

**JACKSON  
DEPARTMENT  
OF  
PLANNING &  
DEVELOPMENT**

**Mission Statement:**

**Our mission is to regulate  
the growth and development  
of the City of Jackson**

**For a long time the  
planning  
department hasn't  
been doing  
planning,  
We have been  
doing regulatory  
work....**

**Regulatory Functions**



**Falling from inefficiency and  
being ineffective**

**Planning Functions**



**Barely existed**



**Workplace Culture**




**Major Improvements**



**Supporting Systems**



**Working on it...**




**Many Workplace Culture Improvements:**

- customer service
- arriving to work on time
- returning phone calls
- following up
- collegial respect

**most importantly.....**

Shifting the workplace culture to truly care about the work and improving interdisciplinarity / co working with other departments




**Supporting System Improvements:**

- Major return on value
- Great for long term sustainability in department

**Right now we are struggling to establish systems because....**


- lack of capacity
- lack of equipment
- failing computers
- no appropriate planning software

**New Mission of Planning Department**



**Human Scale**



+



**Equitable Development**

**Outcomes of cross division efforts:**

- Long Range Planning
- BEAT Program



### Long Range Planning Projects ( 4 months )

- Bloomberg Philanthropies Public Art Challenge
- AARP Grant - Open Streets
- Downtown Design Dialogue - Convention Center Mixed Use Development
- ONLINE - Integrated Mobility Corridor
- Unified Signage Competition
- Hood Building Community Interactive Mural
- Business Entrepreneur Assistance Team
- Website Development

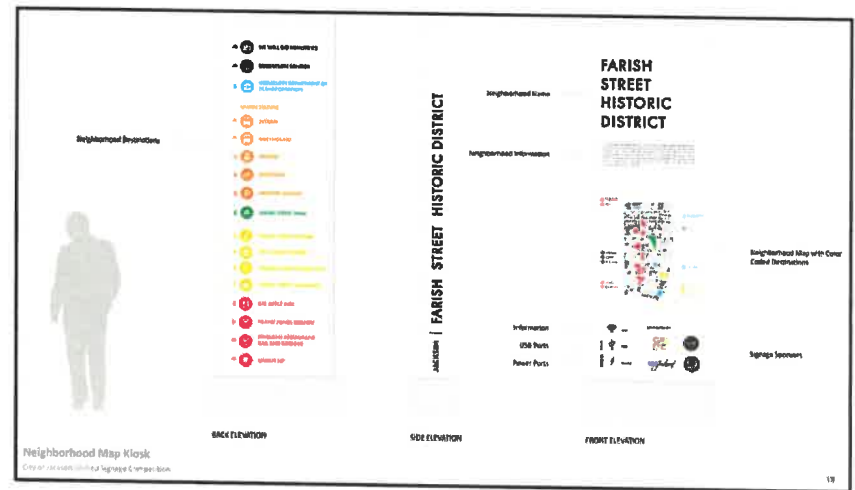


## UNIFIED SIGNAGE

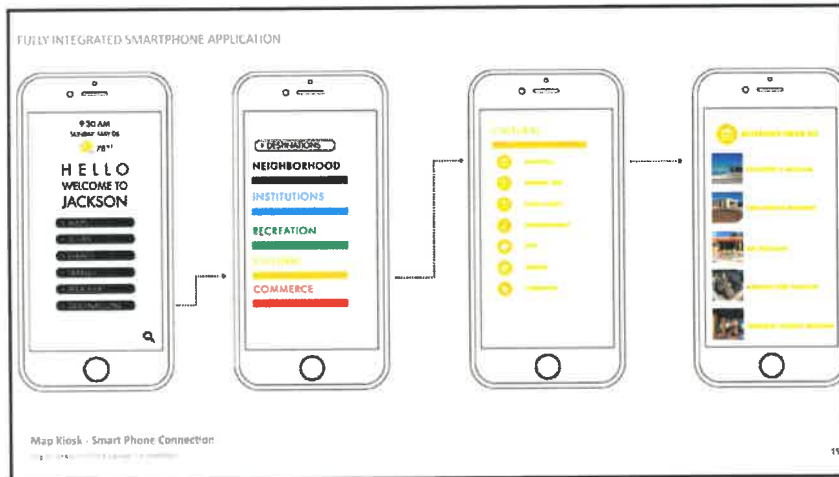
VISUAL IDENTITY BRANDING FOR CITY OF JACKSON



Digital Map Kiosk



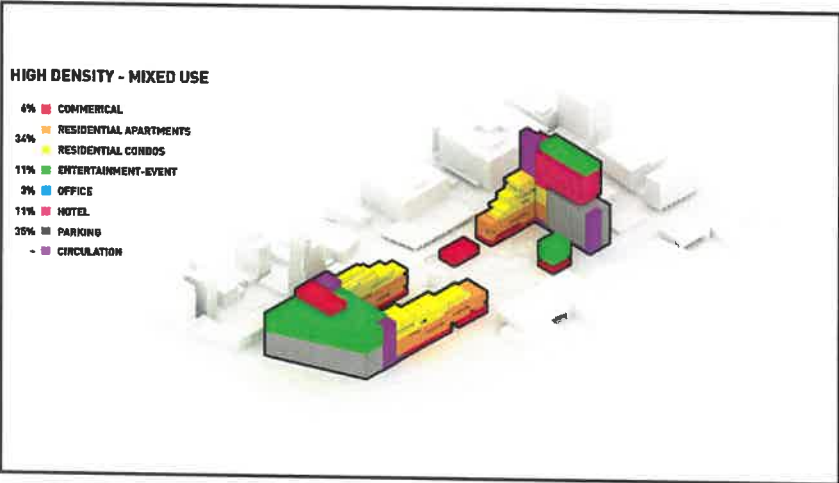
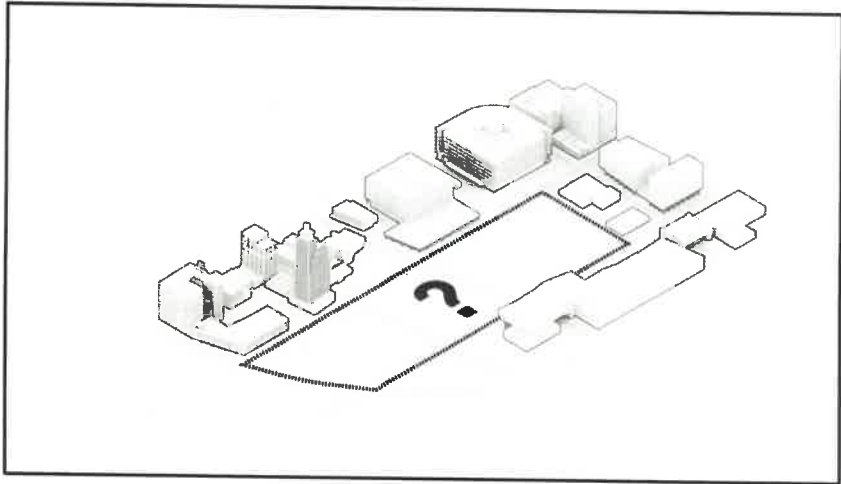
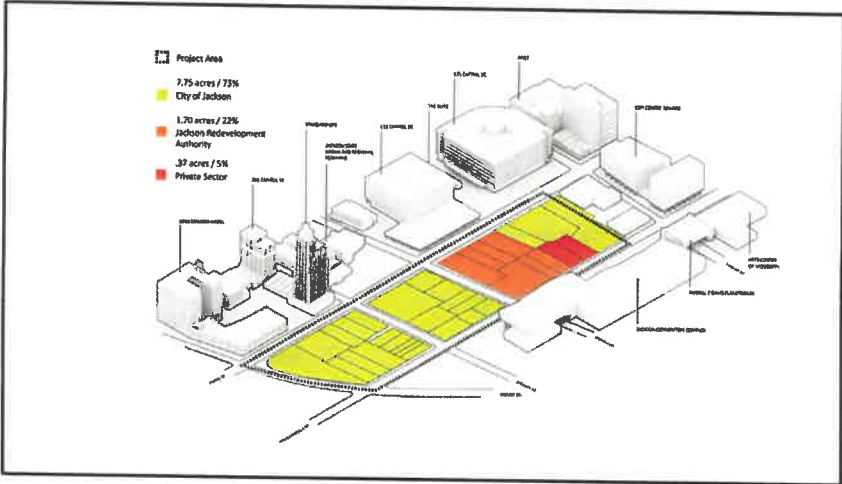
Neighborhood Map Kiosk  
City of Jackson Unified Signage Competition



## DOWNTOWN DESIGN DIALOGUE (D3) + HUD 108 PROJECT

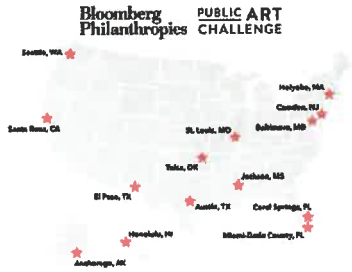
CONVENTION CENTER SITE MIXED USE DEVELOPMENT  
CONCEPT AND COMMUNITY DESIGN FORUM





**FERTILE GROUND**  
Bloomberg Public Art Challenge

**Up to \$1,000,000 supporting innovative temporary public art projects that enhance the vibrancy of cities.**



Civic issue we are addressing is **FOOD ACCESS**

**We are reimagining urban food access in Jackson through art....**

**IN 2017 JACKSON MISSISSIPPI WAS RANKED THE FATTEST CITY IN THE COUNTRY**



- LOW ACCESS TO HEALTHY FOODS**
- LOWEST FRUIT AND VEGETABLE CONSUMPTION**
- HIGH LEVEL OF PHYSICALLY INACTIVE ADULTS**
- HIGH LEVEL OF DIABETES AND HIGH DISEASE**

SOURCE: MARCH 2017 WHO/UNEP REPORT

**#1 IN FOOD INSECURITY**

**DESPITE BEING A LEADER IN AGRICULTURE**



SOURCE: MISSISSIPPI OFFICE OF PROMOTION/ESTIMATES, ECONOMIC DEVELOPMENT

**ARTISTS**



**KABA WALKER**  
ARTIST



**WALTER WOOD**  
ARTIST - FOOD FILMMAKER



**KEIGAN KURNI**  
ARTIST - FOOD FILMMAKER



**ANITA D BOTA**  
ARTIST - CHEF

**FOOD ACTORS**



**WOH FINLEY**  
ARTIST - VIDEO FILMMAKER



**MARK BITTMAN**  
FOOD FILMMAKER



**CHRYST AYERS**  
ARTIST - CHEF



**ROCK WALLACE**  
CHEF

**CURATOR**



**SALAH BIDA**  
CURATOR

**LOCAL ARTISTS**



**JAMARIS BROWN**  
ARTIST - MURALIST



**SCOTT AGON**  
ARTIST - MURALIST



**KEVIN CLAYTON**  
ARTIST - MURALIST



**DRE BROWN**  
ARTIST - MURALIST



**JIG BROWN**  
ARTIST - MURALIST



**JONATHAN BROWN**  
ARTIST - MURALIST



**JONATHAN BROWN**  
ARTIST - MURALIST

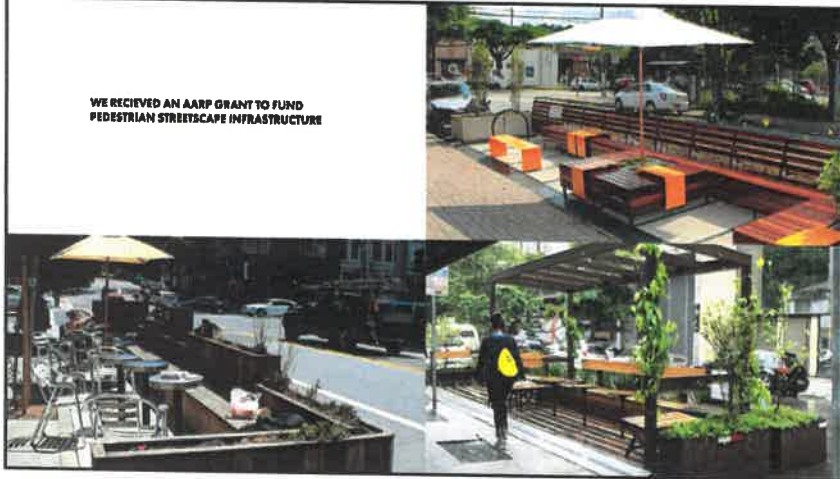
**CONGRESS STREET**  
PEDESTRIAN STREET-SCAPE PROJECT



**DATA COLLECTION ON....**

- PEOPLE ON THE STREET
  - FOOD TRUCK SALES
  - WEATHER CONDITIONS
  - WHERE PEOPLE SIT
- 
- SEASONS
  - HOLIDAYS
  - SCHOOL YEAR

**WE RECEIVED AN AARP GRANT TO FUND  
PEDESTRIAN STREETSCAPE INFRASTRUCTURE**

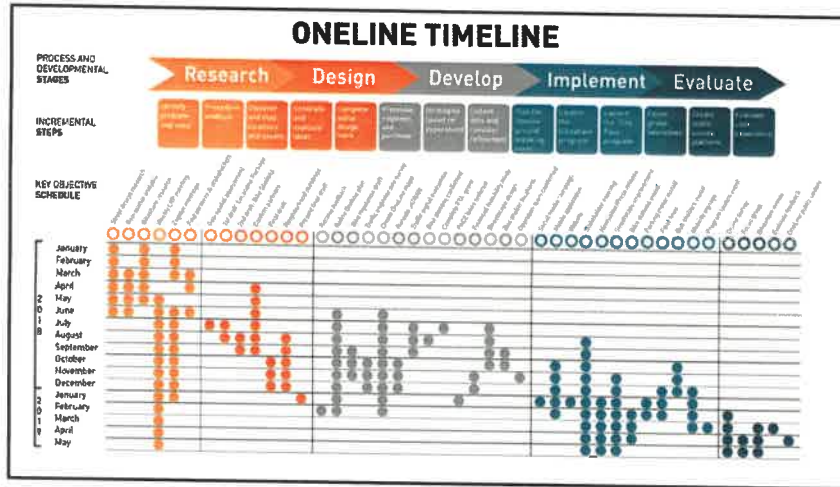


**ONELINE**  
MULTI-MODAL 5-MILE CORRIDOR



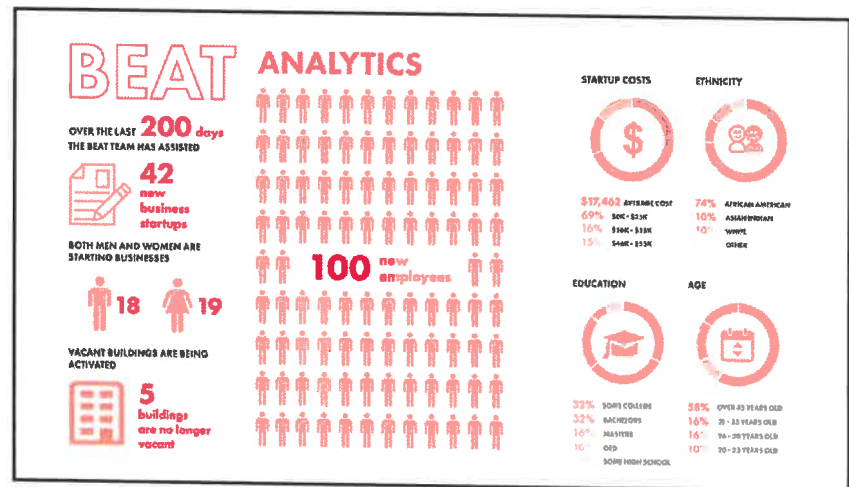
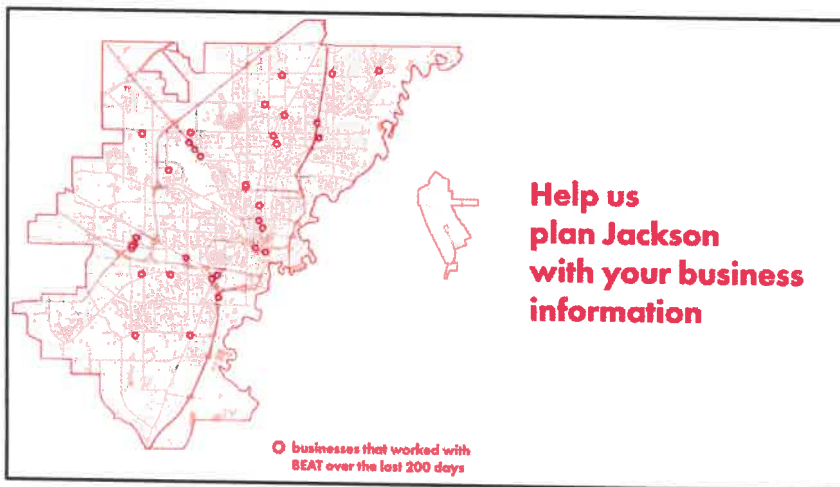







## BUSINESS ENTREPRENEUR ASSISTANCE TEAM

BUSINESS START-UP KIT AND DATA COLLECTION





**BUSINESS START UP KIT**  
BUSINESS ENTREPRENEUR ASSISTANCE TEAM

### PLANNING A BUSINESS


### CHOOSING A LOCATION

**Are you ready to open a business?**

Before you sign a lease or purchase a property, please familiarize yourself with:


- Business planning
- zoning
- Construction
- Permitting
- Financial requirements

Identify the market




Market research will tell you if your business idea has the potential to turn into a successful business.

Write a business plan



This is the road map for structuring, financing, and growing your business. This is the key document for raising capital.

Find your capital



Secure financing by contacting with a community bank, a online lender, or identifying suitable investors.

**+** The Small Business Development Center offers assistance, online resources, and a grant program available to eligible businesses.

**Best practices for securing a location:**

- Find a location that is optimal for your business
  - Verify the zoning requirements with the zoning department prior to leasing or purchasing.
- Find out if your business will require a zoning change
  - Zoning Actions include the Permit, Special Exceptions, Varying, and Variance. This is a legal procedure that takes 3-4 months on average to complete.
- Read and if your business will require the Floor Plates
  - Garage/burrows and loadings are required by ordinance. Also make sure you find out by contacting the zoning dept.
- Identify applicable compliance issues
  - It is important to understand any improvements that will be required for building work. Landmarks that require a variety of the following:
    - Historic and resources
    - Changes in use if your use is different than ordinance
    - Property has been used for other uses that require a change of use
  - Obtaining work/permits
    - An inspector will be required for a walk through at a potential location to identify what type of improvements may be required for the Code of Ordinance violations to occur at the business, formally applying.

### PLANNING YOUR PROJECT

The Business Enterprise Assistance Team has created a step-by-step checklist that provides the basic steps you should follow to start a business and receive your license.

**RESEARCH & PLAN**

**START HERE**

- A successfully developed concept or business venture requires planning and research. Before you purchase property to sell, consider exploring multiple options you have. Research the area you are buying, your potential uses on your commercial, and that you have visited.

**SEEK ASSISTANCE**

The Business Enterprise Assistance Team (BEAT) is here to help you with any questions you may have about starting a business. Please feel free to contact us at any point in your planning process.

888.736.7438

**CHOOSE A LOCATION**

Find the right location for your business in Crawford Park is a variety of options. Conduct some research to determine the best location for your needs and compliance with the zoning laws.

**READY TO APPLY**

Step by step, fill these out! A BEAT specialist will be assigned to help you through the multiple levels of our building to get the approvals needed to lease your business location.

Location: 200 S. Franklin St.

**VISIT CODE SERVICES**

Code Services team is able to refer you immediately for a site inspection, or determine you're responsible. Code of Compliance process based on the history of the location.

Location: 2nd floor

**COMPLETE FIRE INSPECTION**

Once you have completed your fire inspection report, submit the report to the Fire Department. The Fire Marshal will contact you within 1-2 days to schedule the inspection.

**ADDITIONAL FEES**

It costs money to start a business. Your business plan will help you identify how much money you will need to get the start-up costs. If you do not already have that needed on hand, you will need to start raising or borrow.

**VISIT SIGNS & LICENSES**

Complete required applications for a business license and get an endorsement of what the license will be for your type of business.

Location: 2nd floor

**VISIT ZONING**


Zoning will help you determine if a business has completed all required zoning information. The zoning department will provide applications to zoning website, indicate appropriate, and give you review.

Location: 2nd floor

**OBTAIN BUSINESS LICENSE**

Once you have received your fire inspection report, submit the report to the Business Enterprise Assistance Team. Signatures and a copy of your lease to the Signs & Licenses Office to receive your business license.



Location: 2nd floor



**SUCCESS**

# City Planning

CODE SERVICES, SIGN & LICENSES, ZONING  
COMMUNITY IMPROVEMENT RETURNING

# Accomplishments

2017-2018

10

### **Code Services**

- Ordinance amendments removing cumbersome requirements
- Almost all inspections requested are performed same day
- Inspectors issued mobile phones and new communication protocol.
- Increased inspection approval rate from 78% to 87% due to improved communication.
- Created full time plan reviewer
- Cleared Sign permit/violation back log



### **Zoning**

- Zoning Changes national trends/market aware
- Improved Site Plan Review Clearance Rate from 61 day average to 28 day average
- Projects move simultaneously through reviews
- Site Plan Review committee has put forth enormous effort to be more flexible with applicants



**These accomplishments have occurred with existing resources.**

**However, we have reached the point where the marginal return for improving processes without additional resources is zero.**



### **Current Challenges**

2017-2018

**Challenges:**

- Software & System Inefficiencies
- Vehicles
- Staffing
- Equipment



**#1 Software:**

- System crashes regularly
- Never fully set up and not supported
- Cannot accommodate process improvements
- No audit trail
- Paper based inspections



**#1 Software:**

- Requires too much time – entering a simple permit takes 10-12 minutes
- Each month over 600 permits are processed.
- Over 5 hours of the day is spent inputting data.



**#1 Software:**

- Over 600 inspection requests are received each month.
- Each are entered by hand, hand assigned to inspectors, tracked on paper, and then resulted back into system.



### #2 Vehicles:

- Majority of fleet over 15 years old.
- Two parked due to lack of funds to repair.
- Inspectors regularly can't attend to daily duties due to vehicles being in shop.



### #3 Staffing:

- Code services currently operates with 5 inspectors
- These 5 individuals cover 113 square miles daily
- Averaging 70 miles driven and 6 inspections each
- Morale is low due to lack of professional development and opportunity to advance.



### #3 Equipment:

- All computers are 2013 or older models.
- All only have 4 GB of RAM.
- This makes them incredibly slow and crash frequently.
- Can't run basic programs like Adobe Acrobat Pro, Google Earth, etc. effectively.



## Next Steps

2018-2019

**We will move to a new cloud based software system for Code Services, Community Improvement, Signs & Licenses, and Zoning.**



**We will add 3 vehicles to fleet....somehow.**



**We will add more people....somehow.**



**We will continue to improve processes and business practices.**



**Everything hinges on ability to convert to functional software system in first 6 months of FY 2018-2019.**



## Revenue Support Options

2018-2019

### Revenue Loss Pattern



### Revenue Opportunities:

- Valuation policy changes could create additional revenue with implementation of new system.
- Permit fee structure has room in market to increase on high end valuation (>\$2,000,000) projects.
- Efficiency will allow for more enforcement of unpermitted work.



# Community Improvement

XXXXXXXX XX XXXXXXXXXXX XXXXXXXXXXX



# Housing and Community Development

XXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX



# Accomplishments

2017-2018

**We were constantly on the defensive with HUD  
now we are partners.**





**Where we started:**

- Open Monitoring Findings with Fair Housing, CDBG, ESG, HOPWA
- Suspended Section 108 Project
- Limited Trained Staff



**Accomplishments:**

- Released from Fair Housing VCA
- CDBG Monitoring – last finding to be released by end of year.
- ESG & HOPWA all findings closed, no repayment.



**Accomplishments:**

- Section 108 Project relationship re-established.
- Processed 400+ application back log for limited home repair
- Submitted successful blight elimination grant
- Established Fair Housing Compliance Officer



**Accomplishments:**

- 2 OHCD Staff certified as Residential Building Inspectors
- Lead Paint Hazard Control Grant
- Community Development Week Resource Fair



**Challenges:**

- Staff Shortage
- Insufficient Workspace
- Employee Retention



**Challenges:**

- Network outages (Phones, Email, Internet)
- Computers unable to run modern programs
- Lack of training on systems (Cayenta, Kronus, Novus)



**Challenges:**

- Lack of interdepartmental customer service
- Meeting schedule deadlines
- Grant funded personnel policy
- Travel policy



**Next Steps**

2018-2019

**We will speed up the Blight Elimination Program.**



**We will start producing neighborhood plans and expect to work in at least 6 neighborhoods.**



**We will institute local fair housing ordinance.**



**We will perform an analysis of Fair Housing impediments.**



# Transportation

??????? ????????



# Accomplishments

2017-2018

## Accomplishments:

- National Transit Database filings completed with no outstanding issues
- Triennially Review closed with no significant findings
- All Federal appropriations have been committed to the operation of JATRAN.
- In full compliance with DOJ Consent Decree



## Accomplishments:

- Averaging over 400,000 fixed route ridership yearly
- Averaging over 47,000 paratransit ridership yearly
- Averaging 350,000 fare box revenue fixed route
- Averaging 70,000 fare box revenue paratransit



**Accomplishments:**

- At close of year we will have purchased 7 new buses, 9 paratransit, 6 ADA Vans, and 4 support vehicles.
- 10 additional used buses from Kansas City
- Working toward a mixed fleet with a variety of vehicle types.



**Challenges:**

- Contractor Oversight
- New compliance FY' 2019
- Transit Asset Performance Measures
- Public Transportation Agency Safety Plan



**Challenges:**

- Disposal of Federal Assets that have Reached Useful Life



**Challenges:**

- JAMF- Facility Maintenance



### **Union Station Challenges:**



- Infrastructure
- Upgrade cameras bays & tickets
- Signage
- Platform Transfer Station -shifting and broken concrete
- Lighting & Landscaping



### **Next Steps**

2018-2019

**We will issue an RFP for a new operation and maintenance contract.**



**We will place cameras in the buses.**



**We will optimize bus routes.**



**We will upgrade benches & shelters.**



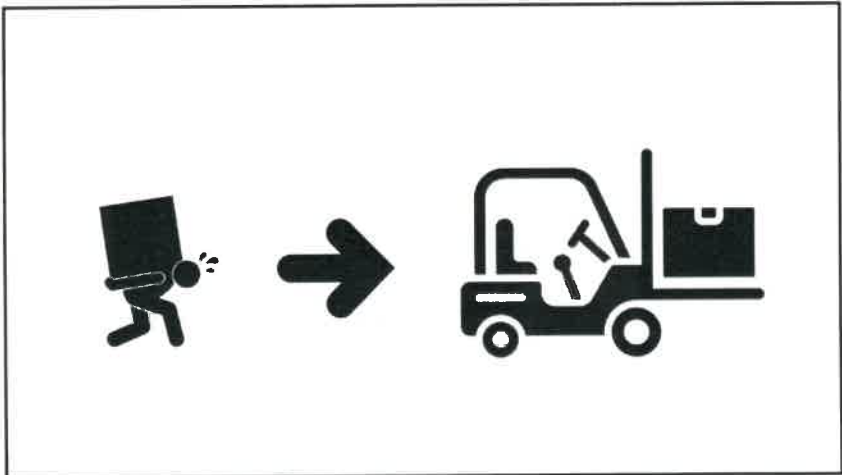
**Department of Planning &  
Development**

2018-2019



**The efficiency and effectiveness that we  
desire has been achieved significantly in  
all areas of planning.**





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