

A photograph of a downtown street scene. A wide sidewalk runs along the right side of the frame, lined with black streetlights that have white globe fixtures. To the left of the sidewalk are trees, some with bare branches and others with green leaves. In the background, a building with a red brick facade is visible. On the right, a building with a dark facade has a large, ornate sign hanging from its side. The sign is oval-shaped with a green border and features a red shrimp in the center. The text on the sign reads "BEST SEAFOOD ON THE COAST" at the top, "LIL' RAY'S" in the middle, and "228.822.2400" at the bottom. A small white sign on a stand is also visible on the sidewalk.

Downtown Profile and Assessment

April 2013

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Photo Sources:

Pages Cover, 12, 13, 25

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Bay St. Louis Bridge Fest, 2007. Hancock County Chamber of Commerce

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Ocean Springs, MS. Mississippi Main Street website retrieved January 2013 from http://www.msmainstreet.com/index.php/photo_gallery/town_albums

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Mississippi Area Remapping Strategies (MARS) program/St. Stanislaus Academy student photo of downtown Bay St. Louis

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D'Iberville, MS. <http://diberville.ms.us/current-projects/historic-town-green-and-visitors-center/>

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Gautier, MS. Nature's Playground sculpture retrieved from <https://www.facebook.com/photo.php?fbid=137234916457185&set=a.116977251816285.18667.116975468483130&type=1&theater>

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Mississippi Gulf Coast Kite Festival, Long Beach, MS retrieved from <http://www.visitmississippi.org/event-details.aspx?id=20062&title=12th+Annual+Mississippi+Gulf+Coast+Kite+Festival>

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Pass Christian, MS. http://www.tripadvisor.com/LocationPhotos-g43941-Pass_Christian_Mississippi.html#62011967

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Waveland, MS. <http://www.waveland-ms.gov/gallery.html>

Introduction

Over the last quarter century, small cities across America have seen their downtowns drained by businesses in the outlying areas of the city. Shopping centers and commercial strips have replaced what was once the hub of activity - the downtown. Coupled with aggressive retail competition from large discount stores and regional shopping outlets, today's downtowns are facing major economic hardship. Most small cities cannot afford the market research necessary to study the reasons for their high vacancy rates and poor mix of retail tenants. Therefore, they are struggling to compete with the big retailers and shopping center developers.

Today's business environment is continually evolving. Consumers are quickly adapting to new types of stores and new ways to shop. Rapidly changing consumer preferences and buying patterns means businesses must be willing and able to adapt quickly. The number and variety of new products and services being introduced into the marketplace means businesses must be more alert and responsive. Therefore, businesses need to understand their trade area to improve sales; explore business development opportunities; and, demonstrate the economic importance of downtown. And the focus should not be strictly on retail, it should instead place a new emphasis on the particular strength of downtown, its assets, history and uniqueness.¹

Under the work of the Economic Development and Workforce Committee of the Mississippi Gulf Coast Plan for Opportunity, the downtown or city centers of the region's twelve municipalities are a major focus.

Since Hurricane Katrina in August 2005, many businesses and residents have located in the northern portion of the region to escape building elevation requirements, increased costs of insurance and other factors that have made it difficult and often cost-prohibitive to maintain properties in the traditional town centers and coastal neighborhoods. Guided by the Committee, Southern Mississippi Planning and Development District launched an inventory study of downtowns based on the

assumption that the sprawl north left many vacant buildings and properties in center centers and that there should be a prioritization of these properties for infill and/or adaptive re-use for commercial, residential or public use.²

Using the inventory, downtown profiles have been established for each of the 12 municipalities along the Gulf Coast. A brief introduction of each city was provided along with a summary of any existing plans related to downtown development. Lastly, a business sector analysis was conducted to give a broad overview of the types of businesses and services that are currently located in each downtown and to measure the competitive environment of those businesses.





Downtown Inventory Overview – By the Numbers

- 12 cities and 1727 structures were inventoried.
- The combined occupancy rate for downtowns is 90%.
- 7 downtowns have an occupancy rate of 95% or greater.
- Long Beach and Ocean Springs boast the highest occupancy at 96%.
- Moss Point has the lowest occupancy at 87%.
- Government is a prevalent sector in downtowns. This is important because it represents people/customers.
- Residential is nearly non-existent in the core of downtowns.
- 10 downtowns show strong potential for growth in the (indoor) Recreation category.
- Long Beach, Pass Christian and Waveland show moderate or strong potential for growth in Food and Beverage establishments.
- Half or 6 of the downtowns show moderate or strong potential to grow Apparel and General Merchandise.
- All 12 cities have some potential to grow the Contracting sector
- City leaders are focused on downtown, with 11 of the 12 cities having a section on downtown or city/center development in their comprehensive plans.

Downtown Profile and Assessment – Bay St. Louis

History and Background

The original settlement of present-day Bay St. Louis was established in 1699 by the French explorers d'Iberville and Bienville. Known for years simply as "the Bay of St. Louis," in the early 1800's it officially took on the name of Shieldsboro, after a ship's purser named Thomas Shields. Shields resided in the town and often delivered mail on his return from voyages. The incorporation of the city under the name of Bay St. Louis was the first act of the new Mississippi legislature in 1818. It was slated to be the state capital, but in a suspenseful last minute vote, was beat out by Natchez – which soon lost the title to Jackson.

Through the centuries, Bay St. Louis has grown into a center for arts with a diversity and unique heritage treasured by residents. For over three centuries, Bay St. Louis has been home to colorful characters, fanciful buildings, and an enthusiastic community spirit.³

Current Downtown Plans

An excerpt from the Bay St. Louis Comprehensive Plan.

Downtown and Retail Development

GOAL 1: Maintain a healthy retail and small business community, which attracts customers from across the region and people seeking to establish second homes in Bay St. Louis.

Objective 1: Consider mixed use development in the downtown area to encourage residential living areas over commercial and service-oriented land uses. It is important that the mixed land use contribute to one another and do not detract from each other.

GOAL 2: Maintain and market historic, cultural and ecological and recreational-based tourism in Bay St. Louis.

Objective 1: Establish a plaza in downtown Bay St. Louis in the proposed waterfront park.

Objective 2: Encourage loft and gallery space in the Depot District.

GOAL 3: Public buildings will remain in downtown Bay St. Louis, to bring people into downtown at all times of the year.

Objective 1: Encourage the county to rebuild county buildings and reuse these buildings for daily county business in downtown Bay St. Louis.

Objective 2: Establish a parking garage in downtown Bay St. Louis.

GOAL 4: Establish a public marina in or around the downtown area.

GOAL 5: Explore options to develop and redevelop businesses and housing in Bay St. Louis.

Objective 1: Establish the Hancock County Resource Business Center, one-stop shop, for people seeking to develop businesses and housing developments to coordinate permits, programs and incentives that may be available for redevelopment.

Objective 2: Establish and maintain selected economic data and materials concerning major commercial and institutional properties available, workforce availability, taxes, schools, and other matters pertinent to attracting businesses to Bay St. Louis.

Objective 3: Make an effective effort to occupy or redevelop vacant commercial properties along major roadways, especially Highway 90 and the downtown area.⁴



Downtown Inventory and Business Sector Analysis

The downtown inventory focused on two areas: Downtown at Beach Boulevard and the Depot District.

Table 1 – Bay St. Louis Business Sector Analysis

Propety Type	Count
Apparel & General Merchandise	0
Arts & Culture	2
Automotive	0
Casino/Casino Retail	0
Church	8
Contracting	3
Food & Beverage	10
Furniture & Fixtures	0
Government	6
Lumber & Building Supplies	1
Machinery, Equipment, Supplies	0
Miscellaneous Retail	21
Miscellaneous Services	8
Misc. Services – Banking	2
Misc. Services – Legal	5
Misc. Services – Medical	2
Public Utilities	1
Recreation	0
Residential – multi-family	2
Schools	3
Vacant	7
Total Properties	81

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There are 81 total properties in the downtown area of Bay St. Louis. Seven of those properties are vacant giving downtown a 91.3% occupancy rate. This rate is high mainly due to the fact that many of the structures were destroyed in Hurricane Katrina in 2005.

While there is a healthy mix of businesses in the downtown, the predominant business type is Miscellaneous Retail. There are 21 properties categorized as such. Next in popularity is Services, which includes Banks, Legal and Medical. There are also three schools in the downtown area and 10 Food and Beverage establishments.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, Bay St. Louis has the potential to grow in the following areas:

Strong Potential

- Apparel & General Merchandise
- Contracting
- Furniture & Fixtures
- Recreation



Bay St. Louis Downtown Inventory



Downtown Profile and Assessment – Biloxi

History and Background

Founded by Pierre Le Moyne d'Iberville in 1699, Biloxi took its name from the Biloxi Indians. When Mississippi became a state in 1817, Biloxi was already known for its beautiful views, warm gulf breezes and seafood. It grew as a resort city. Hotels were established in 1848 and the Biloxi lighthouse was built to provide navigational assistance to the steamboats, schooners and sailboats that used the Mississippi Sound.

Early in the 20th century, Biloxi became known as the Seafood Capital of the World as approximately 40 seafood factories operated in the city. With America's entry into World War II, Keesler Air Force Base became a part of the city. Located in the heart of the Biloxi peninsula, downtown is the historic core of the City of Biloxi. It is a place filled with remarkable history, character, and meaning for Biloxians—as exemplified by anchors such as City Hall and Mary Mahoney's Restaurant, and community venues and events such as the Saenger Theatre, Mardi Gras parades, and the Biloxi Farmers Market.⁵

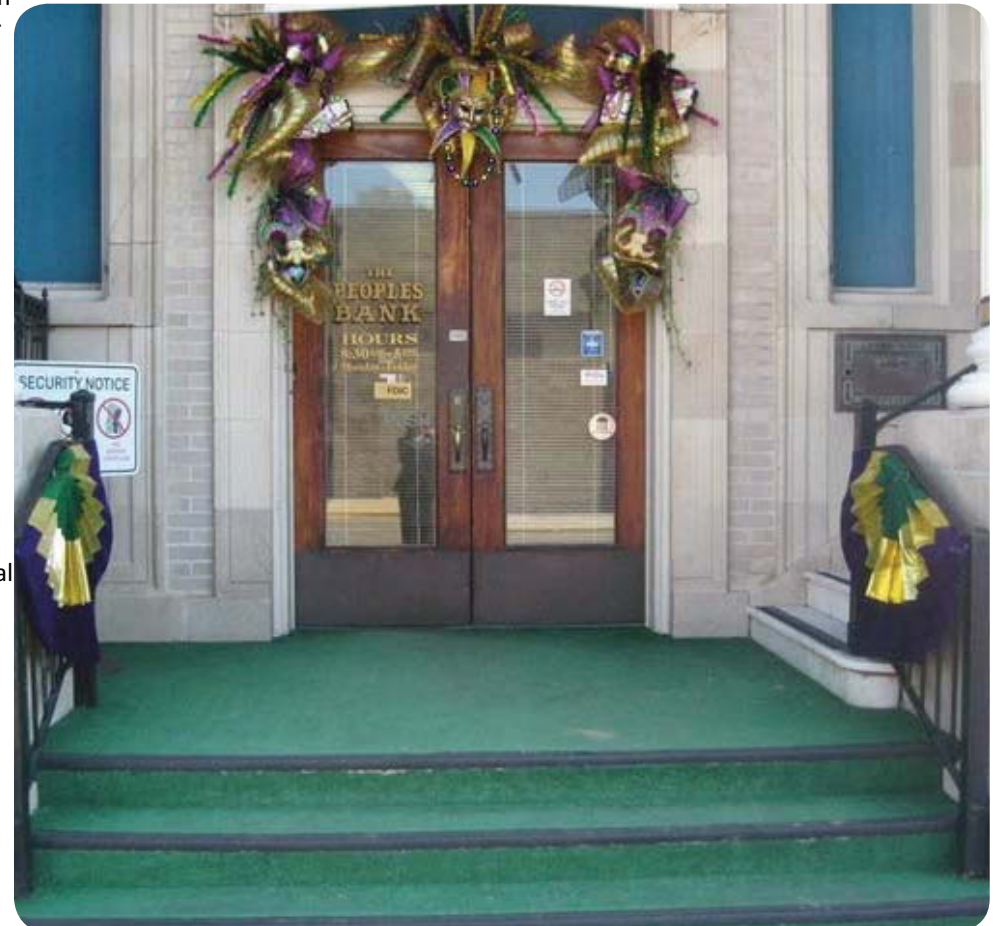
Current Downtown Plans

Part of Biloxi's Comprehensive Plan is the Downtown Revitalization Strategy. The Strategy outlined the following key steps to initiate a "Downtown Renaissance" in Biloxi:

- Adopt a plan, establish annual goals, report progress, and keep the community involved
- Build economic development capacity (human and fiscal resources, incentives, development regulations, etc.)
- Plan for and invest in public infrastructure (particularly shared public parking)
- Take full advantage of Biloxi's tourism market (by creating a dining, entertainment, and special events district)
- Carefully control design between US 90 and Vieux Marche (to connect the casinos with the historic downtown core)
- Create a downtown housing strategy (to attract residents such as casino employees, young professionals, regular casino customers, active older adults, and retirees)
- Create and market a distinctive identity for downtown Biloxi

Additionally, the study identified a number of key projects to catalyze downtown revitalization:

- Former Library
- Lameuse Street (across Highway 90 from Hard Rock Casino)
- Former Federal Courthouse
- Dr. Martin Luther King, Jr. Boulevard
- Howard Avenue Streetscape
- Rue Magnolia Link
- Downtown Façade Enhancements⁶



Downtown Inventory and Business Sector Analysis

Table 2 – Biloxi Business Sector Analysis

Propety Type	Count
Apparel & General Merchandise	0
Arts & Culture	5
Automotive	7
Casino/Casino Retail	3
Church	4
Contracting	22
Food & Beverage	18
Furniture & Fixtures	3
Government	54
Lumber & Building Supplies	0
Machinery, Equipment, Supplies	0
Miscellaneous Retail	36
Miscellaneous Services	62
Misc. Services – Banking	16
Misc. Services – Legal	30
Misc. Services – Medical	32
Public Utilities	1
Recreation	0
Residential	4
Schools	1
Vacant	12
Total Properties	310

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There are 310 total properties in the downtown area of Biloxi. 12 of those properties are vacant, with 3 of the vacancies under demolition at the time of the inventory. Biloxi is currently experiencing a resurgence in its downtown and is fortunate to have an occupancy rate of over 95%.

While there is a diverse mix of businesses in the downtown, the predominant business types are Government and Miscellaneous Services. City, County and State government offices can be found in the city center as well as medical, legal, banking and other Services. Over

60% of the properties are occupied in these 2 major categories.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, Biloxi has the potential to grow in the following areas:

Strong Potential

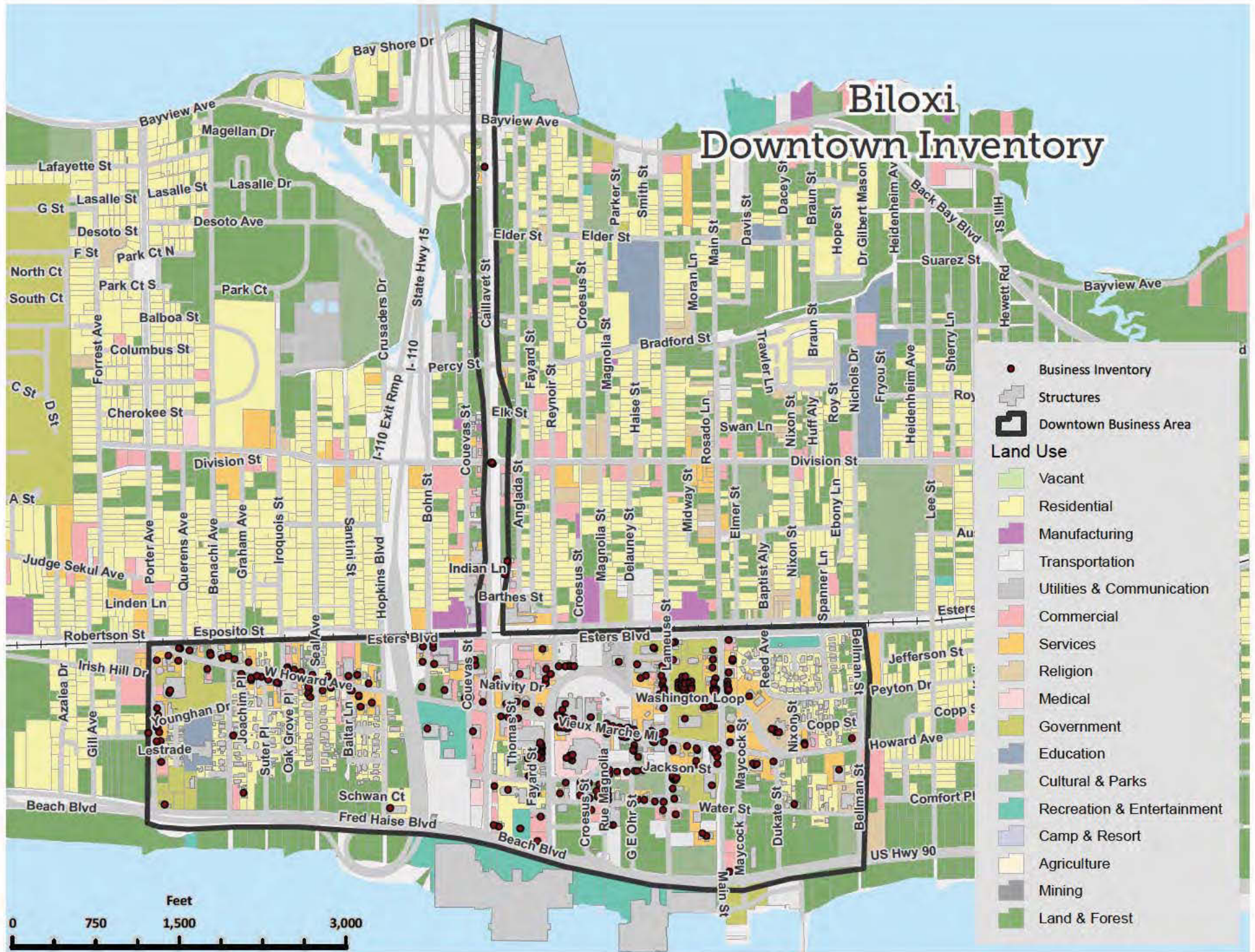
- Contracting
- Recreation

Moderate Potential

- Apparel and General Merchandise



Biloxi Downtown Inventory



Downtown Profile and Assessment – Diamondhead

History and Background

In the 1970s the original developers and the first pioneers of Diamondhead envisioned melding Hawaiian island tropics with the piney woodlands and marshes. The town of Diamondhead was named after Diamond Head, Hawaii. The influence is applied throughout the city with most of the roads named with Hawaiian names and the various community centers and private homes designed with a Hawaiian look. Originally Diamondhead was designed to appeal to an older demographic looking for a place to retire. Over time it has slowly changed from a retirement community to a variety of age groups. It is Mississippi's newest city, incorporated on February 6, 2012.⁷

Current Downtown Plans

Diamondhead recently adopted its first Comprehensive Plan in September of 2012. As its Future Land Use Chapter indicates, the Interstate Commercial, Gaming, & Resort Area is proposed for the areas south of the Interstate 10 interchange.

As is noted also in the Comprehensive Plan, the existing commercial area north of the I-10 interchange is not expected to be as intense or as large in scale compared to the expected development south of I-10. Therefore, buffer areas may be limited to landscaping and extended setbacks to achieve both a visual separation as well as a sound barrier.⁸



Downtown Inventory and Business Sector Analysis

The area north of the interchange is what was inventoried as the "downtown area".

Table 3 – Diamondhead Business Sector Analysis

Propety Type	Count
Apparel & General Merchandise	0
Arts & Culture	0
Automotive	3
Casino/Casino Retail	0
Church	3
Contracting	5
Food & Beverage	15
Furniture & Fixtures	0
Government	3
Lumber & Building Supplies	0
Machinery, Equipment, Supplies	0
Miscellaneous Retail	25
Miscellaneous Services	12
Misc. Services – Banking	3
Misc. Services – Legal	2
Misc. Services – Medical	13
Public Utilities	0
Recreation	1
Schools	0
Vacant	8
Total Properties	93

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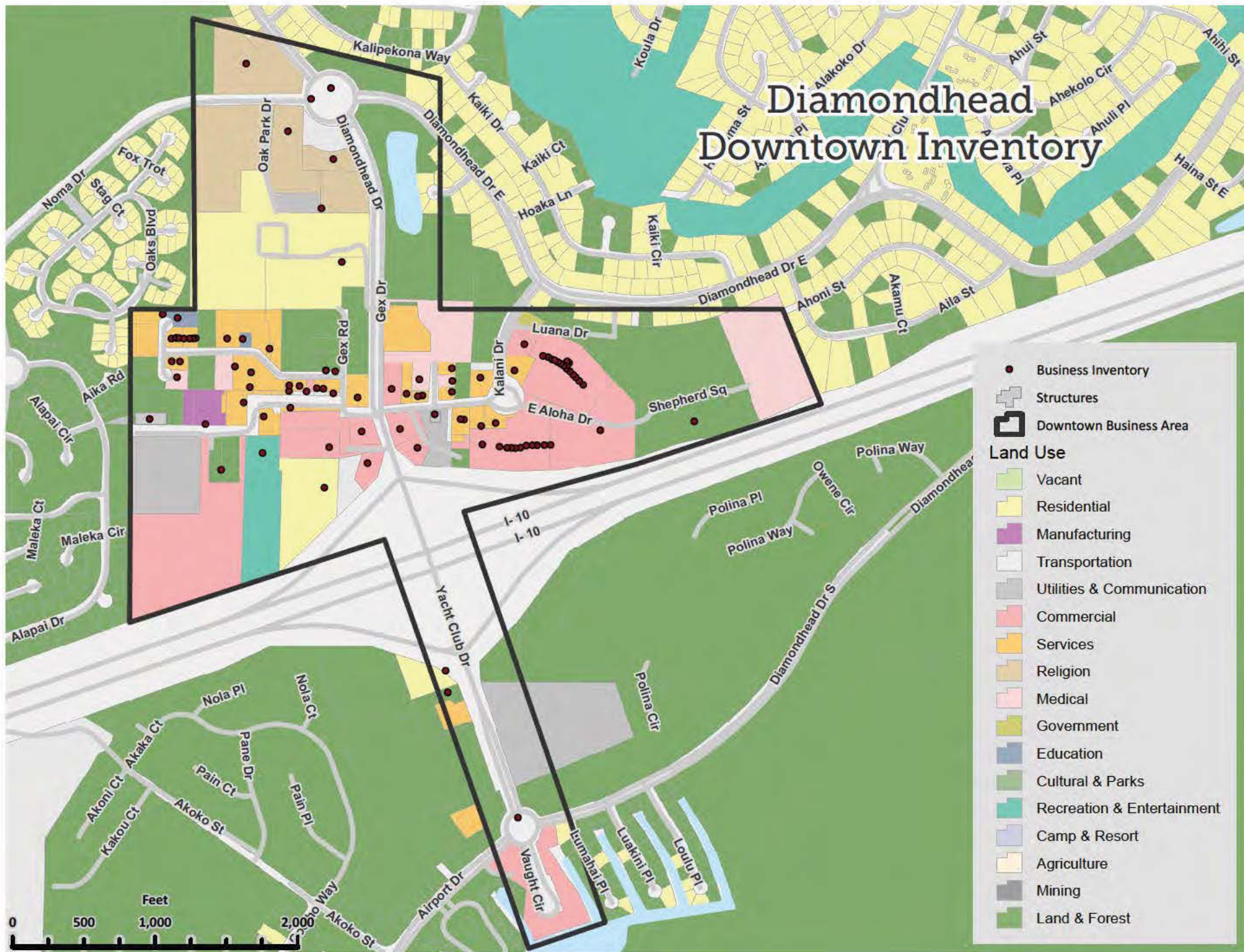
There are 93 total properties in the city center of Diamondhead. Eight of those properties are vacant giving the city a 91.5 % occupancy rate.

Over 25% of the businesses fall into the category of Miscellaneous Retail. Food and Beverage, Miscellaneous Services and Miscellaneous Services – Medical are fairly evenly distributed with between 12% and 16% of the businesses in each of these categories. There appears to be a healthy mix of business types, with Medical largely being attributed to the establishment of Diamondhead as a retirement community before incorporation.

With the city recently being incorporated in 2012, the historical information is not available to conduct the Retail Sales Analysis. However, almost all of the city's businesses are located in the inventoried area, so the conclusion can be drawn that the following sectors have the potential for growth:

- Apparel & General Merchandise
- Contracting





Downtown Profile and Assessment – D'Iberville

Background and History

The city's namesake Pierre LeMoyne, Sieur d'Iberville explored the area after landing on the Gulf Coast in 1699. The community of D'Iberville has always had a somewhat distinct identity from that of its neighbor across the bay, Biloxi. For many years, the settlers on the north shore were disconnected by the natural barrier of the bay itself. It wasn't until 1901 that a pedestrian bridge connected the two communities, followed by the Biloxi-North Biloxi Bridge in 1927. Residents of D'Iberville fought Biloxi's attempts to annex for many years until finally the official Secretary of State Judgment of Incorporation was signed on February 23, 1988.⁹

Current Downtown Plans

The following excerpt from the city's comprehensive plan jointly supports downtown and waterfront revitalization:

The Citizens Master Plan envisioned a vibrant downtown area anchored by casinos, mixed use retail, a convention facility, restaurants, entertainment, offices, housing, and sports. The combination of waterfront, gaming, and small local businesses in an attractive quaint setting will become a significant asset for the city. Coordinated

recruitment of conventions and events between the City and the casinos will generate a mix of visitors and local residents creating a special small town feel.

New housing opportunities for area workers must be available in sufficient density to support the development cost and within an affordable rental/purchase price to be within reach of retail, casino, military, and people of similar income. These housing units must be compact, affordable and most importantly attractive. They must be distributed throughout the entire area and sufficient enough in number to create a critical mass for realization of a vibrant live-work-play-shop area close to jobs.

The City is also working closely with Coast Area Transit to develop a multimodal hub and connecting bus service between D'Iberville and the transit hub in Biloxi. The proposed new transit center would be located in association with the French Market and form a nucleus of activity in which small business development would thrive. Centralized parking would be a tremendous asset to the development of the French Market in that it aids in achieving the built environment envisioned in the Citizens Master Plan.¹⁰



Downtown Inventory and Business Sector Analysis

Table 4 – D'Iberville Business Sector Analysis

Propety Type	Count
Apparel & General Merchandise	1
Arts & Culture	0
Automotive	20
Casino/Casino Retail	0
Church	1
Contracting	11
Food & Beverage	33
Furniture & Fixtures	2
Government	11
Lumber & Building Supplies	0
Machinery, Equipment, Supplies	1
Miscellaneous Retail	57
Miscellaneous Services	22
Misc. Services – Banking	6
Misc. Services – Legal	3
Misc. Services – Medical	10
Public Utilities	0
Recreation	0
Residential – Multi-family	1
Schools	0
Vacant	14
Total Properties	193

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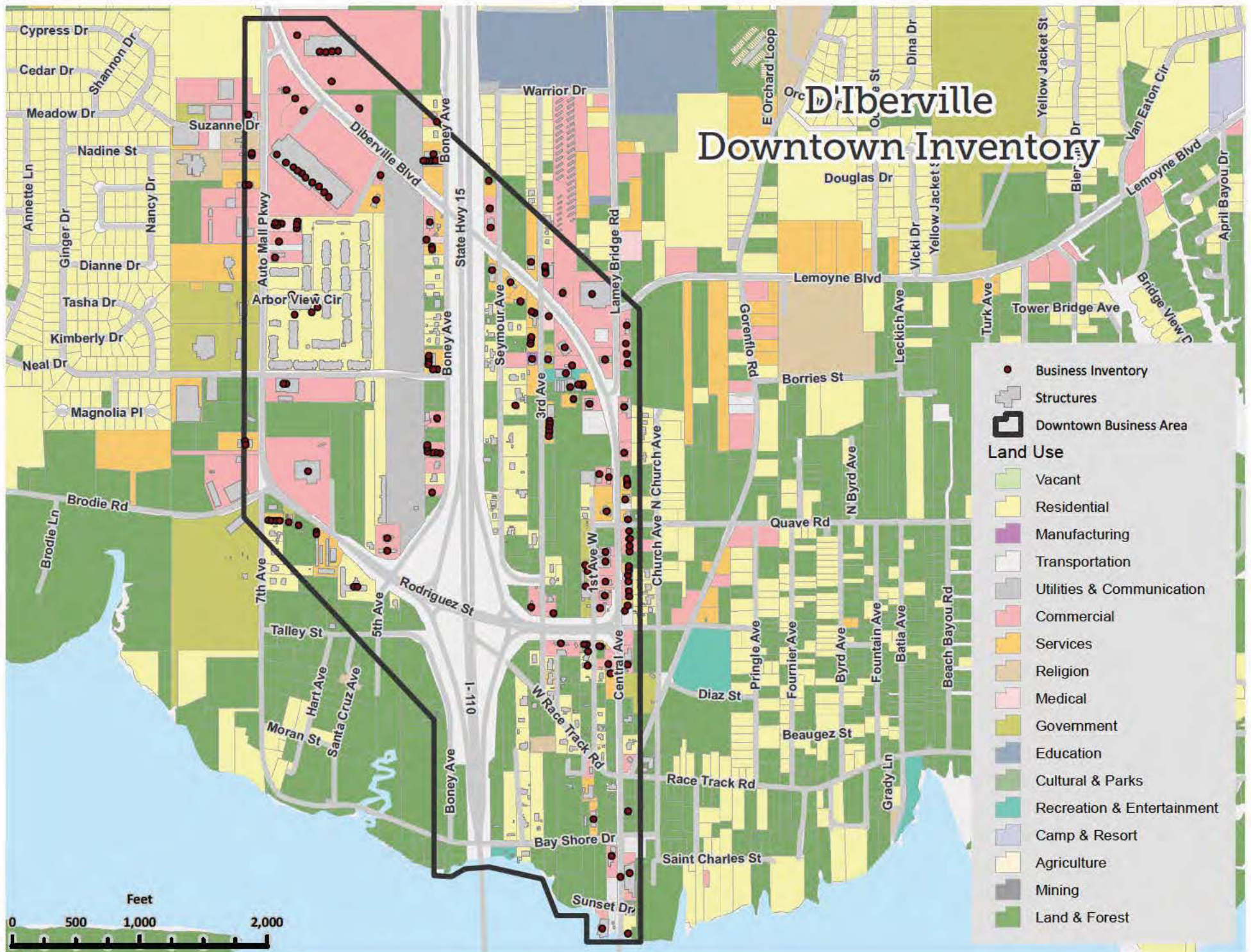
There are 193 total properties in the downtown area of D'Iberville. 14 of those properties are vacant giving the city a 93% occupancy rate.

The mix of business types in the downtown is fairly evenly distributed, with the predominant business types being Miscellaneous Retail (57) and Food and Beverage (33). Following next are Miscellaneous Services (22) and Automotive (20). Banking, Legal and Medical Services combined make up 19 properties. There is one large, multi-family residential structure in the city center. Government buildings are present in the area and there are no properties listed as Recreation.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, D'Iberville has the potential to grow in the following areas:

Strong Potential

- Contracting
- Recreation



Downtown Profile and Assessment – Gautier

Background and History

Gautier was a rural community until World War II began, and shipyard workers began to move into the area to build ships for the war effort at a local shipyard. The local shipyard was Ingalls, run by Bob Ingalls. Litton Industries bought and expanded the shipyard in the 1960s. Litton was purchased in 2001 by Northrup Grumman and remains one of the largest defense contractors in the nation. The City of Gautier was incorporated in 1986 as a Council/Manager form of government.¹¹

Current Downtown Plans

For years, city leaders have identified the lack of a definable downtown district as one of their biggest challenges. The lack of a town center hampers future economic development efforts due to the impression of disjointed and inconsistent development. The following design recommendations are suggested for the town center district in Gautier's current comprehensive plan:

- Establish a recognizable City Center for community and commercial focus;
- Promote and develop acceptable streetscape and landscape improvements at major city intersections, in rights-of-way and on future development;
- Create identifiable centers of activity with connected streets and pedestrian and bike paths connecting centers and major destinations;
- Protect low-density residential neighborhoods from commercial encroachment;
- Recognize the different types of land use and neighborhoods and develop appropriate land use standards that will enhance each type;
- Select key gateway sites and construct landmark structures which have a uniform theme;
- Promote uniform and creative sign codes that will enhance commercial areas while eliminating visual clutter from roadways;
- Create and enforce land development ordinances that will create a sense of place and reflect good design; and
- Seek to eliminate inconsistencies in the application of the development ordinances which may benefit the interest of one individual or group over the interests of another individual or group.

Town Center— The downtown area of the city should be distinctive from other commercial areas and contain higher density and more intense compatible uses. Pedestrian accessibility and connectivity between buildings is essential. Not only are uses mixed; but buildings may also contain a mixture of uses with first floor retail and/or offices and residential apartments or condos above the first floor. Civic uses including public parks and plazas should be integrated into the design scheme. Limited high density residential uses may be allowed including highrise apartments, and townhouses.¹²



Downtown Inventory and Business Sector Analysis

City officials defined the area in and around Singing River Mall as its city center for purposes of the inventory.

Table 5 – Gautier Business Sector Analysis

Property Type	Count
Apparel & General Merchandise	8
Arts & Culture	0
Automotive	4
Casino/Casino Retail	0
Church	4
Contracting	0
Food & Beverage	24
Furniture & Fixtures	3
Government	18
Lumber & Building Supplies	1
Machinery, Equipment, Supplies	0
Miscellaneous Retail	52
Miscellaneous Services	5
Misc. Services – Banking	3
Misc. Services – Legal	0
Misc. Services – Medical	5
Public Utilities	0
Recreation	3
Schools	0
Vacant	7
Total Properties	137

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There are 137 total properties in the city center of Gautier giving the city an occupancy rate of almost 95% with only seven of those properties being vacant.

37% of the businesses are categorized as Miscellaneous Retail. The Food and Beverage category is next with 24 establishments and Government has a strong presence as well. Miscellaneous Services of all types appear to be lacking and Contracting is non-existent. There are 3 properties listed as Recreation.

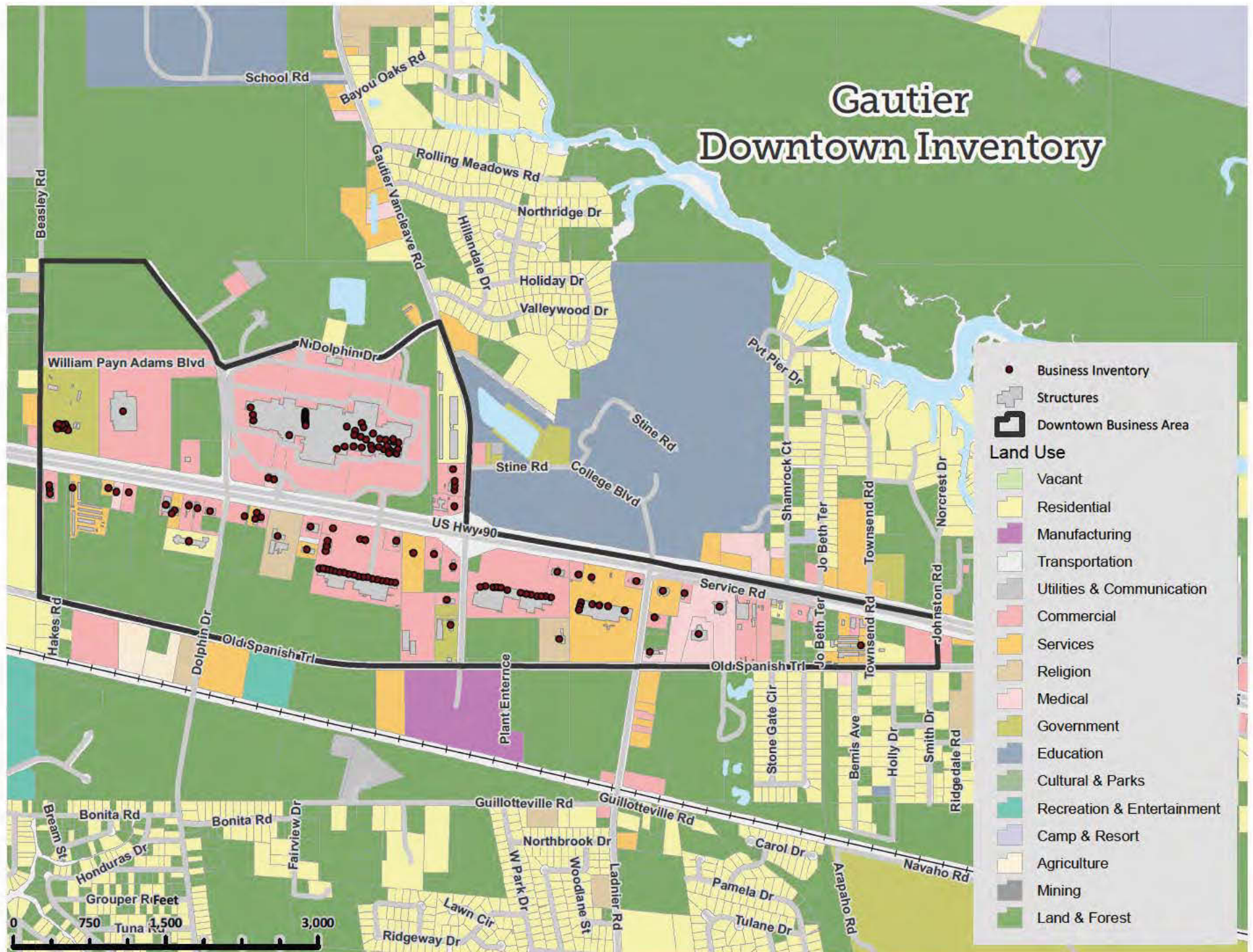
Plans are underway for a significant re-development in the city's Town Center as the City Council has just entered into an agreement with WalMart, Singing River Mall and SM Properties Gautier, LLC to begin the design of a renovated, open-air Singing River Mall. The City just completed a \$6 million streetscape project which culminated with the recent unveiling of a 42-foot tall work of art called Nature's Playground.

Downtown Gautier has the potential to grow in the following areas:

Strong Potential

- Apparel & General Merchandise
- Contracting
- Furniture & Fixtures

Gautier Downtown Inventory



Downtown Profile and Assessment – Gulfport

Background and History

Gulfport was founded by William H. Hardy who was president of the Gulf and Ship Island Railroad and Joseph T. Jones who later took over the railroad. Gulfport was incorporated on July 28, 1898. In 1902 the harbor was completed and the Port of Gulfport became a working seaport that now accounts for millions of dollars in annual sales and tax revenue for the State.¹³

The downtown suffered extensive damage from Hurricane Katrina in 2005. However, in recent years the downtown has shown considerable growth, fueled by a façade grant program and substantial streetscape improvements.

Current Downtown Plans

The latest available comprehensive plan for the City of Gulfport is from 2002. There is little mention of any specific plans for downtown development.



Downtown Inventory

Gulfport was the largest area surveyed by the team.

Table 6 – Gulfport Business Sector Analysis

Property Type	Count
Apparel & General Merchandise	1
Arts & Culture	2
Automotive	8
Casino/Casino Retail	4
Church	8
Contracting	3
Food & Beverage	31
Furniture & Fixtures	0
Government	113
Lumber & Building Supplies	0
Machinery, Equipment, Supplies	2
Miscellaneous Retail	35
Miscellaneous Services	59
Misc. Services – Banking	19
Misc. Services – Legal	45
Misc. Services – Medical	9
Public Utilities	2
Recreation	1
Residential-Multi-family	1
Schools	0
Vacant	54
Total Properties	397

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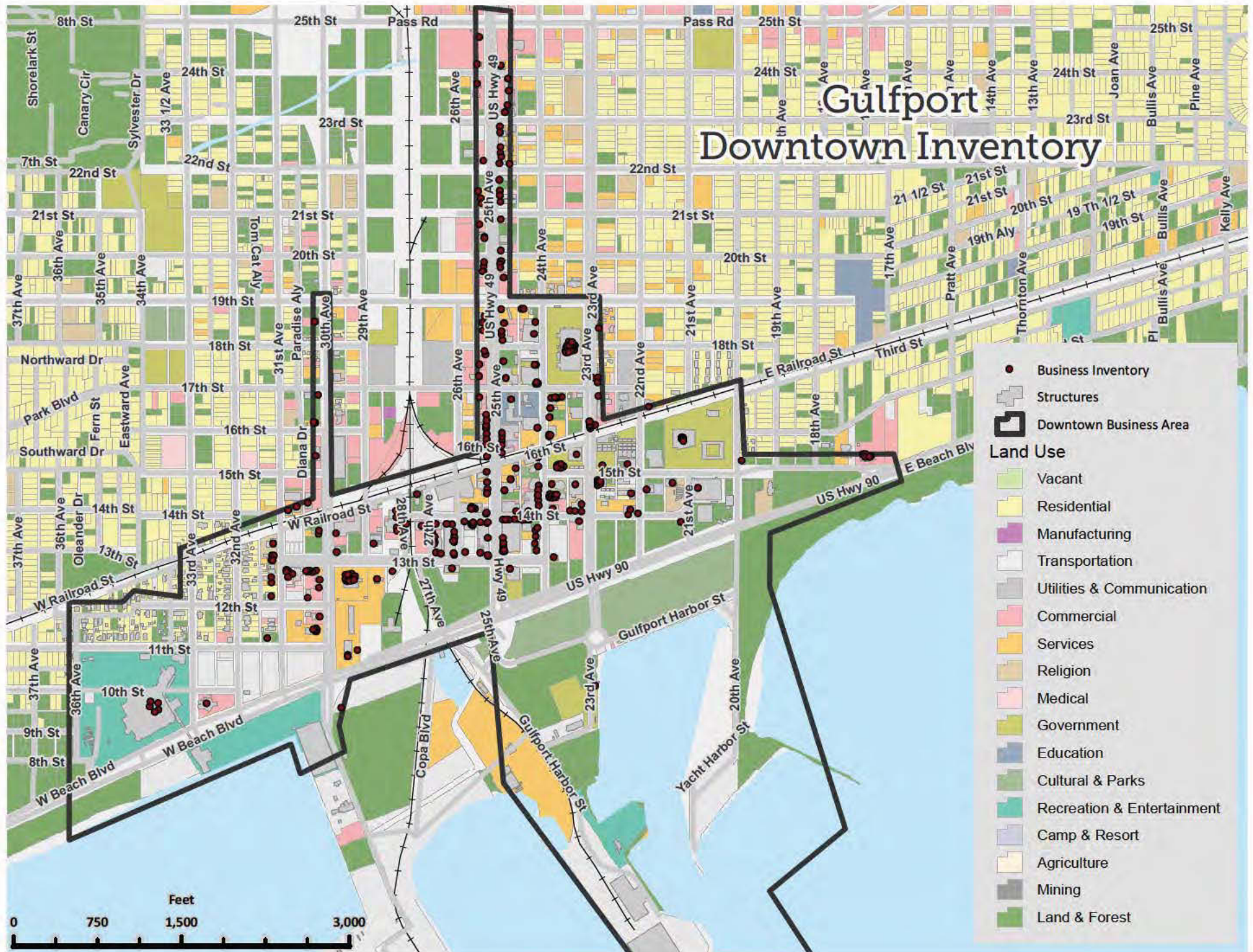
There are 397 total properties in the downtown area of Gulfport. 53 of those properties are vacant giving the city an 87% occupancy rate. The city center has been growing in recent years, especially in the area of Food and Beverage. Many of the empty structures were heavily damaged during Hurricane Katrina and remain in disrepair.

Local, state and federal Government facilities prevail in downtown Gulfport. Miscellaneous Services are also a large business type, with Legal being highly prominent. Miscellaneous Retail and Food and Beverage are evenly distributed with 35 and 31 businesses respectively.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, Gulfport has the potential to grow in the following areas:

Strong Potential

- Contracting
- Recreation



Downtown Profile and Assessment – Long Beach

Background and History

The City of Long Beach was incorporated as a town on August 10, 1905, though it had been a growing settlement for a number of years prior to that date. Long Beach's early economy was largely agriculture-based. Logging initially drove the local economy, but when the area's virgin yellow pine forests became depleted, row crops were planted on the newly cleared land. A productive truck farming town in the early 20th century, the city was especially known for its cultivation of the Long Red radish variety, a favorite beer hall staple in the northern United States at the time.¹⁴

Current Downtown Plans

The City's 2009 Comprehensive Plan – Downtown Renewal Implementation Strategy states:

The downtown of a city is an integral part of its economic base, character and quality of life. Efforts to rehabilitate the downtown of the City of Long Beach need to be deliberate. Many visionary ideas were outlined at the Governor's Renewal Charrette (October 2005) and in the subsequent Long Beach Downtown Renewal Plan (2006). This portion of the Comprehensive Plan, provides phased recommendations, taking into account the applicable ideas given in these documents and comments from Long Beach citizens, to form a Downtown Renewal Implementation Strategy.

- I. Adopt the Transect Map, Smart Code, and Architectural Guidelines.
- II. Create a GIS data base of existing and proposed developments.
- III. Repair and expand marina.
- IV. Identify and develop Jeff Davis Avenue as the "Main Street" for Long Beach.
- V. Incorporate an alley system south of the railroad tracks to provide ROW for utilities, access for service vehicles, and garages.
- VI. Create a gateway square at the intersection of Cleveland and Klondyke.
- VII. Study feasibility of extending roads that originate inland and terminate at the rail line, to cross the tracks and extend south to intersect with Highway 90.
- VIII. Create a civic plaza at the intersection of Jeff Davis extended, Klondyke and Pineville Roads.

- IX. Concentrate mid-rise, high density development (8 to 10 story buildings) along Highway 90 to define the northern edge.
- X. Establish a park along western edge of Highway 90 between highway and edge of the property.

Partner with Harbor

The proximity of the harbor to the downtown district provides a wonderful attraction for residents and visitors to the City. Based on the City of Long Beach Port Commission Marina Expansion Plan - Preliminary Report of March 7, 2007, the redevelopment of the harbor has the following mission:

- Be environmentally friendly;
- Aligned with family-oriented leisure time activities;
- Be multi-use in nature;
- Accommodate problematic needs (adequate parking and slip availability);
- Support the residents of Long Beach and the Gulf Coast;
- Be operationally sustainable and economically self-supporting;
- Aligned with the endorsed Master Plan;
- Enhance and extend the central business district's ability to enhance commerce and tourism;
- Envision and seek new commercial development resulting in new tax revenues;
- Align with the City of Long Beach Downtown Renewal Plan (2006) and this Comprehensive Plan; and
- Enhance and expand recreational and leisure facilities for the residents of Long Beach and the entire MS Gulf Coast.¹⁵



Downtown Inventory and Business Sector Analysis

Table 7 – Long Beach Business Sector Analysis

Property Type	Count
Apparel & General Merchandise	0
Arts & Culture	0
Automotive	0
Casino/Casino Retail	0
Church	2
Contracting	2
Food & Beverage	9
Furniture & Fixtures	0
Government	7
Lumber & Building Supplies	0
Machinery, Equipment, Supplies	0
Miscellaneous Retail	4
Miscellaneous Services	0
Misc. Services – Banking	2
Misc. Services – Legal	0
Misc. Services – Medical	1
Public Utilities	0
Recreation	1
Schools	0
Vacant	1
Total Properties	29

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There are 29 total properties in the downtown area of Long Beach. Only one of those properties is vacant giving the city an 96.5% occupancy rate.

The downtown area is basically split between Government and Food and Beverage. There is a Miscellaneous Retail presence as well, though relatively small. Other business types are nearly non-existent.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, Long Beach has the potential to grow in many areas:

Strong Potential

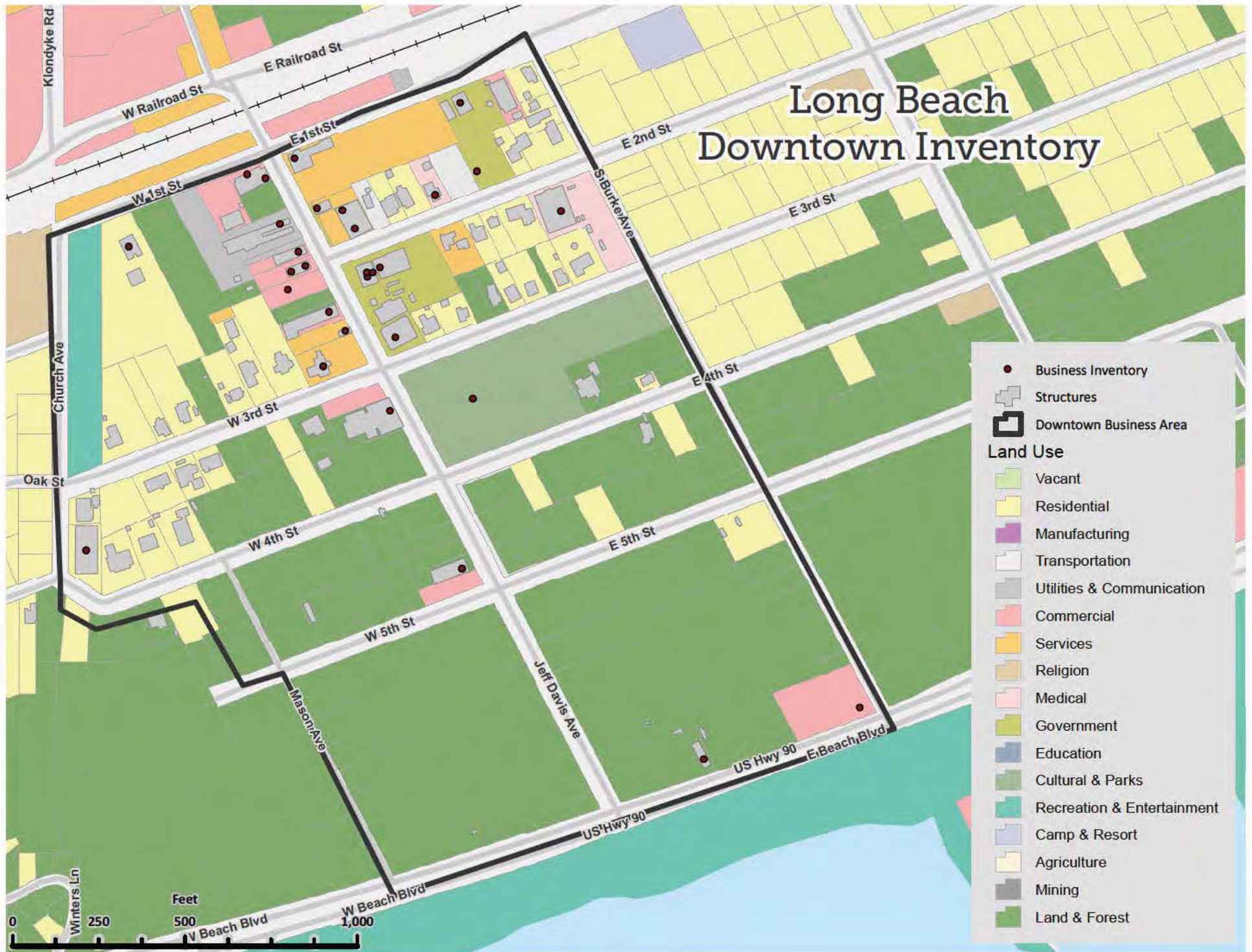
- Apparel & General Merchandise
- Contracting
- Furniture & Fixtures
- Recreation
- Miscellaneous Retail

Moderate Potential

- Food & Beverage
- Miscellaneous Services



Long Beach Downtown Inventory



Downtown Profile and Assessment – Moss Point

Background and History

Moss Point is known for the scenic beauty of its rivers, marshes, and live oaks draped with Spanish Moss. Like many American cities and towns, Moss Point developed at the confluence of two rivers, the Pascagoula and the Escatawpa. It was originally referred to as Mossey Pen Point by the cattle herders that used the Longleaf Pine Forest as grazing areas for their cattle. Mossey Pen Point was considered a comfortable and shady resting place for the men and their herds before transporting the cattle along the rivers.

The site and situation of Moss Point allowed it to become a major player in southern Mississippi's lumber industry. In the 1840's, Moss Point became the site of several sawmills that produced lumber from the surrounding Piney Woods area. By the late 1890's, Moss Point was the largest exporter of pine lumber in the world.

After the Longleaf Pine was virtually erased from the Mississippi landscape, Moss Point became home to paper mills that used remnants of the cut forest and secondary growth pines to make kraft paper. Moss Point was incorporated in 1901 and moved on to become an "industrial city" comprised of paper mills and a shipbuilding industry.¹⁶

Current Downtown Plans

The City's Central Business District is located near the Moss Point riverfront, on the south side of the MS Highway 613 bridge. On the east side of MS Highway 613 is a complex of city buildings, including City Hall, the Riverside Recreation Center, the Community Development Department, the Police Department and the Fire Department. Many

of these buildings were damaged by the floodwaters or wind from Hurricane Katrina and the City is currently relocating many of their offices from the center of this block to the outside of the block to allow commercial development within this area adjacent to the waterfront and MS Highway 613.

On the west side of MS Highway 613 and on both sides of MS Highway 613, north of McInnis Avenue is a mix of specialty retail businesses, professional offices, general retail, and single family homes. This area includes some of the oldest commercial buildings in existence in the city with a row of brick and masonry buildings dating to the 1920's. This business district extends a few blocks east and west from MS Highway 613, within this immediate area.

The development of Pelican Landing Meeting and Conference Center and the City's Riverwalk have brought residents back to the waterfront, brought eco-tourism organizations and opportunities to the City, and created opportunities for eco-tourist entrepreneurs. The Mississippi Audubon Center opened in Moss Point providing environmental programs to the public, and utilizing local eco-tourism businesses within the area.

Existing zoning allows only high rise residential development within the commercial downtown area. Multi-use buildings may be a suitable option for development in downtown, creating living spaces above retail and service businesses in the downtown area. Some of the best areas for development and redevelopment may be located in the downtown area. Since many of these areas have been previously developed, there are limited environmental constraints. Additionally, development in the downtown area provides unique scenic and public access to the downtown waterfront.¹⁷



Downtown Inventory and Business Sector Analysis

Table 8 – Moss Point Business Sector Analysis

Propety Type	Count
Apparel & General Merchandise	1
Arts & Culture	0
Automotive	3
Casino/Casino Retail	0
Church	1
Contracting	3
Food & Beverage	3
Furniture & Fixtures	0
Government	19
Lumber & Building Supplies	0
Machinery, Equipment, Supplies	0
Miscellaneous Retail	15
Miscellaneous Services	10
Misc. Services – Banking	3
Misc. Services – Legal	1
Misc. Services – Medical	2
Public Utilities	0
Recreation	1
Residential Multi-family	1
Schools	0
Vacant	18
Total Properties	81

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There are 81 total properties in the downtown area of Moss Point. 18 properties are vacant giving the city an occupancy rate of 78%.

At 23%, Government has the highest presence of any sector downtown, followed closely by Miscellaneous Retail and Miscellaneous Services. There is only a sprinkling of other business types. There is one Residential Multi-family and one Recreation classification.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, Moss Point has the potential to grow in the following areas:

Strong Potential

- Apparel & General Merchandise
- Contracting
- Miscellaneous Retail
- Miscellaneous Services
- Recreation

Moss Point Downtown Inventory



Downtown Profile and Assessment – Ocean Springs

Background and History

The settlement of Fort Maurepas or Old Biloxi, in colonial French Louisiana (New France), began in April 1699 at present-day Ocean Springs, under the authority of King Louis XIV, as Fort Maurepas by Pierre Le Moyne d'Iberville. It was the first permanent French outpost in French Louisiana and was established as a foothold to prevent Spanish encroachment on France's colonial claims. The site was maintained well into the early 18th century. The name Ocean Springs was coined by Dr. William Glover Austin in 1854. He believed the local springs had healing qualities. Ocean Springs became a prosperous resort town and after several years reinvented itself as a history-oriented residential community. Ocean Springs was incorporated on September 9, 1892.¹⁸

Current Downtown Plans

The following excerpts from the City of Ocean Springs Comprehensive Plan focus on downtown development:

The Central Business District is the urban core of Ocean Springs. It is the traditional and historic center for government, commerce and culture, and remains a vital, vibrant link between Ocean Springs old and new. The area commonly is described as the "heart" of Ocean Springs and for many embodies the character of what people perceive Ocean Springs to be. The sense of space in the downtown is defined clearly by physical architectural elements and the canopy of live oaks. Historically, the area has been a place where commerce and cultural opportunities have been concentrated.

The environment was and is designed to bring people into close contact and maximize personal interaction. One result of the more intense interaction is a perception of congestion. Although congestion usually is considered undesirable, the downtown retail activities are dependent on intense pedestrian activity. Commercial and residential buildings are set close to the public rights-of-way, which enhances pedestrian access and contributes to the enclosed spatial quality.

Downtown Ocean Springs is a unique place for its residents and visitors alike. It is crucial that Ocean Springs maintain this area as a vital business district while remaining resident-friendly by accommodating and promoting pedestrian activity. The central business district should provide better connections to anchoring institutions in the community, such as the old Depot, City Hall, and the Walter Anderson Museum.

Several options exist to develop a pedestrian path within the blocks combined with the sidewalk of Washington Avenue forming a loop that promotes alternative routes through the downtown. Along alternate routes particular attention should be focused on improving pedestrian orientation. This requires developing an inventory of existing parking as well as identifying new parking areas not overpowering to the pedestrian.

The residential uses have been important for providing additional activity within the downtown. The residents also benefit from the proximity to the concentration of social, cultural, and recreational activities in and adjacent to the planning area. While the residences are located in a more urban setting, personal privacy is maintained by the relatively low density (by urban standards) of single-family residential development and fenced yards. In addition, the near-by Little Children's Park, Freedom Field and the beach provide refuge from the high level of public interaction and congestion of the urban setting.

Planning issues include:

- Central business district stability and investment;
- Encouraging and increasing pedestrian access;
- Preservation and revitalization of residential areas;
- In-fill development; and
- Cultural development.¹⁹

Downtown Inventory and Business Sector Analysis

Table 9 – Ocean Springs Business Sector Analysis

Property Type	Count
Apparel & General Merchandise	7
Arts & Culture	2
Automotive	1
Casino/Casino Retail	0
Church	7
Contracting	10
Food & Beverage	30
Furniture & Fixtures	1
Government	24
Lumber & Building Supplies	1
Machinery, Equipment, Supplies	0
Miscellaneous Retail	66
Miscellaneous Services	11
Misc. Services – Banking	3
Misc. Services – Legal	14
Misc. Services – Medical	10
Public Utilities	2
Recreation	0
Residential – Multi-Family	6
Schools	4
Vacant	9
Total Properties	208

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There are 208 total properties in the downtown area of Ocean Springs. Nine of those properties are vacant. Viewed as one of the most vibrant downtowns on the Gulf Coast and in the state, this is evidenced by a 96% occupancy rate. In April 2013 the City was awarded the 2013 Great America Main Street Award - one of only three nationwide awards made annually.

While there is a healthy mix of businesses in the downtown, the predominant business type is Miscellaneous Retail. There are 66

properties categorized as such. Next in dominance is Food and Beverage at 30 and Government at 24. Miscellaneous Services, Legal Services and Medical Services are evenly represented. There are four schools in the downtown area and six Multi-family Residential structures, including a retirement home.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, Ocean Springs has the potential to grow in the following areas:

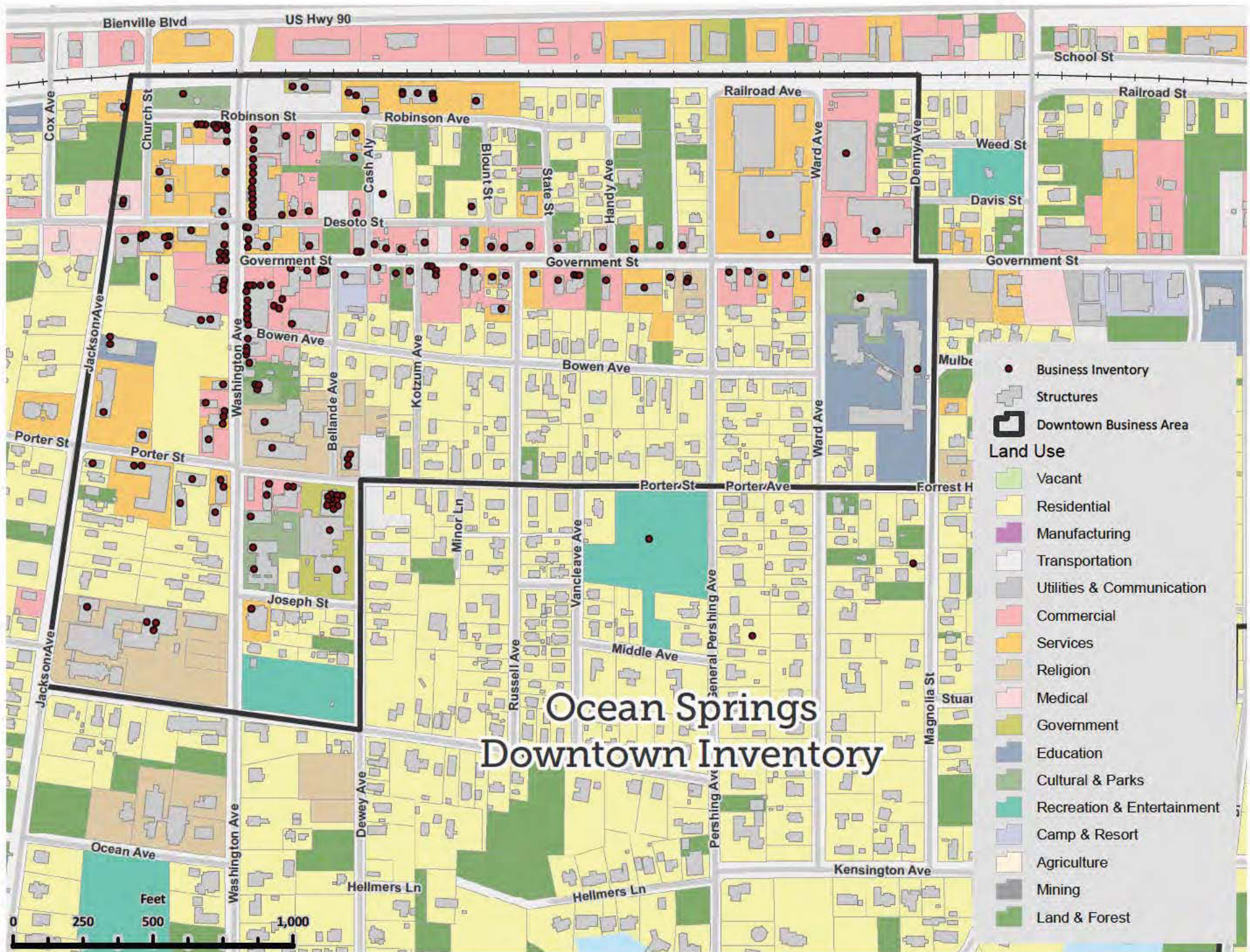
Strong Potential

- Contracting
- Furniture & Fixtures
- Recreation

Moderate Potential

- Miscellaneous Services





Downtown Profile and Assessment – Pascagoula

History and Background

Pascagoula, the “Singing River” city beside the Gulf of Mexico, has a deep and rich history as a European settlement that goes back over 300 years. Her name is taken from a band of peaceful Native Americans (Pascagoula means “bread eaters”) who inhabited the area when Hernando De Soto first made contact with them in the 1540’s. Pascagoula was part of the French colonial empire for over half a century dating from 1699 when Pierre Lemoyne D’Iberville claimed her for the Sun King, Louis XIV, until the English occupation from 1763 to 1781. She was a Spanish Territory from 1781 until June 7, 1798 at which time she became a part of the United States. The village of Pascagoula was incorporated in 1838 and in 1904, Pascagoula and the village of Scranton, which had sprung up around a railroad station, were combined and incorporated as the City of Pascagoula.²⁰



Current Downtown Plans

The following information is taken directly from the city’s comprehensive plan:

Pascagoula’s backdrop of water to the south and west and wetlands and marshes to the west and northwest are a character-defining element of the City. Views of the water and marshlands can be seen from many City streets.

A new “mixed use” land use classification has been created to encourage this type of development in the future. This represents a change from past attitudes that sought to separate different uses from each other as a means of protecting property values, public safety, and the quality of life. With proper guidance such concerns can be addressed, allowing a more vital urban environment to be created.

Delmas Avenue/Downtown has been the symbolic center of Pascagoula since the City streets were first laid out in 1830, and it has become a center of commercial, retail and governmental activity. The area has retained a pedestrian-scale ambience, even in the face of enormous development pressures. A combination of project size limits, height limits, and floor area restrictions has encouraged preservation of the area’s historic buildings and retention of the original street grid.

To further shape and encourage publicly contributing and compatible redevelopment, the City should consider:

- Support implementation of an Urban Design Guide.
The Urban Design Guide is not mandatory, but could provide useful ideas and direction for private development and public improvement in the Delmas Avenue/Downtown area, on Jackson Avenue, along Market Street, and Ingalls Avenue.
- Facilitate reuse of existing buildings.
- Ensure that Delmas Avenue/Downtown is pedestrian-friendly and supports bicycle use. Use public art and other amenities to create an environment that is inviting to pedestrians.
- Improve the Delmas Avenue/Downtown area by adding landscaping and bicycle parking and encouraging large development projects to benefit the public by incorporating public art.²¹

Downtown Inventory and Business Sector Analysis

While there are many businesses located on Ingalls Avenue and Market Street, the area surveyed is the western most part of the city next to the Mississippi Sound. Both city hall and the county courthouse are located in downtown along with National Oceanic and Atmospheric Administration (NOAA) and the Jackson County Wastewater District. There is a variety of retail, restaurants, law offices, medical facilities and banking institutions located in downtown also. In 2011, the Historic Pascagoula Bike Trail was established providing residents and visitors with a historic tour of the City. The trailhead sign is located on Fredric Street.

Table 10 – Pascagoula Business Sector Analysis

Propety Type	Count
Apparel & General Merchandise	3
Arts & Culture	2
Automotive	0
Casino/Casino Retail	
Church	3
Contracting	5
Food & Beverage	11
Furniture & Fixtures	0
Government	57
Lumber & Building Supplies	0
Machinery, Equipment, Supplies	0
Miscellaneous Retail	31
Miscellaneous Services	10
Misc. Services – Banking	3
Misc. Services – Legal	21
Misc. Services – Medical	7
Public Utilities	0
Recreation	0
Schools	2
Vacant	8
Total Properties	163

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There are 163 total properties in the downtown area of Pascagoula. Eight of those properties are vacant giving the city almost a 95% occupancy rate.

Government is prevalent in downtown with 57 establishments. Miscellaneous Retail is next followed by Legal Services. Food and Beverage (11) and Miscellaneous Services (10) are also represented, which includes banks, legal and medical. There are two schools in the downtown area.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, Pascagoula has the potential to grow in the following areas:

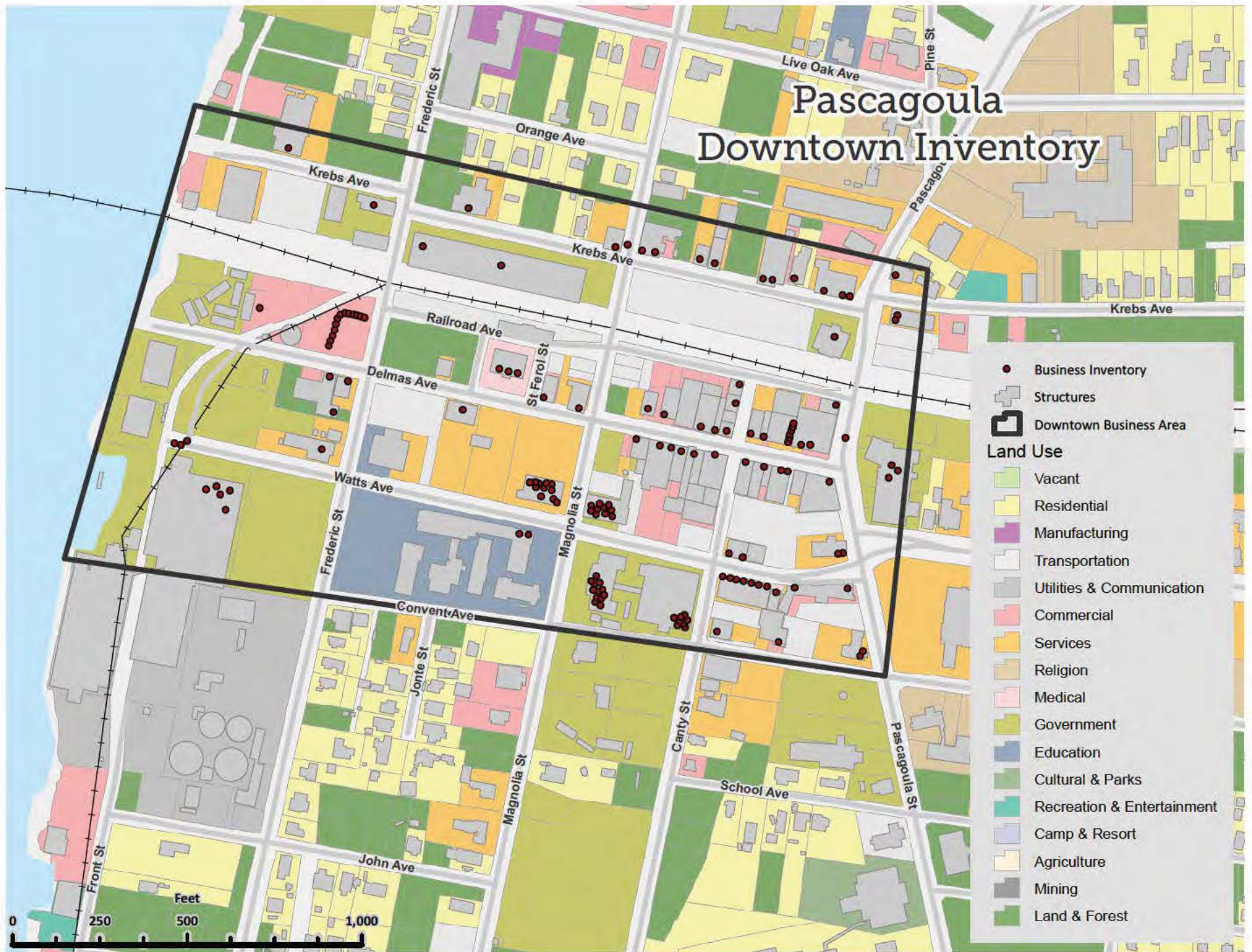
Strong Potential

- Contracting
- Recreation

Moderate Potential

- Miscellaneous Services

Pascagoula Downtown Inventory



Downtown Profile and Assessment – Pass Christian

History and Background

Pass Christian was discovered by French-Canadian explorers in 1699, shortly after the first French colony was established in Biloxi. In June of 1699, while sounding the channel at the Pass Christian peninsula, the French named that channel Passe aux Huîtres for the many oysters they found there. Because of its proximity to New Orleans, the first lighthouses in Mississippi were built as sister towers at Cat Island and Pass Christian in 1831, when it became the first mainland lighthouse in Mississippi. Pass Christian was officially chartered as a town in 1848. The Pass processed through changes of the guard and national banners from French, to English, to Spanish, to an Independent Republic, and then to the American flag. Pass Christian emerged as a small fishing and commercial harbor and became a main trading center on the Mississippi Sound.

Because of the healthy ozone quality of the area and blending scents of salt breezes and piney woods, plantation owners, investment bankers, and brokers from New Orleans and upper Mississippi, established dual residences at the Pass. Tourists followed in their path bringing about the first Coast hospice of grandeur – the Pass Christian Hotel.²²

Current Downtown Plans

In October 2005, just a few weeks following Hurricane Katrina, MS Governor Haley Barbour convened The Mississippi Renewal Forum, sponsored by the Governor's Commission on Recovery, Rebuilding, and Renewal, to produce recovery plans for the three southernmost Mississippi counties and eleven municipalities. This was the first time some of these jurisdictions had been introduced to the term Smart Growth or Smart Code.

Once city leaders reviewed the recovery plans designed by some 200 planners, designers, engineers and other specialists from the region and around the world, they saw SmartCode as a good fit for their city. It was more town-centered,

transit and pedestrian oriented, and had a greater mix of housing, commercial and retail uses. The city adopted SmartCode in June 2009. The following definition is taken directly from the Pass Christian SmartCode:

"This Code was adopted to promote the health, safety and general welfare of the City of Pass Christian, Mississippi and its citizens, including without limitation, protection of the environment, conservation of land, energy and natural resources, reduction in vehicular traffic congestion, more efficient use of public funds, health benefits of pedestrian environment, historic preservation, education and recreation, reduction in sprawl development and improvement of the built environment and human habitat."²³



Downtown Inventory and Business Sector Analysis

The area around Davis Avenue is considered the downtown center, with City Hall and the public library located several blocks to the west. Retail and restaurants currently dominate the downtown area. Other areas near city hall and the municipal harbor were also inventoried.

Table 11 – Pass Christian Business Sector Analysis

Propety Type	Count
Apparel & General Merchandise	1
Arts & Culture	0
Automotive	0
Casino/Casino Retail	0
Church	1
Contracting	1
Food & Beverage	8
Furniture & Fixtures	0
Government	0
Lumber & Building Supplies	0
Machinery, Equipment, Supplies	0
Miscellaneous Retail	9
Miscellaneous Services	1
Misc. Services – Banking	1
Misc. Services – Legal	0
Misc. Services – Medical	0
Public Utilities	0
Recreation	0
Schools	0
Vacant	1
Total Properties	23

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There are 23 total properties in the downtown area of Pass Christian. Only one of those properties is vacant giving Pass Christian a 95% occupancy rate. The lone vacancy can be attributed to the fact that nearly the entire city center area was destroyed in Hurricane Katrina in 2005.

The mix of businesses in the downtown is basically split between Food and Beverage establishments and Miscellaneous Retail. The only other categories represented are Apparel and General Merchandise, Church, Contracting, Miscellaneous Services and Miscellaneous Services – Banking. Each of those categories is represented by one business, so the diversity could be strengthened.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, Pass Christian has the potential to grow in the following areas:

Strong Potential

- Contracting
- Miscellaneous Retail
- Miscellaneous Services
- Recreation

Moderate Potential

- Food and Beverage

Pass Christian Downtown Inventory



Downtown Profile and Assessment – Waveland

Background and History

Waveland was originally a part of the old Shieldsboro, which included what is now Bay St. Louis. In 1888, it became a separate municipality. Prior to adopting its present name, the city was known as Grand Bend and Montgomery Station. The city was incorporated in 1972.²⁴

Current Downtown Plans

After experiencing nearly complete destruction from Hurricane Katrina, the City's comprehensive plan advocates re-establishing Coleman Avenue as the heart of the community and as the City's center of activities:

- City buildings should be placed in the downtown area and mixed use buildings should be considered along Coleman Avenue. Coleman Avenue should also include retail business and restaurants.
- The architecture should be domestic in scale and coastal in character, but should include a mix of styles to represent the eclectic nature of the community and the community's comfort with architectural diversity.
- City Hall and City Hall Annex should include a "Town Green" which can be the location of many of the City's community festivals and events.
- In October 2008, the Board of Mayor and Aldermen created two new, mixed use zoning districts to stimulate the rebirth of Waveland's historic

downtown. The Coleman Open District, of which Coleman Avenue is the central focus, blends commercial uses and multi-family housing. The adjacent Coleman Limited District combines single family and duplex residences with compatible commercial uses. This two-part expansion of the downtown area and its permitted uses creates great potential for what is considered as the Coleman District.²⁵



Downtown Inventory and Business Sector Analysis

Other than the newly constructed public facilities (city hall, fire station and public library), there are only two businesses in the area – a restaurant and a digital mapping company.

Table 12 – Waveland Business Sector Analysis

Property Type	Count
Apparel & General Merchandise	0
Arts & Culture	0
Automotive	0
Casino/Casino Retail	0
Church	0
Contracting	0
Food & Beverage	1
Furniture & Fixtures	0
Government	8
Lumber & Building Supplies	0
Machinery, Equipment, Supplies	0
Miscellaneous Retail	1
Miscellaneous Services	0
Misc. Services – Banking	0
Misc. Services – Legal	0
Misc. Services – Medical	0
Public Utilities	0
Recreation	0
Schools	1
Vacant	0
Total Properties	11

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There are only 11 total properties in the downtown area of Waveland. There are no vacant buildings but a plethora of open space due to the city being destroyed by Hurricane Katrina in 2005.

Nearly all of the establishments in Waveland are Government. There is one Food and Beverage business type, one Miscellaneous Retail and one School. Other categories are non-existent. Even though the city has committed to bringing back the Coleman Avenue business district as the city center, other areas of the city have grown since Katrina and may have more growth opportunities than the Coleman Avenue area.

Based on the Retail Sales Analysis for the entire city and considering only business types conducive to downtown, Waveland has the potential to grow in the following areas:

Strong Potential

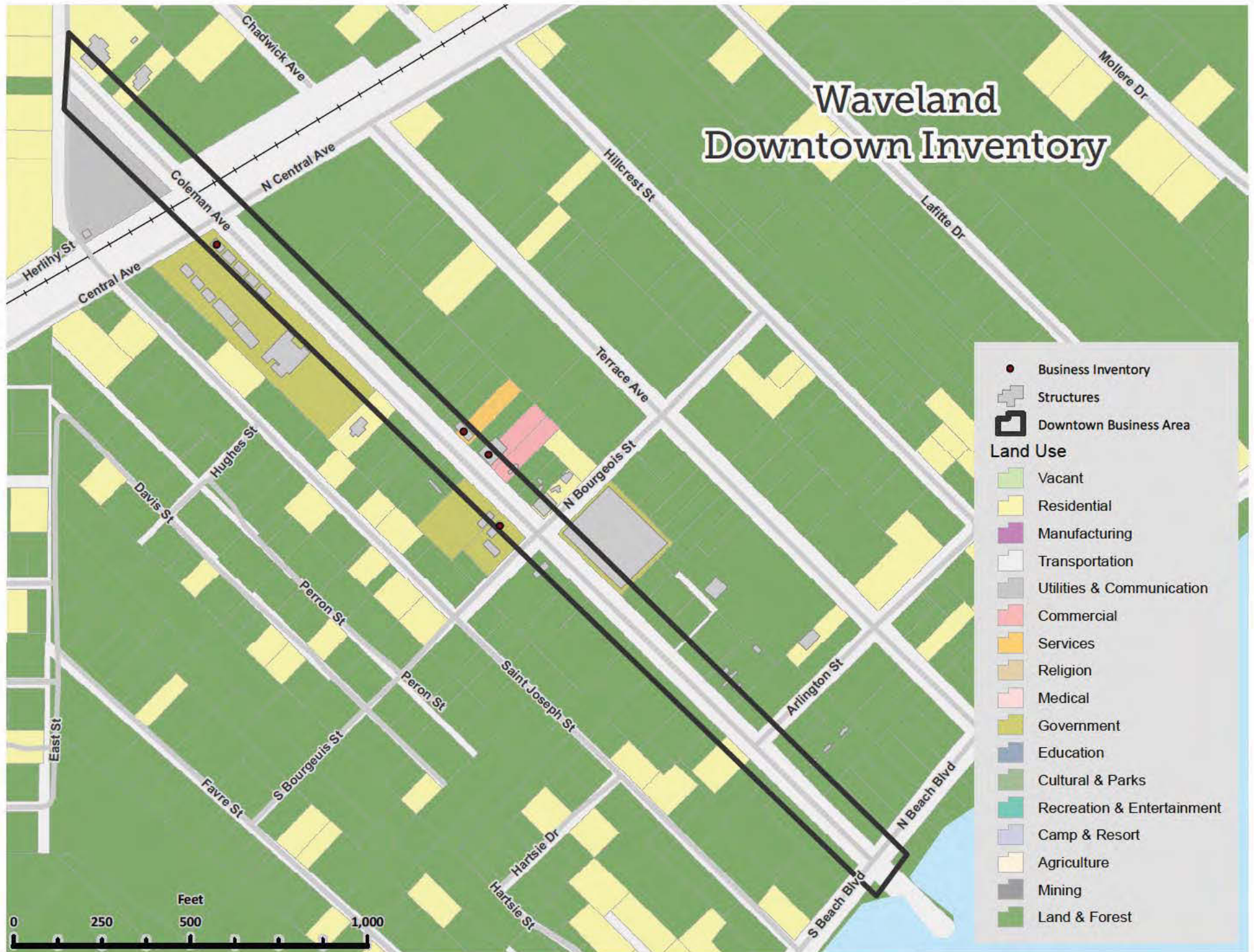
- Food & Beverage
- Contracting
- Furniture & Fixtures
- Recreation

Moderate Potential

- Miscellaneous Services



Waveland Downtown Inventory



- Business Inventory
- ⊞ Structures
- ⬢ Downtown Business Area

Land Use

- Vacant
- Residential
- Manufacturing
- Transportation
- Utilities & Communication
- Commercial
- Services
- Religion
- Medical
- Government
- Education
- Cultural & Parks
- Recreation & Entertainment
- Camp & Resort
- Agriculture
- Mining
- Land & Forest

Notes

1. Downtown and Business District Market Analysis. Retrieved December, 2012 from <http://fyi.uwex.edu/downtown-market-analysis/>
2. Methodology: Downtown Inventory and Business Sector Analysis
A full-scale inventory of properties in 12 cities has been conducted. A web-based mapping tool was built using ESRI Business Analyst data as the base. All cities were then contacted and asked to submit any information on buildings and properties within their respective city centers. Field work was then conducted in each town to revise, correct and complete the database. Follow-up meetings were held with Main Street Managers to verify data.

It should be noted that the information is ever-changing with real estate transactions and business openings and closings happening every day. Therefore, the downtown development assessment is a “snap shot” and any findings and conclusions are based solely on the picture at the close of our inventory in late 2012.

Within the inventory, all occupied buildings have been classified according to business type. The categories set by the Mississippi Department of Revenue in reporting sales tax collections were adopted for this analysis. Additional categories and subcategories (listed in italics) were created in an effort to provide a more detailed assessment.

- **Apparel & General Merchandise:** Clothing stores, apparel and accessories, shoe stores
- **Arts and Culture:** Museums, theatres, historical homes, art galleries
- **Automotive:** New and used motor vehicles, auto parts, auto repair shops
- **Casino/Casino Retail:** Casinos and casino related retail, restaurants, lounges
- **Church:** Churches and church related bldgs. and properties
- **Contracting:** General building contractors, heavy construction contractors, electrical contractors
- **Food & Beverage:** Restaurants, cafes, convenience stores, liquor stores
- **Furniture & Fixtures:** Furniture stores, appliance stores, business furniture and equipment
- **Government:** City hall, county courthouse, city or county-owned buildings
- **Lumber & Building Supplies:** Lumber and building materials, saw mills, hardware

- **Machinery, Equipment, Supplies:** Industrial equipment and supplies, farm equipment and tractors, marine equipment and supplies
- **Miscellaneous Retail:** Drug stores, jewelry stores, cigarette stores, sporting goods, antiques
- **Miscellaneous Services**
 - Banking* – banks, credit unions, savings & loans
 - Medical* – hospitals, clinics, doctor and dental offices
 - Legal* – attorneys, legal services
- **Public Utilities:** Electric companies, gas companies, telephone, railroad
- **Recreation:** Movie theatres, bowling, billiards, skating (all indoor)
- **Schools:** private and public schools

While Multi-Family Residential is included in the business sector analysis, Single Family Residential is not. However, all Residential will be considered when making recommendations for reuse and infill. Formal Open Space and Undeveloped Property are shown on the maps.

Using the categories listed above, SMPDD compared Retail Sales Analysis reports for each city to the business sector figures collected for the downtown area. The Retail Sales Analysis considers population, retail sales, per capita income and trade area to determine a City’s retail potential. If a business sector showed the potential to grow city-wide, it was assumed it would likely have the potential to grow in downtown. The categories identified for growth have been assigned a likelihood of “strong” or “moderate.”

The Retail Sales Analysis reports were provided by the Mississippi Development Authority, Asset Development Division. Sources for the data include U.S. Census Bureau, American Fact Finder, 2011; Mississippi Department of Revenue, Annual Report, FY 2011; and Experian/Applied Geographic Solutions through Decision Data Resources, 2011.

3. Old Town Bay St. Louis Historic Walking & Biking Tour brochure, Hancock County Tourism Development Bureau, 2012.
4. City of Bay St. Louis Comprehensive Plan, Adopted March 23, 2009. Chapter 2. Goals and Objectives. p. 34-35.
5. Biloxi, Mississippi –Historic Sites & Points of Interest. Retrieved January, 2013, from <http://exploresouthernhistory.com>
6. City of Biloxi Comprehensive Plan, Adopted December, 2009. Chapter 10: Downtown Revitalization Strategy, p. 193

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10. City of D'Iberville 20-Year Comprehensive Plan. Chapter 4. Economic Development Strategy. Downtown and Waterfront Revitalization pp. 2-3.
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