

# DOWNTOWN DESIGN DIALOGUE

JACKSON CONVENTION COMPLEX SITE

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

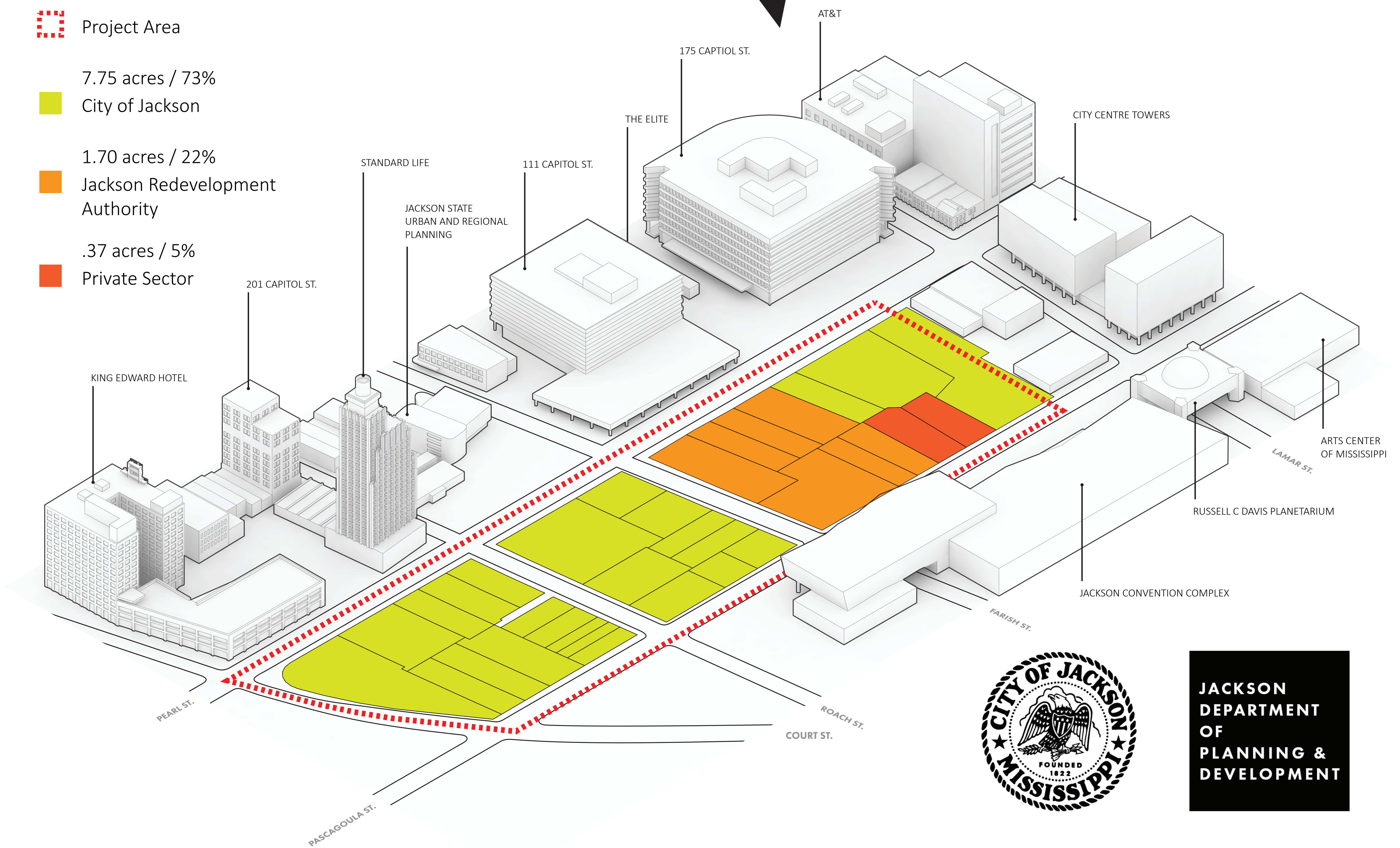
THE GALLERY @ JACKSON CONVENTION CENTER

FREE & OPEN TO THE PUBLIC

RSVP ON FACEBOOK

@jxnplanning

"What would you like  
to see downtown?"





## **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 commerical 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 commerical businesses on the site

1980

EASTER FLOOD OF 1979 - CLARION LEDGER



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 commerical 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

SITE RENDERING - CITY OF JACKSON PLANNING DEPARTMENT



Jackson Redevelopment Authority sends out another RFP

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

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



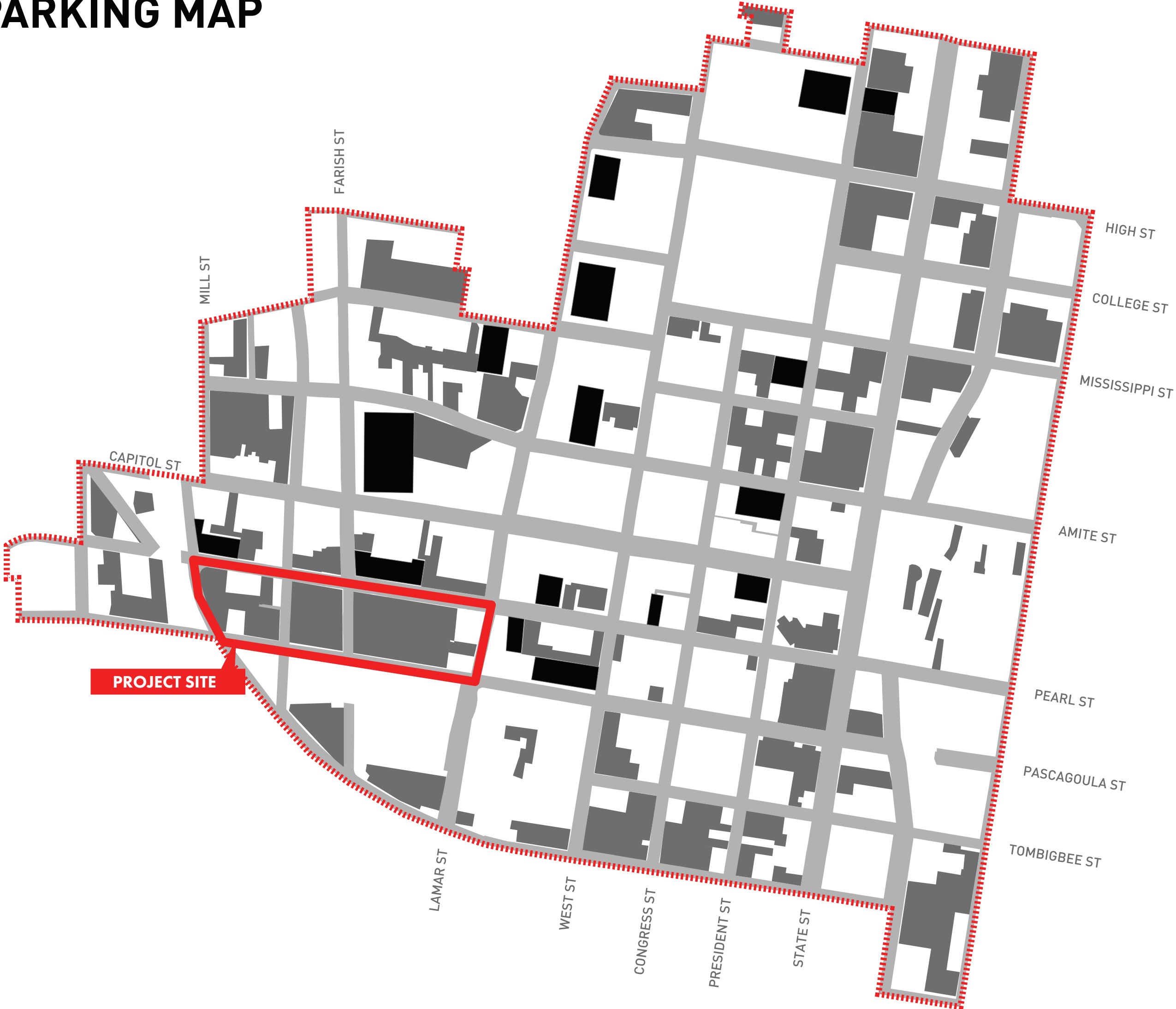
There is a lot of  
infill development  
opportunities in the  
downtown area

332 acres  
in the downtown [BID]  
business improvement  
district

24% of downtown  
land is covered with buildings

65 blocks  
17 streets

DOWNTOWN PARKING MAP



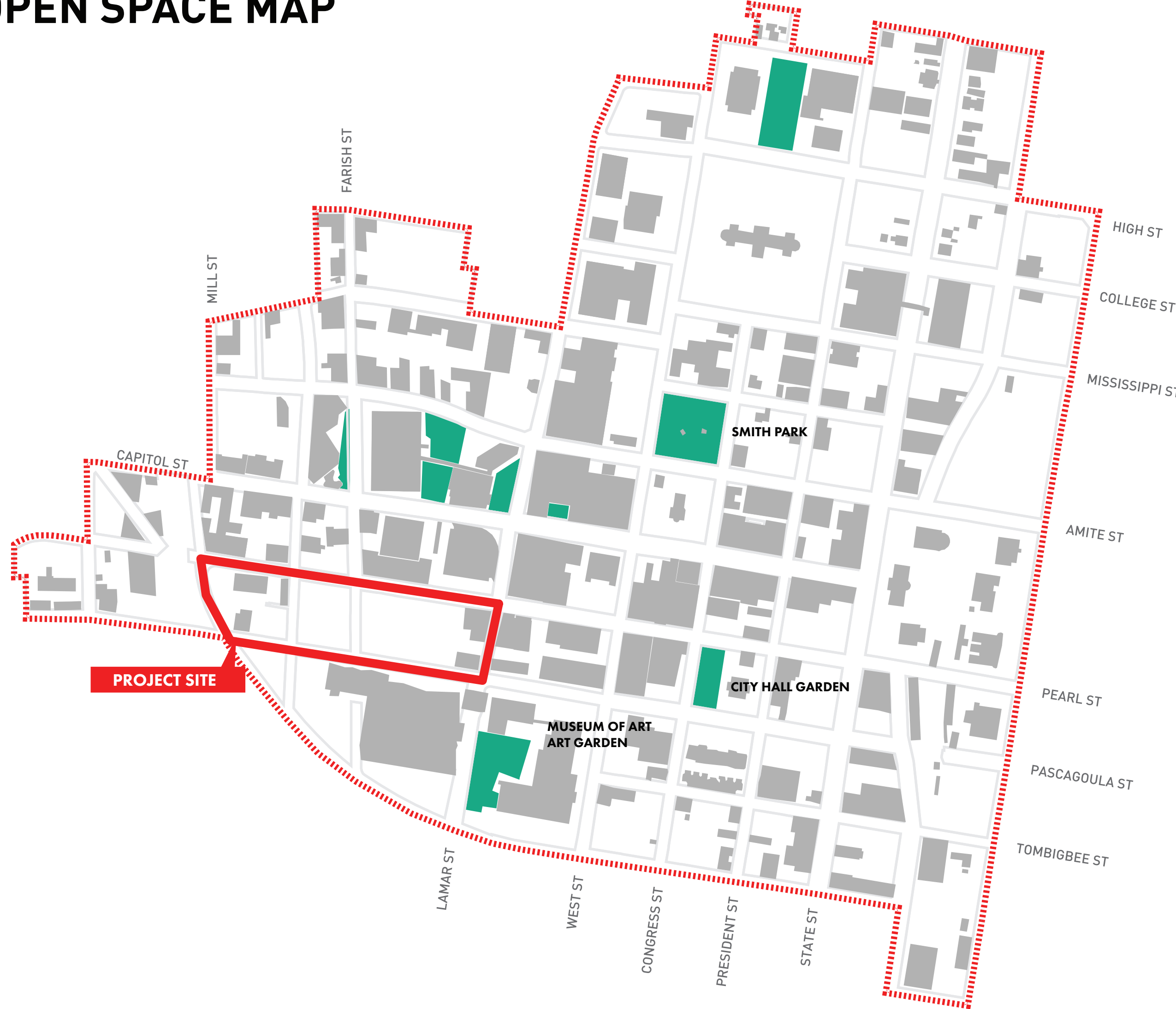
Most of downtown  
is used for parking use

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

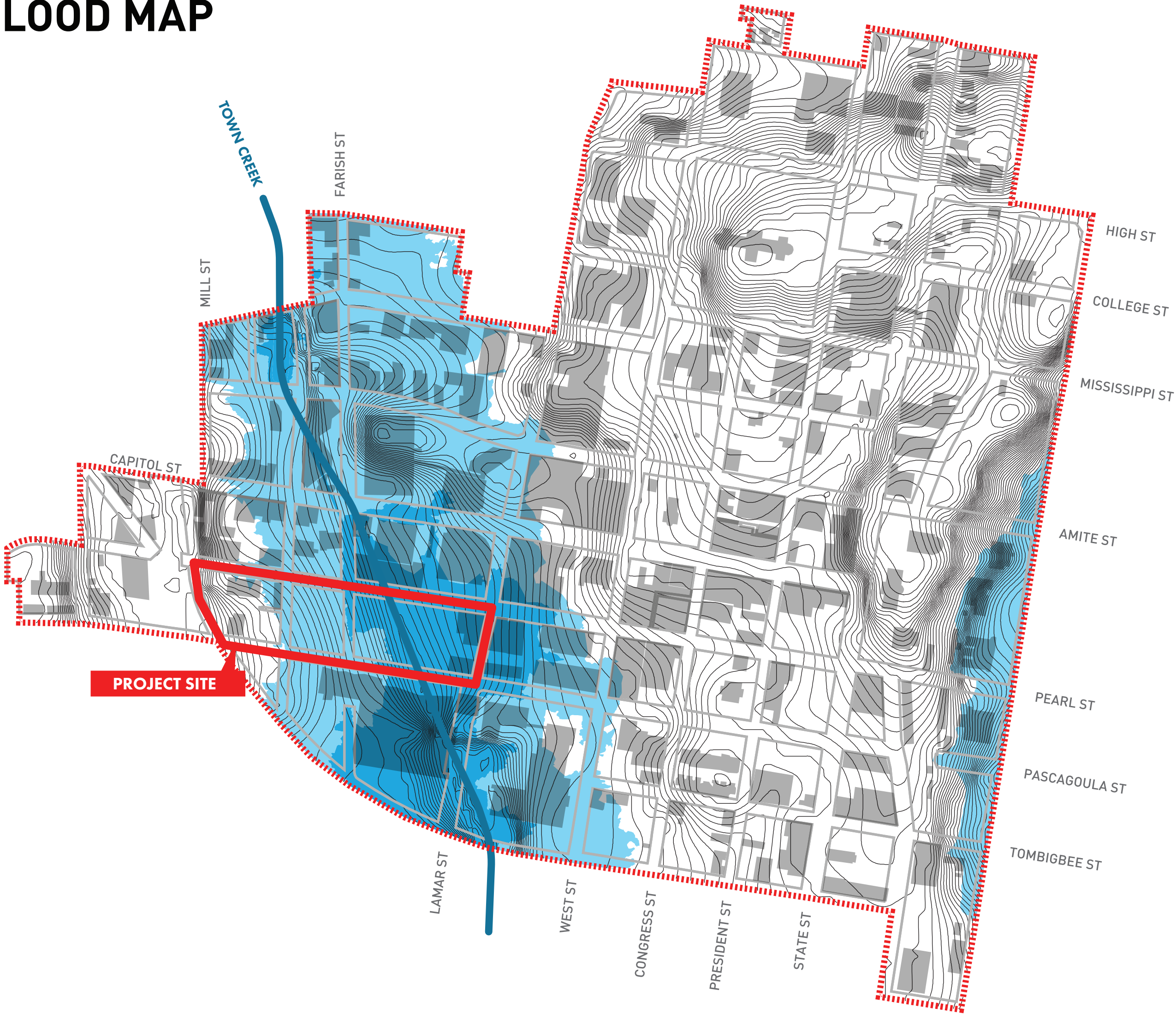


There is a severe  
lack of open  
green space  
downtown

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

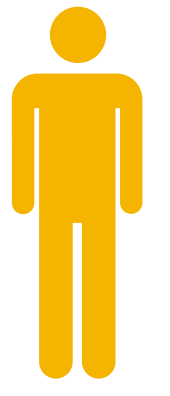


## Downtown Jackson Multifamily Supply

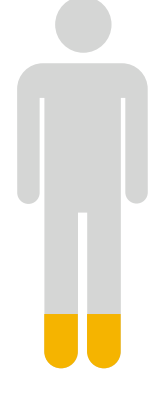
Property	Opened	Units	Occupied	1 Bedroom	2 Bedroom
Sterling Towers	1959	105	85	\$1,013	\$1,419
Standard Life Flats	2010	76	67	\$1,053	\$1,307
King Edward	2009	64	57	\$1,512	\$1,675
Capitol Art Lofts	2017	31	31	\$590	\$661
Electric 308	2005	15	13	\$925	\$1,675
The Plaza Building	2006	14	12	\$1,216	-
736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



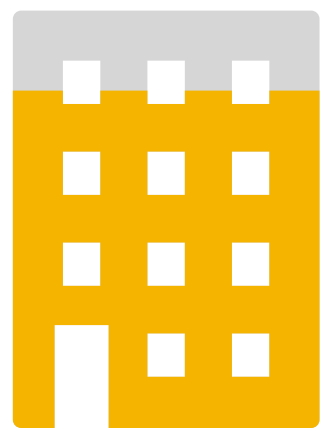
**19,700 People**  
work in Downtown Jackson



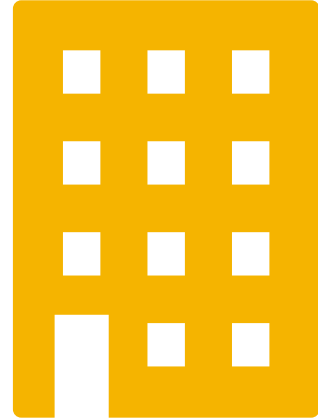
**485 People**  
live in Downtown Jackson



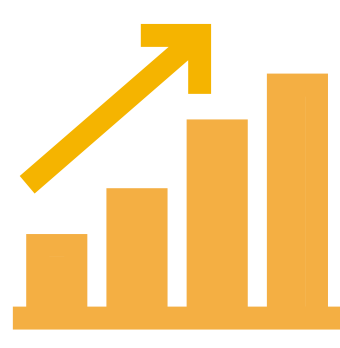
**2%**  
If out of all the people who worked Downtown resided here




**87%**  
Downtown Residential Units Occupied



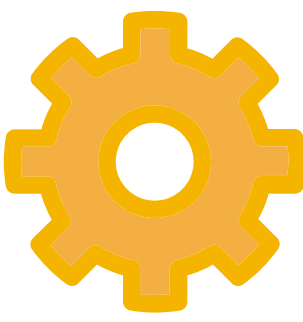
Since 2006 more than 200 multifamily units have been developed, along with more than 20 restaurants and other activities.



**159%**  
Residential supply increase



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

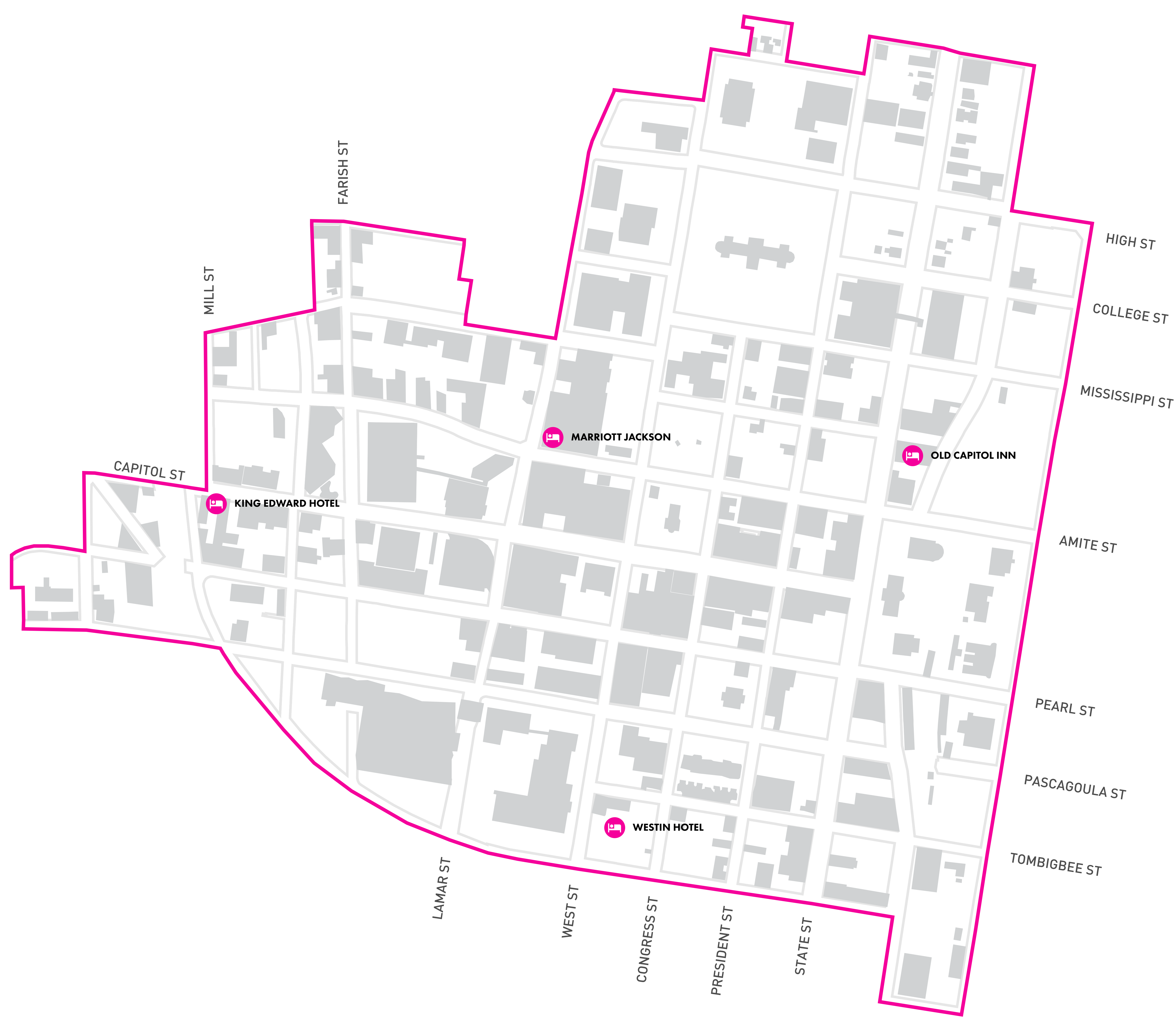


**4**  
New residential and mixed-use Downtown developments (2018)



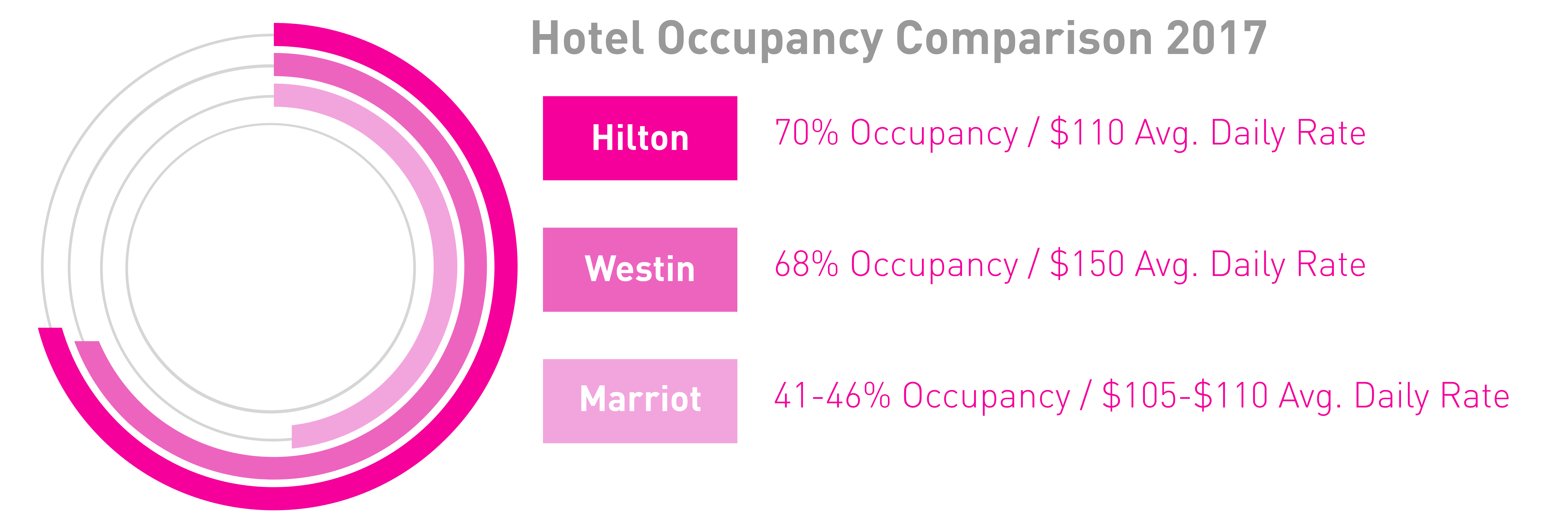
# HOTEL

DOWNTOWN HOTEL MAP



## Downtown Jackson Hotels

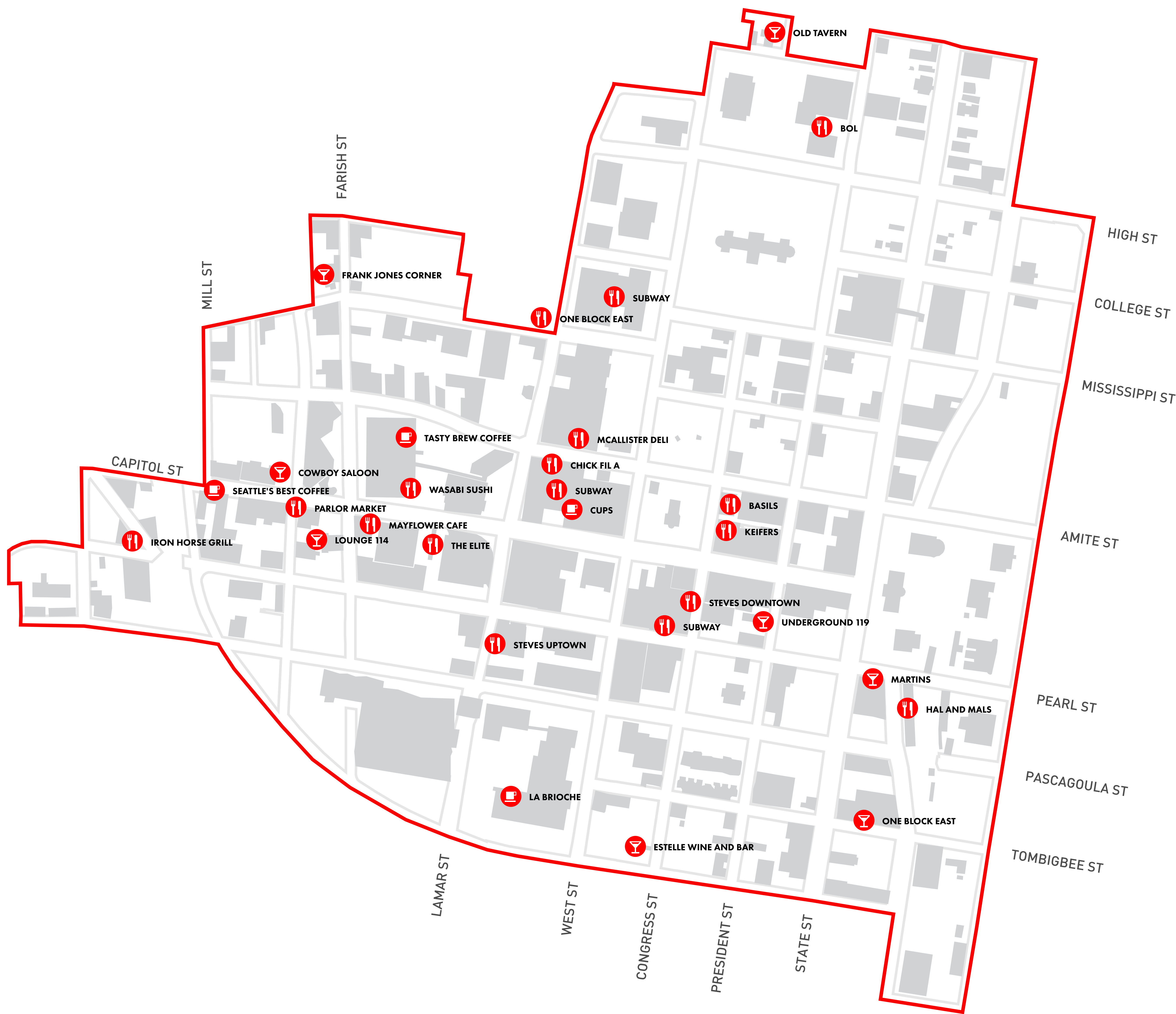
Property	Opened	Rooms	Distance	Chain Scale
The Westin	2017	203	0.2	Upper Upscale
Hilton Garden Inn	2009	186	0.3	Upscale
Marriot	1975	303	0.3	Upper Upscale
Comfort Inn	1999	53	1.1	Upper Midscale
Hampton Inn & Suites	1996	111	1.2	Upper Midscale
Holiday Inn Express	1989	108	1.2	Upper Midscale
Best Western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





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

### Quality

Fine Dining  
Fine Dining  
Casual 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.

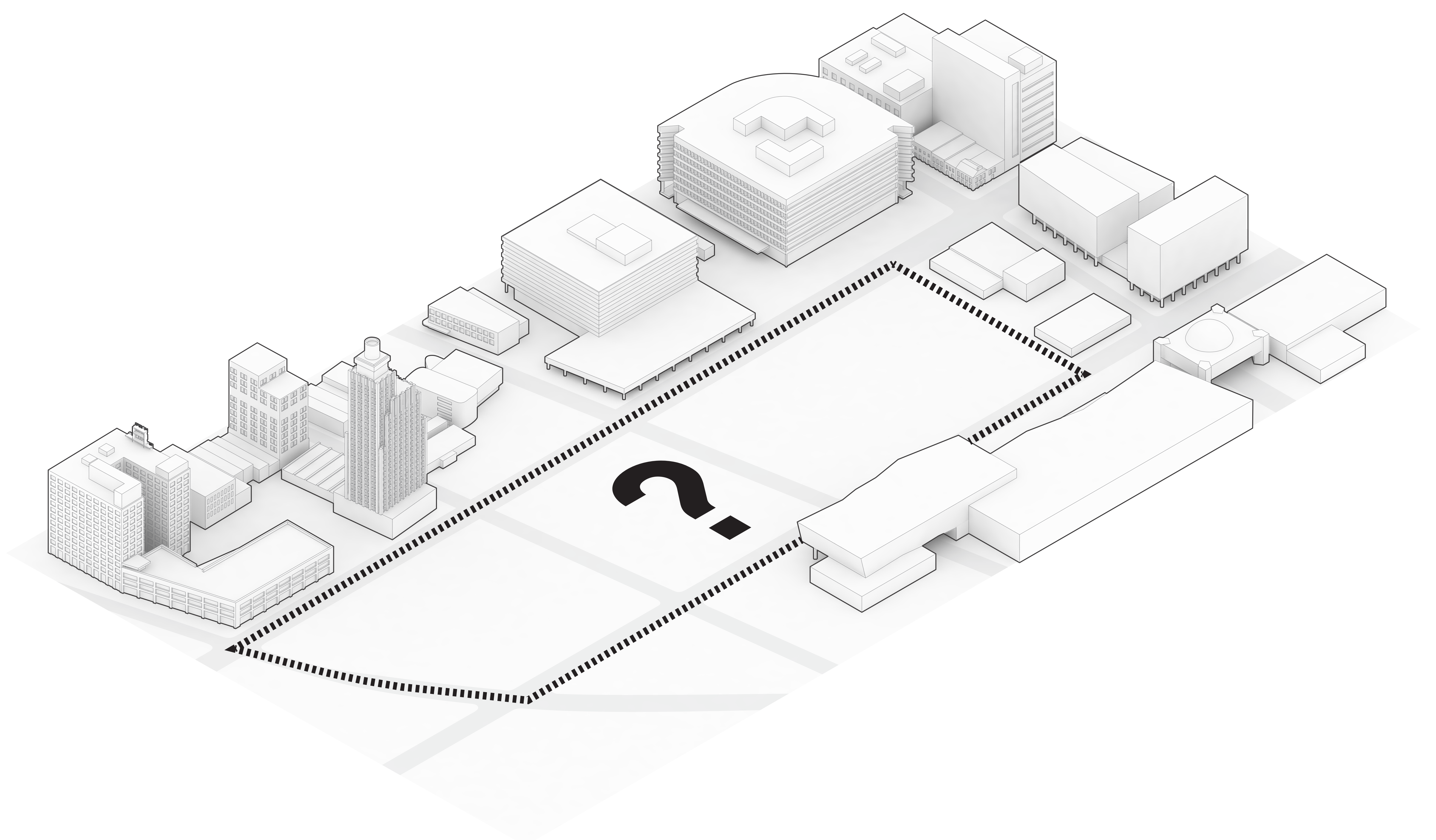
 Landmark building will add 120,000 square feet of office  
space Downtown in addition to a grocery store, retail, and  
residential.



## 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, BIKELANES, WIDE SIDEWALKS, ONSTREET 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 ONSITE 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

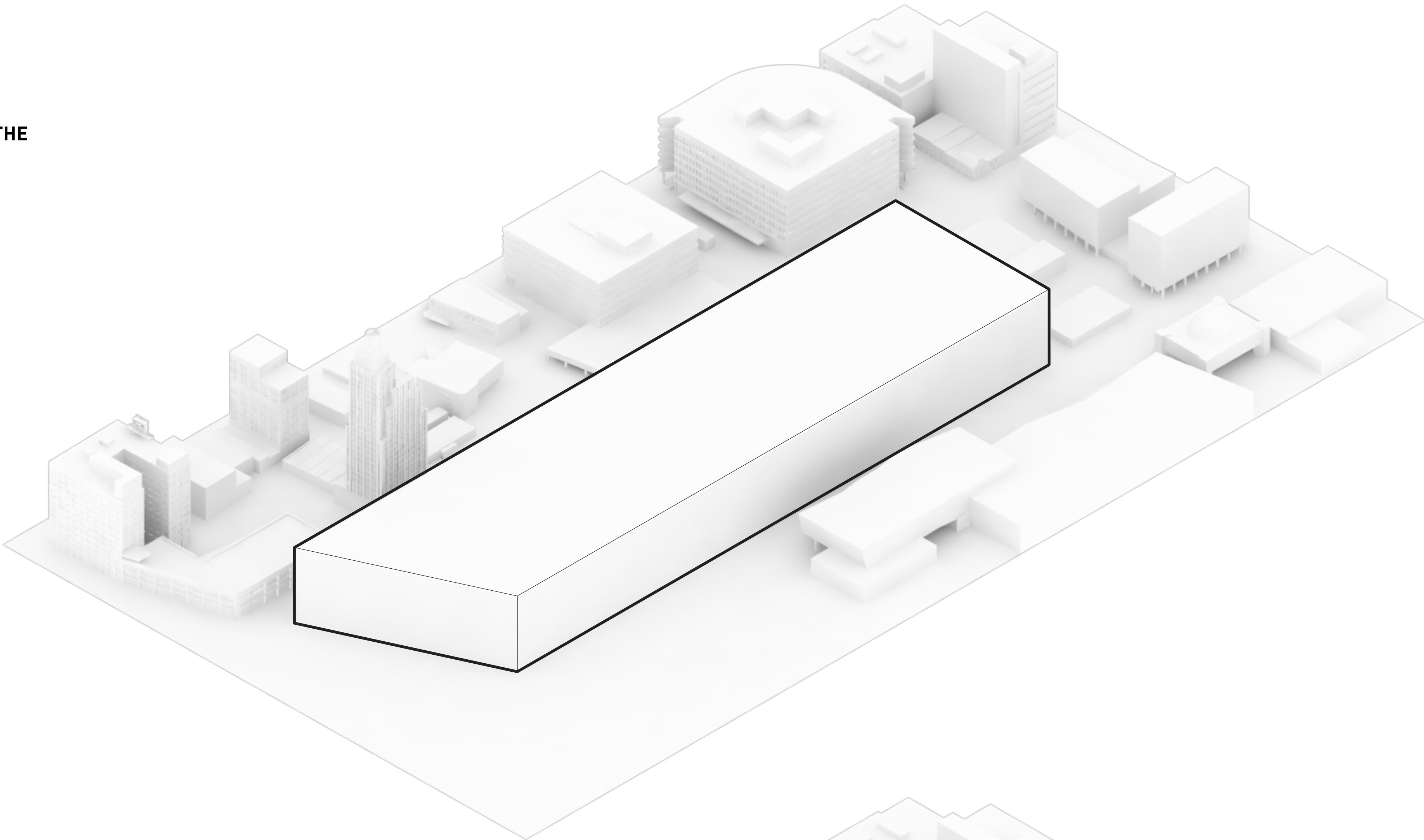
STREETSCAPE SEATING AREAS



# PROCESS

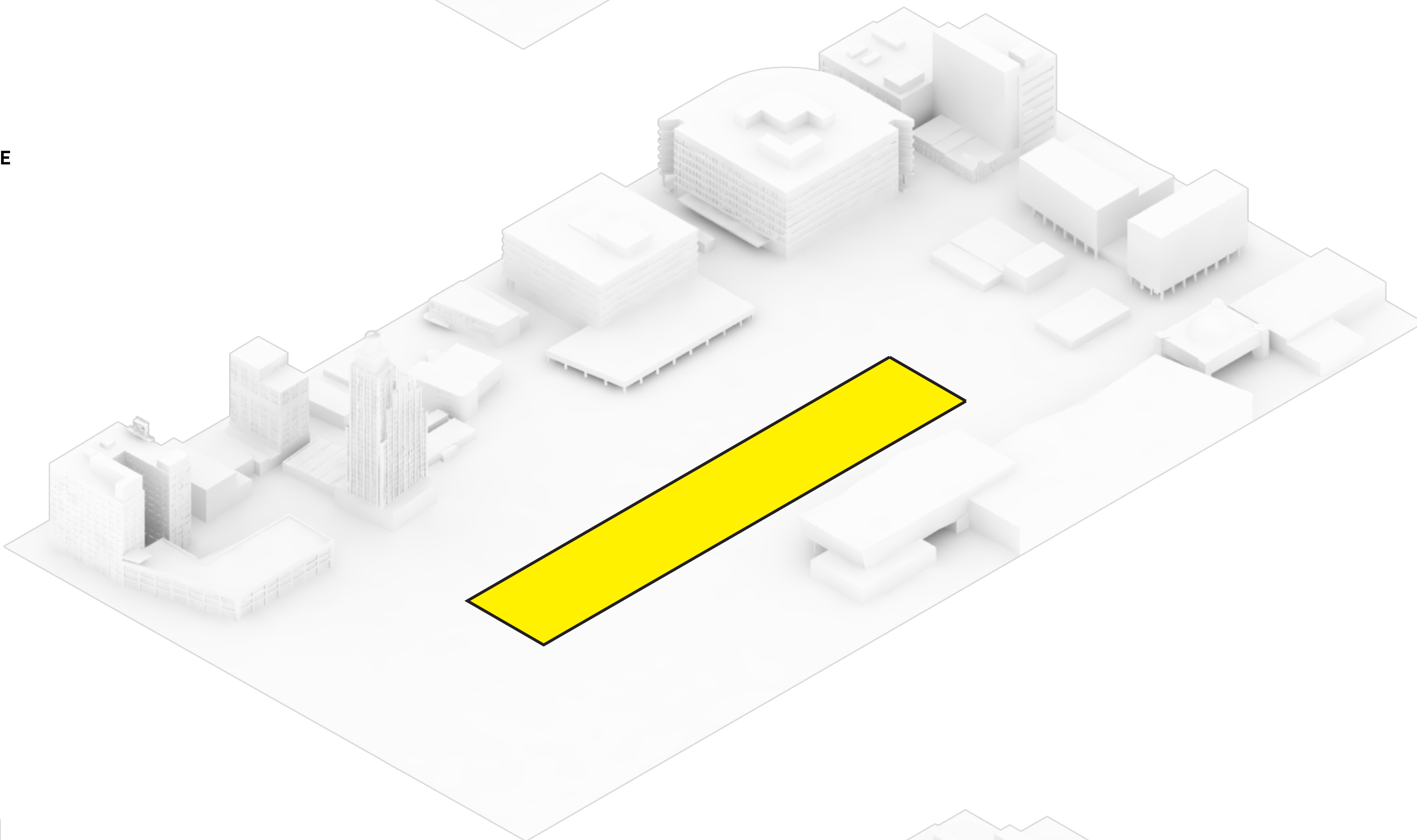
## BUILDING

START BY IMAGINING A BUILDING THAT COVERS THE FULL SITE AREA



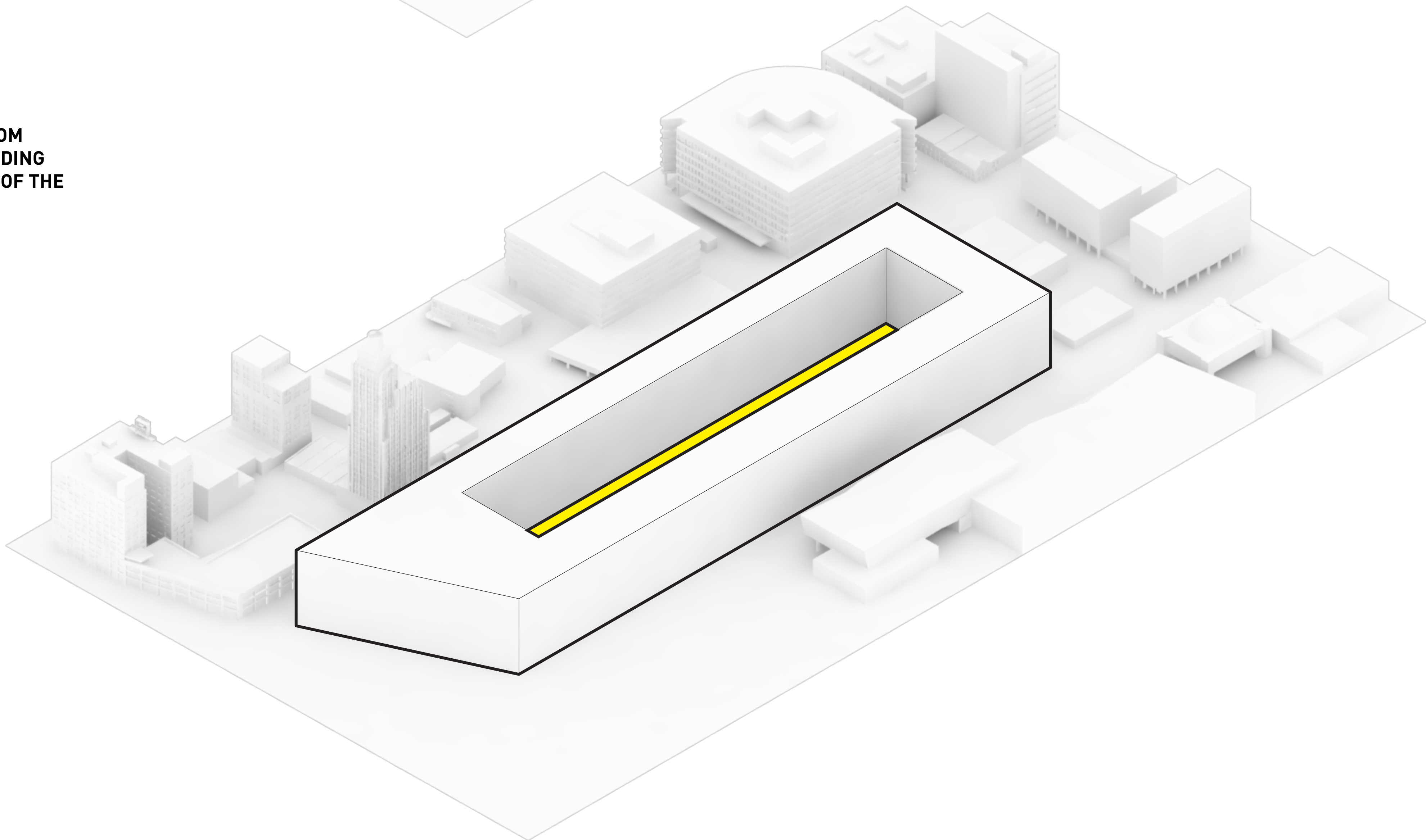
## OPEN SPACE

ADD OPEN SPACE TO THE CENTER PART OF THE SITE



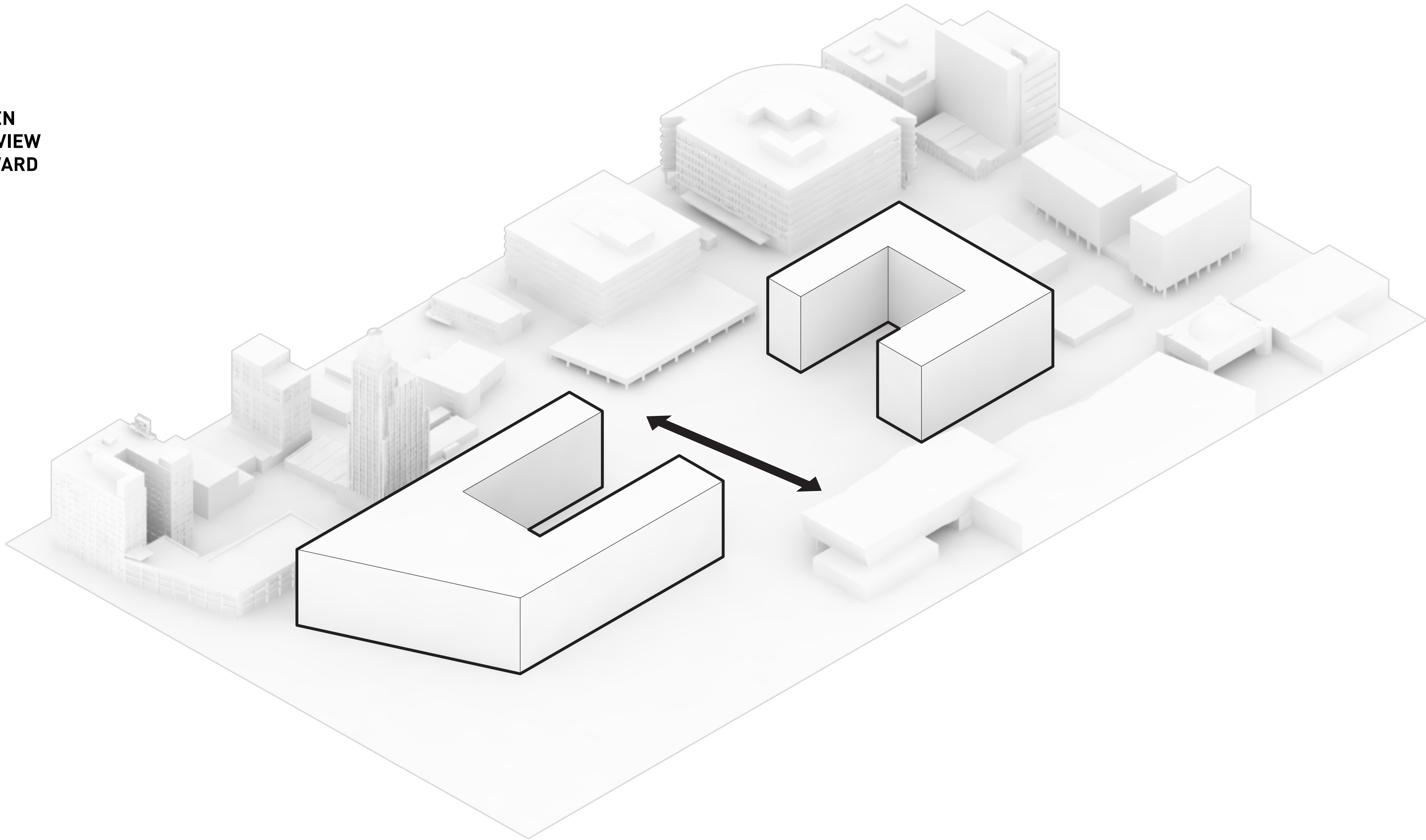
## SUBTRACTION

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



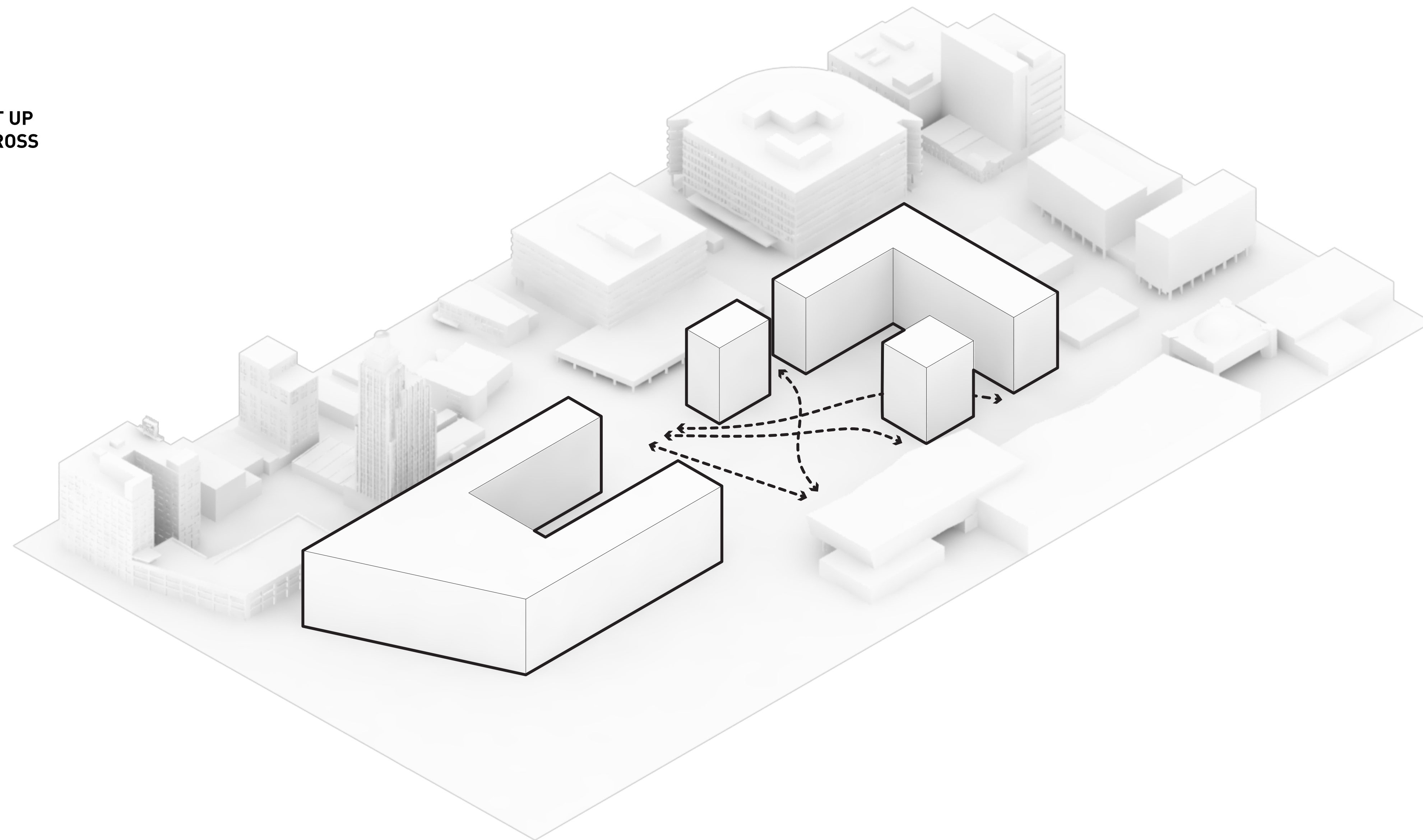
## CENTRALIZE

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



## CIRCULATION

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

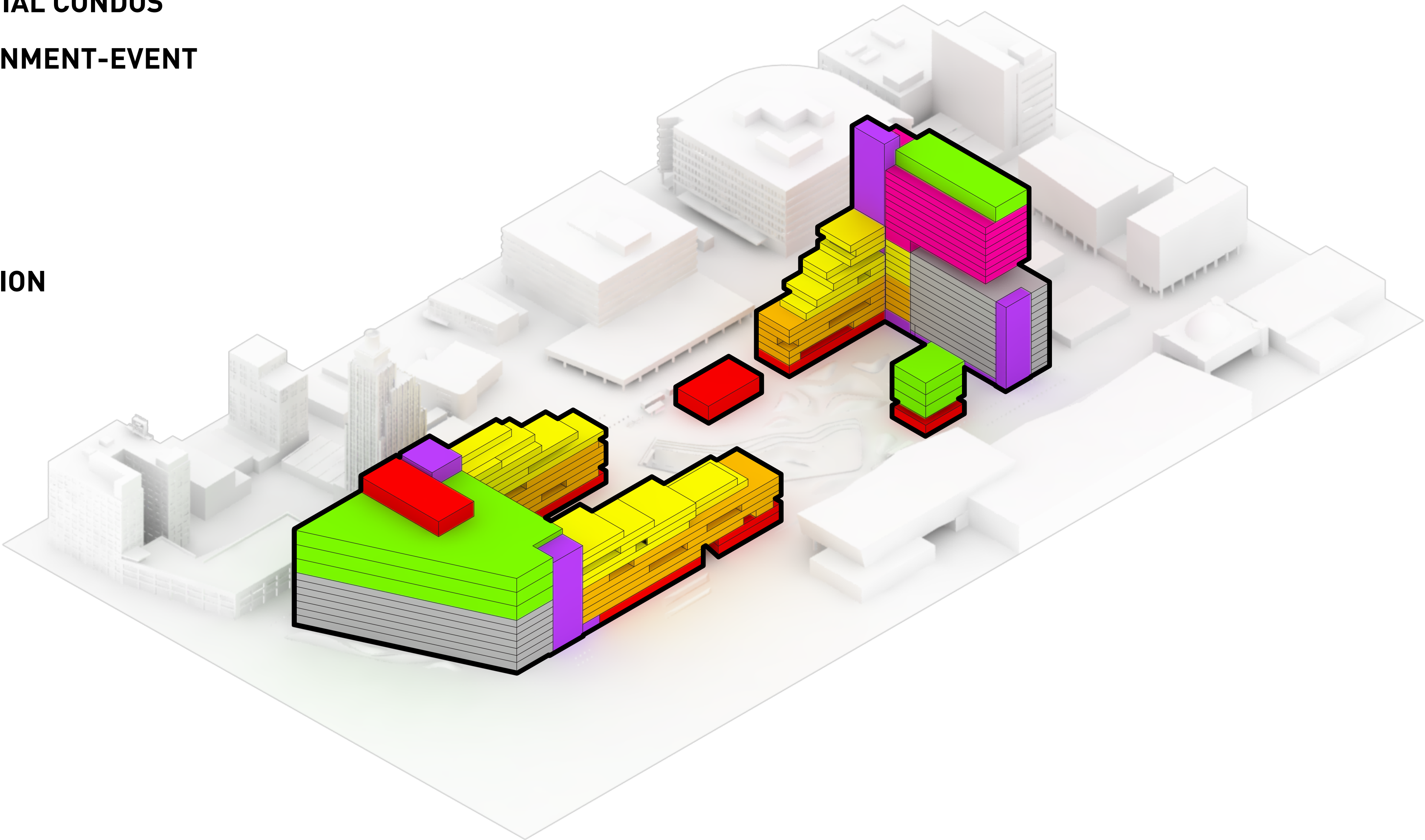




# PROGRAMMING

## HIGH DENSITY - MIXED USE

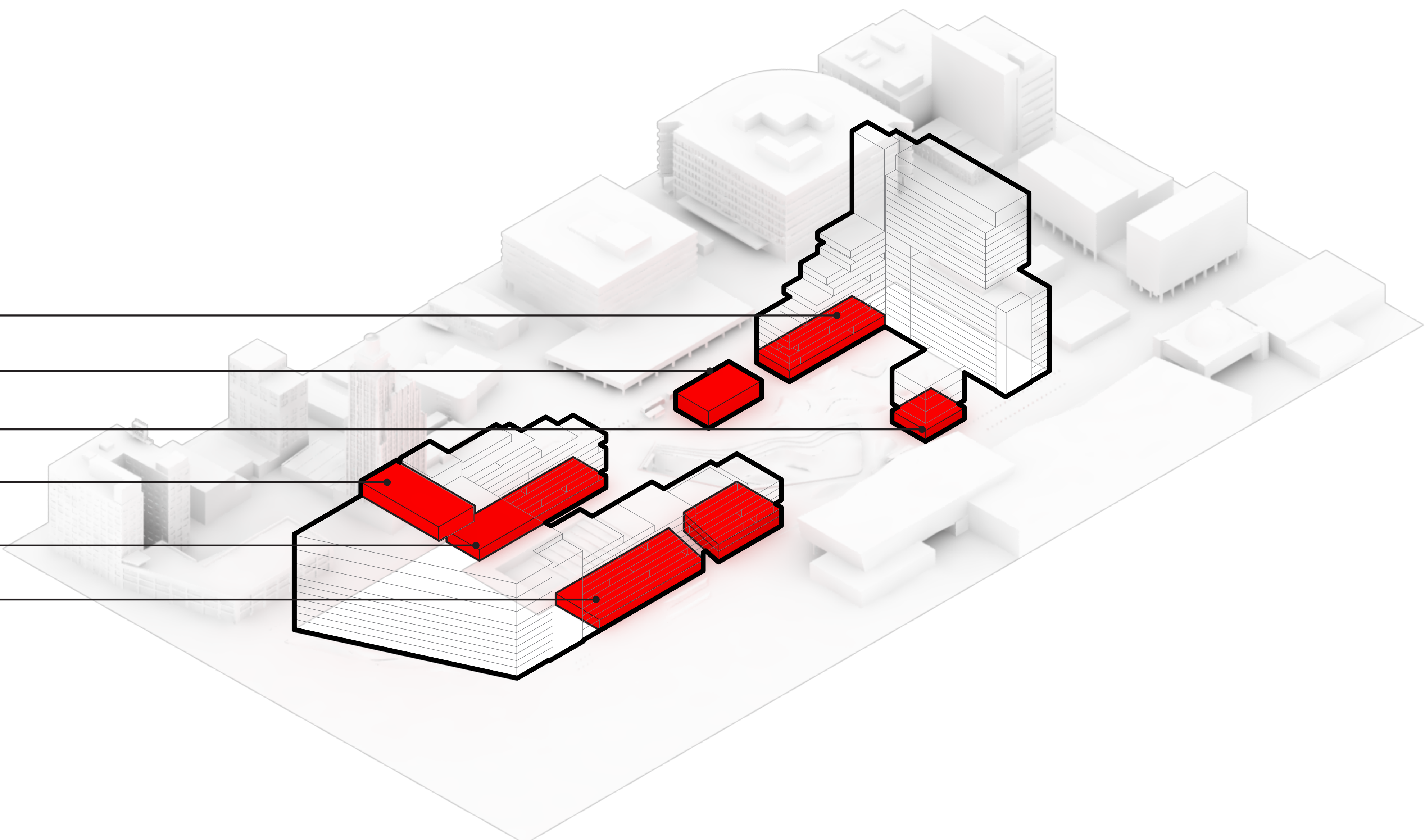
- 6% ■ COMMERCIAL
- 34%
  - RESIDENTIAL APARTMENTS
  - RESIDENTIAL CONDOS
- 11% ■ ENTERTAINMENT-EVENT
- 3% ■ OFFICE
- 11% ■ HOTEL
- 35% ■ PARKING
- ■ CIRCULATION



## COMMERCIAL

89,844 SF  
6% of buildout

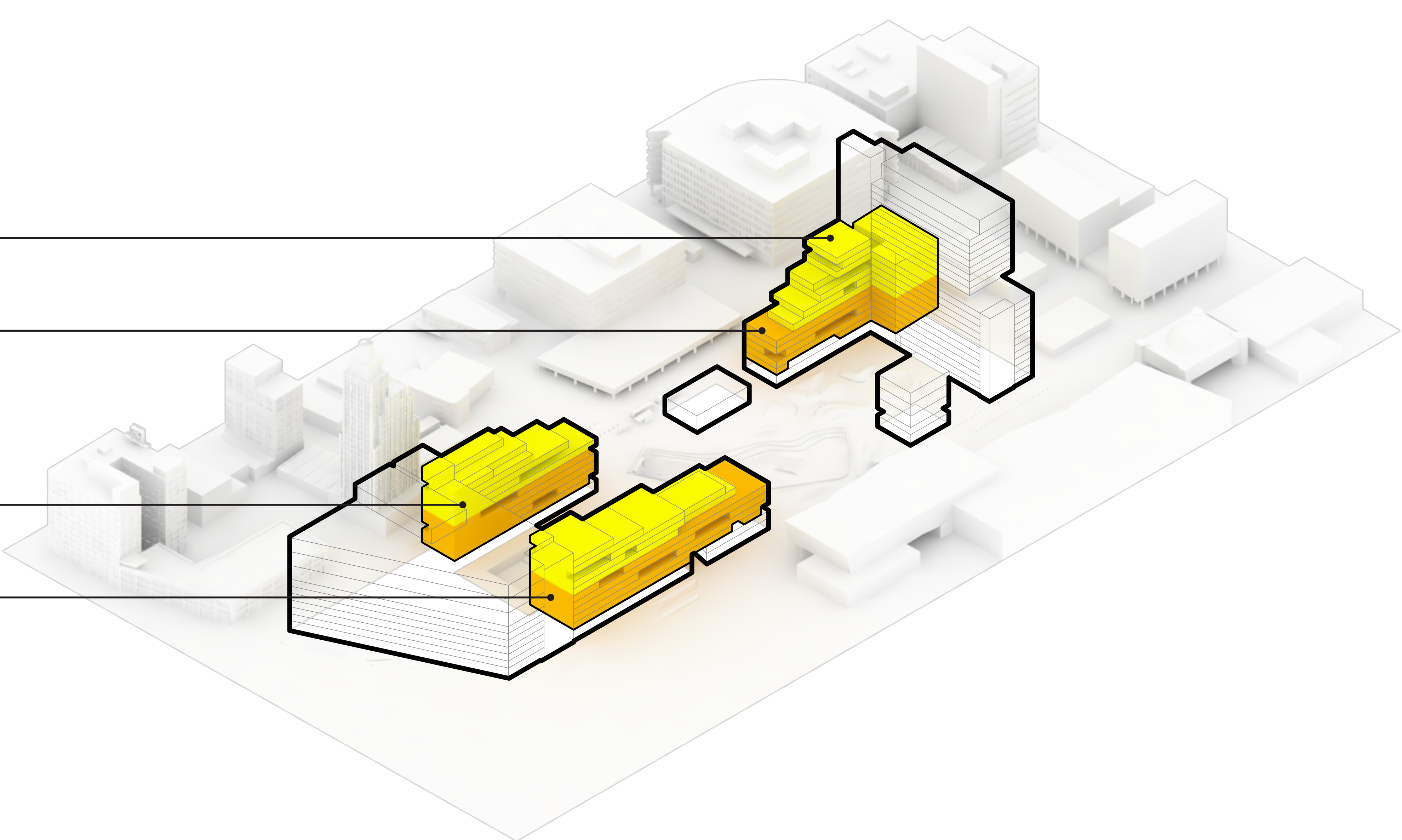
- RESTAURANTS - RETAIL  
12,377 SF // 1ST FLOOR
- BREWERY  
10,277 SF // 1ST FLOOR
- RESTAURANT  
10,222 SF // 1ST - 2ND FLOOR
- ROOFTOP RESTAURANT  
11,729 SF // 11TH FLOOR
- RESTAURANTS - RETAIL  
16,374 SF // 11TH FLOOR
- RESTAURANTS - RETAIL  
11,729 SF // 11TH FLOOR



## RESIDENTIAL

528,572 SF  
34% of buildout

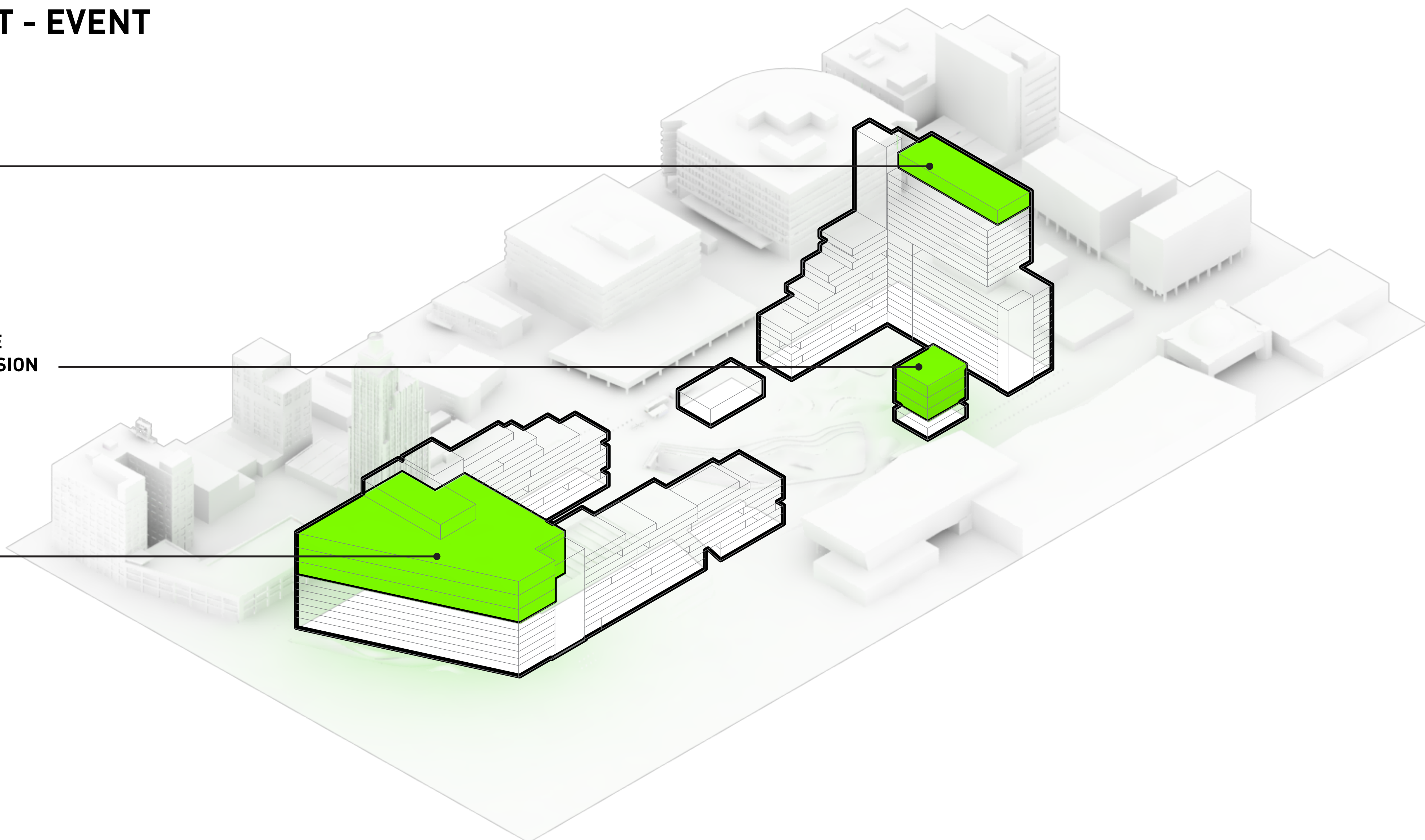
- CONDO UNITS  
85,582 SF // 7TH - 13TH FLOOR  
57 UNITS
- APARTMENT UNITS  
102,085 SF // 2ND - 6TH FLOOR  
137 UNITS
- CONDO UNITS  
97,751 SF // 7TH - 11TH FLOOR  
65 UNITS
- APARTMENT UNITS  
243,154 SF // 2ND - 6TH FLOOR  
324 UNITS



## 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





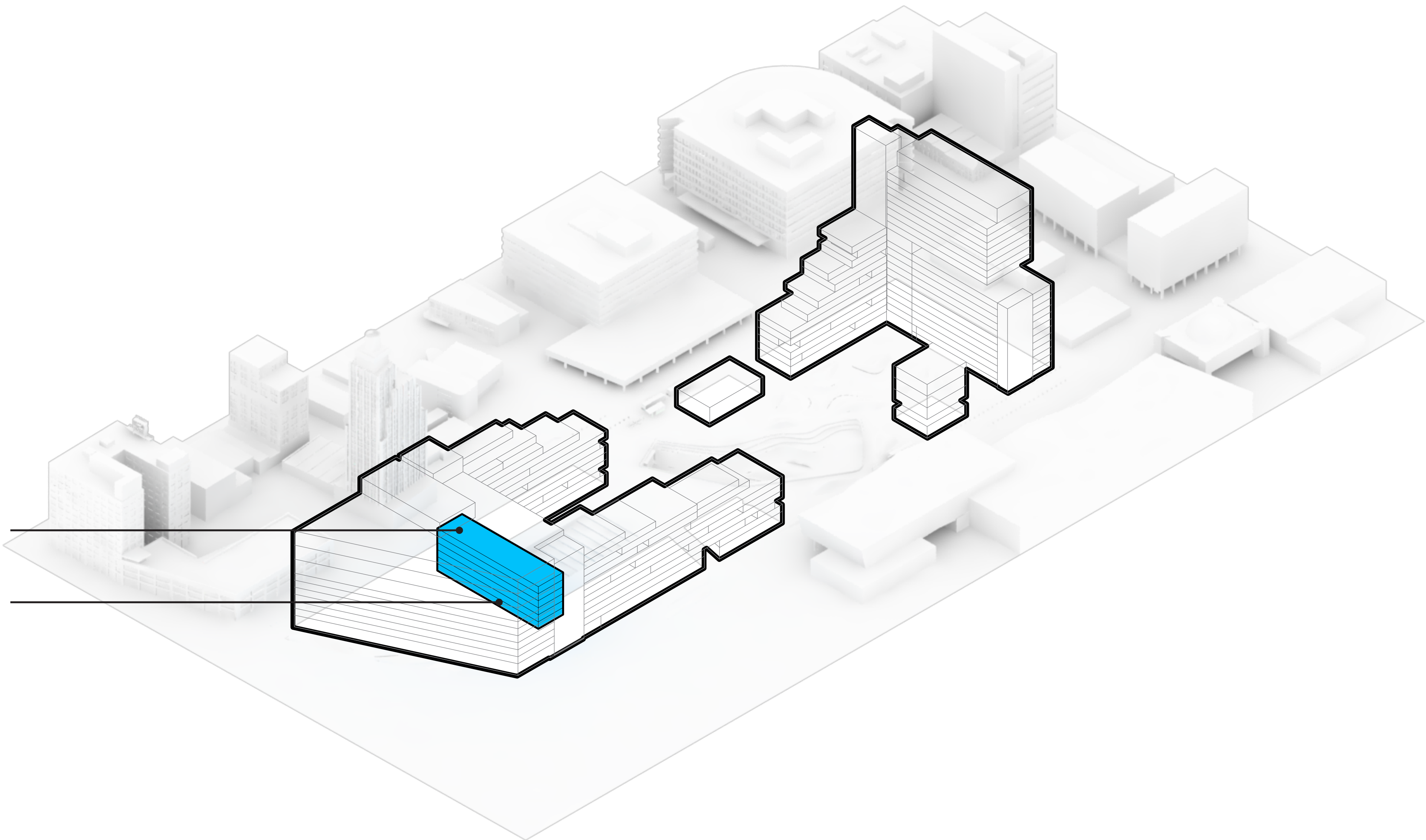
# PROGRAMMING

## OFFICE

53,388 SF  
3% of buildout

SHARED WORKSPACE SPACE  
17,796 SF // 2ND - 3RD FLOOR

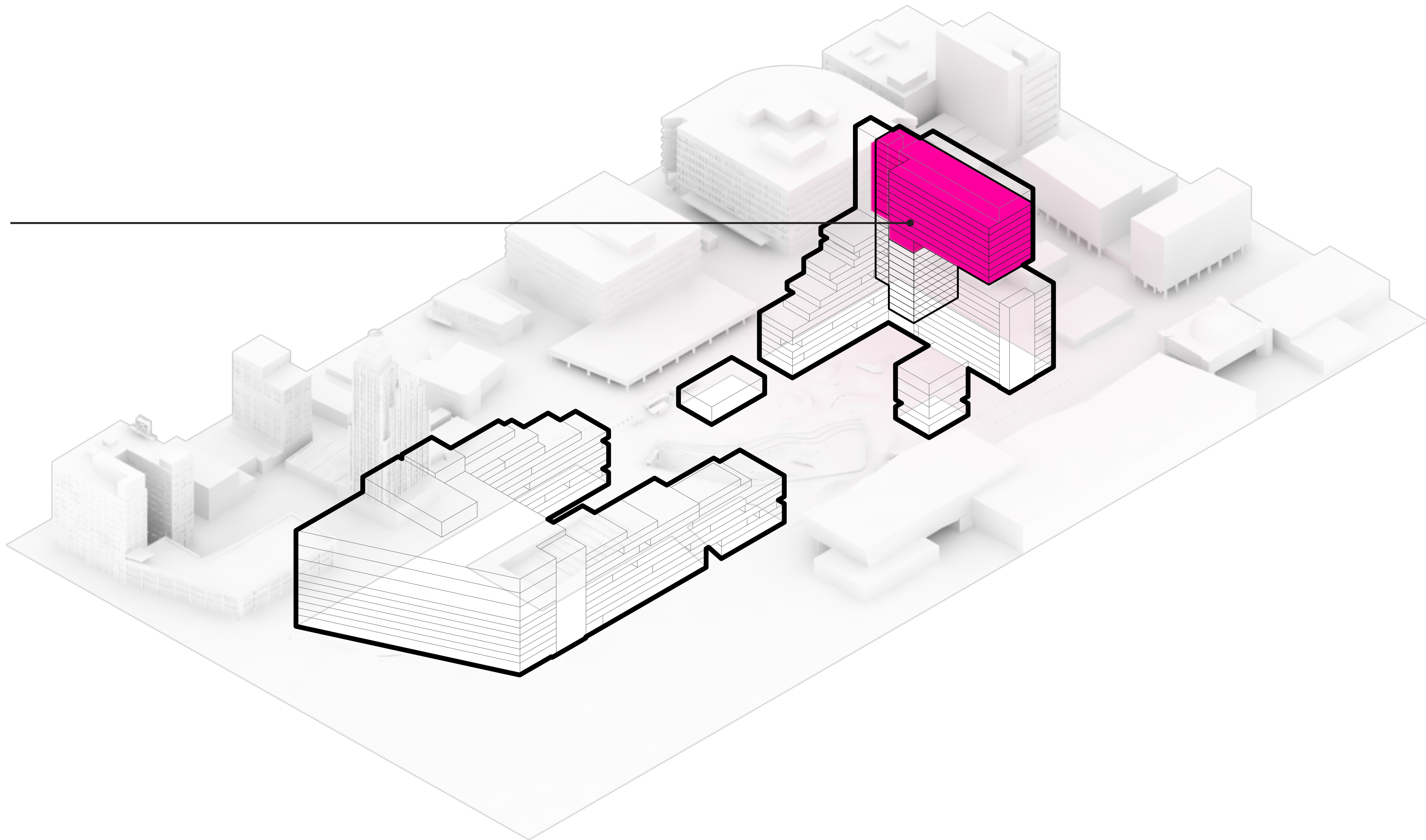
UNIVERSITY EXTENSION  
35,592 SF // 4TH - 7TH FLOOR



## HOTEL

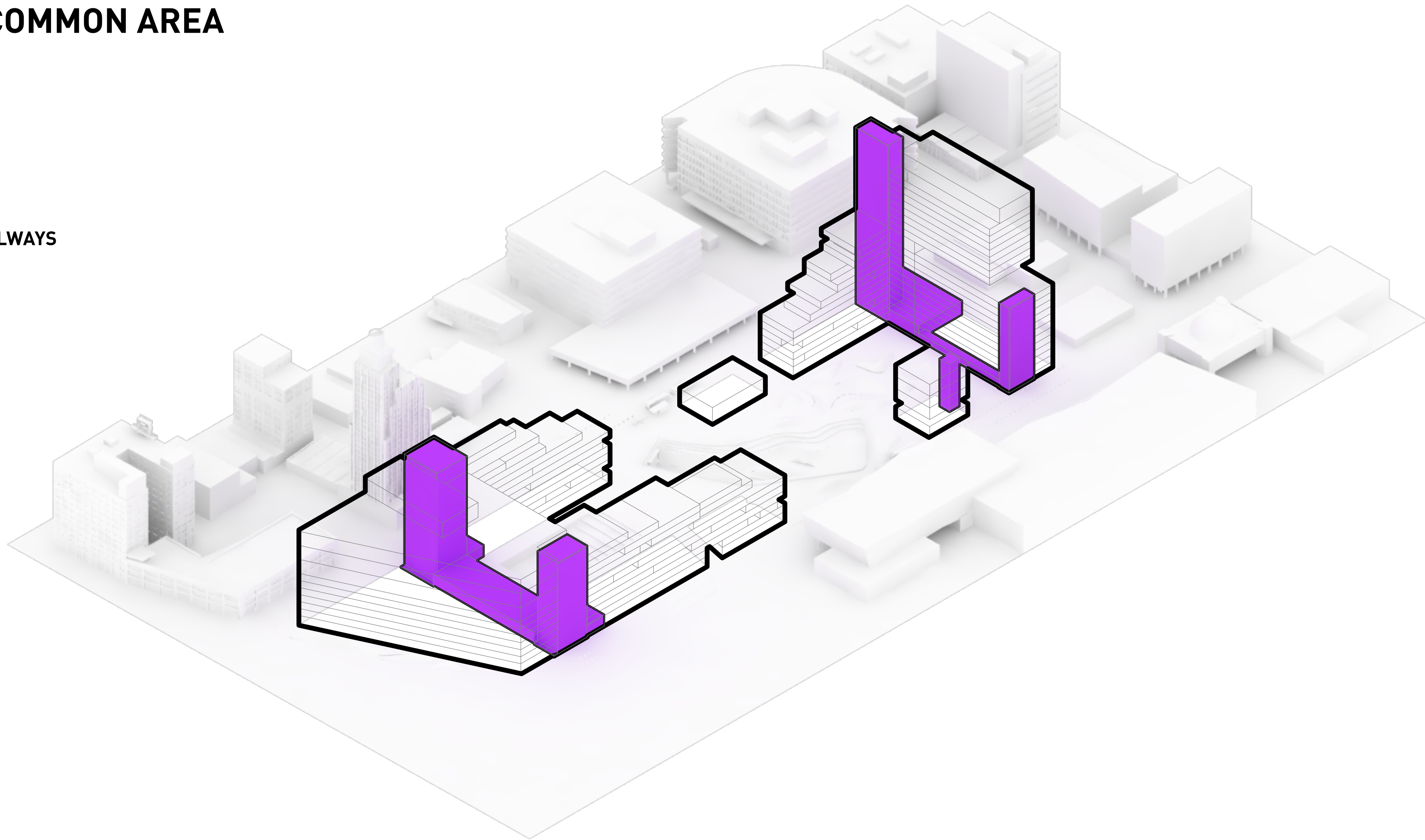
167,680 SF  
11% of buildout

CONVENTION CENTER HOTEL  
167,680 SF // 12TH - 20TH FLOOR  
335 ROOMS



## CIRCULATION - COMMON AREA

LARGE INDOOR COMMON HALLWAYS  
10 ELEVATORS  
5 MAJOR STAIRCASES



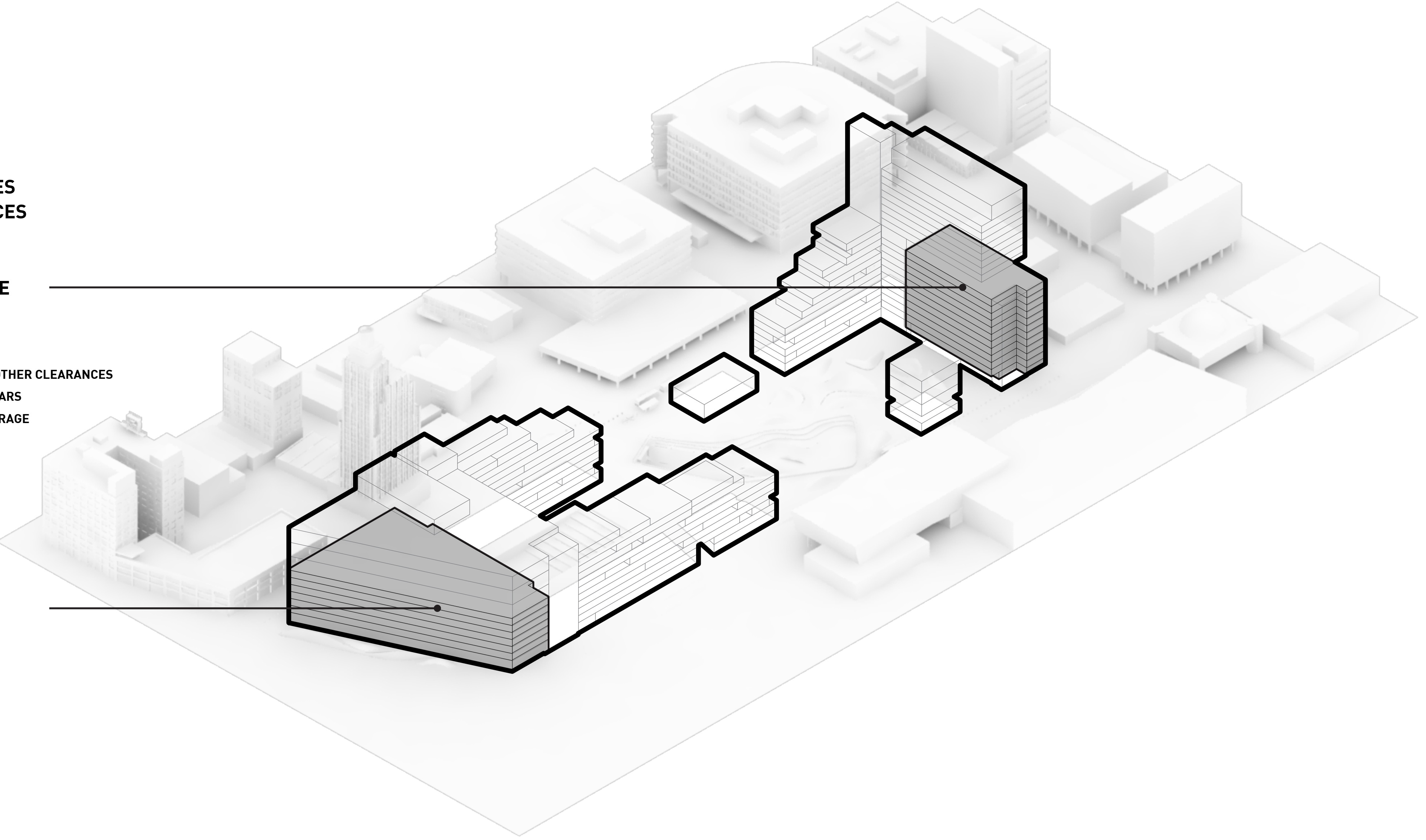
## PARKING

544,016 SF  
35% of buildout

2432 GARAGE PARKING SPACES  
125 ONSTREET PARKING SPACES

AUTOMATED PARKING GARAGE  
243,154 SF // 1ST - 12TH FLOOR  
1,237 PARKING SPOTS  
ELIMINATES TURNING RADIUS, RAMP, AND OTHER CLEARANCES  
SAME VOLUME CAN PUT 2 TO 3 TIMES MORE CARS  
CAN BE CHEAPER THAN A CONVENTIONAL GARAGE

STANDARD PARKING GARAGE  
358,520 SF // 1ST - 7TH FLOOR  
1,195 PARKING SPOTS

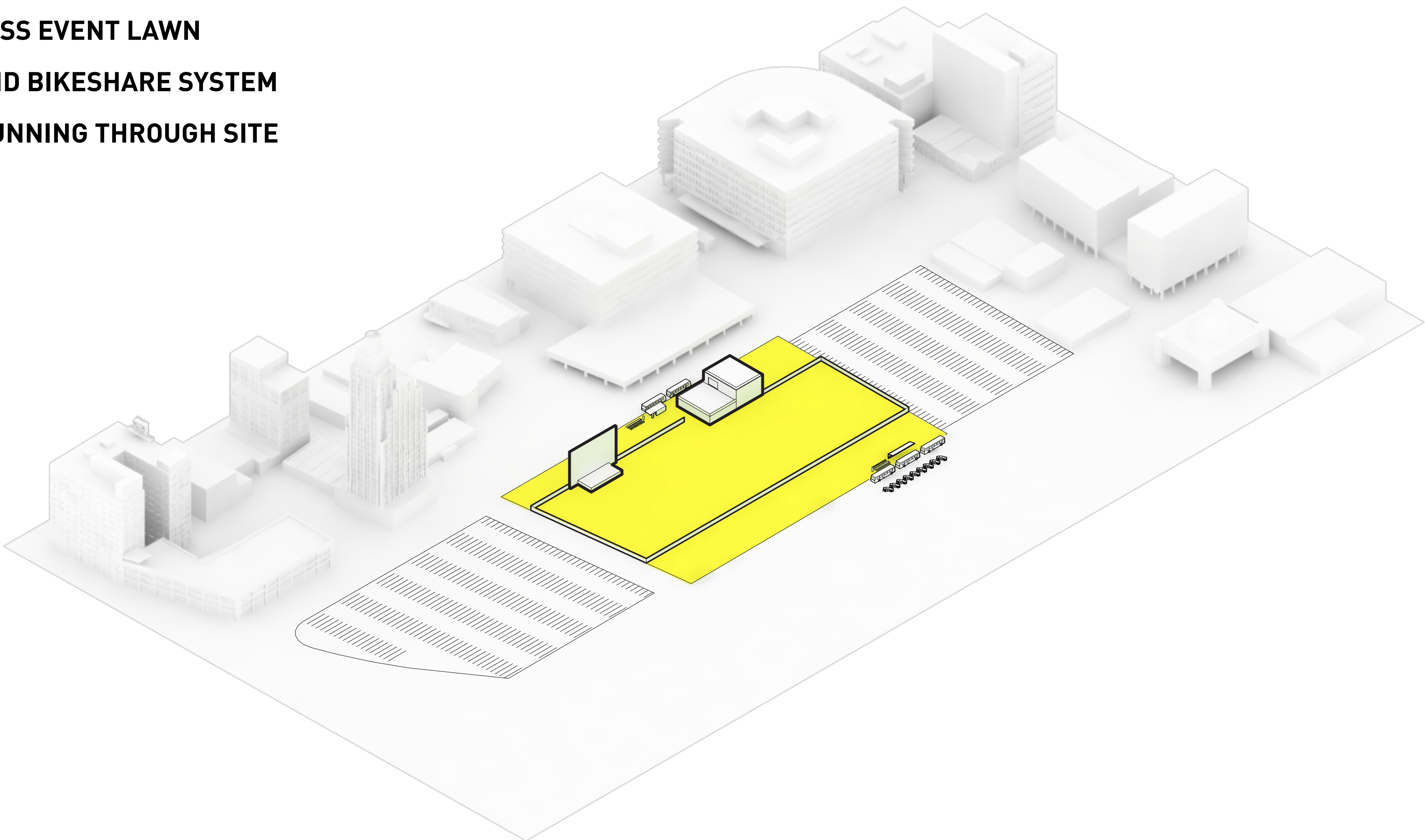




# PHASING

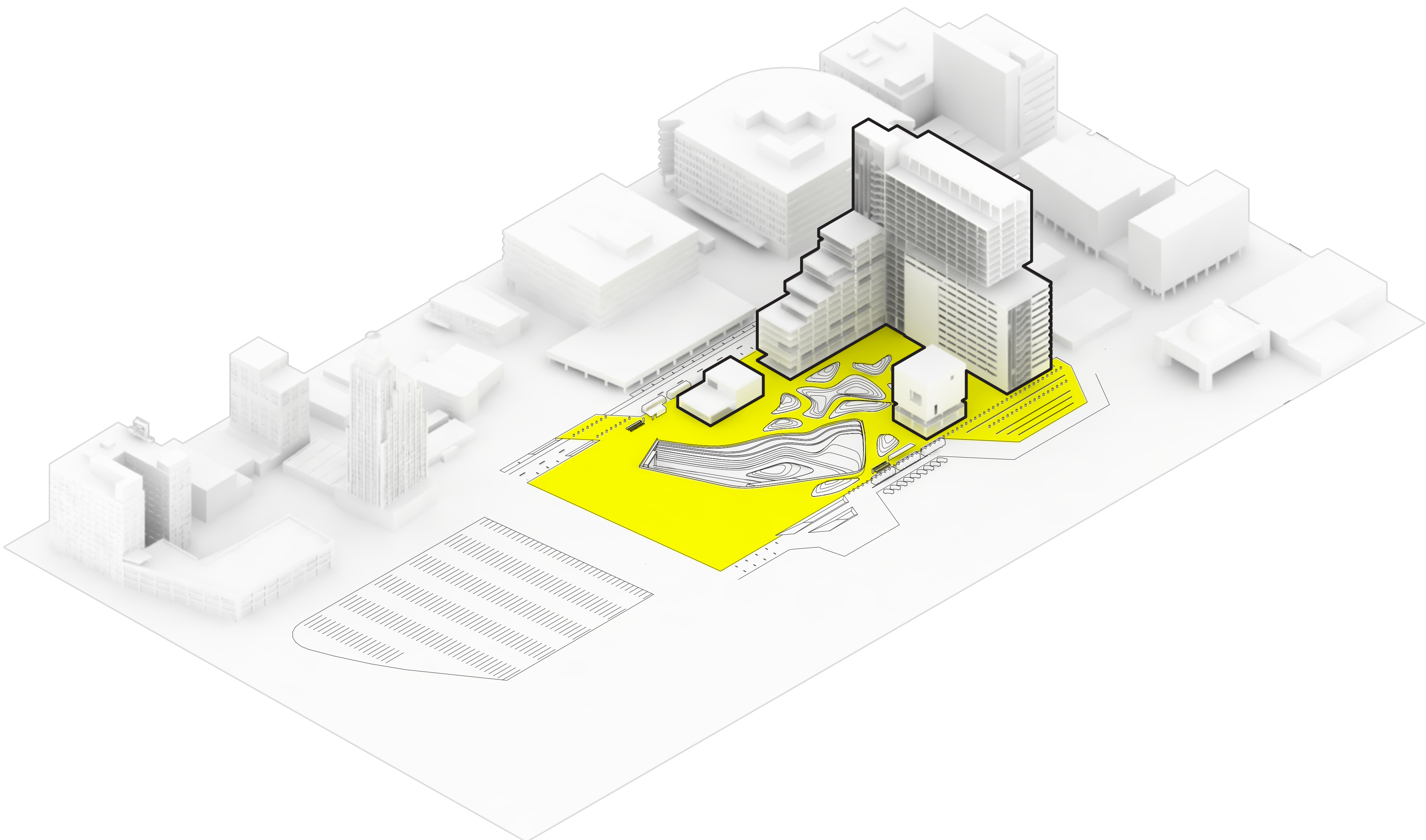
## PHASE 01

- + 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



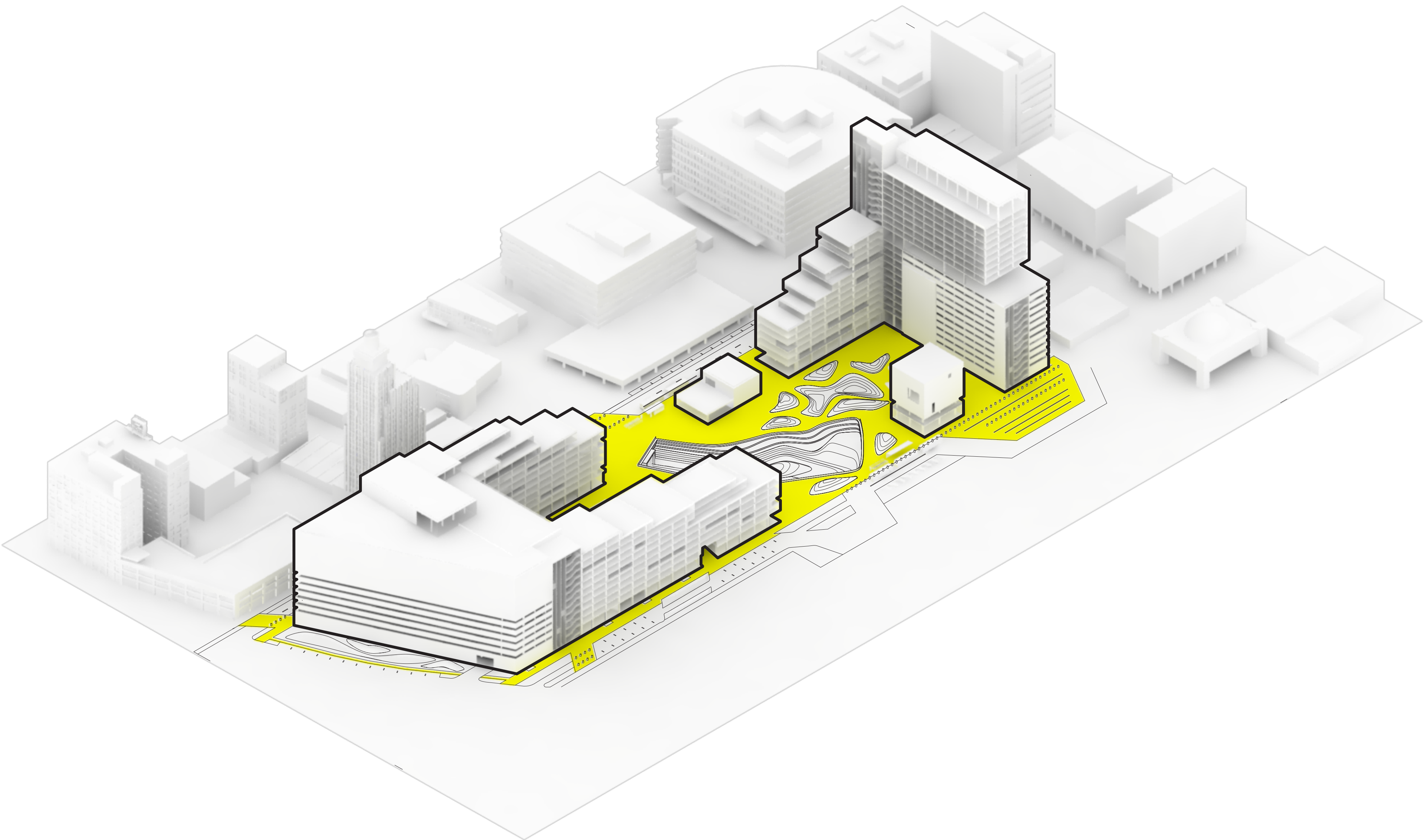
## PHASE 02

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



## PHASE 03

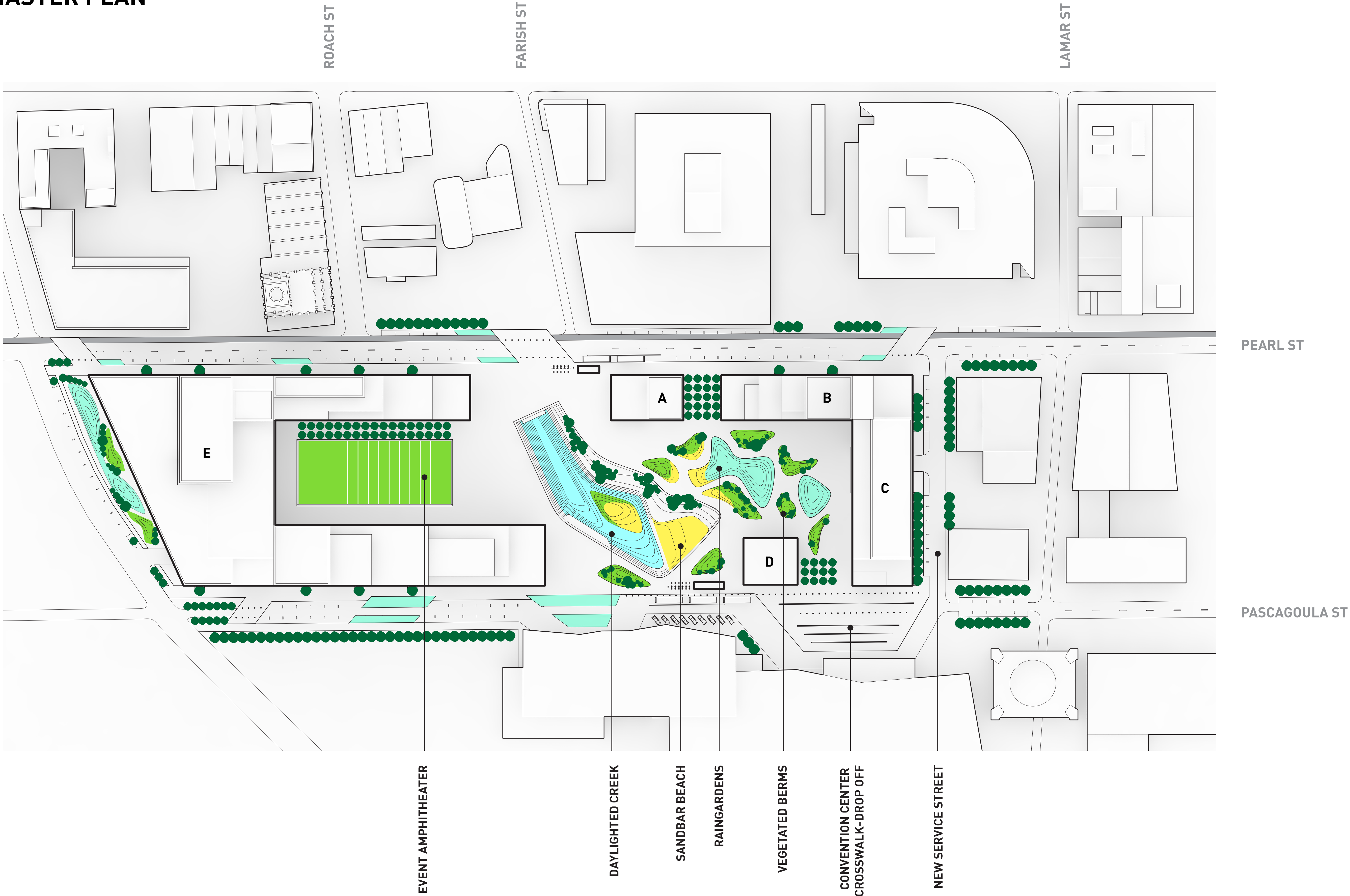
- + CLOSE OFF ROACH STREET
- + BUILD BUILDING E
- + REORGANIZE TRAFFIC AND STREETScape





COSTS

MASTER PLAN



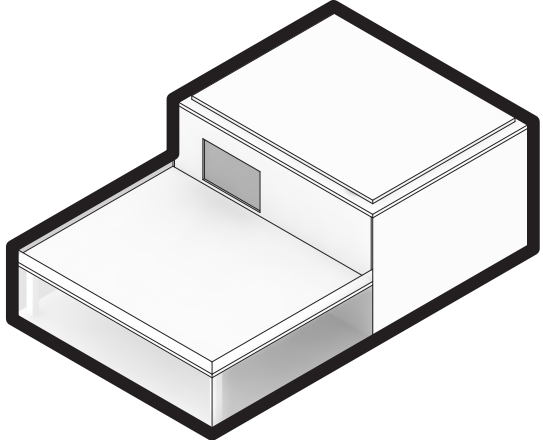
\$315,181,483 in development costs

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

BUILDING A 2 STORY BUILDING

	Land Area	Area	Cost/SF	Extended \$
Commercial				
Brewery/Distillery		6,851 SF		\$ 1,952,535
		3,426 SF		\$ 976,410
		10,277 SF	\$285.00	\$ 2,928,945
Site Development	0.16 'A'	6,851 SF	10.00	\$ 68,510
Landscape/Hardscape				\$ 75,000
Design Contingency				\$ 153,623
FF&E		\$ 3,226,078	\$ 313.91	by others
		\$ 313.91		\$ 3,226,078

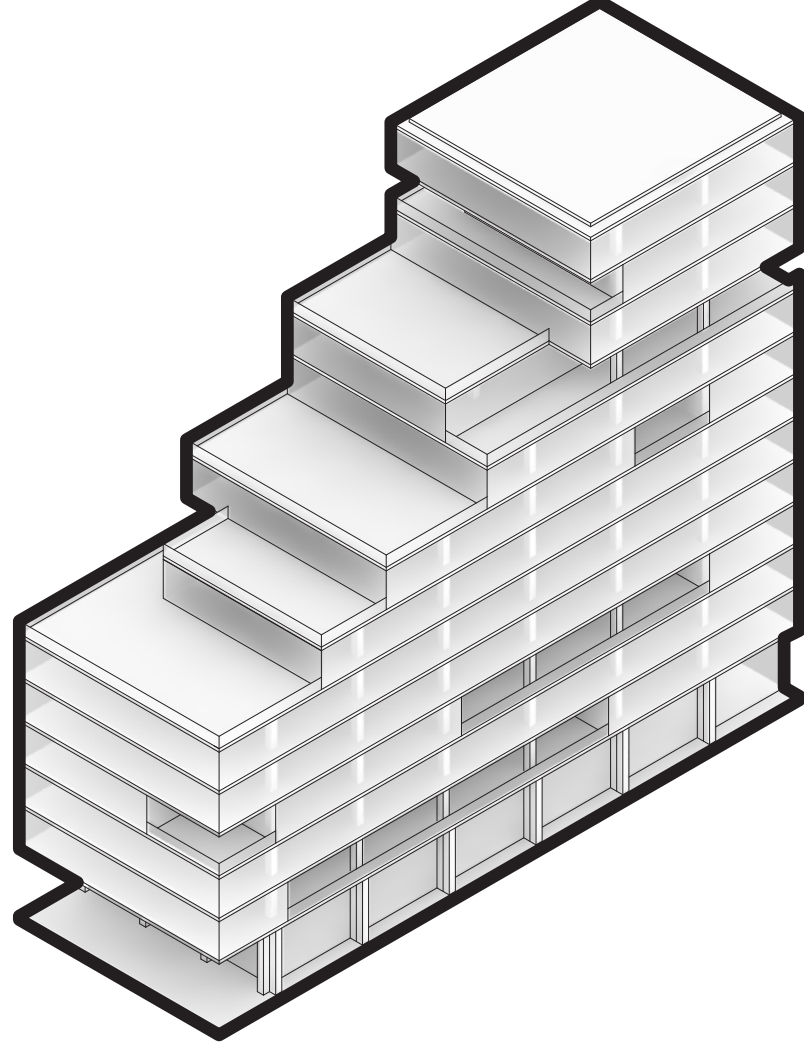
Fee Type		
P/Conc	\$ 15,000	
BS	\$ 209,574	6.50%
AS	\$ 76,363	2.37%
Total	\$ 300,937	8.86%
Reimbursables	\$ 4,200	0.13%
FF&E Fees	\$ -	7.00%
	\$ 305,157	9.46%



BUILDING B 13 STORY BUILDING

	Land Area	Area	Cost/SF	Extended \$
Commercial				
Restaurant		12,377 SF	\$ 275.00	\$ 3,403,675
Residential				
Condos		61,885 SF	\$ 205.00	\$ 12,686,425
Rentals		45,381 SF	\$ 205.00	\$ 9,303,105
		119,643 SF	\$212.24	\$ 25,393,205
Site Development	0.28 'A'	12,377 SF	10.00	\$ 123,770
Landscape/Hardscape				\$ 550,000
Design Contingency				\$ 1,303,349
FF&E		\$ 27,370,324	\$ 228.77	by others
		\$ 228.77		\$ 27,370,324

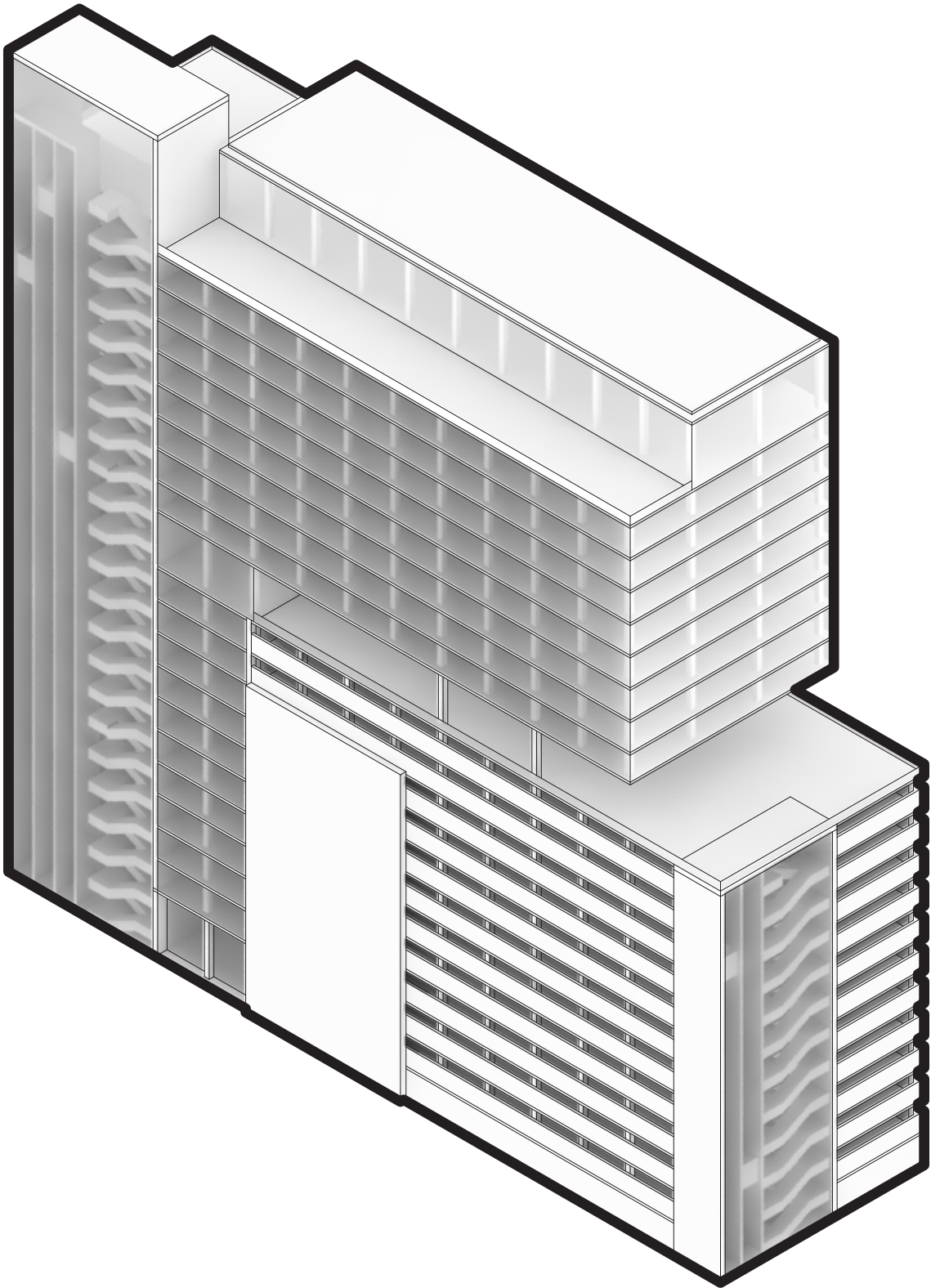
Fee Type		
P/Conc	\$ 75,000	
BS	\$ 1,512,028	5.52%
AS	\$ 213,981	0.78%
Total	\$ 1,801,009	6.31%
Reimbursables	\$ 30,250	0.11%
FF&E Fees	\$ -	7.00%
	\$ 1,831,259	6.69%



BUILDING C 18 STORY BUILDING

	Land Area	Area	Cost/SF	Extended \$
Hotel				
Hotel /Residential		226,613 SF	\$ 211.62	\$ 47,956,428
Hotel Event		21,467 SF	-	\$ -
Parking				
Parking Garage		185,496 SF	\$ 65.00	\$ 12,057,240
		433,576 SF	\$138.42	\$ 60,013,668
Site Development	0.92 'A'	40,255 SF	10.00	\$ 402,550
Landscape/Hardscape				\$ 350,000
Design Contingency				\$ 3,038,311
FF&E		\$ 63,804,529	\$ 147.16	\$ 7,500,000
		\$ 164.46		\$ 71,304,529

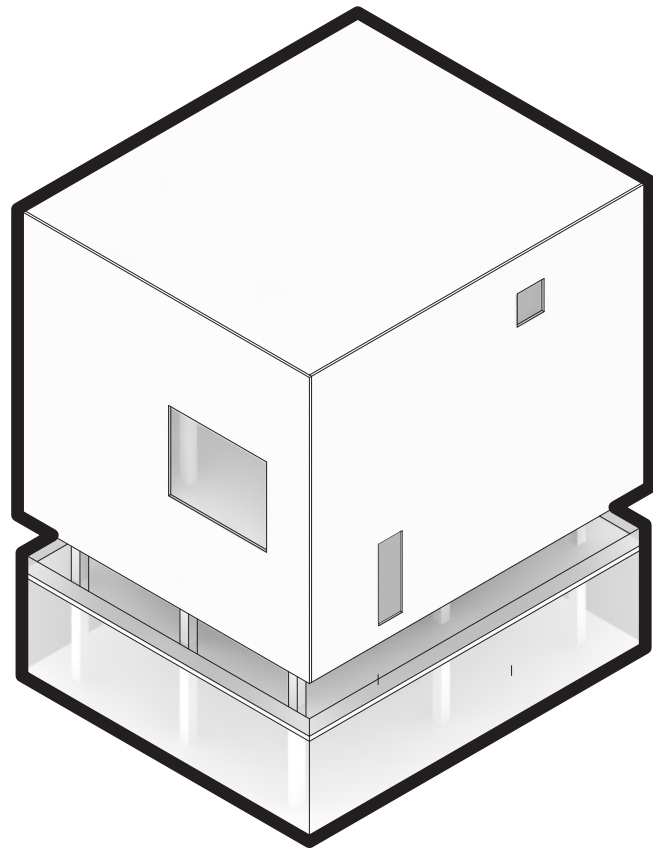
Fee Type		
P/Conc	\$ 75,000	
BS	\$ 2,858,841	4.01%
AS	\$ 956,354	1.34%
Total	\$ 3,890,194	5.35%
Reimbursables	\$ 125,000	0.20%
FF&E Fees	\$ 525,000	7.00%
	\$ 4,540,194	6.37%



BUILDING D 5 STORY BUILDING

	Land Area	Area	Cost/SF	Extended \$
Commercial				
Restaurant		10,222 SF	\$ 275.00	\$ 2,811,050
Entertainment/Event				
Movie Theater		15,333 SF	\$ 195.00	\$ 2,989,935
		25,555 SF	\$227.00	\$ 5,800,985
Site Development	0.12 'A'	5,111 SF	10.00	\$ 51,110
Landscape/Hardscape				\$ 100,000
Design Contingency				\$ 297,605
FF&E		\$ 6,249,700	\$ 244.56	by others
		\$ 244.56		\$ 6,249,700

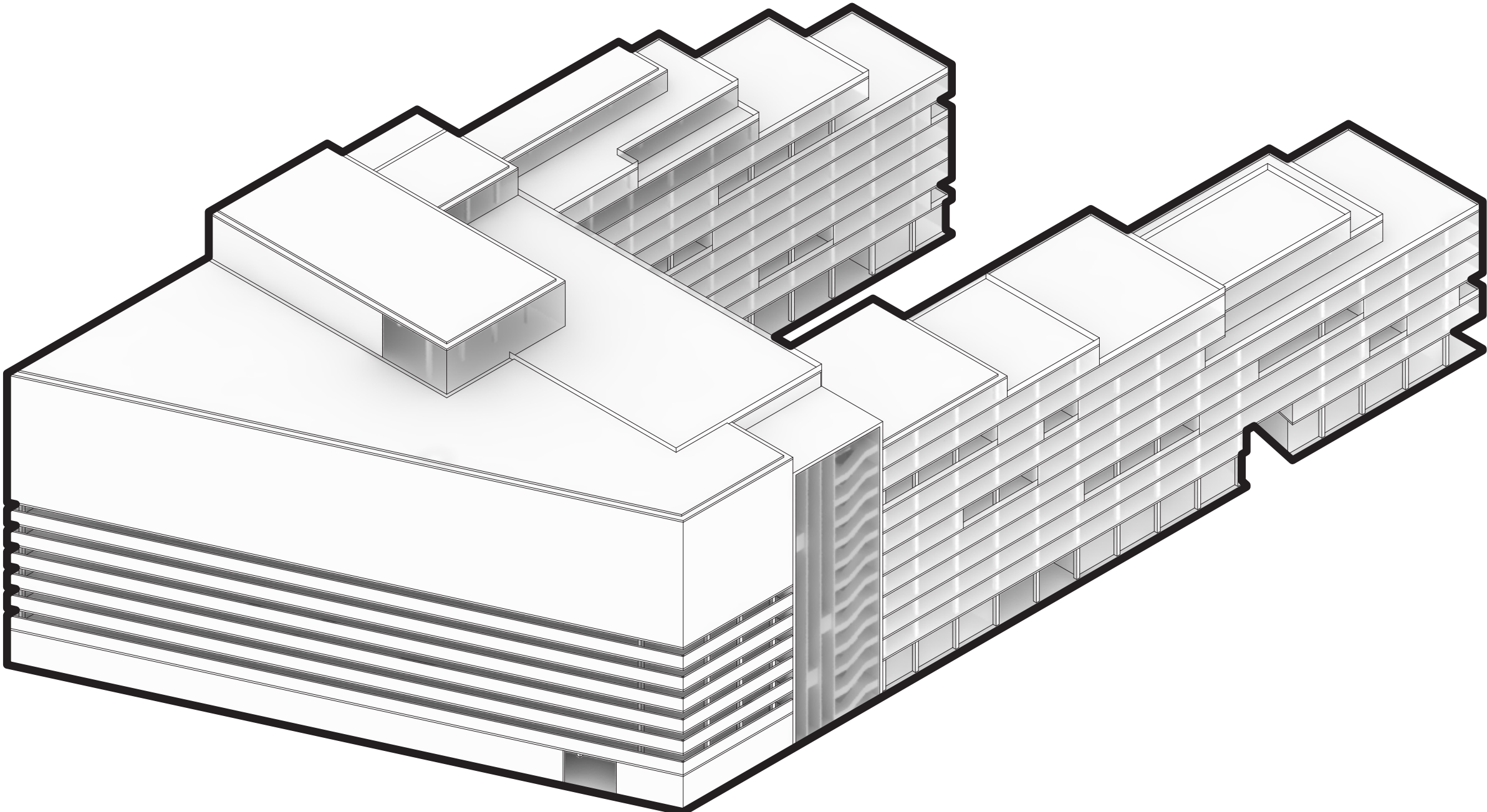
Fee Type		
P/Conc	\$ 25,000	
BS	\$ 386,742	6.19%
AS	\$ 144,970	2.32%
Total	\$ 556,712	8.51%
Reimbursables	\$ 50,000	0.80%
FF&E Fees	\$ -	7.00%
	\$ 606,712	9.71%



BUILDING E 12 STORY BUILDING

	Land Area	Area	Cost/SF	Extended \$
Commercial				
Restaurant		45,239 SF	\$ 275.00	\$ 12,440,725
Rooftop Bar		11,729 SF	\$ 350.00	\$ 4,105,150
Office				
Shared WS		17,796 SF	\$ 185.00	\$ 3,292,260
Univer WE		35,592 SF	\$ 185.00	\$ 6,584,520
Residential				
Condos		97,750 SF	\$ 205.00	\$ 20,038,750
Rentals		243,155 SF	\$ 205.00	\$ 49,846,775
Entertainment/Event				
Movie Theater		161,142 SF	\$ 250.00	\$ 40,285,500
Parking				
Parking Garage		358,521 SF	\$ 65.00	\$ 23,303,865
		970,924 SF	\$164.69	\$ 159,897,545
Site Development	2.55 'A'	111,041 SF	10.00	\$ 1,110,410
Landscape/Hardscape				\$ 450,000
Design Contingency				\$ 8,072,898
FF&E		\$ 169,530,853	\$ 174.61	by others
		\$ 174.61		\$ 169,530,853

Fee Type		
P/Conc	\$ 75,000	
BS	\$ 7,580,510	4.47%
AS	\$ 651,224	0.39%
Total	\$ 8,316,834	4.86%
Reimbursables	\$ 151,620	0.20%
FF&E Fees	\$ -	7.00%
	\$ 8,468,454	5.00%













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 excersise 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

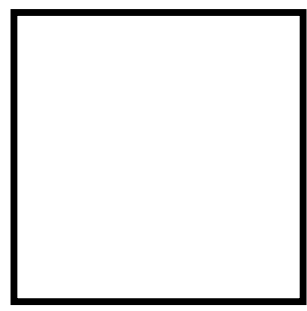
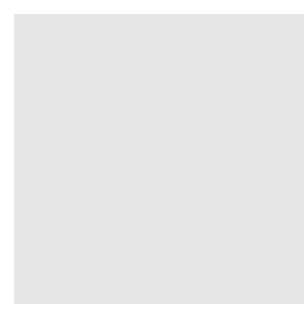

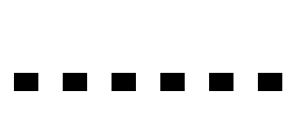
CULTURAL

Title

Description

Site



-  BUILDINGS
-  SURFACE PARKING
-  GREEN SPACE
-  BID BOUNDARY







HIGH ST

COLLEGE ST

MISSISSIPPI ST

AMITE ST

PEARL ST

PASCAGOULA ST

TOMBIGBEE ST

CONGRESS ST

PRESIDENT ST




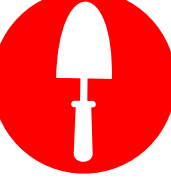

















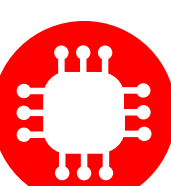









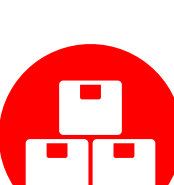




STATE ST



# 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



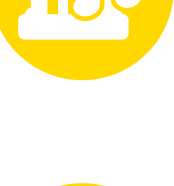
## INSTITUTIONS

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

 CIVIC BUILDING	 HOSPITAL	 FINANCIAL
 COLLEGE	 SOCIAL	 RELIGIOUS
 LIBRARY	 CAUSES	









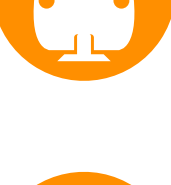

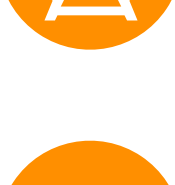
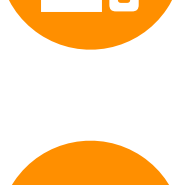
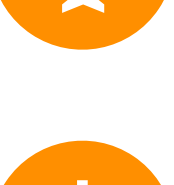
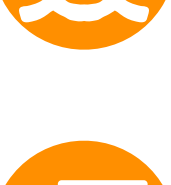

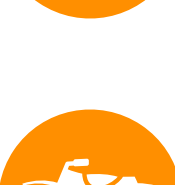
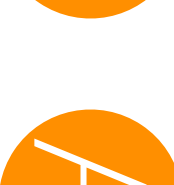
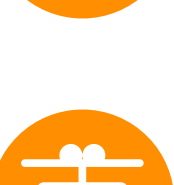
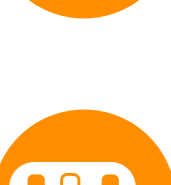





## CULTURAL

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	













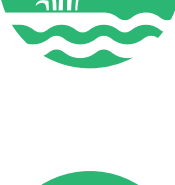

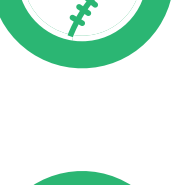
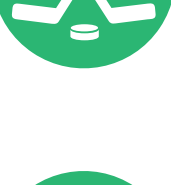



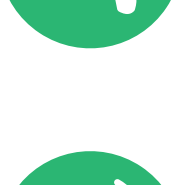
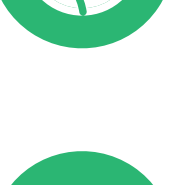
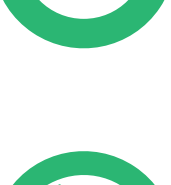



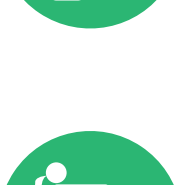

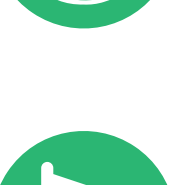


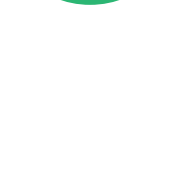




## MOBILITY

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	



# 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 managment.  
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