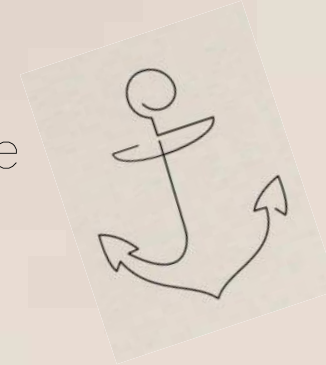


anchor here, grow here



port wentworth

master plan vision

port wentworth

- 03— Introductions
- 04— History
- 08— Trends
- 14— Strategies
- 22— Vision
- 30— Purpose
- 34— Site Analysis
- 39— Placemaking



port wentworth



David Jones
Oxford Properties



Katie Johnson
Gensler



Larry Padilla
Decatur Housing



Vance Woodcox
Selig Enterprises



Will Buckingham
Brookfield Properties

meet the team!

A scenic view of a dirt road lined with large trees covered in Spanish moss. The road is unpaved and shows tire tracks, leading into the distance. The trees are thick with long, yellowish Spanish moss hanging from their branches. The lighting is warm, suggesting late afternoon or early morning. The word "History" is written in a white, elegant script font across the center of the image.

History

port wentworth

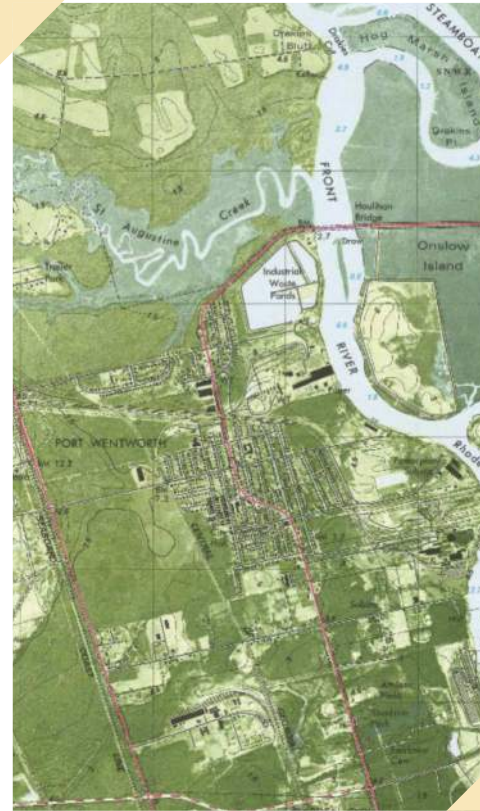
HISTORY TRENDS STRATEGIES VISION PURPOSE SITE PLACEMAKING

HISTORY

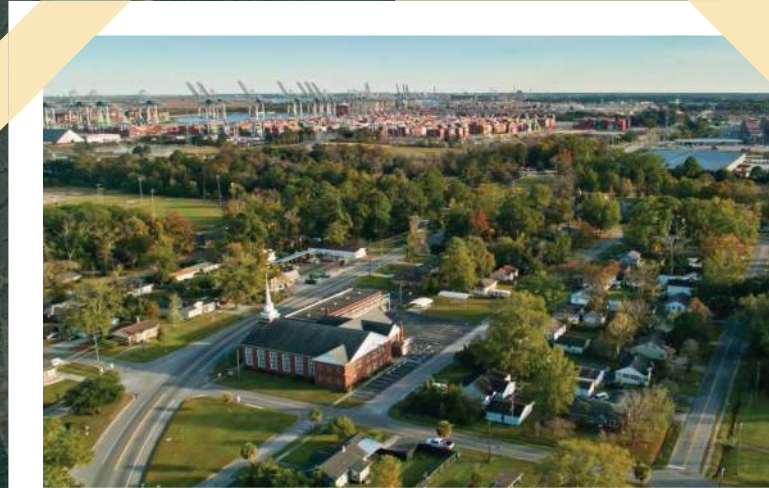
Port Wentworth was named for Lady Wentworth of England and is steeped in tradition, natural resources, and a deep historical legacy. Founded in 1733 and incorporated in 1957, its roots trace back to Native American tribes and the early settlers of Georgia's Trust Colony. Plantation life once stretched along the Savannah River, laying the groundwork for the area's later industrial development. The region also played a pivotal role in Southern history when Eli Whitney invented the cotton gin nearby in 1793, transforming agriculture and the economy.

Over time, Port Wentworth developed a diverse industrial base that included lumber and pulp production, railroads, shipbuilding, sugar refining, banking, and the production of "Savannah Gray Brick." Located in Chatham County and near Effingham and Bryan counties, the city benefits from close proximity to major regional assets like Savannah/Hilton Head International Airport, Tybee Island, the Historic Savannah District, and the Georgia Ports Authority. Its strategic location near the Port of Savannah and Interstate 95 has made it an increasingly attractive place to live, work, and invest.

In recent decades, Port Wentworth has transitioned from a small industrial-adjacent town into a growing residential and employment center within the greater Savannah region. Since 2000, more than 4,000 housing units have been added, with rapid development after 2010 bringing new neighborhoods, rising home values, and strong retail growth. Investments like Anchor Park highlight efforts to enhance quality of life and strengthen community identity.



Port Wentworth is building on its rich history to shape a bold future as a growing hub of opportunity, investment, and community. Rooted in its past and driven by a new development vision, the city is becoming a vibrant place to live, work, and thrive.



Port Wentworth has a unique opportunity to transform its city into a cohesive, connected, and vibrant gateway that reflects its history while driving future economic growth. By pairing a bold vision with strategic tools and phased action, the city can create a beautiful, safe, and consistent environment that catalyzes revitalization and long-term investment.

To realize this opportunity, the effort is focused on three key components:

Bold Vision for the Corridor – Develop an ambitious, future-state concept that re-imagines the corridor visually, functionally, and economically.

Policies & Zoning Tools – Establish regulatory and design frameworks that support revitalization, encourage quality development, and ensure consistency, safety, and walk-ability.

Phased Implementation Strategy – Identify quick wins, mid-term momentum projects, and long-term investments, including capital improvements and private sector partnerships.

OPPORTUNITY STATEMENT

Our solution represents an opportunity to connect people to places, reinforce Port Wentworth's identity to "Anchor Here", and guide future growth that supports economic vitality, safety and long-term value.

STRENGTHS

Port Wentworth offers a strategic location, strong economic growth, and a small-town feel with access to major regional amenities making it an increasingly attractive and opportunity rich place to live.

- » Active Economic Growth
- » Through traffic
- » Proximity to:
 - » Airport
 - » Georgia Port Authority
 - » Hyundai Plant
 - » Effingham Population
 - » Georgia Tech
 - » Savannah
 - » Tybee Island Beach
- » Access to nature
- » Mild Weather
- » Young population

WEAKNESSES

Port Wentworth faces challenges with limited identity, auto-oriented development, uneven investment, and a lack of cohesive, walkable, and activated community spaces.

- » Disconnected Downtown
- » Auto Dependent
- » No pedestrian connectivity along Hwy 21
- » Underdeveloped retail
- » Inconsistent areas of growth
- » Limited public gathering spaces
- » Highway bifurcates City
- » Dependence on regional anchor
- » Cohesive sense of place
- » Lacking way-finding
- » Small existing population base for retail threshold

OPPORTUNITIES

Port Wentworth has the opportunity to leverage its location and growth to create vibrant, walkable corridors, expand housing and businesses, and establish a strong, distinct identity.

- » Anchor Park Trail Extensions
- » Corridor Redevelopment
- » Way-finding Moments
- » Capitalize on regional jobs
- » Housing diversification
- » More walkable developments
- » Street-scape improvements
- » Hotel Growth
- » Branding and Identity creation
- » Community amenities
- » Public-private partnerships
- » Encourage local entrepreneurship
- » Create sense of arrival
- » CID + TAD formation potential

THREATS

Port Wentworth faces threats from uncoordinated growth, rising infrastructure strain, competition from nearby Savannah, environmental risks, and the potential loss of affordability and small-town character.

- » Savannah Growth
- » Data Centers
- » Uncertainty on Infrastructure Financing
- » Pooler's established retail ecosystem
- » Industrial Development
- » Uncoordinated growth
- » Traffic congestion
- » Rising housing costs
- » Displacement risk
- » Loss of small-town character
- » Economic dependence on Industrial
- » Housing Moratorium constraining daytime population

A serene landscape at sunset. In the foreground, two wooden Adirondack chairs sit on a green lawn. To the right, a small fire pit is visible. A calm lake reflects the vibrant orange and pink hues of the setting sun. The sky transitions from a deep orange near the horizon to a clear blue at the top. On the left, a large tree with Spanish moss hangs over the scene. The title "Trends and Research" is written in a white, elegant script across the middle of the image.

Trends and Research

CASE STUDY

Sugar Hill- Georgia

Once a junkyard, planners envisioned a place where community could thrive, transforming an eyesore into a vibrant city center. Today, Downtown Sugar Hill offers an attractive place to call home, with interconnected neighborhoods that provide convenient access to a wide range of cultural, recreational, entertainment, dining, and shopping amenities within a compact, walkable setting. Residents also benefit from the option to connect to regional transit, while real estate values continue to appreciate alongside the availability of affordable housing options for a broad mix of household types.

An LCI (**Livable Centers Initiative**) boundary defines the geographic area targeted by an Atlanta Regional Commission planning study aimed at creating more vibrant, walkable, and connected communities. These boundaries focus on areas with strong redevelopment potential—such as commercial corridors, town centers, or underused spaces—where improvements to land use, transportation, and urban design can support mixed-use development and safer access for pedestrians, cyclists, and transit users. Within these zones, local governments often apply zoning tools like overlay districts to guide and manage future growth.

In addition their **Action Plan** organizes transportation, pedestrian, bike, and trail projects into short-term (0–5 years) and long-term (6–10 years) phases, with a detailed list outlining estimated costs, timelines, and funding sources. Costs are based on comparable recent projects and include preliminary estimates for engineering, construction, and right-of-way, but remain planning-level figures intended for budgeting, with more precise estimates developed as projects move forward.





CASE STUDY

Woodstock- Georgia

The development story in Woodstock is rooted in a deliberate, community-driven vision to transform its historic downtown into a vibrant, walkable core. Through its Downtown Master Plan, the city established a clear roadmap for “**live-work-play**” growth, gaining strong public buy-in and aligning both residents and developers around a shared future. This vision was reinforced by participation in the Atlanta Regional Commission’s LCI (**Livable Centers Initiative**), which helped define long-term priorities around placemaking, connectivity, and public space, ensuring growth was intentional and coordinated.

To bring that vision to life, Woodstock modernized its regulatory and financial tools to actively encourage mixed-use development. The adoption of form-based codes and design overlays allowed higher-density, pedestrian-friendly projects while still preserving the city’s small-town character, while a **Tax Allocation District** (TAD) funded critical infrastructure like parking and streetscapes without raising general taxes. These investments reduced barriers for private developers and made it feasible to deliver cohesive, walkable projects that integrate residential, retail, and office uses.

Equally important was Woodstock’s strong implementation structure, led by the **Woodstock Downtown Development Authority**, which played a central role in executing the vision through public-private partnerships. The DDA supported catalytic projects such as parking decks and hospitality developments while leveraging local funding sources to attract investment. The result has been a steady transformation of downtown into an economically resilient mixed-use district.

Public spaces that can be programmed as community catalysts will be market differentiators.

Developers are recognizing the importance of well-programmed public spaces that can be used and activated by residents and tenants, and act as catalysts for the surrounding community. With flexible programming and thoughtful place making, these developments can transform a single-use development into a valuable multipurpose community asset.

ROI of Placemaking:

Studies show 63% increase in positive perception and 74% higher likelihood of word of mouth promotion when placemaking elements (public art, flexible spaces) are introduced.



Assembly Food Hall- Nashville, TN

Consumer Engagement & Foot Traffic:



One Independence Center- Charlotte, NC

Activated public spaces increase dwell time, which correlated with higher retail sales and tenant satisfaction. For example, mixed use developments with well-designed plazas report foot traffic increases of 25-40%

Social & Cultural Revitalization:

Parks and public spaces in the U.S. generate \$201 billion in economic activity annually supporting 1.1 million jobs and contributing \$63 billion in labor income.



Warner Center Kroenke- Los Angeles, CA

Economic Impact of Public Spaces:



One Independence Center- Charlotte, NC

Mixed- use entertainment districts foster community engagement by offering gathering spaces, cultural venues, and public art. They become hubs for festivals, concerts, and local events strengthening civic pride and identity.

Placemaking is about more than just creating a gathering space with retail and other programming.

Placemaking involves thinking about the character of spaces and the relationship between inside and outside with the goal of creating vibrant places that elevate experiences and draw people back. Doing so involves considerable thought to the spaces between- the areas in and around buildings that can become experiences.

Increased Foot Traffic & Economic Impact:

Placemaking initiatives can boost foot traffic by up to 60% and increase local business revenue by 30-50% according to the Urban Land Institute.



Historic Gas Plant District- St. Petersburg, FL

Social and Community Benefits:



The Domain Northside (Phase III)- Austin, TX

Walkable placemaking focused neighborhoods correlate with higher quality of life scores and reduced crime rates in revitalized areas.

Property Value Uplift:

Every \$1 invested in placemaking generates \$3 in economic benefit, including property value increases.



Pacific Center-San Diego, CA

Visitor Experience & Engagement:



River Oaks District- Houston, TX

Locations with placemaking elements saw a 50% higher likelihood of visitors spending time, a 63% increase in positive feelings, and a 74% increase of word of mouth or social media sharing.

Outdoor space is more important than ever.

Outdoor space has gone from a “nice to have” to a “table-stakes” requirement, as access to fresh air and the benefits of these spaces has become critical during the pandemic. In reviewing projects providing ample outdoor spaces and locating many of them beyond the ground plane (the majority of outdoor space in both developments was above grade) were aspects celebrated by users and valued by prospective tenants.

Market Demand & Design Trends:

Seasonal outdoor amenities (e.g. rooftop retreats, outdoor yoga, farmer's markets) are cited as major drivers for tenant retention and community engagement in mixed-use projects.



Almo Plaza de Valero- San Antonio, TX

Visitor Engagement & Satisfaction:



Fifth & Broadway- Nashville, TN

Outdoor plazas and terraces increase dwell time by 20-30% compared to indoor only environments, as visitors linger for dining, socialization, and events.

Post- Pandemic Shifts:

Nearly 33% of people prefer living in walkable communities with access to outdoor spaces, a key feature of mixed-use developments.



Centro West- Austin, TX

Economic Benefits:



The 78 Development- Chicago, IL

Mixed-use projects that include parks and plazas report 15-22% higher foot traffic, which translates into 10-15% retail sales uplift for businesses within these developments.

A scenic view of a golf course. In the foreground, there are tall, golden-brown grasses. To the left, two large, mature trees with thick trunks and dense green foliage stand prominently. In the middle ground, a small pond or water hazard is visible, with a sand trap area nearby. The background is filled with a dense line of green trees under a clear blue sky. The word "Strategies" is written in a white, elegant script font across the center of the image.

Strategies

GROWTH CONTEXT

The growth in Port Wentworth is already visible. Since 2000, more than 4000 housing units have been added citywide, with development accelerating after 2010. New neighborhoods, rising home values, and strong retail performance reflect a city that is maturing. At the same time, recent investments such as Anchor Park signal clear intent to improve quality of life, strengthen community identity, and create places that residents can be proud of. However, not all parts of the city have benefited equally from this transition. The Northbound Highway 21 corridor remains shaped by older development patterns. It is primarily auto-oriented, visually inconsistent, and difficult to navigate on foot, limiting its ability to support new housing, neighborhood retail and community serving uses.

4,000 +

**Housing units added
since 2000**

\$1 B+

**In investment
commitments to the city**

10M SF

**Dermody Commerce
Center at full buildout**

**Summer
2026**

**VyStar Pavilion & Ice
Cove opening**

STRATEGIC RECOMMENDATIONS

01. BUILD UPON ANCHOR PARK DISTRICT

Anchor Park is PW's single greatest placemaking catalyst but its potential depends on what surrounds it. A defined mixed-use entertainment district would attract the hospitality, dining, and retail uses the city currently exports to Savannah and Pooler, concentrate the housing moratorium lift, establish the TAD boundary to fund a new connecting road into the district while reinvesting arena-driven value into sidewalks and the Anchor Trail, and give the DDA a clear mandate for abatements.

02. LIFT THE HOUSING MORATORIUM

Downtown currently contains no multifamily housing and faces an unmet retail demand. Prioritizing targeted moratorium relief within the Anchor Park entertainment district would support both residential growth and economic activity while creating a more active urban core. Each approval should be tied directly to verified infrastructure capacity to ensure development remains sustainable and aligned with long-term city goals.

03. COMMUNITY IMPROVEMENT DISTRICT

The Highway 21 corridor is positioned for immediate growth and investment. Launching owner outreach now, anchored by the opening of the Anchor Park creates a timely opportunity to build momentum and align stakeholders around a shared vision for the corridor. The first \$308,000 in recurring annual revenue will serve as the financial foundation for future infrastructure and corridor improvements.

04. TAX ALLOCATION DISTRICT

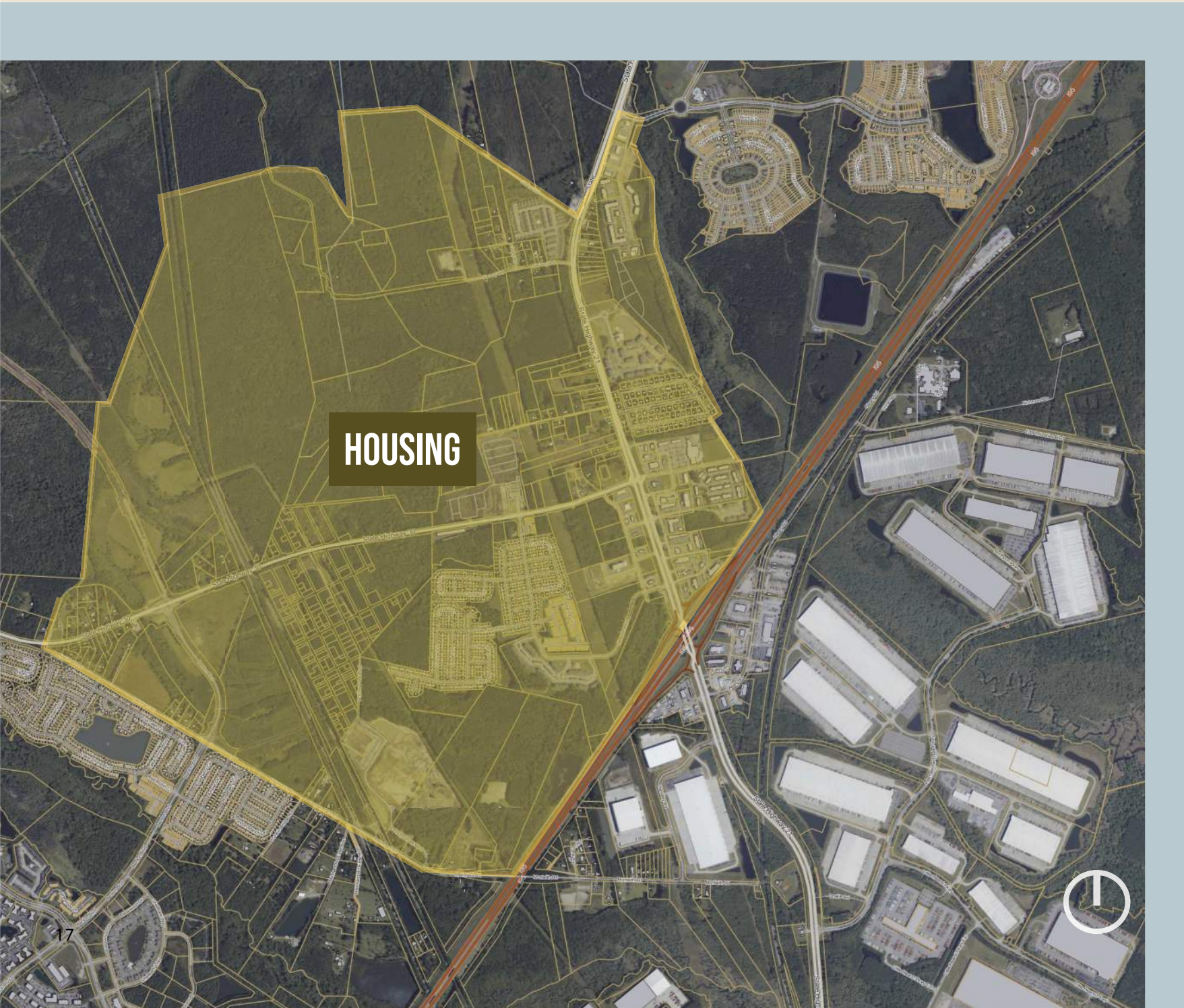
The arena is expected to generate significant value growth across surrounding properties. Establishing a TAD now allows the city to capture a portion of that increased value and reinvest it into critical public improvements, including roads, sidewalks, and the Anchor Trail greenway, ensuring the benefits of growth support the broader community rather than accruing solely to adjacent private properties.

05. CROSS MUNICIPAL COOPERATION

Nearby jurisdictions including Chatham County, Pooler, Garden City, and Savannah are advancing planning and economic development initiatives that present valuable partnership opportunities for Port Wentworth. Coordinated regional collaboration could help address existing retail gaps while supporting workforce growth and increasing demand for new housing opportunities.

06. EMBED PERFORMANCE STANDARDS

The city possesses one of the largest untapped industrial rooftop energy opportunities in Georgia. By leveraging private-sector solar investment, the city can expand energy capacity and create long-term economic value without funding the infrastructure itself. With the Dermody development another 9 million square feet of industrial space still in the design phase, embedding solar-ready standards into the master plan now could unlock significant future benefits at minimal added cost.



HOUSING MORATORIUM

A Strategic Lever

The Constraint: Port Wentworth's housing moratorium which was intended to manage growth pace is now a structural impediment to retail viability. Downtown has zero multifamily units and the retail threshold cannot be reached without rooftops.

Our Recommendation: Selectively lift the moratorium in the Anchor Park and entertainment district first. Prioritize multifamily projects where infrastructure, transit access, and economic goals align. Then maintain restrictions in areas not yet prepared for density.

How this can work: Concentrating housing near Anchor Park where residents actively want a neighborhood experience positions lifting the moratorium as a quality-of-life investment rather than sprawl enablement. Then manage public push back by tying every unit to demonstrated infrastructure capacity.

Near Term Targets: Focus multifamily along planned Anchor Trail and the Anchor Park Mixed- Use District. This walkable node model mirrors Sugar Hill's LCI approach and Woodstock's downtown master plan strategy as examples.



COMMUNITY IMPROVEMENT DISTRICT

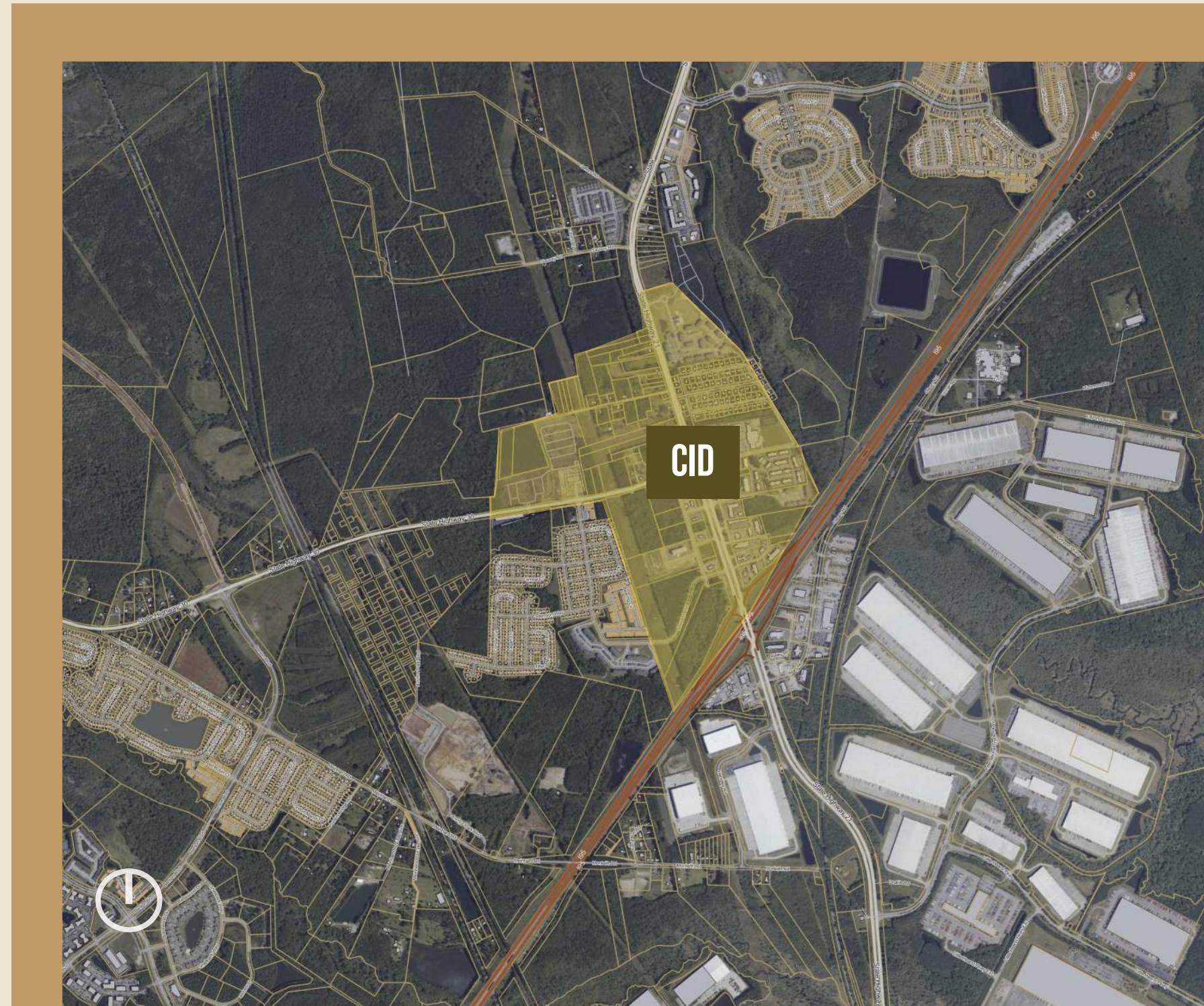
Corridor Improvements

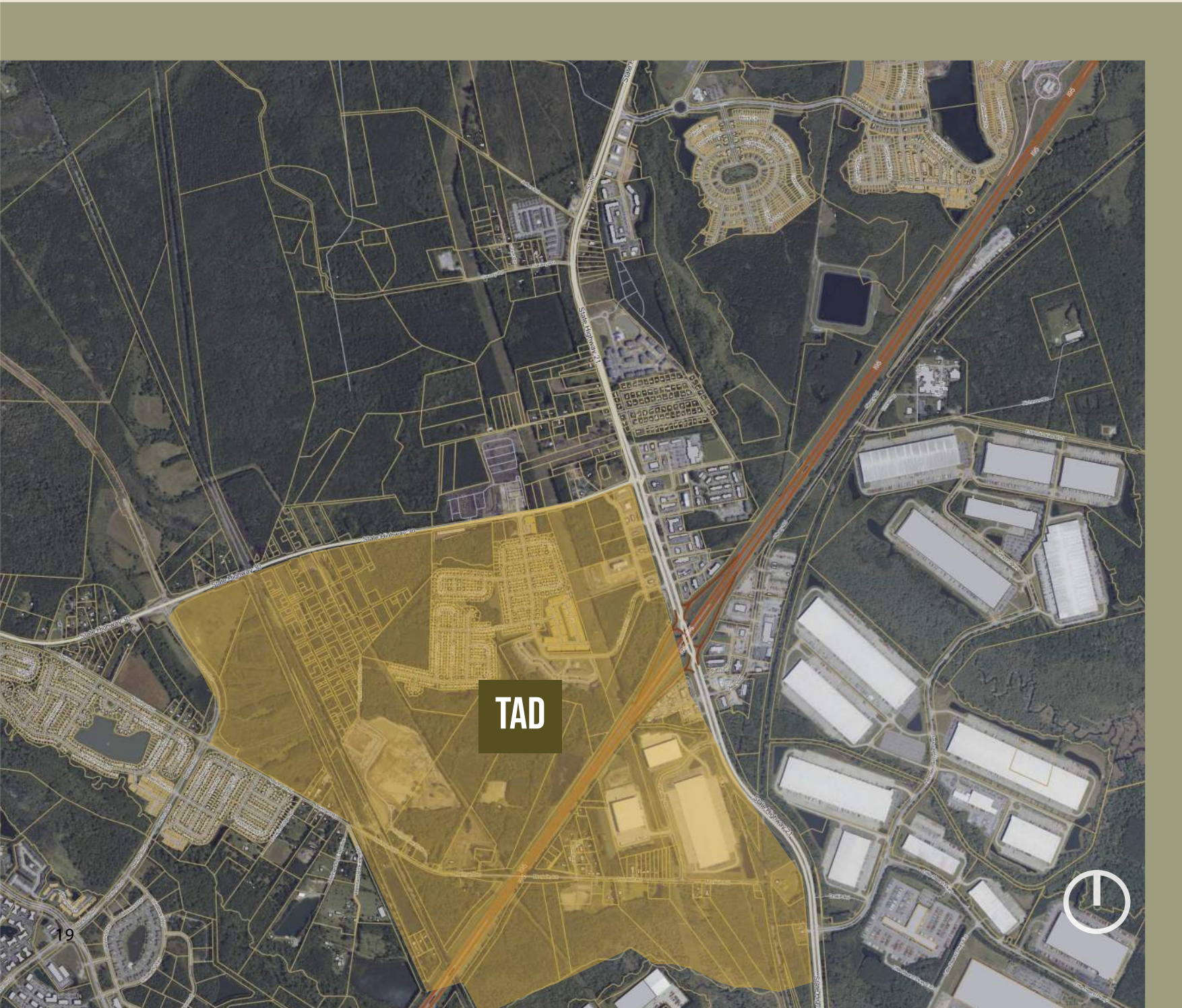
The Constraint: The Northbound Highway 21 corridor, stretching from Highway 30 (Augusta Road) to Interstate 95, serves as Port Wentworth's primary gateway — yet it remains shaped by outdated development patterns: auto-oriented design, fragmented sidewalks, limited pedestrian infrastructure, inconsistent frontage, and visual clutter.

Our Recommendation: Prioritize the zone along Highway 21 and adjacent to Anchor Park for the initial CID formation. This area has the strongest combination of commercial density, stakeholder diversity and corridor visibility.

How this can work: The proposed area has the highest commercial concentration, with 67 of 74 parcels (91%) eligible for inclusion in the CID. Its diverse ownership base including hotels, retail businesses, and fuel/service operators helps create a strong coalition for formation and long-term support. The corridor's visibility along State Route 21 directly supports community priorities related to beautification, traffic flow, and corridor improvements. In addition, the presence of the Savannah Ghost Pirates and VyStar Pavilion provides a near-term anchor and rally point for stakeholder outreach and engagement. Because the CID lies entirely within city limits, no county approval is required, simplifying the formation process..

Near Term Targets: The next steps include finalizing Tax Commissioner boundary input and developing outreach collateral for property owners. From there, the effort will focus on hosting listening sessions, identifying 3–5 key champions, and launching the formal consent and legal formation process.





TAX ALLOCATION DISTRICT

A Targeted Tool

The Constraint: Tax Allocation Districts (TADs) capture future incremental property tax growth above a defined base year, but they are limited in scope. Eligible uses typically include roads, sidewalks, utilities, drainage, parks, and public buildings. In most cases, a TAD only covers about 10–14% of total project costs, meaning it is designed to close financing gaps rather than fund entire developments or fix fundamentally weak deals.

Our Recommendation: Establish a TAD in advance of major value creation, particularly in areas where projects like the arena will drive measurable increases in surrounding property values. By doing so, the city can capture that future increment and reinvest it into priority infrastructure such as roads, sidewalks, and the Anchor Trail greenway before the value fully accrues to private owners.

How this can work: A TAD functions as a targeted financing tool that reallocates a portion of future tax growth within a defined district. This mechanism helps unlock projects that are close to viability by bridging modest funding gaps, rather than serving as a primary funding source. Its effectiveness depends on pairing it with strong underlying development fundamentals and clear infrastructure priorities.

Near Term Targets: Focus initial TAD designation on high-impact growth areas where appreciation is most likely in the near term. Prioritize infrastructure investments tied to visible catalysts like the arena and surrounding development parcels. Structure the district so it captures early value uplift and channels it directly into foundational improvements that support continued private investment.

CROSS-MUNICIPAL COOPERATION

CHATHAM COUNTY/ MPC

The MPC's Plan 2040 covers Chatham County, Pooler, Garden City, and Savannah but Port Wentworth operates its own plan. Engaging MPC as a planning partner aligns corridor land use with county-wide transportation and infrastructure frameworks, and unlocks DRI review leverage.



Goal: Pursue a joint Metropolitan Planning Commission charrette for the SR-21 corridor; align Port Wentworth's next comprehensive plan update with Plan 2045.

GEORGIA PORTS AUTHORITY

GPA is already a funding partner and has committed \$6M over 8 years via Housing Savannah for near-port workforce housing, with Port Wentworth as the first beneficiary (83 homes underway with Coastal Empire Habitat for Humanity). GPA also co-funded Dermody's intersection. This relationship is active and expandable.



Goal: Formalize a GPA partnership agreement linking corridor infrastructure funding to workforce housing targets; include Anchor Trail as a commuter connectivity project.

CITY OF POOLER

Pooler captures the retail dollars that Port Wentworth cannot yet hold. Tanger Outlets, Costco, and Gulfstream adjacent commercial anchor a rooftop base PW can't compete with directly. But Pooler opted out of CAT transit in 1987. A joint transit pilot (shuttle or micro-transit) connecting Pooler's employers and PW's workforce housing would serve both cities.



Goal: Negotiate a limited transit-sharing Memorandum of Understanding with Pooler and explore joint CMAQ or federal transit formula funding for a Hwy 21/Pooler connector route.

RISE/ WORK SOURCE COSTAL

RISE (Regional Industry Support Enterprise), a Savannah-area consortium across 8 counties, projects a regional labor shortage by 2026–2028. Dermody's Commerce Center alone brings 8,100+ Hyundai-adjacent jobs. PW's housing affordability advantage makes it a natural workforce community but only if the city is actively enrolled in RISE's childcare, transportation, and housing programs.



Goal: Formally join the Regional Industry Support Enterprise as a member city; co-develop a 'Live in PW, Work in the Region' campaign targeting Hyundai and Port workers.



Reflective membrane on flat roofs



EV conduit rough-in at parking



Solar-ready roof structure



Bioswales +
Pervious paving

BUILDING PERFORMANCE OVERLAY

Why it matters: SR-21 carries more daily truck traffic than I-95 through this stretch. Every diesel movement is an operating cost — for tenants, for logistics operators, for the city's air quality baseline. Behind-the-meter rooftop solar directly reduces the energy load tenants pay for. Lower operating costs = competitive lease rates = a stronger tenant recruitment case for Port Wentworth.

Battery Storage: The commercial solar ITC was eliminated in 2025. Battery storage is not — the 30% federal credit runs through 2033. A 2–4 MWh installation at Anchor Park locks in operating cost certainty on a facility the city owns. Ice rinks + 4,500-seat amphitheater = significant peak demand. This is a line item argument: the city committed \$44M and now has a tool to offset what it costs to keep the lights on.

Solar Ready Roofs: Dermody's next 9M SF are still undesigned. Embedding solar-ready structural specs into the master plan— at \$0.75–1.20/SF now vs. \$15–25/SF to retrofit later — preserves future optionality for any tenant needing behind-the-meter power. The city doesn't mandate solar. It simply doesn't foreclose the option.

Who Benefits: Developers and Building Owners- Lower construction risk solar-ready and EV conduit specs are standard for institutional-grade tenants already. Abatement tier speeds financial close on projects that almost pencil. Avoids 15–25x retrofit cost later. **Tenants and Residents-** Lower utility costs from efficient building envelope and on-site generation options. EV charging infrastructure already in the building. Better air quality adjacent to a port city's truck corridors. Tangible quality-of-life returns, not theoretical ones. **The City-** Higher-quality, longer-lasting tax base. Lower long-term infrastructure replacement costs (green stormwater, reduced heat island). Anchor Park operating cost offset via battery storage ITC. A competitive positioning story that doesn't require an environmental pitch.



Vision

port wentworth



Hometown Hub

Southern Calm



HISTORY TRENDS STRATEGIES VISION PURPOSE SITE PLACEMAKING

Hyper- so much is happening!

Bold and Vibrant

“IF PORT
WENTWORTH WAS A
PERSON, HOW WOULD
YOU DESCRIBE IT’S
PERSONALITY?”



Ambitiously Growing



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Balanced and Mixed Growth

Hub to bring other communities here

Unique Retail Options

Streetscape

VISION PURPOSE SITE PLACEMAKING

Wayfinding and Public Art

“WHAT GOALS
MATTER MOST TO
YOU RIGHT NOW?”

Connectivity with Trail



port wentworth

Lack of Retail Options

Data Centers and Industrial

Increasing Traffic

Driving Distance isn't Feasible

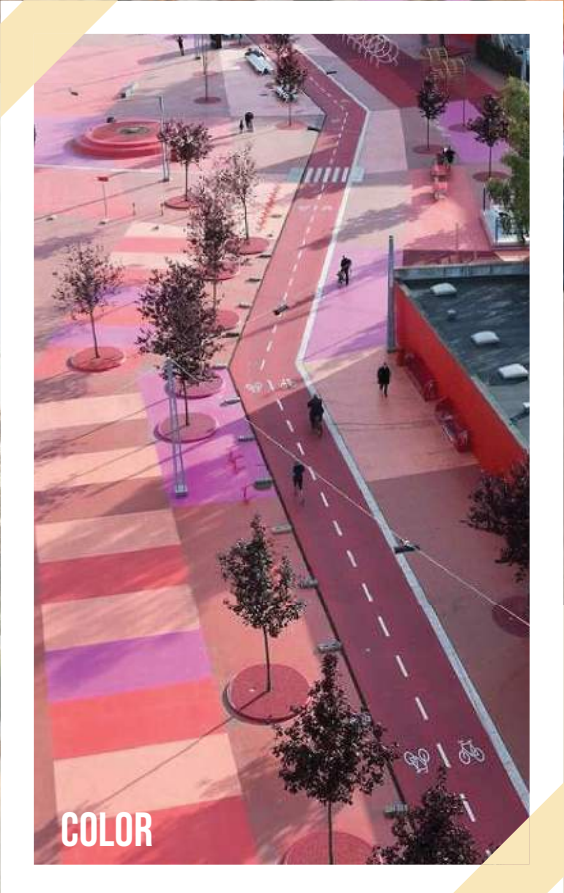
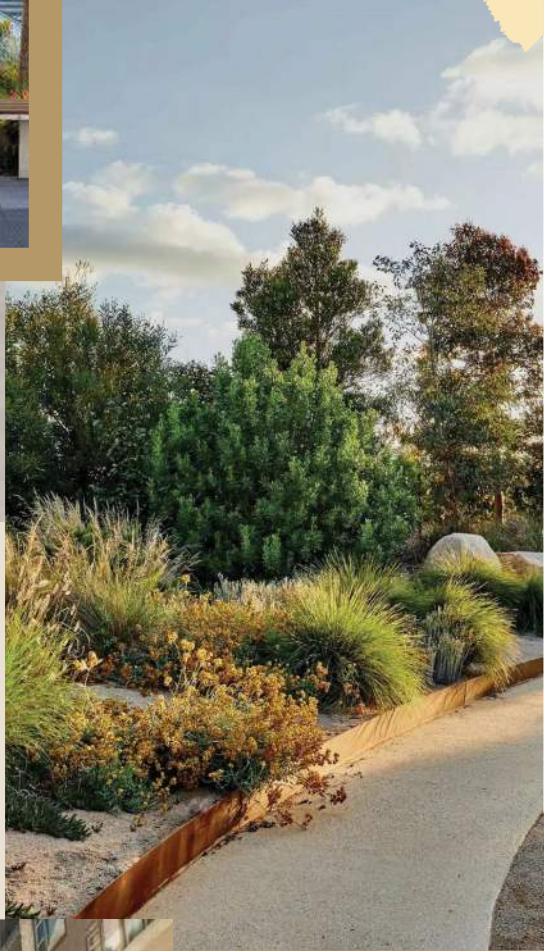
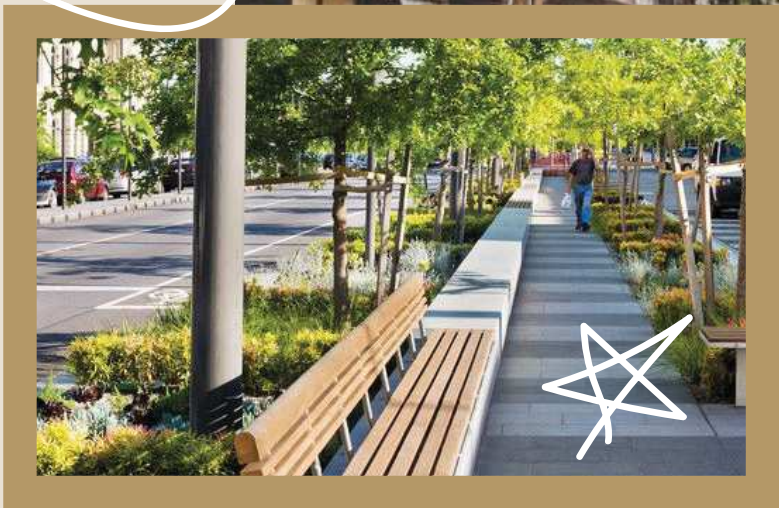
“WHAT FEELS
UNCERTAIN OR
CHALLENGING RIGHT
NOW?”

Multi-family Growth



port wentworth

HARDSCAPES



LIGHTING



CIRCULATION AND STREET-SCAPE

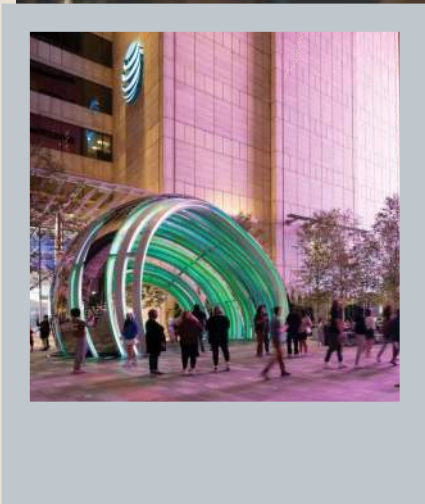
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NATURE



RETAIL



J12 YACHT CLUB
AT SUNSET BEACH



ENTERTAINMENT



RESIDENTIAL

CENTER OF GRAVITY

port wentworth

MONUMENTAL



SCULPTURAL



MINIMAL



ARCHITECTURAL



WAYFINDING



Purpose

Connect + **ANCHOR** = Growth

From pass through to PLACE!

Port Wentworth's vision is for a connected, vibrant, and enduring city—linking people to places through safe, walkable corridors and a continuous greenway network. It affirms the city as a destination in its own right and guides purposeful investment that strengthens economic vitality, enhances community safety, and creates lasting value for generations to come.



STEER THE
MOMENTUM OF
GROWTH



ENHANCE THE
QUALITY OF
LIFE



MAKE PW A
REGIONAL
DESTINATION



DIVERSIFY
THE LOCAL
ECONOMY



ADDRESS
DISCONNECTED
NEIGHBORHOODS

DRIVERS



1

ESTABLISH
A SENSE OF
ARRIVAL



2

POSITION FOR
FUTURE RETAIL
DEVELOPMENTS



3

BRAND A
COLLECTIVE
IDENTITY



4

CREATE A
NETWORK FOR
ANCHOR TRAIL



5

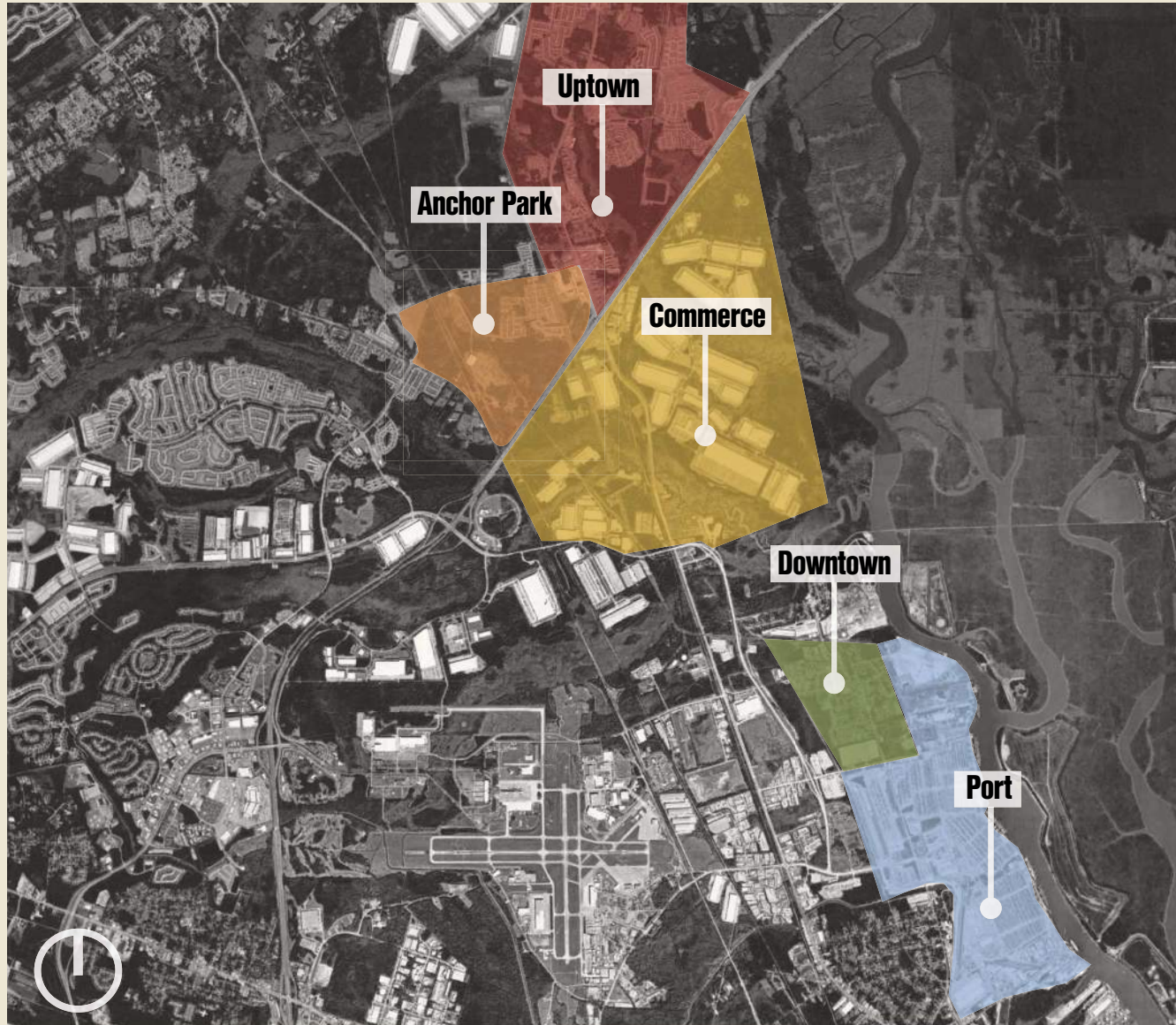
ENHANCE
ROADS AND
INFRASTRUCTURE

PLANNING OBJECTIVES

A photograph of a dense forest with large, gnarled trees heavily draped in Spanish moss. The moss hangs in thick, vertical strands, creating a textured, ethereal atmosphere. Sunlight filters through the canopy, casting dappled light on the forest floor, which is covered in green grass and undergrowth. The overall scene is serene and somewhat mysterious.

Site Analysis

NEIGHBORHOOD DISTRICTS



Anchor Park is a transformational 150- acre civic, recreational, and entertainment development being constructed by the City of Port Wentworth, Georgia. Representing one of the most significant public investment initiatives in Coastal Georgia, the project is designed to function as a regional destination campus integrating professional sports facilities, entertainment venues, youth athletics, hospitality, medical services, and essential civic infrastructure within a single master-planned environment.



Downtown Port Wentworth serves as the cultural heart of the community, where longtime residents gather to celebrate the city's heritage and small-town character. The area blends historic charm with modern amenities, creating a welcoming destination for dining, shopping, and community events. Designed with walkability in mind, its pedestrian-friendly streets and public spaces encourage connection, activity, and a vibrant sense of place.



Uptown Port Wentworth is a growing district defined by modern multifamily housing and contemporary retail development. The area is attracting new residents seeking a broader mix of amenities, conveniences, and lifestyle options within the city. With its expanding residential communities, shopping destinations, and vibrant atmosphere, Uptown represents the evolving and forward-looking side of Port Wentworth.

SITE ACCESS

To strengthen connectivity between the Anchor Park district and travelers along Interstate 95, a new connector road is proposed parallel to the Anchor Trail, creating a direct and visible corridor into the site. This improvement is intended to enhance the transportation network by improving traffic flow and providing seamless access for residents, visitors, and businesses.

In addition to vehicular access, the plan also emphasizes pedestrian connectivity through trail extensions and walkable pathways. These enhancements create opportunities for additional mixed-use development while supporting a more connected, accessible, and vibrant district.

LEGEND

- ANCHOR DISTRICT EXTENTS
- EXISTING/PLANNED ROAD
- NEW ROAD
- ... EXISTING/PLANNED TRAIL
- ... NEW TRAIL



OPPORTUNITY ZONES

Successful mixed-use developments thrive when there is a strong balance between the natural environment and human activity. Along the circulation paths, thoughtfully designed gathering spaces can serve as inviting destinations for social interaction, community events, and everyday leisure activities. These pockets of activity help create a vibrant sense of place while encouraging connections among residents, visitors, and the surrounding community.

LEGEND

- ANCHOR DISTRICT EXTENTS
- EXISTING/PLANNED ROAD
- NEW ROAD
- ... EXISTING/PLANNED TRAIL
- ... NEW TRAIL
- PLANNED DEVELOPMENT
- POTENTIAL DEVELOPMENT



NODES OF INTEREST

Each node within the district will feature its own distinct character while remaining grounded in the overarching placemaking themes that unify the development as a whole. This approach creates a layered and engaging experience throughout the district, contributing to its overall uniqueness, identity, and long-term sense of place.

Carefully selected materials, landscaping, architectural details, and public space elements establish a cohesive aesthetic language across the development, ensuring continuity from one node to the next. At the same time, this framework allows for creative interpretation and subtle variation within each space, adding richness, character, and authenticity to the overall environment.

LEGEND

ANCHOR DISTRICT EXTENTS

EXISTING/PLANNED ROAD

NEW ROAD

EXISTING/PLANNED TRAIL

NEW TRAIL

PLANNED DEVELOPMENT

POTENTIAL DEVELOPMENT



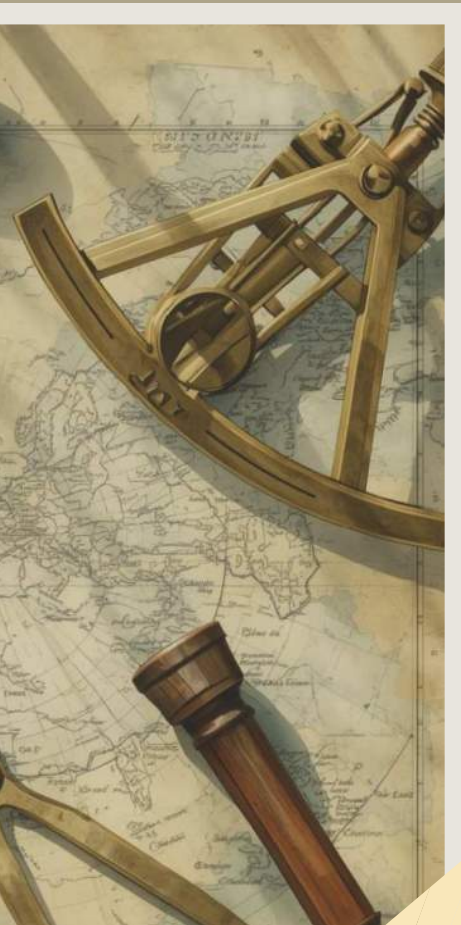
Place Making



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HISTORY TRENDS STRATEGIES VISION PURPOSE SITE PLACEMAKING



THE GATEWAY



THE COURSE

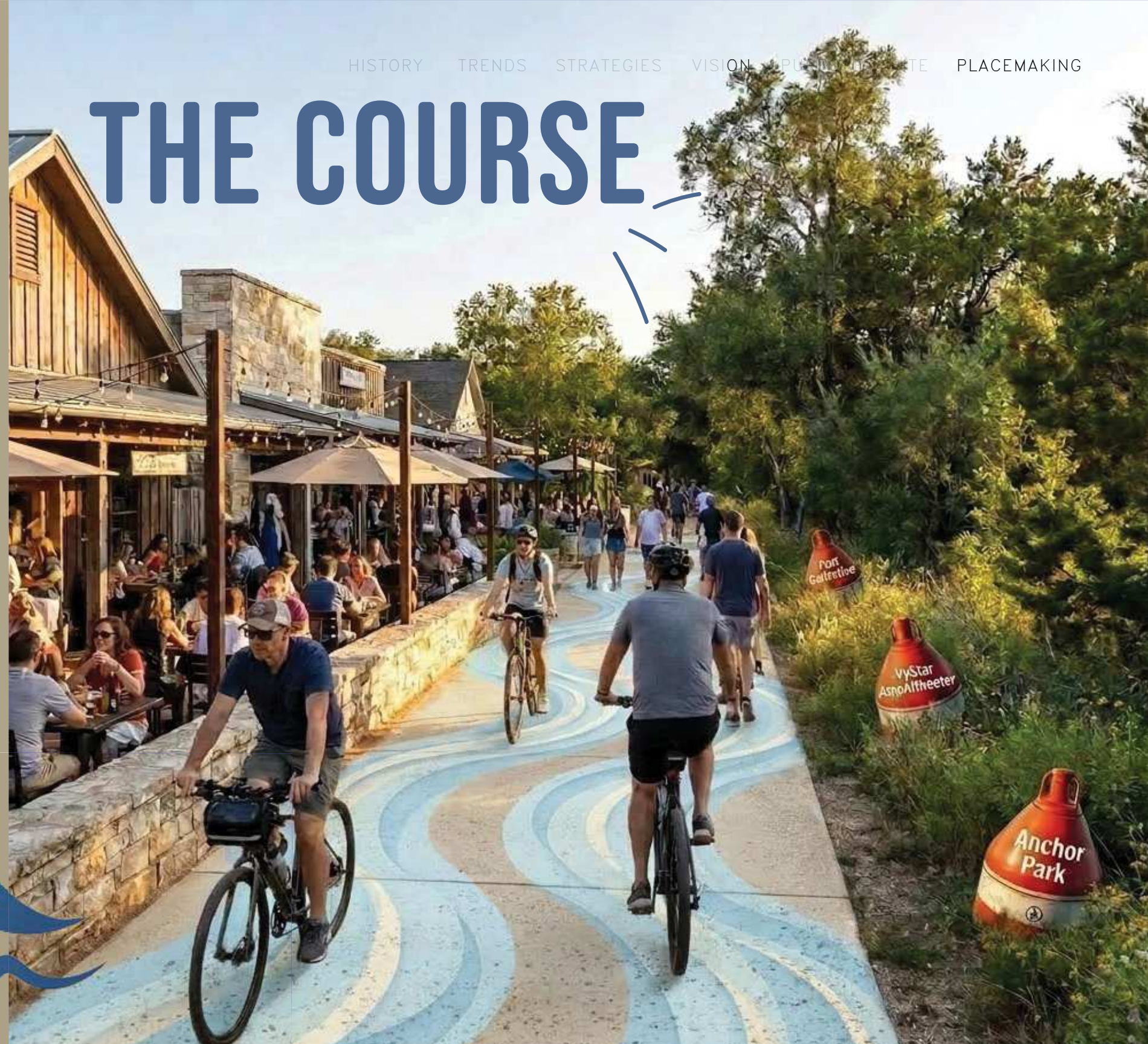
KEY WAY FINDING PRINCIPLES

Create a sense of Edge & Arrival: Create awareness of amenities, activities, and communities. Produce unified approaches to design project-wide to reinforce the character and personality of the area.

Foster a strong community presence: Use district and city identity, pride points and community awareness. Strong identities for individual areas that connect and are part of a overall unified presence of signage and way-finding devices.

Enhance connectivity: Understand multiple methods of movement within the city, and how people move to get to destinations to create frustration free paths. Communicate awareness of available amenities.

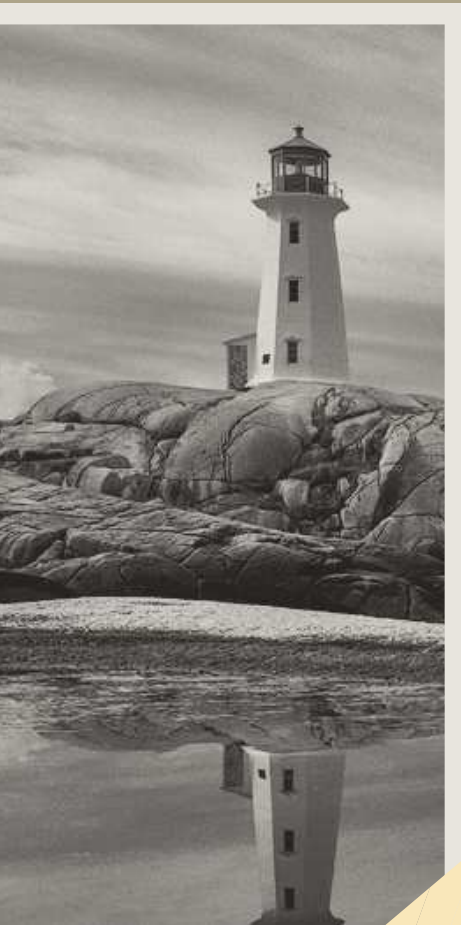
Signage baseline: Be consistent in messaging typeface, symbols, colors and layout. Establish hierarchy of messages. Allow for change. Ensure no sign obscures the next. Provide enough information to successfully navigate a path to destinations. Orient the user.



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HISTORY TRENDS STRATEGIES VISION PURPOSE SITE PLACEMAKING



THE BEACON

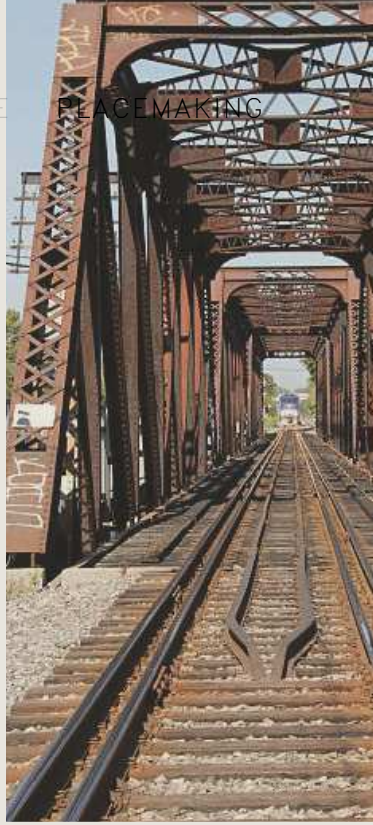


RETAIL DESIGN PRINCIPLES:

Ground Level: Should reinforce creation of a lively street scape with frequent building entries and outdoor seating zones to encourage interconnection between indoor and outdoor spaces.

Activity Zones: Outdoor activity zones can include but are not limited to loose seating, dinning seating, umbrellas or other promotional uses. These areas may be enclosed with decorative railing not more than 36" in height.

Comfortability: These spaces should feel like an extension of the overall building architecture with trellises or awnings over the activity zones.



THE CROSSING

anchor here, grow here



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thank you!