

PROUDLY MOVING

FONDREN FORWARD



EST. 1894

*Design Workshop
March 21, 2024*



Welcome.

We're so glad that
you're here!

Who's Driving Fondren Forward?

- **Fondren Renaissance Foundation**
- **Steering Committee**
- **Coordination with the City of Jackson**
- **City Collective + Kimley-Horn**
- **Project Manager**

Who's Here Tonight?



Blake Reeves



Tenecia Jones

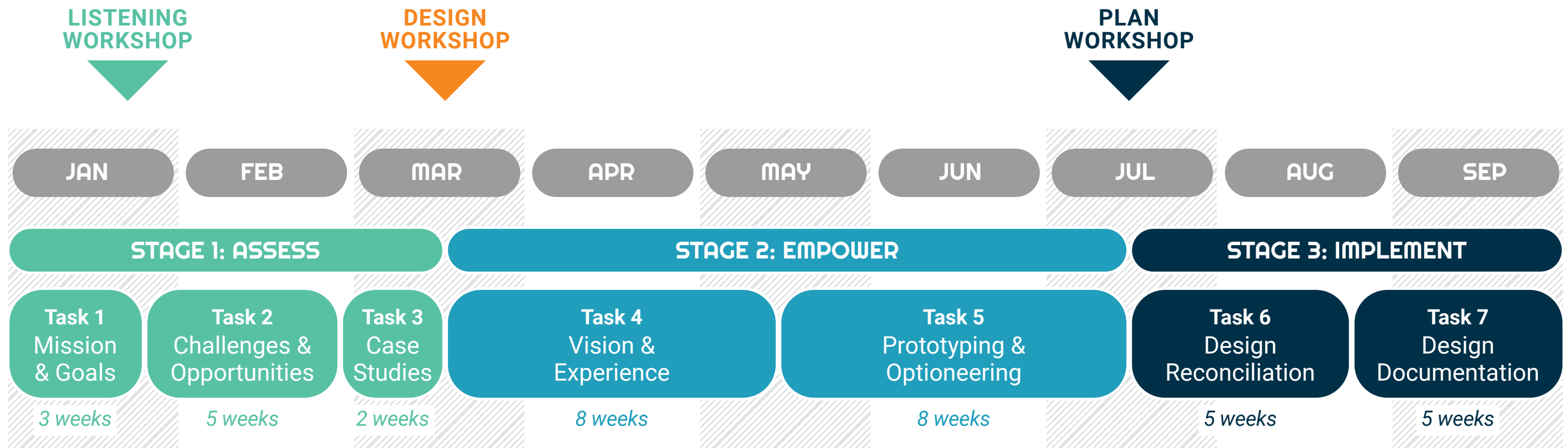


Jessica Rossi

Rebecca Garrison

Sandy Carter

Where are we today?



- The second of three engagement workshops

Why are we engaging the community?

- Great communities give a voice and ownership to everyone
- We need diversity in all of its forms
- Communicating opportunities and hope
- No stone left unturned
- Fostering a transparent process

What is the goal of tonight?

- Expressing community feedback we have heard
- Translating our findings into opportunities
- Considering design options as beneficial solutions
- Inviting your candid feedback
- Trying to build consensus
- Ensuring none of you walk away with hesitations!

Our previous challenge to you:

- **Working together towards a common vision**
- **Being civil and a civilian to think like a community**
- **Thinking long-term to achieve aspirational goals**
- **Supporting growth when it's guided strategically**

What inputs have we been considering?

01

Community Engagement

General feedback from Fondren residents, property owners, visitors, and employees.

02

Stakeholder Engagement

Focused feedback from subject matter experts representing a number of parties with vested interest in Fondren's success.

03

Best Practices

Thoughtful guidance provided from the consultant team, whose expertise represents a depth and breadth of knowledge.

04

Analysis

Assessments gathered from consolidating existing reports and performing new research on the district and its systems.

FONDREN FORWARD COMMUNITY PLAN

The online response we've seen thus far:

4,318
Page Views to Date

31.3%

Unique visitors as a percentage of Fondren's 2022 population [6,081]

1,905
Unique Visitors

4446
Survey Respondents

Your Feedback Driving our Efforts

Shared Mission & Goals

Findings



Opportunities



Imperatives

Tonight

01

Finding:

Folks want to trust the planning process.

“No master plan so vision and goals are not known or clear to community stakeholders, neighbors, businesses, etc.”

“Different visions of what’s good about Fondren.”

“The vision for Fondren 20-25 years ago seemed clearer.”

“We need good processes that are straightforward and transparent.”

Opportunity:

Work towards defined goals and outcomes.

Establishing clear and measurable goals to guide community’s efforts and ensure that every action taken is purposeful and contributes to the overall advancement of the district.

01 Mission & Goals

- *Codifying, preserving, and celebrating Fondren's one-of-a-kind history and culture*
- *Shaping a well-rounded community in which to live, visit, work, dine, learn, shop, and recreate*
- *Furthering Fondren's role as a landmark destination for Mississippi*
- *Establishing an inviting setting that welcomes a diversity of residents and visitors, with a variety of housing options and price points*
- *Enticing and guiding mixed-use development that stimulates the economy and furthers community goals in a sustainable manner*
- *Attracting and retaining small and unique local businesses*
- *Designing high quality civic spaces that foster a sense of place, a sense of community, and a sense of pride*
- *Employing multi-modal corridors that connect the neighborhood and cultivate a sense of safety*
- *Creating a roadmap for successful planning endeavors that other communities can follow*
- *Supporting local initiatives that have the power to invest in the city of Jackson, its goals, and its residents*

02

Finding:

Fondren's character is getting lost.

“Developers who want to Madison-ize the neighborhood with ... buildings that are devoid of the unique architectural character that makes Fondren special.”

“As property values go up, how does Fondren maintain its unique character?”

“We must keep an edge to avoid driving out creatives and those with shallower pockets.”

“I fear we are losing some of our charm.”

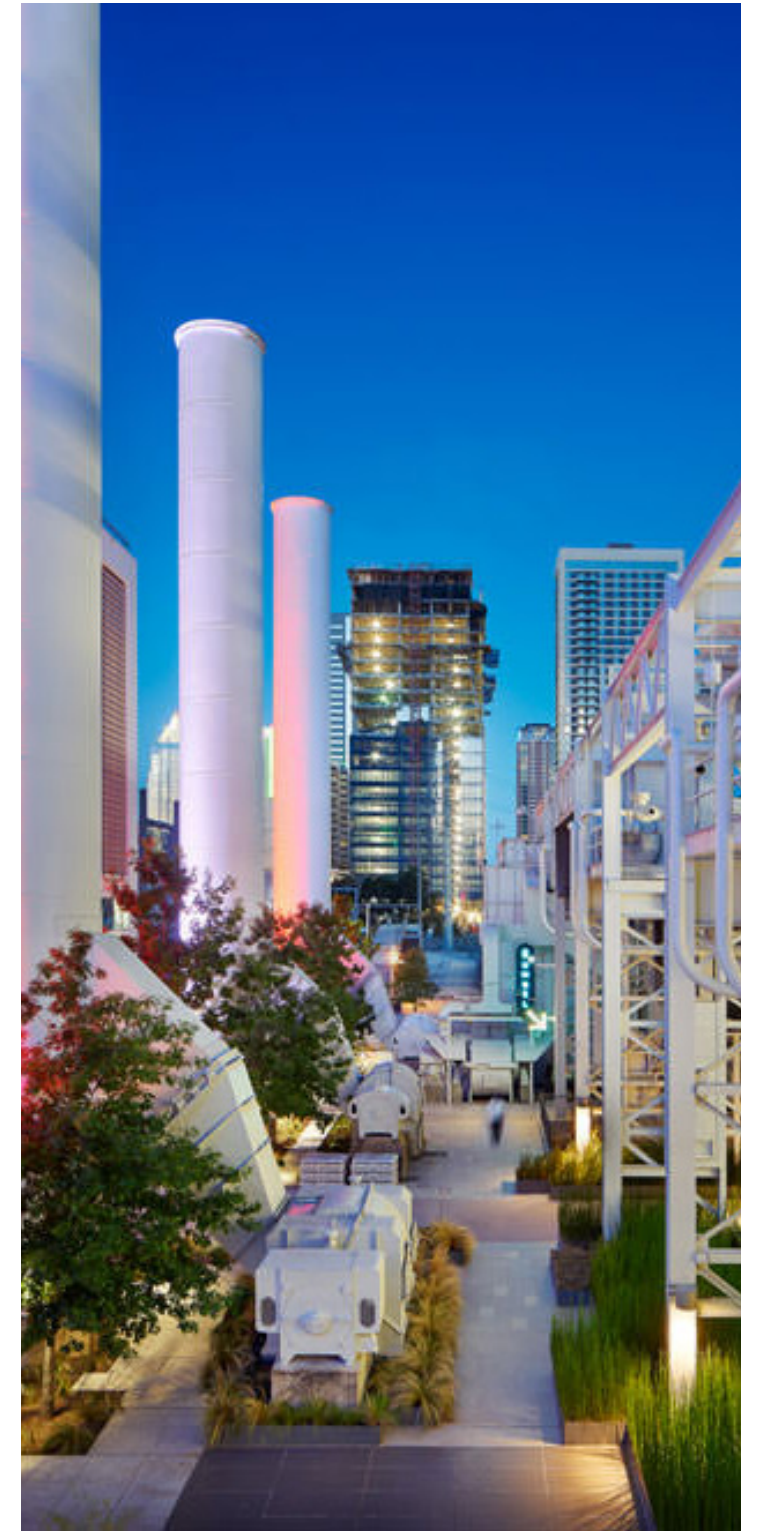
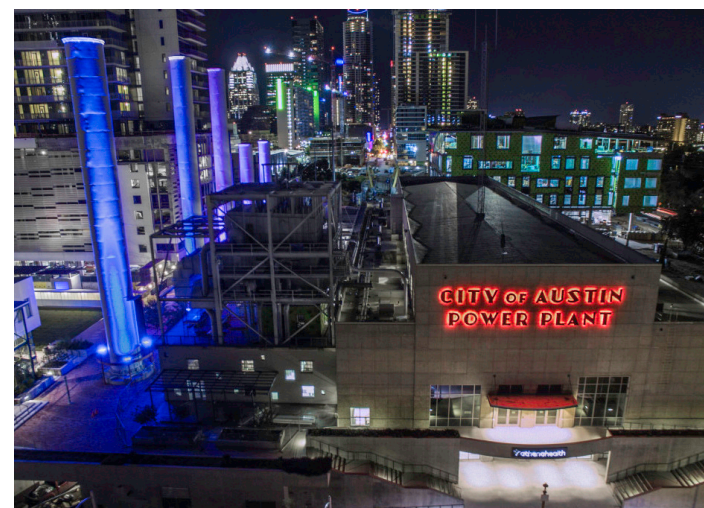
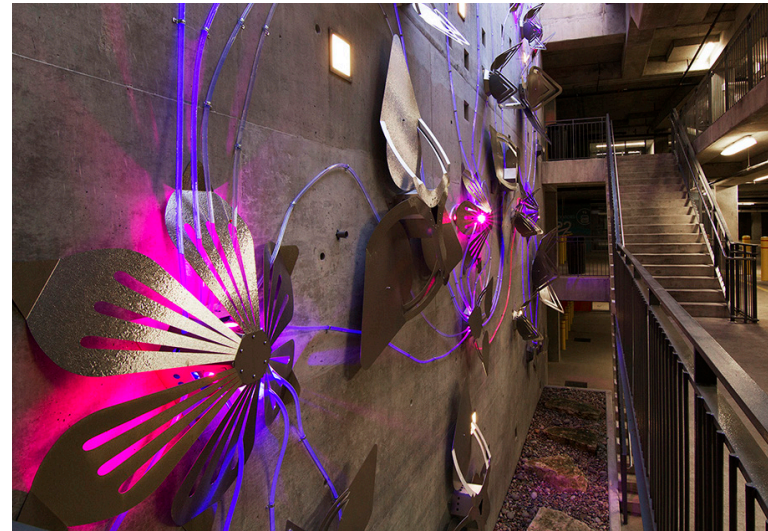
Opportunity:

Unify the district with a design language.

Establishing a consistent a design vocabulary across the neighborhood's architectural styles, signage, and urban elements to create a cohesive visual identity that reflects the area's character, history, and aspirations.

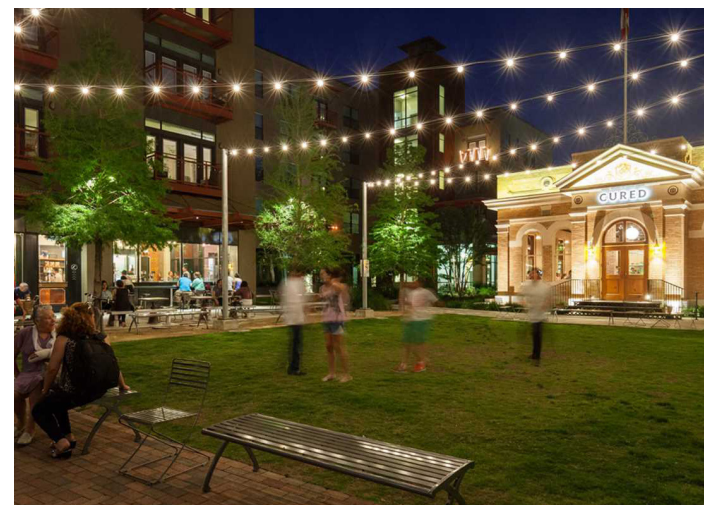
02 District Identity

Seaholm Power District, Austin, TX



02 District Identity

Pearl District, San Antonio, TX



03

Finding:

Fondren doesn't have a central heart.

"I'd love a more centrally located park or square where neighbors could socialize."

"No community green space area to bring people together."

"Nice, thoughtful, secure public spaces would be highly additive."

"Greenspaces - we need somewhere to take our kids in the hot hot summer especially!"

Opportunity:

Create a network of signature public spaces.

Developing distinct and memorable civic open space designed to serve as focal points for community fellowship, cultural events, and recreational activities.

04

Finding:

Mobility is strained while street life is limited.

“It would also be nice if there was an area that was more walkable and less traffic.”

“Lack of comprehensive pedestrian routes, sidewalks, bike paths.”

“A car is still required to get around.”

“Crime - or the perception of danger - encourages some to believe that Fondren, as part of Jackson is an area to avoid.”

Opportunity:

Design corridors to support diverse uses and sense of safety.

Creating vibrant thoroughfares that accommodate a variety of mobility modes, while also incorporating lighting, landscaping, and urban design features that enhance safety and comfort for all users.

04 Multi-Use Corridors



05

Finding:

Fondren lacks communal gathering places.

“One of the biggest challenges is that we don’t have a defined gather point.”

“I want to see my neighbors without having to make a purchase of food/drink/etc.”

“Would love a place that feels safe and busy and accessible even at night!”

“There are too many restaurants and not enough ‘hang out’ spots.”

Opportunity:

Establish civic anchors that foster community.

Identifying key institutions, landmarks, and public amenities and enhancing their capacity to serve as hubs for social interaction, cultural enrichment, and civic engagement.

Finding:

Everyone can't call Fondren home.

"We're becoming less diverse because many people who were living here can't afford now."

"Houses that are available and affordable require too much work for young people."

"Places for students to rent are needed."

"More decent housing purchase options for first time home owners as well as that next step house!"

Opportunity:

Introduce "missing middle housing" in business districts.

Promoting the development of diverse housing options in close proximity to commercial areas, providing housing choices that are affordable, walkable, and compatible with the existing urban fabric.

06 Housing Diversity

WHAT MIX OF HOUSING DENSITIES AND CIVIC AMENITIES DO YOU WANT?



07

Finding:

Parking doesn't feel convenient.

"Parking, the ever-present issue."

"Lack of parking in the business district is a deterrent as well."

"Businesses complain that their temporary parking is taken up by people who are parking for far longer than signage allows"

"Not easy or plentiful parking."

Opportunity:

Employ a unified parking strategy.

Implementing coordinated approaches to parking management and infrastructure development with the aim of improving overall mobility and supporting the district's economic vitality.

07 Parking Strategies



07 Parking Strategies



Finding:

The business district feels fragmented.

“Lot of pockets of dead space between businesses that feel vacant and unsafe.”

“Places aren’t easily connected.”

“We need to fill in the empty spots with new development.”

“Business district upgrades stop right past Pig and Pint”

Opportunity:

Employ infill development to mend the district.

Revitalizing underutilized or vacant parcels by encouraging the construction of new buildings and amenities that fill in gaps, activate dormant spaces, and contribute to the overall vibrancy and vitality of the district.

08 Business District



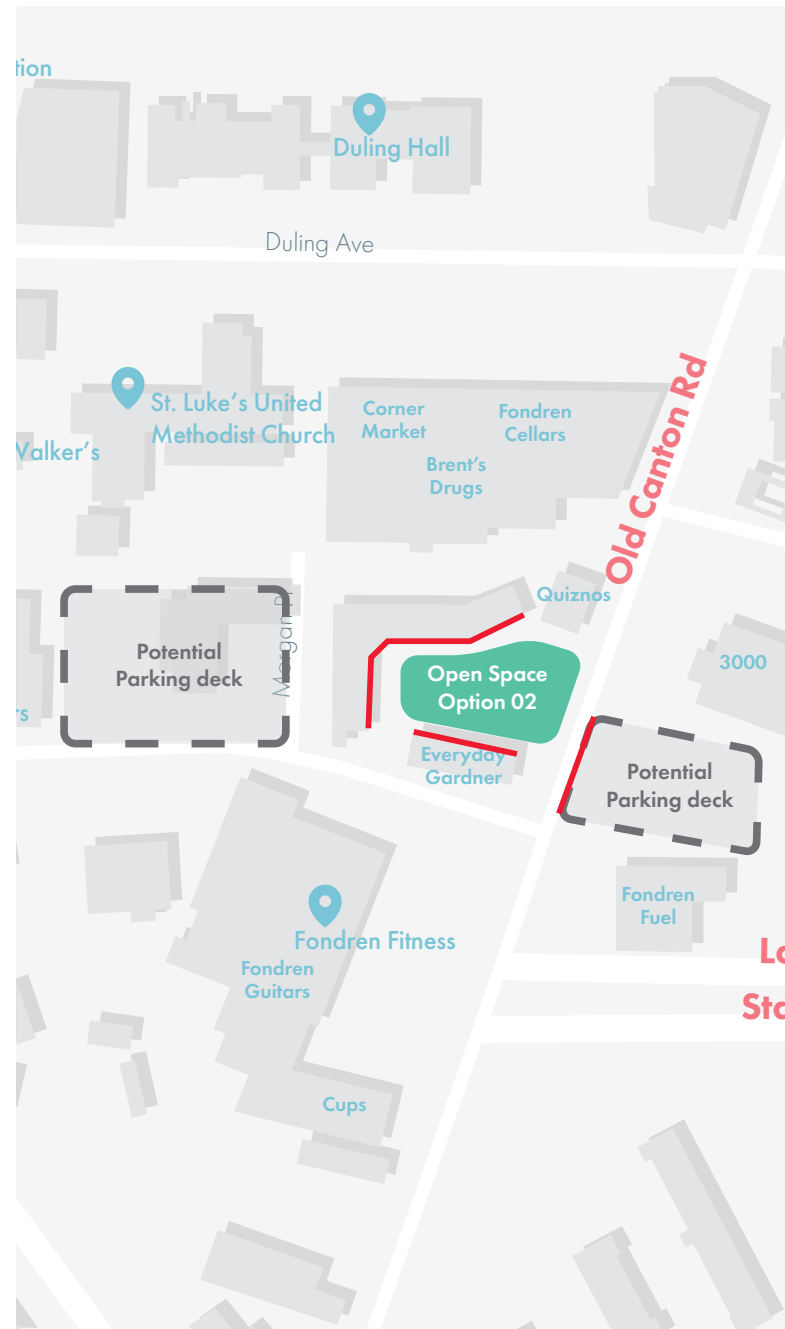
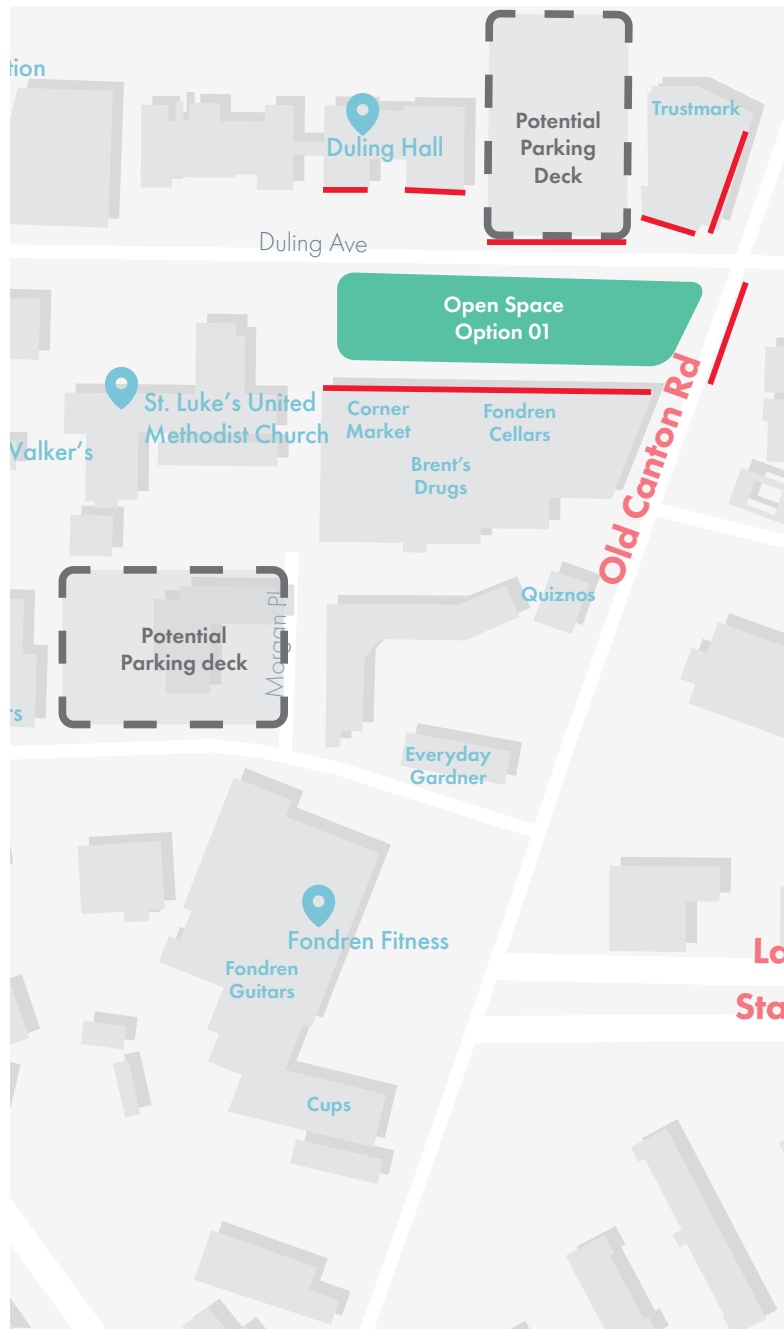
08 Business District



08 Business District



08 Business District



Finding:

The north business district does not employ highest and best uses.

“The portions of State Street through North Fondren are typically seas of empty parking.

“The complexes around the Krystal just haven’t had investment.”

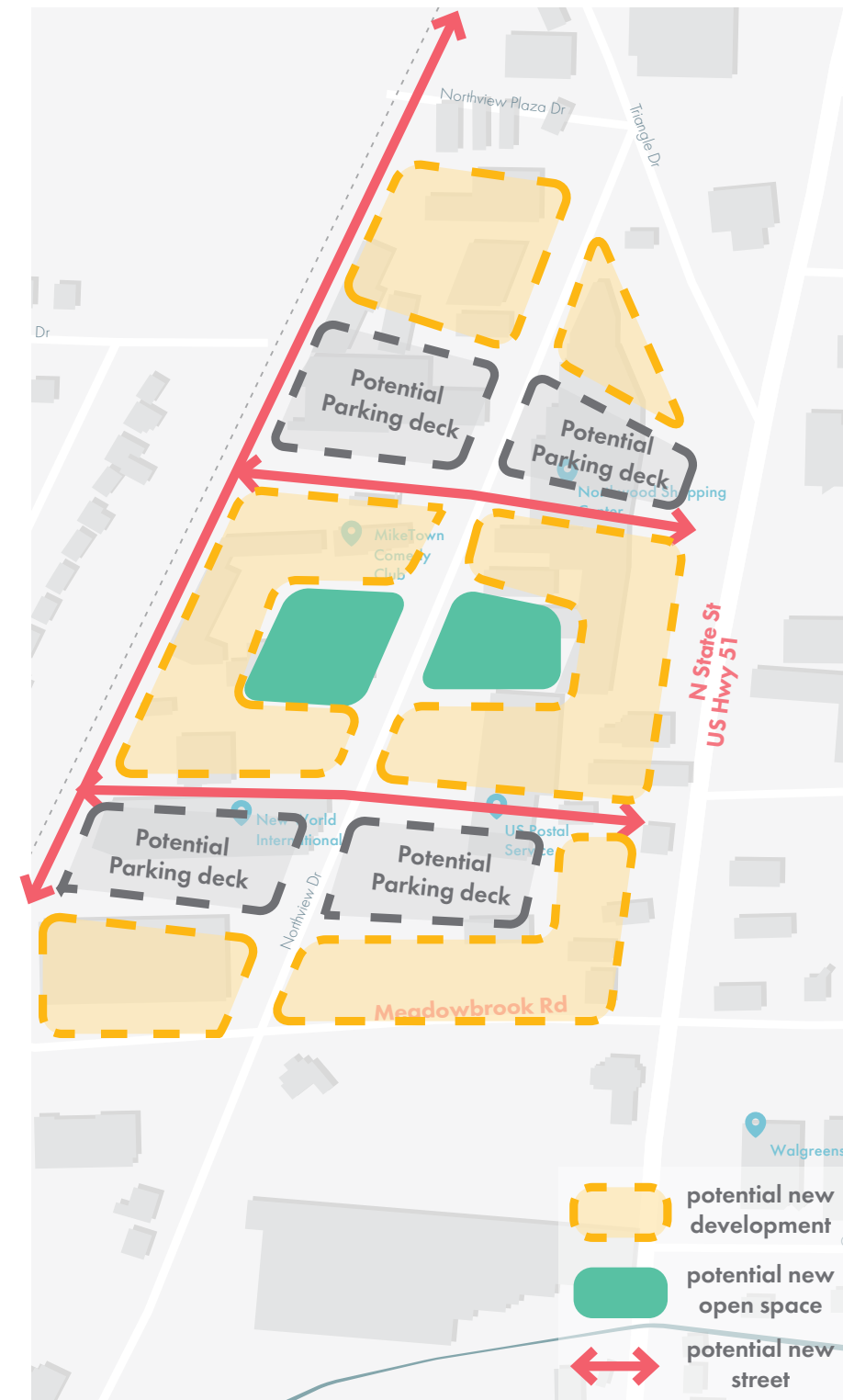
“Please put something on the old Mcraes property that can improve the neighborhood.”

Opportunity:

Design a thoughtful community node.

Creating a focal point within the district that serves as a hub for social, cultural, and commercial activities, while spurring development that reflect the needs and preferences of local residents.

09 North Fondren Business District



Activity Stations:

1. Mission & Goals

2. District Identity

3. Open Space

4. Multi-Use Corridors

5. Civic Anchors

6. Housing Diversity

7. Parking Strategies

8. Business District

9. North Business District



PROUDLY MOVING
**SPACE
GUARD**

PROUDLY MOVING
**HISTORY
FORWARD**

PROUDLY MOVING
**BRAND
FORWARD**

PROUDLY MOVING
FORWARD

PROUDLY MOVING
**CHARM
FORWARD**

PROUDLY MOVING
**QUALITY
FORWARD**

PROUDLY MOVING
**WELLBEING
FORWARD**

PROUDLY MOVING
**BIKING
FORWARD**

PROUDLY MOVING
**JOBS
FORWARD**

PROUDLY MOVING
**SPRIT
FORWARD**

PROUDLY MOVING
**INNOVATION
FORWARD**

PROUDLY MOVING
**DIVERSITY
FORWARD**

PROUDLY MOVING
**EDUCATION
FORWARD**

PROUDLY MOVING
**PARKS
FORWARD**

PROUDLY MOVING
**CONNECTION
FORWARD**

PROUDLY MOVING
**RECREATION
FORWARD**

PROUDLY MOVING
**CULTURE
FORWARD**

PROUDLY MOVING
**ENVIRONMENT
FORWARD**

PROUDLY MOVING
**EQUITY
FORWARD**

PROUDLY MOVING
**ACCESS
FORWARD**

PROUDLY MOVING
**HOUSING
FORWARD**

PROUDLY MOVING
**COMMUNITY
FORWARD**

PROUDLY MOVING
**SAFETY
FORWARD**

PROUDLY MOVING
**HOSPITALITY
FORWARD**

PROUDLY MOVING
**NEIGHBORHOOD
FORWARD**

PROUDLY MOVING
**BUSINESS
FORWARD**

PROUDLY MOVING
**ARTS
FORWARD**

PROUDLY MOVING
**FUN
FORWARD**

PROUDLY MOVING
**FOOD
FORWARD**

PROUDLY MOVING

PROUDLY MOVING
TOURISM

PROUDLY MOVING
**LOCAL
FORWARD**