

WELCOME to JESUP GA.

Downtown

2016 DESIGN CONSIDERATIONS



Partners and Acknowledgments



The Georgia Municipal Association
Chris Higdon, Community Development Manager

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, educational, employee benefit, and technical consulting services to its members.



The Georgia Cities Foundation
Perry Hiott, Director of Community Development

Founded in 1999, the Georgia Cities Foundation 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, the Downtown Development Authority Basic Training, and the Renaissance Award.



The Carl Vinson Institute of Government
Danny Bivins, Renaissance Fellows Supervisor
Kaitlin McShea Messich, Senior Community Designer
T. Clark Stancil, Landscape Designer

For more than 85 years, the Carl Vinson Institute of Government at the University of Georgia has worked with public officials throughout Georgia and around the world to improve governance and people's lives. The Institute of Government has helped government leaders navigate change and forge strong directions for a better Georgia.

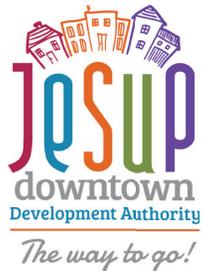


The College of Environment and Design
Jacob Schindler, Renaissance Fellow
The UGA College of Environment & Design hosts various degree programs, including landscape architecture, historic preservation, and environmental planning and design as well as a specialized certificate program in environmental ethics. Special thanks to Renaissance Fellows, **Siyu Hou** and **Daniel Shinkle**



The City of Jesup **Mike Deal**, City Manager

Founded in 1896, the City of Jesup is home to over 10,000 residents and serves as county seat of Wayne County.



The Jesup Downtown Development Authority **Maika Kicklighter**, Director

The Downtown Development Authority (DDA) are committed to the economic development, historic preservation, and beautification of Jesup's downtown area.



The Georgia Downtown Renaissance Fellows Program

The Downtown Renaissance Fellowship Program is a result of the partnership between the Carl Vinson Institute of Government, the Georgia Municipal Association, the Georgia Cities Foundation, and the University of Georgia College of Environment and Design. In 2016, the City of Jesup was one of three cities selected to participate in the program. Jesup was chosen not only for its local leadership and community commitment, but also its proven ability to stand strong in the face of adversity after a devastating fire destroyed a historic downtown building in 2014.

During the 12-week fellowship, Jacob Schindler, an undergraduate landscape architecture student, worked at the Institute of Government's Spectrum Studio under the supervision of Danny Bivins and Clark Stancil. He coordinated his efforts with the Jesup community liaison, Maika Kicklighter, the Director of the Jesup Downtown Development Authority who sought design assistance with specific downtown buildings. Schindler created design solutions and technical recommendations into a vision for re-invigorating Jesup's downtown.

Purpose

The goal of this report is to help create a vision for Jesup's downtown. Drawing attention to the existing capacity of structures can help encourage investment which spurs further development. Realizing the potential of Downtown Jesup as a hub for residents and visitors will help sustain the growth and celebrate the history its residents have come to love.

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Ingleside Hotel

Currently, there is not a hotel operating in the downtown core. The former Ingleside Hotel has the potential to enhance the historic style of West Cherry Street and provide a place where visitors can spend the night in downtown. It provides an excellent location to experience the city and some of its history.





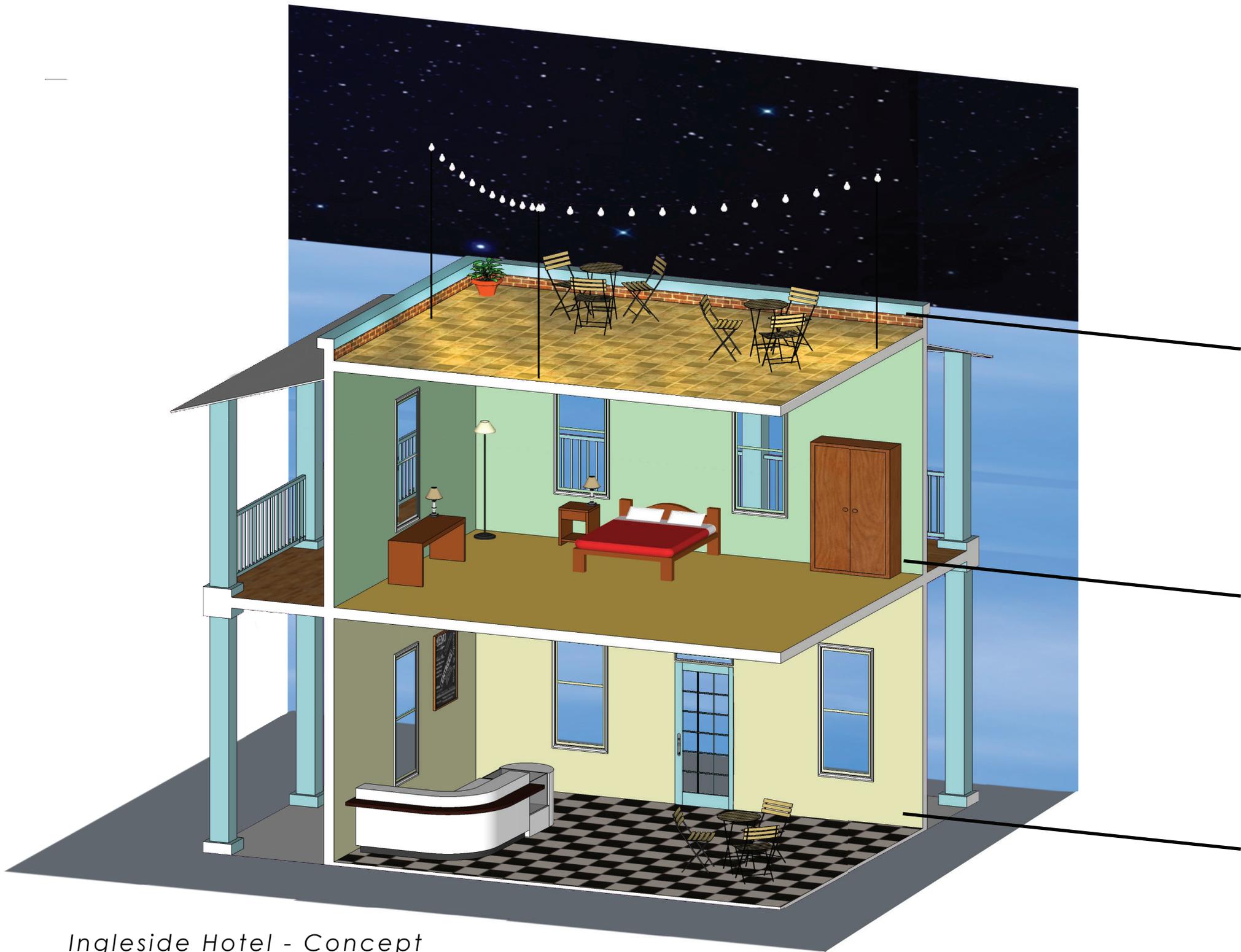
Ingleside Hotel - Present





Façade Fixes

Revealing the brick façade beneath the existing stucco is the first step to highlighting the potential redevelopment of the property to investors. By painting the stucco with a pattern that imitates brick, the hotel can better mimic the historic façade without threatening the structural integrity of the walls. The addition of a wraparound balcony to the hotel will not only provide a space to relax and enjoy the view of downtown, but also a shaded area for pedestrians and al fresco diners at the existing Café Euro, which occupies the bottom corner of the building.



Rooftop Lounge

Rooms and Balcony

Café and Lobby

Floor by Floor

A rooftop venue could add to the potential for nightlife in the city, while giving visitors a history lesson on their way up. Expanding Café Euro's space could allow them to serve more patrons, and reinstating the hotel component of the Ingleside could keep visitors in downtown with a vibrant, local place to stay.





Inside Ingleside

The interior of the Ingleside Hotel has beautiful hidden elements that can be used to guide the design of the new hotel lobby. Opening Café Euro to the new lobby will provide them with more opportunities for business and room to expand operations.

Strand Cinema

The recently purchased Strand Cinema is a gem waiting to be polished. Restoring the exterior of the building and returning a classic cinema marquee to the front are excellent steps to spark the community's interest. This reactivation can draw more people along West Cherry Street, generating even more business opportunities.

See Appendix A for Historic Preservation Guidelines



1924

O' QUINN

CELEBRATING
BUILDING
FOR
SALE
912 427 2795

STRAND
CINEMA

FOR SALE
Harris
912-427-2795
294-6638

COMING SOON

NOW SHOWING

17A

FOR RENT

Strand Cinema - Concept

1924

O' QUINN

STRAND

STRAND

WELCOME TO JESUP
IT'S MOVIE TIME
DOWN SOUTH
GRAND REOPENING-FRIDAY 7PM

JUST A SECOND
FRIDAY
SATURDAY 8 PM
1 PM & 6 PM
SUNDAY 1 PM



1924

O' QUINN

STRAND

STRAND

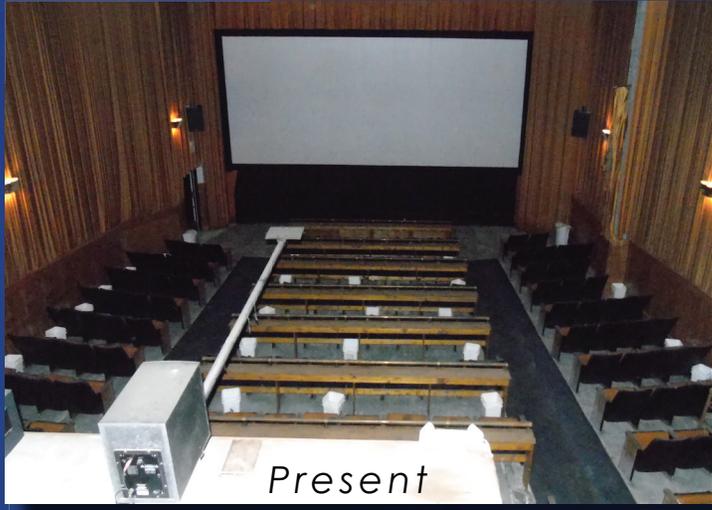
WELCOME TO JESUP
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JEST A SECOND
FRIDAY
SATURDAY 1 PM & 6 PM
SUNDAY 1 PM

NOW SHOWING

NOW SHOWING

Strand Cinema - Concept (Night)



Downtown Venue

The Strand can serve as a venue not only for movies, but also for community meetings and live performances.



Strand Cinema - Concept





Mezzanine Magic

The open space of the mezzanine can easily be converted into any number of uses.

West Walnut Street

West Walnut Street is full of potential. It has wide sidewalks divided from on-street parking by large grass buffers. One of the most effective ways to utilize this existing space is to plant trees. A tree planting plan can do more than just add to the aesthetic of the street. By providing a shade canopy over the sidewalk, pedestrians are likely to spend more time on the sidewalks than in their cars, providing storefronts with more opportunities to draw in customers. This shade can also reduce the cost of cooling buildings in the summer. Because Jesup is a proud Tree City USA community, its citizens and representatives recognize and appreciate the full range of values trees can provide for their city.



Present





West Walnut Street - Concept

Street Tree Selection

A street tree plan could help alleviate the South Georgia heat by providing shade along the sidewalks. The new space created by a partition of trees turns the space into a more pedestrian-friendly area. The following trees meet the unique requirements of West Walnut Street:

Chaste Tree

Vitex agnus-castus

Small deciduous tree with purple flowers

Black Tupelo

Nyssa sylvatica

Medium deciduous tree with medium shade canopy

Patriot Elm

Ulmus 'Patriot'

Large deciduous tree with wide shade canopy

See Appendix B for i-Tree Design Report



Chaste Tree
Vitex agnus-castus



Black Tupelo
Nyssa sylvatica



Patriot Elm
Ulmus 'Patriot'

Railroad Beautification

Jesup was established as a railroad depot, and that history echoes today with the sound of freight and passenger cars crossing over West Cherry Street each day. As people cross into downtown, light landscaping treatments such as grasses, clovers, and wildflowers can help transform the crossing from a utility into an attractive greenspace.



Present





Downtown

Merchants Association

As business increases downtown, the business owners will have the opportunity to work together to provide the best experience for visitors and residents, building a base of loyal customers. Distributing gift certificates through the Downtown Development Authority (DDA) can act as a catalyst for bringing people to these businesses in the first place. Member businesses can receive DDA logo window decals which make it easy for customers to support businesses that support the downtown community.



SHOW THIS CARD & RECEIVE 10% OFF
AT PARTICIPATING DOWNTOWN VENDORS:

EAT	SHOP	PLAY
Angel's Fine Dining 146 S Macon Street, (912) 427-9123	Berry Patch (gift, novelty, & souvenir) 197 W Cherry Street, (912) 427-0000	Thing to Do Address, phone number
Café Euro (casual dining) 106 SW Broad Street, (912) 588-1777	Best Kept Secret (children's clothing) 191 W Cherry Street, 912.256.0999	Thing to Do Address, phone number
Calle's Wraps (casual dining) 168 N Macon Street, (912) 385-2538	Linens Plus (linens & wedding registry) 182 W Cherry Street, (912) 427-6690	Thing to Do Address, phone number
	David's Clothing 162 W Cherry Street, (912) 427-3133	
	Prissy Hen (boutique) 150 S Macon Street, (912) 588-0144	
	Designs by Deidra (interior design) 150 S Macon Street, (912) 588-0144	

HTTP://WWW.JESUPGA.GOV/154/DOWNTOWN-DEVELOPMENT-AUTHORITY

20

DOWNTOWN
JESUP
REWARDS

20



JESUP
downtown
Development Authority

The way to go!

20

EAT.
SHOP.
PLAY.

20

VALID AT PARTICIPATING DOWNTOWN LOCATIONS

MAY BE USED AT PARTICIPATING STORES TOWARDS PURCHASES EQUAL TO OR GREATER THAN THE TOTAL VALUE OF THIS CERTIFICATE. THIS CERTIFICATE IS NOT REDEEMABLE FOR CASH. PARTICIPATING BUSINESSES AND DISTRIBUTORS ARE NOT RESPONSIBLE FOR THE REPLACEMENT OF CERTIFICATES WHICH ARE DAMAGED, LOST, OR DAMAGED AFTER THE TIME OF THEIR DISTRIBUTION.

FOR FURTHER QUESTIONS OR COMMENTS, PLEASE CONTACT:

ORGANIZATION:.....

PHONE#:.....

EMAIL:.....

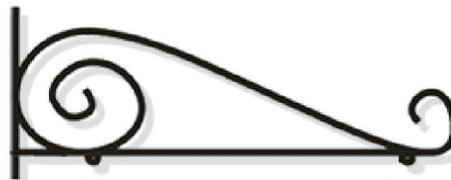
THANK YOU FOR SHOPPING IN JESUP!

CERTIFICATE #: XXXX



Storefront Signage

A key part of being a downtown business is being recognizable to potential customers. With the completion of major projects inviting more people to visit downtown, businesses should turn their attention to pedestrians. A successful downtown naturally has more people on the streets, and to capture this market, storefronts and their signage should be inviting from the sidewalk. For a small investment, stores can purchase A-Frame signs to directly address foot-traffic. As businesses become more comfortable with the shift in focus from attracting just cars to attracting cars and pedestrian traffic, they can begin investing in more permanent hanging signs. Both of these options not only let customers know what the business provides, but also mark the entrance, drawing people to the front door.

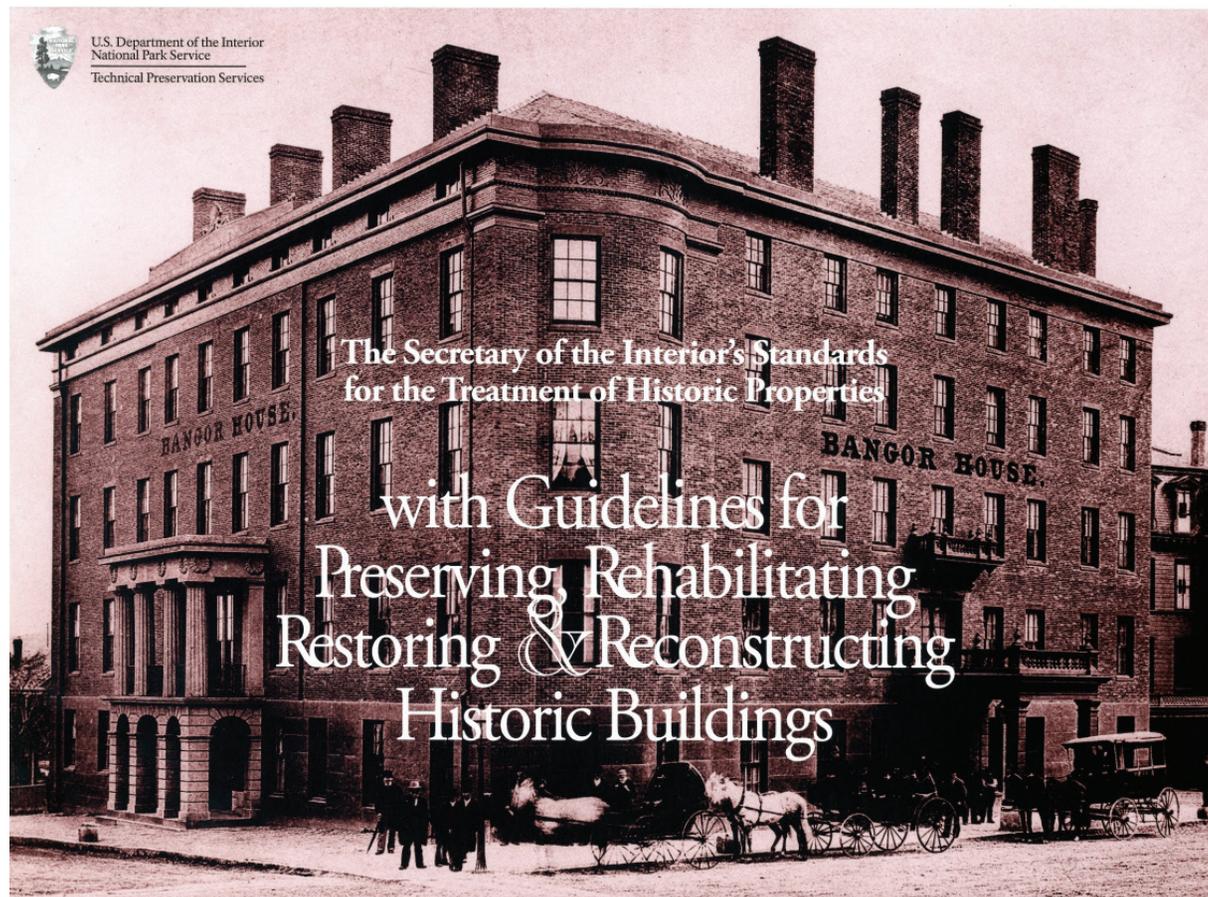




Appendix A: Historic Preservation

By following the historic preservation guidelines as set forth by the Office of the Secretary of the Interior, the property could become eligible for state and federal tax credits, which can help offset the cost of restoring and preserving the property.

While the full methodology is too large to sufficiently address here, the following summary highlights elements included in **The Secretary of the Interior's Guidelines for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, & Reconstructing Historic Buildings** that are applicable to the restoration of buildings like the Strand Cinema:



- **Identify the Restoration Period**
 - This is the process of finding the most significant time in the building's history. Restoration should appropriately represent that period.

- **Identify, Retain, and Preserve features from the Restoration Period**
 - This is the process of finding features and materials that are originally from the time of significance and are key in defining the building's appearance or operation as it was during that time.

- **Protect and Maintain Materials and Features from the Restoration Period**
 - This maintenance, such as cleaning, security installations are usually the lowest level of work performed on the property.

- **Repair (Stabilize, Consolidate, Conserve) Materials and Features from the Restoration Period**
 - This work involves the strengthening or otherwise reinforcing the significant features and materials.

- **Replace Extensively Deteriorated Features from the Restoration Period**
 - This work happens when repair is not an option, but it is possible to find the same material or feature or a substitute.

- **Remove Existing Features from Other Historic Periods**
 - This is when pieces from other periods may be removed.

- **Re-create Missing Features from the Restoration Period**
 - This is the process of replicating the appearance of the historic features which are no longer present. This may be done with traditional materials or acceptable substitutes.

- **Considerations for Energy Efficiency, Accessibility, and Code Considerations**
 - Once all other objectives are addressed, necessary improvements which do not majorly detract from the historic appearance are applied.

Appendix B: i-Tree Design Report



i-Tree Design v6.0
 Tree Benefit Report - 08/10/2016
 156 W Walnut St, Jesup, GA 31545, USA
 Trees Evaluated: 24



“i-Tree is a state-of-the-art, peer-reviewed software suite from the USDA Forest Service that provides urban and rural forestry analysis and benefits assessment tools. The i-Tree tools can help improve forest management and advocacy efforts by quantifying forest structure and the environmental services that trees provide.”

-i-Tree Website

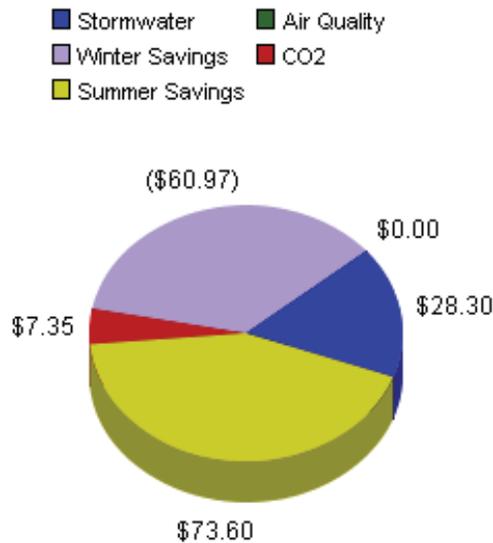


Figure 2. Annual tree benefits for 2016

Current Year - For 2016, i-Tree Design estimates annual tree benefits of \$48.28:

- \$28.30 of stormwater runoff savings by intercepting 4,683 gallons of rainfall
- \$0.00 of air quality improvement savings
- \$7.35 of carbon dioxide reduction savings
- \$73.60 of summer energy savings
- \$-60.97 of winter energy savings

Future Year - In the year 2066, based on forecasted tree growth, i-Tree Design projects annual benefits of \$793.15:

- \$647.85 of stormwater runoff savings by intercepting 107,089 gallons of rainfall
- \$0.56 of air quality improvement savings
- \$78.75 of carbon dioxide reduction savings
- \$149.60 of summer energy savings
- -\$83.61 of winter energy savings

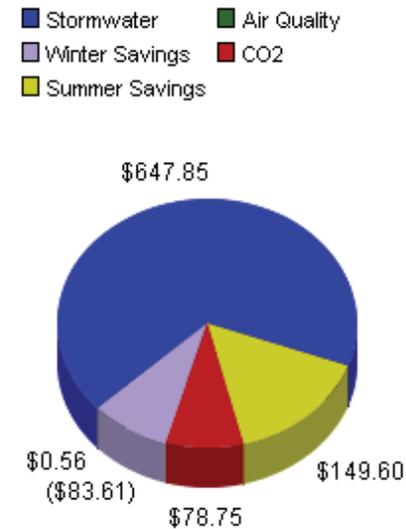


Figure 3. Annual tree benefits for the year 2066

Total Projected Benefits (2016-2066) - Over the next 50 years, based on forecasted tree growth, i-Tree Design projects total benefits worth \$19,629:

- \$14,831 of stormwater runoff savings by intercepting 2,451,581 gallons of rainfall
- \$14 of air quality improvement savings by absorbing and intercepting pollutants such as ozone, sulfur dioxide, nitrogen dioxide, and particulate matter; reducing energy production needs; and lowering air temperature
- \$1,948 of savings by reducing 200,696 lbs. of atmospheric carbon dioxide through CO₂ sequestration and decreased energy production needs and emissions
- \$6,894 of summer energy savings by direct shading and air cooling effect through evapotranspiration
- -\$4,056 of winter energy savings by slowing down winds and reducing home heat loss

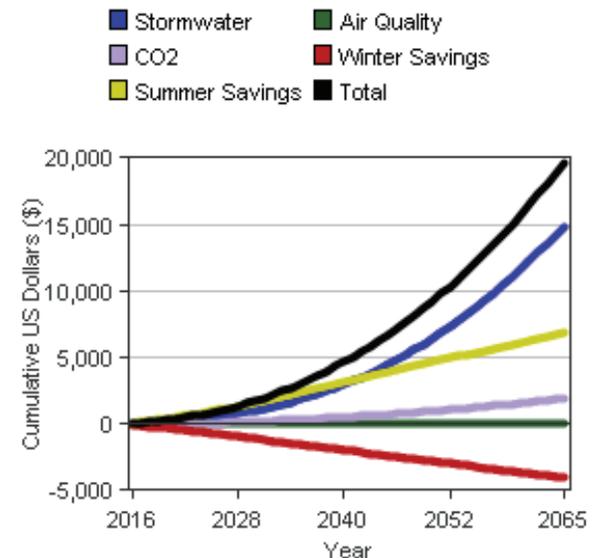


Figure 1. Tree benefit forecast for 50 years

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