

# **DOWNTOWN STATESBORO MASTER PLAN**



**PREPARED BY TSW FOR THE CITY OF STATESBORO**

**FINAL - FEBRUARY 15, 2022**





Image courtesy Downtown  
Statesboro Development Authority

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The citizens of Statesboro who contributed  
their time and ideas to the process!



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## MASTER PLAN

Big Ideas for the Future of Downtown

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## PLANNING CONTEXT

Public Input, Challenges & Opportunities,  
and Real Estate Market Summary

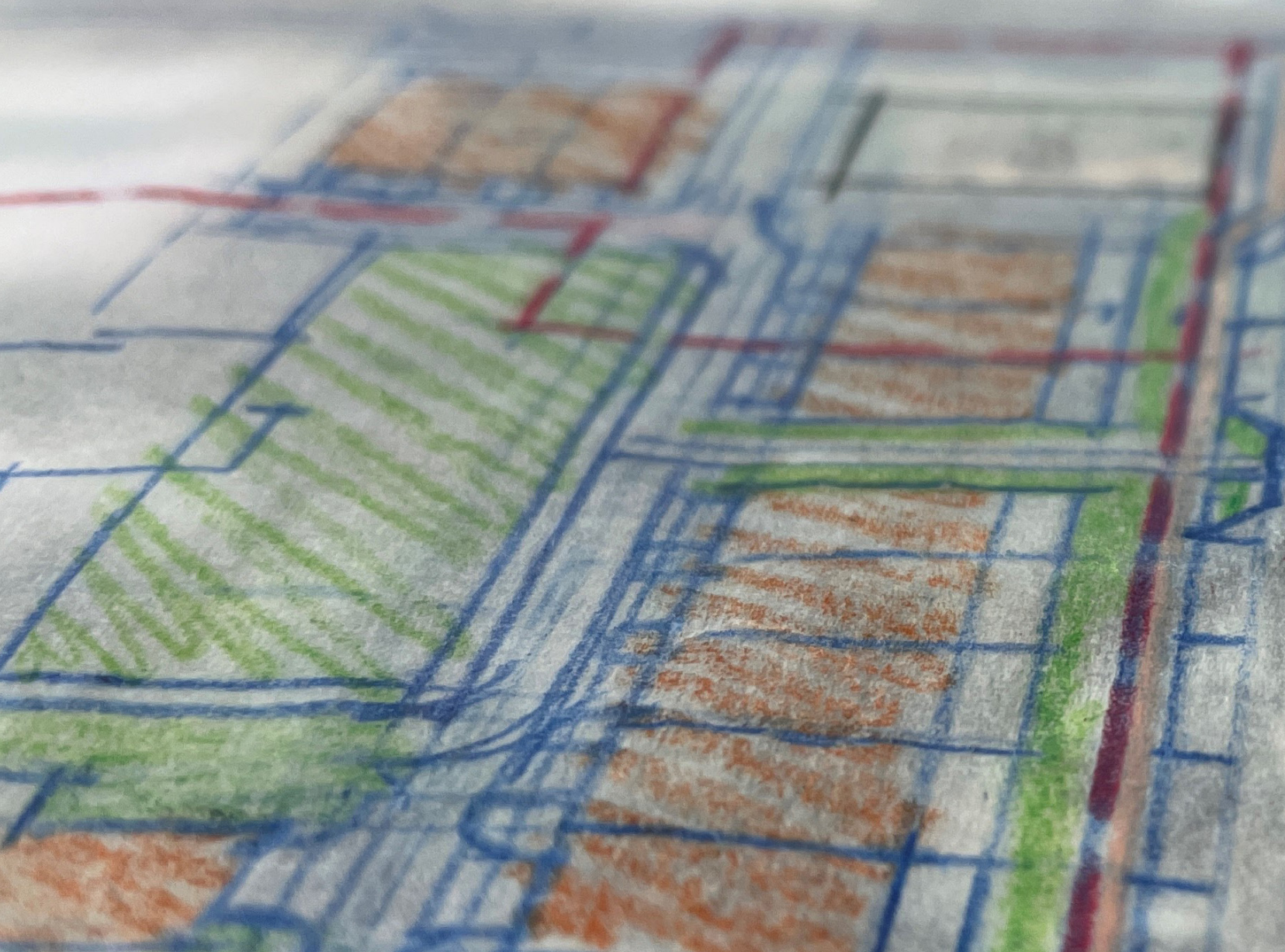
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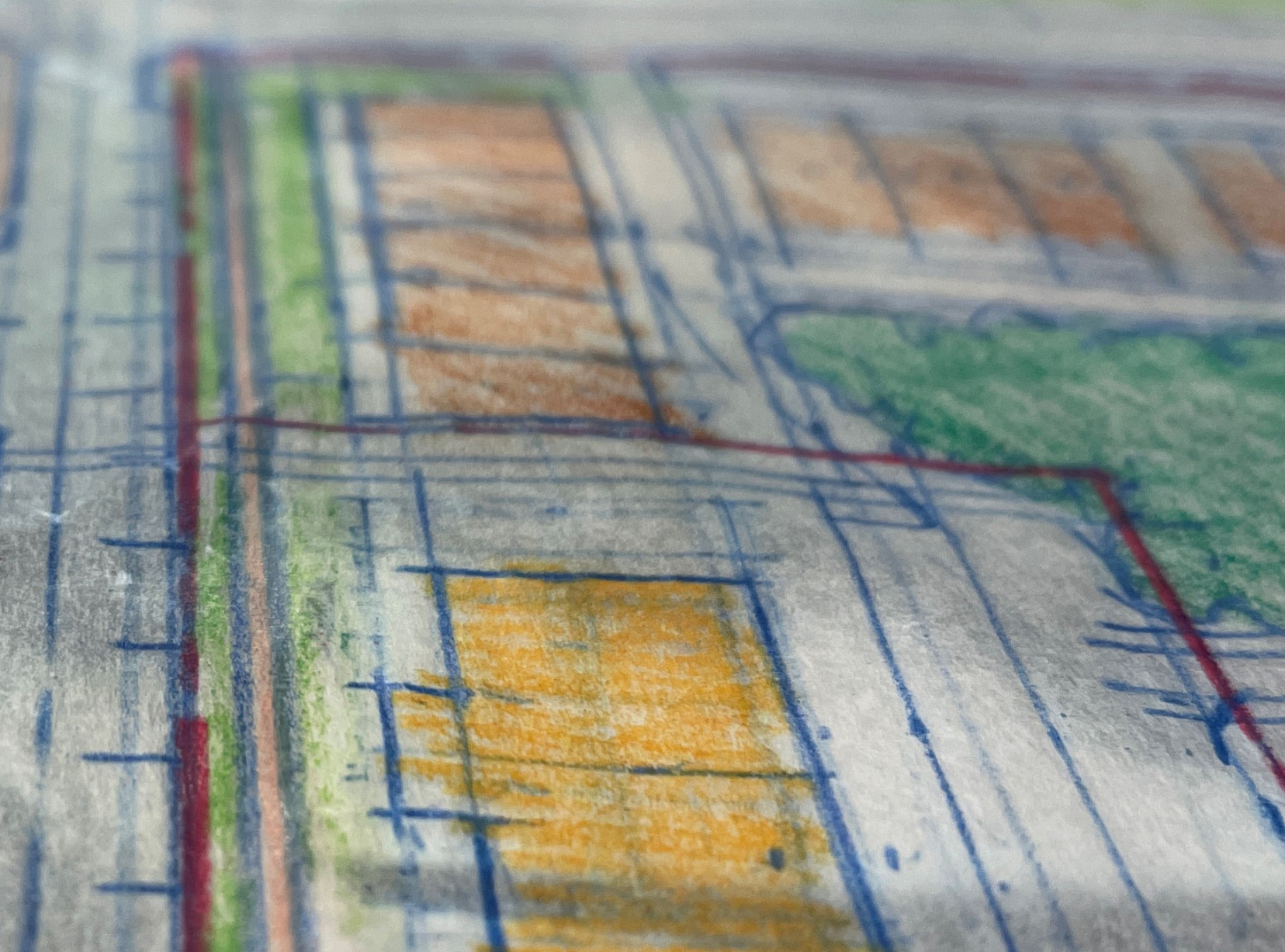
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# 01



# MASTER PLAN

Big Ideas for the Future of Downtown

# OVERVIEW

The foundation for this Master Plan has been laid by previous plans commissioned in recent years by the City of Statesboro (see page 35). Rather than re-capping these plan conclusions, this document presents recommendations for how Downtown Statesboro can realize its vision through specific targeted improvements, and summarizes strategies for how to implement that vision.

This Master Plan may be thought of as the weaving together of multiple initiatives that, together, present an organizing framework for where, how, and when improvements should occur. Several very promising threads of this downtown fabric are already underway—the Blue Mile, the West District, Georgia Southern's City Campus, planned South Main Street improvements, and the Blind Willie McTell Trail, among others.

The plan is based on community input (see page 28), conversations with key property owners, public officials, and other decision makers; and a market study (see page 34).

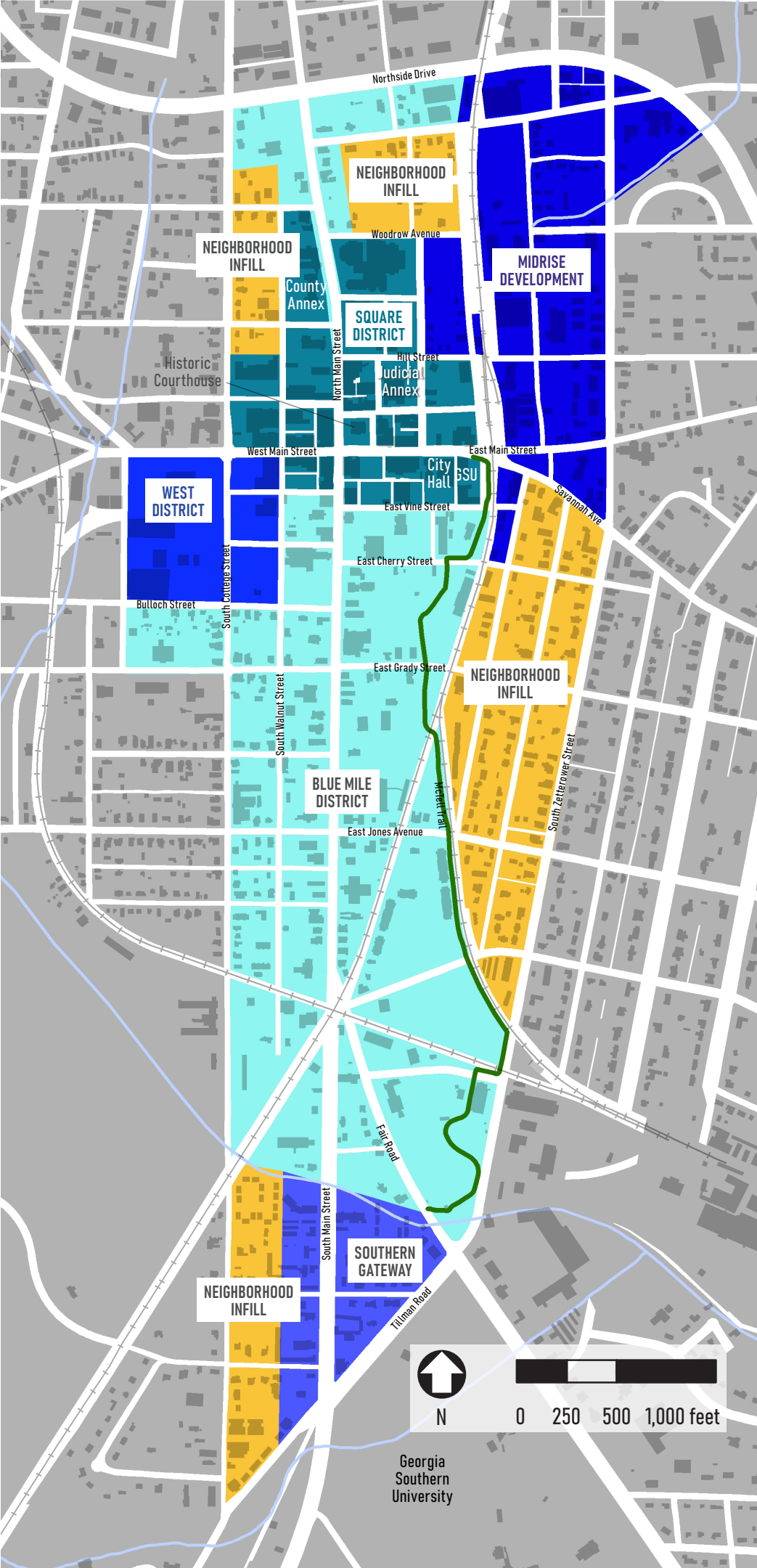
## 15 BIG IDEAS

Many steps will need to be taken to bring the vision for downtown to fruition, but Downtown Statesboro's top priority objectives are organized on the following pages under 15 Big Ideas. These show the more important actions that will help make downtown a vibrant attraction for everyone. Unlike some downtowns, Statesboro does not have a single anchor, and so must use a diverse strategy to revitalize and attract investment.

Several of the Big Ideas include more detailed potential development scenarios for several catalytic sites. These "what if" scenarios are intended as examples of what might be possible, and do not necessarily represent property owner intentions.



Image courtesy Downtown Statesboro Development Authority



## DOWNTOWN DISTRICTS

This map shows the overarching concept that Statesboro's future downtown should be thought of as having distinct districts.

### The Square District

Centered on the historic courthouse, this district should continue to be the main walkable mixed-use center, with important institutional anchors and diverse shopping and dining options.

### The Blue Mile

The central spine of downtown should be the focus for a broad variety of infill development that increases pedestrian activity and helps connect the Square to the University.

### Midrise Development

This hub, oriented to GSU's City Campus and the McTell Trail, should redevelop industrial properties as housing and support uses (see page 12).

### The West District

This area is anchored by a private development and should cater to growing demand for an updated live/work/play environment.

### Southern Gateway

The entrance into downtown should create a sense of arrival and welcome (see page 23).

### Neighborhood Infill

A mix of appropriate renovations and new construction can add more residents (see page 10).

01



# INFILL & REHABILITATED HOUSING

A key ingredient of successful downtowns is in-town housing appealing to a range of resident profiles and incomes. Currently, Statesboro has very few residential options fitting that description.

There are many properties throughout downtown where such housing could be added in small increments, using a variety of building types that integrate with the downtown fabric, as is already occurring in some places. This kind of infill can take several forms.

- New single-family houses compatible with existing historic houses
- Accessory dwelling units such as garage apartments or in-law suites
- Duplexes, quadruplexes, and other small apartment buildings
- Townhouses (attached row houses)
- Groups of cottages organized around small green spaces

There are also many homes in downtown that are in need of repair. Improvements to these homes should occur in a way that allows existing residents to stay in order to preserve the neighborhood social fabric.

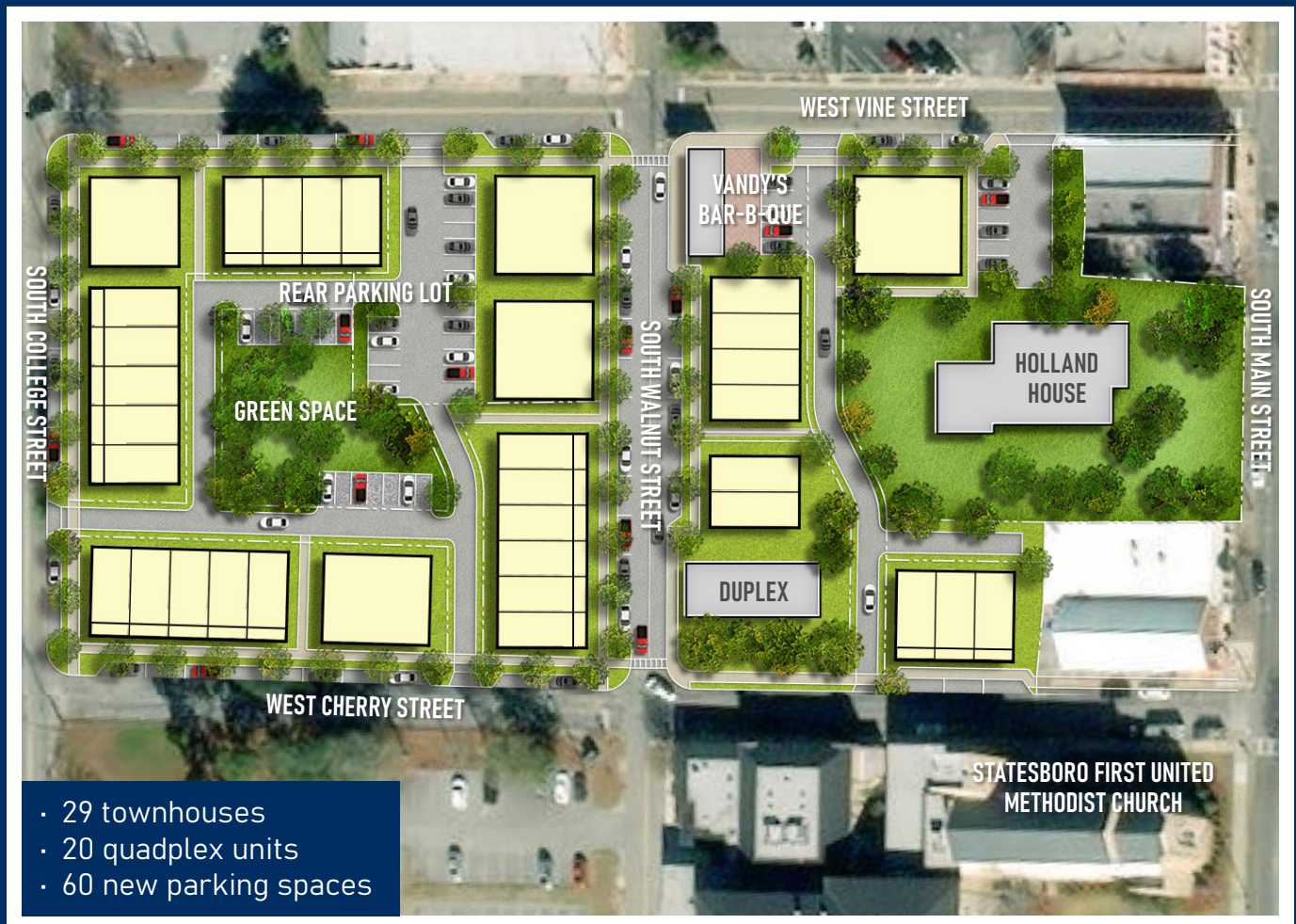


# CATALYTIC DEVELOPMENT SITE

This conceptual plan example shows one potential infill housing site, consisting of two existing downtown blocks. This plan illustrates how valuable historic buildings can be retained, with the remaining block perimeters occupied by a mix of townhomes and small apartment buildings, both with front stoops or porches. Parking lots are located to the rear so as to not be visible from the street, while new sidewalks and street trees improve the sidewalk experience.

The goal of this plan is to increase residential density, at a scale that respects existing buildings, to help create a critical mass of residents that will support downtown businesses, events, and create more activity on the street.

Midrise residential development could also be a possibility for this site if land on additional blocks were assembled.



This plan represents one possibility for redevelopment and is for illustrative purposes only. This plan assumes that any future development will occur when willing property owners and developers cooperate with the City of Statesboro and other local partners. It is also assumed that development would occur in phases.



## MIDRISE DEVELOPMENT

Georgia Southern has, in recent years, created an expanding presence in downtown Statesboro. The City Campus, with its Small Business Development Center, Bureau of Business Research and Economic Development, and the Center for Entrepreneurial Learning and Leadership, is evidence of that commitment. Proposed expansions of these facilities will provide meeting space and other community amenities.

While primary academic functions and university housing will remain on the main campus, privately developed housing and mixed-use, midrise development could attract graduate students, faculty, and other young professionals to downtown, as well as providing amenities to draw more students to the area. Housing could also provide an environment attractive to seniors and empty nesters.

The area along the railroad east of the Square is ripe for this kind of growth. The McTell Trail, which connects downtown with Georgia Southern's campus, is already home to the City Campus and Eagle Creek Brewing Company, both important assets for college living. Several acres of under-utilized land east of the rail line, some of which is city-owned, is a natural fit for what could be a transformational expansion of City Campus and a northward extension of the Trail.

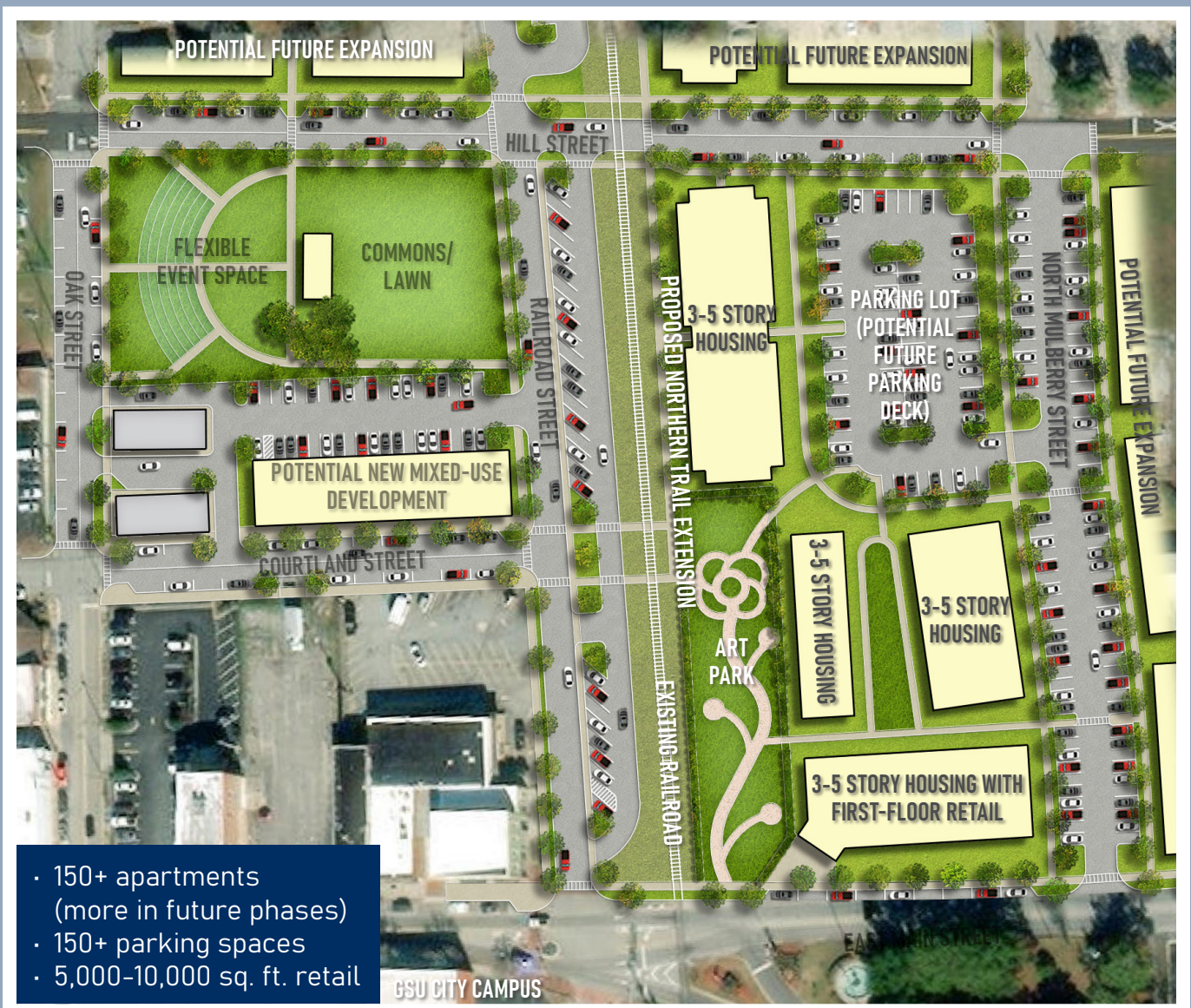


# CATALYTIC DEVELOPMENT SITE

This conceptual plan shows one possible configuration for a mixed-use development with housing for young professionals. The development's frontage on East Main Street could include student-oriented retail. This block and adjacent blocks could provide a significant quantity of housing that could provide a much-needed resident base to support activity downtown.

This concept also shows the opportunity to take an adjacent block and create a public park with a small event space. This site may have environmental contamination and so would not be a prime site for development, but could be remediated to serve as public space (see page 22). This would also serve as an amenity for the residential development and nearby residents.

Further expansion of this residential fabric could extend to the east, across North Mulberry Street, or to the north across Hill Street, onto surrounding vacant or low-value industrial sites.



This plan represents one possibility for redevelopment and is for illustrative purposes only. This plan assumes that any future development will occur when willing property owners and developers cooperate with the City of Statesboro and other local partners. It is also assumed that development would occur in phases.

# 03



## DOWNTOWN COMMONS

Downtown currently boasts a number of event venues, including The Averitt Center for the Arts and several streets and outdoor spaces that provide green space and accommodate a range of gatherings. However, there is a possibility for a larger flexible outdoor space that could be both a park amenity and event venue.

An ideal location for this use is the block shown on the previous page. This location not only reinforces the Square as a destination, but also serves as a focal green space for Georgia Southern's City Campus and proposed adjacent development. Similar park improvements in other cities, when within easy walking distance of downtown, have proven successful in drawing visitors to bolster local businesses before or after events.

The block currently houses a fueling station and an office building, which could both be relocated to less-valuable nearby sites, freeing up an expansive open space ideally located to be the downtown commons. The southern half of this block, already slated for redevelopment, could be designed to take advantage of this park frontage.



Image courtesy City of Powder Springs



example of downtown gathering space from Braselton, Georgia

# RECREATION CENTER

04



A logical (and needed) anchor is a public or publicly accessible indoor recreation facility. The existing Statesboro Family YMCA, located in a repurposed elementary school a mile to the southeast, serves the existing surrounding neighborhoods, but is not well located to serve the downtown.

A new facility within walking distance of downtown's daytime business community and available to nearby residents, youth, and seniors, could be an important amenity to support future downtown growth and attract regional visitors who would then stay and support downtown businesses. Such a facility, if located adjacent to shared public parking (see page 22), could help to justify the cost of a garage. There are multiple sites within walking distance of the Square that could serve this need. Ideally, this recreation center would include facilities not provided elsewhere, and include community spaces, such as meeting and classrooms.



example recreation center

05

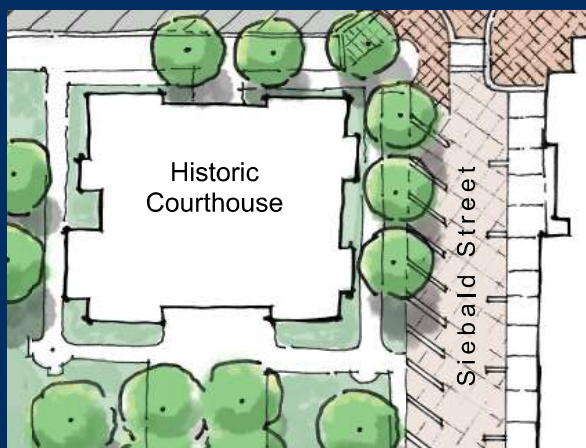


## MUSIC/EVENT SPACES

When asked what was missing in downtown, many stakeholders pointed to the absence of a meaningful music scene in Statesboro, one that would build on the city's rich musical history and a growing music industry.

While a potential amphitheater would help support more vibrant nightlife, privately-owned spaces, including dedicated venues as well as restaurants, bars, and coffee shops with small performance areas, will be needed to provide a place for smaller audiences and more frequent performances, perhaps taking cues from other college towns like Athens.

Public spaces should also be improved to accommodate outdoor events, including musical performances, festivals, markets, and more. As recommended in the previous Master Plan, Siebald Street should be improved to better host events on evenings and weekends. Vine Street should also have similar improvements.



### Recommended Public Event Space Locations



06



## EVENT STRATEGY

All downtowns need successful programming in order to thrive and attract a constant stream of diverse audiences. In this sense, a robust event strategy can serve as an anchor.

Statesboro should work to better understand the demographics of its different audiences (university students, families, and rural residents, to name a few), and build a recurring schedule of diverse events to attract them.

Existing events should be expanded, including the regular Farmers Market, and seasonal events such as the Downtown Getdown. Other existing events on campus or elsewhere in the area could be relocated downtown. And additional events should be added to cover holidays, concerts, art markets, self-guided walking tours and more.



Images courtesy City of Duluth

# BRANDING & MARKETING

07



There is nowhere to park downtown....  
except for our **2037** parking spaces.



An important key to successful downtowns is telling the story of what makes a place unique and what it has to offer. In an increasingly competitive world, with more destinations to choose from, this is what is required to become and to remain a destination.

To design and sustain an effective campaign of downtown marketing and promotion requires "all-in" commitment and coordination on the part of the city and its partners.

Downtown Statesboro already has a brand and social media presence. But it needs to hone its identity, refresh its logo, target its various audiences, and understand its relationship to the City and DSDA brand.

Wayfinding signage can not only showcase downtown's brand, but can help visitors find major destinations and where to park. A wayfinding plan should be developed as part of the branding initiative.



Sample images from another city's downtown branding, marketing, and wayfinding materials, courtesy Arnett Muldrow & Assoc.

# MORE RESTAURANTS

08



Restaurants are already a draw for downtown. Having more offerings could draw visitors, students, and others, especially after 5:00 p.m. These could include a mix of informal and more formal “sit-down” restaurants, with a focus on local ownership.

The way to support more food and beverage opportunities is to draw more people to live, work, and play downtown. As downtown’s day and nighttime population grows, this will happen organically. In the near term, an increased emphasis on downtown event programming can include food trucks, pop-ups, and street festivals like the annual Taste of Downtown event.

09

## BOUTIQUE HOTEL



Another key element in drawing people downtown is providing a place for overnight guests. While there are currently several hotels along the Blue Mile, the market study indicated that downtown could support, and benefit from, a new boutique hotel.

Such a hotel would strengthen downtown as a destination for increased business and leisure, and provide an appealing address for parents of Georgia Southern University students to stay while visiting Statesboro. The market study stressed that this hotel should be located near the Historic Square, easily walkable to area restaurants and retail, preferably with a Main Street address. It would also be most successful if Georgia Southern could help recommend the hotel and its facilities.

This hotel should also include event space for weddings and small conferences, as well as a restaurant and bar. These amenities would further add to downtown's offerings.



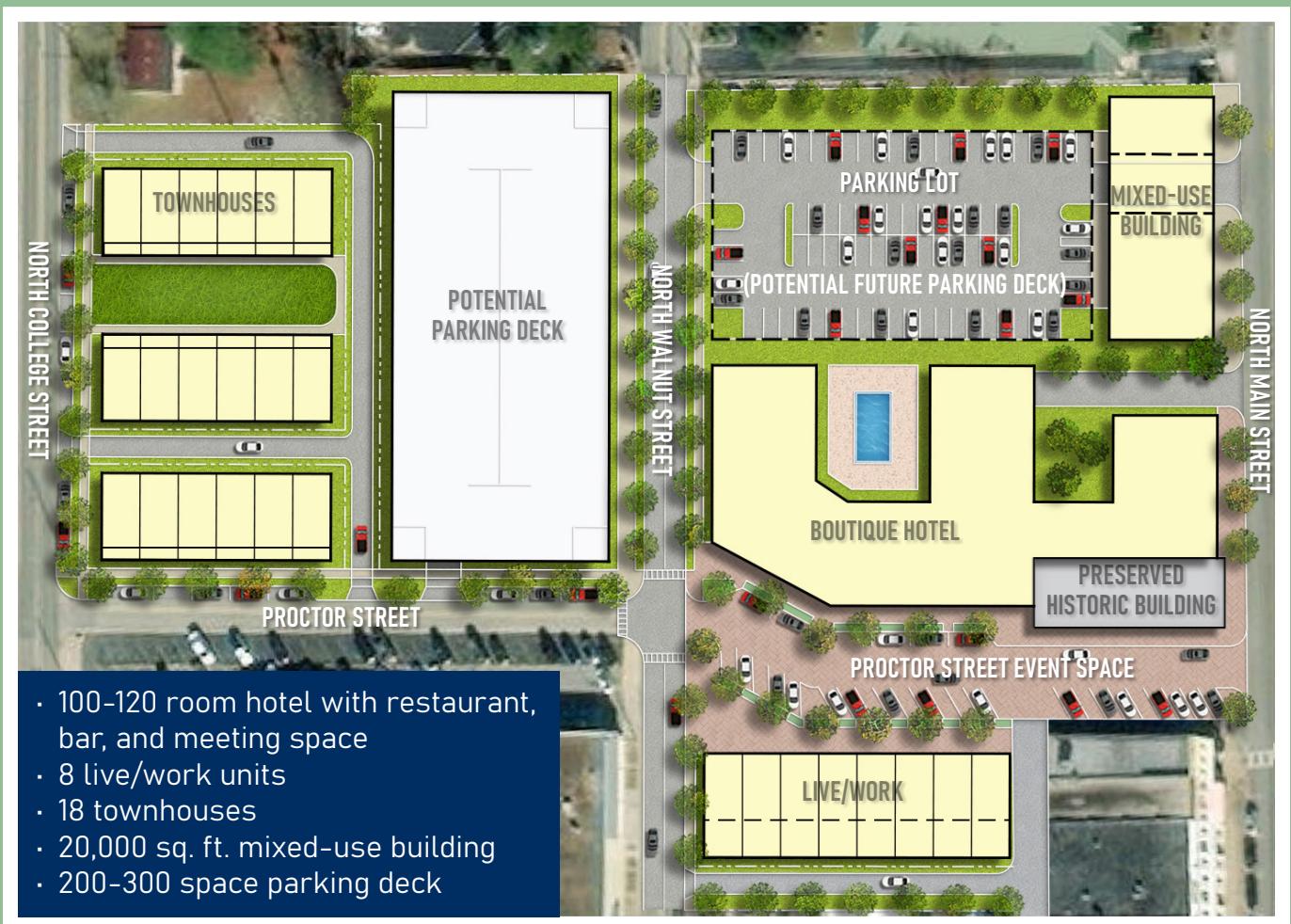
Image courtesy Brisbane City Council

# CATALYTIC DEVELOPMENT SITE

The concept plan below shows an optimum location for a boutique hotel and adjacent redevelopment. The hotel could utilize the existing historic building fronting on North Main Street as an entry lobby, restaurant, and bar. The hotel rooms and event space would be in a new building or buildings. Adjacent properties along Walnut Street offer two options for shared parking to serve both the hotel and general downtown parking needs. Parking lots in the near term could be replaced by parking decks in the long term (see following page).

Importantly, the project could also include the remaking of Proctor Street as an exciting “shared use” street and event plaza, framed on the south side by a row of “brownstone” live/work units. This opportunity to create a new destination environment in the heart of downtown could breathe life into existing and future businesses, create a street with activity on both sides, and provide additional event space.

The plan also shows build-out of the western half of the block between Walnut and College Streets as another potential residential infill site, with townhomes fronting along Proctor Street and around a shared “mews” green space.



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# 10

## PARKING IMPROVEMENTS



Downtown Statesboro has many public and private parking lots today, as well as many on-street parking spaces. As the area becomes successful at attracting more people for events and on a daily basis, a new parking strategy will be needed.

Parking improvements should include new signage to guide visitors to parking spaces, new time limits and enforcement to make sure on-street spaces stay available, and in the long term, a public parking deck to serve the highest concentration of activity near the Square. This would make efficient use of valuable land and free up room for more compact and continuous walkable urban development.

A parking deck could also serve as a catalyst to spur private development. Public investment in a shared parking garage is a widely-used tool for downtown revitalization, and its cost could be offset by the increased tax revenues from related development.



### Recommended Parking Deck Locations

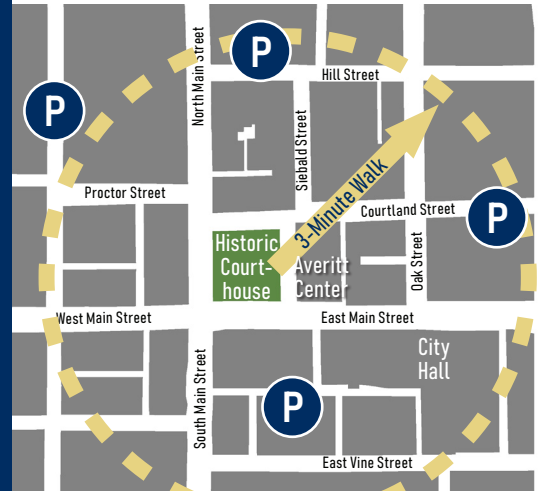


Image courtesy Downtown Statesboro Development Authority

## HISTORIC DISTRICT

# 12



Statesboro's historic architecture is a significant and irreplaceable asset for downtown. Several buildings and districts in Downtown Statesboro are listed on the National Register of Historic Places. This designation, however, does not provide protection against demolition or inappropriate alterations to these valuable historic assets.

The creation of a local historic district and historic preservation commission could recognize and protect existing civic buildings and/or private buildings with an appropriate level of regulation.

# GATEWAY IMPROVEMENTS

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The existing Blue Mile monuments located on South Main Street adjacent to campus provide an impressive gateway to the downtown area. These should be expanded on to create a sense of arrival at the intersection of South Main and Tillman Road, and at the five-point intersection at South Main and Brannen Street.

Additional signage, trees, an arch, decorative crosswalks, and other elements should provide a welcoming impression and connect “town” and “gown.” A grand roundabout at Brannen Street offers an exciting opportunity to replace this problematic intersection with an elegant new civic landmark as part of the gateway to downtown.



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## TELLING ALL STORIES

Community members shared that Downtown Statesboro has not always been a place where everyone feels welcome, especially people of color. Existing historical markers and monuments tell the stories of only some Statesboro residents.

Telling a more complete history could begin with collecting oral stories and lead to displays, markers, and monuments that better represent all of Statesboro's stories, including those of prominent black leaders, churches, business owners, and citizens.

This effort will not only document local histories, but will help draw broader audiences downtown and ensure its economic success.



Image courtesy Library of Congress



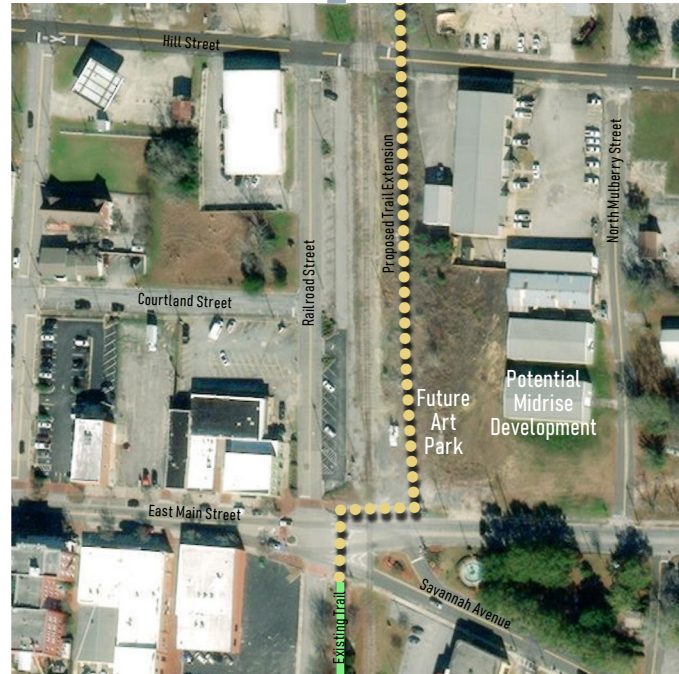
The existing Willie McTell Trail is an enormous asset for Statesboro. It provides a safe place to walk, encourages exercise, and connects the Square to the Georgia Southern University campus in a short bike or scooter ride.

An extension of the trail's southern end should be constructed to connect the Fair Road Park to Georgia Southern with a short trail segment and enhanced crosswalks. (The cost of a pedestrian bridge would be prohibitive.) Georgia Southern's campus is the largest pedestrian-oriented place in Statesboro and has a huge number of students without cars that could use the trail to exercise or reach downtown businesses and restaurants.

A northern trail extension would provide a safe and direct crossing of East Main Street and allow residents of the proposed midrise development (see page 12) to reach campus without driving.

The trail corridor also provides an excellent opportunity as a public space to host events and art installations.

## Northern Trail Extension



## Southern Trail Extension



# ART INSTALLATIONS

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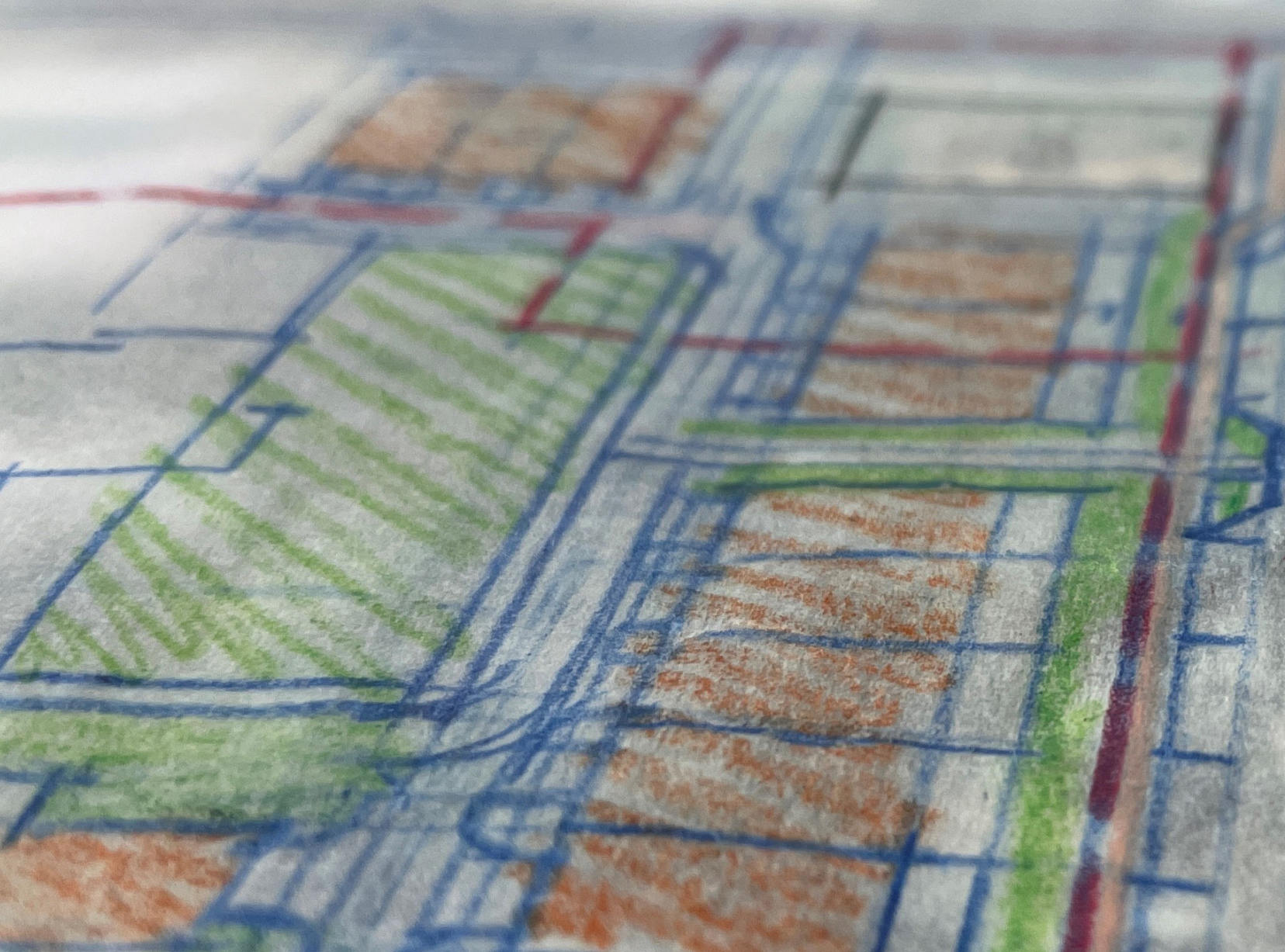


Public art has the unique power to draw people together and create vibrant gathering spaces. An art program should be developed to provide all types of art throughout downtown, but especially in high traffic areas such as along South Main Street and the McTell Trail, where it can dignify the public realm and make walking more appealing.

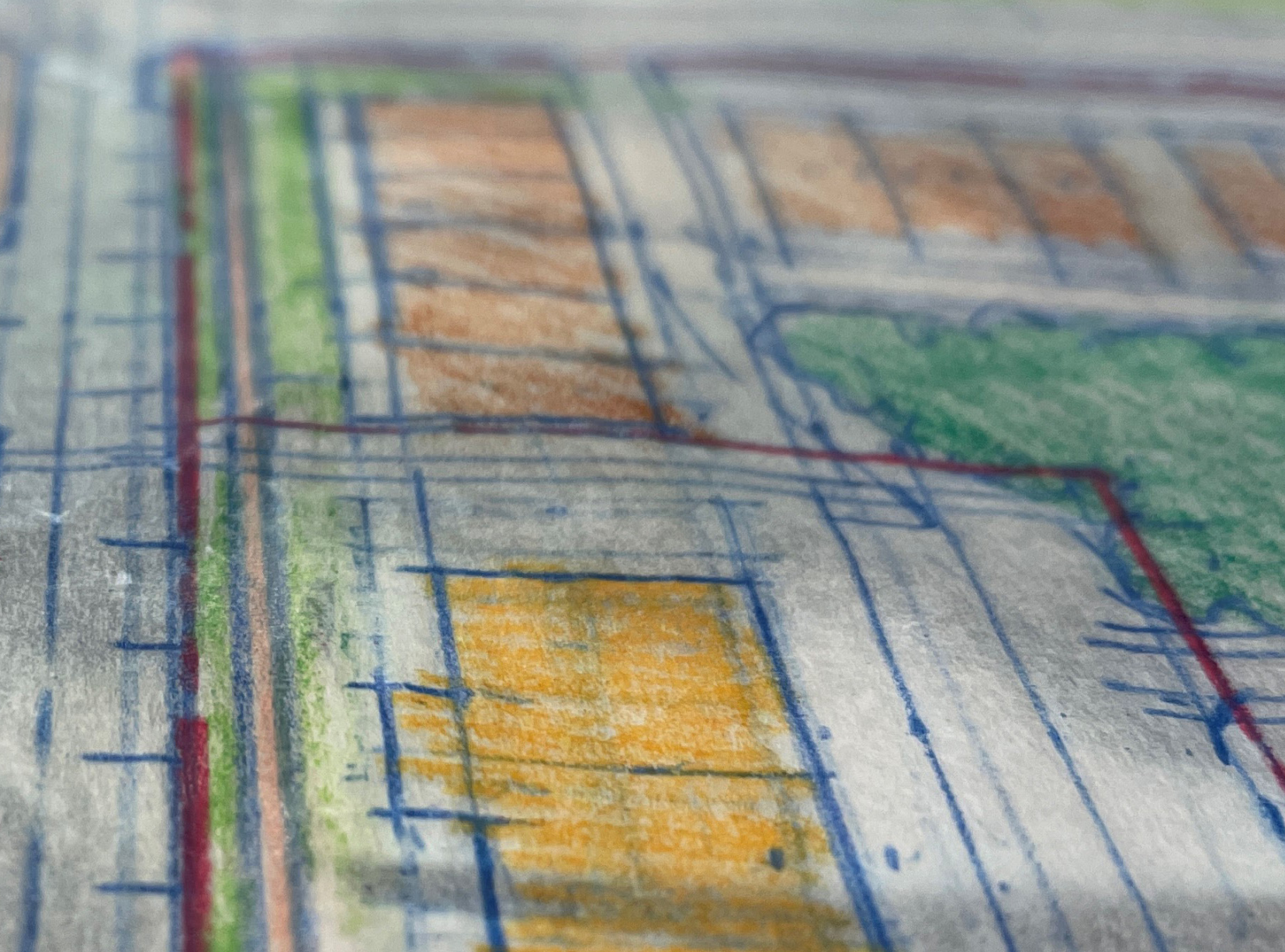
Sculptures and other semi-permanent installations can be monumental, whimsical, or help tell a story and could be combined with landscape enhancements or pocket parks to turn the walking experience into a sculpture garden or arboretum tour. The proposed Art Park on East Main Street is a significant first step (see page 13).

Highly unique art installations can also serve as “Instaworthy” spots that create a draw for tourism, such as the mirrored public restroom shown to the left.

Temporary art, murals, and performance art can also be a low cost, interim solution and provide activity during other events, or give locals an excuse to come downtown.



# 02



# PLANNING CONTEXT

Public Input, Challenges & Opportunities,  
and Real Estate Market Summary



**COMMUNITY WORKSHOP POLL:  
WHAT ONE WORD WOULD YOU USE  
TO DESCRIBE DOWNTOWN TODAY?**



A word cloud visualization of the 2010 U.S. Census Bureau's "American Dream" survey results. The words are arranged in a circular pattern, with "Vibrant" and "Destination" being the largest. Other prominent words include "Potential", "Soulful", "Fresh", "Opportunities", "Bright", "Fun", "Dynamic", "Inviting", "Lively", "Fast", "Busier", "Variety", "Good", "Greener", "Beautiful", "Healthy", "Thriving", "Entertaining", "Home", "Exciting", "Prosperous", "Attractive", "Enjoyable", "Engaging", "Diverse", "Developed", "Innovative", "Walkable", "Sociable", "Utilized", and "Active".

PEOPLE!

- RESTAURANTS & MUSIC VENUE
- EVENTS
- HOTEL
- IMPROVE THE "LOOK"
- NEW & RENOVATED HOUSING
- SHOPS & SERVICES
- GREEN SPACE
- MORE WELCOMING
- FAMILY ATTRACTION
- BETTER SIDEWALKS
- LOFTS



# COMMUNITY MEETINGS

## COMMUNITY WORKSHOP

June 08, 2021

Nearly 90 people participated. The workshop began with an introductory presentation on successful downtowns, and included an hour of brainstorming at discussion tables, focused on downtown assets, transportation, housing, green space, and events.



## DRAFT PLAN PRESENTATION

October 25, 2021

More than 80 people attended. A detailed presentation summarized public input received and the initial Big Ideas for downtown. Idea boards allowed the public to provide their input, or they could text in ideas and inspiration photos.

## CITY COUNCIL PRESENTATION

February 15, 2022

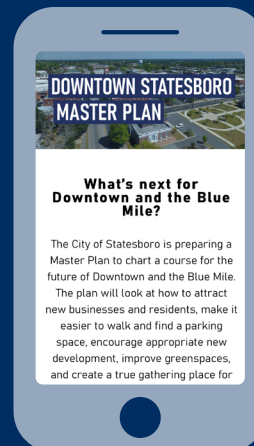
Statesboro City Council held three public meetings on the Master Plan. An overview presentation was given at a work session, and two additional City Council meetings included the plan on the agenda. The plan was unanimously adopted.



## OTHER CONVERSATIONS

Summer and Fall 2021

Specific outreach was conducted with groups that were underrepresented at the public meetings above. This included a discussion session at a local church and the Rotary Club, as well as a focus group of Georgia Southern University students. One-on-one interviews were also conducted with select local leaders.



# A WEALTH OF ASSETS

The Master Plan area is the same as the 434-acre Downtown Statesboro Development Authority area. It includes the Blue Mile and the area around the Historic Courthouse Square.

From the Square to Georgia Southern University Campus is only a 20-30 minute walk, or about the same distance as the length of River Street in downtown Savannah.

## Assets

Downtown Statesboro's primary asset is its existing leadership, and the fact that all existing local partners are unified in wanting to see downtown thrive. Other assets include:

- Georgia Southern University's students,

employees, and broader economic impact

- The McTell multi-use trail
- Significant traffic counts
- Historic downtown buildings
- Local businesses and restaurants
- Sites with redevelopment potential
- The existing Tax Allocation District

## Recent Efforts

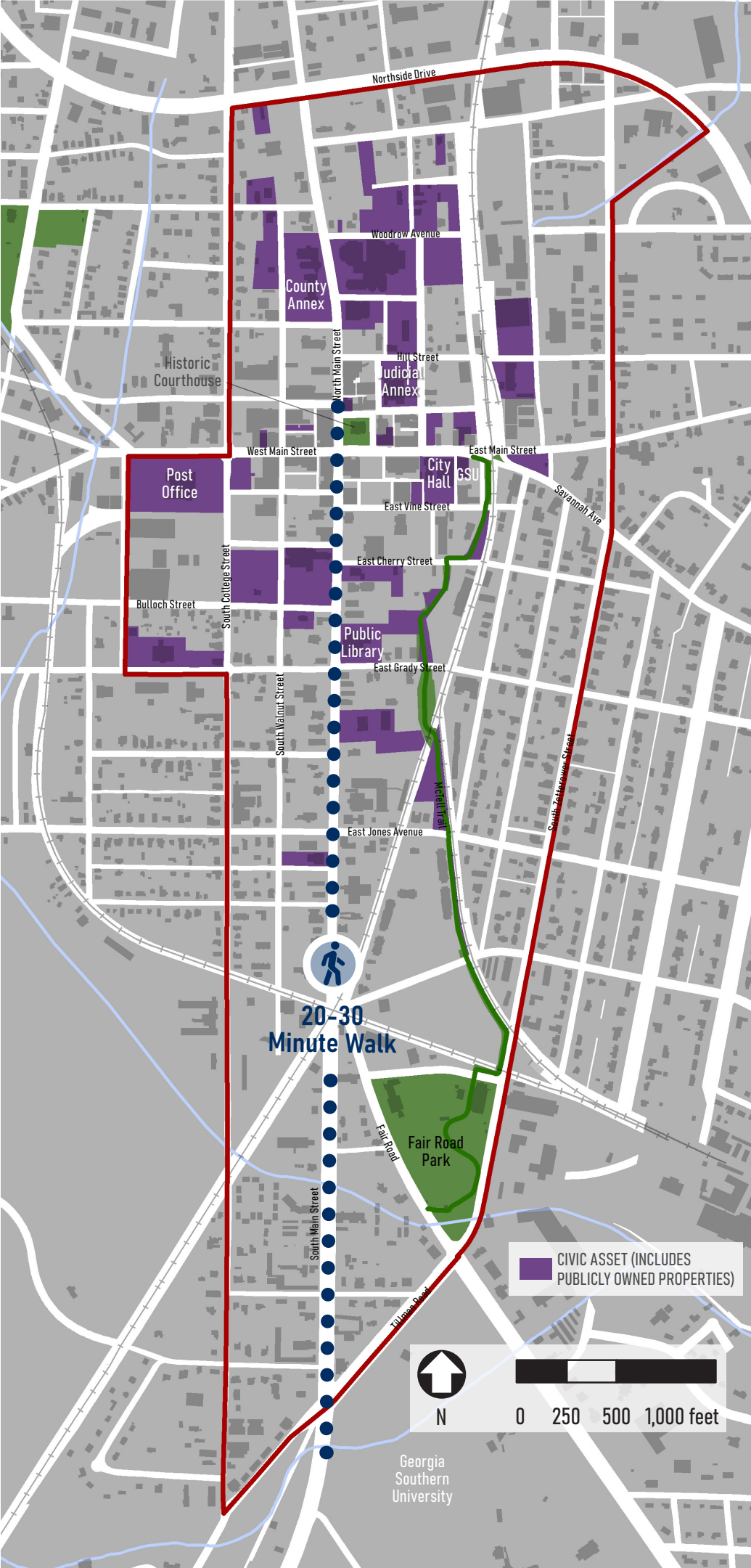
A number of downtown revitalization efforts are already underway or being planned. These include:

- South Main Street improvements
- The West District
- Creek on the Blue Mile
- New downtown businesses
- Proposed transit system



## ALIGNED LEADERSHIP





## Civic Assets

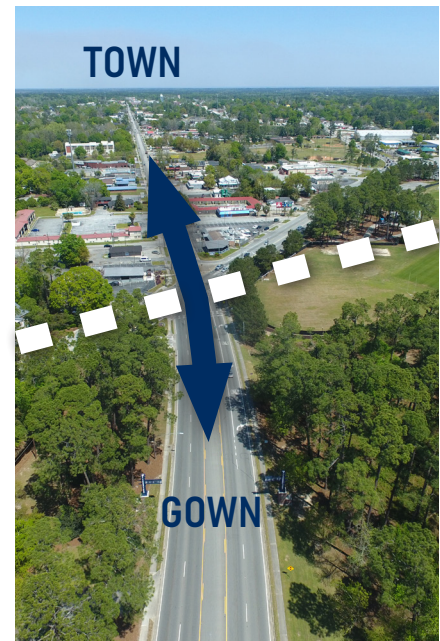
This map shows the significant number of government buildings, community institutions such as churches, and other civic assets. These anchors are important not only for the work they do to enhance downtown, but for the visitors they draw to the area.

# CHALLENGES & OPPORTUNITIES

Every downtown faces a unique set of challenges. While some of these may be long-term barriers, many others present opportunities.

The following list of challenges and opportunities came from the market study, interviews with local stakeholders, and the planning team's professional observations.

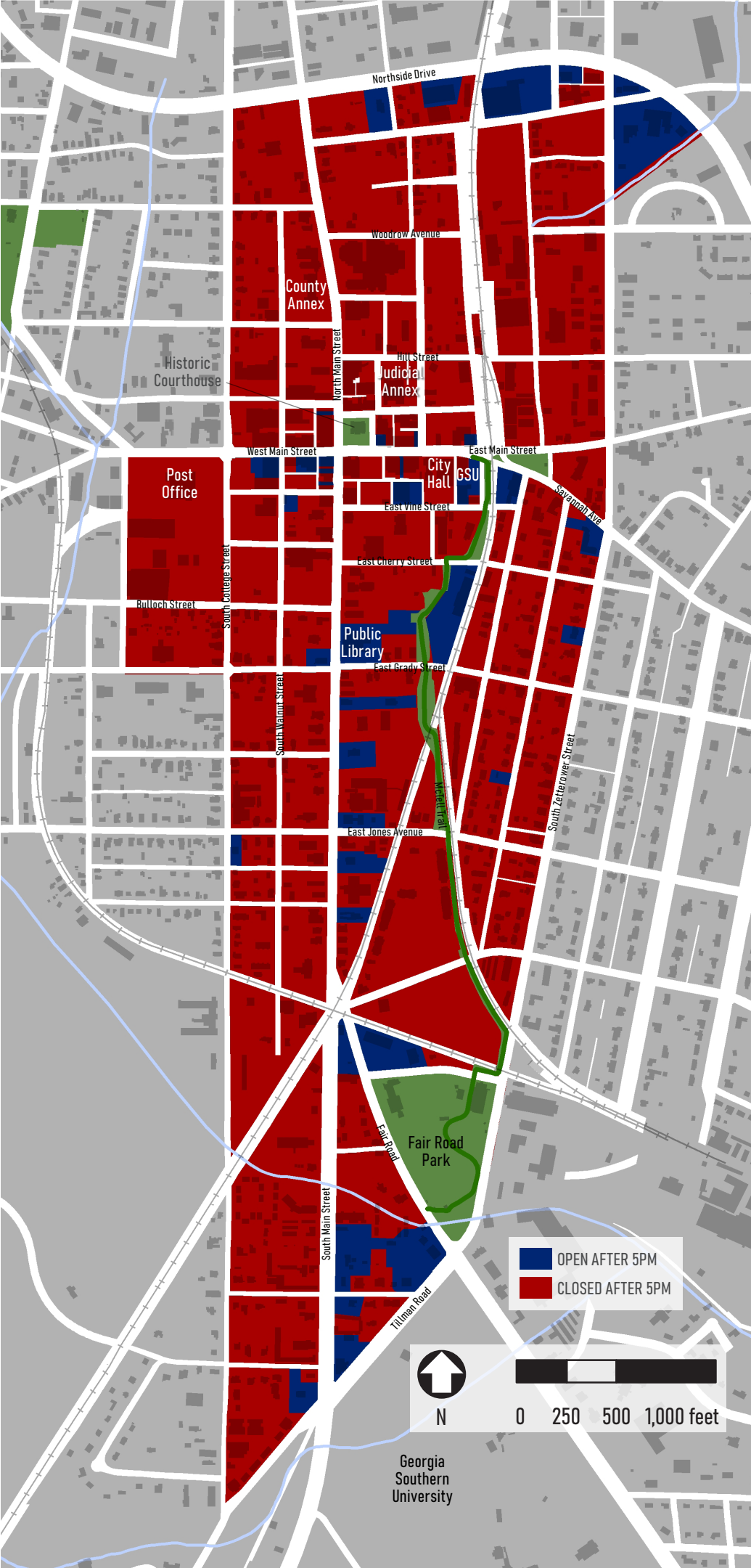
- As shown in the market study, low incomes may deter chain businesses
- The lack of a large single anchor means there is no major visitor attraction
- Some legacy property owners may not be ready to redevelop their land
- Low population density means fewer people on evenings and weekends
- Poor sidewalks can make it unpleasant or unsafe for pedestrians
- A number of local stakeholders indicated that they don't feel that downtown is a welcoming place for everyone
- While there is plenty of developable land and vacant or underutilized buildings, there are few larger areas available for major redevelopment



## REGIONAL ACTIVITY NODES

Over recent decades, growth in Statesboro has occurred in several major nodes that now compete with downtown for activity.





## Activity After 5:00 P.M.

Areas shown in blue on this map represent businesses or other places that are open after 5:00 p.m. Areas shown in red are generally not open in the evening or not open to the public. The significant amount of red, especially around the Square and along Main Street, shows the limited offerings that downtown currently has outside of business hours.

# MARKET ANALYSIS

Two studies were conducted in parallel with the Master Plan effort. The Housing Study and Needs Analysis looked at the existing housing market and future real estate demand.

The Commercial Real Estate Market Analysis looked at future commercial demand based on demographic factors.

Both studies took into account the enormous impact that Georgia

Southern University has on Statesboro's economy and demographics. The full studies are available on the City's website.

The following target markets were considered for the commercial real estate analysis:

- Local residents (within 15-20 minute drive)
- The broader region
- Local employees
- University students
- Visitors



## REAL ESTATE DEMAND



### Housing

Demand for affordable and high-end options, including for students

Image courtesy  
West District



### Other Shops

Demand for bakery, pharmacy, beer/wine, and other retail



### Restaurant

Demand for "sit down" restaurants, as well as fast casual and bars

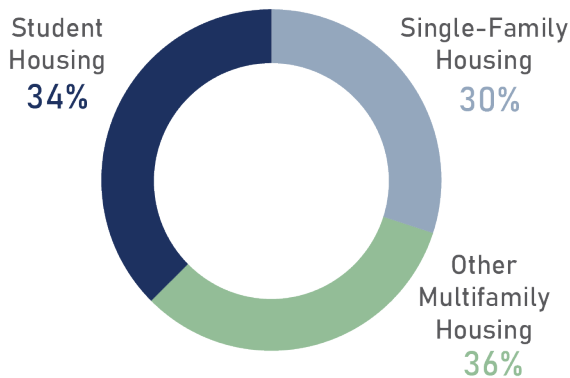


### Hotel

Support for limited service boutique hotel with 100-120 rooms

# STATESBORO QUICK FACTS

## EXISTING HOUSING UNITS BY TYPE (CITYWIDE)

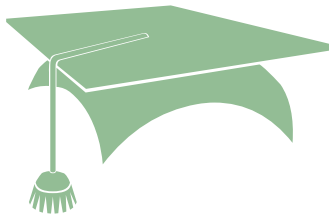


# \$29,203

MEDIAN HOUSEHOLD  
INCOME (CITYWIDE)

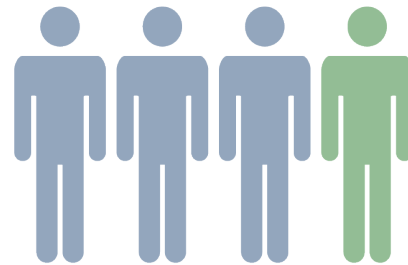


# \$984M



ANNUAL ECONOMIC IMPACT OF  
GEORGIA SOUTHERN UNIVERSITY

3 OUT OF 4



STATESBORO RESIDENTS  
ARE UNDER AGE 40

Data sources: KB Advisory Group, U.S. Census Bureau,  
University System of Georgia

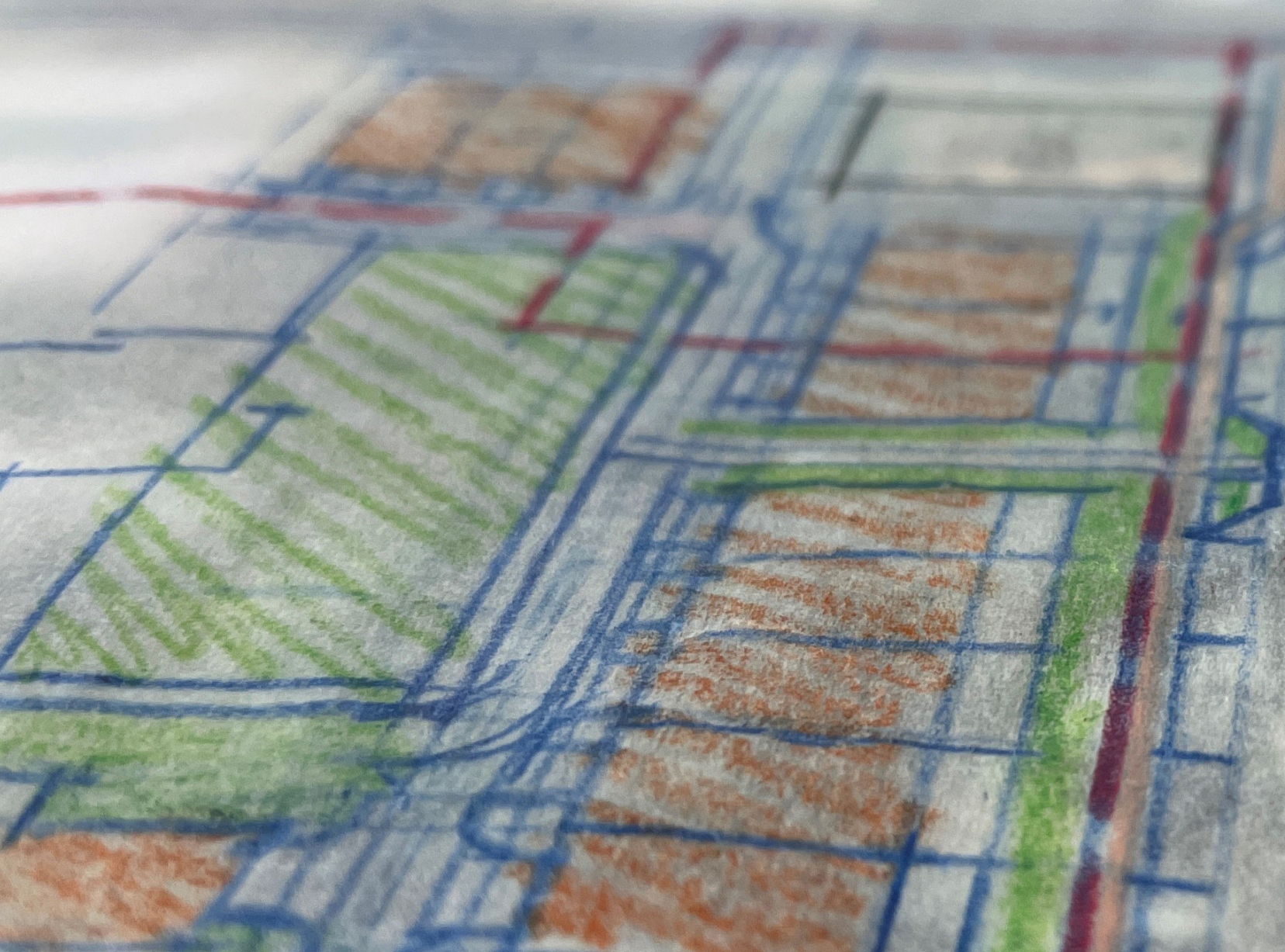
## PREVIOUS DOWNTOWN MASTER PLAN

The 2012 plan is the foundation of the current Master Plan and was the result of significant community input. Nearly all of the recommendations of this plan are still relevant and should still be pursued, even if they are not specifically mentioned in this current plan. Major ideas include the following.

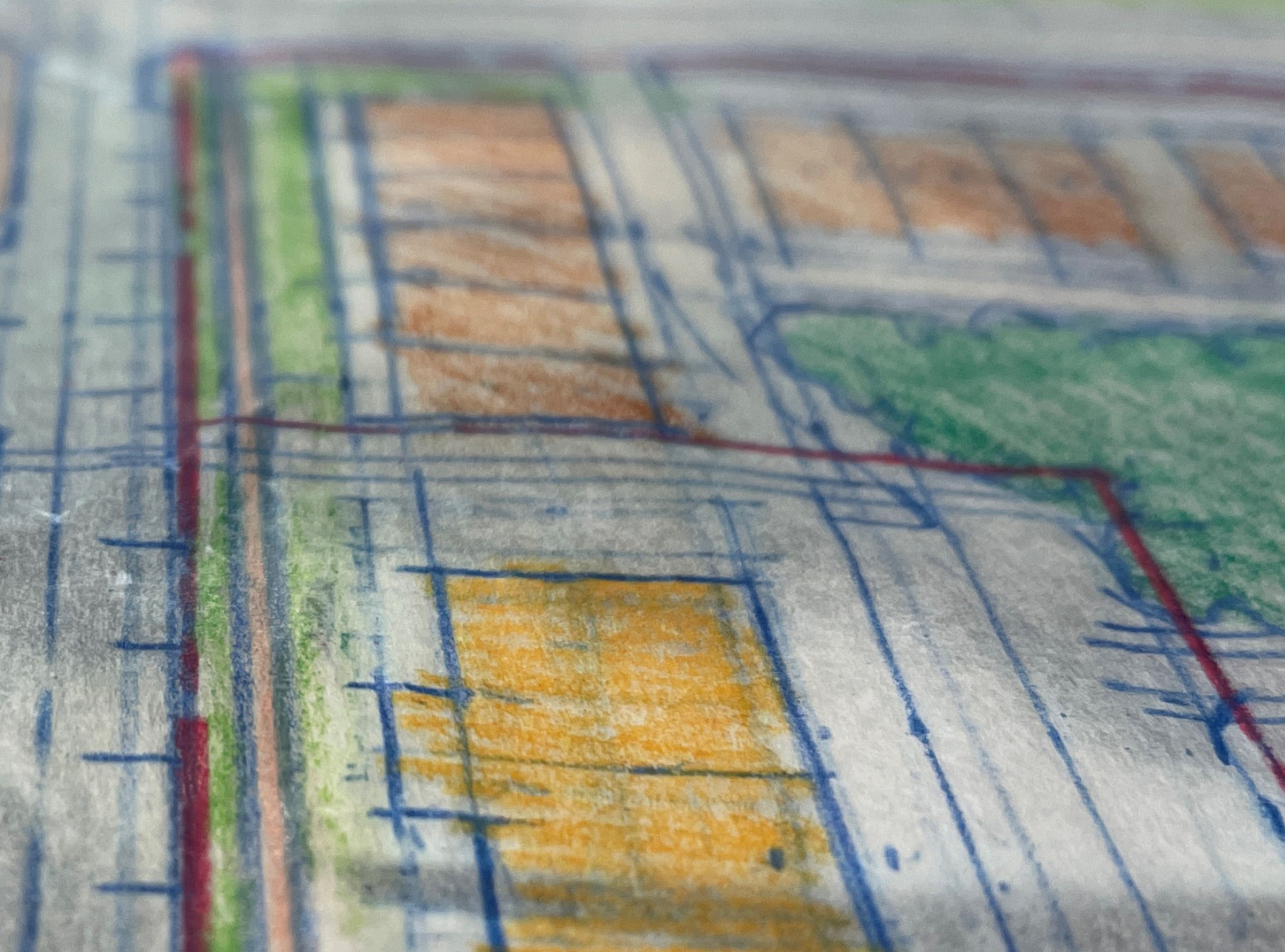
- Land use strategy focused on increasing retail, housing, and employment
- Transportation and sidewalk improvements

- Public space enhancements including the creation of a signature park
- Focus on working with Georgia Southern and the arts community

The previous Master Plan also conducted a detailed analysis of building condition, streetscape quality, zoning, historic resources, transportation, parking, and more. This evaluation was very helpful in informing this current Master Plan.



# 03



# ACTION PLAN

Partnerships, Interim & Long Term Actions

# IMPLEMENTATION PROJECTS

The ambitious “Big Ideas” for Downtown Statesboro that are outlined in the plan will require the long-term cooperation of the public and private sectors to come to fruition. The following pages list every Big Idea, along with a rough cost estimate, potential funding sources, and a general timeline. Numbers correspond to each project, each of which has a more detailed description above.

Many of these projects will not happen immediately, due to financial or other constraints. For most projects, however, interim steps can be implemented with only modest funding in order to demonstrate a project’s viability. The long-term version of the project will more fully meet the goals and needs of downtown but may require more time and funding.

## INTERIM PROJECT



## LONG-TERM PROJECT



# IMPLEMENTATION PARTNERS

In order for the vision of this Master Plan to become reality, public and private partners must work together. The City of Statesboro and the Downtown Statesboro Development Authority will be involved in most aspects of implementation, but will need to work with the other partners outlined below.

Some projects will need to be funded and implemented by the public sector; others are public/private partnerships or private efforts that require some public sector incentives. Some projects may be led entirely by the private sector.

Ongoing work on these projects will require funding from a variety of sources. Grants and other public funding sources will ensure that the burden for implementation does not fall entirely on local taxpayers.

## CITY & LOCAL GOVERNMENT PARTNERS

- City of Statesboro
- Downtown Statesboro Development Authority
- Bulloch County
- Statesboro-Bulloch County Land Bank Authority

## OTHER PUBLIC SECTOR PARTNERS

- Coastal Regional Commission of Georgia
- State of Georgia
- Federal Government

## OTHER LOCAL INSTITUTIONS

- Georgia Southern University
- Blue Mile Foundation
- Statesboro-Bulloch Chamber of Commerce
- Statesboro Convention & Visitors Bureau
- Local civic & non-profit organizations and churches

## PRIVATE SECTOR PARTNERS

- Developers and investors
- Local property and business owners
- Other local citizens

## INTERIM PROJECT

### 01 Rehabilitated Housing

Work with local property owners and non-profits to renovate existing housing

**Lead by** Private sector, DSDA

**Estimated cost** \$\$

**Funding sources** Private

### 02 Midrise Development

Expansion of exiting GSU City Campus with event space

**Lead by** GSU

**Estimated cost** \$\$

**Funding sources** GSU, donors

## LONG-TERM PROJECT

### 01 Infill Housing

Small new housing developments throughout downtown on vacant and underdeveloped land

**Lead by** Private sector, DSDA, Land Bank

**Estimated cost** \$\$\$

**Funding sources** Private

### 02 Midrise Development

New mixed-use development with housing oriented toward young professionals and others

**Lead by** Private sector, DSDA

**Estimated cost** \$\$\$

**Funding sources** Private

### 03 Pocket Park

Create an informal greenspace or dog park on private property

**Lead by** City, DSDA

**Estimated cost** \$\$

**Funding sources** City, DSDA, donors

### 03 Downtown Commons

Acquire land and construct a commons able to hold events

**Lead by** City, County, DSDA

**Estimated cost** \$\$\$

**Funding sources** City, DSDA, SPLOST, TAD, EPD donors

## INTERIM PROJECT

### 04 Recreation Amenities

Install additional recreational amenities along the trail and in small public spaces

**Lead by** City, DSDA

**Estimated cost** \$

**Funding sources** City, DSDA, donors

### 05 Music/Event Indoor Venues

Work with local business owners to repurpose spaces for venues or allow temporary pop-ups

**Lead by** City, DSDA, private sector

**Estimated cost** \$

**Funding sources** City, DSDA, private sector

### 06 Event Marketing

Expand conventional and online marketing of existing downtown events to draw more people

**Lead by** City, DSDA, private sector

**Estimated cost** \$

**Funding sources** City, DSDA, private sector, Hotel/Motel Tax

### 07 Branding & Marketing Study

Hire a consultant to develop a downtown brand and associated marketing materials and plan.

**Lead by** City, DSDA

**Estimated cost** \$

**Funding sources** City, Hotel/Motel Tax

## LONG-TERM PROJECT

### 04 Recreation Center

Construct a public indoor recreation center

**Lead by** City, County, DSDA

**Estimated cost** \$\$\$

**Funding sources** City, DSDA, SPLOST, TAD, donors

### 05 Music/Event Outdoor Spaces

Improve Siebald Street, Vine Street, and Proctor Street to be convertible to temporary event spaces.

**Lead by** City, DSDA

**Estimated cost** \$\$\$

**Funding sources** City, DSDA, TAD, donors

### 06 Event Strategy

Hire a consultant to understand potential audiences and develop an event programming strategy

**Lead by** City, DSDA

**Estimated cost** \$\$

**Funding sources** City, DSDA, Hotel/Motel Tax

### 07 Marketing & Wayfinding

Implement the marketing plan on an ongoing basis, develop wayfinding signage

**Lead by** City, DSDA

**Estimated cost** \$\$

**Funding sources** City, DSDA, Hotel/Motel Tax

## INTERIM PROJECT

### 08 More Restaurants

Increase the number of restaurants in existing and new buildings

**Lead by** Private sector, DSDA

**Estimated cost** \$\$

**Funding sources** Private

### 09 Boutique Hotel Recruitment

Market to desired hotel chains, create an incentive package, and collaborate with Georgia Southern

**Lead by** DSDA

**Estimated cost** \$

**Funding sources** DSDA

### 10 Parking Limits & Meters

Determine which streets should have parking time limits or parking meters, enforce rules

**Lead by** City, DSDA

**Estimated cost** \$

**Funding sources** City

### 11 Gateway Improvements

Paint new crosswalks or intersection markings

**Lead by** City, DSDA, Blue Mile Foundation

**Estimated cost** \$\$

**Funding sources** City, GSU, Blue Mile Foundation

## LONG-TERM PROJECT

(continuation of interim project)

### 09 Boutique Hotel Construction

Construct a boutique hotel, including associated parking

**Lead by** Private sector, City, DSDA

**Estimated cost** \$\$\$

**Funding sources** Private, City, DSDA

### 10 Parking Deck

Acquire land and construct a parking deck near the Square to serve public uses and catalyze private development

**Lead by** City, DSDA

**Estimated cost** \$\$\$

**Funding sources** City, County, DSDA, TAD, SPLOST, Private, Hotel/Motel Tax

### 11 Gateway Signage & Roundabout

Install an arch or additional monumental signage, construct a roundabout

**Lead by** City, DSDA, Blue Mile Foundation

**Estimated cost** \$\$\$

**Funding sources** City, GSU, SPLOST, Blue Mile Foundation, RAISE, Hotel/Motel Tax, STBG TAP

## INTERIM PROJECT

### 12 Historic Resources Survey

Conduct a historic resources survey to determine contributing buildings

**Lead by** City, Bulloch County Historical Society

**Estimated cost** \$\$

**Funding sources** City, U.S. Historic Preservation Fund, Bulloch County Historical Society

## LONG-TERM PROJECT

### 12 Historic District

Write and adopt a local historic preservation ordinance and create a historic preservation commission

**Lead by** City

**Estimated cost** \$\$

**Funding sources** City



image courtesy Georgia Archives, Vanishing Georgia Collection, bul030

### 13 Collect & Share Local Stories

Document and compile local written and oral history, share via a website and social media

**Lead by** City, Bulloch County Historical Society, StoryCorps, local churches

**Estimated cost** \$

**Funding sources** City, Bulloch County Historical Society, private

### 13 Recontextualize Local History

Install permanent displays, markers, and monuments to tell more diverse local stories

**Lead by** City, Bulloch County Historical Society

**Estimated cost** \$\$

**Funding sources** City, Bulloch County Historical Society, Andrew W. Mellon Foundation, Georgia Historical Society, Hotel/Motel Tax

## INTERIM PROJECT

### 14 Trail Signage & Marketing

Install signs on campus and along and near the McTell Trail to indicate how far it is to walk or scooter to important destinations

**Lead by** City, DSDA

**Estimated cost** \$

**Funding sources** City, DSDA, GSU

### 15 Temporary Art Installations

Commission and display short-term works of art including murals and performance art

**Lead by** City, DSDA

**Estimated cost** \$

**Funding sources** City, DSDA, GSU, donors



## LONG-TERM PROJECT

### 14 Trail Extensions

Extend the McTell Trail south to connect with on-campus trails, and north to connect to the proposed midrise devt.

**Lead by** City

**Estimated cost** \$\$\$

**Funding sources** City, GSU, TAD, SPLOST, RAISE, STBG, TAP, REBC

### 15 Permanent Art Installations

Install sculptures and other more substantial art

**Lead by** City, DSDA

**Estimated cost** \$\$\$

**Funding sources** City, DSDA, GSU, National Endowment for the Arts

## Abbreviations

DSDA	Downtown Statesboro Development Authority
EPD	Georgia Environmental Protection Division
GSU	Georgia Southern University
Land Bank	Statesboro-Bulloch County Land Bank Authority
RAISE	Rebuilding American Infrastructure with Sustainability and Equity
REBC	Georgia Dept. of Transportation - Roadside Enhancement & Beautification Council
SPLOST	Special Purpose Local Option Sales Tax
STBG	U.S. DOT Surface Transportation Block Grant
TAD	Tax Allocation District
TAP	Georgia Department of Transportation - Transportation Alternatives Program
USDA	U.S. Department of Agriculture Rural Development Grant



Image courtesy Downtown  
Statesboro Development Authority