STATE OF GEORGIA
CITY OF JACKSON **RESOLUTION 2023-003**

A RESOLUTION ADOPTING THE CITY OF JACKSON COMPREHENSIVE PLAN FOR 2023-2024

WHEREAS; the City of Jackson has completed the 2023-2043 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 City Hall on September 20, 2022 and January 17, 2023; 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 Jackson City Council hereby adopts the Comprehensive Plan, on this 21st day of February 2023.

BY:

Carlos Duffey, Mayor

ATTEST:

Marjorie Stansell, City Clerk

2023 - 2043

COMPREHENSIVE PLAN

Prepared by Three Rivers Regional Commission

Adopted February 2023









This page intentionally left blank

TABLE OF CONTENTS

Table of Contents **2**
Introduction **3**
Purpose of the Comprehensive Plan 3
Comprehensive Plan Steering Committee and Public Participation 4
Plan Preparation 4
Vision Statement **5**
Economic Development **5**
Broadband **8**
Broadband Coverage Map 9
Housing **9**
Natural and Cultural Resources **11**
Transportation **12**
Community Facilities and Services **14**
Intergovernmental Coordination **15**
Land Use **16**
Character Areas **18**
Developing Residential 18
Established Residential 20
Estate Residential 21
Commercial Corridors 22
Parks 24
Industrial 25
Historic Downtown 26
Trail Corridor 27
Institutional 28
Character Area Map 30
Community Work Program **31**
Report of Accomplishments – 2018-2022 Short Term Work Program 31
Community Work Program 2023-2027 34
Appendix **39**

INTRODUCTION

The plan was prepared 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 vision for future planning, growth and development. The plan is divided topics with each including goals and strategies, needs and opportunities, future land use and character areas, and the community work program.

The community vision statement sets the tone and vision for the future. Goals and strategies include priority goals, which the City will strive to accomplish with more focused strategies to support the overall goals.

The needs and opportunities identify a list of current needs and opportunities present within the community that should be addressed to reach the vision. The list includes items that likely hinder the City from reaching its goals and broader vision. This section also highlights existing opportunities available within the community that should be utilized, supported, and capitalized upon to implement the vision. To assist in developing an updated list of needs, a SWOT analysis was conducted. The SWOT results can be found in the appendix.

The future land use and character areas identify geographical areas of distinct function and form. Specific implementation measures to support the individual vision of each character area are listed to guide decision making for that area of the city.

Lastly, the community work program serves as the implementation portion of the plan. This includes priority projects and activities to be completed in the next five years by the city council, staff and partners.

City Council Members
Carlos Duffey, Mayor
Don Cook, Don Cook, District 4
Ricky Johnson Jr., District 3
Theodore Patterson, District 1
Lewis Sims, District 2
Beth Weaver, District 5

Comprehensive Plan Steering Committee and Public Participation

As part of the 2023 plan update, The City of Jackson Council appointed a Comprehensive Plan Steering Committee to assist and guide the discussions, identify priorities, and clarify the vision. 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, the economic development community, and other local stakeholders.

Steering Committee Member	Affiliation
Kim Freshwater	Century 21 Realty
Shannon McRae	Roots Outdoors
Robert Ravenell	Fireworks/Grudge
Mandy Rivers	Rivers
Beth Weaver	City Council
Sylvia Redic	City Manager
Myette Crawford	Author
Christy Williams	City Zoning Administrator
Jesse Duffey	Retired Citizen

As part of the public participation component, two community open houses were held to gather input from the community. Stations were set up and focused on specific topics such as housing, budget priorities, future land use, and a station to catch the public's general vision.

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.

Plan Preparation

The comprehensive plan update was prepared and facilitated by the Three Rivers Regional Commission in partnership with the City of Jackson.

TRRC Staff	Position
Paul Jarrell	Senior Planner
Stephanie Wagner	Planner
Shari Selch	GIS and Mapping

VISION STATEMENT

The City of Jackson is committed to maintain and build upon its small town charm, heritage and sense of community. This will be done while welcoming sustainable economic development, maintaining efficient services, with the ultimate goal of fostering pride and offering a high quality of life for all its citizens.

ECONOMIC DEVELOPMENT

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

Strategy: The City will engage in comprehensive and strategic economic development planning. The City of Jackson will collaborate with the Jackson Downtown Development Authority, Butts County Board of Commissioners, Butts County Industrial Development Authority (IDA) and the Downtown Development Authority (DDA) in promoting measures, which attract and expand business opportunities.

Strategy: Support existing businesses and industry as well as welcoming new businesses, which contribute to the economic vitality of the city and employment to its citizens.

Goal: Quality workforce development and quality of the education and skills of the local labor pool.

Strategy: The City will work with the Butts County School Board, the IDA, Southern Crescent 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.

Strategy: 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.

Needs:

- Continue to foster new business growth and employment opportunities in the City, especially downtown.
- Need to increase promotion and utilization of façade grant program.
- Need to help businesses find qualified labor within the City and encourage education after high school.
- Need to identify areas, programs, and options for the blighted areas of the City and consider which areas would benefit from community revitalization.
- Need to improve the diversity in labor skill sets available within the City, with particular focus on professional labor skill sets.
- Work with our local Industrial Development Authority and Chamber to encourage innovative employment opportunities for 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 identify downtown commercial properties for redevelopment and address blight especially along 2nd Street.
- Need to limit property owner's ability to abandon properties creating blight especially in the downtown area.
- Need to address vacant and blighted spaces downtown.
- Water and sewer infrastructure upgrades and expanded capacity are needed in the downtown area to support retail and other businesses.
- 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.
- Increase promotion and marketing of locally created products such as food, art, sites that features regional heritage.

- Need to seek the designation of historic districts as a tool for economic development and heritage preservation.
- Increased signage to parking areas.
- Site for electric vehicle charging stations.
- Need for hospitality training for local employees.

Opportunities:

- Downtown programs and organizations such as the Georgia Downtown Association and possible Georgia Main Street affiliation.
- Downtown overlay district provides for quality development and business expansion.
- High School job fair partnership with local businesses.
- Local workforce development programs.
- Funding sources such as CDBG grant to upgrade sewer infrastructure.
- Jackson Trails Plan for trail connectivity between the city, Dauset Trails, and State Park.
- Highway 23/42/87 offers increased development opportunity.
- Old mill properties and other vacant structures have the potential for conversion into productive business uses.
- Although decreased, vacant properties such as old churches and banks offer opportunity for adaptive reuse development.
- Downtown alleyways could be used for shared spaces for outdoor dining.
- The Georgia Rural Zone program could offer future incentives for job creation and revitalization downtown.
- Dirt roads offer opportunities for gravel biking tourism.

BROADBAND

Goal: Expand modern technological infrastructure.

Strategy: The City will work with internet service providers, the state, and other partners to expand broadband, especially in those areas not covered by the EMC initiative.

Strategy: The City will encourage the use of fiber for broadband expansion.

Strategy: The City will partner with the DDA to expand downtown internet access and wi-fi to use as a tool to attract business and visitors to the square.

Needs

- Need to develop a long-term plan for establishing and maintaining technology infrastructure including broadband capabilities.
-
- Need to seek increased access to broadband especially in those areas served by municipal power.

Opportunities

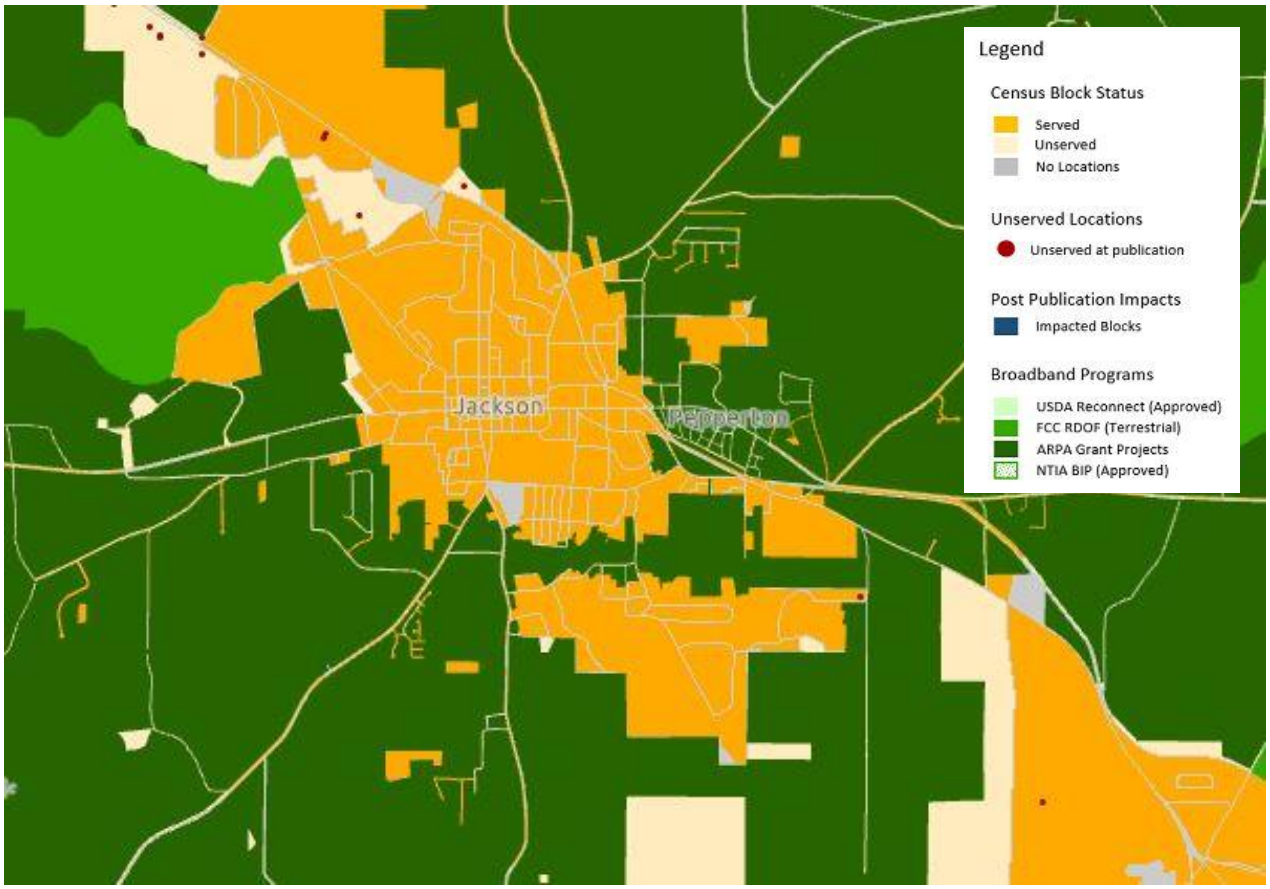
- Expanded broadband access is taking place due to the Central Georgia EMC initiative.
- Grant programs exist as possible resources to expand broadband into needed areas.
- The Georgia Broadband Ready Community and Site Ready programs offer additional ways to promote broadband access in the community.

Types of Internet Access in the City of Jackson

Total Households:	1,654
Has a computer:	1,391
With an internet subscription	1,282
With dial-up Internet subscription alone	0
With a broadband Internet subscription	1,282
Without an Internet subscription	106
No computer	372

Source: U.S. Census 2021 ACS 5-Year Estimates

Broadband Coverage Map



HOUSING

Goal: Housing stock and housing development that provides the citizens of Jackson with adequate, safe, high quality, and affordable housing.

Strategy: The City will assess housing conditions and enforce codes to maintain safe and attractive neighborhoods.

Strategy: The City will strive to coordinate housing growth and land use management plans with infrastructure strategies.

Strategy: Encourage appropriately scaled infill housing and development.

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

Strategy: Consider conducting a housing assessment or market study for local housing trends in the future.

Strategy: The City will implement and promote the updated design and zoning codes for new development to ensure development meets the city's current standards.

Needs:

- Need to increase the variety of housing types to accommodate a diverse market.
- Need to assess and review development guidelines for higher quality multifamily housing.
- A housing inventory that identifies concentrations of substandard housing units, blighted areas, and areas for redevelopment.
- Need to increase the rate of home ownership. The rent/own ratio is approximately 50/50 according to the U.S. Census.
- 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.
- Development of senior housing as an economic tool to encourage developers to the City of Jackson to build specialized senior active living communities.

Opportunities:

- Vacant city lots offer potential infill housing and Habitat for Humanity project sites.
- Lower impact fees exist for projects located on existing sites.
- Increased quality business development within the proposed overlay corridor.
- Updated development codes will increase quality of housing.
- Housing options increasing due to completed subdivisions.
- Potential growth opportunity along McDonough Road.
- New requirement for neighborhood associations will assist in neighborhood housing conditions, beautification, and sense of community.

NATURAL AND CULTURAL RESOURCES

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

Strategy: 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.

Strategy: The City will expand maintain water supply infrastructure.

Strategy: The City will ensure the supply of safe, clean drinking water.

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

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

Strategy: The City will seek to develop potential actions and strategies for the overall protection of historic resources such as promoting the listing of historic structures to the National Register of Historic Places or establishment of districts.

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

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 inventory historic resources in possible conjunction with Butts County, Indian Springs, and other cities located within the County.
- Need to increase promotion of historic, recreation and cultural resources as tools for economic development.
- 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.

- Encourage the listing of historic properties on the National Register of Historic Places and the utilization of the rehabilitation tax incentives.

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

Goal: Transportation infrastructure and facilities that provide for safe, efficient, attractive, and accessible roadways that support growth and development.

Strategy: Utilize and consider updating the 2008 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.

Strategy: The City will support the update and implementation of the 2015 I-75 South Corridor and Subarea Master Planning Study/Interstate Corridor Plan.

Strategy: Maintain and repair road network and implement a re-paving schedule for the priority streets.

Strategy: Increase safety and connectivity measures within the downtown area.

Goal: Increase multi-modal transportation infrastructure and connectivity.

Strategy: Continue to repair, maintain and expand sidewalk network where appropriate to increase pedestrian access and connectivity between neighborhoods and activity centers.

Strategy: Support the expansion, access, and development of multi-use trails.

Strategy: The City will promote increased walkability and bikeability throughout the city.

Strategy: Consider a partnership with Georgia Safe Routes to School Resource Center to increase safe access for kids to walk and bike to school.

Needs:

- Need to increase pedestrian accessibility on the interior portion of the square around the courthouse.
- Traffic, especially large truck, and congestion along 3rd Street and most State highways an issue.
- Need to increase students walking groups lead by parents to increase safe routes to school.
- 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.
- Participate in planning 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 continue planning and coordination with GDOT regarding the Jackson bypass.
- Many roads in the city need re-paving and the city will prioritize

Opportunities:

- Active rail line through the city offers potential for industrial rail spurs to grow existing businesses and attract new business.
- Jackson Trail offers access from the city to tourism sites such as Dauset Trails and Indian Springs State Park and Village.

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.

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

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

Strategy: The City will continue efforts to expand and develop small parks and community gathering spaces.

Strategy: The City will maintain and expand water and sewer infrastructure.

Strategy: The City will implement measure to ensure the safety of all its citizens.

Needs:

- Develop additional sewerage capacity and upgrade wastewater treatment plant.
- Develop a sewer expansion plan and Strategy 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.
- Need to study the feasibility of a county wide waste management service.
- Repair and replace water lines especially in the downtown area and the other locations due to lead joints.
- The construction of a new public safety complex to house police and fire departments.

- The construction and upgrade of city council chamber.
- Areas of the city need to be assessed for increased lighting for visibility and safety.
- Utility poles throughout the community need to be replaced.

Opportunities:

- SPLOST funds available to expand police and fire facilities.
- Swing bed facility.
- New school facilities offer room for growth.
- New performing arts center will allow for increased community events and performances.

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.

Strategy: The City of Jackson will remain updated on economic development and other issues affecting the community.

Strategy: 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.

Strategy: The City of Jackson will coordinate with Butts County to maintain a parcel-level-accurate GIS database.

Strategy: Coordinate with GDOT for mutually beneficial outcomes for transportation projects within the city.

Strategy: The City will coordinate with the DDA on downtown revitalization and redevelopment projects.

Strategy: The City will encourage mixed-use projects downtown, especially increased residential.

Strategy: The City will participate in strategic planning with Butts County, the Chamber of Commerce and other local organizations.

Needs:

- 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 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 various community services and facilities.

Opportunities:

- Annual retreat and forum with County, Chamber of Commerce, and other organizations.

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.

Strategy: The City of Jackson will promote strategies and regulations that encourage development patterns that maintain the City of Jackson's character.

Strategy: New development, both commercial and housing should be located where there is adequate and supportive infrastructure.

Strategy: Continue to increase neighborhood parks, recreational trails, and sidewalks to improve the quality of neighborhoods and connectivity throughout the City.

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

Needs:

- Adopt land use strategies that preserve and improve existing neighborhoods.
- Utilize strategies to ensure the viability of industrial land to support modern businesses especially in the southern portions of the City.

- Strategies to ensure that new development or redevelopment compliments and enhances the character of the City of Jackson.

Opportunities:

- Efforts of the City of Jackson have corrected improper zoning categories so that the current zoning matches the current use that will in turn ensure proper implementation of land use policy.

CHARACTER AREAS

Character areas are geographic sub-areas of a community, which contain unique characteristics, and physical form and may have the potential to evolve into a unique area when provided specific and intentional guidance, or require special attention due to unique development issues.

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 snap shot into each distinct character area.

Character areas designated within the City of Jackson are:

- Developing Residential
- Established Residential
- Estate Residential
- Commercial Corridors
- Parks
- 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 type development that are adjacent to undeveloped parcels with the potential for expansion.

Desired Development Patterns

Quality design will be promoted and subdivision ordinances will be enforced and updated when needed. Developments will be encouraged to retain tree canopy and include landscaping as part of site planning.

Land Use

Land uses in the area will focus on single-family, residential, mixed use and park space. Multi-family only as a secondary.

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 that encourages traffic calming.
- Tree preservation and landscape requirements.
- Enforce HOA requirements.

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 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 and parks. Secondary uses may be civic/institutional and small scale commercial.

Implementation Strategies

- Encourage home ownership to maintain neighborhood stability and property maintenance.
- Building in vacant property and infill development should be of similar quality, scale, 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, especially extension of sidewalk network.
- Implementation of traffic calming measures where appropriate.

Estate Residential

Low-density residential, larger lots located on periphery of the city limits, with some portions remaining in rural setting.

Description

Within the city limits of Jackson and primarily located along the northern and southern edges exists low density and large lot style residential. Much of the area remains rural and undeveloped. Residential lots range from approximately two acres to over ten in some cases. Streets are primarily rural in nature and do not include curb and gutter or sidewalks. Access to city infrastructure such as municipal sewer and water likely limited. Minimal agricultural activity may still occur.





Desired Development Patterns

Due to its rural setting along the periphery of the city and location along non-major transportation corridors, this area will likely remain low density residential. Future housing development will be encouraged to maintain rural setting.

Land Use

The primary land uses in this area will be single-family residential.

Implementation Strategies

- Consider the use of conservation easements
- Tree canopy preservation
- Limit the subdivision of land
- Encourage the use of shared driveways to minimize roadway access points

Commercial Corridors

Developed or open land paralleling the route of a street or highway in town that contains or is likely to experience uncontrolled strip development if growth if 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 Street). 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. Enforcement and of the overlay ordinance will promote the desired design of 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

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

Description



Portions of this area are located in the active recreation park operated by the Butts County Leisure Services (Recreation Department). Other parks include Pep Park in the Pepperton neighborhood.

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 are two areas with a concentration of industrial uses. No formal industrial parks located in the City. One industrial zone is located along the Norfolk Southern rail line.

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 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, beautification, and increased accessibility and safety is a priority. 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. An historic overlay ordinance would also be beneficial. Opportunities for additional adaptive reuse exist and should be pursued.

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.
- Adopt historic overlay ordinance if feasible.
- Increase bike and pedestrian connectivity and safety.
- Implement wayfinding and uniform informational signage.
- Continue to promote the façade grant program.
- Consider downtown National Register of Historic Places nomination.
- Repair and extend sidewalks within the square, connecting to downtown and along 3rd Street.

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 encompasses 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.



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 and parks.

Implementation Strategies

- Create trailheads 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 park space.
- 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 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. Increased multi-modal access to the areas including bicycle accommodations should be considered.

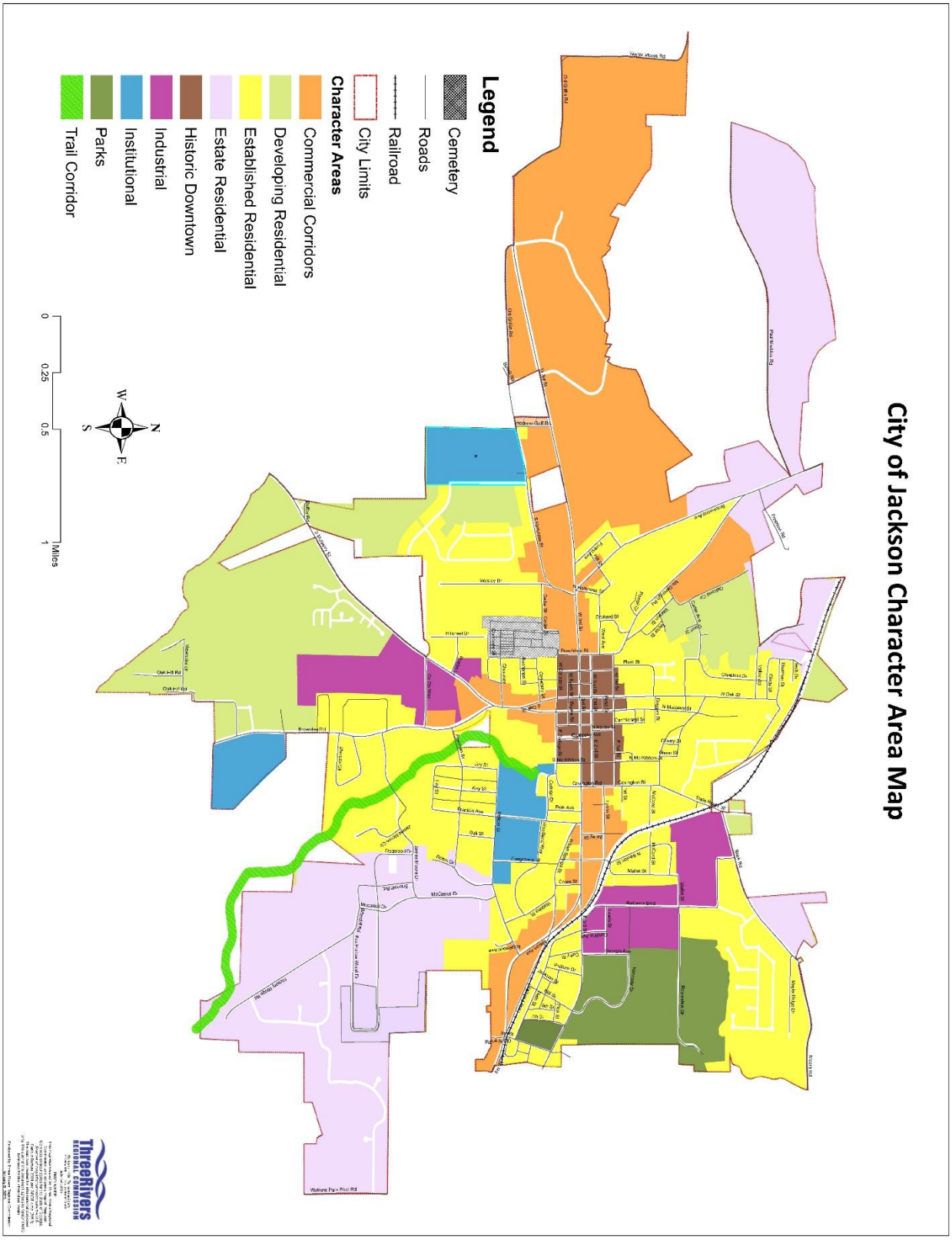
Land Use

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 and pedestrians.
- 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 – 2018-2022 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 2018-2022.

CITY OF JACKSON 2018-2022 SHORT TERM WORK PROGRAM REPORT OF ACCOMPLISHMENTS			
Project or Activity		**Status**	**Explanation**
1	Purchase land for Public Works Expansion.	Dropped.	Not a priority or need at this time.
2	Electric Meter Replacement Program (SMART)	Underway.	This is an ongoing city-wide project and will be combined with meter replacement project below. Moved to new CWP.
3	Water meter replacement	Underway.	To be combined with project above.
4	Purchase new fire truck	Complete	
5	Purchase digger truck	Complete	
6	Construction of new fire station (public safety complex)	Underway	A priority project for the city. This project is in the early planning stages and will include fire, police, community function. Moved to new CWP.
7	Water and sewer line improvements	Underway	Water and sewer projects are a high priority need in the city. Addressing this is ongoing. Moved to new CWP.

8	Jackson Trail Phase I	Complete.	
9	Establishment of pocket parks in select locations	Underway.	Pocket parks are underway in the city. The new CWP will include all as one project. Moved to new CWP.
10	Sidewalk expansions: HWY 36 to Brownlee Rd and View Point Rd, Butts County Admin Bldg to High School	Complete.	
11	Construct three roundabouts in coordination with GDOT	Dropped	Negotiations with GDOT are ongoing and project status and scope continues to change.
12	Construction of Jackson Bypass	Dropped	Same as above.
13	Implement wayfinding signage	Underway	Partially complete. Safety and golf cart signage complete. Moved to new CWP.
14	Implement welcome signage at gateway corridors	Complete	
15	Implement Adopt-a-Street program	Complete	
16	Complete improvements to Pep Park	Complete	
17	Update historic resource survey	Postponed	Re-focused with other efforts. Moved to new CWP.
18	Construct outdoor exercise equipment	Complete	
19	Expand lighting downtown	Complete	
20	Conduct lighting audit in other areas	Underway	
21	Replace and repair utility poles	Underway	Continuing project. Moved to new CWP.
22	Establish recycling program	Complete	

23	Complete a downtown parking study	Underway	Updated scope. Moved to new CWP.
24	Update, maintain, and expand social media presence	Complete	
25	Restoration of historic Hawkes Library	Underway	Restoration is ongoing. Moved to new CWP.
26	Establish community wide farmers market	Complete	
27	Complete 3.5 mile "Pathway to Learning" Trail	Complete	
28	Establish planning forum for the Chamber of Commerce, IDA, DDA and the City.	Underway	This project will become an annual retreat in partnership with the county. Moved to new CWP.

Community Work Program 2023-2027

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 2023-2027					
Activity or Project		**Timeframe**	**Responsible Party**	**Estimated Cost**	**Funding Sources**
1	Electric Meter Replacement Program (SMART)	2023-2027	City	3 million	SPLOST, General Fund
2	Construction of new fire station (public safety complex)	2023-2024	City	5-8 million	SPLOST, General Fund
3	Various parks enhancements • Downtown Square Park • Oak Street Park • Orchard Park • Elm Street Park • Benton and Mallett Street Park	2023-2024	City	$700,000	SPLOST, Grants, Land and Water, State (n-hood improvements)
4	Re-paving projects • Hemlock Street • S. Mulberry Street • Carmichael Street • M.L.King Jr. Drive • Spruce Street • N. Mulberry Street • Imogene Goff Road • S. Harkness Street • Taylor Street • Rankin Lane • Valley Road • Hickory Ridge Road • Railroad Avenue • College Drive (1st to Mullberry)	2023-2026	City	$200,000	Grants, SPLOST, General Fund, LMIG

City of Jackson – Community Work Program 2023-2027					
Activity or Project		**Timeframe**	**Responsible Party**	**Estimated Cost**	**Funding Sources**
5	Various sidewalk projects, including: • 3rd Street – Forrest Ave to Ingles • Pepperton • Stark Road • Covington Street • Highway 16 and Old Griffin Road • N Mullbury to College Drive • Garden Walk to George Tate • WW Carr Avenue • Maple Ridge	2023-2027	City	$800,000	SPLOST, Grants, General Fund
6	Wastewater plant upgrades	2023-2025	City	18 million	SPLOST, CDBG, General Fund, Grants and Loans
7	Water line upgrades, including: • Brownlee Rd- Loop in Covington • Pepperton • Downtown/ Third St. • Finish Pep • N. Benton St. • Mallet St. • Covington St. • Lummus St. • Cemetery St. • Elm St. • Buchanan St. • Shoemaker St. • South Oak St. • First St. (Martin Luther King Jr Dr.) • Second St. • Valley Rd. • Tech Drive • Thurman St. • Chestnut Dr. • North Oak St.	2023-2025	City	5 Million	SPLOST, CDBG, General Fund, Grants and Loans

City of Jackson – Community Work Program 2023-2027					
Activity or Project		**Timeframe**	**Responsible Party**	**Estimated Cost**	**Funding Sources**
8	Sewer line upgrades, including: • McDonough Rd. • West Avenue • Brookwood Avenue • Covington St. • Downtown/ Third St. • Finish Pep • N. Benton St. • Mallet St. • Lummus St. • Cemetery St. • Elm St. • Buchanan St. • Shoemaker St. • South Oak St. • First St. (Martin Luther King Jr. Dr.) • Valley Rd. • Tech Dr. • Thurman St. • Chestnut Dr. • North Oak St.	2023-2025	City	5 Million	SPLOST, CDBG, General Fund, Grants and Loans
9	Update historic resource survey	2023-2025	City, Butts County Historical Society, Consultant	$25,000	General Fund, Grants
10	Conduct housing market study/assessment	2024	City, Consultant	$25,000	General Fund
11	Update zoning codes for senior housing – design standards	2024	City	$5,000	General Fund
12	Compile informational package for downtown business owners (façade grants, overlay codes, other community information and events)	2023-2024	City, DDA	$5,000	General Fund
13	Tourism website	2023	DDA	$10,000	General Fund
14	Hospitality training	2023-2024	DDA	$5,000	General Fund

City of Jackson – Community Work Program 2023-2027					
Activity or Project		Timeframe	Responsible Party	Estimated Cost	Funding Sources
15	Jackson Trail Phase II	2025-2027	City	1 million	General Fund, GA RTP, Grants
16	Implement safety and connectivity measures downtown – enhanced crosswalks	2024-25	City, GDOT	2 Million	General Fund, SPLOST, Grants
17	Assess 2nd Street for revitalization – blighted buildings, aesthetics Downtown entertainment districts	2023-2026	DDA	$10,000	General Fund, Grants
18	Trails • Connections to neighborhoods • Connections to downtown	2024-2026	City	1 Million	General Fund, SPLOST, Grants
19	Murals downtown	2024-2027	City, DDA	$25,000	Grants, General Fund
20	Parking expansion within Jackson Square entertainment district	2023-24	City, DDA	$150,000	General Fund, DDA
21	Charging stations for EV (one)	2024-2025	City, DDA	$100,000	General Fund, DDA
22	Purchase Land Strip on MLK Drive	2023	City	$25,000	General Fund, SPLOST
23	Upgrade council chamber	2024	City	$50,000	General Fund
24	Conduct lighting audit in needed areas for safety	2023-2027	City	$25,000	General Fund
25	Replace and repair utility poles	2023-26	City	1 million	General Fund
26	Implement wayfinding signage	2023-2025	City, DDA	$50,000	SPLOST, General Fund
27	Complete a downtown parking study	2023	City, Consultant	$25,000	General Fund

City of Jackson – Community Work Program 2023-2027					
Activity or Project		**Timeframe**	**Responsible Party**	**Estimated Cost**	**Funding Sources**
28	Update city website	2023	City	$10,000	General Fund
29	Continue restoration of historic Hawkes Library	2023-2025	DDA, City, County, Private Entities	$800,000	Private Funds, General Fund, Grants
30	Conduct annual retreat with county and other partners	2023-2027	County, City, IDA, DDA, Chamber, School Board	$12,000	General Fund, Chamber of Commerce

(Steering Committee Meetings in BOLD)

Comprehensive Plan Meetings and Activities Schedule				
Date	**Time**	**Meeting Topic/Activity**	**Location**	**Participants**
Sept 20	7pm	First Public Hearing	Jackson City Hall	Open
Oct 10	**5pm**	**Overview and SWOT** **Future Land Use and Character Areas**	**Jackson City Hall**	**Advisory Committee**
Oct 27	**4pm**	**Housing** **Broadband**	**Jackson City Hall**	**Advisory Committee**
Nov 8 & 10	6pm	Open House/Visioning Event	Jackson Municipal Courtroom	Open
Nov 14	**4pm**	**Transportation** **Community Facilities**	**Jackson City Hall**	**Advisory Committee**
Dec 5	**4pm**	**Economic Development** **Historic and Natural Resources and Tourism**	**Jackson City Hall**	**Advisory Committee**
Dec 14	1pm	Community Work Program	Jackson City Hall	Local Officials/Staff
Jan 17	7pm	Second Public Hearing	Jackson Municipal Courtroom	Open
Feb 21	7pm	Plan Adoption	Jackson Municipal Courtroom	Open

APPENDIX

- Plan Update Meeting Schedule
- Meeting Agendas and Sign-in Sheets
- SWOT Analysis
- Public Open House – Visioning Event Flyer
- Public Open House Summary of Feedback
- Key Facts

City of Jackson Comprehensive Plan Update
Steering Committee Meeting Agendas

Meeting #1 Agenda

1. Introductions
2. Plan Process and Timeline
3. SWOT Analysis
4. Future Land Use Discussion
5. Meeting Schedule
6. Next Meeting

Meeting # 2 Agenda

1. Housing Discussion
2. Broadband Discussion
3. Upcoming Public Open House Events
4. Next Meeting

Meeting #3 Agenda

1. Transportation Discussion
2. Community Facilities Discussion
3. Next Meeting

Meeting #4 Agenda

1. Economic Development Discussion
2. Natural and Cultural/Historic Resources Discussion
3. Next Steps

City of Jackson Comprehensive Plan Update
Steering Committee Meeting #1
October 10, 2022

Please print clearly.

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE
Kim Freshwater	C21 Crowe Realty	freshwaterkim@gmail.com	770-630-8394
Shannon McRae	Roots Outdoors	shannon@roots-outdoors.com	4)967-6194
Robert Ravenell	Fireworks/Grudge	Ravenellrobert@yahoo.com	770 508 9456
Mandy Rivers	Rivers	mandyLrivers@gmail.com	706-476-0220
Beth Weaver	City of Jackson	bethweaver@cityofjacksonga.com	770-468-9918
Sylvia Redic	City of Jackson	sylvia-redic@cityofjackson	404.317.1776
Myette Crawford	Myka & Friends (author)	Myefrid@gmail.com mykacorner@gmail.com	404-713-1500
Christy Williams	City of Jackson christy.williams@cityofjacksonga.com		770-775-7535
Jesse Duffey	Ret	Jesseduffey@ymail.com	678-416-7068

City of Jackson Comprehensive Plan Update
Steering Committee Meeting #2
October 27, 2022

Please print clearly.

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE	SIGN OR INITIAL
Kim Freshwater	Century 21 Realty	freshwaterkim@gmail.com	770-630-8394	
Shannon McRae	Roots Outdoors	shannon@rootsoutdoors.com	404-967-6194	Shannon McRae
Robert Ravenell	Fireworks/Grudge	Ravenellrobert@yahoo.com	770-508-9456	
Mandy Rivers	Rivers	mandyrivers@gmail.com	706-476-0220	
Beth Weaver	City of Jackson Council	bethweaver@cityofjackson.com	770-468-9918	Beth Weaver
Sylvia Redic	City of Jackson Manager	Sylvia.redic@cityofjackson.com	404-317-1776	
Myette Crawford	Author	Myeford@gmail.com	404-713-1500	Myette Crawford
Christy Williams	City of Jackson Zoning Admin	Christy.williams@cityofjackson.com	770-775-7535	CWilliams
Jesse Duffey	Retired	Jesseduffey@gmail.com	678-416-7068	

City of Jackson Comprehensive Plan Update
Steering Committee Meeting #3
November 14, 2022

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE	SIGN OR INITIAL
Kim Freshwater	Century 21 Realty	freshwaterkim@gmail.com	770-630-8394	Kim Freshwater
Shannon McRae	Roots Outdoors	shannon@rootsoutdoors.com	404-967-6194	
Robert Ravenell	Fireworks/Grudge	Ravenellrobert@yahoo.com	770-508-9456	
Mandy Rivers	Rivers	mandyrivers@gmail.com	706-476-0220	
Beth Weaver	City of Jackson Council	bethweaver@cityofjackson.com	770-468-9918	Beth Weaver
Sylvia Redic	City of Jackson Manager	Sylvia.redic@cityofjackson.com	404-317-1776	
Myette Crawford	Author	Myeford@gmail.com	404-713-1500	
Christy Williams	City of Jackson Zoning Admin	Christy.williams@cityofjackson.com	770-775-7535	CWilliams
Jesse Duffey	Retired	Jesseduffey@gmail.com	678-416-7068	
Vincent Ellis same as	water & sewer dept	Vincent.ellis@cityofjacksonga.com	404-787-5105	
Sam Walker	Water & Sewe dept	samwat.wat		
RUSTY BARNES	JACKSON PUBLIC WORKS	rusty.barnes@cityofjackson.ga	404-497-0953	

City of Jackson Comprehensive Plan Update
Steering Committee Meeting #4
December 5, 2022

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE	SIGN OR INITIAL
Kim Freshwater	Century 21 Realty	freshwaterkim@gmail.com	770-630-8394	
Shannon McRae	Roots Outdoors	shannon@rootsoutdoors.com	404-967-6194	
Robert Ravenell	Fireworks/Grudge	Ravenellrobert@yahoo.com	770-508-9456	
Mandy Rivers	Rivers	mandyrivers@gmail.com	706-476-0220	
Beth Weaver	City of Jackson Council	bethweaver@cityofjackson.com	770-468-9918	
Sylvia Redic	City of Jackson Manager	Sylvia.redic@cityofjackson.com	404-317-1776	
Myette Crawford	Author	Myeford@gmail.com	404-713-1500	
Christy Williams	City of Jackson Zoning Admin	Christy.williams@cityofjackson.com	770-775-7535	
Jesse Duffey	Retired	Jesseduffey@gmail.com	678-416-7068	
Lisa Burden	Chamber of Commerce	Lburden@buchchamber.com	770 301 0511	
Bridget Daniel	Chamber of Commerce	bdaniel@bettschamber.com	678-221-8022	
Laura Carter	Downtown Development	Blondie042684@aol.com	678-201-2367	
Teri Galardi	Lucy Lu's Buddy Blue Wm. Dorsey Lofts - Business	terigalardi@galardi.com	702-348-9524	
Bob McGee Roberts	DDA	dogeerobertsegmail.com	4)787-1096	
Tim Broyles	State Farm	tim@tbprotectincome.com	770 820 9374	

City of Jackson Comprehensive Plan Update
Public Open House / Visioning #1
November 8, 2022

Please print clearly.

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE
Shannon McRae	Roots Outdoors	shannon@roots-outdoors.com	4)967-6194
BJ Holley			4/379 9200
Beverly Stewart	Jackson Presbyterian Beverly's Child Care	msberi23@bellsouth.net	770-775-4641
Teri Galardi	Lucy Lu's/Buddy Bix	terigalardi@gmail	702-348-9521
Mike A. Porcaro	" "	mikeporter64@gmail.com	702/406/7479
Henry Kirkpatrick	MC	—	678-972-95[illegible]
Amy Fletcher			
Kim Freshwater	C21 Crowe Realty	freshwaterkim@gmail	770-630-8394
Morgan Morris	Butts County Chamber	mmorris@buttschamber.com	770-833-0800
Cameron & Hannah Thompson	Butts co resident	howdy@goldlionfarm.com	4/24 840 3703
Jaime Freshwater	McKenney's	Freshwater13310@msn.com	678-300-7063
Beth Weaver	City of Jackson		

City of Jackson Comprehensive Plan Update
Public Open House / Visioning #2
November 10, 2022

Please print clearly.

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE
Shannon McRae	Roots Outdoors		4)967-6194
Stephen Vail			404-455-0400
Joe Brown			770-584-5969
BJ Holley			4-379 9200
Nikki Somelt			7/550-3065
Kim Freshwater	C21		
Laura Knight			7-778-4725

SWOT Analysis

Strengths

- Safe and friendly community and environment
- Tourism assets and attractions
- Location to I-75
- Small town network of people and connections
- Small town atmosphere and character
- Local leadership
- Natural and cultural resources and history
- Historic downtown

Weaknesses

- State Routes – traffic, congestion, non-pedestrian and event friendly
- Growth pressure from I-75
- Parking downtown – reality and perception
- Railroad – safety and blockages
- Aging water and sewer infrastructure
- Lack of diverse workforce – wage ranges
- Lack of small business growth – downtown vacancy
- Need higher paying jobs – tech industry that are not trust and logistics intense
- School rating keep population low and housing growth slow
- Lack of diverse school curriculum – minimal tech and trade focus
- School tax can be a burden on older population
- Lack of foot traffic downtown
- Lack of interior sidewalks, including ADA, and benches to encourage pedestrian activity
- Change versus growth mindset
- Vacancy downtown
- Underutilization of spaces downtown
- Lack of lodging accommodations

Opportunities

- Available retail space downtown
- Reactivated Downtown Development Authority
- Increased parks
- Retirees for housing growth
- Future housing growth – higher quality
- Outdoor recreation opportunities within the community

- Availability of space for mid-size business growth
- Additional opportunity to capitalize on filming industry
- Market for lodging for visitors

Threats

- Traffic congestions especially downtown – 3rd Ave
- Plethora of residential parcel zoned multi-family
- Future growth may not be desired quality
- Lack of higher paying jobs keeps future housing and quality down
- Lack of diverse housing stock both affordable and higher end

We are creating a vision for the City of Jackson!

Please join us for a public open house to discuss the future of Jackson as we complete the Comprehensive Plan Update.

November 8 & 10 @ 6:00 pm.
Jackson Municipal Court Building
132 S Mulberry St, Jackson, GA 30233

For more information, please contact the Jackson Community Development Department at 770-775-7535.

We need your input!







Citizen Input from Public Open House
City of Jackson Comp Plan Update
Meetings held 11/8/22 and 11/10/22 at the Jackson Municipal Court Building from 6-8pm

Station - What Do you Love About the City of Jackson?

Description: People had a large poster with this open-ended question; they wrote down the following responses:

- The money feel
- Family connections; small town
- No traffic
- Small town/downtown
- Community
- It's home!
- Easy to do business
- Charm/history of the town square
- Small business community
- Wonderful safe place with charming friendly citizens who love our small town
- Small town feel
- Large and small businesses
- Historical nature in some areas
- Family connections, charm of downtown, small town feel
- Historical areas, new trails
- Charm and small town life
- Everyone knows everyone

Station - What Do you Want to Change About the City of Jackson?

Description: People had a large poster with this open-ended question; they wrote down the following responses:

- No more substandard multi-family developments
- Quality developments; all people deserve to live in quality and safety
- Utilities being considered with growth plans
- No more multi-family and single family on 1 acres
- More walkable sidewalks at old courthouse
- Fixing the housing issue. The city needs housing that young people can afford that is safe. A stepping stone home before they can purchase something more.
- Need apartments with character
- More loft apartments around the square
- EV charger – bring in visitors off I-75
- One family per acre
- Traffic – state highways coming through town
- Code Enforcement for houses – especially vacant and ½ remodeled properties
- More sidewalks, more support of youth events and activities
- Transparency in developmental properties around the city
- Support for new businesses on a budget

- Large events that engage community (movie night, lantern parade, art events)
- Limit inferior quality construction; limit multi-family/unit housing
- Should have consistent quality construction and design requirements and signage standards
- Need to change 3rd St traffic issues
- 3rd St traffic, school system, sidewalks need repairs
- No more multi-family
- Need a signage and color plan for downtown area
- Traffic issues (18-wheelers damaging sidewalks, harming pedestrians)

Station – Character Areas

Description: small posters were laid out, each pertaining to an overview of a character area. Attendees were encouraged to write notes about how they want the character area to look in the updated plan and on the ground. They provided the following input:

- **Developing Residential** Character Area Input:
    - Would like more trees, stop leveling neighborhoods
    - Consider giving undeveloped acreage to the county to support
    - Yes to single-family homes
    - No to multi-family residential as a secondary use. Try to limit multi-family to senior living and condos.
    - "Absolutely" and "Yes" to the current plan's desired development pattern of "Quality design will be promoted and subdivision ordinances will be enforced and updated when needed." One resident noted a need for design and HOA enforcement.
- **Established Residential** Character Area Input:
    - Would like sidewalks to city with lighting, historical color palate
    - No to civic and institutional uses as a secondary use
    - For transportation, need sidewalks and street bumps
    - Would like residential properties to have ability for buildings such as sheds, greenhouses
    - Agree that the desired development pattern of "New development should reflect traditional neighborhood design, such as smaller lots and street orientation."
        - One resident noted match landscaping style and architecture
- **Commercial Corridors** Character Area Input:
    - Regarding desired development patterns of "Newer commercial development and redevelopment of older sites should be encouraged": absolutely, consistent building design and signage at ground level.
- **Historic Downtown** Character Area:
    - Transportation: need more sidewalks on square! Repair 3rd St sidewalks.
    - Open space: would like to be able to include a community garden
    - Desired development pattern of "Continuation of revitalization and beautification efforts w/ promotion and expansion of local and small-scale retail. Rear parking encouraged. Increased mixed-use development, including residential above storefronts":
        - Perfect assessment. Encourage property owners to have active occupied spaces. No more empty space holder store fronts. Fines for businesses using square stores for "hoarding" storage.
        - Consistent building design and signage.
        - Unified signage and historical color palate.

- Other character areas (Parks and Recreation, Industrial, Institutional) either didn't have posters or input.

Station – Budget Priorities

Description: People were given a packet of money that included one each of $1, $5, $10, $20, $50, and $100. They could choose to "spend" this money in the following 6 categories, with the results put from highest to lowest below.

	$1	**$5**	**$10**	**$20**	**$50**	**$100**	**Total**	**% of Budget**
Transportation: Road Construction and Alterations, Road Maintenance, Traffic Signals, Sidewalks, Bridges, Transit	1 ($1)	2 ($10)	1 ($10)	0 ($0)	5 ($250)	6 ($600)	$871	30%
Public Safety: Fire and Sheriff Staff, Training, Facilities and Equipment	1 ($1)	2 ($10)	5 ($10)	4 ($80)	4 ($200)	2 ($200)	$541	18%
Economic Development: Property Purchases, Development Authority, Tax Incentives, Grants and Loans, Community Outreach	1 ($2)	5 ($25)	2 ($20)	2 ($40)	2 ($100)	3 ($300)	$487	17%
Downtown: Streetscapes and Facades, Public Amenities and Events, Safety and Accessibility Improvements, Development Incentives	1 ($1)	0 ($0)	2 ($20)	7 ($140)	1 ($50)	3 ($300)	$511	17%
Parks & Rec: Parks and Trails, Buildings and Facilities, Recreational Fields and Playgrounds, Multi-Use Paths	0 ($0)	4 ($20)	4 ($40)	3 ($60)	3 ($150)	2 ($200)	$470	16%
Senior Services: Senior Centers, Senior Transit, Senior Meals	11 ($11)	3 ($15)	2 ($20)	1 ($20)	0 ($0)	0 ($0)	$56	2%

Station - Housing Wishlist

Description: People had a poster staying "As my family grows up and older, and/or people move to the area, we will need to make plans for housing. Below are some ideas." The poster also had a few prompts. Below are the responses:

Question 1: What types of housing do we need here?	• Quality senior independent living • Affordable quality single family and rental units • Single-family only – no multi-family
Question 2: What design features?	• Masonry, accents • Architectural roof • Landscaping • Landscape entrances w/ maintenance plan
Question 3: Where should it be?	• In districts with already established residential
Question 4: Is it available now or do we need to build it?	• Absorb what is currently permitted
Additional space called "Ideas for leaders and developers"	• We have sooo many townhouses – need more single level apartments with upstairs and downstairs units – gated communities, maybe.

Housing Station: Multi-Family Housing Options

People were shown a poster of 8 multi-family examples, some of which are in the City of Jackson, and were asked to provide what they like and/or dislike about the options.

Multi-family Housing Options	
	Likes: • Parking spots • Color scheme • Updated individual roof Dislikes: • Vinyl, no masonry accents • Cheap construction • No grass area, just cars sidewalks, no trees • Looks plain and cheap
	Likes: • Construction and sidewalks and landscaping • Dimensional roof, like masonry accents • Sidewalks, landscapes, porches • Love the character, nice trees • Nice style of exterior Dislikes: None listed



Likes:

- Parking looks good
- Nice architecture
- Individual roofs for unit a plus
- Landscaping a plus



Likes:

- Dated but pleasant

Dislikes:

- Parking?
- Vinyl siding
- “Dislike”



Likes:

- This looks good
- Love this
- Nice architecture
- Business and residential mixed use ☺
- Parking available
- Upscale
- Nice live/work
- Like the loft style

Dislike:

- Its location can hurt existing businesses

	Likes: None listed Dislikes: • No • Dated • Looks like a motel • Dislike vinyl
	Likes: None listed Dislikes: • Too linear • Looks cheap • No parking • Very plain • Dislike • No landscape, roofline not dimensional • Different color shutters and doors • Vinyl siding, no masonry accents • Problem with roof; very big and expensive for investor to replace • No landscaping, very cheap
	Like: • Like that there are one level units • Modern, expensive • Ditto to both of these Dislike: • Too modern for this area • Parking may be a problem

Housing Station: Single-Family Housing Options

People were shown a poster of 12 single family examples, all of which are in Butts County, and were asked to provide what they like and/or dislike about the options. Some of the houses were newer construction, and some older.

Single-family Housing Options	
	Like: None listed Newer construction example 1 Like: None listed Dislike: • Looks cheap • No masonry accents • Lot size too small, cheap construction
	Newer construction example 2 Like: None listed Dislike: • So close together • Too close: lots too small
	Newer construction example 3 Like: Nice and visually appealing Dislike: Need landscaping (otherwise nice)
	Newer construction example 4 Like: • Nice

	• Looks like quality construction Dislike: None listed
	Newer construction example 5 Like: • Affordable, landscaping • Nice facade Dislike: None listed
	Newer construction example 6 Like: • Looks like quality construction Dislike: • Very small lot

	More established construction example 1 Like: • Love this one, perfect • Nice architecture, landscaping • Nice size • Good character • Nice Dislike: None listed
	More established construction example 2 Like: • Love • Nice character • Nice Dislike: None listed
	More established construction example 3 Like: • Not bad, seems affordable • Looks cute and affordable • Size is fine Dislike: • Need masonry, no character • Looks cheap

	More established construction example 4 Like: • Ok, good lot size • Trees? Huge yard
	More established construction example 5 Like: • Very nice! • Nice lot size Dislike: None listed

Key Facts

Jackson City, GA
Geography: Place

KEY FACTS

5,651
Population

39.4
Median Age

2.7
Average Household Size

$39,060
Median Household Income

EDUCATION

17%
No High School Diploma

52%
High School Graduate

20%
Some College

11%
Bachelor's/Grad/Prof Degree

BUSINESS

351
Total Businesses

3,139
Total Employees

EMPLOYMENT

45.7%
White Collar

32.1%
Blue Collar

22.3%
Services

4.7%
Unemployment Rate

INCOME

$39,060
Median Household Income

$21,046
Per Capita Income

$28,174
Median Net Worth

Households By Income

The largest group: $35,000 - $49,999 (29.5%)
The smallest group: $200,000+ (1.5%)

Indicator ▲	Value	Diff
<$15,000	17.1%	+6.5%
$15,000 - $24,999	11.2%	+0.8%
$25,000 - $34,999	10.5%	-0.6%
$35,000 - $49,999	29.5%	+10.8%
$50,000 - $74,999	11.3%	-4.2%
$75,000 - $99,999	5.3%	-6.7%
$100,000 - $149,999	11.4%	-2.1%
$150,000 - $199,999	2.2%	-1.9%
$200,000+	1.5%	-2.6%

Bars show deviation from Butts County

This infographic contains data provided by Esri, Esri-Data Axle. The vintage of the data is 2022, 2027.

© 2023 Esri