

# go80 signpost

Spring 2010 • A Community Newsletter

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Get involved.

To sign up to receive our monthly e-newsletter the **Go80Greenlight** and our project newsletter the **Go80 Signpost**, please call 601-981-1511 or visit us at [jacksonms.gov/gohwy80](http://jacksonms.gov/gohwy80) and click on the Contact Us button to provide your contact information.

Please share your opinion and ideas for the redevelopment of the Highway 80 Corridor by completing the Highway 80 Economic Development Strategy Survey, on our website [jacksonms.gov/gohwy80](http://jacksonms.gov/gohwy80). Visit often to stay informed.

To schedule a presentation for a civic organization or community group, please call 601-981-1511. *go80.*

## Breaking New Ground



Mayor Harvey Johnson  
City of Jackson

Dear Stakeholders:

The Highway 80 Corridor has long been one of the most important economic engines for the City of Jackson. With an array of shopping venues that include the Metrocenter Mall, corporate offices and various other businesses, residents and visitors alike have been able to take advantage of a myriad of offerings catering to their needs.

The Highway 80 Economic Development Strategy seeks to identify the vision that you have for the future of the corridor. We are confident that Highway 80 can be transformed to encompass any number of world-class development opportunities that will breathe new life into the area, and improve the quality of life for all.

In the next weeks and months we will be updating you on our progress and offering you an opportunity to become involved in crafting the strategy. Soon you will be able to visit [www.jacksonms.gov](http://www.jacksonms.gov) and click on the Go80 logo to find out the latest news and ways to get involved. Share your ideas there or email your ideas, concerns or other suggestions to [info@gohwy80.com](mailto:info@gohwy80.com).

We are excited about the possibilities that the Highway 80 Corridor holds, and hope you will share your ideas with us.

Sincerely,

*Harvey Johnson, Jr.*  
Mayor Harvey Johnson, Jr.

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# Project Overview

The City of Jackson's contractor, Central Mississippi Planning and Development District, has been hard at work on the development of an Economic Development Strategy for the Highway 80 Corridor, stretching from the Pearl River to the City of Clinton. The Economic Development Strategy will provide the City with a plan for the redevelopment of and reinvestment in the economically challenged Corridor, which includes the MetroCenter Mall.

The City's representative on the Highway 80 Corridor Project is Carl Allen. Subcontractors include JBHM Architects, Quicksilver Creative, and SOL Engineering.

The Strategy will be developed in three phases, including, Land Use and Infrastructure Inventory, Concept and Economic Development Plan, and Marketing Plan, which will also become the structure of the document. The Strategy will first inventory the land use, building conditions, type of businesses, and existing infrastructure in the project area. This information will be used to determine what has been successful in the area and help identify infrastructure deficiencies. The input of the residents and business owners will be solicited to ensure the vision of the Strategy is in keeping with their wants and needs. The Strategy will then provide recommendations for infrastructure improvements, including roads, water and sewer, power, natural gas, and telecommunications along with cost estimates for the improvements, building redevelopment, and zoning regulations.



Special attention will be given to the reinvestment in and/or redevelopment of the MetroCenter facility. The Strategy will also identify types of businesses that should be attracted to the Corridor in the future. A marketing plan for the Strategy itself and the Corridor as a whole will also be developed. Newsletters, a website, brochures, and a video presentation, among other marketing mediums, will be developed as part of the Strategy as well.

Although the project is in its infant stages, the Strategy will be completed during the 2010 calendar year. To date, the following tasks have been completed or initiated:

- 1) completed an inventory of land use, building conditions, and types of businesses in the Corridor;
- 2) an inventory of the existing water, sewer, natural gas, electricity, and road infrastructure in the Corridor has also begun;
- 3) meetings with stakeholders, including local officials and business owners, have begun;
- 4) a public forum/focus group session has been scheduled;
- 5) a public opinion questionnaire has been developed; and
- 6) a website is currently in development and will be launched in the near future.

The initial results of the land use inventory (please see details on page 3) indicate that there are more than 500 businesses operating within the Corridor. The inventory also identified 43 buildings as deteriorated and 9 as dilapidated. *go80.*

## Highway 80 History

U.S. Route 80 is an east–west United States highway much of which was once part of the early auto trail known as the Dixie Overland Highway. As the “0” in the route number indicates, it was originally a cross-country route, from the Atlantic to the Pacific. As a member of the inaugural class of U.S. highways commissioned in 1926, US 80 was the first all-weather coast-to-coast route available to auto travelers. For a time known as the “Broadway of America” it was also called the Old Spanish Trail, the Southern National, the Lone Star Route, the Pinal Pioneer Parkway, the Bankhead Highway and even the Lee Highway. Its legendary history is second only to U.S. Route 66 in American highway folklore, as several significant historical events have occurred on or near Highway 80.



**Bonnie and Clyde** were ambushed approximately four miles south of US 80 in Gibsland, Louisiana.

**Lee Harvey Oswald** was captured at the Texas Theatre on Jefferson Street in Oak Cliff, which at the time was a business spur of Highway 80.

**Edmund Pettus Bridge (Highway 80).** This unique bridge constructed in the late 1930's spans the Alabama River at Selma and is the gateway to the Selma-Montgomery National Trail. It was just east of the bridge that the famed “Bloody Sunday” confrontation occurred in March of 1965 leading to the National Voting Rights Act.

In Jackson, a number of landmark businesses are located along Hwy 80 including Crechale's Restaurant. *go80.*



## Saks 5th Avenue Operations Center

**Where:** Jackson, Mississippi-  
Located at the busy intersection of  
U.S. 80 and Interstate 220

**Size:** Over 225,000-square-feet

### Unique qualities:

- \* Serves practically every support function and most internal operations of a corporation that records multi-billion-dollar annual sales
- \* Extensive charitable involvement
- \* A relative unknown in the Jackson community

### Home to:

- \* **Customer Contact Center:** housed in the complex, where all credit transactions and inquiries are handled, as well as Saks Direct, the company's fastest-growing segment that alone keeps approximately 100 busy at the Jackson Operations Center.
- \* **Information Technology Command Center:** Associates man monitors that track every point-of-sale transaction companywide in real time. (The company has more than 4,100 POS registers across the chain.) And, if any company employee has a problem with his desktop or other technical problem, when he picks up the phone to report it, that call is answered by someone in Jackson.

**Employment:** Over 700 workers, many of whom have remained loyal to the company for a decade; *Approximately 10% of the center's staff have been on board for 20 years or more!*

**Staff:** Handles all accounting, payroll, accounts payable, indirect procurement and business (disaster) recovery;

- \* Opportunities to relocate the center have been presented many times, but the company has chosen to stay in the Capital City (primary due to the people).
- \* Through all the changes that Saks Fifth Avenue has undergone over the years, the Jackson Operations Center has remained the heart and soul of the company's support operations.

### By the numbers:

- \* Annual IT Metrics: over 2 billion user transactions
- \* Internet Visits: over 13-million
- \* Reception: over 103 million emails
- \* Help desk calls: 275,000

*In 2006, the center answered in excess of 1.2 million calls. The average speed of answer was 10 seconds. 3080.*

## Land Use Survey

The initial results of the land use inventory indicate that there are approximately 530 businesses operating within the Corridor.

There are approximately 340 businesses located along the Corridor but not inside the Metrocenter Mall or the Jackson Enterprise Center. The Jackson Enterprise Center houses 120 businesses and there are an additional 77 businesses within the Metrocenter Mall.

Did you know that "Business Types" along the Highway 80 Corridor include:


- 57 - Accommodation and Food Services
- 12 - Professional, Scientific & Technical Services
- 12 - Manufacturing
- 33 - Financial and Insurance
  - 1 - Management of Companies & Enterprises
- 110 - Retail Trade
  - 1 - Public Administration
  - 3 - Arts, Entertainment & Recreation
- 12 - Wholesale Trade
  - 8 - Health Care & Social Assistance
- 82 - Other Services (except Public Administration)
- 11 - Construction
  - 1 - Utilities
- 3 - Transportation & Warehousing
- 16 - Real Estate & Rental & Leasing
- 6 - Administrative & Support & Waste Management & Remediation Services 3080.

# We Want Your Ideas

A key component of preparing an Economic Development Strategy for the Highway 80 Corridor is to gather information from residents, business owners, workers and others with an interest in seeing the area revitalized and redeveloped.

A public issues questionnaire has been developed which includes sections on shopping, entertainment, crime, transportation, business incentives, infrastructure, beautification, and housing.

Please visit our website at [www.jacksonms.gov/gohwy80](http://www.jacksonms.gov/gohwy80) and complete the questionnaire or call the Central Mississippi Planning and Development District at 601-981-1511 to request a copy via mail.


**HWY 80 Economic Development Strategy Survey**  
**SHOPPING/HWY 80 CORRIDOR: Please indicate your level of agreement with the following statements.**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The current stores along the Hwy 80 Corridor meet my shopping needs.					
I would shop more often along the Hwy 80 Corridor if there were more national retailers located there.					
I would shop along the Hwy 80 Corridor if an outlet mall were located there.					
The retail shopping opportunities along the Hwy 80 Corridor are adequate to meet my needs and the needs of my family.					
I would shop at a new car dealership located along the Hwy 80 Corridor.					
I would shop at a used car dealership located along the Hwy 80 Corridor.					
I believe there should be more fast food restaurants located along the Hwy 80 Corridor.					
I believe there should be more full service/dine in restaurants located along the Hwy 80 Corridor.					

**Scale:** Select three items in rank order with the number one (1) item being most important, the number two (2) item being the second most important, and the number three (3) item being the least important.

Mark the types of businesses you would like to see added along the Hwy 80 Corridor.

___ Jewelry Store	___ Electronics Store	___ Bookstore
___ Hair Salon/Day Spa	___ Greeting Card Store	___ Gift Shop
___ Pet Store	___ Urban Wear Store	___ Furniture Store
___ Office Supply Store	___ Fitness Center	___ Bank
___ Appliance/Furniture Rental Store	___ Doctor/Dentist Office	___ Bakery
___ Professional/Business Clothing	___ Children's Clothing	___ Shoe Store
___ Grocery Store/Discount	___ Boutique Clothing	___ Party Supplies Store
___ Grocery Store/Full Service	___ Sporting Goods Store	___ Pharmacy
___ Other Stores (please list) _____		



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