

City of Jackson

ADOPTION RESOLUTION

WHEREAS, the City of Jackson has completed its 2018-2038 Comprehensive Plan update; and

WHEREAS, the updated Comprehensive Plan was prepared in accordance with the Minimum Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989; and

WHEREAS, the two required public hearings were conducted at the City of Jackson Municipal Court Building on March 21, 2017 and January 17, 2018; and

WHEREAS, the Comprehensive Plan was transmitted to the Three Rivers Regional Commission and the Department of Community Affairs for review; and

WHEREAS, the Department of Community Affairs has reviewed the Comprehensive Plan and finds that it adequately addresses Minimum Standards for Local Comprehensive Planning; and


NOW, THEREFORE, LET IT BE RESOLVED, the City of Jackson Council hereby adopts this 2018-2038 Comprehensive Plan, on this 20th day of February, 2018.

BY:

Kay Pippin
Kay Pippin, Mayor

ATTEST:

Bethany Brown

The seal of the City of Jackson, Georgia, is circular. It features a central emblem with a hammer and a pickaxe crossed. The words "CITY OF JACKSON" are written around the top inner edge, and "GEORGIA" is written around the bottom inner edge. There are small dots separating the top and bottom text.



CITY OF JACKSON COMPREHENSIVE PLAN 2018-2038

Prepared by:
Three Rivers Regional Commission

Adopted February 2018

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Introduction

This plan update has been completed in accordance with the Georgia Planning Act of 1989 and the Georgia Department of Community Affairs Minimum Standards and Procedures for Local Comprehensive Planning.

Purpose of the Comprehensive Plan

The City of Jackson Comprehensive Plan will provide planning and policy guidance for future growth and development. The plan is divided into four sections. These include goals and policies, needs and opportunities, character areas and land use, and the community work program.

The goals and policies section lists priority goals which the City will strive to accomplish with more focused policies to support the overall goals. A community vision statement sets the tone and vision for the future. The needs and opportunities section identifies a list of current needs and opportunities present within the community. The list includes items which likely hinder the City from reaching its goals and broader vision. To assist in developing an updated list of needs, a SWOT analysis was conducted. Opportunities that should be promoted and capitalized upon to support the vision are also listed. The character areas and land use section identifies geographical areas of distinct function and form. Specific implementation measures to support the individual vision of each character area is listed to guide policy decision making for that area of the city. Lastly, the community work program (previously referred to as the short term work program) acts as the implementation portion of the plan. This includes projects and activities to be completed in the next five years.

The majority of policy and planning decisions and the implementation of specific projects are the responsibility of the City of Jackson City Council, which are listed below.

City Council Members

Kay Pippin, Mayor

Don Cook

Ricky Johnson

Theodore Patterson

Lewis Sims

Beth Weaver

Comprehensive Plan Steering Committee and Public Participation

The City of Jackson Council appointed a Comprehensive Plan Steering Committee to assist and guide the update of the comprehensive plan. A series of consecutive meetings took place to address the components of the plan. The Steering Committee included various members of the community including individuals from city government, economic development community, and other local stakeholders.

Steering Committee Members

Kay Pippin, Mayor

Jeanette Riley, City Clerk

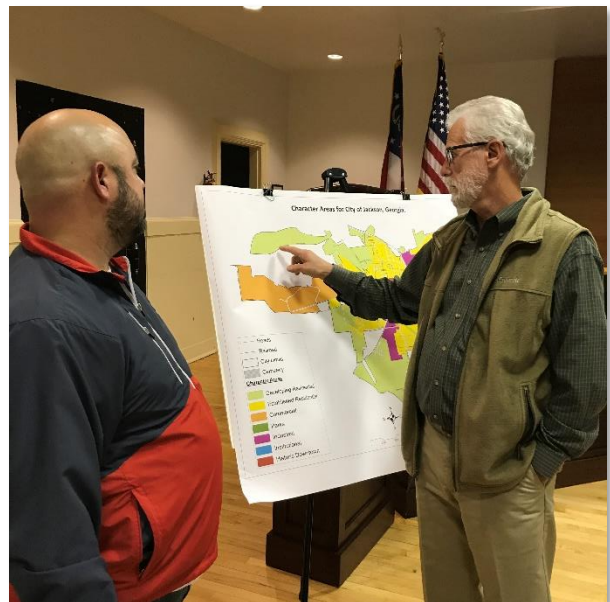
Laura Sistrunk, Butts County Development Authority

Linda Fears, Citizen

Barry Weaver, Citizen

Susan Mullis, Citizen

As part of the public participation component, a community open house was held to gather input from the community. Attendees were encouraged to complete a community visioning survey, review the SWOT analysis and the character area map. Two public hearings were held in regards to the comprehensive plan update process in which citizens could obtain information about the planning process, review, and comment on the plan.



Goals and Policies

The purpose of the Community Goals and Policies section is to guide and direct the City of Jackson's decision making process for the future of the community. Following the established goals and policies ensures the vision of the plan is implemented by the citizens and local leaders.

Vision Statement

A broad vision statement which was developed by the community stakeholders is below and depicts what the community is and what it desires to become in the future.

The City of Jackson is committed to building on its heritage and strategic location while enhancing a high quality of life for all its citizens. We pledge to work in collaboration with our residents and business community to foster pride, develop a vibrant economy, thoughtfully plan for the future and to preserve, promote, and enhance our natural environment.

List of Community Goals and Policies

ECONOMIC DEVELOPMENT

Goal: Achieve a growing and balanced economy, consistent with the prudent management of local resources, that equitably benefits all segments of the population.

Policy: The City will engage in comprehensive and strategic economic development planning. The City of Jackson should work with Butts County, Butts County Industrial Development Authority (IDA) and the Downtown Development Authority (DDA) in promoting policies which attract and expand business opportunities.

Policy: Seek to develop a manageable action plan for recruiting new industry as well as improving the skills and conditions for the labor force. The plan would be developed in coordination with regional partners in education, public services and economic development.

Goal: Develop a post-secondary education network, to assist with the development and quality of the education and skills of the local labor pool.

Policy: The City will work with the Butts County School Board, the IDA, Griffin Technical college, and the College and Career Academy, Three Rivers Regional Commission

workforce Development, and other organizations to provide increased access to skills, training and education for the City residents. There should also be measures to coordinate training directly with current and projected job skills demanded by area businesses.

Goal: Expand modern technological infrastructure.

Policy: The City will work with the Chamber and the Industrial Development Authority to review the need for technological improvements such as telecommunications equipment, broadband expansion, fiber capabilities, and downtown wi-fi to use as a tool to attract and secure business within the City.

HOUSING

Goal: Ensure that the residents of the City of Jackson have access to adequate and affordable housing.

Policy: The City will assess housing conditions and as the City of Jackson continues to attract residential growth, will monitor the types of housing that enter the market and ultimately shape the demands for public services. A neighborhood level assessment can provide a profile of those housing types and conditions and where the City should direct infill and redevelopment.

Policy: The City will coordinate housing growth plans with infrastructure policies.

Policy: The City will promote mixed-use development and housing downtown in cooperation with the DDA.

Policy: The City will work to ensure that land use management and regulations concur with established improvement plans. This can include regular meetings for review of plans, coordination of plan updates and/or adoption of official plans as part of the Comprehensive Plan.

Policy: Complete a market study for local housing trends in the future. New construction techniques, utility and service demands, and changes in household conditions are reshaping the housing market. The City will review projections for housing demands to ensure that housing quality, quantity and affordability stay within intended levels. This study is intended to provide the planning staff with an understanding of future development conditions and how they may introduce new issues and demands on the City of Jackson.

Policy: The City will consider design policies for new development. The City should ensure that new development is designed to enhance the character and viability of existing structures and neighborhoods. Measures to achieve this can include architectural

guidelines, recommendations for lot size, building placement, road design, streetscapes, and designation of open space. These various policies should be clearly defined and incorporated into the regulations and new housing development should be designed in accordance with these policies.

Policy: The City will work to promote Habitat for Humanity projects within the City, especially within established neighborhoods and infill parcels.

Policy: The City will promote quality affordable housing and housing suitable for all ages and income levels.

Policy: The City will support the adoption of lot size restrictions, in coordination with the DDA.

NATURAL AND HISTORICAL RESOURCES

Goal: Conserve and protect the environmental, natural, and historic resources of the City of Jackson.

Policy: The City will support the implementation and expansion County Green Space Plan. The City should work with the County in coordinating growth strategies and development opportunities that protect environmental resources and assist in the management and preservation of open space.

Policy: The City will expand water supply infrastructure, when needed, in conjunction with the BCWSA.

Policy: The City will develop a Water Resource Conservation Policy to ensure the supply of safe, clean drinking water, healthy streams, and rivers for recreation. The City should work with the County and the BCWSA in developing and maintaining a conservation plan with respect to local water resources. This would identify all monitoring, discharge and withdrawal activities, plus an assessment of long-term issues concerning both water quality and quantity.

Policy: The City will continue to expand and construct new trails within the community to increase connectivity, greenspace, and recreational opportunities.

Policy: The City will seek to establish a tree planting program.

Policy: The City will seek to update the historic resources survey to assist with the proper management and care of the City's historic resources.

Policy: The City of Jackson will seek to inventory and identify existing and potential resources that contribute to the local character and history of the City.

Policy: The City will seek to develop potential actions and policies for the overall retention, restoration, redevelopment, and management of these resources such as promoting the listing of historic structures to the National Register of Historic Places.

Policy: The City will promote the use of tax incentives for the rehabilitation of historic structures currently listed on the National Register of Historic Places.

TRANSPORTATION

Goal: Provide the transportation infrastructure and facilities needed to support and attract new growth and development, while maintaining and enhancing the quality of life for its residents.

Policy: The City of Jackson will update the comprehensive transportation plan to serve as a guide for future improvements, new infrastructure development, increased alternative modes including bike and pedestrian, and communication with the Georgia Department of Transportation.

Policy: The City will support the update and implementation of the Interstate Corridor Plan.

Policy: Expand sidewalk network where appropriate and promote the development of multi-use trails. The City of Jackson should develop a program for regular sidewalk maintenance, connectivity and expansion to ensure as many residences as possible have reasonable access to sidewalks.

Policy: The City of Jackson will consider annual transportation planning forums to improve communication with the Georgia Department of Transportation and local departments. The City consider a planning forum to review transportation needs and outline actions needed to support planned improvements.

Policy: The City will seek the feasibility of a golf cart ordinance.

Policy: The City will promote increased walkability and bikability throughout the city.

COMMUNITY FACILITIES AND SERVICES

Goal: Ensure that public facilities in City of Jackson have the capacity to support and attract growth and development, maintain and enhance the quality of life of its residents.

Policy: The City will support and promote the Butts County Health Department for the planning of expanded and improved community health services.

Policy: The City will partner with local health officials and Sylvan Grove Hospital to develop a plan for ensuring residents have access to proper health services.

Policy: The City will seek to expand and develop small parks and community gathering paces.

INTERGOVERNMENTAL COORDINATION

Goal: The City of Jackson will strive to maintain good standing and build relationships with other entities and organizations that contribute to the provision of public services, facilities, and overall community development within the City and Butts County.

Policy: The City of Jackson will remain updated on economic development and other issues affecting the community. The City should regularly receive and review presentations from the Chamber of Commerce and Industrial Development Authority regarding trends, concerns, and needs of the economy, and local businesses.

Policy: The City will provide the Butts County Board of Education with projected population growth and development trends for the Board to use in future growth plans.

Policy: The City of Jackson will coordinate with Butts County to maintain a parcel-level-accurate GIS database. The City should work with the Butts County Community Services Department and the Tax Assessors Office in developing a methodology to quickly and accurately update parcel records in the GIS database. The City should consider the needs of other Departments in devising a database structure for City land use information.

Policy: The City of Jackson will review and update development policies and regulations for measures to protect green space. The City and the County Planning and Zoning Department should review all aspects of the City's development regulations and policies to maximize the opportunities for protecting green space, including consideration of overlay districts and conservation design.

LAND USE

Goal: Ensure land resources are allocated in a way such that they accommodate and enhance the City of Jackson's economic development, natural and cultural resources, community facilities, and housing, while protecting and improving the quality of life for all City residents.

Policy: The City of Jackson will promote policies and regulations that encourage development patterns that maintain the City of Jackson's character and economic vitality. The City should review all zoning and development regulations to ensure their ability to foster development that abides by the goals of this plan, including, but not limited to, the following principles:

- Commercial activity should be directed into downtown City of Jackson where possible or along the main arterials.
- Industrial activity should be directed to areas with adequate and supportive infrastructure and in areas already servicing industrial uses.
- New residential use is encouraged adjacent to existing neighborhoods, around schools and other civic sites. Residences other than single-family should be closer to downtown.
- Long-term development of more neighborhood parks and recreational trails to improve the quality of neighborhoods and connectivity throughout the City.

Policy: The City of Jackson will seek to preserve the small town sense of place. The City will promote design and economic development policies that preserve the character and form of the courthouse square and adjacent blocks. A coordinated business and urban design plan could be developed to identify needs and potential assets in promoting the City's urban core, recommending specific policies and actions needed to maintain the City's historic fabric and charm.

Policy: the City will work with the Butts County Community Services Department to study the latest development issues in and around the City. The review should also analyze the ability of the regulations and land use policies to achieve the goals of the Comprehensive Plan and offer changes where necessary.

Policy: The City will promote and implement the downtown overlay district.

Policy: The City will coordinate with the DDA on the promotion of increased mixed use development downtown.

Needs and Opportunities

The Needs and Opportunities section addresses needs within the City of Jackson to make it what it wants to become and what it currently lacks to achieve its vision. This section also showcases existing opportunities available within the community which should be utilized and supported to implement the vision.

SWOT Analysis

To help gain a balanced list of needs and opportunities, a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis was conducted. The SWOT results can be found in the appendix section of the plan.

List of Needs and Opportunities

Economic Development

Needs:

- Need to expand employment opportunities for area residents especially outside of the retail sector such as increased manufacturing.
- Continue to foster new business growth in the City.
- Need to help businesses find qualified labor within the City and encourage education after high school.
- Need to identify concentrations of impoverished households and explore options for community revitalization.
- Need to identify areas, programs, and options for the impoverished areas of the City and consider which areas would benefit a community revitalization.
- Need to increase promotion of historic, recreation and cultural resources as tools for economic development.
- Need to improve the diversity in labor skill sets available within the City, with particular focus on professional labor skill sets.
- Need to develop a long-term plan for establishing and maintaining technology infrastructure including broadband capabilities.

- Work with our local Industrial Development Authority and Chamber to encourage innovative employment opportunities for the City.
- Need to encourage local businesses to hire residents within the City.
- Need to partner with local schools, future post secondary education, and trade schools for ways to place students into positions within the City as possible interns in a field of interest.
- Need to seek increased access to broadband.
- Need to identify downtown commercial properties for redevelopment.
- Need to study the feasibility of Georgia Main Street designation.
- Need to have ordinances in place to expedite the permitting process for projects that would add jobs or value to the city.
- Need to promote historic downtown for increased economic development opportunities such as film production.
- Need to develop and implement wayfinding signage.
- Need to start a community wide farmers market.
- Increase promotion and marketing of locally created products such as food, art, sites which features regional heritage.
- Need to focus on tourism opportunities.
- Need to strengthen and empower the reach of the chamber of commerce.
- Need to seek the designation of historic districts as a tool for economic development and heritage preservation.

Opportunities:

- Interstate 75 Corridor Coalition offers potential economic development opportunities.
- High School job fair partnership with local businesses.

- Local workforce development programs.
- Funding sources such as CDBG grant to upgrade sewer infrastructure.
- Adopt-a-Street Program for continued street beautification efforts.
- Jackson Trails Plan for trail connectivity between the city, Dauset Trails, and State Park.
- State Park Conference Center.
- College and Career Academy.
- German style apprentice program.
- Highway 73 offers increased development opportunity.
- Old mill properties and other vacant structures have the potential for conversion into productive business uses.

Housing

Needs:

- Need to increase the variety of housing types to accommodate a diverse market.
- Need to assess and review development guidelines for multifamily housing.
- Need to develop and maintain a housing inventory that identifies concentrations of substandard housing units.
- Need to increase the number of neighborhood associations.
- Need to analyze conditions that contribute to high percentage of renters instead of ownership in the housing market for the City of Jackson.
- To encourage development in areas where adequate infrastructure is already in place.
- Need to conduct a comprehensive housing assessment to include special housing needs within the City, particularly senior housing and low income residents.
- Need to address renter standards, vetting, and requirements.

- Development of senior housing as an economic tool to encourage developers to the City of Jackson to build specialized senior active living communities.
- Need to develop a plan for revitalizing areas and neighborhoods that are considered substandard.

Opportunities:

- Vacant city lots offer potential Habitat for Humanity project sites.
- Blighted properties have been identified for potential revitalization.
- Lower impact fees exist for projects located on existing sites.
- Increased quality business development within the proposed overlay corridor.

Natural and Cultural Resources

Needs:

- Need to study the feasibility of a formal storm water management plan and ordinance.
- Need for additional park space in the City, especially small neighborhood pocket parks.
- Need to implement land use policies and develop programs that support the goals of the local Green Space Program.
- Establish a Historic Resources Plan in conjunction with Butts County and other cities located within the County.
- Need to conduct and update of the historic resource survey throughout the City to identify buildings or structures that are historic and develop measures to preserve them.
- Need to seek the possibility of a historic preservation ordinance and commission.
- Need to identify historic properties for listing on the National Register of Historic Places.
- Need to identify opportunities for conservation easements.

- Increase marketing of green space program through local media, brochures, and civic presentations.
- Need to promote green space programs and education designed for landowners, developers and school aged children.

Opportunities:

- The establishment of a parks foundation or friends of Jackson parks.
- Future and expanded trail connections between Dauset Trails Center, Indian Springs Village, Indian Springs State Park and the City of Jackson offers increased recreational amenities, increased connectivity, and economic development opportunities.

Transportation

Needs:

- Need to form student walking groups lead by parents to increase safe routes to school.
- Need to expand sidewalk network where appropriate.
- Expansion of bike infrastructure including bike lanes, trails, and designated bike routes.
- Need to continue communication and planning between the City, Butts County, and the Georgia Department of Transportation.
- Need to study the possibility of carpooling stops, including park-and-ride lots.
- Need to address railroad blockages within the city and Development strategies for passenger rail service within the region.
- Sidewalk system expansion in appropriate areas throughout the City.
- Need to develop a transportation and accessibility plan for the City of Jackson, analyzing the existing and potential routes for connecting key origins and destinations within the County.
- Need to complete the Pathway to Learning Trail.
- Need to continue planning and coordination with GDOT regarding the Jackson bypass.

Opportunities:

- Active rail line through the city offers potential for industrial rail spurs to grow existing businesses and attract new business.

Community Facilities and Services

Needs:

- Develop additional sewerage capacity for future development.
- Develop a sewer expansion plan and policy to ensure the most cost efficient provision of service is met.
- Need to explore appropriate locations of new fire hydrants and monitor existing throughout the City of Jackson.
- Need to maintain level of police presence and service within the City of Jackson.
- Evaluate the City of Jackson's ability to accommodate more intensive and specialty care at the existing hospital.
- Explore if expansion of the hospital facilities is necessary to accommodate future growth.
- Evaluate feasibility and need for an auditorium or fine arts center in the City of Jackson.
- Need to address recycling needs of the community.
- Need to study the feasibility of a county wide waste management service.
- Monitor and implement the Solid Waste Management Plan.

Opportunities:

- SPLOST funds available to expand fire department facilities.
- Swing bed facility feasibility.
- New school facilities offer room for growth.

Intergovernmental Coordination

Needs:

- Need to continue land use planning forums with the City of Jackson and Butts County.
- Need to create a forum for the Chamber of Commerce, IDA, DDA, and the City.
- Continue to upgrade the GIS database and work with the County Planning and Zoning Office to review methodology for updating City records.
- Review, discuss and maintain the Service Delivery Strategy Agreement.
- Need to amend ordinances to allow conservation subdivisions as an alternative development of the neo-traditional zoning.
- Need to implement a Special Purpose Local Option Sales Tax (SPLOST) referendum to raise additional local funds for acquisition and pathway improvements.
- Identify federal, state, and private sources of grant funding for land acquisition and access improvements.

Opportunities:

- Downtown overlay district provides for quality development and business expansion.

Land Use

Needs:

- Need to promote land use polices that maintain and improve the viability of businesses within the downtown area.
- Adopt land use policies that preserve and improve existing neighborhoods.
- Utilize policies to ensure the viability of industrial land to support modern businesses especially in the southern portions of the City.
- Policies to ensure that new development or redevelopment compliments and enhances the character of the City of Jackson.

Opportunities:

- Land use policies to maintain safe and attractive environments around the schools.

Character Areas and Land Use

Character areas are geographic sub-areas of a community which contain unique characteristics and physical form. According to the Department of Community Affairs, Character areas have unique or special characteristics, have potential to evolve into a unique area when provided specific and intentional guidance, or require special attention due to unique development issues. Character areas may be identified by the types of development found there which vary from historic downtowns, commercial and industrial areas, or residential neighborhoods. Other character areas may lack development and include more natural features such as greenspace or parkland.

The following list identifies character areas found within the City of Jackson. Each character area listed includes a definition, description, desired development patterns, recommended land uses, and a list of implementation measures. Current photos are also included which give an actual snapshot into each distinct character area.



Character areas designated within the City of Jackson are:

- Developing Residential
- Established Residential
- Commercial Corridors
- Parks and Recreation
- Industrial
- Historic Downtown
- Trail Corridor

Developing Residential

Areas where typical types of suburban residential subdivision development are likely to occur due to the availability of water and sewer service. Without proper planning, this area is likely to contain low pedestrian orientation, high open space, moderate degree of housing separation, predominately residential with scattered civic and commercial, along with varied street patterns which are curvilinear and low connectivity.



Description

Suburban style residential development is dispersed along the outer areas of the City of Jackson. These areas are characterized by subdivision development with room for expansion.

Desired Development Patterns

Quality design will be promoted and subdivision ordinances will be enforced and updated when needed.

Land Use

Land uses in the area will focus on single-family, multi-family residential, mixed use and parkspace.

Implementation Strategies

- Promote the development of conservation subdivisions to conserve greenspace.
- Encourage residential development to connect to existing streets.

- Encourage the use of the traditional street grid when residential development occurs adjacent to traditional established neighborhoods.
- Encourage the connections between new developments within and not only through access roadways.
- Promote the development of higher density residential close to downtown to encourage increased connectivity and neighborhood cohesiveness.
- Promote street design which encourages traffic calming.

Established Residential

Neighborhoods having relatively well-maintained housing, possessing a distinct identity through architectural style, lot and street design, and higher rates of home ownership.



Description

Established residential neighborhoods exist from just outside the downtown square through much of the built areas of the city. Many homes adjacent to the downtown are historic structures and a few are listed on the National Register of Historic Places such as the Carmichael House. Some of these homes have been converted into commercial use.

Desired Development Patterns

New residential infill development should match the mix of housing types and styles of the older residential neighborhoods. New development that reflects traditional neighborhood design

principles, such as smaller lots, orientation to the street, mix of housing types, and pedestrian/bicycle access. Sidewalks should be extended where appropriate.

Land Use

The primary land uses within this character area will be single-family residential along with civic/institutional.

Implementation Strategies

- Encourage home ownership to maintain neighborhood stability and property maintenance.
- Building in vacant property and infill should be of similar quality and compatible with the existing architecture.
- Encourage the use of preservation tax incentives for the rehabilitation of historic structures.
- Pedestrian and bicycle facilities should be expanded throughout the area to increase connectivity to other sections of the community.

Commercial Corridors

Developed or open land paralleling the route of a street or highway in town that I already or likely to experience uncontrolled strip development if growth is not properly managed. May include declining, unattractive, vacant or underutilized commercial space. These corridors often gateways into the city and lead to the historic center.



Description

The east and west corridors along US Highway 16 and 23 act as commercial gateway corridors into the City of Jackson. Commercial activity of various scale exists along the corridor but concentration along the west end of US Highway 23 (3rd Ave). Some existing commercial sites are in need of revitalization.

Desired Development Patterns

New commercial development and the redevelopment of older existing sites should be encouraged. The newly proposed overlay ordinance covers some of this corridor which would promote desired commercial activities.

Land Use

Land uses allowed within this character area include: commercial, public/institutional, and residential.

Implementation Strategies

- Update and enforce existing sign ordinance.
- Adopt and implement quality development ordinance.
- Encourage landscaping and beautification.
- Incorporate welcome and directional signage along the corridor.
- Retrofit or mask unsightly commercial structures.
- Provide bike and pedestrian linkages to adjacent residential and commercial development.

Parks and Recreation

Park space includes land dedicated to various outdoor uses such as recreational facilities, passive parks and pocket parks.



Description

Located in an active recreation park, Butts County Leisure Services (Recreation Department) is headquartered in the City of Jackson and operates recreation programs and parks for the entire county.

Desired Development Patterns

Access to recreational amenities should be maximized including expanded bicycle and pedestrian infrastructure. Adjacent land to existing parks could be utilized for future expansion.

Land Use

Active recreation and small scale commercial.

Implementation Strategies

- Revitalize and enhance existing parks.
- Encourage community gardens.
- Increase passive recreation opportunities.
- Acquire vacant land to use as additional park space especially in underserved areas.
- Create linkages to neighborhoods, schools, downtown, and other parks.

Industrial

Land used in higher intensity manufacturing, assembly, processing activities where noise, particulate matter, vibration, smoke, dust, gas, fumes, odors, radiation, or other nuisance characteristics are not contained on-site.



Description

Within the City of Jackson there are two areas with a concentration of industrial uses. There are no formal industrial parks located in the City. One industrial zone is located along the Norfolk Southern rail line with the possibility of rail spurs.

Desired Development Patterns

Proper buffering between industrial uses and neighboring residential areas should be used. Landscaped frontages and access corridors should be encouraged. Road networks should be able to accommodate the truck traffic entering and exiting the area.

Land Use

Land uses within the area will remain heavy and light Industrial along with office park development.

Implementation Strategies

- Encourage landscaping and buffers surrounding industrial areas.

- Encourage a mix of uses adjacent to industrial areas to serve industry employees to increase access to retail and park space.
- Promote the Federal Foreign Trade Zone (FTZ) for the recruitment of additional industries.
- Update and enforce the sign ordinance to include uniform directional signage.

Historic Downtown

The traditional central business district which is immediately surrounded by commercial and other mixed uses. Structures are typically over 50 years old and historically significant.



Description

The historic square in is the heart of downtown Jackson. Turn of the century commercial structures surround the still active historic courthouse. City Hall and the county courthouse are still located here. Vacancy of structures is becoming increasingly less and beautification efforts have increased.

Desired Development Patterns

Revitalization and beautification efforts will continue. Local and small-scale retail should continue to be promoted and expanded. Rear parking should be encouraged. Encourage increased mixed-use such as downtown residential, especially above storefronts. Wayfinding and directional signage should be implemented. The area should also be considered for listing on the National Register of Historic Places. A historic overlay ordinance would also be beneficial. Continuation and promotion of the façade grant program should be a priority.

Land Use

Land uses within the historic downtown include: commercial, residential, public/institutional.

Implementation Strategies

- Encourage mixed-use development.
- Continue revitalization efforts.
- Promote the expansion of local and small scale retail infrastructure.
- Adopt historic overlay ordinance if feasible.
- Increase bike and pedestrian connectivity and safety.
- Implement wayfinding and informational signage.
- Continue façade grant program.
- Consider downtown National Register of Historic Places nomination.

Trail Corridor

Area of protected open space that follows natural and man-made linear features for recreation, transportation and conservation purposes and links ecological, cultural, and recreational amenities. Greenways can provide safe, efficient multi-use linkages.



Description

The City of Jackson trail corridor will encompass the area which will contain a multi-use greenway trail connecting the heart of town to Indian Springs State Park and Conference Center and the Dauset Trails Nature Center. The trail follows

Desired Development Patterns

The Jackson Trail will build upon physical connections which have been established between Indian Springs State Park and Dauset Trails Nature Center. Trail amenities and connections to existing neighborhoods will be a priority. The trail will strengthen connectivity between key activity centers and parks, increase recreational amenities, and act as a catalyst for increased quality of life.

Land Use

Land uses will include conservation, parks, and residential.

Implementation Strategies

- Create trail heads along the route where appropriate.
- Connect to existing streets and neighborhoods where feasible.
- Promote the route as an alternative transportation option.
- Acquire additional greenspace along the route for parkspace.
- Create a “friends of Jackson Trail” group to promote and manage the trail.

Institutional

Concentrated institutional uses such as local government, educational facilities, and other campus style development which is characterized by high degree of access by vehicular traffic, and on-site parking and large acre tracts.

Description

In the City of Jackson institutional areas include the Butts County Administration Complex, the Jackson High School stadium and the Ernest Battle Professional Development Center. Sidewalk access exists which link to other activity corridors and the local library.



Desired Development Patterns

The City of Jackson will focus on maintaining the quality and appeal of the facilities, which are located within the institutional character areas, especially those representing the local government and school system. These facilities directly represent the community and foster a sense of pride. Greater multi-modal access to the areas including bicycle accommodations should be considered.

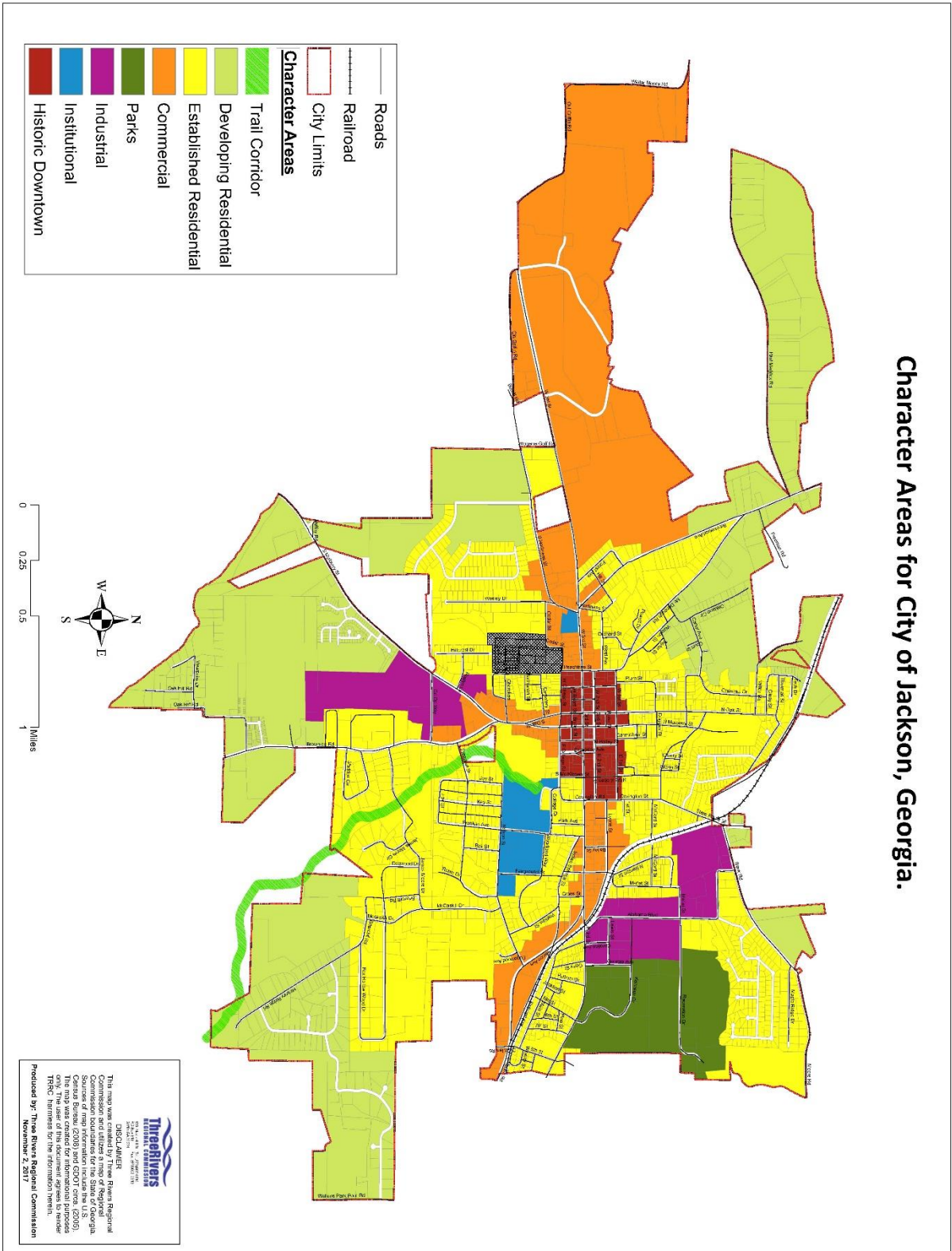
Land Use

Land use will primarily include public institutional uses.

Implementation Strategies

- Ensure proper maintenance of existing public structures.
- Increase access to the area and facilities for cyclists.
- Implement wayfinding signage

Character Area Map



Community Work Program

The City of Jackson Community Work Program is a list of priority projects to be undertaken by the City within in the next five years. The Community Work Program includes the specific activity or project, an estimated timeframe in which to complete the activity, the responsible entity overseeing the activity, the estimated cost, and the likely source of funding.

Report of Accomplishments – 2012-2017 Short Term Work Program

A Report of Plan Accomplishments serves as a status report for the most recent Short Term Work Program covering the years 2012-2017.

CITY OF JACKSON 2012-2017 SHORT TERM WORK PROGRAM REPORT OF ACCOMPLISHMENTS			
Project or Activity		Status	Explanation
1	Obtain right-of-way for one way pair/overpass	Not Complete	Items 1-4 all relate to a single GDOT project which is currently on hold.
2	Relocate utilities for one way pair overpass	Not Complete	
3	Begin construction of one way pair/overpass	Not Complete	
4	Complete construction of one way pair/overpass	Not Complete	
5	Increase capacity at the Yellow Water Creek Sewer Plan	Underway	Will be addressed at a future date
6	Sewer line replacements – various locations	Complete	
7	Water line replacements – various locations	Complete	
8	Purchase land for Public Works Expansion	Underway	

9	Electric Meter Replacement Program (SMART)	Not Complete	Expense. Will address in the future.
10	Water meter replacement	Underway	
11	Purchase new fire truck	Postponed	Funding now secure.
12	Purchase digger truck	Not Complete	Funding now secure.
13	Re-establish Downtown Development Authority	Complete	
14	Prepare Downtown Design Guidelines	Complete	
15	Establish Downtown Overlay District	Complete	
16	Establish Opportunity Zones	Not Complete	State law changed. May apply at a future date.
17	Construction of new fire station	Postponed	Waiting for funding in new SPLOST.
18	Prepare for full 2018 Comprehensive Plan Update	Underway	Adoption in February.

Community Work Program 2018-2023

Below is the City of Jackson’s Community Work Program with priority projects to be completed in the next 5 years.

City of Jackson – Community Work Program 2018-2023				
Activity or Project	Timeframe	Responsible Party	Estimated Cost	Funding Sources
Purchase land for Public Works Expansion.	2018-2019	City	TBD	SPLOST, Grants
Electric Meter Replacement Program (SMART)	TBD	City	TBD	SPLOST, Local
Water meter replacement	2018	City	TBD	SPLOST, Local
Purchase new fire truck	2018	City	TBD	SPLOST
Purchase digger truck	2018	City	TBD	SPLOST
Construction of new fire station	2018-2019	City	TBD	SPLOST
Water and sewer line improvements	2018-2020	City	\$700,000	CDBG
Jackson Trail Phase I	2018-2019	City	\$240,000	GA RTP, Local
Establishment of pocket parks in select locations	2018-2019	City	\$50,000	SPLOST
Sidewalk expansions: HWY 36 to Brownlee Rd and View Point Rd, Butts County Admin Bldg to High School	2018	City	TBD	SPLOST
Construct three roundabouts in coordination with GDOT	2022	City, GDOT	TBD	GDOT, Local

Activity or Project	Timeframe	Responsible Party	Estimated Cost	Funding Sources
Construction of Jackson Bypass	TBD	GDOT, City	TBD	GDOT
Implement wayfinding signage	2018-2020	City	TBD	SPLOST
Implement welcome signage at gateway corridors	2018-2019	City	TBD	SPLOST, Grants
Implement Adopt-a-Street program	2018-2022	City, Local businesses	TBD	Local
Complete improvements to Pep Park	2018-2021	City	\$100,000	SPLOST
Update historic resource survey	2019-2021	City, Consultant	TBD	Local, Grants
Construct outdoor exercise equipment	2019	City, Rec Dept.	TBD	SPLOST, Local
Expand lighting downtown	2018-2019	City	\$3,000	Local
Replace and repair utility poles	2018-2020	City	TBD	Local
Establish recycling program	2018-2019	City, Contractor	TBD	Local
Complete a downtown parking study	2018-2019	City, Consultant	TBD	Local
Update, maintain, and expand social media presence	2018-2022	City	TBD	Local
Assist in the restoration of historic Hawkes Library	2018-2019	City, County, Private Entities	TBD	Private Funds
Establish community wide farmers market	2018-2019	City, Local	TBD	Local, Grants, Private Funds

Activity or Project	Timeframe	Responsible Party	Estimated Cost	Funding Sources
Complete 3.5 mile “Pathway to Learning” Trail	2018	City, County	\$125,000	Local
Establish planning forum for the Chamber of Commerce, IDA, DDA and the City	2018	City, IDA, DDA, Chamber	TBD	Local

Appendix

- SWOT Analysis
- Meeting Sign-in Sheets
- Comprehensive Plan Process Presentation
- Public Open House – Visioning Event Flyer

City of Jackson SWOT Analysis

Strengths

- Downtown Development Authority
- Downtown Square
- Facade Grant Program
- Jackson Alive
- Arts Council
- Community Pride
- Water Supply
- Tree City USA
- Fiscally Sound
- Geographic location to highways and railroad
- Educational institutions
- Jackson Lake
- Proposed trails
- Recreation Department
- Southern Living Magazine - Top 10 Prettiest Towns in GA
- Safe City - Top 25 in GA
- Local Hospital
- Film industry
- Single radio station and newspaper
- Banking Community
- Strong faith community

Weaknesses

- Aging workforce and overall population
- Downtown parking perception
- Lack of youth activities and facilities
- Lack of internet connectivity and broadband
- Minimal amount of local retail
- Lack of web and social media presence

Opportunities

- Industrial rail spurs
- Future trail connectivity
- Youth training
- Mixed use development downtown
- Indian Springs State Park Conference Center
- Ecotourism from nearby Ocmulgee River
- Recreation
- Wayfinding signage
- Expansion of tourism

Threats

- Lack of sustainable revenue stream
- Minimal citizen engagement
- Pressures from neighboring jurisdictions
- School image
- Aging infrastructure

City of Jackson 2018-2038 Comprehensive Plan Update

Plan Steering Committee Meeting #4
Monday, September 25 @ 12:00 PM

Sign-In Sheet

NAME	ORGANIZATION	EMAIL ADDRESS	PHONE	SIGNATURE
Paul Jarrell	TRRC	piarrell@threeriversrc.com	770-254-4506	
Kay Pippin	Mayor, City of Jackson	Kay.pippin@cityofjacksonga.com	770-775-7535	
Jeanette Riley	Clerk, City of Jackson	jeanetteriley@cityofjacksonga.com	770-775-7535	
Linda Fears	Citizen	lhfears@gmail.com	678-977-5472	
Laura Sistrunk	Butts Co. Dev't Authority	Laura.hale@buttscountyida.com	770-775-4851	
Barry Weaver	Citizen	Barry.weaver@hotmail.com	404-403-2889	
Susan Mullis	Citizen	Susan.M.Mullis@gmail.com	404-713-7518	
Sam Mukoro	TRRC	smukoro@threeriversrc.com	678-692-0510	
Jeanie Brantley	TRRC	jbrantley@threeriversrc.com	11	

City of Jackson 2018-2038 Comprehensive Plan Update

Public Open House – Visioning Meeting
 Jackson Municipal Courthouse
 Tuesday, November 28 2017, 6:00 PM

Sign-In Sheet

NAME	ORGANIZATION	EMAIL ADDRESS	PHONE
Charles B Jones	not working		404-805-7956
Jeanette Hilley	City of Jackson	jeanette.hilley@cityofjacksonga.com	7707757535
Jean Johnson	Real Estate	jackson.johnson@gmail.com	678-634-2969
Ricky Pruitt Johnson	City of Jackson	Ricky.johnson@cityofjacksonga.com	678-758-0047
Don Cook	City of Jackson	don.cook@cityofjacksonga.com	770-775-2234
Barry Weaver	City of Jackson	barry.weaver@hotmail.com	
Beck Weaver	City of Jackson	beck.weaver@cityofjacksonga.com	770-468-9918
Candace Armistead	Armed and Dangerous	ccjackson@springnet.com	770-596-0304
Zack Sowell	United Bank / City of Jackson DDA	zsowell@unitedbank.net	706-681-0012
Susan Mullicis	Retired Educator	susan.mullicis@gmail.com	404.713.7518
Wm. Mullicis	RETIRED	WM.MULICIS@GMAIL.COM	404-713-7517
Kim Freshwater	Oldwell Banker	freshwaterkim@gmail.com	770-630-8394

CITY OF JACKSON
COMPREHENSIVE PLAN
2018-2038

Public Hearing and Kick-Off Meeting
March 21st @ 6:15 PM - Jackson City Hall

Why Comprehensive Planning?

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- State Law- Georgia Planning Act 1989
- Establish community-based, long-term vision for the City's future
- Assess existing conditions, opportunities, current and future needs
- Establish goals and policies to guide for future actions based on a shared vision
- Formalize plan to leverage public and private investment
- Meet state planning requirements and maintain QLQ status.
- Qualify for grants and other funding programs.

Comprehensive Plan Team



Plan Steering Committee

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□ **Purpose:**

- To oversee, guide and participate in the development of the plan

□ **Must include:**

- At least one member of the governing body (council)
- Member representing the economic development sector

□ **Other local community stakeholders:**

The committee should include other local community stakeholders and citizens which represent and wide spectrum of interests.

Public Participation

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□ **Activities include:**

- **Steering Committee – Community Stakeholders**
 - Elected official(s)
 - Economic development representative(s)
 - Other community appointees
- **Open House and Community Visioning Event**
 - Citizen and stakeholder input
 - Community vision for the future
- **Draft Plan Review**
 - 30-day local and regional review

Planning Horizon

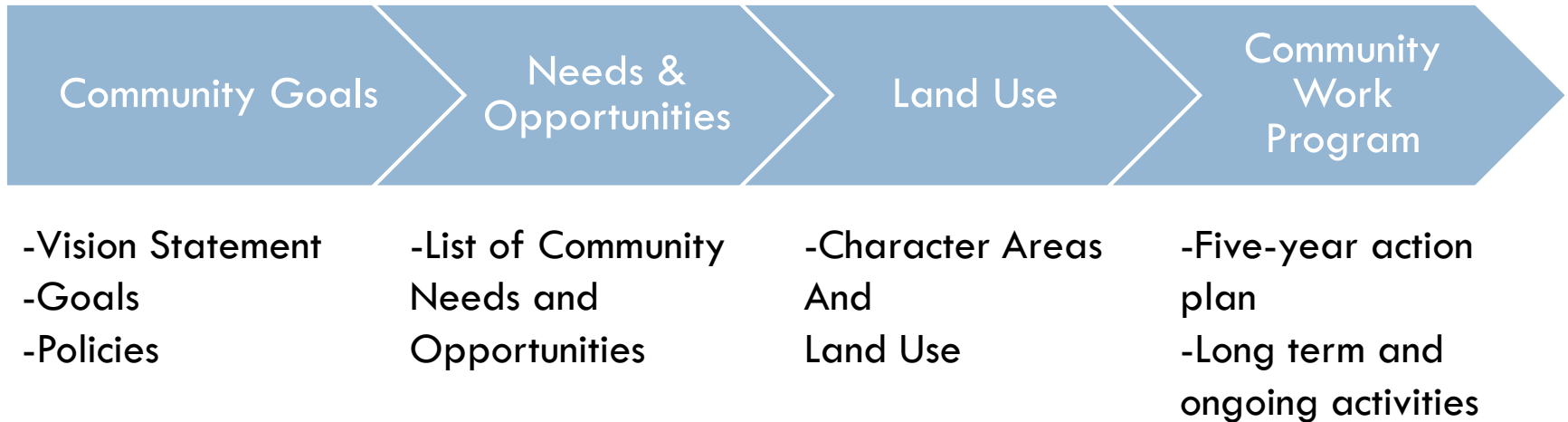
6

- 20 year outlook and vision
- 5 year community work program
 - ▣ Implementation activities
- Intended to be updated regularly to account for changes in city, economy, and environment



Plan Framework

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Questions and Contact Info

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Paul Jarrell

Planner

TRRC- Franklin office

770-254-4506

pjarrell@threeriversrc.com

Jackson Comprehensive Plan Public Open House

The City of Jackson is in the process of updating the community's comprehensive plan. This plan promotes and implements the City's vision for the future. The purpose of this public open house is to allow the citizens of the City of Jackson to have a voice in that future.

Topics of interest include: downtown, economic development, housing, transportation, land use, and community services.

Date: Tuesday, November 28, 2017
Time: 6:00 PM to 7:30 PM
Place: Municipal Court Building, 132 S. Mulberry St.
Jackson, GA

Come by and give us your ideas. Your input will be greatly appreciated!

