Economic Development Strategy for the Highway 80 Corridor Executive Summary

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go80

Executive Summary

Purpose of Strategy

The City of Jackson was awarded a grant from the U.S. Department of Commerce's Economic Development Administration for the preparation of an Economic Development Strategy for the Highway 80 corridor from the City's western limits to the Pearl River, including four sub-areas, Central Mississippi Medical Center, e-Center at JSU, Jackson State University, and MetroStation Shopping Center. The Strategy reviews the existing inventory of businesses and infrastructure, makes recommendations on developing the Corridor, provides cost estimates for infrastructure improvements, and provides marketing materials for recruitment efforts. The Strategy is an implementation guide to the revitalization of the Highway 80 Corridor for the City.

Action Plan for Implementation

The Strategy has been developed in a manner that allows it to serve as a guide to implementation. The implementation of the Strategy is dependent on procedural and policy changes and marketing by the City as well as public and private investment in the proposed development. While the majority of public funds for investment should be tied to private investment, there are several items that can be implemented first to assist in the attraction of private interest.

- Adopt amendments to the Land Use Plan and Zoning Ordinance
- Increase law and code enforcement
- Review the City's economic development practices and implement new strategies
- Utilize the concept plans and marketing materials to promote the Corridor
- Invest in public infrastructure that is not directly related to a private investment
- Secure additional financing for development through public/private partnerships

Community Participation

Through the process of preparing the Economic Development Strategy for the Highway 80 Corridor, the input and feedback of residents, business owners, and other interested parties was sought. It is firmly held that the Strategy should address the needs and concerns of those that currently live and work within the Corridor, as well as present opportunities for the future. As such, the team conducted a questionnaire, held three public forums and a final public hearing, and met with other individuals that are either elected officials of surrounding communities, representatives of the City, or interest group representatives.

Land Use Plan

After conducting a thorough inventory of existing land use within and around the Corridor and a detailed review of the City's Comprehensive FABRIC Plan, proposed amendments to the Land

Use Plan for the Corridor were developed. Modifications to enhance development potential and prevent future conflicting uses have been proposed. The future land use plan as proposed conforms to the City's existing plan for the areas adjacent to the Corridor, melds with the land use plans of the neighboring municipalities, and incorporates the existing uses where possible.

A map of the proposed land use plan amendments is attached.

Zoning Regulations

Following a review of the City's existing zoning ordinance, adopted land use plan, proposed modifications to the land use plan, and proposed concept plans, amendments to the City's Zoning Ordinance have been prepared.

It was believed that more restrictive zoning is needed within the Highway 80 Corridor based on input from the community and to create the most conducive environment for reinvestment. Therefore, a new zoning district, Corridor 80 District, is proposed. The new zoning district features both sub-districts and regulations for architecture, landscaping, sidewalks, lighting, and curb cuts/access. It is recommended that the City move forward with the adoption of this amendment as required by City ordinance and State law.

Concept Plans

Concept plans for six key areas of the Corridor have been developed. These plans serve to display the potential areas and types of development and redevelopment within the Corridor, which should serve as the starting point for the revitalization of the area. It should be noted that these concept plans are independent of each other and are phase-able, meaning each can be developed in smaller pieces at various times, but all will complement one another if all are developed. Additionally, these are intended for private development, not by the City. Architectural renderings for each site are attached.

Public Facilities Plan

Public Buildings

Public buildings, such as libraries, community centers, senior centers, fire stations, and police precincts, provide services that enhance quality of life and protect property within the residential and business community. Based on community input during public forums and through a survey, there was no noted need for additional public buildings in terms of fire protection, library, or community centers. However, the residential and business community alike requested the location of a police precinct within the Corridor. Potential locations for a precinct include the Metrocenter Mall complex or the Coca-Cola Plant facility. If a full precinct location is not feasible, a substation within a larger office building is a potential option as well.

Parks and Recreation

Parks and recreational facilities are also vital to the successful revitalization of the Highway 80 Corridor. Greenways and greenspace are two innovative development ideas/concepts related to recreation that can easily be incorporated and enhanced within the Corridor. Greenways are narrow, yet long stretches of land preserved for passive recreational purposes in the future. Greenspace is undeveloped land featuring open and wooded areas that are preserved for recreation. Additionally, parks and recreational facilities are quality of life features that most potential residents and developers will seek. Three recommendations have been made in regards to parks and recreation:

- Continued reinvestment in Battlefield Park: Repair and expand the playground equipment, and create walking trails
- Lynch Creek Greenways: Create trails that follow Lynch Creek or a tributary of it or are a part of a regional bikeway system.
- Develop a new park behind Southport Entertainment Center and beside the Sheppard Brothers Park at Champion Community Center.

Infrastructure

As a whole, the infrastructure within the Highway 80 Corridor is in adequate working condition. Aside from certain isolated areas, there do not seem to be any major issues. The majority of improvements made to current infrastructure will involve services being provided to the proposed areas of development. These will include: water, sanitary sewer, storm drainage, natural gas, power, telecommunications, and any other connections based on the needs of that particular development. At that time, architects, engineers, and other professionals selected will perform calculations and provide sets of plans including the necessary infrastructure for a proposed site.

Economic Development Plan

To be successful, the City should:

- Highlight the strengths of the Corridor in all marketing materials.
- Maintain and expand the current diversity of businesses in the future.
- Utilize transportation access and ensure that the area is visually appealing to motorists
- Adopt land use and zoning amendments including architectural guidelines, as proposed.
- Enforce ordinances.
- Offer incentives to business and property owners who reinvest.
- Attract unique national retailers, restaurants, and hotel brands
- Take advantage of the new residential developments in surrounding areas
- Participate in adoption and implementation of Metropolitan Planning Organization (MPO) Pedestrian & Bicycle Facilities Plan.

- Support the political and community commitment to the revitalization of the Corridor.
- Address the perception of crime through public information campaigns.

Proposed Thoroughfares and Bikeways Improvements

In order to improve the functionality of existing streets and roads and to anticipate increased traffic volumes based on proposed development, a thoroughfares plan was developed for the Highway 80 Corridor and surrounding areas. This plan includes improvements to existing roads, and proposed roads, bicycle/pedestrian paths, and landscaping. A thoroughfares plan map is also attached.

The following are the major improvements proposed:

- Jackson West Parkway, a four-lane road connecting North Siwell Road to John Hopkins Avenue including a new interchange at I-20 and U.S. Highway 80.
- Greenway Parkway, a four-lane parkway connecting Jackson West Parkway with Central Mississippi Medical Center via Greenway Drive.
- Metrocenter South Parkway, an alternate route to connect Lynch Street to Robinson Road Extension.
- “Little J” Multipurpose Trail, a rails-to-trails multipurpose trail connecting Metro Parkway and Lynch Street Extension to Maddox Road.
- Lynch Creek Greenway and Multipurpose Trail, a greenway trail following Lynch Creek from Terry Road north to the West Jackson Ball Complex and return south to the Showtown West development.

Marketing Plan

Best Practices

The problems facing the Highway 80 Corridor have been solved in other communities. A review of successful mall transformations reveals that what works best in redevelopment is most often "mixed use." The term refers to a mix of land/site uses, and may include commercial (retail), office, residential, civic and perhaps other uses.

Marketing Strategies

The following marketing strategies for implementation have been developed over the course of preparing the Highway 80 Economic Development Strategy.

- Maintain a single point-of-contact within the City
- Continue spirit of collaboration through newsletters and website
- Market the Corridor using provided materials and website

Action Plan Summarized

Action Step or Project	Projected Cost	Funding Source
Adopt Land Use Plan Amendments	No Known Cost	
Adopt Proposed Zoning Ordinance Amendments	No Known Cost	
Utilize Concept Plans to Share Corridor Vision with Potential Developers	No Known Cost	
Locate Precinct or Substation in Corridor		
Improvements to Battlefield Park	$200,000	LWCF, CDBG, Recreational Trails, General Funds
Construct "Little J" Multipurpose Trail	$4,800,000	Rails-to-Trails, Recreational Trails Program, General Funds, MDOT,
Construct Lynch Creek Multipurpose Trail	$2,700,000	Recreational Trails Program, General Funds, MDOT,
Construct Park to Expand Sheppard Park	Cost Included in Southport Mall Cost	LWCF, CDBG, Recreational Trails, General Funds
Replace All Water Mains in Corridor	$12,000,000	General Funds, Water Funds, TIF, Bonds
Infrastructure Improvements	Project Specific ($10M to $15M)	General Funds, TIF, URA, Bonds, EDA, CDBG
Drainage Improvements	$1,500,000	US Army Corp of Engineers, General Funds, MEMA
Showtown West	$45,000,000	Private Investment, EDA, EPA, SBA, DRA, MDEQ, MDWFP, MDES, TIF, URA
Metrocenter Mall Reuse	Project Design Specific	Private Investment, EDA, EPA, SBA, DRA, MDEQ, MDWFP, MDES, TIF, URA
Metrocenter South	$340,000,000	Private Investment, EDA, EPA, SBA, DRA, MDEQ, MDWFP, MDES, TIF, URA
Southport Mall Entertainment Center	$31,000,000	Private Investment, EDA, EPA, SBA, DRA, MDEQ, MDWFP, MDES, TIF, URA
Highland Drive Office Park	$138,000,000	Private Investment, EDA, EPA, SBA, DRA, MDEQ, MDWFP, MDES, TIF, URA

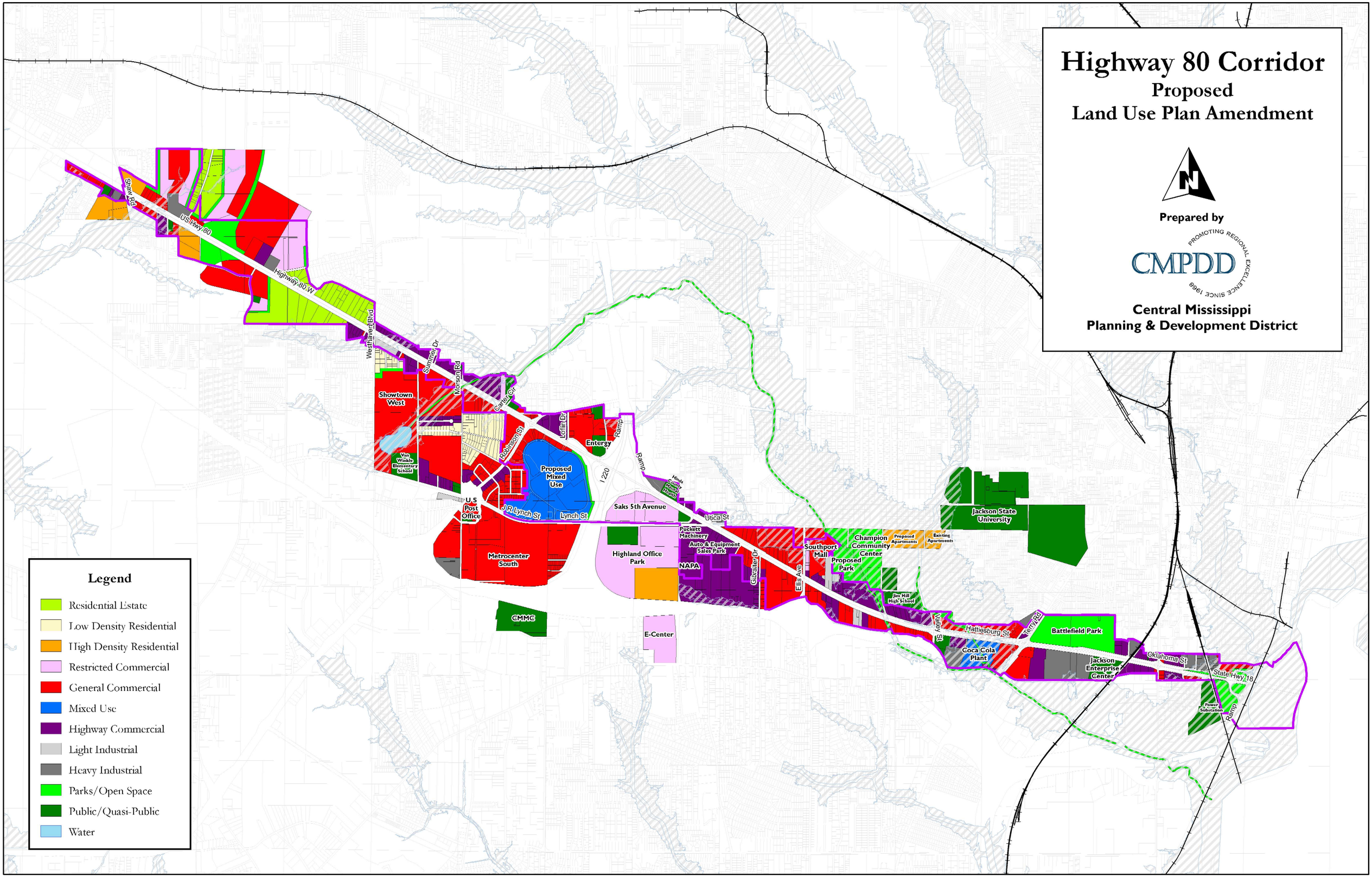
Former Coca-Cola Bottling Plant	$40,000,000	Private Investment, EDA, EPA, SBA, DRA, MDEQ, MDWFP, MDES, TIF, URA
Utilize TIF Financing	No Cost to the City	
Designate an URA	No Cost to the City	
Establish Economic Development Incentives Schedule	Minimal Costs with Incentives Based on New or Existing Business	
Market to Targeted Business Clusters Through Conventions and Other Means	Minimal Costs	General Funds
Establish a Site Visit Team	No Cost	
Partner with MDOT to Make Intersection Improvements	No Cost to City, MDOT Jurisdiction	MDOT
Construct Jackson West Parkway	$20,800,000	MPO, MDOT, FHWA
Construct Greenway Parkway	$24,300,000	MPO, MDOT, FHWA
Construct Metrocenter South Parkway	$4,900,000	MPO, MDOT, FHWA
Landscape Medians	$6,000,000	MDOT TE
Widening of Existing US 80 & MS 18 to 6 lanes	No Cost to the City, MDOT Cost $41,500,000	MPO, MDOT, FHWA
Widening of Existing Lynch Street to 4 lanes	$12,000,000	MPO, MDOT, FHWA
Construction of Proposed Collector Streets	$8,000,000	General Funds, Bonds, TIF, MPO, MDOT, FHWA, EDA
Construction of Proposed Local Streets	$7,000,000	General Funds, Bonds, TIF, MPO, MDOT, FHWA, EDA
Maintain GO 80 Website	No Cost	
Ongoing “Point of Contact”	Annual Salary	General Funds
Continue Proactive Communication Efforts	$10,000	General Funds
Implement Marketing Strategies as Proposed	Minimal Cost	General Funds
Utilize Marketing Package including Brochures, Video, Site Sale Sheets, and General Information to Market the Corridor	$10,000	General Funds

Highway 80 Corridor
Proposed
Land Use Plan Amendment

Prepared by

CMPDD
PROMOTING REGIONAL EXCELLENCE SINCE 1969

Central Mississippi
Planning & Development District



Site Plan

Before

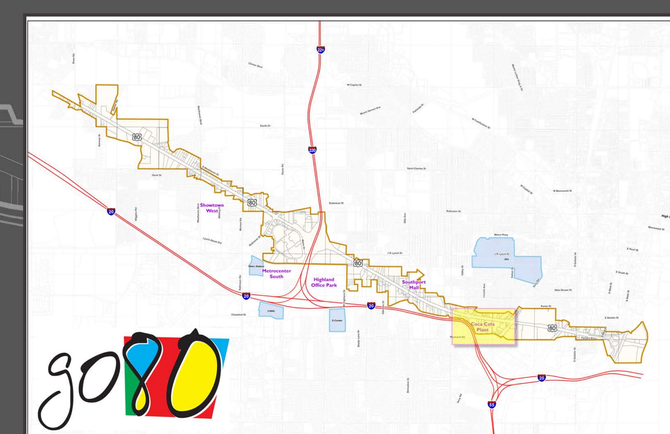
After

Before

After

Perspective 1

Perspective 2



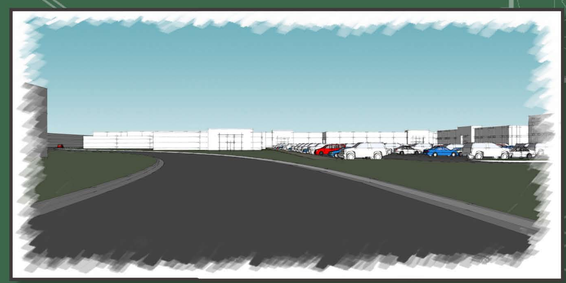
Key Plan

Highway 80 Corridor

Coca-Cola Plant

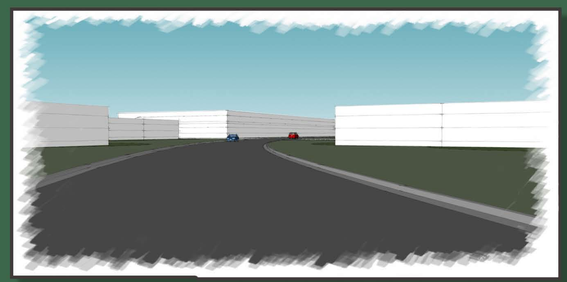
Site Plan

Before



After

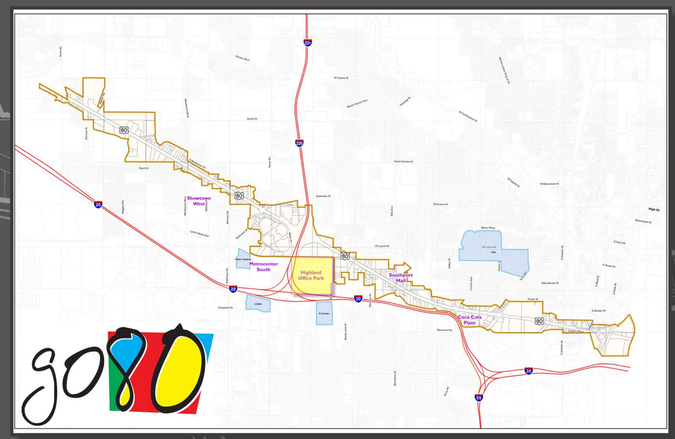
Before



After

Perspective 1

Perspective 2



Key Plan

Highway 80 Corridor

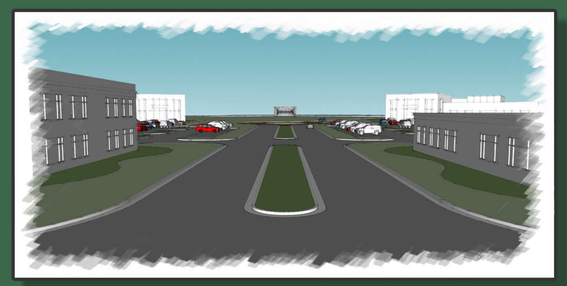
Highland Drive Office

Site Plan

Before

After

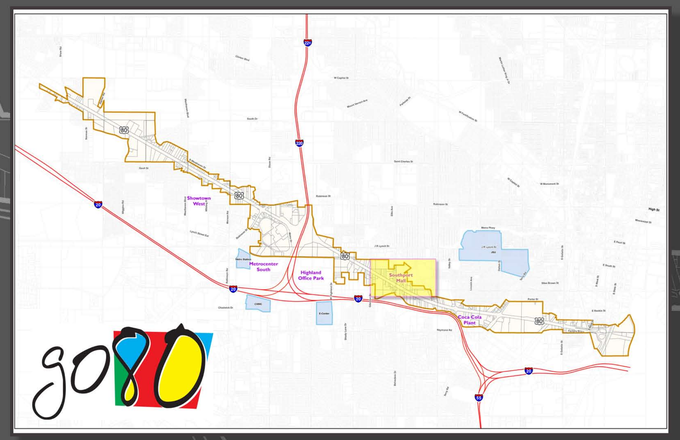
Before



After

Perspective 1

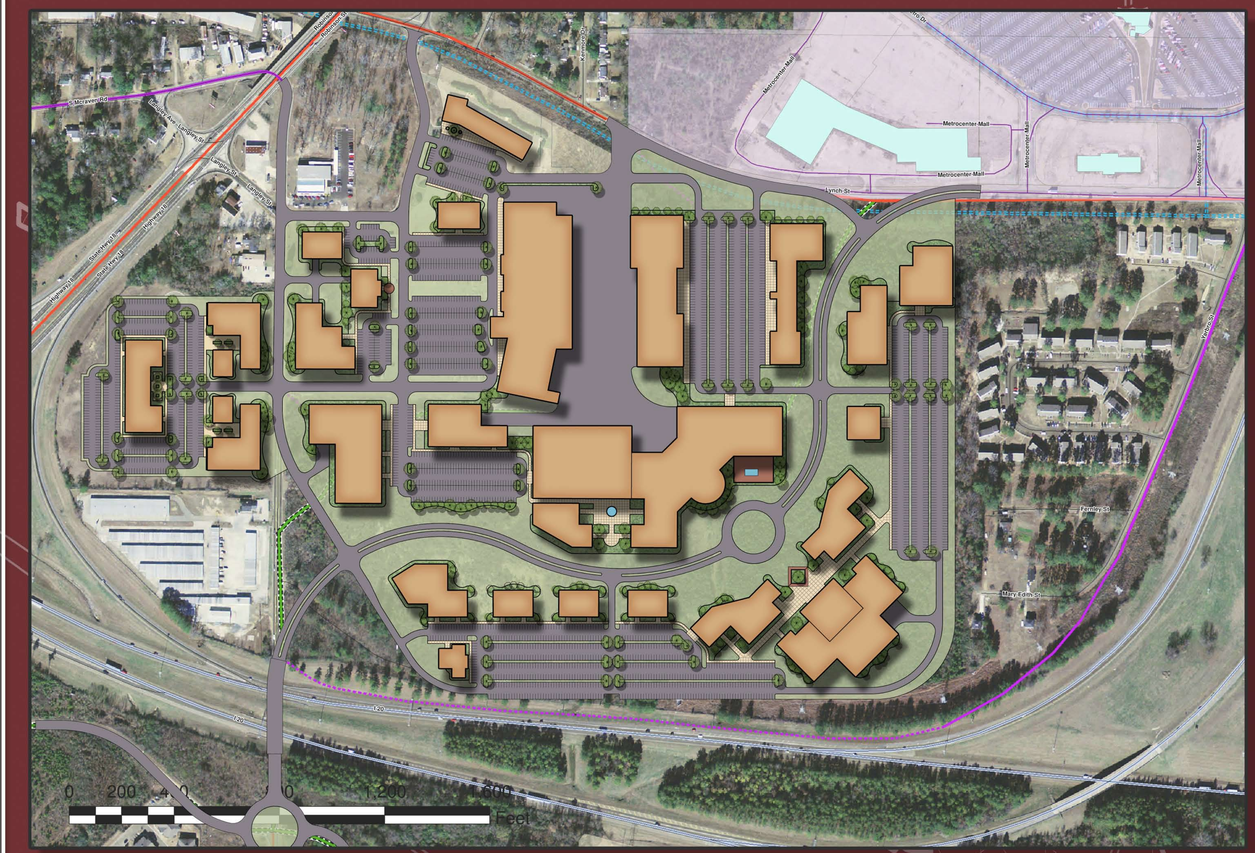
Perspective 2



Key Plan

Highway 80 Corridor

Southport Mall

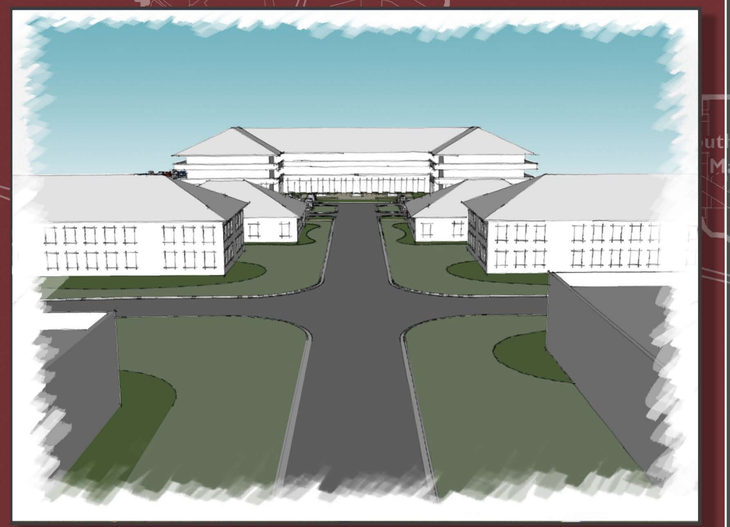


Site Plan

Perspective 1

Perspective 2

Before



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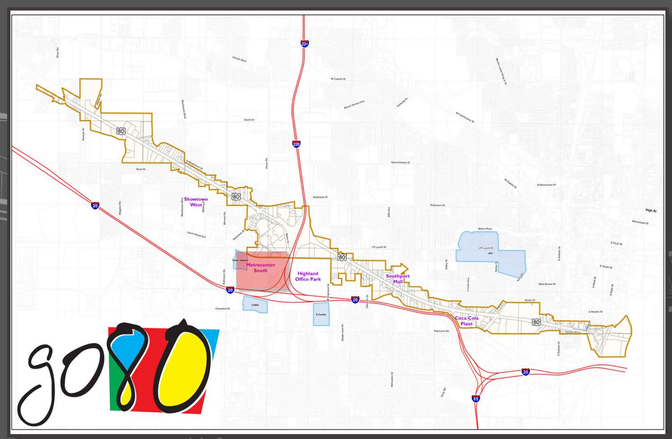


Key Plan

Highway 80 Corridor

Metrocenter South

Site Plan

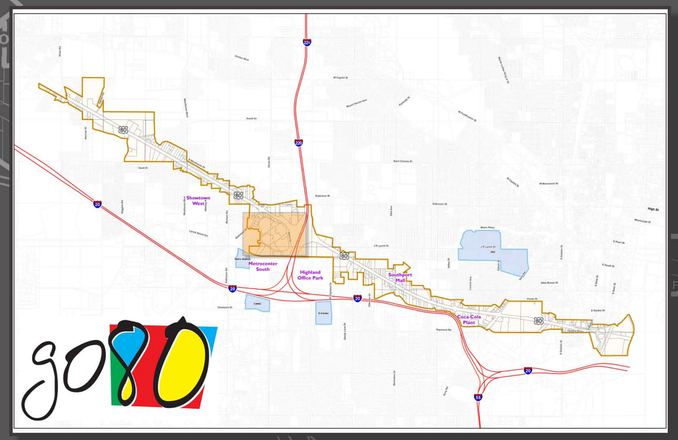
Proposed Reuse of Metrocenter Mall and its Out Parcels

Core Mall Area:

- Banquet/Large Meeting Facility
- Corporate Call/Service Center
- Executive Business Suites
- Fitness Center
- Full Service Restaurants
- Government Services Satellite Office (city, county, state, federal)
- Indoor Ice Skating
- Kids/Teen Play Place/Arcade
- Laser Tag
- Long-Term Residences
- Movie Theater
- Trade/Vocational College
- Traditional Retail
- Virtual/Travel Video Tours
- Walk-in Medical Clinic

Out Parcels:

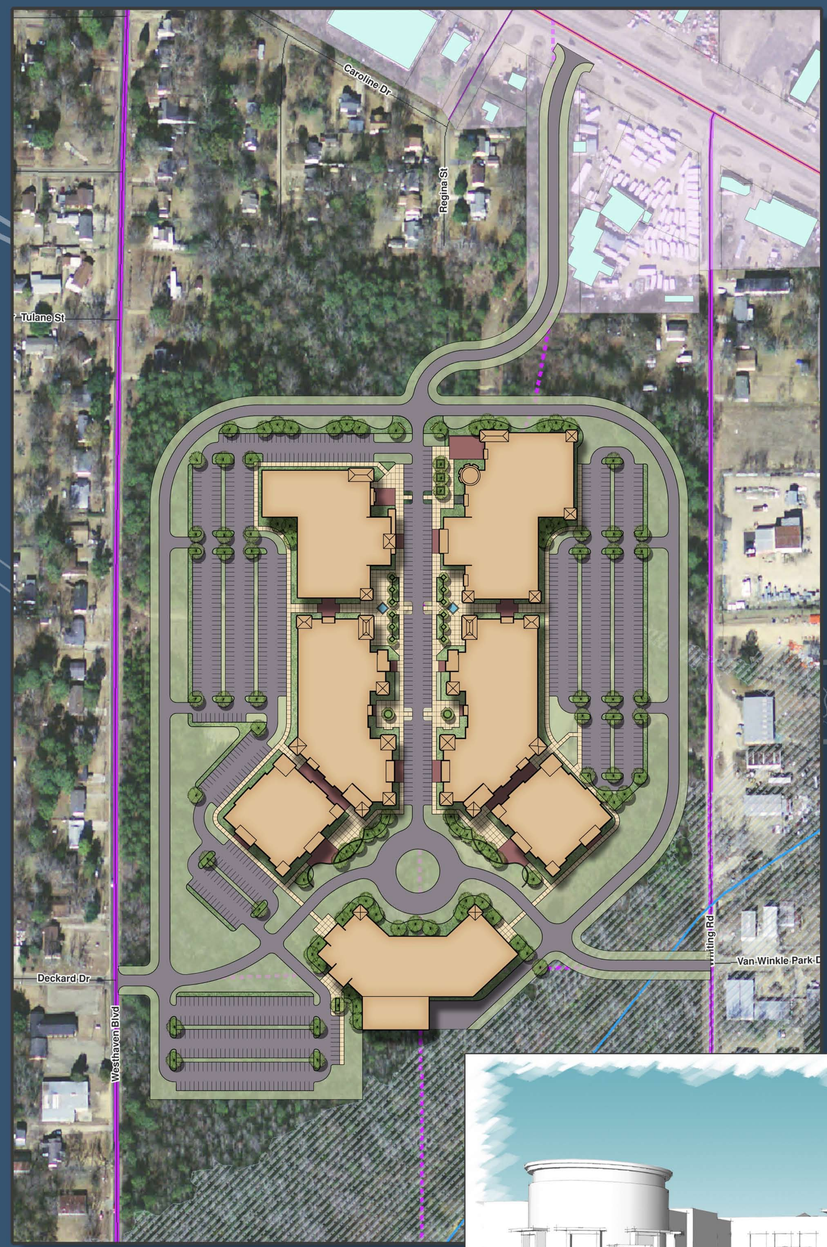
- Driving Range
- Hotel
- Miniature Golf Arcade
- Open Air Food/Arts/Crafts Market
- Restaurants
- Short-Term Residences



Key Plan

Highway 80 Corridor

Metrocenter Re-use

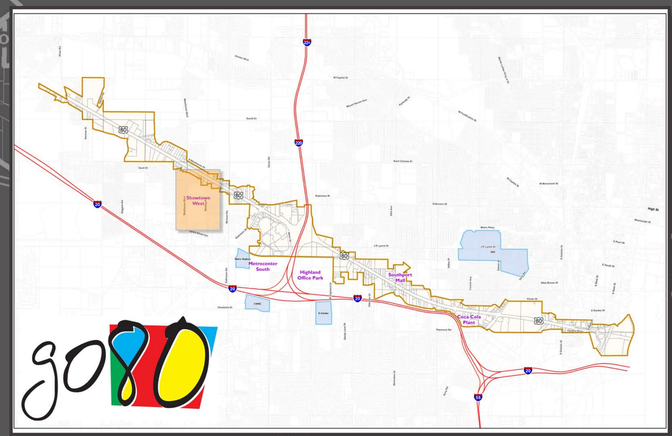


Site Plan

Perspective 3

Perspective 1

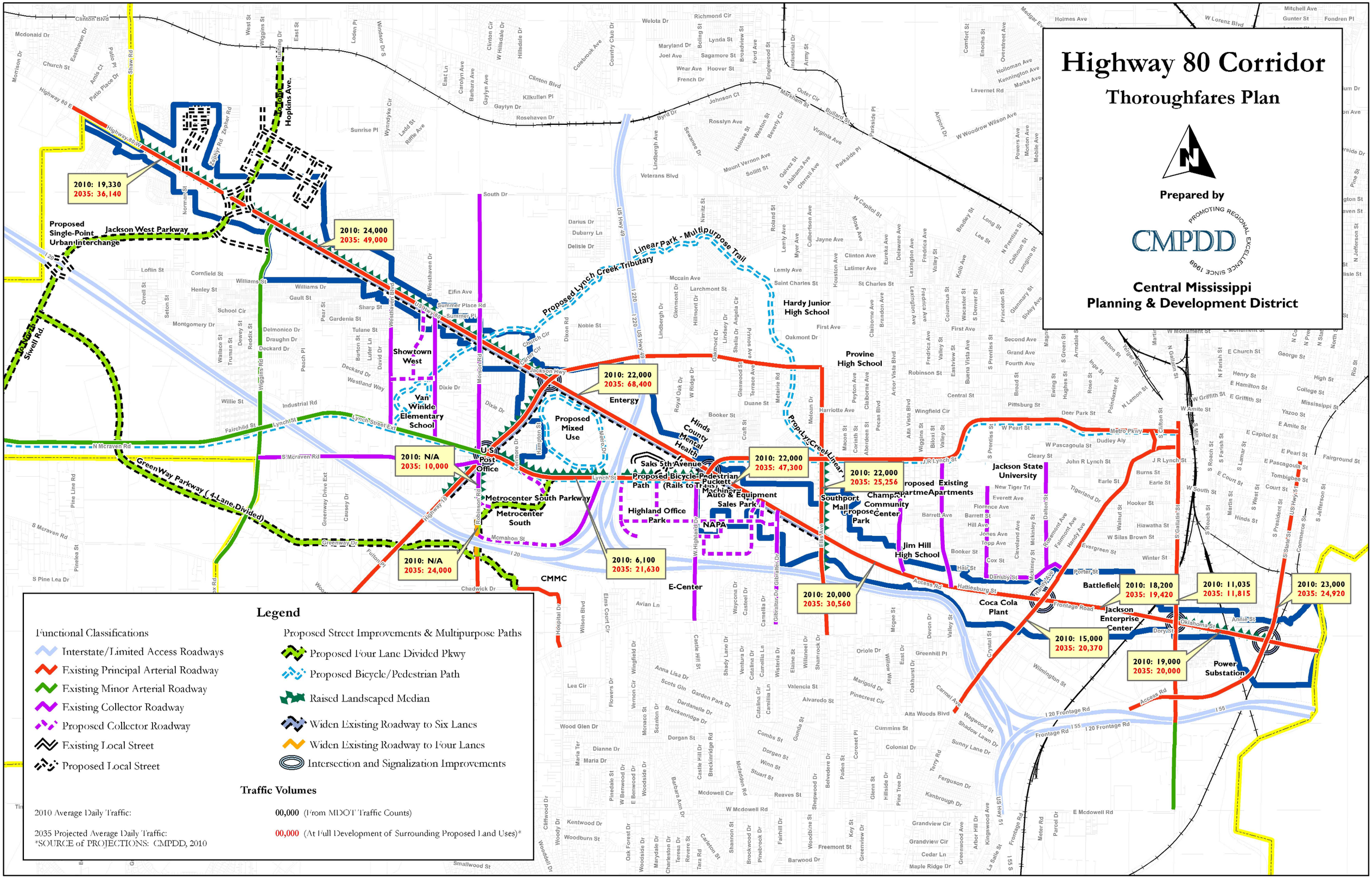
Perspective 2



Key Plan

Highway 80 Corridor

Showtown West


Highway 80 Corridor
Thoroughfares Plan
Prepared by
CMPDD
PROMOTING REGIONAL EXCELLENCE SINCE 1968
Central Mississippi
Planning & Development District
2010: 19,330
2035: 36,140
2010: 24,000
2035: 49,000
2010: 22,000
2035: 68,400
2010: N/A
2035: 10,000
2010: 22,000
2035: 47,300
2010: 22,000
2035: 25,256
2010: N/A
2035: 24,000
2010: 6,100
2035: 21,630
2010: 20,000
2035: 30,560
2010: 18,200
2035: 19,420
2010: 11,035
2035: 11,815
2010: 23,000
2035: 24,920
2010: 15,000
2035: 20,370
2010: 19,000
2035: 20,000
Proposed Single-Point Urban Interchange
Jackson West Parkway
Hopkins Ave.
Linear Park - Multipurpose Trail
Proposed Lynch Creek Tributary
Hardy Junior High School
Provine High School
Showtown West
Van Winkle Elementary School
Entergy
Proposed Mixed Use
Hinds County Mental Health
Saks 5th Avenue
Proposed Bicycle-Pedestrian Path (Rails to Trails)
Puckett Machinery
Auto & Equipment Sales Park
Highland Office Park
NAPA
Post Office
Metrocenter South Parkway
Metrocenter South
CMMC
E-Center
Southport Mall
Champion Community Center
Proposed Park
Proposed Existing Apartments
Jim Hill High School
Jackson State University
Coca Cola Plant
Battlefield
Jackson Enterprise Center
Power Substation
GreenWay Parkway (4-Lane Divided)
Legend
Functional Classifications
Interstate/Limited Access Roadways
Existing Principal Arterial Roadway
Existing Minor Arterial Roadway
Existing Collector Roadway
Proposed Collector Roadway
Existing Local Street
Proposed Local Street
Proposed Street Improvements & Multipurpose Paths
Proposed Four Lane Divided Pkwy
Proposed Bicycle/Pedestrian Path
Raised Landscaped Median
Widen Existing Roadway to Six Lanes
Widen Existing Roadway to Four Lanes
Intersection and Signalization Improvements
Traffic Volumes
2010 Average Daily Traffic: 00,000 (From MDOT Traffic Counts)
2035 Projected Average Daily Traffic: 00,000 (At Full Development of Surrounding Proposed Land Uses)*
*SOURCE of PROJECTIONS: CMPDD, 2010