

APRIL 2018

URBAN

REDEVELOPMENT PLAN

CITY OF JEFFERSON, GEORGIA

UPDATE

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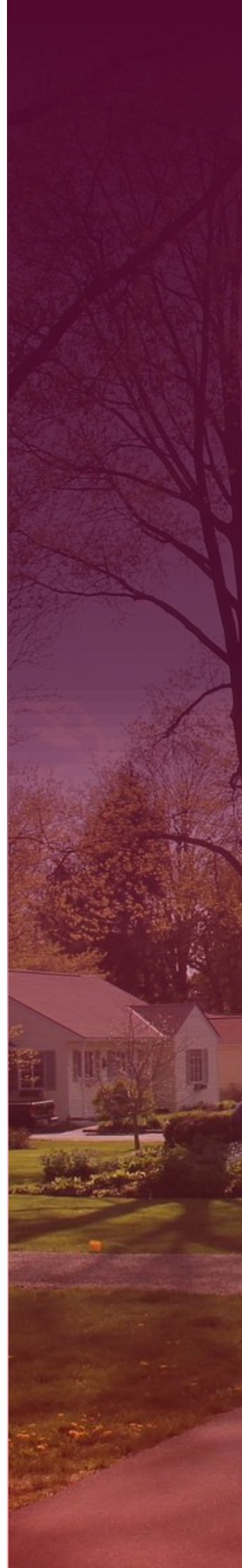
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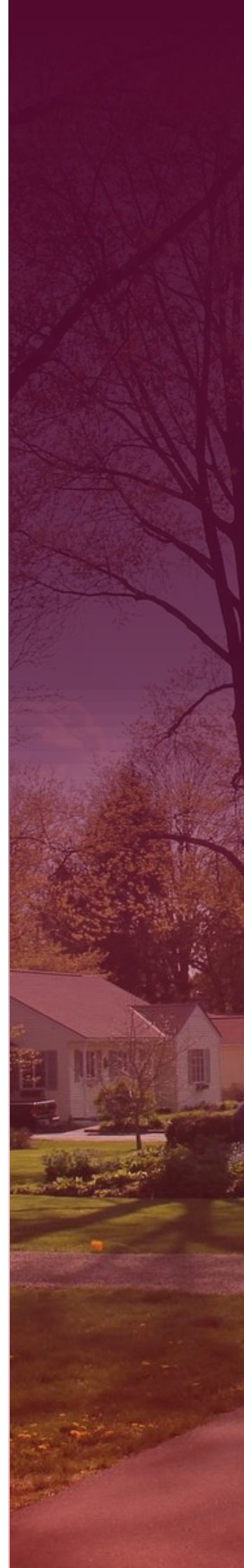
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Table of Contents

INTRODUCTION _____	4
THE URBAN REDEVELOPMENT ACT _____	5
PLANNING PROCESS _____	6
PUBLIC ENGAGEMENT PROCESS _____	6
LEGISLATIVE PROCESS TO ADOPT URBAN REDEVELOPMENT PLAN _____	6
POPULATION AND DEMOGRAPHIC PROFILE _____	7
BOUNDARIES OF THE URBAN REDEVELOPMENT AREA _____	8
REDEVELOPMENT NEED _____	9
BUSINESS CONDITIONS _____	9
REGULATORY ACTIONS _____	11
HOUSING/HOUSEHOLDS _____	12
SUB-AREA PROFILES _____	14
DOWNTOWN SUB-AREA _____	14
GATEWAY CORRIDOR SUB-AREA _____	16
INDUSTRIAL ZONE SUB-AREA _____	20
NEGATIVE CONDITIONS WITHIN THE URBAN REDEVELOPMENT AREA & STATEMENT OF REDEVELOPMENT NEED _____	22
CONSISTENCY WITH COMPREHENSIVE PLAN _____	23
NEEDS AND OPPORTUNITIES _____	23
FUTURE LAND USE _____	23
GOALS AND POLICIES _____	24



REDEVELOPMENT TOOLS AND STRATEGIES _____	27
COMMUNITY LAND USE OBJECTIVES _____	27
HISTORIC PRESERVATION CONSIDERATIONS _____	27
DESCRIPTION OF PARCELS TO BE ACQUIRED _____	28
COVENANTS AND RESTRICTIONS TO BE PLACED ON PROPERTIES _____	28
STRUCTURES TO BE DEMOLISHED OR REHABILITATED _____	28
STRATEGY FOR RELOCATING DISPLACED RESIDENTS _____	28
NEEDED PUBLIC INFRASTRUCTURE _____	28
STRATEGY FOR LEVERAGING PRIVATE RESOURCES FOR REDEVELOPMENT _____	30
STRATEGY FOR IMPLEMENTING THE URBAN REDEVELOPMENT PLAN _____	30
MOVING FORWARD: 2018 AND BEYOND _____	31
 APPENDIX _____	 32
MAP A: URBAN REDEVELOPMENT AREA _____	33
MAP B: JEFFERSON ZONING MAP _____	34
MAP C: JEFFERSON ZONING MAP – DOWNTOWN INSET _____	35
MAP D: JEFFERSON OPPORTUNITY ZONE _____	36
COMMUNITY ENGAGEMENT DOCUMENTATION _____	37



INTRODUCTION

The City of Jefferson, a 200-year-old community, is located in northeast Georgia about an hour north of Atlanta along Interstate 85. Jefferson has a population of 9,946 and is the county seat of Jackson County with a population of 62,131 (2012-2016 American Community Survey 5-Year Estimates). In 2010, the city consisted of 21.67 square miles with 435.3 persons per square mile.

Jefferson, the county seat of Jackson County, is named for President Thomas Jefferson. It is a picturesque community set among the gently rolling hills in the piedmont region of Georgia. The landscape is still dotted with small farms and lakes. Jefferson, like many small towns in the south, has gradually made the transition from agriculture, to textiles, to a balance of commercial and industrial businesses. Looking to the future, the City's vision is:

To maintain a strong community spirit and a vibrant downtown. Downtown will remain the social and cultural heart of the community, featuring festivals, museums, restaurants and shopping for residents and visitors. We will welcome new residents and honor our history by preserving historic structures and neighborhoods. We will preserve and enhance our quality of life through the finest schools, accessible parks and services, a sheltering tree canopy, a growing employment base, and our small-town sense of hospitality and community.¹

Consistent with this vision for the community, the Jefferson Urban Redevelopment Plan (URP) Update is focused on providing strategies to reinvest in the existing commercial properties both downtown and along the City's gateway corridors, grow the local employment base, and

accommodate new residents. This document updates a previous 2012 URP adopted by the City November 26, 2012.



MONUMENT IN DOWNTOWN JEFFERSON

The areas targeted for redevelopment are home to the city's most established business concerns, yet they have also experienced a gradual loss of commercial viability that is reflected in higher commercial vacancies, a decline in business investment, and a reduction in new business creation. Successful implementation of the strategies contained in this plan is expected to lead to new job creation in the City of Jefferson through the redevelopment of certain commercial and industrial properties and to additional housing opportunities for existing and future residents through the rehabilitation and new construction of housing.

¹ City of Jefferson 2017-2018 Comprehensive Plan Update

THE URBAN REDEVELOPMENT ACT

The Urban Redevelopment Act (O.C.G.A. 36-61-1 et. seq.) was adopted in 1955 by the Georgia General Assembly in order to access Federal Housing and Urban Renewal funds. Much has changed in Georgia communities since O.C.G.A. 36-61-1 was adopted in the 1950s, including five decades of lessons learned about the economics of adaptive reuse and historic preservation, creating livable communities, and the positive and negative social impacts of physical design. Georgia cities and counties embarking on community revitalization projects no longer seek urban renewal or the destruction of community fabric; rather, they are looking for ways to strengthen existing community facilities and resources, while supporting public/private revitalization partnerships. The Urban Redevelopment Act (the “Law”) remains the most powerful, flexible, and easy to use legislative tool for giving Georgia cities and counties the ability to rehabilitate, conserve, or redevelop any defined geographical area.

Because of its age, certain assumptions implicit in the language of the Law are somewhat out of tune with the latest trends in city planning and community development. Since the era when this law was drafted, city planners and local governments have made costly mistakes and learned important lessons about development and redevelopment – and their potential unintended effects on neighborhoods and downtowns. For example, the somewhat pejorative language that is reflected in the Law stems from an outdated 1950s mentality of urban renewal and can be a stumbling block to communities that would benefit from the law.

And yet, in spite of some dated language, the provisions of the law in no way prohibit a local government from supporting local

comprehensive planning, revitalizing faltering commercial corridors, recruiting and nurturing small businesses, rehabilitating older homes and neighborhoods, assuring architecturally compatible infill development, and generating new adaptive reuses for old industrial and agricultural facilities. O.C.G.A. 36-61-1 offers solid support for innovative and thoughtfully crafted development strategies needed to solve the problems of these designated target areas.

As a prerequisite to adopting an Urban Redevelopment Plan, the city council or county commission must adopt a resolution finding that the area constitutes a “slum area” as required by the Law and that redevelopment of the area is “necessary in the interest of the public health, safety, morals, or welfare” of the residents of the jurisdiction. In addition to designating by resolution an “urban redevelopment area” appropriate for redevelopment projects, the Act requires adoption by the local government of an urban redevelopment plan for the target area. The Georgia Department of Community Affairs considers URPs more than five years old to be outdated unless renewed or readopted by local government.

A current urban redevelopment plan, adopted pursuant to the Law is a threshold criterion for accessing some important state economic development incentives. Communities are encouraged to focus multiple resources and tools in target areas that are economically disadvantaged or held back by impediments that discourage private sector investment. Progressive communities that adopt urban redevelopment plans may be eligible for higher state job tax credits and more competitive scoring on Community Development Block Grant (CDBG) applications.²

² “A Guide to Using Georgia's Urban Redevelopment Act,” Georgia Department of Community Affairs, 2005.

PLANNING PROCESS

PUBLIC ENGAGEMENT PROCESS

The most important source of data and input into this URP update came from engagement with community residents and consultation with local stakeholders. To begin the process of gathering public input, a community meeting was held at the outset of the planning process on Tuesday, March 13, 2018 at 6:30 p.m. in the Jefferson Civic Center. This meeting was advertised through both display and legal ads, published on February 28 and March 7 respectively, in the *Jackson Herald*, the local newspaper of record. Additionally, notification was achieved through a flyer emailed to a list of over 50 local stakeholders.

The Jefferson Civic Center is centrally located within one of the URP's gateway corridor target areas and just a quarter-mile walk from the city's downtown business district. The facilities where the meeting took place were accessible to people with disabilities and the meeting notices all offered contact information for anyone needing a special accommodation in order to attend. Meetings were advertised as welcoming children and as having refreshments available to make them more accommodating of people who may not have childcare. The meeting was well-attended, with 28 community members present, even necessitating the organizers to locate and bring in additional chairs.

At the meeting, facilitators discussed the URP update and how the update could benefit the

community. Participants were invited to participate in an interactive exercise around tables to mark a map of the URP target areas indicating areas that should be considered for inclusion in or exclusion from the updated target area boundaries. Attendees were also given feedback forms to complete and leave behind after the meeting, allowing all who were present to communicate information to the planning team, even if they were not able to share their input verbally in the meeting.

Copies of materials substantiating the community meeting's advertisement and content may be found in the appendix to this plan.

LEGISLATIVE PROCESS TO ADOPT URBAN REDEVELOPMENT PLAN

The Urban Redevelopment Act gives cities broad powers to redevelop underdeveloped or threatened areas of the community. To use the redevelopment powers allowable under the Act, a local government must complete the following process:

- Draft an Urban Redevelopment Plan
- Hold a public hearing
- Pass a resolution adopting the Urban Redevelopment Plan
- Appoint an organization to implement the plan.

POPULATION AND DEMOGRAPHIC PROFILE

Between 2000 and 2016, the population of Jefferson is estimated to have increased by 160%, from 3,825 to 9,946. The growth rate in Jefferson is attributable to the rapid growth in the area combined with an active annexation policy of the City. Population trends for the City of Jefferson and Jackson County are shown in Table 1 below. The 2012-2016 ACS estimates report that 27.7% of the city's residents are under age 18, while 14.1% are age 65 or older.

Table 2 shows statistics for the City of Jefferson and Jackson County compared to the State of Georgia and the United States. Table 3 provides

unemployment figures for the county compared to the region, state, and nation.

Jackson County's unemployment rate has declined significantly and steadily from its 10-year peak of 11.6% in June, 2009. Rates for the other geographies presented in Table 3 have similarly fallen back to near pre-recession levels over this same period. The 2008 Comprehensive Plan reported a 3.9% unemployment rate for Jackson County; the state and nation's unemployment rates were reported at 4.6% at that time.

Table 1: Total Population (History)					
Jurisdiction	1980	1990	2000	2010	2016*
State of Georgia	5,463,105	6,478,216	8,229,820	9,687,653	10,099,320
Jackson County	25,343	30,005	41,589	60,485	62,131
City of Jefferson	1,820	2,763	3,825	9,432	9,946
Jurisdiction	1980	1990	2000	2010	2016*
State of Georgia	5,463,105	6,478,216	8,229,820	9,687,653	10,099,320

Sources: 2008-2028 City of Jefferson Comprehensive Plan; 2010 Census; 2012-2016 ACS
 *2016 figures are 2012-2016 American Community Survey 5-year estimates

Table 2: Selected Demographics				
	City of Jefferson	Jackson County	State of Georgia	United States
Total Population	9,946	62,131	10,099,320	318,558,162
Median Age	38.6	38.5	36.2	37.7

Source: American Community Survey 2012-2016 5-year estimates

Table 3: Unemployment Rate, December 2017				
	Jackson County*	NE GA Region**	State of Georgia	United States
Unemployment	3.3%	4.0%	4.5%	4.1%

Sources: U.S. Bureau of Labor Statistics, December 2017; Georgia Department of Labor, Civilian Labor Force Estimates
 *Jackson County's unemployment rate is not seasonally adjusted
 **Northeast Georgia Region includes Barrow, Clarke, Elbert, Greene, Jackson, Jasper, Madison, Morgan, Newton, Oconee Oglethorpe and Walton Counties

BOUNDARIES OF THE URBAN REDEVELOPMENT AREA

In the original 2012 Urban Redevelopment Plan, the City of Jefferson established its redevelopment Target Areas by resolution, making a determination of need and identifying the boundaries. For the purposes of describing the distinct character of the different areas in this plan, the Urban Redevelopment Area (URA) has been divided into three sub-areas: 1. Downtown, 2. Gateway Corridors, and 3. Industrial Zone. Each of these areas is described in more detail in the next section.

This URP update amends one of the original Gateway Corridor subareas to encompass three additional parcels extending the target area outward to the city limit in the vicinity of the GA-82 and Commerce Road intersection. A revised map of the urban redevelopment target areas is represented in Map A: Urban Redevelopment Area Boundary Map.

Zoning districts designated within the Urban Redevelopment Area include the AG (agricultural district), C-1 (neighborhood commercial district), C-2 (highway commercial district), DBD (downtown business district), LI (light industrial district), O-I (office institutional district), R-1 (single family residential district), R-2 (medium density residential), and R-4 (medium-high density residential) districts. See Maps B & C for the City's current zoning maps.

It is important to note that not all properties included within the Urban Redevelopment Area boundaries exhibit conditions of slum or blight. There are properties in the URA that are in good condition; such properties should benefit from effects of the city's implementation of programs that create jobs or rehabilitate housing.

REDEVELOPMENT NEED

This section provides an overview of the redevelopment needs of the Urban Redevelopment Area (URA) identified in the City of Jefferson, as illuminated by statistical measures, assessments of existing physical conditions, and public input. An analysis of blight indicators is discussed in the context of Business Conditions, Regulatory Actions and Housing/Households.

Business Conditions

There are many opportunities for redevelopment in Jefferson's commercial and industrial areas.



REAL ESTATE SIGN IN CENTRAL JACKSON INDUSTRIAL PARK

Commercial areas are included in Jefferson's downtown area, as well as the city's gateway corridors, identified as Washington, Lee, Sycamore, and Athens Streets. The vast majority

of the industrial properties in the Urban Redevelopment Area are located in the southern part of Athens Street.

The following information indicates business activity in the City and within the Urban Redevelopment Area between 2009 and 2011.

Statistics suggest that new business generation, existing commercial and industrial activity, and non-residential building construction activity generally dropped or remained stagnant during that period.

In Table 3, analysis of the non-residential building permits issued by the City of Jefferson during the period from 2009 to 2011 reveals that permits issued within the Urban Redevelopment Area were for small commercial/industrial renovations or upfits of existing buildings (with the sole exception of the construction of the new Jefferson Quick Lube building at 446 Athens Street in 2009 for \$200k). In contrast, during the same time period, eight (8) new commercial or industrial buildings were constructed in the City outside of the Urban Redevelopment Area, the largest by far being the \$40 million construction of the Aldi Distribution Center on Dry Pond Road (outside of the URA).

In comparing City figures with those of Jackson County for the same period, the city lagged behind the County per business development, with the exception of the Aldi development.

An examination of the non-residential permits strengthens the assertion that the targeted URA has suffered from a lack of business investment and continues to be a good candidate for reinvestment and incentives for revitalization.

**Table 3: Non-Residential Building Permits
Within City of Jefferson and Jackson County, 2009-2011**

Year	Permits within Entire City Limits	Total Value of Permits for Entire City Limits	# of Permits within City URA	Total Value of Permits for City URA	Permits within Jackson County	Total Value of Permits in Jackson County
2009	6	\$40,522,000.00	3	\$450,000.00	62	\$8,916,350.00
2010	15	\$4,308,743.00	4	\$62,000.00	39	\$6,378,600.00
2011	7	\$907,778.00	1	\$1,500.00	24	\$4,538,858.00
Totals for Combined Years	28	\$45,738,521.00	8	\$513,500.00	125	\$19,833,808.00

Sources: City of Jefferson; Jackson County.

Table 4: Occupational Tax Certificates Issued, 2009-2011

Jurisdiction	2009	2010	2011
City of Jefferson – Within URA	31 (38% of total)	24 (40% of total)	24 (42% of total)
City of Jefferson — Total Jurisdiction	80	60	57
Jackson County	5	21	45

Sources: City of Jefferson; Jackson County.

Several new occupational tax certificates issued from 2009 to 2011 were for different businesses operating in the same location, indicating that one business closed and another business opened in the same space at a later time.



EMPTY WAREHOUSES IN THE CENTRAL JACKSON INDUSTRIAL PARK

This type of activity is noticeable in the Central Business District where some commercial spaces have high business turnover in a relatively short time. Main Street Jefferson has previously

estimated that 10% of downtown commercial spaces experience frequent vacancy and high-turnover rates.

Two of the largest industrial employers in the Central Jackson Industrial Park reduced employment figures between 2007 and 2012, based on available figures. The 2008 Comprehensive Plan indicates that Buhler Yarns and Universal Forest Products were both top 25 Jackson County Employers. In 2012, only one of the two industries was still on the list: Buhler Yarns remained while Universal Industrial Products was no longer included on the list.

As the largest industrial employers in the Industrial Zone Sub-Area, the decline in employment over five years for these two businesses suggests general distress and the need for additional job creation in the area. Jackson County Chamber of Commerce, Georgia Power, and the Northeast Georgia Regional Commission were queried with no success as to the existence of additional records documenting

business closures or employment figures for employers within the Urban Redevelopment Area (URA). According to 2012 figures produced by Georgia Power/Jackson County Chamber of Commerce, other industrial employers within the Urban Redevelopment Area included Fresh

Frozen Foods (75 employees) on the north side of Washington Street, Bonco Manufacturing (10 employees) west of the Central Business District, and Foam Fabricators (33 employees) in the Central Jackson Industrial Park.³

Table 5: Select Employment Figures within Industrial Zone Sub-Area		
	2007	2012
Number of Top 25 Jackson County Employers in Industrial Zone Sub-Area	2	1
# of Employees by Year:		
Buhler Yarns	149	125
Universal Forest Products	110	50

Source: Jackson County Chamber of Commerce.

Regulatory Actions

Table 6 represents the number of properties that were issued notices of violation by the City of Jefferson's Quality of Life Officer in 2009-2011, including the numbers of notices that were given within the Urban Redevelopment Area versus the city as a whole. The notice of violation given to the offender includes the violation, the code section violated, and the time allowed to address the infraction before official citation is given. The vast majority of notices issued resulted in compliance with the code or the issue resolved in some way. There were less than ten actual citations issued during this time for properties within the URA.

The percentage of notices of violations that were directed toward properties located in the URA were generally high when compared with the percentage of land area that the URA represents compared to the entire city; the URA represents 5.20% of the total land area of the city. The violations that prompted the notices ranged from junk vehicles and nuisance abatement to signage infractions.

The Jefferson Police Department does not report crime data by any unit smaller than the whole jurisdiction, due to limited staffing. Table 7 shows the Uniform Crime Reports provided for the city for the period 2009-2011.

Table 6: Code Enforcement Actions/Notice of Violations Issued, 2009-2012		
	Total Properties Issued Notices	Properties Issued Notices in URA (% of total notices issued)
2009	55	2 (3%)
2010	118	14 (11%)
2011	158	29 (18%)
Totals	331	45 (13%)

Source: City of Jefferson Police Department, Quality of Life Officer.

³ Georgia Power website.

Table 7: Crimes by Type

Year	Criminal Homicide	Forcible Rape	Robbery	Aggravated Assault	Simple Assault	Burglary	Larceny	Motor Vehicle Theft
2009	0	4	5	17	14	45	115	14
2010	0	2	4	7	32	42	103	15
2011	1	1	2	9	65	39	116	11

Source: City of Jefferson Police Department, Uniform Crime Report, 2009-2011.

Housing/Households

Selected characteristics are included below that give a general view of household finances and condition in the City of Jefferson. The number of residential properties included within the

Urban Redevelopment Area is a small percentage of the 3,998 housing units in the city. The percentage of families below the poverty line in Jefferson is similar to the figures for Jackson County and the U.S., and below the share in the state.

Table 8: Selected Household Characteristics

	City of Jefferson	Jackson County	State of Georgia	United States
Median Household Income	\$51,419	\$54,246	\$51,037	\$55,322
Per Capita Income	\$24,376	\$23,982	\$26,678	\$29,829
% Families Below Poverty	11.7%	11.0%	13.6%	11.0%
% Vacant Housing Units	7.0%	11.5%	13.1%	12.2%

Source: American Community Survey 2012-2016 5-year estimates.

Table 9: Housing Vacancies within the City of Jefferson (2012-2016)

City of Jefferson	2012-2016	% of total
Total Housing Units	3,998	100.0%
Vacant Housing Units	279	7.0%

Source: American Community Survey 2012-2016 5-year estimates.



ABANDONED HOUSE ON GALILEE CHURCH ROAD

In tables 10 and 11, data regarding housing affordability is presented. While families in Jefferson are roughly as likely as those in Jackson County at large to live below the poverty line and have household incomes in line with those of the average Georgia household, these statistics overlook the importance of greater housing affordability. More than one in three of the city's renter households spends more than 50% of its income on housing and nearly half of Jefferson's renters are cost burdened, spending more than 30% of their incomes on housing. The city's

homeowners also face significant levels of cost burden, but the need for affordable rental housing is the most acute.

The National Low Income Housing Coalition, in its 2017 Out of Reach report, estimates that in Jackson County, the average income necessary to afford a 2-bedroom rental without experiencing cost burden is \$29,520, translating to an hourly wage of \$14.19, yet the county’s average renter earned an hourly wage of \$10.75.

Workforce individuals earning minimum wage face an even greater challenge: to afford a typical two-bedroom rental unit without cost burden requires the equivalent of 80 hours of work per week at the current minimum wage of \$7.25 per hour.

From the figures in Table 2, it is apparent that Jefferson’s population is older than average, both for the state and for Jackson County. While typically not wage-earners, seniors who are retired and rely on fixed incomes below these

thresholds are also likely to face housing affordability issues.



SUBSTANDARD HOUSING OFF SYCAMORE STREET

The data in tables 10 and 11 serve to further illustrate that the need for greater housing affordability is faced not just by the unemployed, but that seniors, homeowners, and members of the local workforce, even those earning \$14 per hour or more, all face difficulties related to housing affordability.

Table 10: Households with a Cost Burden or Severe Cost Burden in the City of Jefferson

City of Jefferson Households	Owners	Renters
Spend 30-50% of income on housing (cost burden)	425	95
Spend more than 50% of income on housing (severe cost burden)	350	325
Total households	2,625	930
Share with cost burden or severe cost burden	29.5%	45.2%

Source: 2009-2013 Comprehensive Housing Affordability Strategy data.

Table 11: Annual Income Needed to Afford Fair Market Rent in Jackson County

Number of Bedrooms	Fair Market Rent	Annual Household Income for Rent to be Affordable
Studio	\$580	\$23,200
One-bedroom	\$584	\$23,360
Two-bedroom	\$738	\$29,520
Three-bedroom	\$923	\$36,920
Four-bedroom	\$1,207	\$48,280

Source: National Low Income Housing Coalition Out of Reach data, 2017.

SUB-AREA PROFILES

This plan section includes descriptions of the sub-areas of the URA: the Downtown, Gateway Corridor, and Industrial sub-areas. An updated windshield survey of the target areas was conducted in March 2018 to assess the degree to which conditions had changed from the time of the original URP's adoption in 2012. While some individual property conditions and uses have changed since 2012, the overall assessment of the target areas as being blighting influences on the city and exhibiting a need for redevelopment remains substantially unchanged.

Downtown Sub-Area

Jefferson's historic commercial district, the Downtown Sub-Area, is the heart of the city. The Crawford W. Long museum functions as a focal point for downtown tourism and a \$500,000 GDOT Transportation Enhancement downtown streetscape project was completed in 2011 which gave downtown an updated look.



A REVITALIZED DOWNTOWN JEFFERSON

Blocks of historic commercial and residential buildings surround a central corridor, with visually-appealing retail space and a distinct historic character characterizing the area. Downtown establishments include a bank, a newspaper, gift shops, professional offices, restaurants, business services, a pharmacy, the Crawford W. Long Museum, a visitor's center, and single-family homes.



VACANT DOWNTOWN STOREFRONT

In 1986, the City of Jefferson became a Certified Local Government (CLG), followed in 1987 by the adoption of a local ordinance designating six local historic districts in Jefferson, including one that incorporates the Downtown Sub-Area. The Downtown National Register Historic District was listed in 2003. The Jefferson Historic Preservation Commission is tasked with reviewing exterior changes to the districts using Design Guidelines. Main Street Jefferson and the Downtown Development Authority are active proponents of downtown Jefferson. The MS/DDA of Jefferson supports or sponsors a number of downtown-related events and community activities to bring citizens to the central business district and greater Jefferson.

In 2016, Jefferson received grant funding from the Renaissance Strategic Visioning & Planning (RSVP) Program to prepare a master plan for the downtown. In preparing the downtown plan, staff of the Carl Vinson Institute at the University

of Georgia completed an extensive public participation effort that included a survey that received more than 800 responses, 14 focus groups, interviews with more than 20 individuals, and a community-wide town hall meeting.

One major downtown project considered by the plan that has remained in the public discourse for many years is the creation of a park and amphitheater space south of downtown when Jackson County eventually relocates from its current Administrative Complex.



HISTORIC DOWNTOWN FACADES

While downtown revitalization efforts have been fruitful, there remain vacant commercial spaces available for sale or lease. Some of the spaces will require rehabilitation in order for them to be usable. For example, 55 College Street, two story historic commercial building was rehabilitated with CDBG funds, a project that included new roofing, replacement windows and brick re-pointing. The building is now in active use as a CrossFit studio. 66 Washington Street is another nearby attached brick commercial building that is experiencing demolition by neglect and would be a worthy candidate for redevelopment. The Downtown Development Authority used to maintain a downtown facade grant program; however, the program has not been funded in recent years.

There is a pattern of high turnover of business establishments in downtown Jefferson. There are also several sizeable vacant commercial spaces that will take a special fit for redevelopment due

to their size and character. One such space is the former Mike's Grill; however, sale of the property and preliminary renovation plans were pending at the time of this update. In the last two years, one new upper-story residential unit was developed downtown, although there is potential for additional mixed-use residential development and local code specifically allows for the creation of mixed use spaces downtown. There is a current lack of public gathering space downtown, and there have been some ideas of creating a public amphitheater or gathering space just south of the downtown district. The planned future relocation of the Jackson County Administrative Complex on Athens Street would open up redevelopment possibilities for open space and other community redevelopment.



THRIVING DOWNTOWN BUSINESSES

One of the challenges to marketing downtown, and other commercial areas in Jefferson, is that there is no current database of commercial spaces available for sale or lease; such a listing would be helpful for marketing the city to potential businesses, as well as tracking building conditions, etc.

Assets

- Intact historic buildings
- Retail establishments
- Walkable streetscape
- Crawford W. Long Museum
- Visitor's Center
- Downtown festivals & events
- Local and National Register historic district
- Increasing vitality and activity

Issues

- Repeat vacancies
- Renovations required for building usage
- Lack of public open space / gathering area
- Very limited downtown living
- Demolition by neglect of historic resources
- Lack of coordination for marketing/
database of available commercial listings

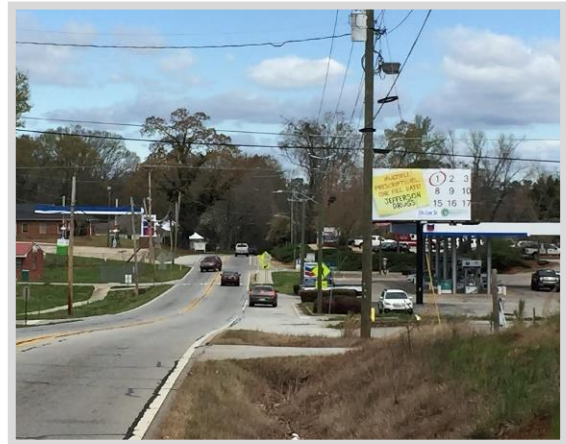
Gateway Corridor Sub-Area

The Gateway Corridor sub-area of the URA includes those properties fronting the city's highway corridors into downtown – Washington Street (US 129 Business), Sycamore Street (State Route 82), Athens Street, and Lee Street (Highway 11) – as well as other adjacent properties. The corridors reflect a general sense of underdevelopment and disinvestment, as reflected in vacant lots, dilapidated and closed businesses, a chaotic aesthetic with cluttered signage and lack of landscaping, and a distinct lack of cohesiveness and sense of place in some areas.

Areas of the Gateway Corridor have been noted in the updated 2018 windshield survey to exhibit characteristics of visual blight – the effect of too much cluttered signage, confused and unmanaged vehicular access, lack of landscaping or screening from parking lots, unsightly buildings or sites, and empty lots. This visual and functional clutter does not extend throughout all the corridors, but it is enough of a presence to be of concern that it might deteriorate or spread further without attention, reinvestment, and redevelopment. Concerted redevelopment and job creation in the Gateway Corridor area would bring much needed investment and improvement to the area.

Athens Street is located on the south side of downtown and leads to Central Jackson Industrial Park, the Industrial zone of the URA. Public and institutional uses in this corridor include the Jefferson City Hall, a fire station, the Jackson County Administrative Complex, and the Jackson County Area Chamber of Commerce. As

the corridor leads further from downtown, land use shifts to primarily commercial establishments such as gas stations, a quick lube, a collision center, hair salons, restaurants, and professional offices.



VISUAL CLUTTER AND DISORGANIZATION
ALONG ATHENS STREET

These commercial areas can be characterized as having a cluttered and disorganized aesthetic, with street signs, billboards, utility poles, and gas station canopies all competing for attention. Meanwhile, vast vacant and underused parking lots are used for temporary tractor-trailer parking or for the storage of materials. The many driveways in and out of commercial establishments and wide, paved shoulders along parts of the Athens Street corridor result in a general sense of disorder.



VACANT PARKING LOT ALONG ATHENS STREET

Interspersed throughout the corridor are residential uses, with larger, tidier residences generally lying closer to downtown and quality

generally deteriorating toward the southern end of the corridor. Some mobile homes are present, and some residences appear occupied but in poor condition, with extensive debris lying about the property. Most of the housing in this corridor is single-family detached, however, the Jefferson Terrace Apartments, a public housing property, fronts Athens Street along this corridor but is technically excluded from the URA. At least one new single-family residential construction was underway at the time of the survey.



VACANT SASSAFRAS SALON ON ATHENS STREET

The Sycamore Street portion of the Gateway Corridor sub-area extends from the east side of downtown Jefferson to the split of Highways 15 and 82. This URP update adds to the Gateway Corridor target area three parcels in the vicinity of the 15/82 split to encompass three unused residential tracts, some containing abandoned and dilapidated structures. This expansion also stretches the URA to the city limits in this area.

The Sycamore Street corridor includes some commercial uses such as a used car lot, a bank, gas stations, a carwash, a transmission shop, a butcher shop, and a pizza restaurant. The Jefferson Civic Center is also located within this corridor.

The former Robo Car Wash noted in the 2012 URP as being vacant and deteriorated remains vacant and in poor condition. As in the Athens Street corridor, portions of Sycamore Street are also

characterized by large underused parking lots used for informal storage of commercial vehicles and other materials as well as a disorganized development pattern that may be disorienting to motorists and pedestrians.



LARGE UNDERUSED PARKING LOTS ALONG SYCAMORE STREET

The Sycamore Street corridor contains more residential uses than the other Gateway Corridors and the housing ranges from well-maintained single-family residences located in the city's historic district to single-family and multi-family homes that are severely dilapidated, particularly in the Peach Circle and Peach Hill Avenue area.



A DILAPIDATED RESIDENTIAL STRUCTURE ON ONE OF THE PARCELS ADDED INTO THE URA

Along the heavily wooded Peach Circle are properties with large collections of debris in their yards, several collapsed and uninhabitable structures, and occupied homes likely in substandard condition.

Along Clay Street, behind the Civic Center is a string of small concrete block houses in various

states of repair. These and a row of wood-frame homes on Kissam Street represent a significant portion of the corridor’s rental housing.



A COLLECTION OF DEBRIS STORED ON A PEACH CIRCLE PROPERTY

Lee Street, extending west of downtown toward the U.S. Highway 129 Bypass, is a commercial corridor featuring many small businesses lining the highway. The overall impression of the corridor is one of visual clutter and unpredictability related to traffic movements.



VISUAL CLUTTER AND UNCOORDINATED VEHICULAR ACCESS ALONG LEE STREET

Excessive signage, the lack of landscaping, and uncoordinated vehicular access points create an unpleasant commercial environment for motorists and pedestrians. Paved shoulders along Lee Street become parking lots and driveways without any clear boundaries or points for entry or exit. The Lee Street corridor could be described as anchored by the former

Jefferson Mill complex at its midpoint. Much of the space in the mill buildings has been adapted for reuse, primarily for antique and furnishings markets.



SUCCESSFUL REUSE OF JEFFERSON MILL SPACE

In a reverse of the patterns seen in other Gateway Corridors, the condition and aesthetics of the Lee Street corridor improve as one travels west from downtown toward the Bypass. Nearer downtown are establishments including a car dealership, an auto shop, gas station, laundromat, car wash, and pawn shop. At the western end of the corridor is the newer Ole Mill Village commercial strip center holding professional offices such as accountants and insurance agencies.

South State Bank is another newer addition to the westernmost end of the Lee Street corridor. Several empty lots and vacant commercial storefronts are evident from the survey.



COMMERCIAL VACANCIES ADVERTISED ALONG THE LEE STREET CORRIDOR

The Washington Street area of the URA extends north of downtown toward Blackstock Road. Of all Jefferson’s Gateway Corridors, Washington Street may be the most important as a symbolic gateway for its linkage to U.S. 129 and Interstate 85.

This corridor has also seen more improvement since 2012 than the others included in the URA. The once-vacant Food Lion shopping center has been redeveloped into municipal space housing Jefferson’s police department, public library, and public works department. Several restaurants and retail establishments, including Pizza Hut and Family Dollar have locations along the corridor.

A new 75-lot subdivision under construction near U.S. 129 Business and Storey Lane, while just outside the URA, demonstrates the increasing private-sector investment occurring along this gateway corridor. Other newer commercial enterprises include professional office space for a pediatrics and a veterinary practice.

Running parallel to Washington Street along a portion of the corridor is Holders Siding Road, a primarily residential street that, in 2012 was assessed to have several vacant house sites and also dilapidated houses. While this remains true to a degree in 2018, new residential construction on Holders Siding Road is indicative of the changes underway there.



ABANDONED MOBILE HOME ON HOLDERS SIDING ROAD



NEW RESIDENTIAL CONSTRUCTION ON HOLDERS SIDING ROAD

<p>Commercial Assets</p> <ul style="list-style-type: none"> • Gateway to the city • Established convenient businesses/services • Adaptive reuse of structures (Civic Center, Jefferson Station) • Potential for future redevelopment (historic mill complex, depot area, Jefferson Station, Jackson County Administrative Complex) • Steady traffic flow 	<p>Commercial Issues</p> <ul style="list-style-type: none"> • Visually cluttered corridor • Nonconforming signage • Unattractive commercial environment • Lack of parking lot landscaping • Unmanaged vehicular access • Vacancies • Empty lots • Lack of sidewalks
<p>Residential Assets</p> <ul style="list-style-type: none"> • Proximity to downtown • Potential for redevelopment 	<p>Residential Issues</p> <ul style="list-style-type: none"> • Dilapidation • Lack of Maintenance • Substandard • Nuisance abatement • Lack of sidewalks

Industrial Zone Sub-Area

The Industrial Zone sub-area of the Urban Redevelopment Area includes 1) Central Jackson Industrial Park, located on MLK Avenue and Galilee Church Roads, and 2) an area of industrial property located on Athens Street and the railroad that includes Buhler Yarns and ZKRD. These industrial properties are located at the southern terminus of the city limits of Jefferson and are situated in the midst of a suburban/rural mix of residential and commercial development.



UNDEVELOPED INDUSTRIAL PROPERTY ON WOLF WAY
IN THE CJIP

The Central Jackson Industrial Park (CJIP) is a small lot industrial park that features occupied, vacant, and underdeveloped parcels serving the needs of smaller acreage businesses. The 106-acre park is located 5 miles from Interstate 85 and 0.5 miles from 4-lane U.S. Highway 129 Bypass.

Central Jackson Industrial Park has been limited in its commercial and industrial growth by its distance from the interstate and from its lack of direct access to U.S. Highway 129 Bypass. Of the four industrial parks within the City of Jefferson, CJIP is the only one not located along the I-85 corridor, giving the park a significant disadvantage for business development.⁴

To remedy this issue, the City of Jefferson recently extended MLK Jr. Drive from MLK Jr. Avenue to Galilee Church Road and the Bypass, potentially making the park more attractive to potential new business or expansions and to keep truck traffic off residential streets. This \$1 million project was funded through Appalachian Regional Commission (ARC) grants and local funds.



VACANT CHOO-CHOO BUILD-IT MART BUILDING

Even with the transportation infrastructure improvements to the CJIP, the park remains underdeveloped (with nearly 50% of the park's acreage unused) and contains several vacant buildings and warehouses. The Choo-Choo Build-It Mart property consisting of four buildings on 10.6 acres located at 274 Galilee Church Road, remains vacant and has become more dilapidated since 2012.

⁴ There are 10 industrial parks in Jackson County; four of them are within the city limits of Jefferson. The four parks include Jefferson Distribution Center, Jefferson Mill Business Park, McClure Industrial Park, and Central Jackson Industrial Park. The first three parks are located along the I-85 corridor and, as such, receive much more interest and development from companies that are seeking quick truck access along the interstate. These three parks are located outside of the URA.



ILLEGAL DUMPING ACTIVITY IS EVIDENT WITHIN CJIP

Assets

- Fully serviced industrial park
- Major Employer, Buhler Yarns
- Access to rail along Athens Street
- MLK Drive extension/new proximity to U.S. 129 Bypass

Issues

- Distance from Interstate 85
- Small acreage in CJIP
- Vacancies/undeveloped lots
- Lack of buffers from residences
- Lack of sidewalks and services for employers
- Illegal dumping

NEGATIVE CONDITIONS WITHIN THE URBAN REDEVELOPMENT AREA & STATEMENT OF REDEVELOPMENT NEED

An updated windshield survey of property conditions was conducted in March 2018 of the properties within the Urban Redevelopment Area. Evidence from the windshield survey, along with language included in the city's adopted 2017-2018 Comprehensive Plan update, data gathered for this plan, and input from stakeholders and other community members indicate that negative conditions, as defined by the Urban Redevelopment Law, exist within the Urban Redevelopment Area. Photographs documenting the existence of negative conditions within the Urban Redevelopment Area can be found throughout this document.



COLLAPSED STRUCTURE ON PEACH CIRCLE

Of much concern regarding the URA are the vacant and underdeveloped commercial and industrial structures, high-turnover business

activity in downtown, empty lots, and dilapidated or substandard housing units that can have a negative effect on the function and appearance of the community, and the community's ability to attract and retain residents, businesses, and other investments.

From the findings of this Urban Redevelopment Plan, it is clear that the conditions described in the sub-areas of the City of Jefferson Urban Redevelopment Area indicate:

- A substantial number of deteriorated, or deteriorating structures;
- Unsanitary or unsafe conditions;
- Deterioration of site or other improvements;
- Existence of conditions which endanger life or property by fire or other causes; and any combination of such factors is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, or crime and is detrimental to the public health, safety, morals or welfare.

Therefore, the City of Jefferson Urban Redevelopment Area is found to be a blighting influence on the area and constitutes a "slum area" as defined by O.C.G.A 36-61-2(18) and demonstrates a redevelopment need.

CONSISTENCY WITH COMPREHENSIVE PLAN

In 2017, the City of Jefferson completed a Comprehensive Plan Update, which was formally adopted by City Council on October 23, 2017. Relevant portions of the Comprehensive Plan Update are reviewed here and were used to guide development of the updated Urban Redevelopment Plan to ensure compatibility between the two.

Needs and Opportunities

The Comprehensive Plan Update incorporates the three redevelopment subareas outlined in the 2012 version of this Urban Redevelopment Plan and identifies them as high priorities for redevelopment activities and/or special economic development incentives. Needs and opportunities relevant to these redevelopment areas, as outlined in the Comprehensive Plan Update, include:

Needs

- Rehabilitation and/or redevelopment of the area at the intersection of Washington Street and Lee Street in Downtown, including rehabilitation of former Mike's Grill space
- Downtown façade improvements
- Consistent Downtown design with unifying elements to attract residents and visitors
- Downtown business retention and recruitment program to fill empty storefronts, expand retail options, and encourage later business hours
- Downtown housing, including housing for the elderly accessible to Downtown and amenities
- Downtown outdoor music venue
- Improved walkability around the square and between Downtown and surrounding residential neighborhoods
- Gateway signage

- Improved internet speeds and capacity to attract employers and diversify job opportunities

Opportunities

- Jefferson's role as the county seat draws people to Downtown for business, administrative or personal reasons, serving as a market for downtown retailers and restaurants
- Two Downtown properties offer opportunities for community and cultural events – the Crawford W. Long Museum and the lot rented by Regions Bank
- Redevelopment potential at 55 College Street, the old motel/post office block, and the mill village
- Potential for rehabilitation and reuse of the Pendergrass House
- Redevelopment assistance through Main Street and Downtown Development Authority programs and financial tools such as the Downtown Development Revolving Loan Fund
- Opportunity Zone designations can be used to attract new businesses
- Incentives and benefits associated with the Tree City USA designation

Future Land Use

Unlike the 2008 Comprehensive Plan, the 2016 update did not identify character areas. Instead, it outlined 14 future land use categories, four environmental overlays, a historic district overlay, and an overlay along U.S. Highway 129. Land in the Urban Redevelopment Area falls within several future land use categories, which are summarized below.

- Parks/Recreation/Conservation: Land dedicated to active or passive recreational

uses, publicly or privately owned, including playgrounds, public parks, nature preserves, wildlife management areas, forest preserves, golf courses, recreation centers, and similar uses.

- Residential, Low Density: Detached, single-family homes on lots of 0.75 acre or more
- Residential, Medium Density: Detached, single-family homes on lots ranging in size from 0.25 to 0.75 acre.
- Public Institutional: Federal, state, or local government uses and a wide variety of institutional land uses. Examples include county-owned facilities, fire stations, post offices, schools, colleges, churches, cemeteries, and private non-profit meeting halls.
- Office-Professional: Individual offices (which may be adaptively reused residential structures) and planned, campus-style office parks.
- Adaptive Reuse of Single-Family Residence: Single-family homes with some historical significance located in areas expected to eventually transition to non-residential uses. This category recognizes the potential for conversion of these properties to office or neighborhood commercial land uses without significant changes to the structure.
- Mixed-Use Building: Properties west of downtown and north of Lee Street primed for redevelopment or new development. The preferred land use is mixed-use, with the ground floor (and possibly second floor) occupied by office or commercial uses and the upper floors residential.
- Commercial: Non-industrial business uses including retail sales, services, and related commercial uses including offices, in individual freestanding buildings or within shopping centers.
- Downtown Business District: Wide variety of commercial, office, civic, and residential uses in the compact area of downtown Jefferson; mixed uses are encouraged.

- Industrial: Warehouses, distribution centers, research and development centers, wholesale trade, manufacturing, processing plants, and factories. With conditional use, mining activities may be permitted.

The Comprehensive Plan Update also identifies land use planning for three special areas, including Old Mill Village, located along Lee Street just west of downtown. The district contains a mix of small-lot, single-family homes and small and large businesses. The City envisions the area as a vibrant retail center surrounded by housing of various types and price points.

Goals and Policies

The following goals and policies are from the Comprehensive Plan Update and should apply to areas within the City of Jefferson.

Housing

Goal: Protect neighborhoods and promote diverse and affordable housing that meets the needs of existing and future city residents.

Policies:

- Quality housing and a range of housing size, cost, and density should be provided in the city.
- Encourage “life cycle” or “mixed generation” communities that provide for persons of different age groups (including seniors) to live in the same community as they age.
- Houses should be made available for seniors and disabled persons that contain a single-level with no-step entrances and wide doorways. Senior housing should be located in close proximity or with appropriate access to health care services.
- Require that substandard or dilapidated housing be brought up to applicable codes or demolished if code compliance is not feasible.
- Allocate appropriate resources to enforce housing and property maintenance codes.

- Pursue federal and state financial assistance programs to improve areas of substandard housing and improve low- and moderate-income neighborhoods.

Economic Development and Redevelopment

Goal: Grow the economy, increase local employment, increase personal incomes, and reduce poverty.

Policies:

- Expand the city's economic base and increase employment opportunities while protecting environmental, historic, and community character.
- Prepare economic development strategies and plans that are comprehensive, including but not limited to agriculture and agribusiness, tourism, heritage tourism, health care, retail, services, material moving and warehousing, biotechnology, industrial and manufacturing, research and development, and small business/home occupations.
- Create and maintain a positive climate for business in the city.
- Balance the need to regulate design and appearance of commercial and other properties with a positive regulatory environmental that is sensitive to the need for businesses to be competitive.

Community Facilities and Services

Goal: Accommodate existing and anticipated population and employment with public facilities, including public schools, parks, roads, water, sewer, public safety, that meet local level of service standards.

Policies:

- Establish and maintain level-of-service and/or performance standards for the major community facilities and services provided by the county.

Transportation

Goal: Provide mobility, safety, and connectivity via a multi-modal transportation system, with emphasis on improving the pedestrian network, adding bike lanes to the existing network, and developing multi-use trails.

Policies:

- Promote development that serves the long-term cycling and walking needs of residents of the city and that provides and appropriate amount of bicycle and pedestrian infrastructure.

Land Use

Goal: Promote and ensure efficient, functional, and compatible land use patterns.

Policies:

- The City of Jefferson encourages the upgrading and redevelopment for commercial use of properties along identified gateway corridors and in the downtown. To ensure redevelopment, the city recognizes the need for and is receptive to considering modifications and variances to zoning and development requirements that will facilitate the desired commercial redevelopment.
- All non-residential and multi-family residential developments should be reviewed with respect to the following, which should not be considered limiting: access, site design, landscaping, parking, environmental protection, lighting, architectural characteristics of buildings, and signage.
- Industrial developments serving more than one industry are strongly encouraged to be developed within planned industrial parks which are designed with campus-style layouts. New industrial operations should be limited to those that are not objectionable; in areas designed for industry which are clearly removed from residential areas, heavy manufacturing and heavy industrial uses, including those

creating objectionable conditions, may be considered appropriate depending on conditions.

- Within planned community developments, the vertical mixing of residential with office and commercial land use is desirable. Horizontal mixed used is also encouraged.

Urban Design and Livability

Goal: Improve the functionality and attractiveness of downtown, gateway corridors, and neighborhoods in the city.

The initiatives of this Urban Redevelopment Plan are consistent with the aforementioned needs and opportunities, future land use plans, and goals and policies of the City of Jefferson 2017 Comprehensive Plan Update.

REDEVELOPMENT TOOLS AND STRATEGIES

COMMUNITY LAND USE OBJECTIVES

The City of Jefferson has current and future land use maps, in accordance with the Georgia Planning Act. Existing land use in the redevelopment area consists of:

- Residential
- Commercial
- Industrial
- Public or institutional property
- Agricultural
- Parks/conservation/recreation, and
- Transportation / communication.

The current zoning, in some cases, conflicts with the July 2017 future development map of the City of Jefferson. As the Urban Redevelopment Plan is implemented, the City's strategy is to review any proposed land use, zoning, variance, or other planning changes to the current zoning on a case-by-case basis to ensure compliance with the goals of the future development map and the City of Jefferson Urban Redevelopment Plan.

The content of the Urban Redevelopment Plan is consistent with community land use objectives.

HISTORIC PRESERVATION CONSIDERATIONS

The Urban Redevelopment Area is located within portions of the city's National Register-listed Historic Districts, as well as within the city's locally designated Downtown Historic District. The city values its historic resources and protects them through the implementation of its historic preservation ordinance by the City of Jefferson Historic Preservation Commission.

During the windshield survey for the Urban Redevelopment Area, several dilapidated

properties were identified as being located within the City of Jefferson's Local Historic District. It is recommended that contributing structures within the local historic district that are identified as dilapidated or deteriorated be rehabilitated to the extent feasible through voluntary and regulatory action.



HISTORIC HOME ON SYCAMORE STREET

Public and private rehabilitation efforts should follow the city's Historic District Design Guidelines as well as the Secretary of the Interior's Standards for Rehabilitation. Historic buildings should not be demolished unless their reuse is found to be infeasible. Where vacant lots exist in areas where the Urban Redevelopment Area and City of Jefferson Local Historic District overlap, infill structures should be compatible with historic buildings by following the standards set forth in the city's historic district guidelines.

It is important to note that rehabilitating historic structures may have tax advantages for private property owners of both income-producing and residential properties. The Georgia Department of Natural Resources, Historic Preservation Division, is available to assist private property owners in applying for both state and federal historic preservation tax credits.

Federal and state programs include:

- Federal Rehabilitation Investment Tax Credit Program & Charitable Contribution Deduction (Cities and Income-producing properties, with tax credit equal to 20% of rehabilitation).
- GA State Income Tax Credit Program for Rehabilitated Historic Property (Cities and Income-producing properties, with tax credit for 25% of rehabilitation expenses; Credit capped at \$100K for private homes and \$300k for income properties).
- GA Preferential Property Tax Assessment Program for Rehabilitated Historic Property (Income-producing and residential property owners may apply; Freezes county property taxes for an eight-year period).

DESCRIPTION OF PARCELS TO BE ACQUIRED

The City of Jefferson has no plans to acquire property within the URA area as part of its redevelopment efforts. However, the City does retain the right to exercise its powers of eminent domain to clear the title of property in order to facilitate its sale or transfer of private interests for redevelopment purposes. The City has identified no such properties requiring such action.

COVENANTS AND RESTRICTIONS TO BE PLACED ON PROPERTIES

Covenants and restrictions placed on specific properties might include use restrictions (commercial, residential, etc.), specific development standards, minimum landscape standards, and others. However, the City of Jefferson does not foresee the need to place additional covenants or restrictions on any specific properties within the URP area boundary at this time.

STRUCTURES TO BE DEMOLISHED OR REHABILITATED

It is recommended that a combined force of city staff complete a survey of the URA in order to identify sub-standard and dilapidated residential and commercial structures that may be candidates for grant funding for repair or reconstruction of sub-standard properties. For those residential properties that are beyond repair and pose threats to the health and safety of area residents, the city should continue to consider pursuing demolition by voluntary or non-voluntary means.

STRATEGY FOR RELOCATING DISPLACED RESIDENTS

The City of Jefferson does not anticipate engaging in any relocation of residents at this time, due to the focus of the Urban Redevelopment Plan on commercial and industrial revitalization as well as the rehabilitation and/or demolition of dilapidated, vacant residential structures. Should the relocation of residents be deemed necessary in the future, the City of Jefferson will comply with all applicable requirements as outlined in the Uniform Relocation Assistance and Real Property Acquisition Act of 1970, and other applicable state and federal regulations.

NEEDED PUBLIC INFRASTRUCTURE

The 2012 URP identified the following infrastructure needs for areas that at least touch the Urban Redevelopment Area. While few of these targeted infrastructure improvements are located completely within the URA, some of the infrastructure improvements relate directly to the potential for redevelopment or expansion of existing businesses and residences within the Urban Redevelopment Area. This URP update assesses and reports the current status of these projects.

Table 12: Infrastructure Project Status

Project	Description	Current Status
Washington Street – City Square to Storey Lane (Gateway Corridor Sub-Area)		
Dickson Street Sewer	Improvements to the West Side Pump Station, rerouting its associated force main, and enlarging the sewer	Enlarged sewer line to be complete in 2018
Elder Drive	Replacement of the old, thin walled water main	Complete
Storey Lane water main	Replacement of the existing water main with larger pipe to accommodate additional demand	Complete
Sycamore Street – City Square to 15/82 Split (Downtown, Gateway Corridor Sub-Areas)		
One Way Pair Project	Reconfiguration of the traffic flow from Storey Street to the 15/82 split and along Kissam Street	Complete
Water Plant Upgrade	Upgrade to the water treatment facility in preparation for additional flows from the Parks Creek Reservoir	Capacity expanded; other upgrades delayed
Side Street One Way System	After completion of the One Way Pair Project, Storey Street and College Avenue to be made one way streets	No longer needed
Athens Street – City Square to southern City Limits (Downtown, Gateway Corridor and Industrial Zone Sub-Areas)		
Sidewalk Improvements	Sidewalk improvements along Athens Street from Lee Street to Magnolia Avenue to coincide with the Martin Luther King Jr. Drive sidewalk project	Complete
Lee Street — City Square to Memorial Drive (Gateway Corridor Sub-Area)		
Paving and Drainage Improvements	Paving and drainage improvements to Cobb Street, Epps Street, Oak Street, and Oak Avenue	Oak Avenue to be complete in 2018
Central Jackson Industrial Park Area (Industrial Zone Sub-Area)		
MLK Jr. Drive Extension	Extension of MLK Jr. Drive from MLK Jr. Avenue to Galilee Church Road and the bypass	Complete
MLK Jr. Drive CDBG funded sidewalk and drainage improvement project	Construction of a sidewalk along MLK Jr. Drive from MLK Jr. Avenue to Borders Street, then along Borders Street to Athens Street	Complete
Drainage improvements along MLK Jr. Avenue	Improvements to correct significant erosion occurring along the roadside ditches, particularly at the Athens Street end of the street	Complete

In addition to the infrastructure projects outlined in the 2012 URP and described in the table above, the City has made other upgrades and improvements to accommodate growth and redevelopment in the area. Where Gordon Street enters downtown, a new sidewalk has been constructed linking an existing sidewalk section to downtown shops and businesses.



MLK JR. DRIVE EXTENSION

Under a Safe Routes to School program, the City constructed a sidewalk along the south side of Old Pendergrass Road from Washington Street to the Bypass. This sidewalk route is not within the URA but does connect to Washington Street just south of the Washington Street Gateway Corridor area and provides pedestrian access to Jefferson High School, a major destination along the corridor.

STRATEGY FOR LEVERAGING PRIVATE RESOURCES FOR REDEVELOPMENT

Pursuant to adoption of the 2012 URP, the City received Opportunity Zone (OZ) designation for eligible areas within the URA. Designation of an Opportunity Zone allows eligible employers to take advantage of job tax credits offered by the state. The incentives provided by Opportunity Zone designation are as follows:

- The maximum job tax credit allowed under state law is \$3,500 per job created.
- The lowest job creation threshold of any job tax credit program is 2 net new jobs within a tax year (full time, at least 35 hours per week, two jobs not filled by a married couple).
- Use of job tax credit against 100% of Georgia income tax liability and withholding taxes.
- Provides for business of any nature to qualify, not just a defined "business enterprise."
- There is no upper limit on the number of eligible jobs.
- Starting with the year of hire, the job tax credit may be claimed on the business' tax returns over a five-year period as long as the jobs are maintained each of the five years.
- Once approved, an Opportunity Zone remains in existence for ten years.

STRATEGY FOR IMPLEMENTING THE URBAN REDEVELOPMENT PLAN

The 2012 URP envisioned a three-phase implementation of the plan's strategies. The phases and milestones from the 2012 URP are described below, along with a discussion of progress achieved toward these redevelopment strategies since 2012.

First Phase – Target completion Spring 2013

- Formal adoption of Urban Redevelopment Plan.
- Establish City of Jefferson as implementing agency for the URP.
- Apply for Opportunity Zone Designation through DCA.
- Offer local information packages to prospective new businesses regarding OZ (print/web).

Progress update: The Jefferson City Council formally adopted the URP on November 26, 2012 and established itself as the URP's implementing agency at that time. An Opportunity Zone designation was achieved on February 22, 2013 for the Downtown, Gateway Corridor, and Industrial components of the Urban Redevelopment Area. See Map D: Jefferson Opportunity Zone.

Second Phase - Target completion Summer 2013

Prepare a comprehensive list of properties for possible redevelopment infill, or green space. Data should include basic tax card information plus condition assessment. Information from URA process will greatly inform this process. Map the properties. Highest priority and attention should be placed on properties that are vacant lots or parcels that are unoccupied and/or contain dilapidated structures.

Progress update: Main Street Jefferson maintains a directory of available space for sale or lease in the city's downtown. Listings may be submitted to the Main Street program by property owners and include details such as size, parking availability, and utility services present. Beyond this informal and voluntary list, the City has not assembled and maintained a comprehensive database of tax card and condition information for all possible redevelopment opportunities.

Third Phase — Target completion Winter 2013

Create a detailed database of available commercial and industrial properties in Downtown, Industrial Zone, and Gateway Corridors to assist in marketing of vacant property.

Progress update: Main Street Jefferson maintains a directory of available space for sale or lease in the city's downtown. Listings may be submitted to the Main Street program by property owners and include details such as size, parking availability, and utility services present. No such listing is currently provided for areas beyond the downtown.

MOVING FORWARD: 2018 AND BEYOND

This update to the 2012 URP renews the City of Jefferson's commitment to pursuing redevelopment opportunities within the urban redevelopment area and will keep open to the City various resources and funding opportunities designated for communities with current urban redevelopment plans.

Of the three implementation phases proposed in the 2012 plan, only the first has been fully achieved. Therefore, ongoing implementation of the City's urban redevelopment strategy picks up where the previous effort left off: at Phase 2. The policy goals listed here are intended to propel Jefferson's redevelopment

program forward, beginning with a reiteration of incomplete 2012 goals and adding new goals based on current needs and conditions.

Goals for Short-Term Implementation (2018-2019)

- Develop a list and map of dilapidated properties and vacant lots for possible redevelopment, including a spreadsheet containing basic tax card information and property condition assessment.
- Create and maintain a database of available commercial and industrial properties in Downtown, Industrial Zone, and Gateway Corridors to assist in marketing of vacant property.
- Promote continued downtown improvements such as sidewalks, crosswalks, and parking signage to make the area more accessible for visitors.
- Pursue and support the appropriate use of federal and state financial assistance programs (including CDBG and LIHTC) to provide quality affordable rental housing and to improve low- and moderate-income neighborhoods.
- Allocate appropriate resources to enforce housing and property maintenance codes, requiring that substandard or dilapidated housing be brought into compliance or demolished if compliance is not possible.

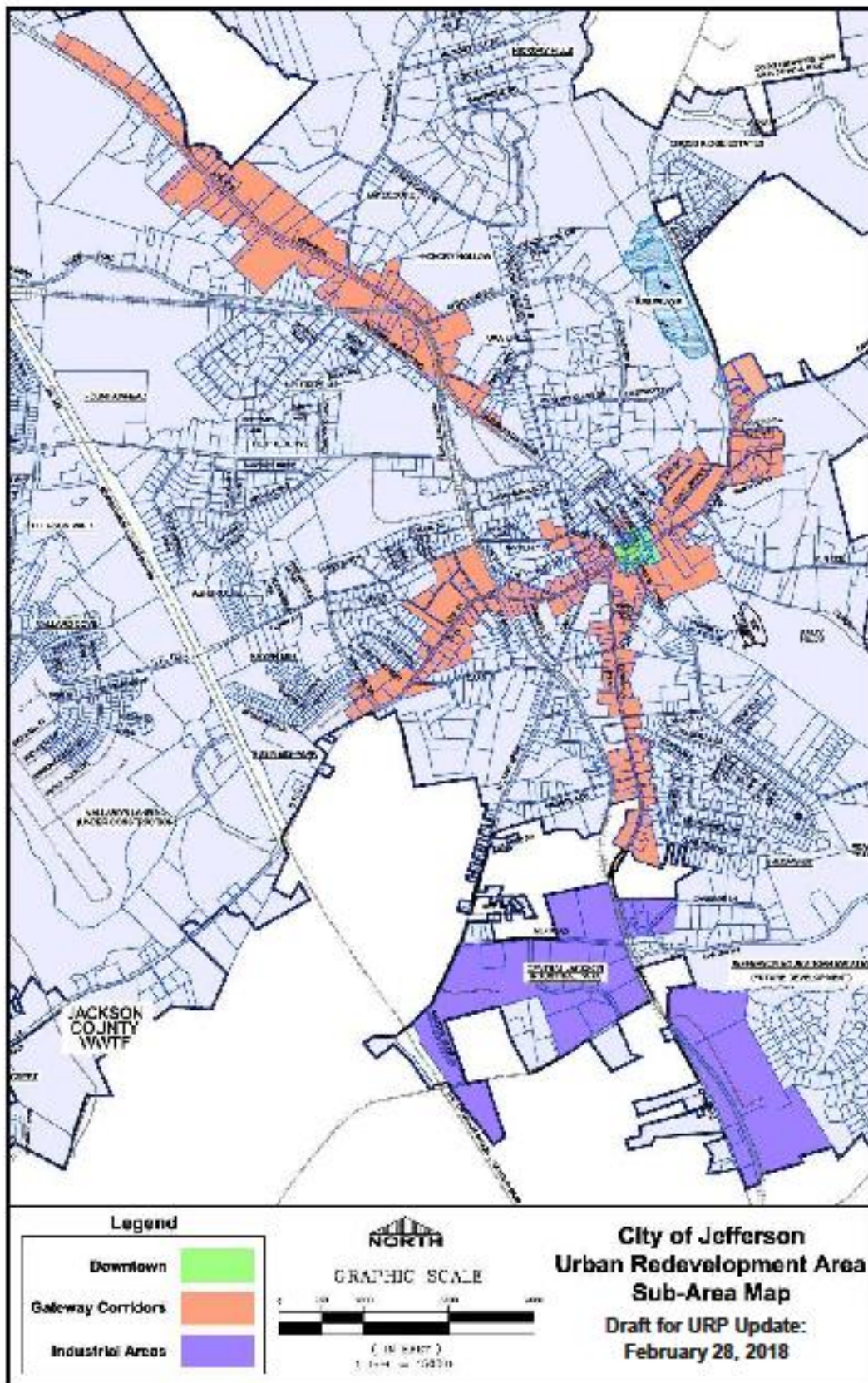
Goals for Long-Term Implementation (2020-2022)

- Consider opportunities to expand and repurpose portions of the Jefferson Civic Center to enhance its usefulness and vitality.
- Prepare plans for the eventual redevelopment of the Jackson County Administrative Complex; current preferred alternatives are for a public park and amphitheater.

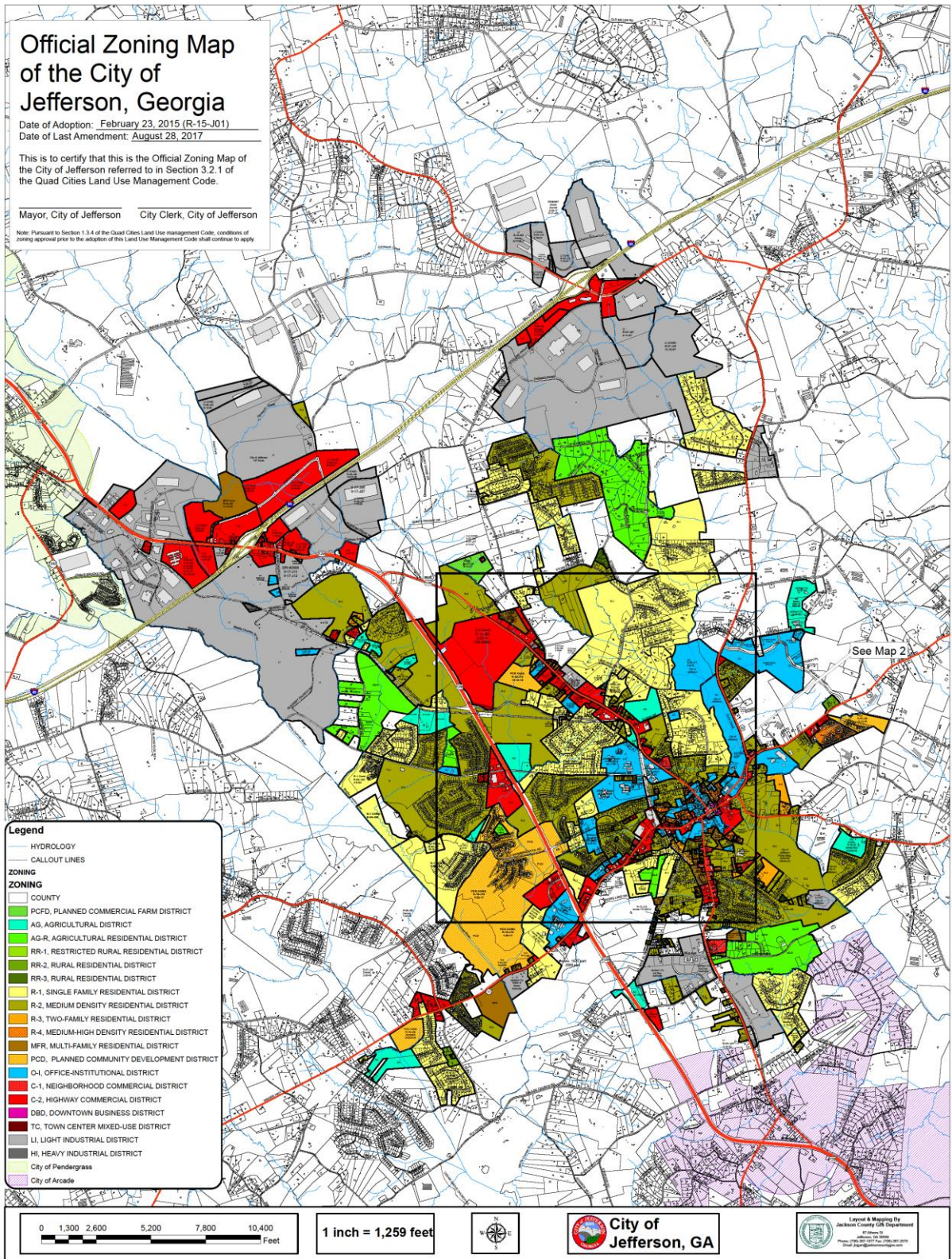
APPENDIX

1. MAP A: URBAN REDEVELOPMENT AREA
2. MAP B: JEFFERSON ZONING MAP
3. MAP C: JEFFERSON ZONING MAP – DOWNTOWN INSET
4. MAP D: JEFFERSON OPPORTUNITY ZONE
5. COMMUNITY ENGAGEMENT DOCUMENTATION

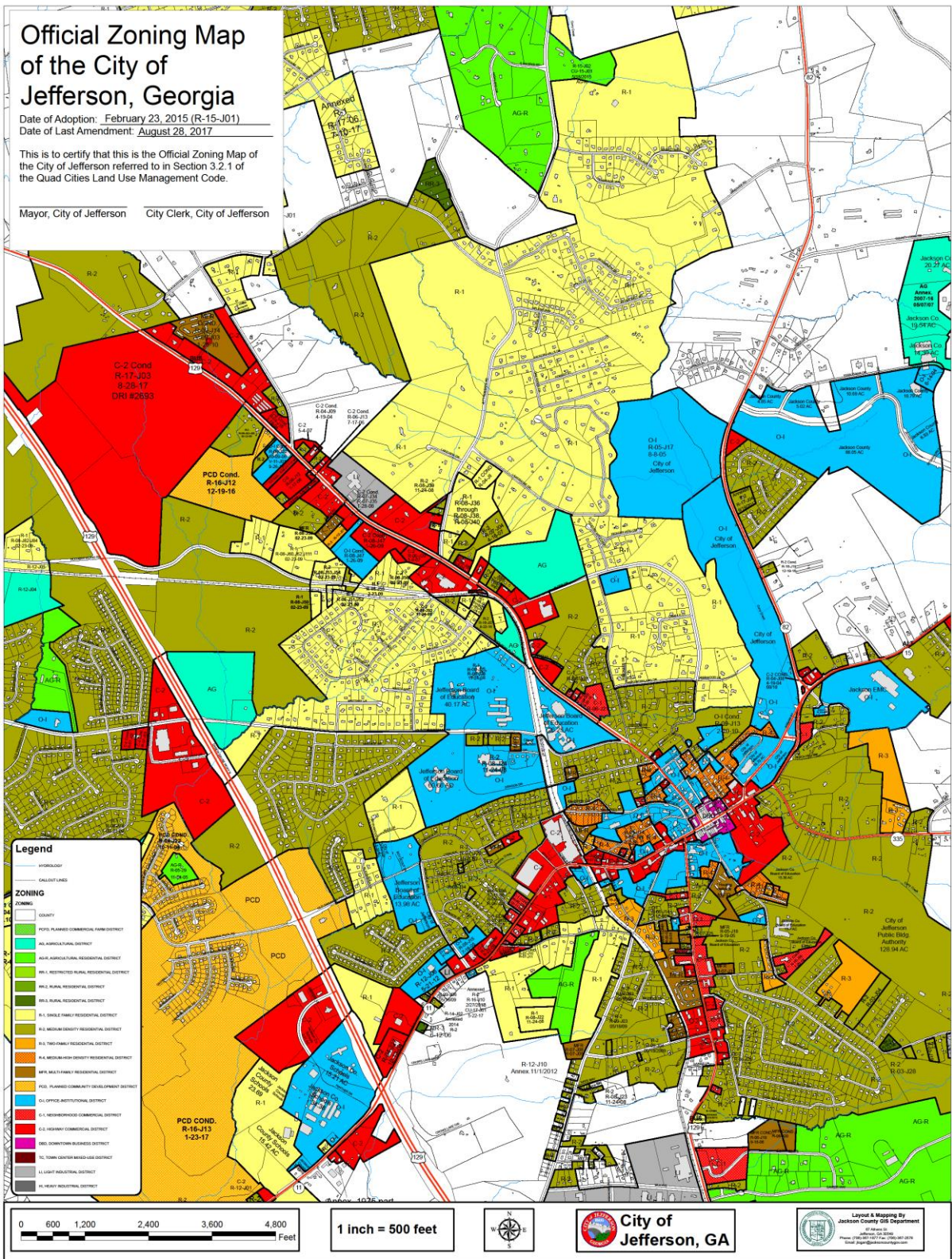
MAP A: URBAN REDEVELOPMENT AREA



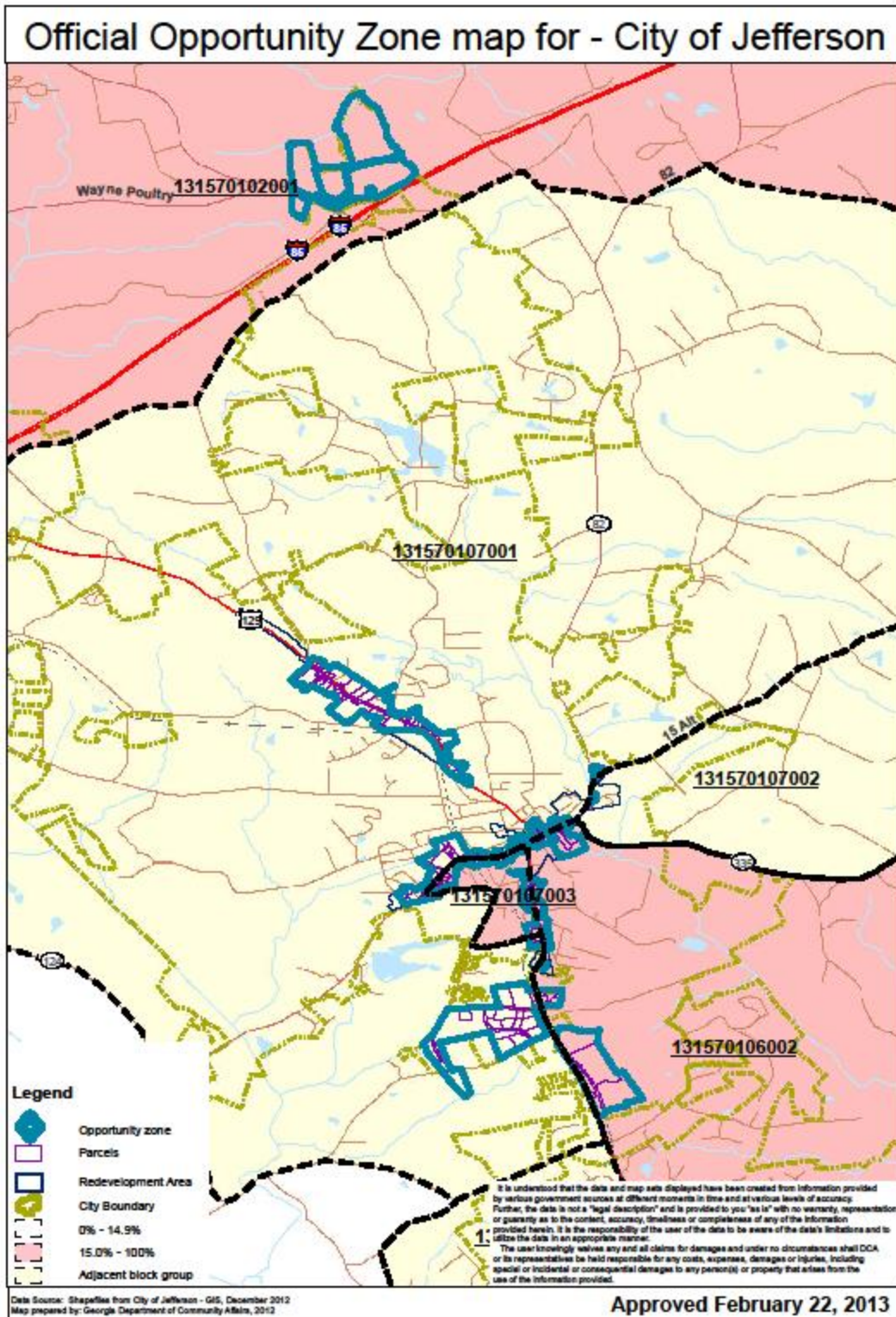
MAP B: JEFFERSON ZONING MAP



MAP C: JEFFERSON ZONING MAP – DOWNTOWN INSET



MAP D: JEFFERSON OPPORTUNITY ZONE



YOU'RE INVITED - PLEASE JOIN US!

Please join us for a community meeting about redevelopment opportunities in Jefferson. As an active resident, we need to hear from you!

- What areas of the city are in need of redevelopment?
- What types of new development would you like to see?
- What opportunities exist to increase housing types and options?
- What strategies could bring more business and jobs to Jefferson?



TUESDAY, MARCH 13

6:30 - 7:30 p.m.

Jefferson Civic Center
65 Kissam Street
Jefferson, GA 30549

Refreshments Provided
and
Children Welcome



You can review the City's original 2012 Urban Redevelopment Plan that is being updated by visiting:

<http://tiny.cc/JeffersonURP>

You may also contribute your thoughts and ideas by emailing info@mosaiccommunityplanning.com.

Mosaic Community Planning is working with the City and its partners to prepare an update to Jefferson's 2012 Urban Redevelopment Plan. The planning process is greatly dependent on the perceptions of residents and business owners, who are encouraged to offer their input.

For more information or for accommodation of any special needs relating to accessibility, please contact Mosaic Community Planning at 404-831-1395 or info@mosaiccommunityplanning.com.



The Jackson Herald

- Mike Buffington, Co-Publisher -

Jackson County's Legal Organ

AFFIDAVIT OF PUBLICATION

Personally appeared before me, the undersigned officer duly authorized by law to administer oaths, Mike Buffington, Co-Publisher of The Jackson Herald who, after being duly sworn, states under oath, of his own personal knowledge, the following:

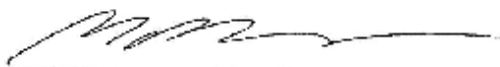
The advertisement listed below:

Urban Redevelopment Plan - Public Notice of Community Meeting on an Update to Jefferson's Plan - COMMUNITY MEETING TUESDAY, MARCH 13, 2018, 6:30 TO 7:30 PM AT THE JEFFERSON CIVIC CENTER, 65 KISSAM STREET, JEFFERSON, GA 30549.

appeared in The Jackson Herald, the legal organ of Jackson County, Georgia, on the following dates:

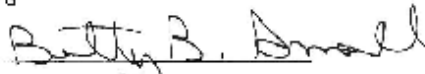
February 28, 2018 (display ad) & March 7, 2018 legal section

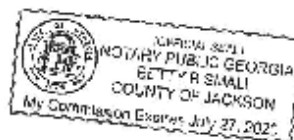
Documents were produced and are kept by The Jackson Herald in the ordinary course of business, and constitute business records of The Jackson Herald, and I am a custodian of the documents.


Mike Buffington, Co-Publisher

Subscribed and sworn to before
me,

This 4 day of April
2018


Betty B. Small
Notary Public



P.O. Box 908, Jefferson, GA 30549 (706) 367-5233

