

# Linger Longer Communities - Bid to Become Revitalization Partner for Jekyll Island

## Executive Summary

Georgians know and love Jekyll Island. Generations of Georgians first experienced the beach and the coast of Georgia while on family vacations to the island.

Linger Longer Communities of Greensboro, Georgia wants to play a leadership role in the revitalization of Jekyll Island and wants to see it “rediscovered” by many who have not visited the island in a long time. The company is excited to be a finalist in the Jekyll Island Authority (JIA) process to select a revitalization partner.

“Our vision is to ensure that Jekyll Island will always be a place where everyone can appreciate the value of protecting the natural environment,” states Mercer Reynolds, Chairman and CEO of Linger Longer Communities. “We want to make Jekyll Island a recreational and learning destination that all Georgians can enjoy for generations to come.”

Linger Longer Communities would bring to the JIA partnership substantial experience in the development and operation of large-scale recreational facilities – as evidenced in its creation and management of such places as Reynolds Plantation, Reynolds Landing and Lake Oconee Village in Greene County, Georgia. Many of Linger Longer’s projects consistently win national and international awards for the quality of their operations and the recreational experiences of their guests.

The Linger Longer team for Jekyll Island includes professionals and affiliated organizations with deep experience in the hospitality industry, cultural and natural resource preservation, sustainable building practices, community and landscape design, and operations of large and complex facilities such as golf courses and hotels.

At Jekyll Island, the Linger Longer team proposes to protect and enhance Jekyll’s unique resources while providing all Georgians and other visitors with a chance to enjoy several types of recreational experiences.

### Plans to Create a Jekyll Island Village

Linger Longer proposes the creation of a new Jekyll Island Village as a unique coastal conservation community with an active and vibrant Village center that provides amenities, services and entertainment for visitors. The Village would include a new convention center, three hotels, condominiums, vacation ownership properties, a commercial center and a unique arrangement of parks and other public spaces.

The company believes that Jekyll needs a significant concentration of new facilities and hotels in order to provide a sense of excitement and a “jumpstart” to new visitation for the island.

The mix of hotels, condos and vacation ownership properties will also help boost and stabilize visitation across all seasons of the year.

The proposed Village would have a series of distinct and varied neighborhoods linked together by pedestrian walks, trails, green streets and lanes. The character of the Village would be a blending of the historic architecture that evolved in response to the coastal environment with green design elements and systems that continue to conserve energy and resources. All buildings will be built to a height restriction of 54 feet, and most of the condominium and vacation ownership structures will be two to four stories high.

The Linger Longer design team developed a portfolio of Jekyll Island buildings specifically designed for vacation and second-home residences. These designs reflect the unique architecture that evolved on Jekyll as well as the surrounding coastal towns. The cottages and other buildings will exhibit a mix of Arts & Crafts, Queen Anne, Carpenter Gothic, Colonial Revival and Low Country Georgian architectural styles.

The concentrated activity zone of the Village would include: a new 135,000 sq. ft. Convention Center built in two phases, a 400-room beachfront Convention Hotel, a 200-room mid-scale beachfront hotel, a 125-room economy hotel, 277 units of condominiums, 160 units of vacation ownership facilities, 56,000 sq. ft. of retail commercial space, public use facilities that feature an Environmental Discovery Center, and multiple public parks connected by a standardized system of bicycle and pedestrian pathways that would also link visitors to all other parts of the island.

Linger Longer proposes that the new Village, hotels and first phase of the Convention Center could be built and ready for occupancy as early as 2011. Execution of the plan will follow multi-tiered environmental impact guidelines that include everything from land planning through site selection, ground work, architectural design, building methods and best work practices. All commercial buildings in the Village will be built to the well-known LEED Silver standards or higher. However, Linger Longer has gone a step further by embracing the newly developed Earthcraft Community Coastal Guidelines for construction of the residential components within the Village.

The highly regarded non-profit organization, Southface Energy Institute, in collaboration with an extensive stakeholder network, created these coastal development guidelines. The guidelines are specifically designed to address building and development within environmentally sensitive coastal zones that include Jekyll Island. Southface acts as a key advisor on “green development” issues as a member of the Linger Longer Jekyll Island team.

Some of the energy efficiency and sustainability highlights proposed by the Linger Longer plan include:

- All paths, sidewalks and roads will be constructed as permeable surfaces,
- Green roofs will be employed on all flat roof buildings,
- Large expanses of existing asphalt and concrete will be converted to permeable surfaces and to greenspace and parks,

- Water runoff will be recaptured and reused,
- Commercial buildings will be constructed to LEED Silver Standard or higher,
- The Village will have green building standards for site preparation and building construction,
- All residential and commercial buildings will be third party certified for exceeding energy efficiency,
- Residential development will be LEED certified and Energy Star Certified.

### Public Beach Access and Improved Visitor Experience

Under the Linger Longer plan, visitors to Jekyll Island will be able to enjoy a wide range of recreational and leisure activities. The day visitor can choose to seclude themselves in beach settings far removed from the hotel and other developed environments, or they can visit the beach adjacent to the new Village. Beach access from the Village will be accomplished via a new beach promenade that will connect dune-friendly pathways to the beach.

Within a three-minute walk to the beach, the day visitor will be able to find concessions of various kinds, bathroom facilities, places to dine and shop, educational destinations such as the Environmental Discovery Center, multiple public parks with entertainment venues, marsh views and walkways, and an island-connected bicycle and pedestrian path system. Concessions would include beach rental equipment such as umbrellas, chairs, sailboats and bicycles.

For those guests that choose to stay overnight while at a convention or over a long weekend, the Linger Longer proposal includes three hotels of various service tiers. These accommodations would all be located within a five-minute walk of the Convention Center, shopping and dining, beach access, pools, educational activities, and public parks. Guests that stay in the campground on the north end of the island or in the Historic District will also find the Village to be a compelling destination for dining, shopping, walking or bicycling.

Jamie Reynolds, Vice Chairman of Linger Longer Communities, sums up the organization's commitment to the future of Jekyll Island. "We want Jekyll Island to be the great place that I always remember - a place where all Georgians can bring their families, their work associates and their friends to learn about the coast and about this unique collection of resources that the state owns and protects.

"We want to make it an affordable, enjoyable and educational destination so that it becomes a legacy to benefit all Georgians and all visitors to Georgia for many decades to come."