

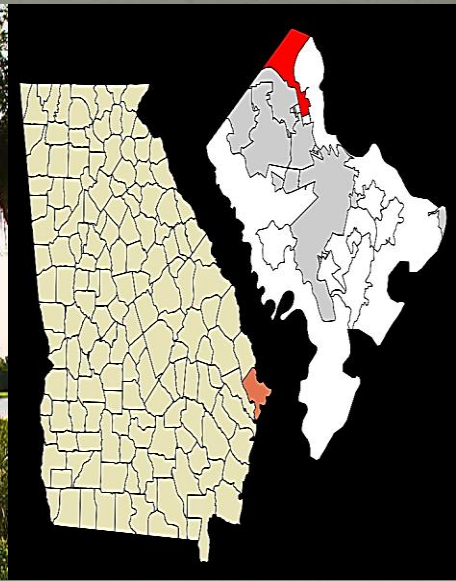
City of Port Wentworth Historic Downtown Redevelopment Proposal



Conducted By: Nathan Griffin
Consulted by the City Administrator Phillip Claxton
Advised by Professor Dr. Christian

Introducing Port Wentworth

- “A quaint and southern town that offers a view of Georgia’s past and present waiting to be discovered through the city’s rich history and its bright future”



Project Introduction & Purpose

- The Historic City of Port Wentworth Project is a downtown re-development initiative within the Historic District of the City of Port Wentworth, Georgia.
- Most of the vacant parcels of land in the City of Port Wentworth Historic District would be acquired for the purpose of constructing period infill development, designed to blend seamlessly with the town's existing architecture set between the late 1800's and the early 1900's.



Relocation, Relocation, Relocation

Scope

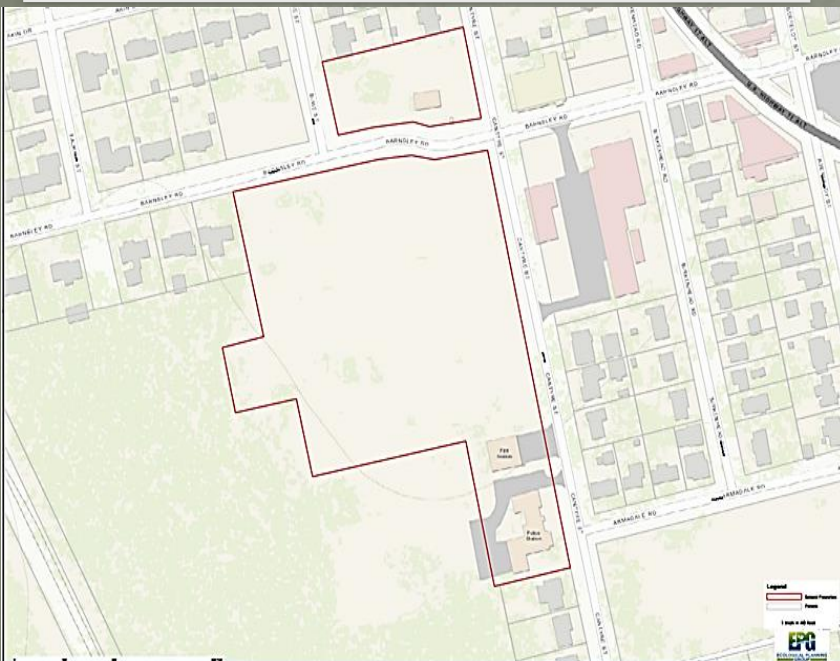
- The scope of this proposal is to define the city's vision to move the current center and location of downtown to the proposed 10-acre location site.
- The proposed 10-acre site is a potential solution to the problems faced by the current site. The new site will help to alleviate these problems by providing a newly refreshed downtown area that will provide mixed-use development that will have affordable housing, offices, and business venues for any local businesses interested in taking up shop in the newly proposed site.

Study Area



A Plan for Land Use

Proposed 10-acre Site Plan for Downtown Relocation



Potential Walkable Community Concept

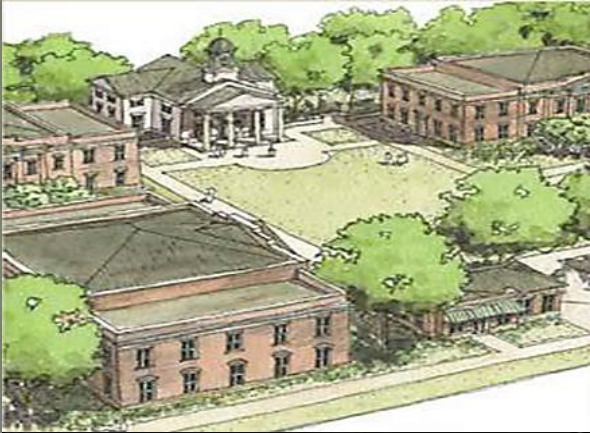


Problems

- Truck Traffic & Lost of Small Businesses!!!



Community Character & Design



The character and design for the proposed site will include period infill developed structures that are unique and custom site-specific designs that will be made to blend seamlessly with the town's existing and regional architecture composed of the Savannah low-country style set between the late 1800's and the early 1900's.

Investing in well designed and detailed community buildings establishes a standard for quality, often resulting in accelerated sales pace. Furthermore, the design will create continuity by utilizing both planning and architecture which will ensure a consistency of vision.

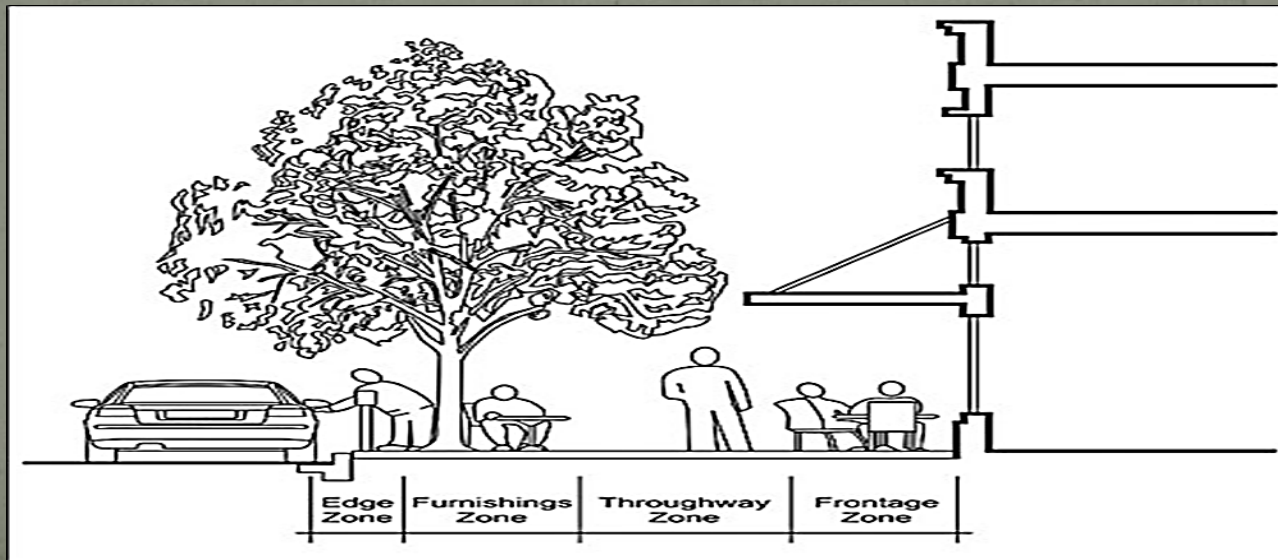
Downtown Character

Design Guidelines Overview

- Preserve and complement historic character
- Promote unique and creative design solutions
- Promote coordinated design decisions between the communities
- Coordinate improvements between private property and public spaces

General Site Design Guidelines

- Bring buildings close to the sidewalk.
- Locate buildings parallel to the street.
- Move parking to sides and rears of buildings.
- Screen parking lots from the public view.
- Promote shared parking and drives between buildings.



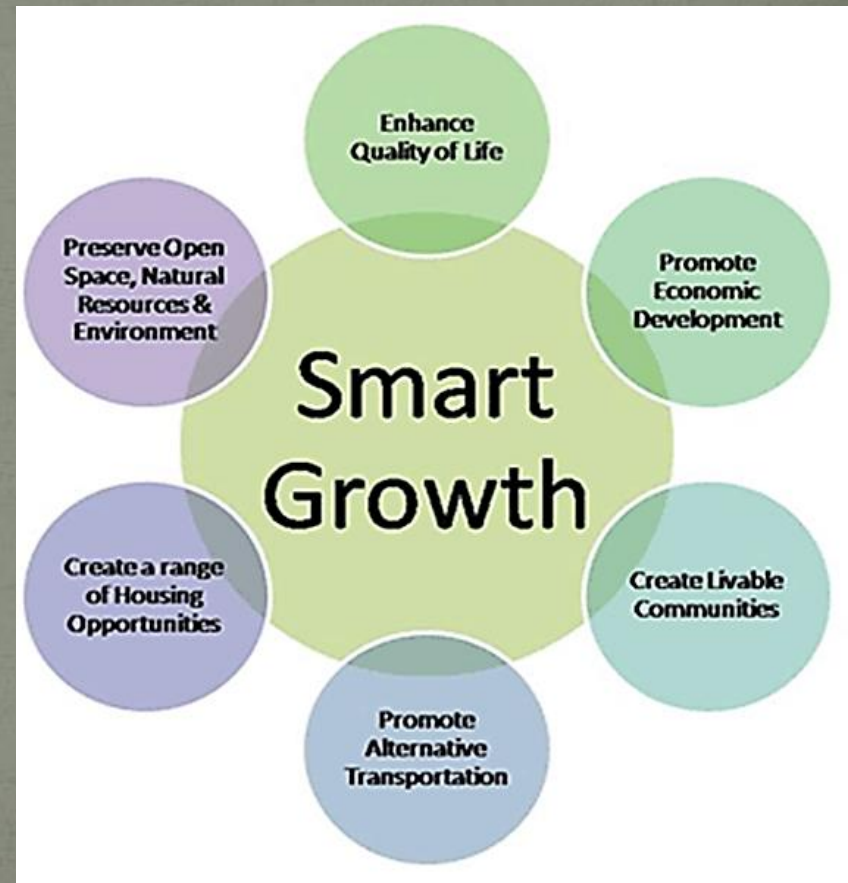
General Building Design Guidelines

- Encourage 2-3 Story buildings; utilize parapet walls, and gables for height.
- Design all visible sides of the building.
- Utilize concrete siding, brick, and native stone as primary materials on visible sides of buildings.
- Encourage varied roof forms- incorporate gables to reflect local character.
- Avoid blank building walls.
- Create variations in roof and facade lines to promote visual interest.
- Divide larger buildings into segments that resemble smaller buildings.
- Require franchises to meet guidelines and local architectural character..
- Restore – Do not mask original architectural details.
- Create “open”, transparent storefronts.
- Potential Capital Investments
 - City Hall
 - Library
 - Pedestrian Friendly sidewalks and pathways



Market Feasibility of Proposed Development

- The addition of mixed-use and commercial areas is important for the redevelopment of downtown. The plan calls for a strong, thriving downtown and provides for the gradual expansion of downtown onto presently vacant or underutilized properties.



Goals & Objectives of Market Feasibility

- The main goal of the market feasibility is to provide support for the downtown redevelopment project

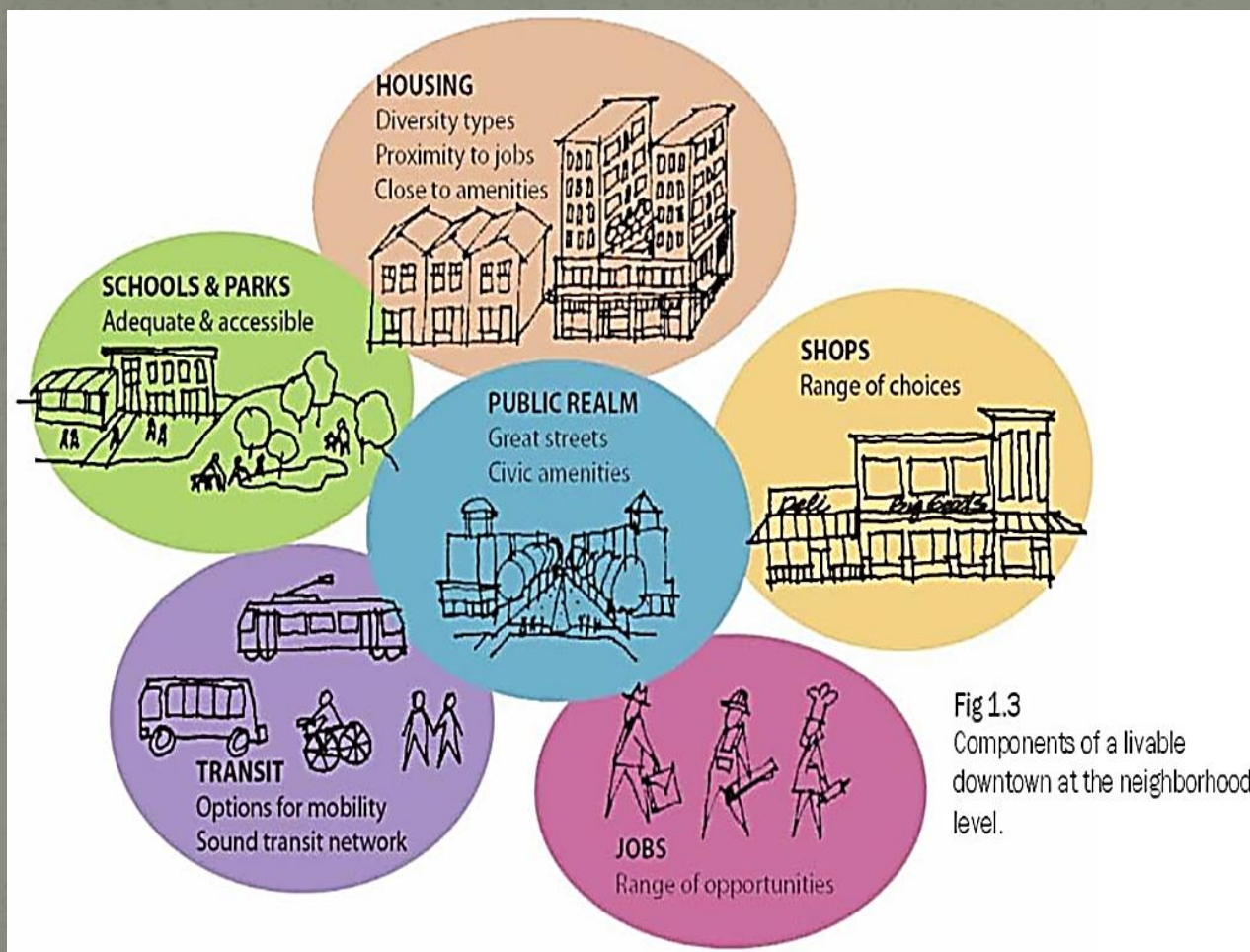


Economic Development

- The City of Port Wentworth economy comprises a small, but important part of the regional Savannah economy. In order to avoid just being a bedroom community of Savannah and Garden City, Port Wentworth needs to provide more local jobs.



Strengths & Weaknesses of Economy



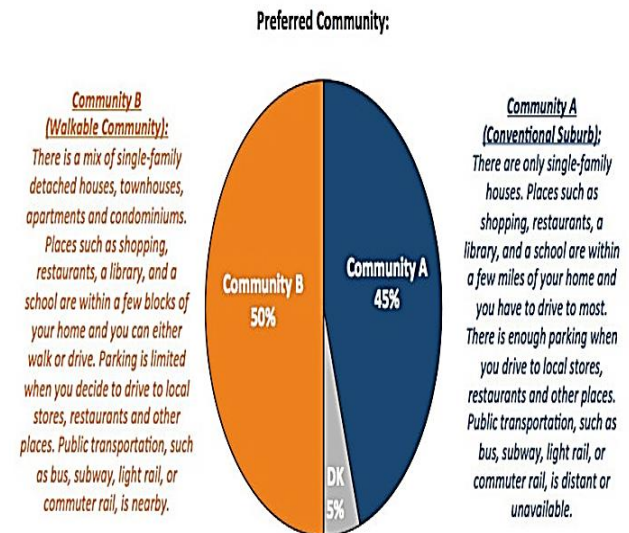
Market Demand for Mixed Use

Demand

- Based on the National Community Preference Survey results of October 2013, there is growing demand for mixed use developments.
- The following National Community Preference Survey results show that the city of Port Wentworth can greatly benefit if they incorporate mixed-use development to the downtown area.

Community Choice

Americans Split on Preference Between Walkable, Mixed-Use Community and Conventional Suburban Community



What's Important in Deciding Where to Live?

Education, Marital Status and Race Drive Community Preference

Community B (Walkable Community):

There is a mix of single-family detached houses, townhouses, apartments and condominiums. Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive. Parking is limited when you decide to drive to local stores, restaurants and other places. Public transportation, such as bus, subway, light rail, or commuter rail, is nearby.

Total net (+5 Community B, 50 to 45 percent)

Post grads (+21)
Recent movers (+20)
Prospective movers (+18)
Unmarried women (+18)
Unmarried with kids (+18)
Single (+17)
City dwellers (+16)
College men (+15)
African Americans (+15)
Democrats (+13)
Ages 30 to 39 (+13)
Young college (+13)

Community A (Conventional Suburb):

There are only single-family houses. Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive to most. There is enough parking when you drive to local stores, restaurants and other places. Public transportation, such as bus, subway, light rail, or commuter rail, is distant or unavailable.

Total net (-5 Community A, 45 to 50 percent)

Rural/small town (+21)
Republicans (+12)
Homeowners (+10)
Married women (+11)
Married with kids (+10)
Moms (+5)
Midwest (+3)
Married no kids (+4)
\$50K-\$100K (+3)
Married men (+2)
Post high school education (+1)
Whites (-1)

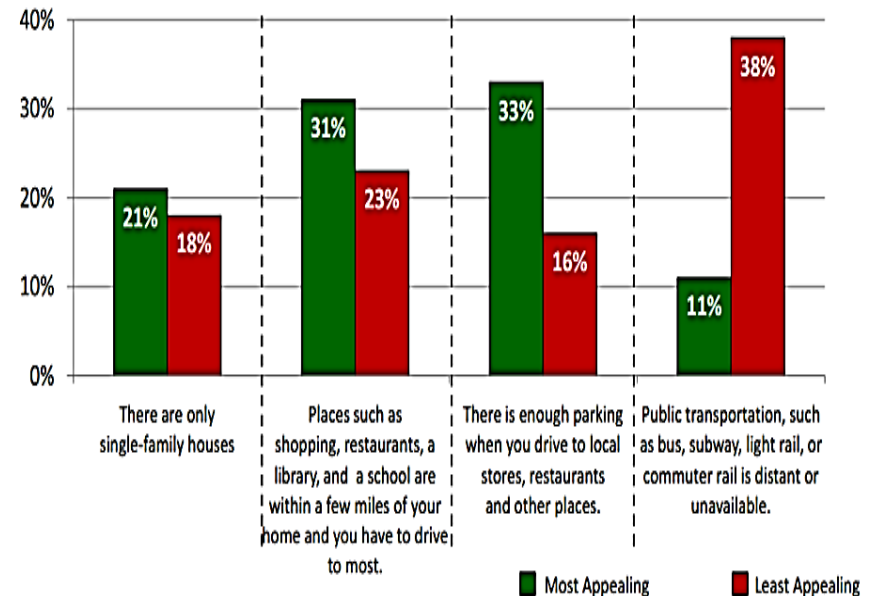
Please read the two descriptions below and answer the following questions. Assume that the quality of the schools, crime rates, and cost of house are exactly the same in the two communities:

Slide 29

Parking and Ease of Driving Has Some Appeal to Those Who Prefer Walkable Community

Lack of public transportation least appealing

What "Walkable" Americans Like/Dislike About Conventional Suburban Communities:



(IF COMMUNITY B) Looking at the community you did NOT select, choose the ONE most appealing characteristic of that community you would like to have from that list.

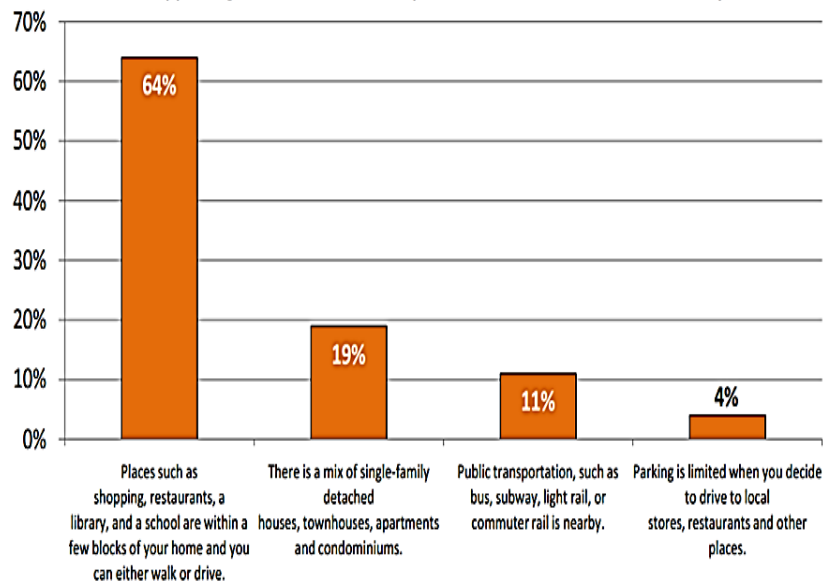
(IF COMMUNITY B) Looking at the community you did NOT select, choose the ONE LEAST appealing characteristic of that community.

Slide 31

Based on Community Preference Survey

Proximity of Commerce and Public Amenities Most Appealing to Those Who Prefer Mixed Use Community

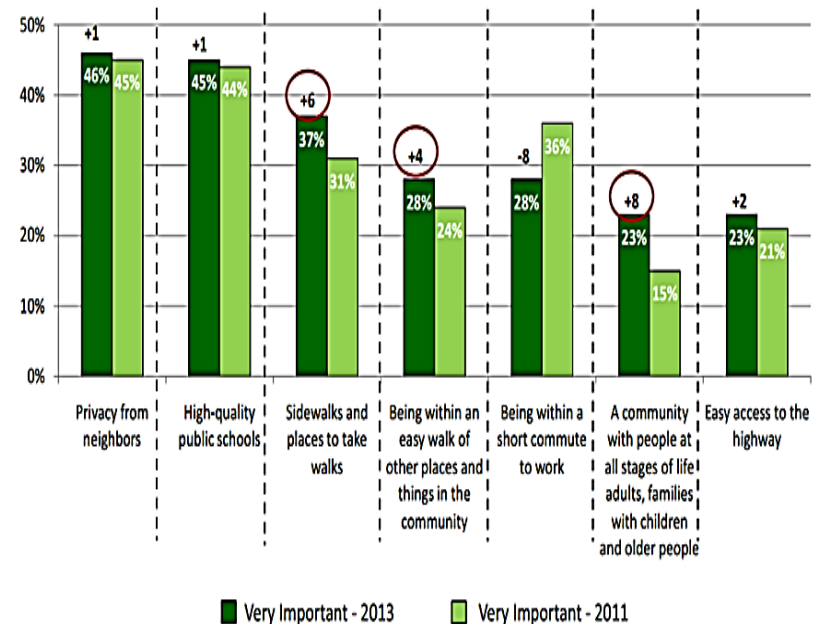
Most Appealing Characteristic for People Who Prefer a Walkable Community:



(IF COMMUNITY B) Look at the community you selected and choose the ONE most appealing characteristic of that community for you.

Walkability and Age-Diversity Gaining in Importance

Changes in Important Factors in Deciding Where to Live



Q.47 In deciding where to live, indicate how important having each of the following would be to you: very important, somewhat important, not very important, or not at all important.

The Next Steps for Port Wentworth

- Get the community involved & motivated.
- Search for potential partners & funders.
- Meet with developers.
- Conduct a plan & timeline.
- Develop a site design and concepts.
- Include plan in comprehensive plan.
- Execute the plan in stages in of progression.

