

DOWNTOWN DESIGN DIALOGUE

JACKSON CONVENTION COMPLEX SITE

SATURDAY, JUNE 30TH 10:00 AM - 3:00 PM





THE GALLERY @ JACKSON CONVENTION CENTER

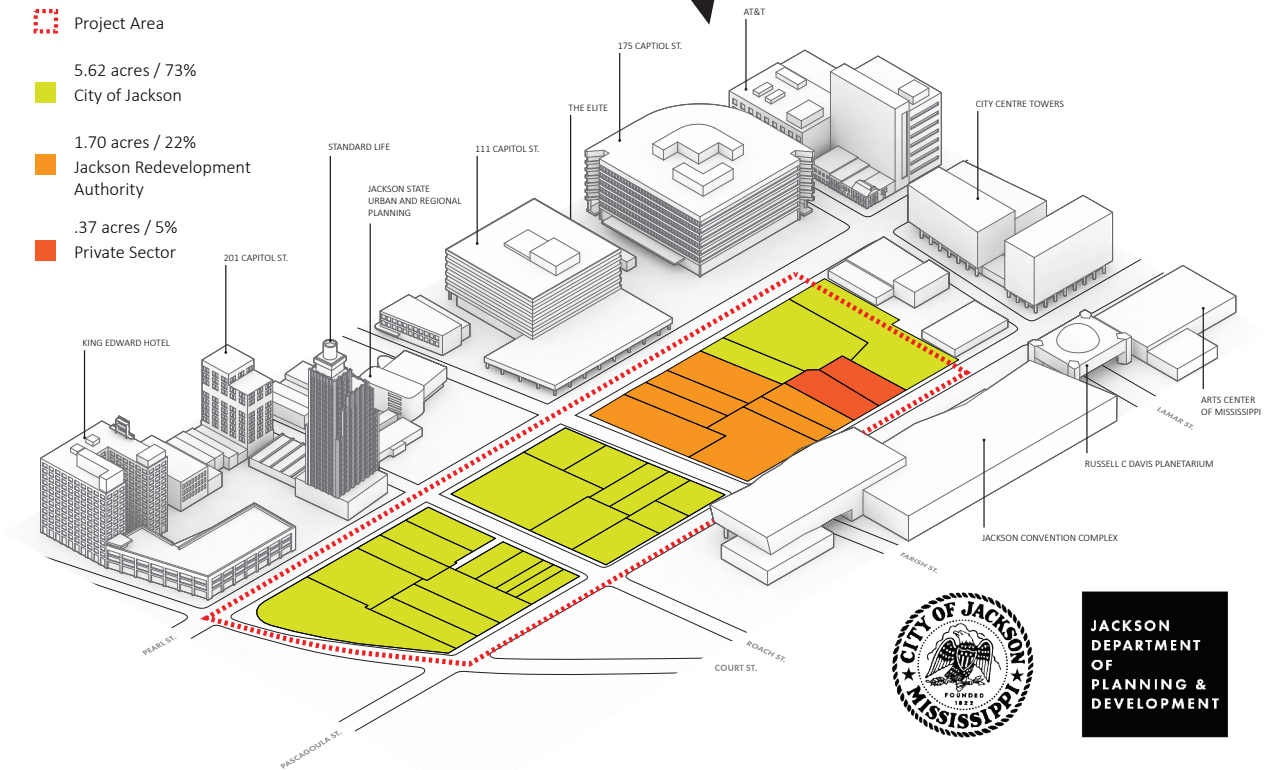
FREE & OPEN TO THE PUBLIC

RSVP ON FACEBOOK

@jxnplanning

"What would you like
to see downtown?"

-  Project Area
-  5.62 acres / 73%
City of Jackson
-  1.70 acres / 22%
Jackson Redevelopment
Authority
-  .37 acres / 5%
Private Sector



PART I:

INTRO

Welcome to our first Downtown Design Dialogue! This event is organized by the Long Range Planning team at the City of Jackson Department of Planning and Development. Other collaborators that contributed to the development of this project include Hunden Strategic Partners, Dale Partners, Jackson Redevelopment Authority, Jackson Convention Complex, Downtown Jackson Partners, and Visit Jackson.

The purpose of the dialogue is to critically engage the public about the future of downtown redevelopment. This dialogue focuses on challenging the standard processes that the Planning Department, developers, and other stakeholders go through when developing a project. This dialogue is about downtown and how a 9 acre undeveloped parcel of land across from the Jackson Convention Complex can completely transform how Jackson's downtown functions. This site presents the opportunity for setting the bar for future projects to think about creative mixed use, human scale open space development, public safety concerns, social and environmental sustainability, and multi-modal transportation design.

This dialogue is also an effort to strengthen the Planning Department's relationship with the public and private sectors. We have several more projects lined up in 2018 that will have similar dialogues.

D3 sections:

- Part I: Intro - Introduction to Site, Context, History
- Part II: Market Analysis - Summary of 2018 Downtown Market Analysis
- Part III: Design - Long Range Planning Team Design Proposal
- Part IV: Engage - Public Planning for Downtown's Future



1970

Brick and mortar commercial buildings on the site start declining as large populations and businesses leave the city of Jackson for the surrounding suburbs

Project site and western side of downtown floods during the Easter flood of 1979 causing major damage to commercial businesses on the site

EASTER FLOOD OF 1979 - CLARION LEDGER



1980

The crack and heroin epidemic starts to damage downtown Jackson

1990

PROJECT SITE

2000

JACKSON CONVENTION CENTER CONSTRUCTION



TelCom Center begins construction

Jackson Convention Complex starts construction

RFP sent out to developers for future development of the 9 acre site

SITE RENDERING - DALE PARTNERS



City of Jackson takes out a 108 HUD loan to redevelop the site across from the convention complex, the loan amount is \$7 million

2010

Majority of project site commercial buildings are demolished

City of Jackson sells TCI MS developers land across from the convention center site

TCI MS developers file bankruptcy, Jackson Redevelopment Authority and City of Jackson acquire the land back for \$1 million

Jackson Redevelopment Authority sends out another RFP

City of Jackson hires Huden Strategic Partners to conduct a downtown market analysis

SITE RENDERING - CITY OF JACKSON PLANNING DEPARTMENT



City of Jackson Long Range Planning team creates design proposal and sends a comprehensive package out the public seeking a master developer

2020

Finalize agreements with developers and narrow down phasing, financing, and development strategy and begin development of the site

DOWNTOWN BUILDINGS MAP



There is a lot of infill development opportunities in the downtown area

332 acres
in the downtown [BID] business improvement district
24% of downtown land is covered with buildings
65 blocks
17 streets

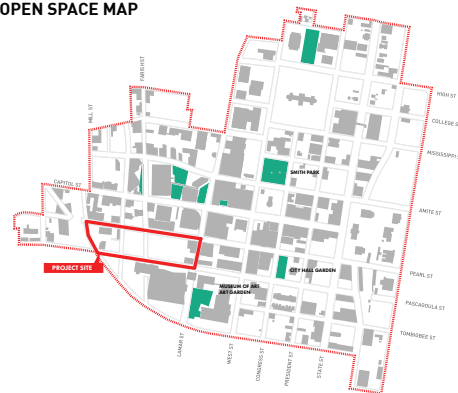
DOWNTOWN PARKING MAP



Most of downtown is used for parking use

87 acres
of parking in the downtown [BID] business improvement district
26% of downtown land is for parking
parking garages **17%**
onstreet parking **7%**
parking lots **19%**

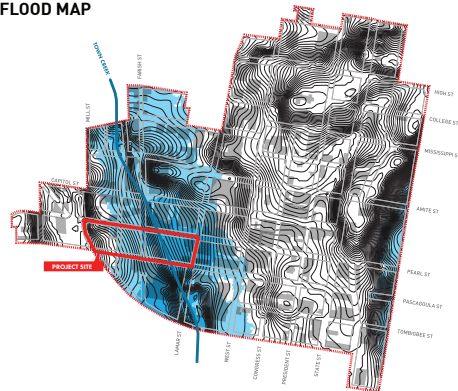
DOWNTOWN OPEN SPACE MAP



There is a severe lack of open green space downtown

9 acres
of open green space in the downtown [BID] business improvement district
2.7% of downtown land is used as open green space

DOWNTOWN FLOOD MAP



The west portion of downtown is in a floodplain

129 acres
of floodplain in the downtown [BID] business improvement district
39% of downtown land is in the floodplain
7.2% in high risk flooding area
19% in less risk flooding area
Town Creek runs underneath the project site

PART II:

MARKET ANALYSIS

The City of Jackson Department of Planning and Development engaged Hunden Strategic Partners to conduct a market analysis for the Business Improvement District in Downtown Jackson, Mississippi.

Hunden Strategic Partners was engaged by the City of Jackson's Department of Planning and Development to conduct a thorough market analysis for the Business Improvement District (BID) of Downtown Jackson, Mississippi. The end purpose of the analysis is to determine the highest and best mix of uses for development on the City and JRA-owned land parcels across the street from the Jackson Convention Complex. To answer this overarching question, HSP sought answers to the following throughout this analysis:

- What is the status of the redevelopment site and what types of development exist there now? What characteristics does the site possess?
- What economic and demographic trends currently exist within the community. How are these trends impacting the diverse types of real estate uses in the market?
- What are the historical and current market conditions for each type of major real estate use?
- What do the market conditions imply for future development?
- What are the recommended uses for development across from the Convention Complex?

HSP's analysis will be two-pronged. The first phase of this analysis will provide the City with a baseline for all types of real estate uses, including key performance and occupancy statistics for properties located within the downtown BID District. The second phase of the analysis will provide the city with recommendations as to what should be developed across from the Convention Complex.

The Executive Summary covered the following topics:

- Site overview
- Economic, demographic, tourism analysis of Jackson
- Hotel Market Analysis
- Residential Market Analysis
- Office Market Analysis
- Retail and Restaurant Analysis
- Trends in Urban Real Estate Development

RESIDENTIAL

DOWNTOWN RESIDENTIAL MAP



Downtown Jackson Multifamily Supply

Property	Opened	Units	Occupied	1 Bedroom	2 Bedroom
Sterling Towers	1959	105	85	\$1,013	\$1,419
Standard Life Flats	2010	76	67	\$1,053	\$1,307
King Edward	2009	64	57	\$1,512	\$1,675
Capitol Art Lofts	2017	31	31	\$590	\$661
Electric 308	2005	15	13	\$925	\$1,675
The Plaza Building	2006	14	12	\$1,216	-
736 Dickies Lofts	-	14	10	\$732	-
Foundry Lofts	-	18	18	-	-
Total/Average	-	337	293	\$1,006	\$1,347

 **19,700 People**
work in Downtown Jackson

 **485 People**
live in Downtown Jackson

 **2%**
If out of all the people who worked Downtown resided here

 **87%**
Downtown Residential Units Occupied

 Since 2006 more than 200 multifamily units have been developed, along with more than 20 restaurants and other activities.

 **159%**
Residential supply increase

 **80%** Of the residents that moved into King Edward and Standard Life were from the Jackson suburbs.

 **4**
New residential and mixed-use Downtown developments (2018)

HOTEL

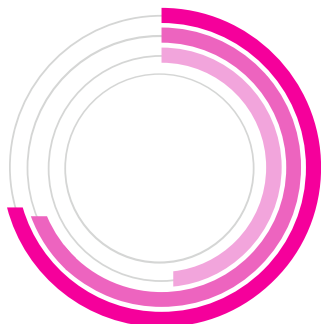
DOWNTOWN HOTEL MAP



Downtown Jackson Hotels

Property	Opened	Rooms	Distance	Chain Scale
The Westin	2017	203	0.2	Upper Upscale
Hilton Garden Inn	2009	186	0.3	Upscale
Marriot	1975	303	0.3	Upper Upscale
Comfort Inn	1999	53	1.1	Upper Midscale
Hampton Inn & Suites	1996	111	1.2	Upper Midscale
Holiday Inn Express	1989	108	1.2	Upper Midscale
Best Western Plus	2001	61	1.2	Upper Midscale
Red Roof Inn	1985	116	1.3	Economy
Total/Average	-	1141	.85	-

Hotel Occupancy Comparison 2017



- Hilton** 70% Occupancy / \$110 Avg. Daily Rate
- Westin** 68% Occupancy / \$150 Avg. Daily Rate
- Marriot** 41-46% Occupancy / \$105-\$110 Avg. Daily Rate

COMMERCIAL

DOWNTOWN COMMERCIAL MAP



Downtown Jackson Restaurant Supply

Name

Parlor Market
 Estelle Wine Bar & Bistro
 Iron Horse Grill
 Mayflower Café
 Sugar's Place
 Wasabi Sushi & Bar
 Elite Restaurant
 Hal and Mal's
 Old Capitol Inn
 Steve's Uptown Café & Bakery
 Keifer's Downtown
 Taste of the Island
 McAlister's Deli
 Bol
 Basil's
 Steve's Downtown Deli
 Tasty Brew
 La Brioche Patisserie Subway
 Subway
 Chick Fil A
 Underground 119
 Lounge 114
 F. Jones Corner
 Martin's Restaurant & Lounge
 One Block East

Type

Lunch & Dinner
 Breakfast, Lunch & Dinner
 Lunch & Dinner
 Lunch & Dinner
 Lunch Only
 Lunch & Dinner
 Breakfast, Lunch & Dinner
 Lunch & Dinner
 Lunch Only
 Breakfast & Lunch
 Lunch Only
 Lunch Only
 Lunch Only
 Breakfast & Lunch
 Breakfast & Lunch
 Lunch & Dinner
 Lunch & Dinner
 Lunch & Dinner
 Late Night Bar / Club
 Lunch & Late Night Bar
 Club Late Night Bar / Club
 Lunch & Late Night Bar
 Club Late Night Bar / Club

Quality

Fine Dining
 Fine Dining
 Casual Dining
 Casual Dining
 Casual Dining
 Casual Dining
 Casual Dining
 Fast Casual
 Fast Casual
 Fast Casual
 Fast Casual
 Fast Casual
 Fast Casual
 Fast Casual
 Fast Casual
 Fast Casual
 Fast Food / Quick Serve
 Fast Food / Quick Serve
 Bar / Lounge / Club
 Bar / Lounge / Club
 Bar / Lounge / Club
 Bar / Lounge / Club
 Bar / Lounge / Club

 **27 Restaurants**
 exist in Downtown Jackson

 **8 Restaurants**
 are open for dinner

 **2 Fine Dining**
 restaurants exist downtown

 **\$13.50-\$14.50**
 Per square foot average market rate
 for fast casual restaurant space

 **21 Retail**
 spaces exist in Downtown
 Jackson

 **9% Vacancy**
 rate for Jackson community
 retail market (2017)

 **72% Independent**
 retailers offered Downtown

 **Demand**
 High demand for Downtown grocery
 stores and more restaurants

Downtown Jackson Retail Supply

Name

J.McMichael Gallery
 Sugar Rays
 Fashion Corner
 Downtown Snack Shop
 Capitol Copy & Imaging
 FedEx Office Ship Center
 Pioneer Credit Company
 State Bank & Trust Company
 Trustmark Bank
 OmniBank
 Regions

Type

Art Gallery
 Candy Store
 Clothing
 Convenience Store
 Copy & Print
 Copy, Print, Shipping
 Financial Services
 Financial Services
 Financial Services
 Financial Services
 Financial Services

Name

Wells Fargo
 Green Floral Inc.
 Thimblepress
 Carter Jewelers
 Chuck Campbell's Jewelers
 Office Environments
 Micro Printing & Blueprint
 Kirkland Hair
 Sam's Shoe Shine
 Down Range Sporting Goods

Type

Financial Services
 Florist
 Gift Shop/Art Prints
 Jeweler
 Jeweler
 Office Supplies
 Printing
 Professional Services
 Professional Services
 Sporting Goods

OFFICE

DOWNTOWN OFFICE MAP



Major Downtown Jackson Office Supply

Property	Avg. Lease Rate	Total SF	Occupied SF	Vacancy	Type
Regions Plaza	\$15-\$18	336,000	268,800	20%	Class B
Trustmark National Bank	n/a	264,000	264,000	0%	Class B
One Jackson Place	\$18-\$20	219,000	201,480	8%	Class A
Capital Towers	\$15-\$18	213,000	172,773	19%	Class B
The Pinnacle at Jackson Place	\$23-\$25	189,000	162,540	14%	Class A
111 E Capitol	\$16-\$17	187,000	168,300	10%	Class B
City Centre - South	\$13-\$15	135,000	33,750	75%	Class B
City Centre - North	\$14-\$16	135,000	74,250	45%	Class B
Electric Building	\$18-\$20	106,000	103,880	2%	Class B
Heritage Building	\$15-\$19	95,000	61,750	35%	Class B
Emporium Building	n/a	62,600	62,600	0%	-
200 N Congress Building	\$14-\$16	37,500	37,500	0%	-
201 Capitol	\$10-\$11	32,000	22,400	30%	Class B
Regions Bank Building*	-	161,000	0	100%	-
Landmark Building*	-	345,000	0	100%	-
Total/Average	\$16.64	2,517,400	1,634,023	35%	-


 **6.7 Million**
square feet of leasable
office space in Jackson

 **\$16**
per square foot average
rental cost for Downtown

 **38%**
available office space in
Jackson is Downtown

 **25%**
available office space in
Jackson is Class A

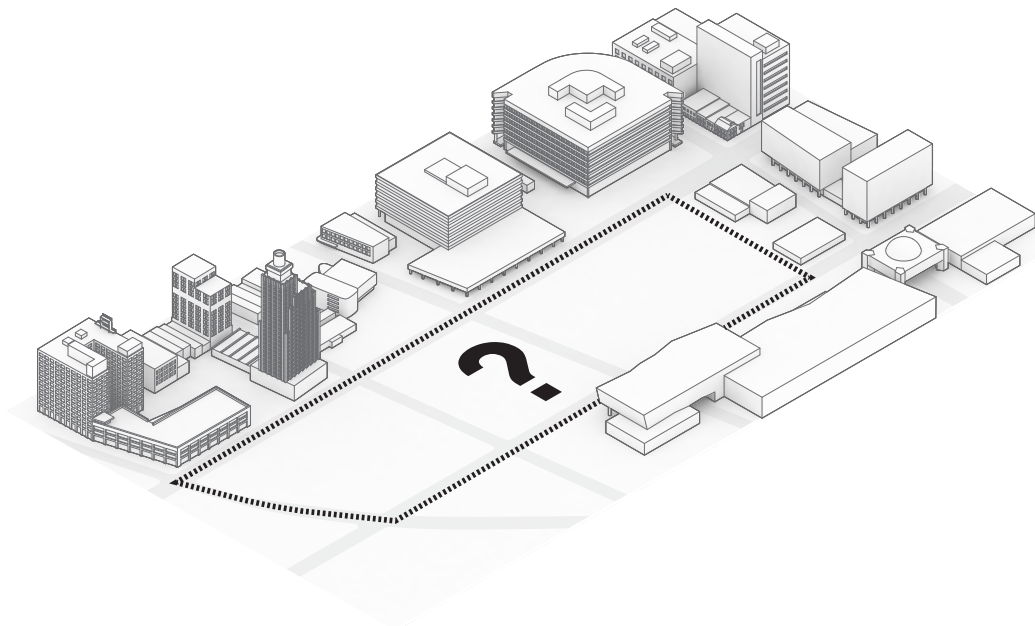
 Both the Regions Bank Building and Landmark Building are being redeveloped.

 Landmark building will add 120,000 square feet of office space Downtown in addition to a grocery store, retail, and residential.

PART III:

DESIGN

Our Long Range Planning team at the City of Jackson Department of Planning and Development has created a proposed site design for the 9 acre site across from the Jackson Convention Complex. Our team chose to focus on this project because of the major opportunity it has to transform downtown and act as a catalyst for future economic development in the downtown area. For several months our team has been engaging the public about what they would like to see downtown through social media platforms. We collected the responses and integrated the public's ideas into the design to reflect our values as a city. This proposal uses innovative strategies for incorporating open space, public safety concerns, multi-modal transportation design, human scale oriented design, social and environmental sustainability into a high density mixed use development. We organize the design ideas by showcasing our process, programming, phasing, and costs. This design is meant to explain our expectations for developers. We will send a request for proposal in August 2018 to seek master developers to help develop the site.

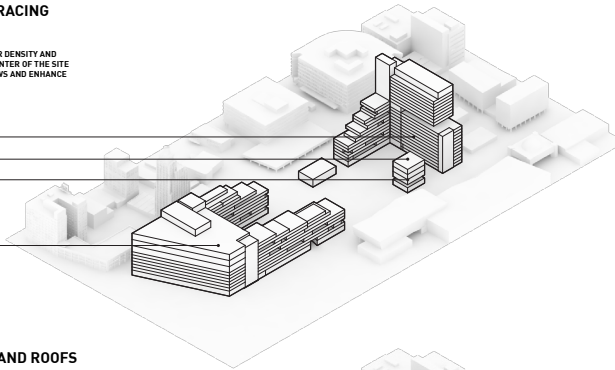


PROCESS

DENSITY + TERRACING

THE BUILDINGS ARE HIGHER DENSITY AND TERRACE TOWARDS THE CENTER OF THE SITE CREATING INCREDIBLE VIEWS AND ENHANCE THE SAFETY OF THIS AREA

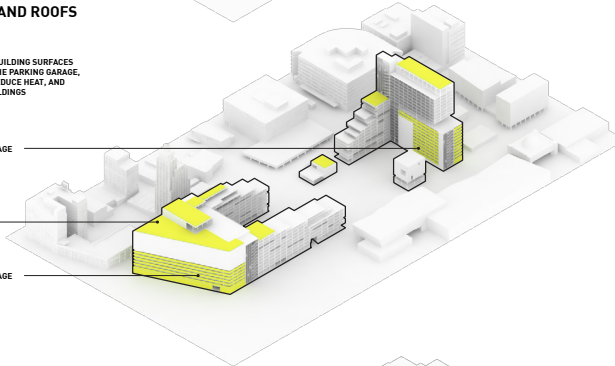
- 20 STORY BUILDING
- 4 STORY BUILDING
- 2 STORY BUILDING
- 12 STORY BUILDING



GREEN WALLS AND ROOFS

VEGETATION IS ADDED TO BUILDING SURFACES TO MASK FEATURES LIKE THE PARKING GARAGE, CAPTURE STORMWATER, REDUCE HEAT, AND ENERGY COST FOR THE BUILDINGS

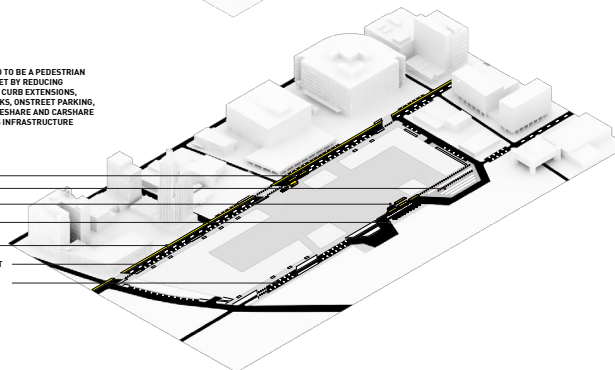
- GREENWALL PARKING GARAGE
- GREENROOFS
- GREENWALL PARKING GARAGE



STREETScape

THE STREET IS REDESIGNED TO BE A PEDESTRIAN ORIENTED COMPLETE STREET BY REDUCING VEHICULAR LANES, ADDING CURB EXTENSIONS, BIKE LANES, WIDE SIDEWALKS, ON-STREET PARKING, LARGE CROSSWALKS, A BIKESHARE AND CARSHARE SYSTEM, AND NEW BRT BUS INFRASTRUCTURE

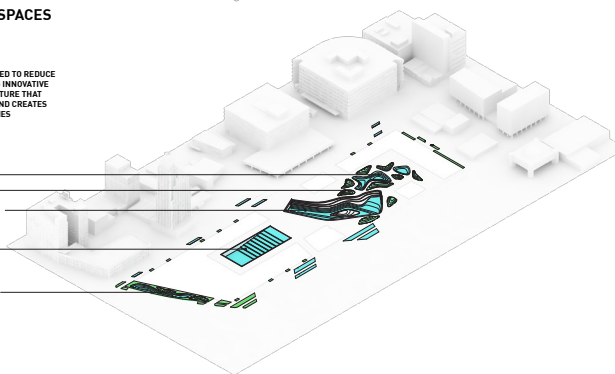
- BRT BUS STATIONS
- PEDESTRIAN CROSSING
- BIKESHARE KIOSKS
- CARSHARE PARKING
- BIKE LANE
- TWO LANE ONE WAY STREET
- ONE LANE SERVICE STREET



BLUE + GREEN SPACES

THESE SPACES ARE DESIGNED TO REDUCE FLOODING BY INTRODUCING INNOVATIVE STORMWATER INFRASTRUCTURE THAT MANAGES WATER ON-SITE AND CREATES BEAUTIFUL WATER AMENITIES

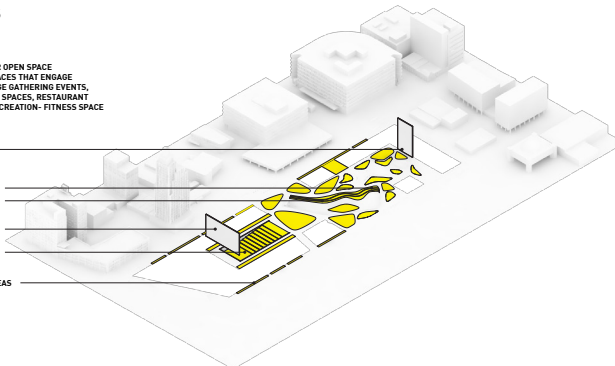
- RAINGARDENS
- VEGETATED BERMS
- TOWN CREEK DAYLIGHTED
- DRY DETENTION BASIN
- STORMWATER



SOCIAL SPACES

THE DESIGN USES OUTDOOR OPEN SPACE TO CREATE A SERIES OF SPACES THAT ENGAGE THE PUBLIC THROUGH LARGE GATHERING EVENTS, SMALL INTIMATE RELAXING SPACES, RESTAURANT OUTDOOR SEATING, AND RECREATION-FITNESS SPACE

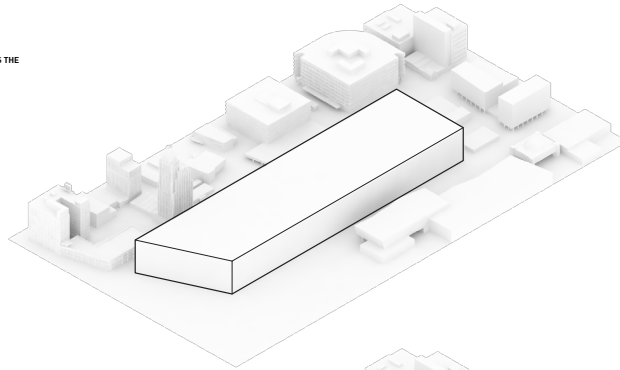
- ROCKCLIMBING WALL
- BEACH-SANDBAR AREA
- TERRACED WATER AREA
- OUTDOOR MOVIE SCREEN
- TERRACED AMPHITHEATER
- STREETSCAPE SEATING AREAS



PROCESS

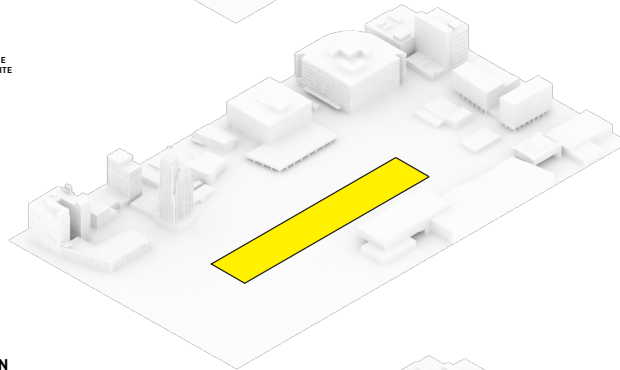
BUILDING

START BY IMAGINING A BUILDING THAT COVERS THE FULL-SITE AREA



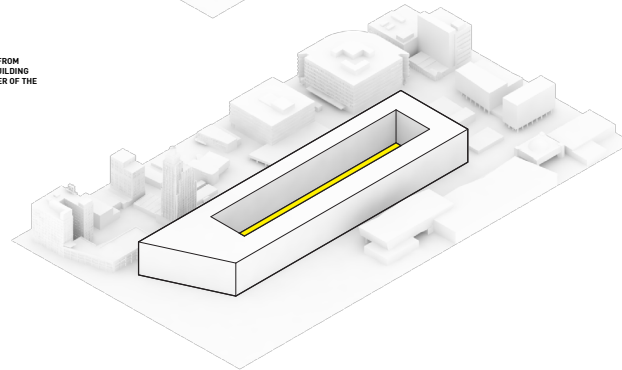
OPEN SPACE

ADD OPEN SPACE TO THE CENTER PART OF THE SITE



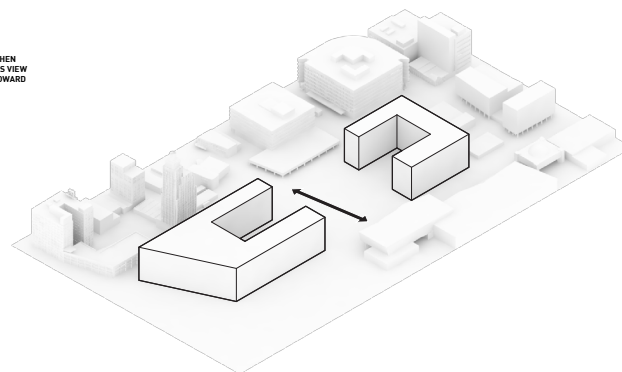
SUBTRACTION

SUBTRACT THE OPEN SPACE FROM THE BUILDING CREATING A BUILDING WALL AROUND THE PERIMETER OF THE SITE



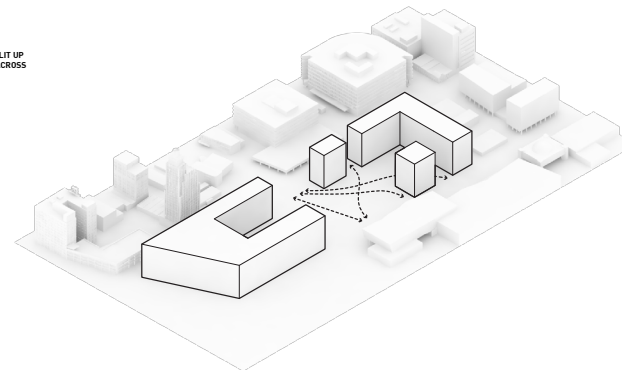
CENTRALIZE

THE CENTER OF THE SITE IS THEN CUT OPEN TO PROVIDE AN AXIS VIEW DOWN FAIRHURST STREET AND TOWARD THE CONVENTION COMPLEX



CIRCULATION

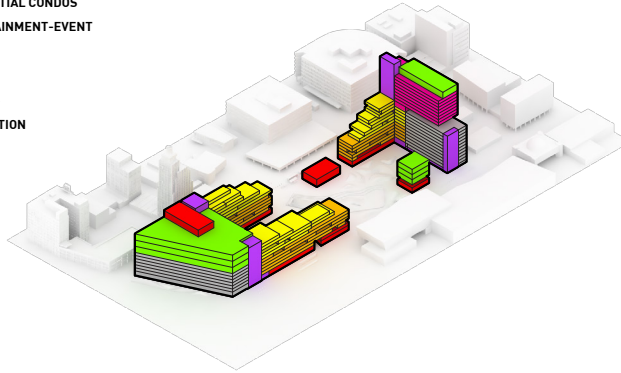
THE BUILDINGS ARE THEN SPLIT UP TO ALLOW PEOPLE TO MOVE ACROSS THE SITE



PROGRAMMING

HIGH DENSITY - MIXED USE

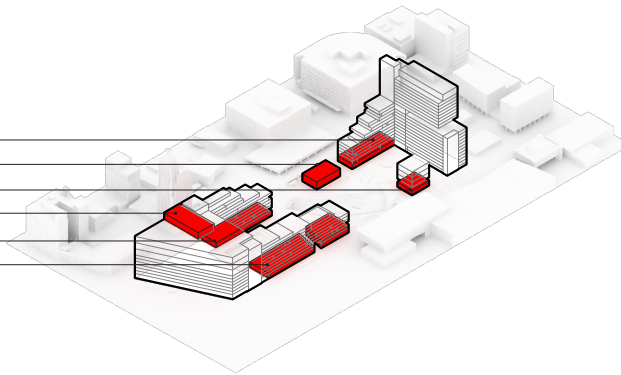
- 6% ■ COMMERCIAL
- 34% ■ RESIDENTIAL APARTMENTS
- 11% ■ RESIDENTIAL CONDOS
- 3% ■ OFFICE
- 11% ■ HOTEL
- 35% ■ PARKING
- ■ CIRCULATION



COMMERCIAL

89,844 SF
6% of buildout

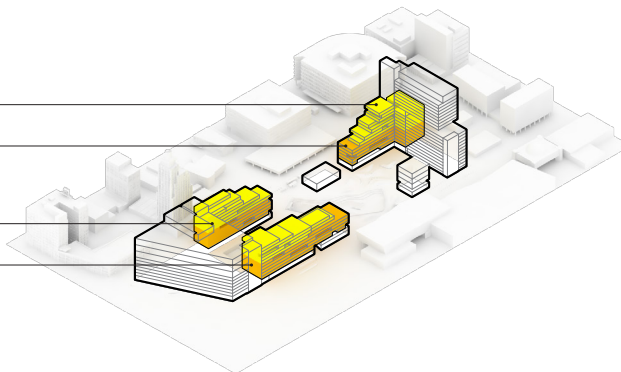
- RESTAURANTS - RETAIL
12,377 SF // 1ST FLOOR
- BREWERY
10,277 SF // 1ST FLOOR
- RESTAURANT
10,222 SF // 1ST - 2ND FLOOR
- ROOFTOP RESTAURANT
11,729 SF // 11TH FLOOR
- RESTAURANTS - RETAIL
16,374 SF // 11TH FLOOR
- RESTAURANTS - RETAIL
11,729 SF // 11TH FLOOR



RESIDENTIAL

528,572 SF
34% of buildout

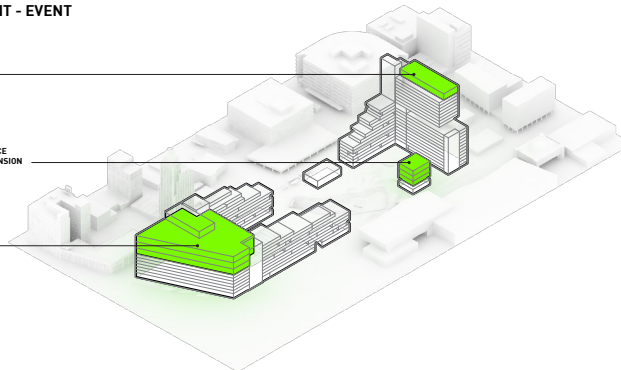
- CONDO UNITS
85,582 SF // 7TH - 13TH FLOOR
57 UNITS
- APARTMENT UNITS
102,085 SF // 2ND - 6TH FLOOR
137 UNITS
- CONDO UNITS
97,751 SF // 7TH - 11TH FLOOR
65 UNITS
- APARTMENT UNITS
243,154 SF // 2ND - 6TH FLOOR
324 UNITS



ENTERTAINMENT - EVENT

176,475 SF
11% of buildout

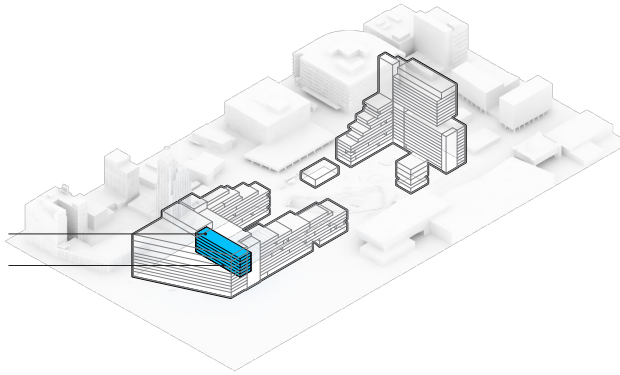
- ROOFTOP EVENT VENUE
243,154 SF // 2ND - 6TH FLOOR
- MUSEUM + EXHIBITION SPACE
CONVENTION CENTER EXTENSION
15,333 SF // 2ND - 6TH FLOOR
- MOVIE THEATER
BOWLING + GAMING
161,142 SF // 7TH - 9TH FLOOR



PROGRAMMING

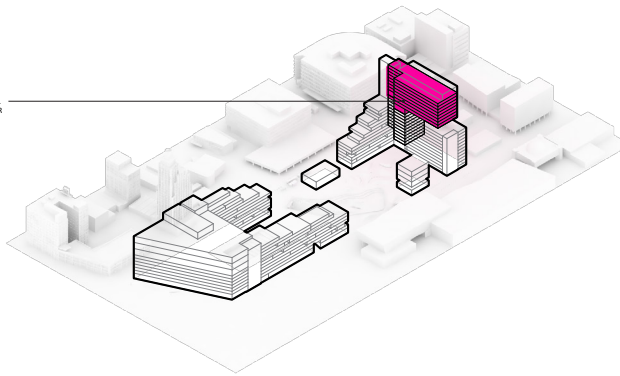
OFFICE
53,388 SF
3% of buildout

SHARED WORKSPACE SPACE
17,796 SF // 2ND - 3RD FLOOR
UNIVERSITY EXTENSION
35,592 SF // 4TH - 7TH FLOOR



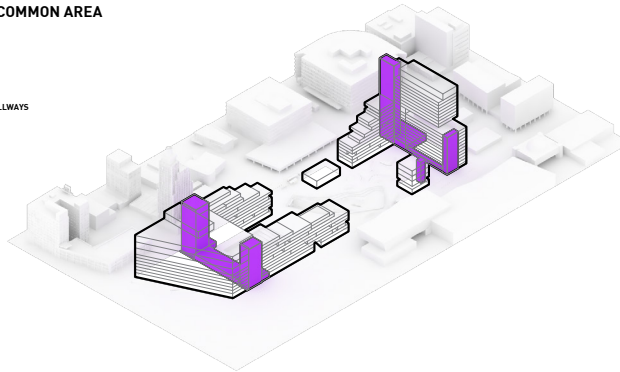
HOTEL
167,680 SF
11% of buildout

CONVENTION CENTER HOTEL
167,680 SF // 13TH - 20TH FLOOR
335 ROOMS



CIRCULATION - COMMON AREA

LARGE INDOOR COMMON HALLWAYS
10 ELEVATORS
5 MAJOR STAIRCASES

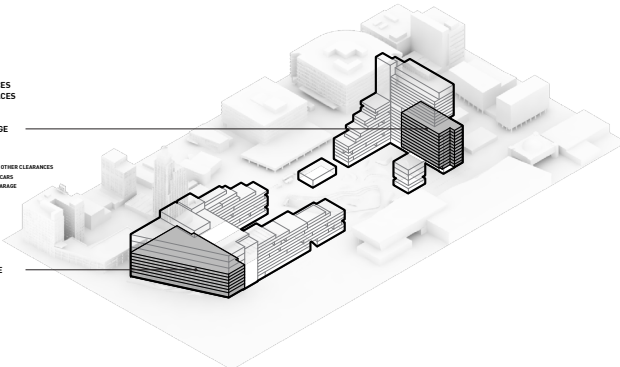


PARKING
544,016 SF
35% of buildout

2432 GARAGE PARKING SPACES
125 ONSTREET PARKING SPACES

AUTOMATED PARKING GARAGE
243,154 SF // 15TH - 17TH FLOOR
1,237 PARKING SPOTS
ELIMINATES TURNING RADIUS, RAMPS, AND OTHER CLEARANCES
SAME VOLUME CAN PUT 2 TO 3 TIMES MORE CARS
CAN BE CHEAPER THAN A CONVENTIONAL GARAGE

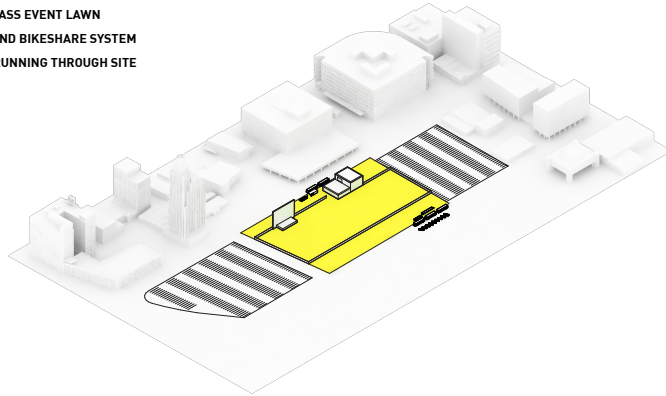
STANDARD PARKING GARAGE
300,862 SF // 15TH - 17TH FLOOR
1,195 PARKING SPOTS



PHASING

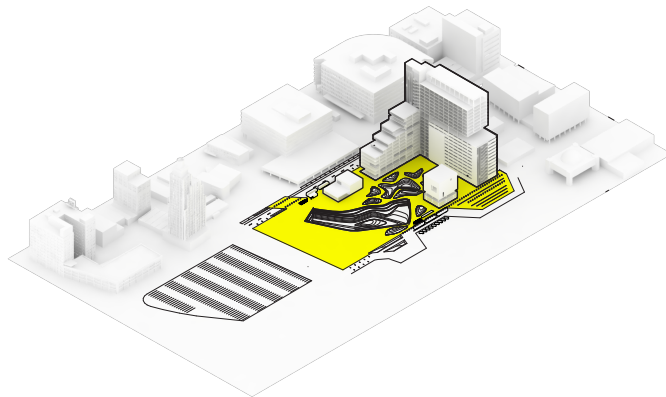
PHASE 01

- + DEMOLISH EXISTING BUILDINGS
- + REFORM SURFACE PARKING
- + BUILD BUILDING A
- + BUILD FENCED GRASS EVENT LAWN
- + NEW BUS STOPS AND BIKESHARE SYSTEM
- + REMOVE STREET RUNNING THROUGH SITE



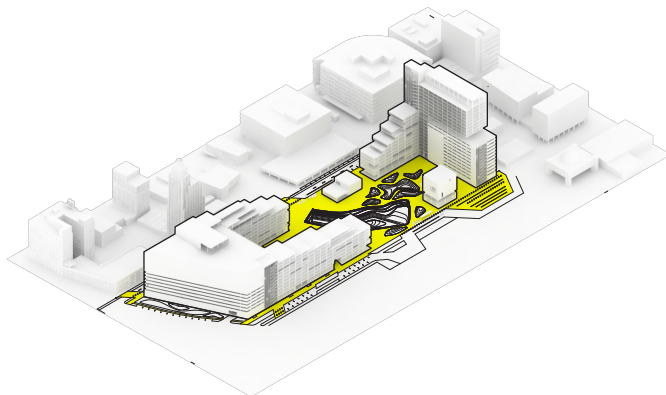
PHASE 02

- + BUILD BUILDING B,C,D
- + BUILD PUBLIC SPACE INFRASTRUCTURE
- + REORGANIZE TRAFFIC AND STREETSCAPE



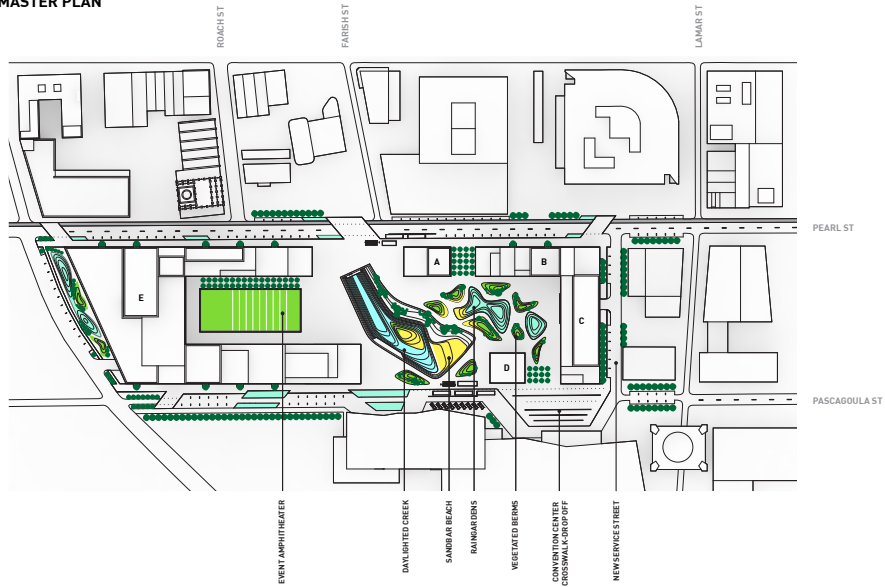
PHASE 03

- + CLOSE OFF ROACH STREET
- + BUILD BUILDING E
- + REORGANIZE TRAFFIC AND STREETSCAPE



COSTS

MASTER PLAN



\$315,181,483 in development costs

1,559,975 SF of new building and public space

BUILDING A 2 STORY BUILDING

	Land Area	Area	Cost/SF	Estimated \$
Commercial				
Diversity/Outlet		8,851 SF	\$	\$ 1,952,335
		8,851 SF		\$ 1,952,335
		12,377 SF	\$285.00	\$ 3,528,945
Site Development	0.16 'A'	8,851 SF	\$ 10.00	\$ 88,510
Landscaping/Hardscape				\$ 75,000
Design Contingency				\$ 152,623
FF&E				\$ 3,226,078
				\$ 313.91
				\$ 3,226,078

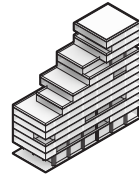
Fee Type	Amount	Rate
PF&ES	\$ 15,000	
AS	\$ 209,574	6.5%
AS	\$ 76,263	2.3%
Total	\$ 300,837	9.3%
Reimbursable	\$ 4,200	1.3%
FF&E Fees	\$	7.0%
	\$ 305,107	9.4%



BUILDING B 13 STORY BUILDING

	Land Area	Area	Cost/SF	Estimated \$
Commercial				
Restaurant		12,377 SF	\$ 275.00	\$ 3,403,675
Residential				
Condo		61,885 SF	\$ 205.00	\$ 12,686,425
Rentals		4,861 SF	\$ 251.00	\$ 1,220,255
		119,043 SF	\$212.24	\$ 25,309,355
Site Development	0.28 'A'	12,377 SF	\$ 10.00	\$ 123,770
Landscaping/Hardscape				\$ 562,500
Design Contingency				\$ 1,363,349
FF&E				\$ 27,370,324
				\$ 226.77
				\$ 27,370,324

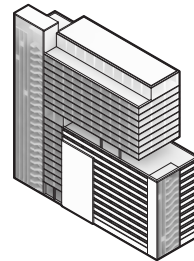
Fee Type	Amount	Rate
PF&ES	\$ 75,000	
AS	\$ 1,512,228	6.2%
AS	\$ 213,981	0.9%
Total	\$ 1,801,209	6.9%
Reimbursable	\$ 30,250	1.7%
FF&E Fees	\$	7.0%
	\$ 1,831,239	6.9%



BUILDING C 18 STORY BUILDING

	Land Area	Area	Cost/SF	Estimated \$
Hotel				
Hotel (Residential)		226,813 SF	\$ 211.62	\$ 47,956,438
Hotel (Event)		21,487 SF	\$	\$
Parking				
Parking, Garage		163,496 SF	\$ 65.00	\$ 10,627,240
		413,797 SF	\$128.42	\$ 60,013,868
Site Development	0.92 'A'	40,255 SF	\$ 10.00	\$ 402,550
Landscaping/Hardscape				\$ 300,000
Design Contingency				\$ 3,038,311
FF&E				\$ 63,804,529
				\$ 164.46
				\$ 71,304,529

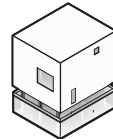
Fee Type	Amount	Rate
PF&ES	\$ 75,000	
AS	\$ 2,808,841	4.1%
AS	\$ 99,354	1.4%
Total	\$ 2,983,195	4.2%
Reimbursable	\$ 12,000	0.4%
FF&E Fees	\$	7.0%
	\$ 4,540,194	6.3%



BUILDING D 5 STORY BUILDING

	Land Area	Area	Cost/SF	Estimated \$
Commercial				
Restaurant		10,222 SF	\$ 275.00	\$ 2,811,050
Entertainment/Event				
Music Theater		15,303 SF	\$ 195.00	\$ 2,984,035
		25,525 SF	\$227.00	\$ 5,805,085
Site Development	0.12 'A'	5,111 SF	\$ 10.00	\$ 51,110
Landscaping/Hardscape				\$ 100,000
Design Contingency				\$ 297,805
FF&E				\$ 6,249,700
				\$ 244.56
				\$ 6,249,700

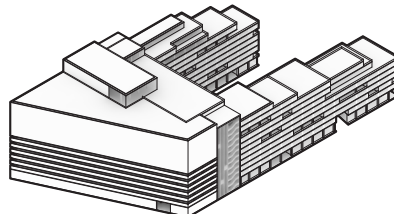
Fee Type	Amount	Rate
PF&ES	\$ 25,000	
AS	\$ 380,742	6.1%
AS	\$ 146,970	2.3%
Total	\$ 506,712	8.1%
Reimbursable	\$ 30,000	0.5%
FF&E Fees	\$	7.0%
	\$ 606,712	9.7%



BUILDING E 12 STORY BUILDING

	Land Area	Area	Cost/SF	Estimated \$
Commercial				
Restaurant		45,239 SF	\$ 275.00	\$ 12,440,725
Retailer Bar		11,729 SF	\$ 350.00	\$ 4,109,150
Office				
Shawnee HS		17,798 SF	\$ 185.00	\$ 3,282,210
Univ. WE		35,562 SF	\$ 185.00	\$ 6,558,420
Residential				
Condo		97,750 SF	\$ 205.00	\$ 20,038,750
Rentals		243,155 SF	\$ 205.00	\$ 49,846,775
Hotel				
Entertainment/Event		161,142 SF	\$ 250.00	\$ 40,285,500
Music Theater		161,142 SF	\$ 250.00	\$ 40,285,500
Parking				
Parking, Garage		266,521 SF	\$ 65.00	\$ 17,323,865
		970,334 SF	\$144.60	\$ 139,997,545
Site Development	2.55 'A'	111,941 SF	\$ 10.00	\$ 1,119,410
Landscaping/Hardscape				\$ 450,000
Design Contingency				\$ 6,572,688
FF&E				\$ 169,530,863
				\$ 174.61
				\$ 169,530,863

Fee Type	Amount	Rate
PF&ES	\$ 70,000	
AS	\$ 2,782,871	1.7%
AS	\$ 661,224	1.0%
Total	\$ 3,114,095	1.8%
Reimbursable	\$ 151,620	0.5%
FF&E Fees	\$	7.0%
	\$ 4,469,454	2.6%







PART IV

ENGAGE

In this section of the dialogue we prompt the question, “What do you want to see downtown?” encourages the public to offer recommendations through a system we have created.

What is Program?

The word program is commonly used by architects and planners to describe the type of use or function a space has.

For this exercise we have created several different programmatic categories to choose from: Institutions, Recreation, Cultural, Mobility, and Commerce. These categories will allow you to imagine how you would like to see the future of downtown evolve and take on new types of spaces.

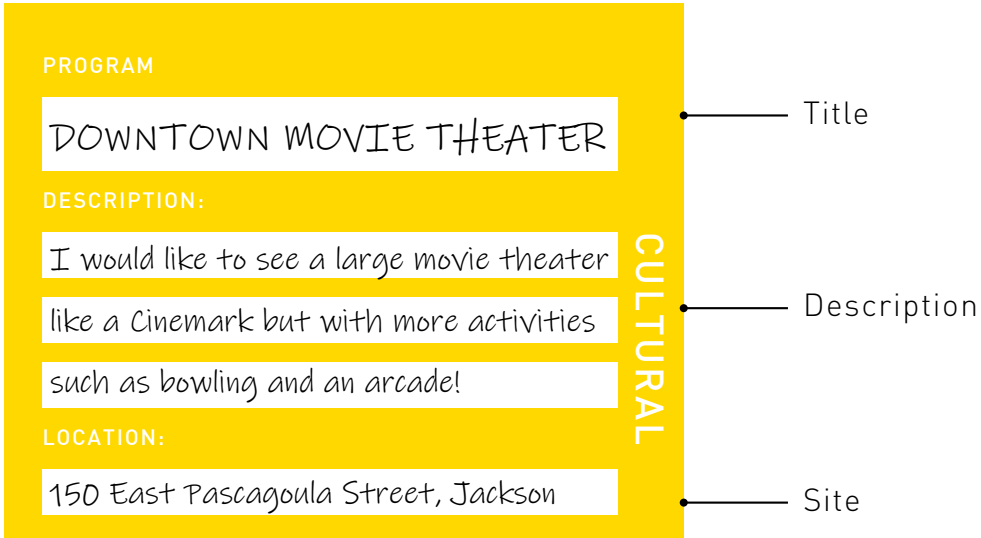
Instructions:

1. Pick a card, grab two pins, a marker, and string
2. Fill out the card with a title, description, and location
3. Pin the card to the panel
4. Grab your other pin and place it at the location of your program
5. Tie the string between the two points

Program

 Institutions  Recreation  Cultural  Mobility  Commerce

Example



PROGRAM

DOWNTOWN MOVIE THEATER

DESCRIPTION:

I would like to see a large movie theater like a Cinemark but with more activities such as bowling and an arcade!

LOCATION:

150 East Pascagoula Street, Jackson

CULTURAL

Title

Description

Site



- BUILDINGS
- SURFACE PARKING
- GREEN SPACE
- BID BOUNDARY

PROGRAMMING

COMMERCE

Description: an exchange of goods, services, or commodities

RESTAURANT	SHOPPING	REAL ESTATE	GARDEN	UTILITY	MASSAGE
CAFE	GROCERY	CO-WORKING	ART & DESIGN	CLEANERS	PEST CONTROL
BAR	HOTEL	PHARMACY	DAY CARE	HARDWARE	CONSTRUCTION
BEAUTY	PUB	FAST FOOD	TECHNOLOGY	MECHANIC	FINANCE
LEGAL	CLOTHING	JEWELRY	BOOK STORE	CARWASH	LEARNING
OFFICE	WHOLESALE	STORAGE	TRANSPORTATION	AGRICULTURE	FARMER'S MARKET

INSTITUTIONS

Description: a significant practice, relationship, or organization in a society or culture

CIVIC BUILDING	HOSPITAL	FINANCIAL
COLLEGE	SOCIAL	RELIGIOUS
LIBRARY	CAUSES	

CULTURAL

Description: the arts and other manifestations of human achievement

MUSEUMS	ARTS	ENTERTAINMENT	AQUARIUM
HISTORIC SITE	THEATER	STADIUM	CEMETERY
EVENT VENUE	LANDMARK	MUSIC HALL	MOVIE THEATER
MARKET	AMUSEMENT PARK	CASINO	

MOBILITY

Description: the movement of people in a population from place to place using various transportation modes

PEDESTRIAN	CAR / CARSHARE	BIKE / BIKESHARE	BRIDGE	ELECTRIC SCOOTER
BUS	PARKING	RV	MONORAIL	CHARGING STATION
TRAIN	GAS STATION	AIRPORT	FERRY	TRACTOR
MOPED	TAXI	HELICOPTER	TRUCK	TUNNEL
MOTORCYCLE	GONDOLA	CABLE CAR	CAMPER	

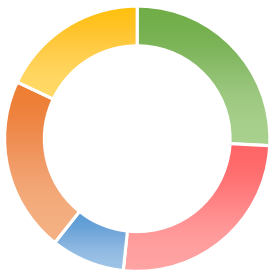
RECREATION

Description: an activity, event or service performed for enjoyment or relaxation

PARKS	BEACHES	FITNESS	BOWLING	FRISBEE	KAYAKING
FORESTS	TRAILS	OVERLOOK	CLIMBING	SKATING	SAILING
WETLANDS	SPORTS	BASEBALL	HOCKEY	HORSEBACK	SWIMMING
GARDENING	HUNTING	BASKETBALL	BILLIARDS	DANCING	KARAOKE
CAMPING	ARCHERY	FOOTBALL	SOCCER	HIKING	PLAYGROUND
FISHING	WATER SKI	VOLLEYBALL	GOLF	TENNIS	

D3: COMMUNITY ENGAGEMENT FEEDBACK

Cumulative Program



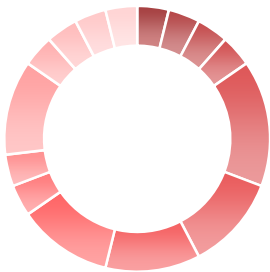
- Recreation: 26%
- Commercial: 26%
- Institution: 9%
- Mobility: 21%
- Culture: 18%

Recreation



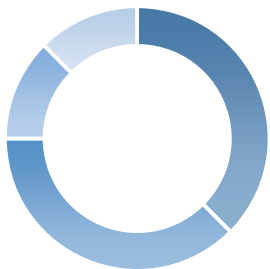
- Kayak: 9%
- Bike: 22%
- Pool/Water sports: 22%
- Park/Green space: 35%
- Trail: 4%
- Golf: 4%
- Sports: 4%

Commercial



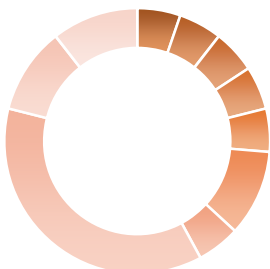
- Movie Theater: 4%
- Learning Center: 4%
- Hair Salon: 4%
- Recycling Center: 4%
- Residential Units: 15%
- Restaurants: 11%
- Daycare: 11%
- Convenience Store: 11%
- Skating Rink: 4%

Institution



- Library: 38%
- Shelter/Mental Health: 38%
- Research: 13%
- Performance Space: 13%

Mobility



- Electric Scooter: 5%
- Airport: 5%
- Shade: 5%
- Car: 5%
- Rail: 5%
- Transit: 11%
- Trolley: 5%
- Bike Path: 37%
- Multi-modal: 11%
- Pedestrian: 11%

Culture



- Entertainment: 13%
- Movie Theater: 13%
- Music: 6%
- Arts: 19%
- Cultural Corridor: 13%
- Library: 13%
- Elementary School: 6%
- Amusement Park: 6%
- History Corridor: 6%
- Amphitheater: 6%

FEEDBACK VIA SOCIAL MEDIA

"A public Wi-Fi 'area' or figure out how to make Smith park WiFi accessible."

"A 2-5 block bona fide shopping district, complete with stores, restaurants, movie theatre, recreation and resort status (like Bourbon Street) where the party don't stop. And traffic cameras on every corner"

"A vibrant downtown shopping, dining experience that's pedestrian-friendly, includes lovely green spaces, safe parking, and roads that aren't in disrepair."

"Shopping more restaurants, movie theater and a stage theater to bring all the big plays and shows"

"I would love to see a recreation center. A free place where our senior citizens can go get involved . Watching TV together, knitting, quiting cards, bingo, pool tournament. And it could be a good place for teenager to get off the street."

"An amusement park will be good such as six flags, etc. for family fun and most definitely a movie theater."

"A all access youth center,computers,library,entertainment room,etc"

"It would be nice to see a Dave & Busters, or Main Event Entertainment downtown."

"So much potential for this area to showcase the best aspects of Mississippi!"

"An awesome state of the art multimedia family entertainment facility with the much needed skate park included..filled with eateries, shops & stores, arcade, bowling alley, movie theatre and special event area for meetings and workshops"

"The Mississippi Delta is the birthplace of America's music and I believe that the Capitol city of this state should have a venue to where people can have a good time right here in our city. Jackson is centrally located on two major thoroughfares, they are I-55 and I-20. 55 is basically people traveling to New Orleans or Memphis, and 20 is basically people traveling to Dallas or Atlanta. All I am saying that my city has an untapped gold mine if progressive minds and people can come together and have a entertainment district in the Capitol city of Mississippi."

"A giant high rise public parking garage connecting to the convention center, a giant supermarket with a pharmacy, . Really, a downtown mall."

"I strongly favor a no car zone 100% walkable 'square' type design like in Knoxville tn...with a sign entrance that says something like 'the Deluxe square' That way you can a lot of shops, boutiques, restaurants,etc right there instead of having to cross a million sidewalks and 5 streets just to get from point a to point b. There should be an adjacent parking lot...that way you can get in and get out"

"1. A true festival park like Knoxville's World's Fair Park. Minus the sunsphere. It has an amphitheater, a separate programable festival lawn that is used for soccer and picnics when there isn't a concert, splashpad for little kids, etc. This could be a year-round draw for downtown, it could be booked alot like the Levitt Shell for free shows or with a paid series like Live at the Garden or once a year like Jubilee Jam. It could be used for outdoor convention space. No matter what, it is a beautiful entrance to the convention center and mentally shortens the distance between Capitol Street and Pascagoula. It has tie-ins with Thalia Mara and the Museum. Costs would be minimal and you may not have to reinforce the culvert running beneath the site. A few years ago I would have made this #2 behind residential development but a communal meeting place for all of Jackson and visitors is pretty important. Success would depend on management.

2. I would try to put together a serious residential development deal (again, and again, and again). There is enough room for 300 to 500 units in relatively inexpensive wood framed buildings, 3 to 5 stories tall, no elevator, surface parking hidden behind buildings. Ground floor is designed as live/work space with outward facing doors that could be leased to businesses or residents as the market dictates. Would be very cool to create a new neighborhood with minimul effort. I think it would lease immediately."

"Need an additional park with a water fountain and a public space area..possibly with neon effects..it can just simply serve as a small neat attraction for visitors. Either that or a little commons area with the little sprinklers for kids...if people can just pass through jackson and see kids playing in water it'll give the impression that ah...it's not that bad. One of Jackson's biggest issues is the perception that it's very dangerous. that needs to be alleviated..those things in my opinion would encourage people to get out and just walk around"

"Would love to see a cool parking solution that hides cars and has awesome green space elevated, that connects to the convention center at the second floor level. To have great outdoor events. And maybe a real amphitheater at one end. Shops and small businesses at ground level facade, like galleries..."

"I'd like to see something like Railroad Park in Birmingham. Obviously would be a lot smaller, but we need more greenspaces downtown and spaces for large events."

"Whatever we do, needs a way to cut the heat. It's our greatest road block to more outdoor movement. Fourth Street Live in Louisville seems to have done a good job of design, they are still lower temps. I think what ever built could create outdoor space but must manufacture a lower temp with air movement. Heavier green space with a target to transitioning the day crowd into an earlier evening crowd. We currently go from 17,000 during the day to less than 500 at night in that district. That is tough for any night time business to make it."

PLEASE FOLLOW US ON FACEBOOK AND INSTAGRAM TO SHARE YOUR FEEDBACK FOR FUTURE EVENTS