downtown area, including an increase in the number of out-of-town guests visiting downtown, an increase in money spent downtown, and an increase in downtown Jesup overall exposure.
7. Project complete.

Action Item: Railroad Overpass Sign / Mural

Lead (one person): DDA Executive Director

Partners (who is really going to help): Downtown Art Association

Timeline (start-finish): July 2018–June 2019

Funding (how much and where): Wall mural can cost \$20 per sq. ft, by total project amount, or an hourly rate of \$25/\$30 per hour. Approximate cost for the overpass mural is \$15,000. GA Council for the Arts' Vibrant Communities \$5,000 grant available. Remaining costs budgeted in FY 2018–2019. If not awarded a grant, funding to be requested from the City Council.

Obstacles (stumbling blocks): Contacting/hiring muralist, approval of design from City Council, community approval/disapproval, lack of funding, timing of muralist to complete project, weather conditions, wall condition.

1. Set up a meeting date for the city manager, DDA Board, and Downtown Art Association to discuss design ideas and specifications for an overpass mural.
2. Request that the city clerk set up a work session to get City Council feedback on the project.
3. Upon council approval to move forward with the project, the DDA executive director should make a "Call of Artist" request in the newspaper and radio station encouraging local artists to submit their proposals.
4. After collecting proposals, set up a meeting date with the city manager, DDA Board, and Downtown Art Association to narrow down proposals to submit to the City Council for approval. If no decision is made, call for artists' proposals from surrounding areas.
5. After narrowing down proposals and gaining approval from the City Council, contact all artists and inform them of the decision.
6. Contact the chosen artist and set up a meeting to discuss the project. Create a timeline and project outcome expectations. Determine the exact project costs and approve all materials, paint colors, wall/ mural seals, etc.
7. Have the city attorney draft a contract between the DDA and the artist.
8. The artist should begin and finish work on the agreed upon dates.
9. The DDA executive director should advertise progress updates through local media as needed.
10. Project complete.

Action Item: Alcohol Ordinance

Lead (one person): City Manager

Partners (who is really going to help): City Attorney

Timeline (start-finish): May–October 2018

Funding (how much and where): No funding required

Obstacles (stumbling blocks): Obtaining city council approval, timing and delays in drafting new ordinance, delays in council voting, negative public input.

1. Meet with the city manager and city attorney to determine the changes to the ordinance that will be presented to the City Council. Obtain a draft to present to the City Council in a regular meeting.
2. Request that the city clerk list the ordinance changes as an agenda item for a City Council regular meeting. Request a work session if needed.
3. Reach out to downtown restaurants holding current alcohol licenses to gain support for the ordinance change. Meet with owners, if necessary, to discuss potential changes/ incentives and seek feedback that could be used in the draft ordinance. Invite businesses to the council meeting and/or work session.
4. Present the council with the alcohol ordinance proposal. Gain council feedback.
5. The city attorney should work on the ordinance using the council feedback. If the council disapproves, come up with an alternative solution and present it at the next council meeting. If the council approves of the proposed changes, make an announcement in the local newspaper and radio station.
6. Send an announcement via email to all downtown businesses to notify them of changes.
7. Project complete.

Action Item: Install Street Signs

Lead (one person): DDA Executive Director

Partners (who is really going to help): City of Jesup Street Department

Timeline (start-finish): July–December 2018

Funding (how much and where): \$20,000; funding from City of Jesup General Fund

Obstacles (stumbling blocks): City Council approval, timing of shipping and installation, determining how many and where each sign should be located

1. Research and request quotes from different street sign companies. Determine the number of street signs needed and gather the street names needed for the historic downtown area.
2. Work with the city Street Department to determine the need for and possible obstacles to sign installation.
3. Determine sources of funding. The DDA budget does not have sufficient funding. Propose the project to the City Council for approval of the project/ funds requested.
4. After approval, work with the company during the design process. Present sign options to the council and DDA for approval.
5. After design approval, purchase all signage and installation equipment necessary. Coordinate with the city Street Department on an installation date.
6. Install the signage.
7. Project complete.

Action Item: Wayne County Historical Society Museum Clean-up

Lead (one person): DDA Executive Director

Partners (who is really going to help): Wayne County Historical Society, Leadership Wayne, Wayne County Tourism Board

Timeline (start-finish): May-October 2018

Funding (how much and where): \$2,500; funding from DDA and Historical Society

Obstacles (stumbling blocks): Coordination between groups for clean-up days, delays in gathering renovation supplies, lack of volunteer participation

1. Set up a meeting with the current Leadership Wayne class, Historical Society, and Tourism Board to discuss a museum clean-up/renovation day. Seek project approval from the Historical Society.
2. Select a date for the clean-up day. Create a list of tasks to be completed.
3. Create a list of supplies and determine what items can be donated by local businesses. Set a goal of having most, if not all, supplies donated. Reach out to local hardware stores for donations.
4. Communicate with the group about items that are still needed. Purchase items.
5. Host a clean-up day. Invite local media to cover the event.
6. Project complete.

Action Item: Christmas Music at Night / Outdoor Music

Lead (one person): DDA Executive Director

Partners (who is really going to help): City of Jesup Street Department

Timeline (start-finish): Late February-March 2018

Funding (how much and where): \$1,950 per unit (includes amplifier, mount, speakers, and radio) + \$700 mobile transmitter + monthly subscription to licensed music provider (i.e., Pandora) + \$1,500 optional installation supervision and set-up; funding from City of Jesup General Fund

Obstacles (stumbling blocks): Approval of funding, timing of shipping and installation

1. Determine the number of units needed throughout the historic downtown area; likely two units per block. Each unit includes the amplifier, mount, speakers, and radio. Poles need power access 24/7.
2. Determine whether the units will be mounted on decorative, city-owned poles or Georgia Power utility poles. If mounted on Georgia Power utility poles, obtain permission from Georgia Power.
3. Determine sources of city funding. The DDA budget does not have sufficient funding. Propose the project to the City Council and gain purchase approval from the city manager/City Council.
4. After approval, order the sound equipment. Shipping is estimated to take three to four weeks. Coordinate with Street Sounds representatives and the city Street Department on an installation date.
5. After approval, subscribe to a licensed music provider (Spotify, Pandora) and prepare a laptop computer for software.
6. Install the units and software.
7. Project complete.

Action Item: Public Restrooms at the Depot

Lead (one person): DDA Executive Director

Partners (who is really going to help): City of Jesup Street Department, Tourism Director, Building Inspector

Timeline (start-finish): January-February 2018

Funding (how much and where): Total cost for one Nest Cam security camera and one “public restrooms” sign is approximately \$400; Funding from the DDA operating supplies account

Obstacles (stumbling blocks): Determining a power source for the Nest, timing of shipping and installation

1. Research Nest security cameras. Inspect the depot to determine installation requirements for a Nest security camera.
2. Order a Nest security camera.
3. Create a “public restrooms” sign and order an A-frame sign.
4. Install the Nest security camera and set up a video program through the city manager/ Jesup Police Department. Work with the tourism department to ensure that the A-frame sign is set up every day.
5. Project complete.

Action Item: Downtown Events / First Friday

Lead (one person): DDA Executive Director

Partners (who is really going to help): Wayne County Chamber of Commerce, DDA Board, First Friday Committee

Timeline (start-finish): Event planning begins April 2018; First Friday events held once per quarter to start

Funding (how much and where): Strategic partners will fund part of the event; First Friday event partners; budget \$5,000 for FY 2018-2019

Obstacles (stumbling blocks): Lack of volunteers, lack of community interest, downtown businesses object, lack of funding for the year, too many community events going on for First Friday to sustain

1. Create a First Friday committee, email invitations to join the committee, and set a meeting date. Invite downtown business owners, encourage them to be involved in the event planning, and give them the opportunity to promote their businesses.
2. The committee should discuss First Friday event ideas, plan for the calendar year, determine locations for events, and reach out to potential event partners.
3. Create marketing materials for events and advertise through the local newspaper, radio, and magazines.
4. Host quarterly events. Project ongoing.

Action Item: City-County Cooperation

Lead (one person): DDA Executive Director

Partners (who is really going to help): City Manager, County Administrator

Timeline (start-finish): July 2018—June 2019, Ongoing

Funding (how much and where): No funding required

Obstacles (stumbling blocks): Lack of cooperation between city and county officials, unable to schedule consistent meeting date that works for all schedules, lack of interest

1. DDA executive director to reach out to both city and county elected officials and administrators to set initial meeting date. Invite the DDA board of directors to meet as well.
2. Create an outline of agenda items for the meeting, including the short-term and long-term goals found in the downtown masterplan. Share with the group completed and ongoing monthly and quarterly projects.
3. During the meeting, present statistics from the survey. Describe to them the importance of keeping county offices downtown and the positive impact they have on the historic downtown area.
4. Share drawings and illustrations of future projects with the group. Invite them to be involved in the process.
5. Invite them to continue to meet with the DDA to share information regarding ongoing downtown projects.
6. Schedule regular meeting dates. Meetings could potentially take place during the DDA monthly meetings or could be scheduled quarterly.
7. Meetings ongoing.
8. Project completed.



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