



URBAN DEVELOPMENT

PLANNING DIVISION

HATTIESBURG PLANNING COMMISSION

PUBLIC HEARING STAFF REPORTS

November 6th, 2024

Planning Commission Agenda

Jackie Dole Sherrill Community Center (Dining Room)

220 W Front St at 1:00 PM

November 6, 2024

I. Business Meeting

1. Review and approval of November's meeting's agenda
2. Review and approval of the minutes of the October's meeting
3. Building Report
4. Planning Report
5. Chair's Report
6. Introductions

II. Public Hearing

1. Presentation of Petitions for Public Hearing
 - A. A petition has been filed by the City of Hattiesburg, with the Mayor and Council of the City of Hattiesburg, Mississippi, to adopt an amendment to the "Comprehensive Plan 2008-2028" and to amend the Land Development Code No. 3209, as amended, and to amend the text of the Hattiesburg Form-Based Code, Ordinance No. 3105 as amended, of the City of Hattiesburg, Mississippi. This public hearing will review, amend, and propose regulations the Broadway and West Pine Corridor to be known as the "Right Down Broadway Master Plan."
 - B. **Conditional Use Request-** Michael Myrick, Owner, and Scott Pipkins, Applicant/Contractor, request conditional use approval for a gravel outdoor storage area at a property located at 303 E 3rd Street (PPIN 15708, Ward 4, Forrest County).

III. Other Business

IV. Adjournment

**MINUTES OF THE
REGULAR MEETING OF THE
HATTIESBURG PLANNING COMMISSION
October 2nd, 2024**

Board Members Roll Call:

Members Present:

1. Rebekah Ray, Secretary
2. Michael Pruitt
3. Charles Dawe
4. Lee Anne Venable
5. Carlos Wilson
6. Amy Hinton, Chair
7. Michael Dickerson
8. Rhoda Pickett, Vice Chair

Members Absent:

1. (vacant seat)
2. Dick Conville
3. Elayne Lockett

Staff Present:

1. Cory Long, Planning Manager
2. Nathan Satcher, Senior Planner
3. Kevin Bates, Building Official
4. David Miller, Esq.
5. Wiley Quinn, Director of Urban Development
6. Meridian McDaniel, Planner I

Chair Hinton declared the Hattiesburg Planning Commission meeting open and in session at 1:07 p.m.

AGENDA REVIEW

Commissioner Ray made a motion to accept the agenda, seconded by Commissioner Dawe.

Motion:

Made by Commissioner Ray to approve the agenda

Second:

Made by Commissioner Dawe

Vote:

Board Member	Yea	Nay	Other
Elayne Lockett			ABSENT
Rhoda A. Pickett			ABSENT
Dick Conville			ABSENT
Amy Hinton	X		
Rebekah Ray	X		
Lee Anne Venable	X		
Carlos Wilson	X		
Michael Dickerson	X		
Charles Dawe	X		
Michael Pruitt	X		

MINUTES REVIEW

Commissioner Pickett made a motion to approve the September minutes with the correction to the omission of the vote of Item D, and Commissioner Ray seconded this motion.

Motion:

Made by Commissioner Pickett to approve the September minutes with the correction to the omission of the vote of Item D

Second:

Made by Commissioner Ray

Vote:

Board Member	Yea	Nay	Other
Elayne Lockett			ABSENT
Rhoda A. Pickett			ABSENT
Dick Conville			ABSENT
Amy Hinton	X		
Rebekah Ray	X		
Lee Anne Venable	X		
Carlos Wilson	X		
Michael Dickerson	X		
Charles Dawe	X		
Michael Pruitt	X		

BUILDING REPORT

Kevin Bates, Building Official, provided the Building Permit Report for September 2024.

PLANNING REPORT

The Planning Division staff gave a report. Updated on the final stages of the Right Down Broadway plan—November Public Hearing for this plan, zoning changes, and other potential proposed changes. Updated Planning Commission on City Council votes from September's meetings— 532 Cox St. was tabled and the 408 Broadway case was upheld the planning commission's decision to uphold the interpretation of the code, all rest of items from last month were upheld/approved. MDOT event at Train Depot 4-6pm for community input. Administration is seeking ideas for the short-term rentals, planning division requesting a sub-committee for short-term rentals.

Motion:

Made by Commissioner Hinton to form subcommittee to establish regulations for short-term rentals and seconded by Commissioner Ray.

Second:

Made by Commissioner Ray

Vote:

Board Member	Yea	Nay	Other
Elayne Lockett			ABSENT
Rhoda A. Pickett	X		
Dick Conville			ABSENT
Amy Hinton	X		
Rebekah Ray	X		
Lee Anne Venable	X		
Carlos Wilson	X		
Michael Dickerson	X		
Charles Dawe	X		
Michael Pruitt	X		

Sub-Committee on Short Term Rentals Members: Hinton, Dickerson, Venable.

Moment of silence and acknowledgement for Dr. Conville and his family. Memorial service is 2pm Sunday at University Baptist Church.

CHAIR'S REPORT

The Chair did not have a report for the meeting.

INTRODUCTIONS

Commissioners and staff introduced themselves.

PUBLIC HEARING – Planning Commission

Item A: The Catholic Diocese of Natchez-Jackson, Owner, Father Mark A. Ropel, Representative, Kathleen Schimel, representative, and Fast Signs, Contractor, request to amend the Land Development Code, Ord. No. 3209, and make changes to Section 10.8.5 ii Sign Design. The request is to add the R-3 zoning district to the conditional use for electronic message board lighting—10.8.5 ii “Electronic message board lighting may be provided by right in the B-3 and B-5 Districts or in the R-1A District as a conditional use” To amend to: “Electronic message board lighting may be provided by right in the B-3 and B-5 Districts or in the R-1A and R-3 District as a conditional use.”

Discussion and Vote:

The Planning Staff introduced the case. Amanda Blackburn spoke on behalf of his case answering questions from the commissioners.

Presented by:

1. Amanda Blackburn

Proponents:

1. None

Opponents:

1. None

Motion:

Made by Commissioner Pruitt to approve the text amendment and seconded by Commissioner Wilson.

Second:

Made by Commissioner Wilson

Vote:

Board Member	Yea	Nay	Other
Elayne Lockett			ABSENT
Rhoda A. Pickett		X	
Dick Conville			ABSENT
Amy Hinton		X	
Rebekah Ray		X	
Lee Anne Venable	X		
Carlos Wilson	X		
Michael Dickerson		X	
Charles Dawe		X	
Michael Pruitt	X		

Motion to approve the text amendment fails with a 5-3 vote.

Item B: The Catholic Diocese of Natchez-Jackson, Owner, Father Mark A. Ropel, Representative, Kathleen Schimel, representative, and Fast Signs, Contractor, request a conditional use approval for an “electronic message board” at a property located at 3117 W 4th Street (PPIN 26420, Ward 1, Forrest County).

Discussion and Vote:

This item was not voted upon due to Item A not gaining a recommendation of approval.

Item C: New Testament Baptist Church, Owner, Jermaine Hatten, Applicant, and Deway Coreen, Engineer, request a conditional use approval for a “place of assembly not otherwise listed” at a property located at 2111 Country Club Road (PPIN 27139, Ward 5, Forrest County).

Discussion and Vote:

The Planning Staff introduced the case. Jermaine Hatten spoke on behalf of his case answering questions from the commissioners.

Presented by:

1. Jermaine Hatten

Proponents:

1. Deway Greene

Opponents:

1. None

Motion:

Made by Commissioner Dickerson to Approve the conditional use request.

Second:

Made by Commissioner Pickett

Vote:

Board Member	Yea	Nay	Other
Elayne Lockett			ABSENT
Rhoda A. Pickett	X		
Dick Conville			ABSENT
Amy Hinton	X		
Rebekah Ray	X		
Lee Anne Venable	X		
Carlos Wilson	X		
Michael Dickerson	X		
Charles Dawe	X		
Michael Pruitt	X		

Motion Passes 8-0.

Item D: Michael Myrick, Owner, and Scott Pipkins, Applicant/Contractor, request conditional use approval for a gravel outdoor storage area at a property located at 303 E 3rd Street (PPIN 15708, Ward 4, Forrest County).

Discussion: Applicant not present.

Motion:

Made by Commissioner Hinton to table.

Second:

Made by Commissioner Dawe

Vote:

Board Member	Yea	Nay	Other
Elayne Lockett			ABSENT
Rhoda A. Pickett	X		
Dick Conville			ABSENT
Amy Hinton	X		
Rebekah Ray	X		
Lee Anne Venable	X		
Carlos Wilson	X		
Michael Dickerson	X		
Charles Dawe	X		
Michael Pruitt	X		

Motion to table the request passes 8-0.

OTHER BUSINESS

- Revisiting sub-committee on short term rentals.
 - o Members:
 - Hinton
 - Dickerson, Chair
 - Venable

Adjournment:

The meeting was adjourned at 2:27 p.m.

Motion:

Made by Commissioner Pickett

Second:

Made by Commissioner Pruitt

Vote:

Board Member	Yea	Nay	Other
Elayne Lockett			ABSENT
Rhoda A. Pickett	X		
Dick Conville			ABSENT
Amy Hinton	X		
Rebekah Ray	X		
Lee Anne Venable	X		
Carlos Wilson	X		
Michael Dickerson	X		
Charles Dawe	X		
Michael Pruitt	X		

Rebekah Ray, Secretary

Cory Long, AICP, Planning Division Manager



Memorandum

To: Planning Commission

From: Wiley Quinn; Cory Long

Date: Wednesday, November 6, 2024

Re: A petition has been filed by the City of Hattiesburg, with the Mayor and Council of the City of Hattiesburg, Mississippi, to adopt an amendment to the “Comprehensive Plan 2008-2028” and to amend the Land Development Code No. 3209, as amended, and to amend the text of the Hattiesburg Form-Based Code, Ordinance No. 3105 as amended, of the City of Hattiesburg, Mississippi. This public hearing will review, amend, and propose regulations the Broadway and West Pine Corridor to be known as the “Right Down Broadway Master Plan.”
File Number: 2024-562
Minute Book #

Summary

In January, the City requested proposals for a master plan to envision the redevelopment of the Broadway Drive and West Pine Street corridor. After two public input events, a draft of the Master Plan is available for review.

Recommendation Statement

Please review the draft report and provide feedback to the consulting team. We request that you table this until December so that Commissioner and Public feedback can be taken into consideration.



A Master Plan for the **Broadway Drive - West Pine Street Corridors**

City of Hattiesburg | REVIEW DRAFT 10/25/2024



SECTION 2

ENGAGEMENT

Engagement

Overview

This plan’s recommendations are guided heavily by feedback gathered during two community engagement events held during different stages of the planning process. An initial “mini-charrette” in May 2024 launched the public planning process and included a community workshop, focus group, and online engagement all aimed at gathering major concerns and big ideas for the corridors. An open house was held in late August 2024 after the plan’s strategies were drafted. The open house gave different stakeholders a chance to weigh in on the draft plan strategies and ensure that the project was on the right track, accurately reflecting the feedback received at the mini-charrette’s community workshop. The open house coincided with a community event and tactical urbanism demonstration projects that helped increase turnout at the event and made sure that diverse voices were reflected in the plan.

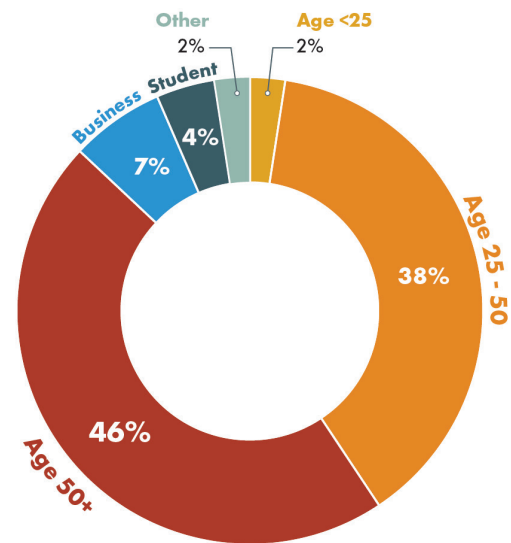
Mini Charrette

A two-day mini-charrette kicked off the Right Down Broadway community engagement efforts. The mini-charrette included a Community Workshop held at Grin Coffee on the evening of Wednesday May 1st, a Business Owner Focus Group held during the afternoon of Thursday May 2nd, and accompanying online engagement, which was open for an additional three weeks following the community workshop.

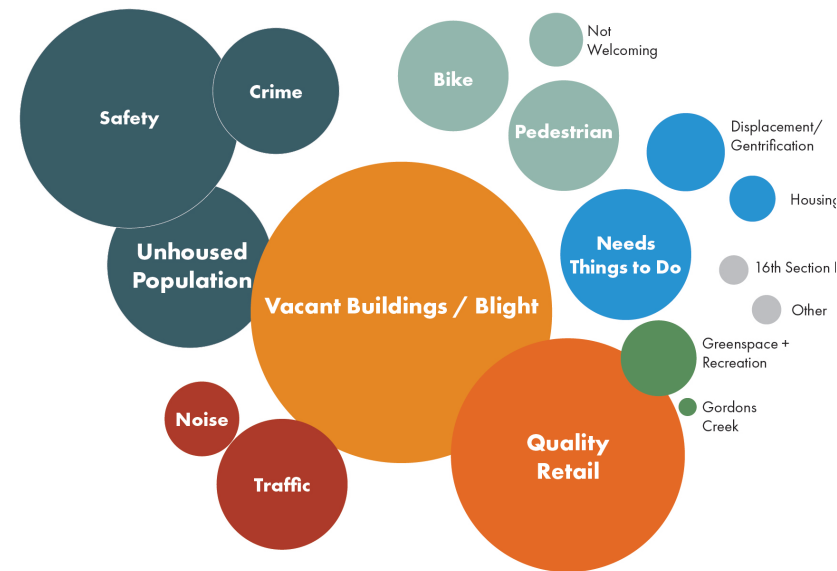
Community Workshop

The Community Workshop informed the public of the history and goals of previous planning efforts for the Broadway Drive and West Pine Street corridors. The event captured ideas from roughly 100 different residents and stakeholders and helped identify key concerns and focus areas for the plan. It included interactive activities focused on identifying existing conditions, concerns, opportunity areas, and aspirations for the corridors.

Who was there:



What were they most concerned about:



Community Workshop Feedback: Participants and Major Concerns

Left: the diagram shows a breakdown by participant age in the first community workshop. Right: the diagram shows the top level concerns that participants brought forward at the workshop. The bubble size indicated the number of occurrences that the concern was mentioned.

Source: Asakura Robinson, 2024



Images from the Mini-Charrette Community Workshop

The photos show participants engaging with the community workshop activities, which included a visioning exercise, an interactive mapping exercise, and open response boards where the participants shared their biggest concerns for the study area.

Source: Asakura Robinson, 2024; Alliance Transportation Group, 2024

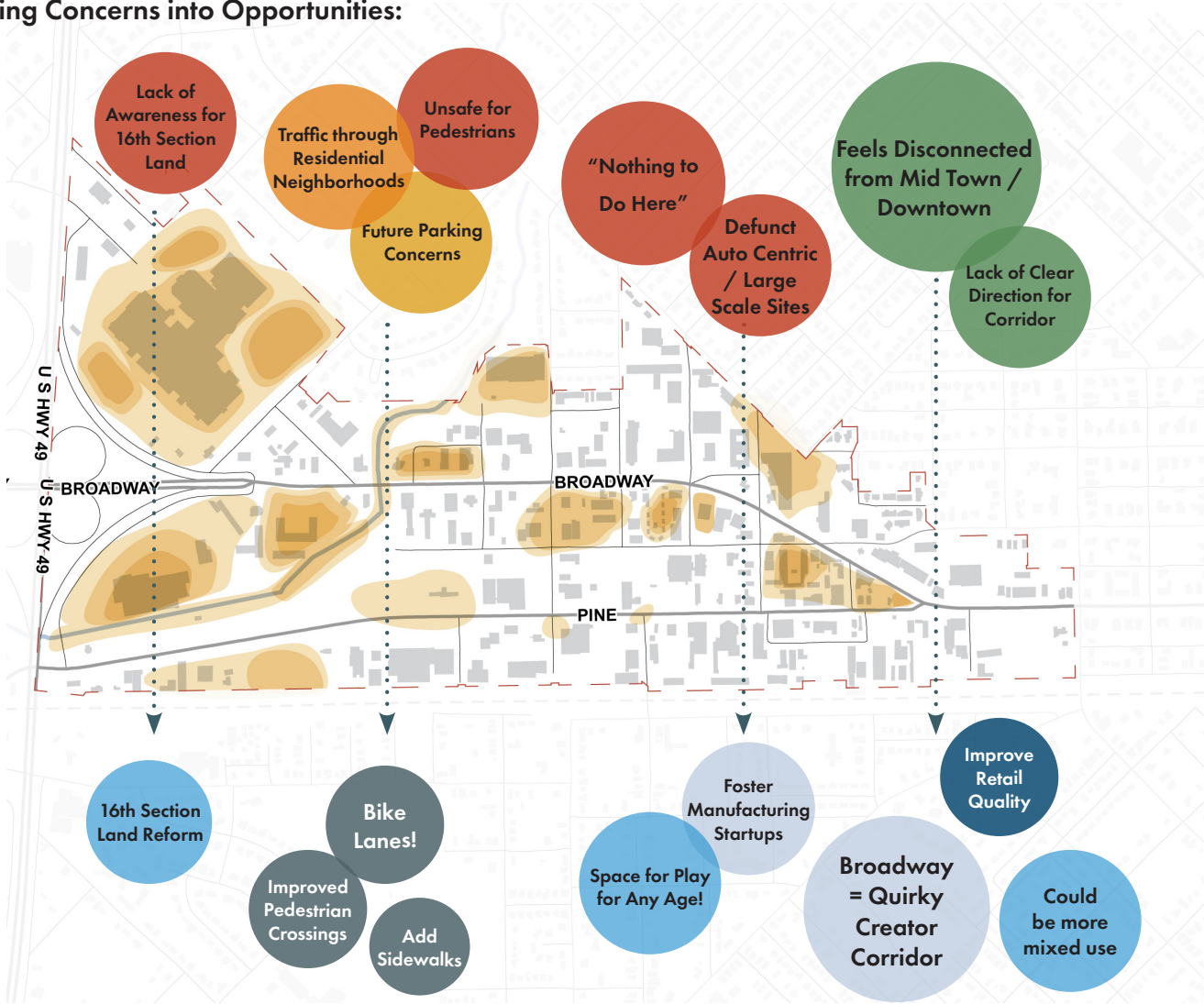
Online Engagement

Activities from the Community Workshop were offered in an online format for community members who were unable to attend the in-person event. Online activities were open for the first three weeks of May 2024 and the results are included in community workshop summary graphics located in this section of the plan.

Business Focus Group

Approximately 15-20 business leaders gathered for a focus group to discuss market conditions and opportunities along the corridor. Participants in the focus group brought up concerns about the unhoused population and the number of vacant buildings along the corridor while emphasizing a need to think about these issues systemically. 16th Section land was also discussed in depth given its prevalence in the study area. Long-term leases and lack of education on the mechanics of 16th section land were identified as barriers for business investment and redevelopment. Participants brainstormed how to catalyze more economic development along the corridors and discussed ideas such as capital improvement grant programs, dedicated sales tax, and scaled tax increment financing (TIF) programs as tools for revitalization.

Turning Concerns into Opportunities:



The Broadway - West Pine Corridors Could Be:

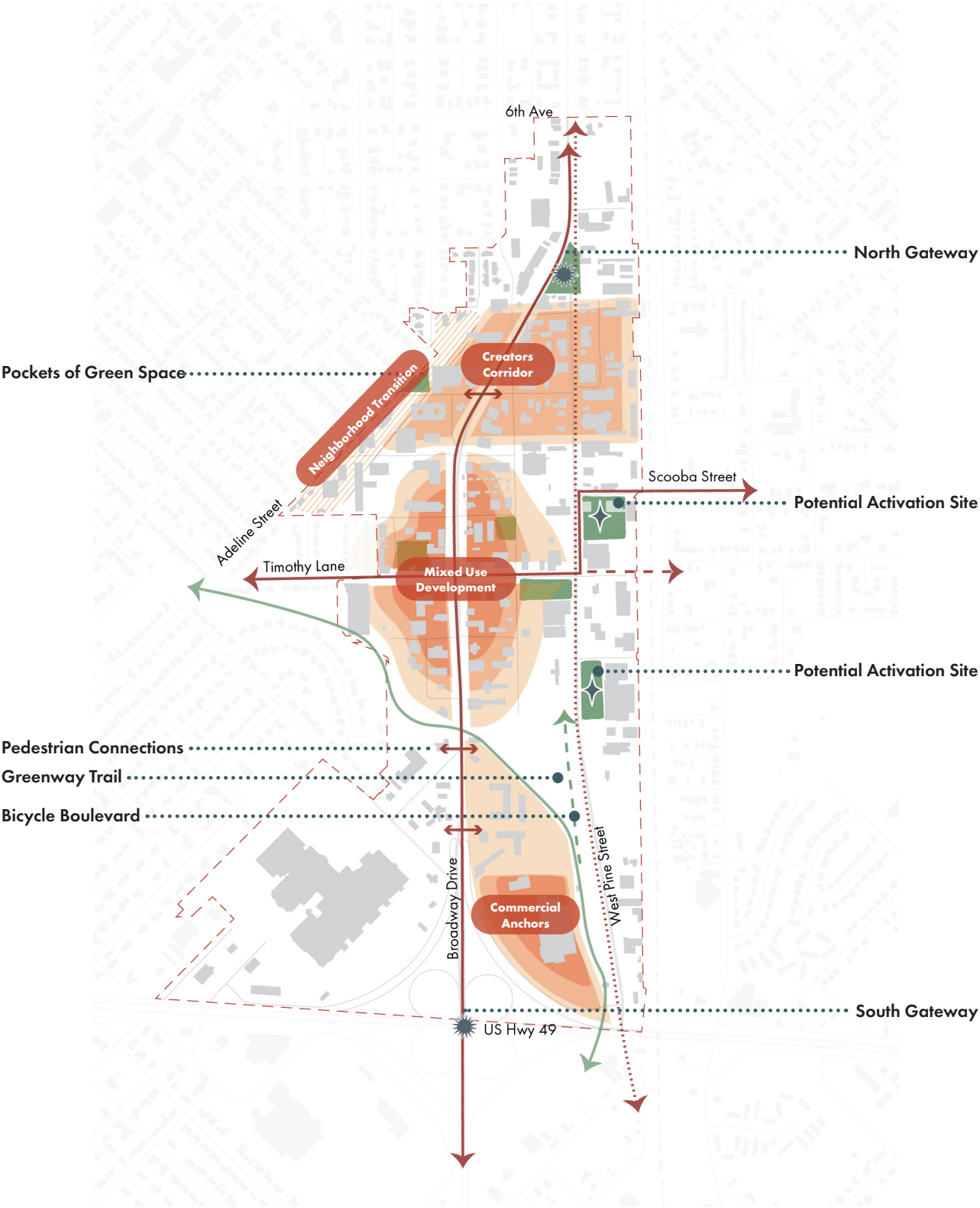


Community Workshop Feedback: Opportunities and Visioning

Top: A summary graphic of the concerns / opportunities heard combined with a heat map of the spatially referenced areas of concerns / opportunities throughout the corridor. Bottom: Attendees were invited to “play” and envision the future of the Broadway - West Pine Corridors with an interactive tactile visioning activity.

Source: Asakura Robinson, 2024

Interactive Mapping / Overall Takeaways:



Community Workshop Feedback: Interactive Mapping Takeaways

Workshop participants were asked to add different materials to a collective map of the study area. The different materials represented elements like greenspace, ideal bicycle or pedestrian routes, new land uses, and landmark sites.

Source: Asakura Robinson, 2024

Open House

The Open House for the Right Down Broadway planning, a “Night Off Broadway”, was held on Friday August 30th at the former Courtesy Ford building, now owned by the City of Hattiesburg and located within the study area on West Pine Street. Community members provided feedback on draft plan materials at the event, including strategies for land use, economic development, mobility, and the public realm. A 3D model was also shared at the event and used as a tool to visualize potential long-term redevelopment goals for the study area and realization of various plan strategies.



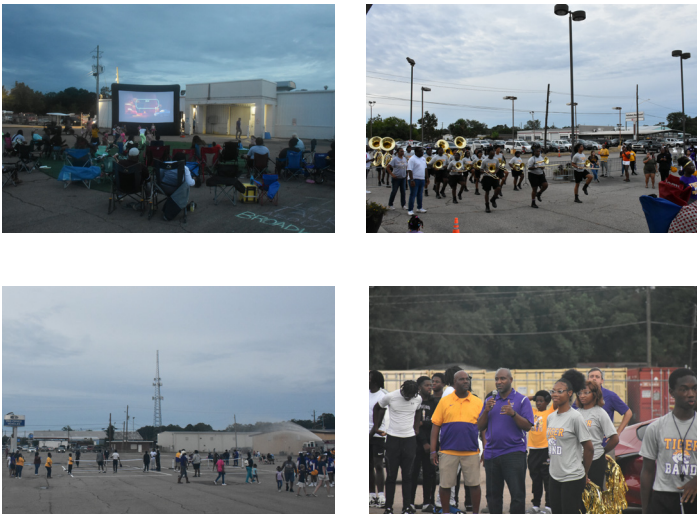
Images from the Open House and “Night Off Broadway”

Photos show community members engaging with the open house materials and enjoying the festivities and tactical urbanism interventions that were planned during the “Night Off Broadway”.

Source: Asakura Robinson, 2024

Online Engagement

Similar to the mini-charrette, activities from the Open House were offered in an online format for community members who were unable to attend the in-person event. Online activities were open for the first three weeks of September 2024. Results from both the in person engagement and online activities from the open house are summarized together in the graphics throughout this section.



Tactical Urbanism Preferences:



Tactical Urbanism

In addition to gathering feedback on the draft plan ideas and strategies, the project team also wanted to hear about preferences for additional tactical urbanism interventions and programming. The options that were polled are listed in ascending order of popularity.

Source: Asakura Robinson, 2024

Community Event and Tactical Urbanism

The Open House was held in conjunction with the “Night Off Broadway”, which activated the parking lot outside the open house area with a pep rally, games, a splash pad, food trucks, and an outdoor movie theater. Tactical urbanism interventions were carried out prior the event, including adding two pedestrian crosswalks along West Pine Street using temporary reflective tape and signage, and a temporary shared use path was added along Timothy Lane using hay bales. These measures were taken to ensure bicyclists and pedestrians were able to safely travel throughout the study area and make it safely to the event. They also demonstrated potential streetscape and roadway improvement projects included in the plan’s draft recommendations.

Draft Plan Strategies

The materials shared at the open house were divided into four major themes: land use, economic development, mobility, and public realm. Each major theme had a draft vision statement and various policy goals and strategies, with spatial elements highlighted using a graphic rendering of the study area. Community members provided feedback on the materials by leaving comments using sticky notes and by conversing with the project team. Feedback was gathered on what did people liked about the draft plan materials and how could the draft ideas could be improved. A summary of the comments provided at the event is shared in the following graphic.

Draft Plan Strategies Feedback:


Land Use


Economic Development


Mobility


Public Realm



3D Model of the Study Area

A screenshot of the online model that participants were able to explore demonstrated hypothetical future land use and mobility conditions along the corridors during the open house and through the online engagement platform. All site scenarios are purely hypothetical and do not represent current development plans.

Source: Asakura Robinson, 2024; Esri Basemap and ArcGIS Urban products, 2024

3D Model

In addition to sharing out the plan's four draft strategies (land use, economic development, mobility, and public realm), a 3D model was projected onto the wall at the open house. The model included a hypothetical version of the corridors and how the area could be transformed over the next few decades following the implementation of policies laid out in the plan. New land uses, dimensional standards, and mobility connections were visualized in the model. Participants were able to explore the study area by using the onsite computer and projector system and staff was nearby to assist in navigating the model or answer questions if needed. The 3D model was also linked to via web browser through the online engagement platform.



Projected Model at the Open House

A photo of the 3D model that was projected onto the wall at the open house.

Source: Asakura Robinson, 2024

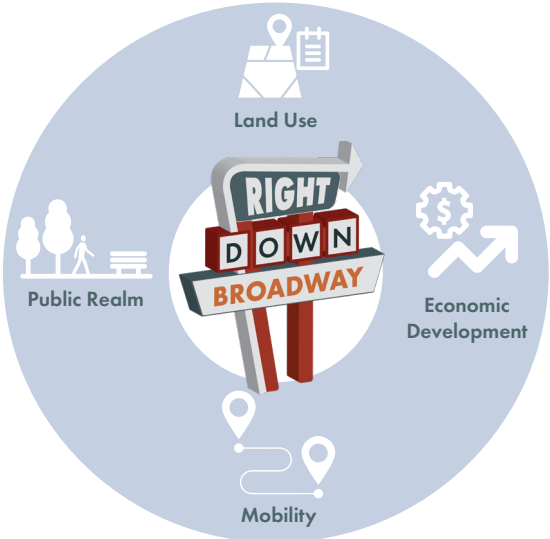


SECTION 3
VISION

Vision Overview

The Right Down Broadway plan sets the Broadway Drive and West Pine Street corridors on a path toward revitalization. The area will be reimagined as a unique commercial district, where families, artists, students, business owners, and the broader Hattiesburg community can all thrive. The vision for the plan was developed predominantly using the feedback gathered during the plan’s community engagement events. Existing conditions, best practices research, and case studies were used to supplement and fill in additional details need to develop the plan’s vision.

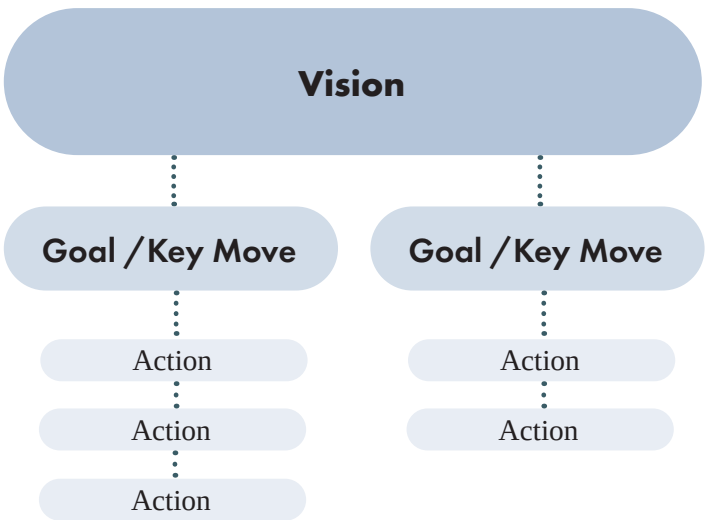
The vision for the plan is divided into four major themes: land use, economic development, mobility, and public realm. Land use and economic development identify desired uses of land and buildings within the corridors and detail how to support business and landowners in creating thriving and successful businesses, including target business types. The mobility and public realm themes are concerned with areas primarily located within the public right-of-way or public properties, including streets, sidewalks, open spaces, and waterways throughout the study area. The four themes were developed to help the city and its partners achieve a holistic vision for the corridors, with cross-cutting goals and actions that reinforce each other and create complementary co-benefits.



Vision Themes

The vision in the Right Down Broadway Plan is broken down into four major themes: land use, economic development, mobility and public realm. All four themes work together to create a comprehensive vision.

Source: Asakura Robinson, 2024



Plan Organizational Structure

The recommendations in this plan are organized by vision, goals, and actions, all of which are in ascending order in terms of level of detail and specificity.

Source: Asakura Robinson, 2024

Plan Organization

Each of the four major themes in the plan has a vision statement associated with it articulating a high-level aspiration for the study area. Each vision statement has two goals associated with it. These “key moves” provide additional context and specificity on how to achieve the plan’s vision. The last level in the plan’s organizational structure are the action items. These actions help identify policy changes, capital projects or investments, and new programming initiatives that can help the city of Hattiesburg and its partners achieve the plan’s broader vision.

Themes and Vision Statements



Land Use
An attractive livable mixed-use district.



Economic Development
A thriving regional space for business and innovation.



Mobility
A connected corridor for all users and abilities.



Public Realm
A clean and welcoming gateway.

Key Themes

The four key themes and vision statements in the Right Down Broadway plan are used to help organize the plans strategies by thematic category.

Source: Asakura Robinson, 2024

LAND USE

The land use strategy aims to catalyze incremental, mixed-use infill development over the long term. It will re-establish the Broadway Drive and West Pine Street corridors as a regional destination and employment center while introducing other uses, including an expanded range of high-quality housing options. The city will update its code and regulatory processes and work with business owners and developers to encourage redevelopment that fits the vision for land use laid out in this plan.

DRAFT GRAPHIC - SEE "PUBLIC REALM" FOR FINAL STYLE





The Right Down Broadway Plan takes a moderate approach to land use redevelopment. It prioritizes reuse of existing buildings and infill of underutilized lots and structures while promoting redevelopment in targeted areas. Generally, the land use strategy calls for smaller setbacks, greater density, and a greater mix of land uses throughout the Broadway Drive and West Pine Street corridors.

Buildings that are currently vacant within the study area are recommended for reuse where the building is still safe and viable for new tenants. Infill development should be targeted at vacant lots along the corridors in order to decrease impervious surfaces, improve urban design conditions, and increase green space where appropriate. Larger parcels, such as old car lots, should be broken up to allow for infill development so structures can be built at a more desirable human scale. Redevelopment should be incorporated near key areas within the study area, including the north gateway (Broadway Drive and 6th Avenue), the intersection of Timothy Lane and Broadway Drive, and the south gateway (Broadway Drive and Highway 49). Ideas highlighted in the land use strategy, especially those for redevelopment, are visionary and will be subject to the desires of individual property owners and market conditions.

Three character districts are used to envision future development patterns for distinct areas within the study area: Creative Mixed Use, Regional Business, and Cloverleaf Commercial. More technical details on how to achieve these ideas through zoning and other regulatory changes are laid out in the appendix.

The **Creative Mixed Use** character district is a destination “work-shop-live” area that supports a variety of uses, including retail, commercial services, small scale manufacturing, and multifamily residential. This district uniquely supports creative makers or artisans through its flexible land use regulations for adaptive reuse of existing buildings and focuses on human-scaled development. This district encompasses the majority of the Broadway Drive corridor and establishes the north gateway, which includes part of the West Pine Street corridor.

The **Regional Business** character district supports predominantly commercial and industrial uses that are moderate in scale and sited on larger lots. Smaller commercial developments are sprinkled throughout this district, but the predominant uses are light industrial warehouses and larger commercial and office spaces such of those currently present in the corridors. This district includes most of the West Pine corridor within the study area, including areas with known creosote contamination where residential uses may not be viable.

The **Cloverleaf Commercial** district is a moderate to high density commercial area supportive of ‘town center’ style mixed use development. It includes uses such as retail, office, medical, and residential, that are sited to take advantage of the location’s regional access. This district establishes a south gateway within the study area and focuses on areas nearby the Broadway Drive/Highway 11 and Highway 49 cloverleaf.

More technical details on the character districts can be found in the appendix.

Key Themes

Encourage Mixed-Use Development

Mixed-use development combines different uses, including residential, commercial, office, and recreation in close proximity in a site or small area. Mixed-use development is not a new concept and is clearly visible in historic building patterns such as downtowns, but it is one that has gained traction to increase pedestrian activity levels in areas that have historically been limited by single-use development and use-based “Euclidean” zoning that separated residential uses.

Mixed-use development is often a strategy used to reduce urban sprawl and retrofit suburban land use patterns through infill, both of which are present in the study area. Benefits of mixed-use development include more efficient and sustainable use of infrastructure and resources due to its denser form of development, increased presence of active transportation users such as pedestrians and bicyclists due to more dynamic streetscapes and higher amounts of visual interest, and improved economic outputs for businesses in the area. From a land use perspective, mixed-use development is largely achieved by altering local zoning and land use regulations and by working with developers to site mixed-use style development in optimal locations.

The City of Hattiesburg’s Land Development Code (LDC) determines how land is used and developed throughout the city. Zoning districts (including use and dimensional standards) and site design standards are a few types of regulations laid out in the LDC that contribute to the city’s land development patterns. More details on how the city can update its LDC to achieve the goals laid out in this plan are included in the appendix.

Case Study - Mixed-Use Development

Provide Diverse Housing Solutions

While the study area is predominantly commercial, it also includes homes and residential areas along its northern edge, small apartments and single-family homes on Corinne Street and West Pine Street, and residents living in motels. Also noted by process participants were residents experiencing homelessness that are sheltering, camping, or accessing services in or around the study area.

Mixed-use corridors benefit from a range of housing types and price points that accommodate different users and living situations. Smaller housing types including duplexes, townhomes, and low-rise multifamily apartments available both for sale or for rent can help create spaces more accommodating to students, first-time homebuyers, older adults, and other residents looking to downsize from traditional single-family homes. Adding more housing options to the study area will help support the retail and commercial businesses along the corridors as residents will be able to walk to businesses, and residents can benefit from the corridor’s transit service or proximity and convenient access to other key institutions such as Downtown Hattiesburg, Forrest General Hospital, William Carey University, the University of Southern Mississippi, and Camp Shelby, reducing time and money spent commuting. A key step in creating more diverse housing options is to allow for housing development in the corridor, which is prohibited by current B-3 and B-5 zoning. Adding more housing in select areas will also help create a better transition or sense of cohesion between the study area and the surrounding residential neighborhoods.

An important part of the housing strategy is to support the unhoused population who reside in the study area. A “Housing First” framework aims to provide housing to those experiencing homelessness as a stabilizing first step. Once housed, people will have an easier path to getting into permanent housing, addressing sobriety or mental health issues, and finding employment. One way that cities are applying a housing first framework is converting old or under capacity motels and hotels into temporary and/or permanent housing for people experiencing homelessness. To explore this option, the city will need to develop strong partnerships with local homeless organizations, find local or philanthropic funding sources, and apply for state and federal grants.

Case Study - Supportive Housing



Source: GSM Architects

New Hope Housing - Houston, Texas

Established in 1993, New Hope Housing is a nonprofit organization that primarily focuses on providing safe, affordable housing for very low-income individuals in Houston, eventually expanding to serve families. New Hope Housing’s Housing + Services model introduced the concept of single-room occupancy (SRO) housing in Houston with on-site supportive services for residents. SROs are among the most affordable forms of non-subsidized housing, with tenants renting a single room and sharing facilities such as kitchens and bathrooms. In addition to constructing new buildings, they have also converted former hotels and motels to SRO housing with focuses on quality design to reduce stigma and combat negative perceptions of affordable housing. New Hope is supported by a mix of public and private partnerships to ensure its financial viability and keep costs low for residents.

The Maker Economy

The corridors can leverage assets such as their unique building stocks, low costs, and the community’s strong support of the arts and local business to create spaces for local makers.

Makers range from residents seeking to scale their hobbies or passion projects from their homes to small businesses, as well as established artisans and craftspeople engaged in full-time production as their profession. Whether they are woodworkers, sculptors, bakers, brewers, textile workers, 3D printers and laser-cutting fabricators, or another craft, they are broadly engaged in creative industries and entrepreneurship. The maker economy creates and retains local wealth through its focus on small, local businesses that produces goods for local consumption as well as export.

From a land use perspective, maker and artisan production varies from its much larger relative, industrial manufacturing, in terms of its scale and external impacts. Due to the smaller production volume and employment sizes of artisan businesses during the start-up and scaling phases, they may need more storage and production capacity than a home kitchen, studio, or workshop, as well as a small storefront or retail space to help bring their products to consumers. While some uses such as woodshops, metalworking, glassblowing, or ceramics kilns may produce some noise or exhaust due to their equipment, their scale means they can often be accommodated in commercial and industrial areas.

Incubators and shared makerspaces may subdivide an existing building to include multiple makers or artisans on a single site, requiring some coordination to ensure parking impacts are addressed. However, lower-cost, larger areas such as former commercial spaces and shell spaces, warehouses, and garage and automotive service areas may be appropriate sites for maker uses due to their construction type and layouts. Public-facing auto sales showrooms can also be adapted into retail spaces.

The study area is home to many of these large-scale commercial and warehouse spaces, many of which are currently vacant as this part of the city is transitioning away from an auto-oriented business sector. To maximize the reuse of these buildings and cater more towards artisan industries, the city will need to update its zoning and development code. More details on this topic are laid out in the appendix.

Case Study - Artisan Zoning



Source: The Loop CoMo

The Loop - Columbia, Missouri

The Loop Community Improvement District (CID) in Columbia was established to revitalize the I-70 Business Loop Corridor, a key gateway to the City that had suffered from decades of neglect and disinvestment. While a large portion of the project’s initial planning focus included public realm improvements and economic development planning, a key follow-up action was to work with the city to update its definition of artisan industry in its Unified Development Code. Columbia also created two categories for the artisan industry use based on the intensity and size of the artisan use, with more detailed performance standards. This approach allows for more nuanced regulation of artisan uses, though it requires additional administration capacity.

Case Study - Artisan Business



Source: Asakura Robinson

Grin Coffee - Hattiesburg, Mississippi

A successful example of a maker/artisan business is Hattiesburg’s own Grin Coffee. As a roastery that processes its own coffee beans and sells wholesale coffee to other local businesses, Grin’s Broadway Drive location is distinct from a retail-only outlet. Starting from a garage before scaling to shared spaces, a truck, and now its own brick-and-mortar location, Grin has now called two buildings on Broadway Drive home. Grin’s decision to locate on Broadway Drive was partially driven by the affordability of the area, which made it accessible for a small business.



Grin’s current location inside a historic Volkswagen dealership building demonstrates how auto-oriented buildings can be successfully adapted and given new life. The showroom with picture windows that once showed off the latest model-year car to motorists on Broadway Drive now houses the shop’s bright, sunny primary seating and café area. Portions of the building that once housed parts and service departments are now roastery and kitchen spaces, and the metal roof trusses (now painted bright orange) highlight the building’s modern construction.



Recommendations

Vision

An attractive, livable mixed-use district.

Goals and Actions

LU-1. - Catalyze incremental, mixed-use infill and redevelopment over the long term.

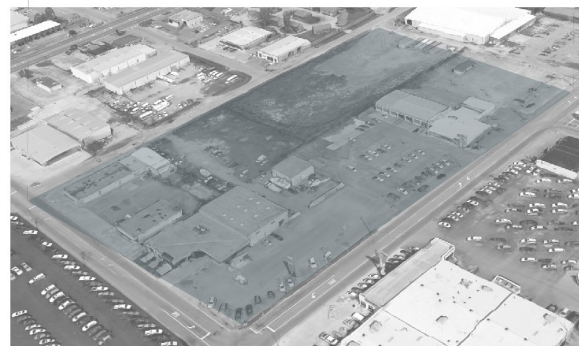
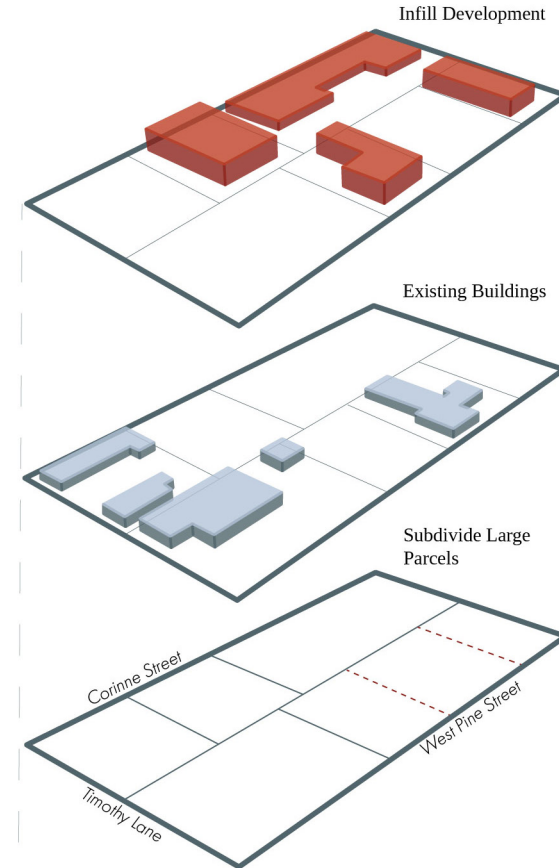
Revitalizing the Broadway Drive and West Pine Street corridors through new development will require concerted effort over the long-term as redevelopment becomes economically viable. Property transactions are impacted by the leasing terms of 16th Section Land, with many of the original 99-year leases expiring in the coming decades and providing opportunities for new lessees. In the near-term, encouraging infill and redevelopment requires increasing occupancy and demand along the corridor and reducing barriers to new development and business starts.

LU-1.1. Update the zoning districts in the area to encourage adaptive reuse and infill development in line with the plan's urban design vision.

Zoning districts regulate dimensional standards, site design requirements, and uses in developments – all of which are critical to creating the plan's vision for an attractive, livable mixed-use district. The dominant zoning districts currently in the area do not provide for effective mixed-use development that is oriented towards key themes like walkability. Updating dimensional standards, particularly front setbacks, will encourage future buildings to be located closer to the street and create a more pedestrian-scaled and accessible environment.

LU-1.2. Ease restrictions on small-scale manufacturing and artisan uses in the city's LDC to encourage reuse of vacant buildings.

While dimensional standards primarily apply to new development, including new construction or expansion of existing buildings and uses, the study area is currently



Massing Diagram - Infill and Redevelopment

The land use strategy encourages the subdivision of large, underutilized parcels so they are set up for infill and redevelopment.

Source: Asakura Robinson, 2024

facing high vacancy rates in existing buildings. The city should focus on reducing vacancy and encouraging new tenants and business starts in existing buildings, many of which may be well-suited for small-scale manufacturing, artisan, and arts uses that can take advantage of the large floor plates, garage spaces, and loading areas in buildings that historically housed automotive dealerships and repair centers.

LU-2. - Provide a range of high-quality housing options for all who need it.

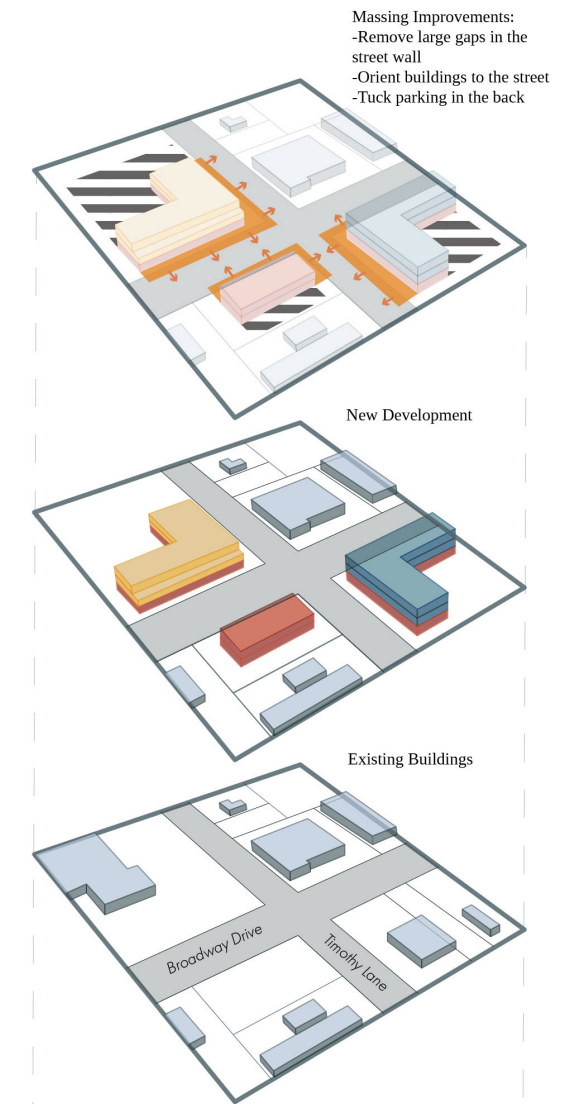
Housing is a key element of a mixed-use environment, and an important opportunity for a regionally significant corridor like Broadway Drive. Additional housing opportunities and variety of housing types can support the city's workforce and economy, including the health of businesses in the study area.

LU-2.1. Amend the land development code and/or zoning map to permit a mix of housing typologies by-right that provide a wider variety of housing options in the study area.

The B-3 and B-5 zoning districts present in the district currently permit minimal housing, with only mixed-use dwellings permitted in the B-3 district by conditional use permit. Expanding the types of housing that could be permitted in the study area, either by amending the zoning map for this area or amending the use table for these districts. Permitting housing by-right or with performance standards instead of by conditional use permit removes a procedural barrier to creating new housing.

LU-2.2. Partner with local organizations to develop housing solutions and social services along the corridor for people experiencing homelessness, including the potential conversion of underutilized motels into supportive housing.

Taking a housing-first approach to homelessness requires helping people experiencing homelessness find access to safe, secure, and affordable housing. Supportive housing approaches with wrap-around services such as physical and mental health services can help individuals experiencing homelessness transition back into secure housing. Management by an organization with experience addressing holistic housing, economic, and service issues is a critical component to ensure that supportive housing is a high-quality option in the long-term.



Massing Diagram - Dimensional Standards

The land use strategy will include changes to dimensional standards as laid out in the city's Land Development Code. Changes to the code will likely include reduced setbacks and reduced parking requirements.

Source: Asakura Robinson

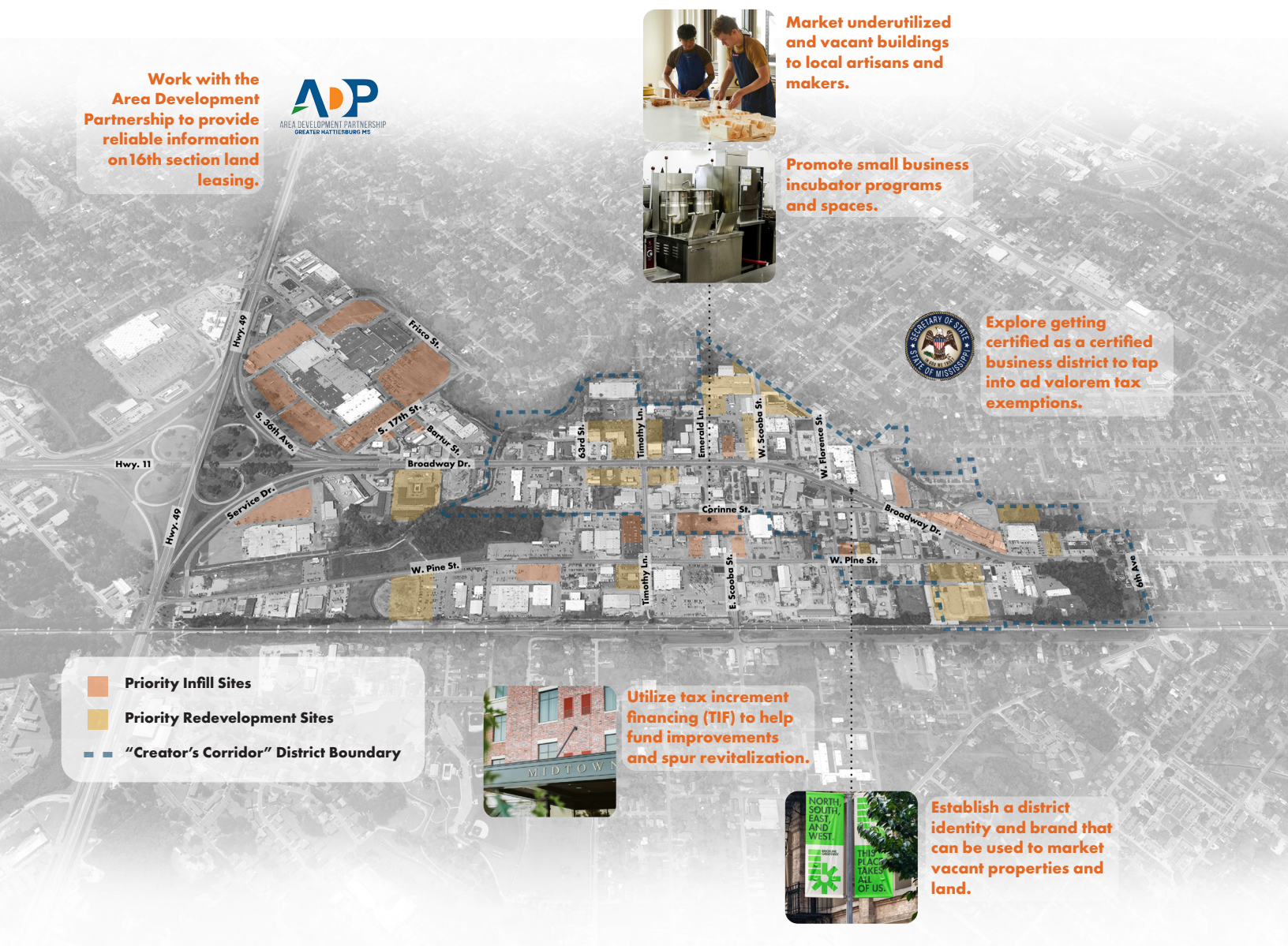
ECONOMIC DEVELOPMENT

The economic development strategy will transform the corridors into a thriving regional space for business and innovation. Through creative financing, partnerships and re-branding, the city will transform “Hattiesburg’s Automotive Row” into “Hattiesburg’s Creator’s Corridor”. A key component of the strategy is to flip the script on 16th Section land, which will include educating potential business owners and developers as well as working with the legislature to reform leasing terms.



DRAFT GRAPHIC - SEE “PUBLIC REALM” FOR FINAL STYLE

Economic Development Overview



Economic development is a critical priority for the City of Hattiesburg and the Hattiesburg Public School District. A thriving Broadway Drive and West Pine Street corridor creates a vibrant gateway for visitors entering the city from the city along this key corridor to Downtown. Additionally, redevelopment of the corridor supports the City's and School District's financial health by increasing the tax base and lease payments to support improved services for city residents and public school students.

The corridor is located in close proximity to major employment centers including Downtown Hattiesburg, the University of Southern Mississippi, Forrest General Hospital, and William Carey University. Its central location and regional access make it a desirable location for uses that are attracted to high traffic volumes and for businesses seeking a central location. The corridors have the ability to complement, but not compete with, other established centers such as Downtown, Midtown, and the Hardy Street corridor and provide a convenient and accessible location for businesses and employers.

Today, the corridors are home to a mix of auto-oriented uses, including auto dealerships, parts and tire stores, and title loan companies. However, as the dealerships continue to move away from the corridors, it will become necessary to find new uses for these existing buildings and their excess parking areas.

The city and school district are in unique positions to help facilitate the corridors' transformations due to the presence of 16th Section land within the study area, which is land held in trust by the state and leased by the school district to support student funding. 16th Section land means that the school district has control over leasing, and the lack of fee simple ownership creates benefits - and challenges - for the corridors' redevelopment. As original 99-year leases expire in the coming decades, it will become critical to provide improved marketing of vacant properties and accurate communications regarding leasing terms.

Targeting key industries and business types, such as makers and artisans, will require support from the City of Hattiesburg, the Hattiesburg Public School District, and their partners. In addition to changes to zoning regulations discussed in the Land Use section and investments in improved transportation infrastructure and public spaces identified in the Mobility and Public Realm sections, the City can encourage redevelopment and new business starts through a coordinated program of financial incentives and technical assistance.

Key Themes

Pivoting from “Automotive Row”

The study area’s location on the New Orleans and Northeastern rail line historically supported manufacturing and industrial activities oriented towards rail access before becoming oriented to the regional Broadway Drive corridor during the midcentury period. Through the mid-20th century, it became an increasingly auto-oriented commercial corridor with a variety of automotive dealerships and lodging and dining facilities marketed towards travelers and a regional market.

Today, auto dealers and national retailers have generally relocated towards West Hattiesburg, including the Turtle Creek Mall and Highway 98 corridor west of Interstate 59, though there is some additional retail development in the Midtown and Hardy Street corridors near USM. As a secondary retail and office center to Downtown, Midtown, Hardy Street, and West Hattiesburg, “Automotive Row” must adapt to changing market dynamics in order to support reuse, infill, and redevelopment.

Bring New Life To Broadway

Support Existing Businesses and Tenants

As discussed in the Land Use section, zoning and land use regulations such as the B-5 Regional Business district apply to a variety of large and small parcels, including highway-oriented commercial and retail uses on Broadway Drive as well as some light industrial and storage uses on West Pine Street and side streets.

The low costs in the corridor and high vacancies have increased desirability of the area for small businesses, not-for-profit organizations, and some assembly uses, including event spaces, churches, ministries, and outreach activities. While some spaces are purpose-built, others are located in former storefronts, garages, and office buildings. However, the permissive B-5 zoning that dominates the corridor has led to a wide range of uses and potential conflicts between commercial services, retailers, and storage yards. Preserving these businesses while encouraging complementary infill and redevelopment and anticipating future transitions will be critical.

Reduce Vacancies Through Targeted Economic Development

While the departure of the dealerships, there are an increased number of vacant dealership and auto-related buildings in the corridors. These mid-century buildings often include ample parking, a showroom area featuring large plate glass windows that provide ample light and visibility from the street, and large service or parts areas with garage doors and loading areas.

These buildings are a key asset for the corridor and can be especially attractive to small-scale manufacturers, makers, artists, and artisans that require production space, loading areas for small utility vehicles and box trucks, and a public-facing sales area or showroom. While they can be repurposed for other uses, these “maker” businesses produce goods for sale locally and outside the area, keeping money in the local economy and bringing in outside dollars.

These small businesses often require support to get started and scale, which will be discussed in the following sections. However, finding opportunities to reduce vacancies and stabilize the corridors in the near-term must be a priority before the local market can support larger-scale infill and redevelopment.

Case Study - Adaptive Reuse & Craft Beverages in Charlottesville, Virginia



Source: Vitae Spirits

Charlottesville Ale Trail

Charlottesville, Virginia and its surrounding areas are home to a craft beverage industry that has existed for decades but has reached prominence in recent years through increased branding and expansion in an urban context. While the Monticello American Viticultural Area (AVA) and Monticello Wine Trail have long promoted its rural wineries, this focus has broadened to brand other key corridors such as the Nelson 151 corridor in Nelson County and the Charlottesville Ale Trail in Charlottesville.

Preston Avenue Adaptive Reuse

Charlottesville’s Preston Avenue corridor, a midcentury commercial thoroughfare similar to Broadway Drive with an adjacent industrial area, has seen several former warehouses and industrial buildings become the homes to craft beverage producers such as Random Row Brewing, Vitae Spirits Distillery, Rockfish Brewing, Starr Hill Brewery, and Three Notch’d Brewing. Many of these businesses have gone on to expand to additional storefronts and tasting rooms or larger production.

This corridor has also seen auto dealerships and garages adapted to new uses, such as Fifth Season Gardening Company, who have adapted a showroom into their primary sales area while using the warehouse space for display and storage. By subdividing the space, Rockfish Brewing was able to open their brewery and tasting room next door, with a shared outdoor seating area.



Source: Fifth Season Gardening, Triangle Business Journal, Rockfish Brewing

Catalyze Infill and Reinvestment

With ample parking areas and aging buildings, many parcels in the corridors are primed for additional infill or redevelopment. Larger empty or underutilized parking areas could provide pad-ready sites for an additional building, and lower-value or deteriorated buildings could be replaced with new construction. Many mid-century commercial buildings are relatively cheaply constructed and designed and financed around real estate useful life assumptions that hover a 30-40 year depreciation period. Where these buildings cannot be reused in a cost-effective manner, developers may seek to redevelop the property and construct new buildings.

New improvements on parcels, such as new buildings or renovations to existing buildings, results in an improved tax base for the city and school district that can further support reinvestment in the corridor through mechanisms such as the general fund or tax increment financing. When businesses and developers are able to reinvest in the corridors, it positively impacts the values and perceptions of the area. The mix of parcel sizes as well as building types and sizes makes for a wide variety of potential uses along the corridor. The variety in sizes also means there is variability in land assembly and sitework costs, and feasibility, to support new development.

However, with higher vacancies and low costs in the area, a developer is less likely to opt for a riskier construction project. Catalyzing new construction will require creating new demand in other ways such as marketing vacant buildings and property, or reducing potential costs and risks for developers through improved development processes or direct financial assistance.

Act on 16th Section Land

“16th Section lands” are lands set aside and held in trust by the state for the purpose of funding public education. School districts are able to draw revenue from these lands by leasing them: in rural counties, this typically results in large timber or agricultural leases.

However, Hattiesburg is home to a uniquely developed 16th Section encompassing much of this study area. According to the Secretary of State’s Public Lease Search, there are 194 active commercial leases in Section 16, Township 4 North, Range 13 West totaling 162.69 of 642.90 total acres. Of this acreage, 129.50 acres are covered by 99-year commercial leases – nearly one-quarter of the district’s 16th Section lands. 164 of these commercial leases were executed before 1960.

The presence of long-term leases, including 99-year leases rather than fee simple ownership, complicates the corridor’s redevelopment. 99-year leases are now prohibited by the Mississippi Constitution, with some limited exceptions and provisions for extensions.

Inability to own the land that a building sits on may be a disincentive for prospective developers: while they own the buildings and improvements on the parcel, they are unable to capitalize on appreciating land values driven by increased development on the corridor. It may also complicate conventional lending and financing models, and focus group participants reported that brokers and realtors have discouraged developers from choosing 16th Section properties. However, the lack of land costs can also make these properties more affordable for prospective tenants or developers.

The City of Hattiesburg, in conjunction with the Hattiesburg Public School District and the Mississippi Secretary of State, has previously advocated for reforms to 16th Section land laws, with the most recent effort being 2024 Regular Session’s House Bill 1258. HB 1258 proposed potential extensions for 99-year leaseholders to permit an extension for up to 25 years. While the bill did not pass, it does represent a significant effort to removing leasing as a barrier to development.

Encouraging redevelopment in the corridor will require improving public awareness and understanding of 16th Section land, including combating negative public perception. Increased reinvestment and redevelopment in the corridor can support the City of Hattiesburg as well as the Hattiesburg Public School District.

Provide Coordinated, Dedicated Funding and Technical Support for the Corridor’s Redevelopment

Tax Incentives

Local property taxes are some of the most powerful financial tools cities have to support economic development, as they can provide direct incentives to prospective developers and create dedicated funding sources for redevelopment projects. Hattiesburg may consider employing tax increment financing or tax abatements to support public infrastructure investment or encourage new private development.

Tax increment financing (TIF) is permitted under Chapter 21-45 on the Mississippi Code and can be used to support redevelopment projects in designated project areas meeting certain criteria. Generally, TIF districts are used to provide a funding source for redevelopment or revitalization of aging or underinvested areas by capturing incremental increases in ad valorem tax revenue above an established “base year” and redirecting these proceeds to a dedicated fund. The revenues are then used to support an approved redevelopment project and redevelopment plan. The success of a TIF strategy depends on the scale of revenue increases, which are largely driven by new investment in buildings and improvements as well as appreciation of the underlying land’s value.

On the other hand, tax abatements can be used to incentivize specific projects that are deemed to promote business and economic development. While their terms vary depending on their enabling legislation, they can provide a significant incentive to a prospective developer. Designating an area as a Central Business District can enable the City of Hattiesburg to provide tax abatements per Sec. 27-31-31 of the Mississippi Code.

One key consideration for localities considering tax incentives is the cost of foregone revenues. While TIF revenues are directed to a dedicated fund that can be used to cover the costs of public improvements or bonds, tax abatements are not collected and represent lost revenue for the community. The use of tax incentives should consider the relative impact of the revenues on other funding sources and whether their proceeds and benefits will be sufficient to cover the costs of proposed improvements.

Within the study area, it is important to note that the Hattiesburg Public School District is not affected by tax incentive programs, which only pertain to municipal or county taxes per state law. The district’s consideration of leasing terms for 16th Section lands are also not impacted. Because a TIF’s revenues are driven by new investment, timing is an especially important consideration in a TIF’s creation to ensure that the increased revenues can be captured and there are sufficient proceeds to cover ongoing costs and bonding debt.

Technical Assistance to Local Entrepreneurs and Makers

The corridor’s creative identity supports home-grown, locally-based businesses. Training, technical assistance, and financial support are critical for these businesses to be able to scale and succeed.

Hattiesburg is home to strong local economic development institutions that serve not only the city but the state and region. This economic infrastructure including the Trent Lott National Center for Excellence in Economic Development and Entrepreneurship at The University of Southern Mississippi, the USM Small Business Development Center, the Southern Entrepreneurship Program, the Center for Economic and Entrepreneurship Education, The Hatchery and Inspiration Lab, and the Area Development Partnership can provide key anchors and local experts that can be leveraged.

While other institutions such as The Accelerator at the Innovation and Commercialization Park are focused more on scaling manufacturing and polymer industry, an incubator could provide training, technical assistance, and potential space for new businesses and start-ups. Though the exact needs for a small business and small-scale manufacturing incubator should be determined through further engagement with the business community, specialized types incorporating on-site spaces for small-

scale manufacturing uses could include makerspaces, wood shops, commercial kitchens, and other types of space that can be shared and provide low-cost workspaces through rental agreements or membership fees.

Gap Financing and Lending

A major obstacle to starting a small business, particularly for individuals without access to traditional financing and lending products, is accessing the initial capital and funding to invest in equipment, space, or services to launch the business.

Community development organizations such as the Southeast Mississippi Community Investment Corporation (SEMCIC) and Southern Mississippi Planning & Development District (SMPDD) are key players in small business development and financing. SEMCIC offers gap financing for up to 50% or \$250,000 for eligible projects, whichever is less, as well as up to \$35,000 microloans. These programs have loan terms and equity requirements that are generally accessible to small businesses. Similarly, SMPDD offers a more robust revolving loan program and minority business enterprise loan and micro-loan programs that can expand access to capital to groups that have historically been excluded or underrepresented.

District Management and Program Support

Organizing businesses and activities throughout the corridor takes leadership, whether it comes from the grassroots, a community organization, or the City of Hattiesburg.

Defining a clear champion and organizing entity for the corridors should be a priority to help ensure this plan’s public projects and support of private investment are realized. While this could be as formalized as a business improvement district (BID), as distributed as a business association, or as simple as a designated City staff member, having a clear point of contact and liaison can help to ensure access to information and clear communication.

Other in-kind or low-cost programs that could be supported by the City of Hattiesburg could include pre-application meetings for prospective businesses, additional information on the permitting process, expedited review of building permits or site plans, or waivers of permit fees for eligible cases.

Case Study - Kitchen Incubators



Source: Common Wealth Kitchen Incubator

MS KICK - Shreveport, Louisiana

Launched in 2019 following a years-long Choice Neighborhoods planning process, the Milam Street Kitchen Incubator and Community Kitchen (MS KICK) in Shreveport is a project of the Southern University at Shreveport, Louisiana, the City of Shreveport, the Shreveport Housing Authority, and the U.S. Department of Housing and Urban Development. The project includes a kitchen incubator with technical assistance including one-on-one support and training opportunities such as ServSafe certifications as well as a commercial kitchen for culinary entrepreneurs. The Community Kitchen engages residents around topics such as healthy eating and nutrition.

Common Wealth Kitchen Incubator - Youngstown, Ohio

This shared commercial kitchen provides hourly rentals to support new businesses as well as services and training for culinary entrepreneurs. It includes a certified shared-use kitchen and processing areas & convection ovens as well as cold, frozen and dry storage, and is expanding to include a canning line and refrigeration and freezer units.

Case Study - Makerspace and Incubator



Source: Method Architecture

TXRX Labs / East End Maker Hub - Houston, Texas

TXRX Labs is a nonprofit makerspace located in Houston, Texas’s East End that provides a makerspace, classes, and training to hobbyists as well as makers and startups. The labs are primarily focused on fabrication, with a variety of tools such as 3D printers, laser cutters, wood and machine shops, as well as consulting and coaching services.

The lab is supported by monthly membership rates, which are scaled based on level of access, for-profit or hobbyist status, and space needs. It is part of the Urban Partnerships Community Development Corporation’s 307,000 square foot East End Maker Hub, which transformed an industrial campus into a modern space with focuses on affordable workspace access and high-tech manufacturing. Leasing spaces in the the maker hub are as small as 500 square feet, with rates varying depending on the space type (crafting, innovation, light and heavy fabrication.) The East End Maker Hub received ULI Houston’s 2022 Impact Award in recognition of its strong community focus and economic impact.



Recommendations

Vision

A thriving regional space for business and innovation.

Goals and Actions

ED-1. Transform “Hattiesburg’s Automotive Row” into “Hattiesburg’s Creators Corridor”.

As the corridor shifts from its auto-oriented past and identity, the City of Hattiesburg will need to proactively guide its evolution towards an innovative, creative-oriented district. These efforts should include support for business and workforce development, branding and programming, and financial strategies to direct public and private investment in the corridor.

ED-1.1. Work with the Hattiesburg Area Development Partnership, the Hattiesburg Public School District, and the University of Southern Mississippi to develop workforce training and small-scale manufacturing and small business incubator programs.

Broadway Drive is a place where homegrown makers and businesses can start and scale up. However, the foundations for creative industry are laid with a skilled workforce and an entrepreneurial ecosystem that supports their continued growth and development. Public educational institutions can serve as this anchor for high school and college students in Hattiesburg, and existing outreach centers and economic development programs can encourage graduates and local residents to start their businesses in Hattiesburg.

ED-1.2. Establish dedicated staff support to promote and manage programming along the corridor, including branding and marketing, arts and cultural events, business recruitment and retention, and expanded services.

Many successful Main Street or Downtown programs have dedicated staffing or an organization that serves as a champion for the area: for example, the Downtown Hattiesburg Association has worked since 1985 to leverage public and private investment in the Downtown area. A similar group or a staff member employed by the City of Hattiesburg or a local economic development entity would be able to conduct additional outreach to business and property owners, manage grant applications, and administer expanded programming.

ED-1.3. Assess how incentive programs such as tax increment financing or tax abatements can provide additional cost-effective tools to encourage investment and capture increased property values.

Cities are enabled to pursue tax abatements for individual projects through enabling legislation, including through designation of a central business district. A tax increment financing (TIF) district would provide a dedicated funding stream to finance public improvements according to an adopted redevelopment plan. The City of Hattiesburg may opt to pursue these methods in order to direct investment into the corridor and support the development of a new brand and identity.

ED-2. Flip the script on 16th Section Land.

The presence of 16th Section land within the corridor is both an opportunity and a challenge: while its revitalization can directly benefit both the City of Hattiesburg and the Hattiesburg Public School District and leasing discourages land speculation, the mechanics behind 16th Section land are poorly understood. Working to “flip the script” and proactively message the benefits of investing will be vital.

ED-2.1. Develop a branding and communications plan for the ‘creators corridor’ district that mitigates concerns associated with leasing 16th Section Land.

During the business community focus group in May 2024, attendees shared comments ranging from economic concerns about financing to anecdotes of brokers explicitly steering away clients from investing in 16th Section lands. Because the Hattiesburg Public School District and Hattiesburg’s youth are the beneficiaries of 16th Section land, it is in the community’s interest to encourage interest in leasing and development in the area. Working with multiple stakeholder groups to clarify the myths and facts of 16th Section land will help to demystify process, realize financially viable uses, and support the growth of businesses and jobs in the community.

ED-2.2. Work with the Area Development Partnership and the Hattiesburg Public School District to provide consistent information about available commercial spaces and 16th Section leasing terms to prospective businesses and developers, including artists and artisan industries.

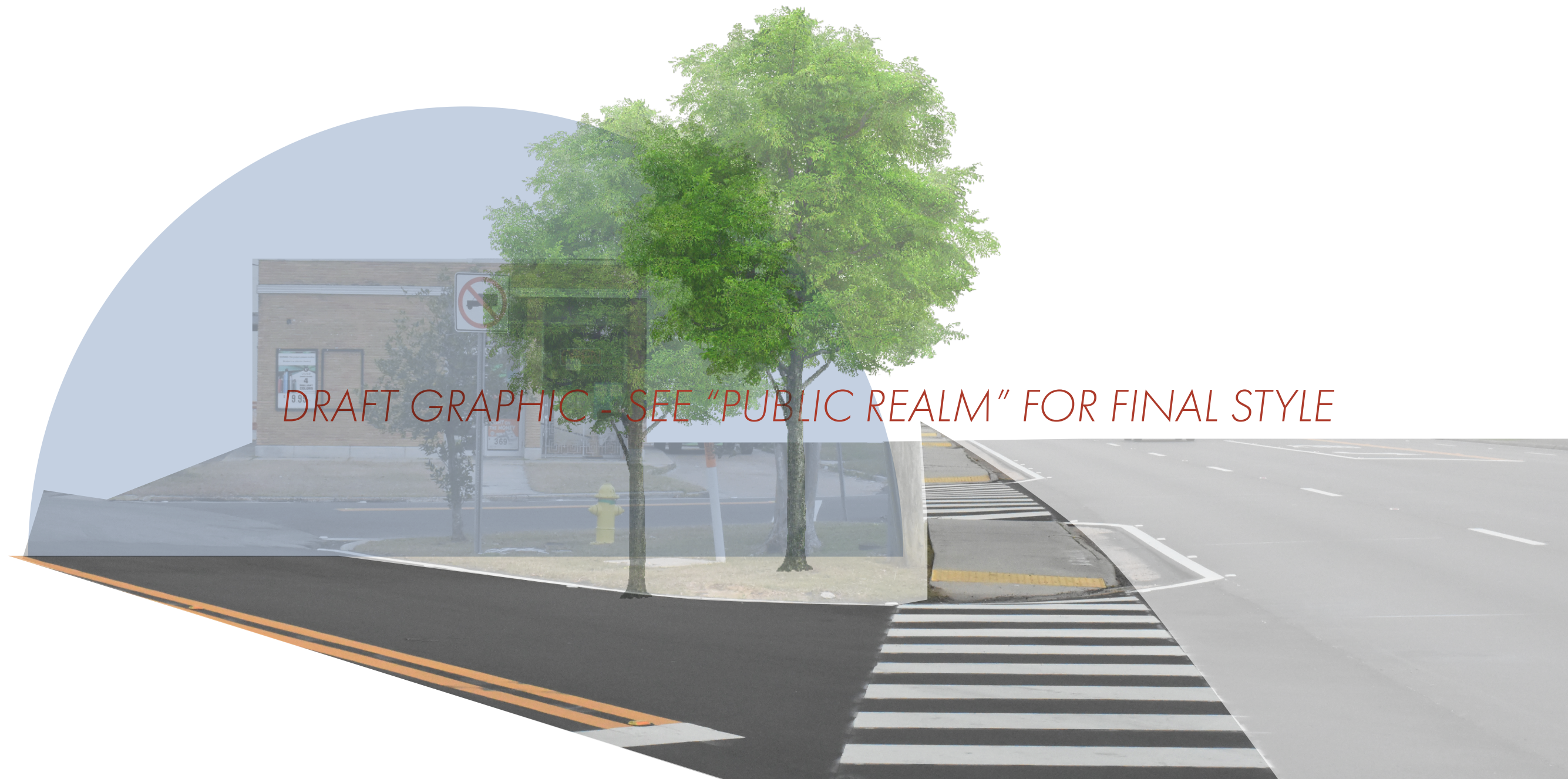
As leases expire or current tenants seek to sublease their properties, improving awareness of available properties and spaces will help to reduce vacancies in the corridor and increase foot traffic to other businesses in the area. While the Area Development Partnership currently advertises retail space availability in other real estate submarkets such as West Hattiesburg, Midtown, and Downtown as well as industrial sites, there is relatively little information available about sites within the corridor. Because of the area’s relatively low rents and existing building stock, marketing to artists and maker industries may be a more effective strategy than conventional retailers or industrial users.

ED-2.3. Work with legislators to ensure 16th Section leasing terms don’t conflict with the community’s economic revitalization goals.

While 99-year leases are no longer permitted, in the coming decades will see many of the original 99-year leases expire. 40-year leases with 25-year renewal options are now the standard for commercial leases. In the Legislature’s 2024 Regular Session, a bill was proposed to permit 25-year renewal options for certain 99-year leases in the redevelopment area. While the bill was not passed at this time, the Broadway Drive and West Pine Street corridors are unique among other 16th Section land holdings in that they are urbanized commercial areas rather than timber or agricultural areas. Continuing to assess the area’s unique characteristics and advocating for relevant statutory enabling authority will be important to ensure the area can adapt over time in line with the community’s vision for economic development and school funding.

MOBILITY

The mobility strategy will create safe neighborhood connections so all can walk, bike, or roll within the Broadway Drive and West Pine Street corridors. The area will also be maintained as a regional access point and act as a key gateway into the city. The city will invest in capital projects to build and upgrade facilities while partnering with other organizations, such as the Mississippi Department of Transportation and Hub City Transit, to make sure the area is easy to navigate by all users.



Mobility Recommendation Overview



Today, Broadway Drive and West Pine Street are two important gateways into Downtown Hattiesburg. Broadway Drive is a suburban-style roadway managed by the Mississippi Department of Transportation (MDOT) and designated as a principal arterial, prioritizing through traffic from Highway 49 to Downtown Hattiesburg. Its typical section includes four travel lanes with a continuous center left turn lane. While it has some sidewalks on the north side of the roadway, they are frequently interrupted by driveway access and generally do not create a comfortable environment for pedestrians.

Parallel to Broadway Drive, West Pine Street is a locally managed minor arterial with two travel lanes and a continuous center left turn lane. Its lower traffic volumes make it a more comfortable roadway for cyclists, though it has few sidewalks and has fewer destinations than Broadway Drive.

Throughout the planning process, participants identified a desire for the area to become more accessible on foot and bike. Additionally, as a centrally located business corridor, the corridors can support improved transit access and mobility with increased infill and improvements to transit infrastructure in the area.

The mobility improvements recommended in this plan are targeted along the study corridors in addition to other important cross streets, including Timothy Lane, which will be the primary route connecting the two corridors of this study. West Scooba Street and South 17th Avenue will also be prioritized as key connections into the adjacent residential neighborhoods. A variety of facility improvement types are proposed in the plan, including new and/or upgraded ADA sidewalks; additional crosswalks and other pedestrian amenities at key intersections; side paths to better accommodate a mix of active transportation users; and a cycle track, which will be the area’s primary bike route that connects to other trails throughout Hattiesburg. All priority improvements are laid out in the overview graphic at left and described in more detail throughout the rest of this section of the plan.

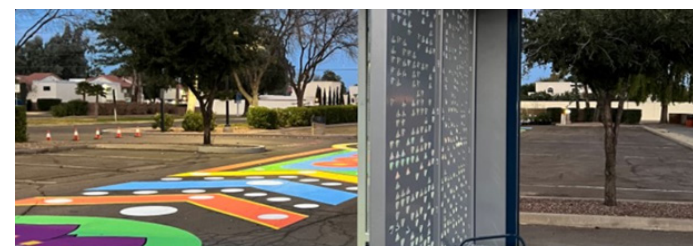
Key Themes

Accommodate Active Transportation Users

Mobility infrastructure along the Broadway Drive and West Pine Street corridors is predominantly designed to accommodate vehicular traffic. The study area has a spotty sidewalk network, most of which is located on the north side of Broadway Drive at approximately 5 feet in length, with varying levels of ADA compliance. Hattiesburg has other areas with stronger sidewalk networks, including Downtown and Midtown, which are two areas the city should work to connect to when siting new infrastructure to implement this plan. There are currently no bike lanes within the study area but much like the sidewalk network, there is potential to connect to existing facilities nearby, including the sidepaths on 17th Avenue South and Hall Avenue.

Most of the roadways in the study area are local streets with exception to Broadway Drive (Highway 11), which is owned and maintained by the Mississippi Department of Transportation (MDOT). Crash data from 2018-2023 reveals that crashes occur most frequently along Broadway compared to other parts of the study area. Crashes occurred at both intersection points but also in between intersections, suggesting a lack of safe crossing opportunities throughout. Pedestrians are observed using the center turn lane as a refuge while waiting for gaps in opposing traffic along Broadway. Intersections along Broadway Drive with the most crashes include Bartur Street, Service Drive, and Timothy Lane. Improving safety for visitors in the area is a top priority in this plan and is reflective of the recommended facilities improvements laid out in the next section.

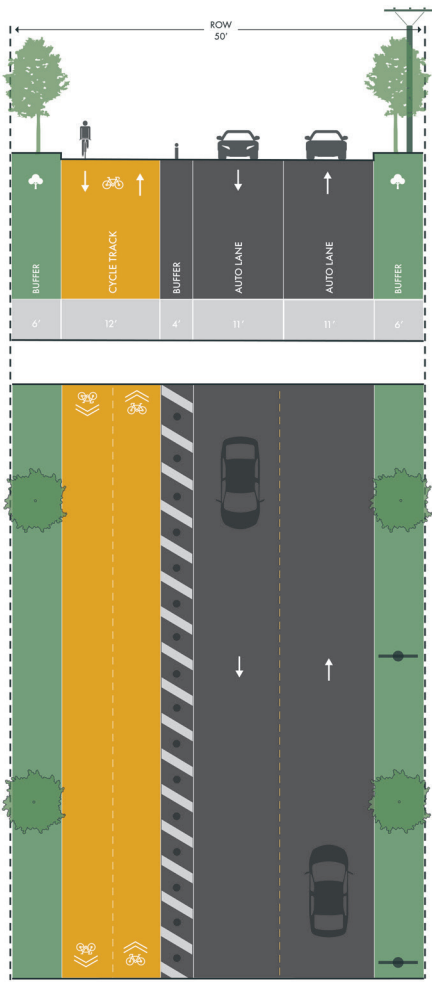
The Right Down Broadway plan aims to bring active transportation users into the study area to add vibrancy to the street and encourage more business patronage and stronger community connections. More pedestrians and bicyclists will result in an environment that is filled with people rather than just vehicles, parking lots, and vacant spaces. This will not only benefit the social fabric of the city by creating more space for social interaction but could expand health benefits as well, including human health due to physical activity and environmental health due to decreased vehicle-based pollution.



Facilities Improvement Gallery

Facilities listed from top to bottom: Pedestrian island median, ADA crosswalk, Sidepath, Cycle track, Painted curb bump-out, Transit shelter, Bike Boulevard

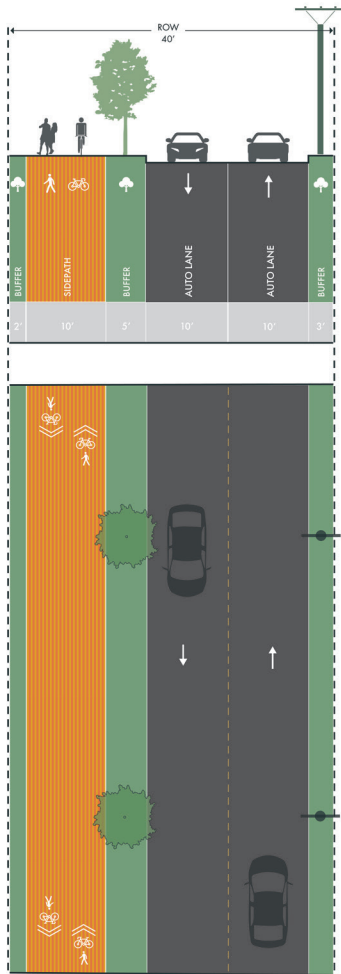
Source: SF Better Streets, Bikexpirt, BikeWalkKC, Asakura Robinson, Queens Daily Eagle



West Pine Street Section

Removing the center turn lane and reallocating pavement space to a 12' cycle track is recommended to improve bicycle mobility throughout the area.

Source: Asakura Robinson, 2024



Timothy Lane Section

Reallocating right-of-way to a 12' side path is recommended to improve pedestrian and bicyclist movement and make better connections to the nearby residential neighborhoods.

Source: Asakura Robinson, 2024



Timothy Lane & West Pine Street Intersection Improvements

The Timothy and West Pine intersection is reimagined with a cycle track, side path, and new mast arm signal head to improve active transportation safety to and from the study area.

Source: Google Earth, 2024; Asakura Robinson, 2024; Bikeexpert; Bike Walk KC; AA Roads

Priority Infrastructure Upgrades

In order to promote broader safety goals and accommodate more pedestrians and cyclists in the study area the city will need to invest in infrastructure upgrades. Considering that there are finite or limited resources for capital improvements, the city should prioritize infrastructure projects along the key segments and intersections laid out in the following tables.

Priority Segment Improvements			
Name	From	To	Improvement type
Broadway Drive	Service Drive/South 36th Street	West Pine Street	-Replace center turn lane with 14' median -Add continuous 6' sidewalk on north side
West Pine Street	Service Drive	Short Royal Street	-Remove center turn lane and reconfigure driving lanes -Add 12' cycle track
	Short Royal Street	6th Avenue	-Transition cycle track to 12' sidepath
Timothy Lane	West Pine Street	Adeline	-Remove center turn lane and reconfigure driving lanes -Add 10' sidepath on west side

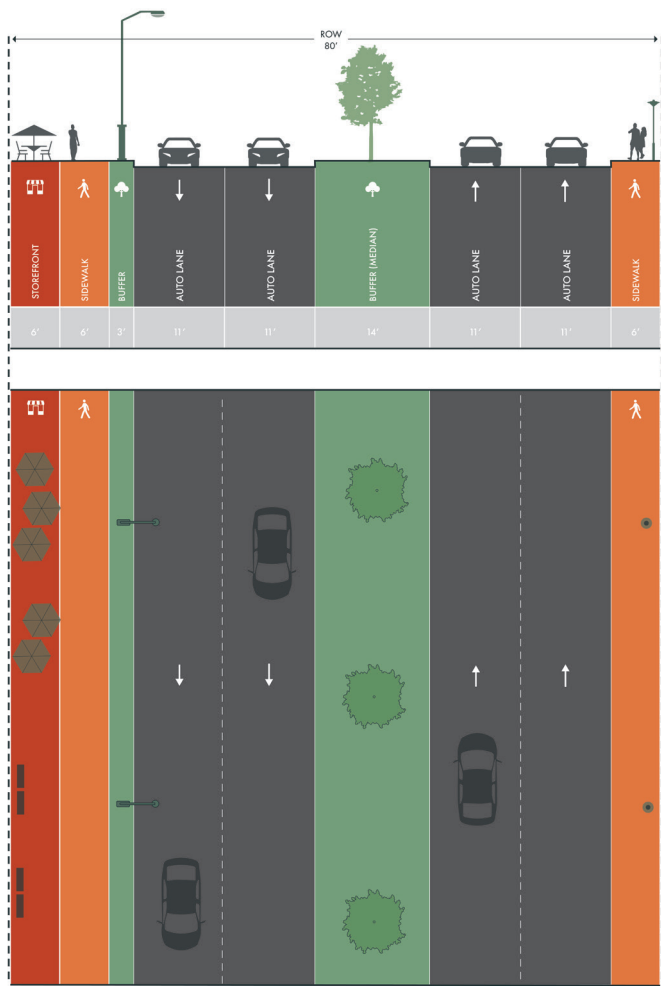
Priority Intersection Improvements	
Name	Improvement type
West Pine Street & Timothy Lane	-Reconfigure with new mast arm signal
Adeline Street & West Florence Street	-Convert from two-way to four-way stop -Square up intersection and create pedestrian bump out and/or pocket park -Add high visibility crosswalks



Existing Intersection at Timothy Lane & West Pine Street

The current intersection is dominated by automobiles and has limited active transportation infrastructure.

Source: Google Earth, 2024



Broadway Drive Section

Reducing the number of lanes and replacing that space with a median will transform Broadway Drive, making it safer for roadway users and a more welcoming gateway into the city.

Source: Asakura Robinson, 2024

Introduce Wayfinding

Adding wayfinding signage throughout the study area will help establish a sense of place and can help support other recommendations in the Right Down Broadway plan, including establishing branding for a maker's district and supporting various business development initiatives. Wayfinding signage will be especially beneficial for visitors and tourists to the region. People will be able to discover new points of interest within the Broadway Drive and West Pine Street corridors as well as connect to other amenities throughout the city.

Case Study - Wayfinding



Source: Arterial Design

St. Kilda Arts Precinct Wayfinding - Port Phillip City, Victoria (Australia)

Port Phillip City carried out a creative wayfinding initiative that helps increase awareness of the vibrant creative industries throughout the St. Kilda Arts Precinct. The signs include directional information, estimated travel time, and a district map to help orient visitors and connect them to key sites. The signs are eye-catching, establish a sense of place, and ease navigation throughout the district.

Balance Access Management Needs

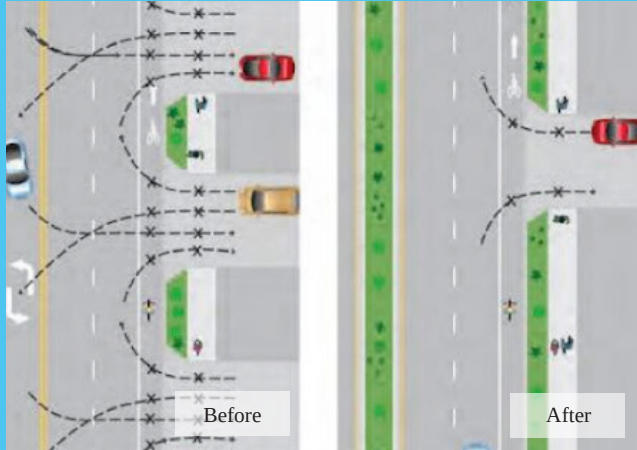
Access management refers to the systems of control for entry and exit points along a roadway. There are numerous factors that feed into how access is managed, including road design, traffic patterns, and land use regulations. Access management throughout the study area is predominantly designed to accommodate vehicle through traffic. To encourage more movement of people and bicyclists throughout the study area, updates to regulations and the built environment will need to be made to improve movement and safety across all modes of travel. Common design updates include adding raised medians, dedicated left turn lanes, and consolidating driveways. The facilities upgrades identified in this plan will improve access management goals in addition to the updates to site design standards laid out in the land use recommendations.

Support Transit Improvements

Hub City Transit's Orange line traverses through the project study area, currently operating Monday through Friday from 6 AM to 6:30 PM, with 45-minute headways. It is the second most frequently used route in the system and indicates that there are many transit users who arrive in the study area that will transition into active transportation users. This indicates further need for crosswalks, sidewalks, and bike lanes near the bus stops that are located along Broadway, West Pine, and the Service Roads.

In addition to supporting pedestrians and cyclists, this plan aims to better accommodate transit users. The recommendations of the Right Down Broadway plan are consistent with those of the 2022 Hub City Transit Master Plan. According to that plan, shelters should be installed based on the number of riders per day. Alternatively, locating additional shelters at key points along this corridor can improve the desirability of transit use to bring community members to frequent businesses and events in the area as part of redevelopment efforts. The 2022 Hub City Plan suggests a new bus route that goes northeast via West Pine Street instead of Broadway Drive, starting from Timothy Lane, which will provide opportunities for refreshed transit stops with safe, comfortable and accessible features.

Case Study - Access Management



Source: Federal Highway Administration (FHWA)

PEDSAFE - FHWA

The Federal Highway Administration (FHWA) promotes access management strategies for pedestrian safety through its Pedestrian Safety Guide and Countermeasure Selection System (PEDSAFE). A couple examples from the guide include maintaining level sidewalks across driveways and adding medians and consolidating driveways.



Recommendations

Vision

A connected corridor for all users and abilities.

Goals and Actions

M-1. Create safe neighborhood connections for all to walk, bike, and roll.

The study area is home to some residential uses but is predominantly surrounded by residential neighborhoods that are within walking distance to businesses and services along the Broadway Drive and West Pine Street corridors. Because of this, the corridors should be accessible through all modes of travel, not just vehicles. New facilities, such as bike lanes and sidewalks are needed to make pedestrians and other active transportation users feel they can safely access the corridor on foot or on bike. In addition, the city will need to work on improving streetscape conditions within the study area by partnering with businesses and landowners to make improvements to their properties that make the area more attractive to residents and visitors, so people are encouraged to not just come to the corridor for shopping needs but to stay in the corridor and linger.

M-1.1. Build a network of dedicated bike and pedestrian routes so residents from across the city can safely access the corridor without relying on a vehicle.

Right Down Broadway identifies key infrastructure upgrades that will help the city prioritize limited funding and resources while making the study area broadly accessible to the surrounding communities and regional visitors. Broadway Drive will be the primary pedestrian route within the study area and the city will need to work to fill in and improve the sidewalk network, especially on the north side of Broadway, to create a fully connected and accessible route.

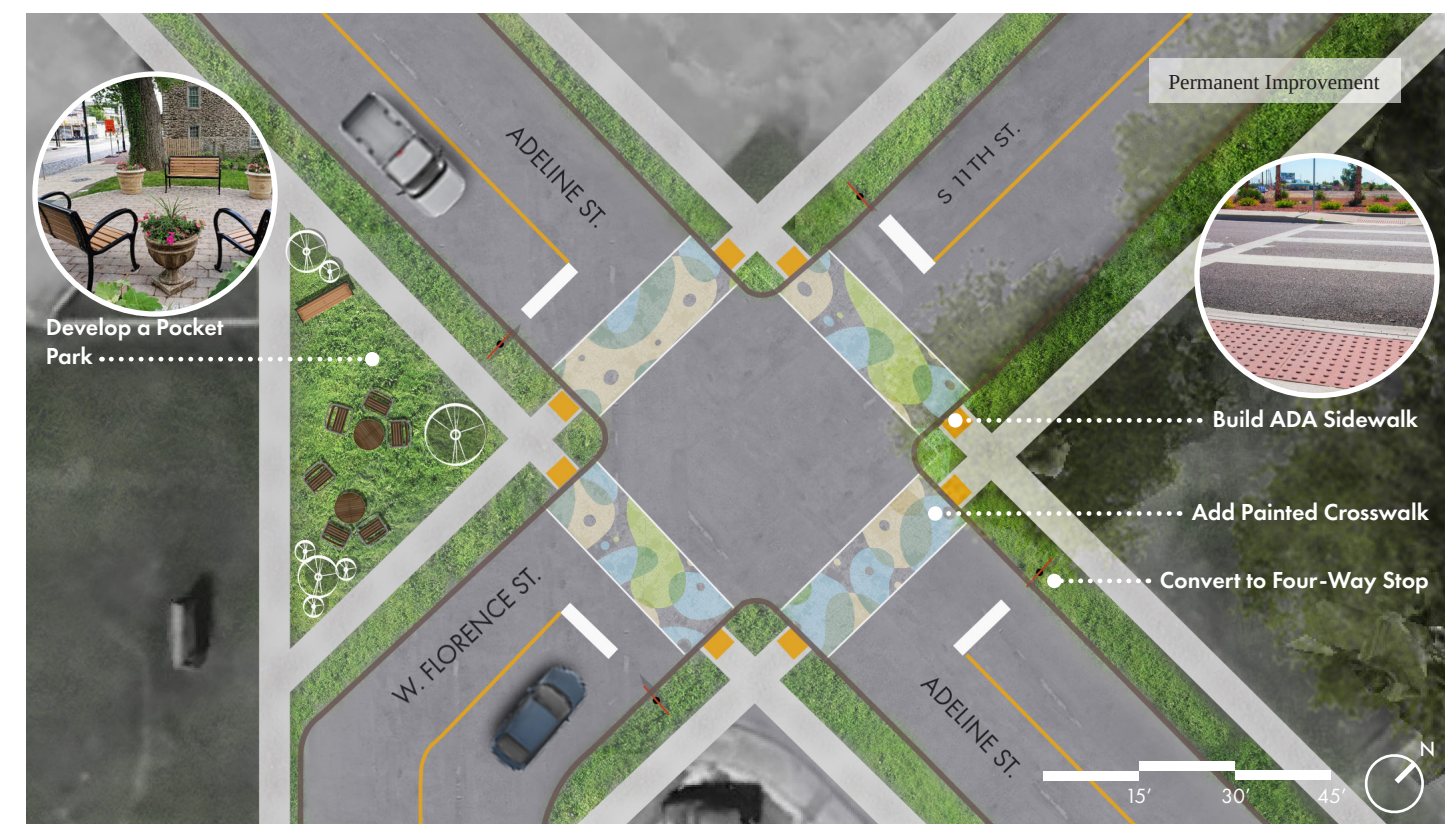
In addition to filling in the sidewalk network, existing sidewalks will need to be assessed and upgraded when necessary to meet ADA standards. A cycle track will be added to West Pine Street to move bicyclists throughout the study area and connect to other paths and trails nearby. A side path will be added to Timothy Lane to connect to the proposed improvements on Broadway and West Pine. Additionally, 17th Avenue, Bartur Street, and East Scooba Street will be transformed into shared streets (streets that accommodate bicycles and vehicles) to promote additional east-west connectivity into the neighboring residential areas.



Existing Intersection at Adeline Street & West Florence Street

The existing intersection configuration causes safety concerns especially for pedestrians as they try to cross the wide roadway along West Florence.

Source: Google Earth, 2024



Adeline Street & West Florence Street Intersection Improvements Options

The temporary improvement graphic shows a low cost option to improve pedestrian movement around this intersection. The permanent solution is more extensive and more expensive but would drastically improve the mobility experience of people moving from the neighboring residential area and into the study area.

Source: Asakura Robinson, 2024; Google Earth, 2024; Real Hartford, 2024

Case Study - Tactical Urbanism



Source: Strong Towns

Tactical Mobility Improvements - Bellingham, Washington

Residents in Bellingham, WA took traffic calming into their own hands by adding a curb bump-out with cones and semi-permanent street paint to a neighborhood street where vehicles were often observed speeding. This is an example of tactical urbanism, which is a method used to improve neighborhoods through short-term and low-cost solutions that test out possibilities for long-term positive change. The Right Down Broadway plan encourages the use of tactical urbanism style improvements to test out ideas for how to make the corridors safer and more attractive for residents and visitors.

Mobility infrastructure upgrades can be costly and require numerous funding streams and partnerships to break ground, though bicycle and pedestrian facilities can be cost-effective, especially where there is no need to move curbs or add new pavement. Where funding is not available, low-cost, temporary, or tactical measures are encouraged to improve streetscape conditions and general mobility and safety. Traffic cones, flexi-posts, reflective tape, and pavement paint are all elements used to test out and achieve temporary mobility improvements.

M-1.2. Increase the number of active transportation users throughout the study area by introducing streetscape improvements and updated roadway design standards that complement changes in land use.

Streetscape improvements include but are not limited to street trees or other landscaping, pedestrian lighting, sidewalk cafes, benches, trash receptacles, and bicycle parking. All of these elements help make the street a more inviting space for people to stay and walk through while heading to other businesses. Streetscape improvements will compliment the vision laid out in the land use strategy, which is to create more mixed-use development patterns that cater to Hattiesburg creative and business communities.

Broadway Drive will be totally transformed if reconfigured from a five-lane roadway into a four-lane roadway with a median. This would entail removing the center turn lane and replacing it with a landscaped or pedestrian island median to improve safety and the general aesthetic of Broadway Drive as people are driving into the city from the surrounding region. The Mississippi Department of Transportation has jurisdiction over Broadway Drive and any improvements to this roadway would require working directly with the State to study the impacts of the potential infrastructure change and to find funding and resources.

M-2. Maintain regional access as a key gateway to the city.

Broadway Drive is a major gateway into the city of Hattiesburg. Redeveloping it into a more walkable and lively destination while maintaining it as a regional thoroughfare will be a challenge but not something the city isn't up to task for. The city will have to strike a balance between moving people efficiently and safely through the corridor while encouraging people to stop and visit the various businesses and services that are located around Broadway Drive and West Pine Street. Through

infrastructure upgrades and other initiatives, the city will be able to achieve this vision. The city can begin by introducing better wayfinding and signage, improving access management standards, and partnering with local transit partners.

M-2.1. Develop a district signage and wayfinding plan that establishes the study area as an important shopping area and destination for regional visitors.

District signage, such as branded monument signs or street pole banners, can help establish a district's identity and sense of place. The Broadway Drive and West Pine Street corridors could benefit from this, especially as it transforms into Hattiesburg's designated artisan's and maker's district, as laid out in the economic development strategy of this plan. This type of signage can be recognized when riding in a vehicle, especially as folks are driving into the city from the broader region. Wayfinding signage, such as directional signs and maps, are most useful for people already in the district and for people moving at slower speeds, such as pedestrians and bicyclists. Wayfinding signage will help direct people to specific businesses and landmarks within the study area. Both types of signage will benefit the economic development in the study area and balance the use of the corridors as a regional gateway and destination for local commerce.

M-2.2. Work with MDOT to balance business access needs with traffic flow and safety, reconfiguring driveway curb cuts, center turning lanes, and street designs where appropriate.

Updating access management strategies, especially along Broadway Drive, will require close collaboration with the city of Hattiesburg, MDOT, Hub City Transit, and various property owners. The city can bring forward some new access management strategies by updating site design standards in the Land Development Code but will still need to work with other parties to ensure traffic control and access points area synchronized with broader mobility goals to attract active transportation users to the study area.

M-2.3. Partner with Hub City Transit to improve the transit user experience in the study area by introducing bus shelters and other streetscape amenities that are coordinated with the district signage plan.

The city can complement ideas laid out in the 2022 Hub City Transit Master Plan by coordinating its infrastructure upgrades, streetscape improvements, and wayfinding initiatives to be sited near transit stops.

Case Study - Transit Improvements



Source: Athens-Clarke County

Art Shelters Program - Athens-Clarke County, Georgia

Athens-Clarke County makes transit service more efficient and enjoyable for users through its Bus Stop Improvement and Art Shelters Program. The programs has used Special Purpose Local Option Sales Tax (SPLOST) funding periodically over the last two decades to improve landing pads, benches, and shelters throughout the system. Through partnerships with Athens Area Arts Council and Athens Cultural Affairs Commission, the transit authority has installed dozens of 'art shelters' designed by local artists. The Broadway Drive and West Pine Street corridors could benefit from a program like this because it would not only provide mobility related benefits to transit users in the study area but also broader benefits to the public realm by improving streetscape conditions through art.

PUBLIC REALM

The public realm strategy uses arts and culture as a tool for revitalization, not just beautification. Through partnerships with local artists and community members, the Broadway Drive and West Pine Street Corridors will be transformed using public art and through grassroots improvements. Through grant programs and incentives, the city will encourage business and land owners to make facade and streetscape improvements and to remediate brownfield sites into safe, accessible spaces for the public.



Public Realm Recommendation Overview



The public realm refers to all public spaces including sidewalks, facades, vacant land, and waterways throughout the study area. Strategies in this section of the plan will help transform the public realm into a series of well-connected and welcoming public spaces.

The historic function of Broadway Drive as a highway and “Automotive Row” has led to the area being highly auto-centric, with large amounts of pavement. Additionally, the historic use of land near the railroad along West Pine Street for industrial use has resulted in some soil and groundwater contamination along this corridor. These issues intersect with the Gordon’s Creek floodplain area, including higher flood risk areas near the creek, where some wooded areas remain today and provide opportunities for additional natural spaces in the area.

Hattiesburg is home to a strong arts community that has already been active in the corridors, painting utility boxes and murals. The arts community can be an active player in the creation of new public spaces within the corridors, using the arts to help reimagine vacant spaces and draw attention to the area.

Through the introduction of green spaces, public art, and streetscape improvements, the city and its partners will be able to turn the Broadway Drive and West Pine Street corridors into a vibrant and pedestrian-friendly district that acts as a gateway for residents and visitors. Improvements, such as the priority green spaces and pedestrian and bicycle connections shown in the graphic at left are intended to be visionary and will be subject to funding opportunities and restrictions based on property ownership and right-of-way. Ideas for this section of the plan were developed to fairly serve all areas of the study area and to prioritize key connections to the other proposed improvements, especially mobility improvements, laid out in the plan.

Key Themes

Create Welcoming Public Spaces

The public realm refers to all public spaces including sidewalks, business facades, vacant land, and waterways. Public realm in the study area is currently dominated by impervious surfaces, which are areas that include material treatment like concrete or asphalt as opposed to more pervious surfaces such as permeable pavers or natural vegetation. This has implications for both heat and water movement throughout the study area. A high prevalence of impervious surfaces makes air temperatures feel warmer and makes the walking environment uncomfortable for pedestrians as they try to shop or move throughout the area. Additionally, street trees in the study area are typically small and tree canopy is sparse or too low to provide adequate shade. Without trees or other sources of shade, pedestrians, bikers, and transit users, are discouraged to visit the area, especially when temperatures and humidity are high.

Crime and safety issues in the study area are not widespread, however, there are some concerns that vacant properties and large open spaces can make people perceive the area as unsafe. The area currently lacks adequate foot traffic and site and roadway design caters mostly to cars, which can make slower moving pedestrian traffic in the area feel uneasy and exposed. Adding elements such as street lighting, better site design standards, and introducing programming or public events can encourage people to be in the study area more, improve perceptions of safety, and act as a natural deterrent to crime.

A welcoming public realm will be filled with people, art, greenery, and social activity. To create a more welcoming public realm in the study area, the city can employ various beautification and programming efforts, including expanding the downtown façade grant program, introducing a sidewalk café and parklet program, and encouraging tactical urbanism as a way to revitalize vacant public spaces using low-cost measures. More beautiful and comfortable places to walk and rest will draw more people into the study area and encourage patronage to businesses.

In addition to beautification efforts, the city can employ interventions associated with Crime Prevention Through Environmental Design (CPTED) to address problem areas along the corridors. CPTED is an interdisciplinary approach to reducing crime and fear of crime through architecture, urban planning and facility management. CPTED strategies are predominantly focused on making alterations to the built environment, i.e. adjusting site

design standards or investing in maintenance, but they are most successful when paired with social strategies that improve collective understanding of crime related issues and involve community-driven problem solving. The city can introduce CPTED interventions by updating the site design standards in the Land Development Code but they can also work with business owners and other partners to explore strategies relating to programming and community events.

Case Study - Sidewalk Cafes and Parklets



Source: City of San Marcos

Sidewalk Cafe and Parklet Program - San Marcos, Texas

The City of San Marcos Texas has made it more accessible for business owners to convert public rights of way into parklets and sidewalk cafes. The city adopted an ordinance in 2015 to lay out details on what is permitted, and they make it easier for business owners by providing a design manual and template license agreement. Parklets and sidewalk cafes have already been piloted in a few areas of Downtown Hattiesburg, but an ordinance and application system would make the process more streamlined for businesses along the corridor.

Safely Redevelop Contaminated Sites

There are many vacant buildings and parcels located throughout the Broadway Drive and West Pine Street corridors. Some of which are considered brownfields, which are former industrial or commercial sites that have been impacted in some way by real or perceived environmental contamination. Some of the closed auto-oriented businesses within the study area could be classified as brownfields if subjected to soil testing. The historic Gulf State Creosote manufacturing site is a well-known former brownfield site in the study area, located near the intersection of Timothy Lane and West Pine Street. This area has gone through brownfield assessments and contamination cleanup in the past but is still a point of concern for many residents.

The former Gulf State Creosote manufacturing site, along with other potential brownfields along the corridors likely associated with automotive industries, need to be considered with care when reinvesting in the study area. Brownfield sites are typically harder to redevelop compared to greenfield sites (previously undeveloped land) because they may have restrictions on certain uses and often require additional funding for environmental testing and contamination cleanup. Governmental entities, such as the Federal Government’s Environmental Protection Agency (EPA) and the Mississippi Department of Environmental Quality (MDEQ) are two organizations that provide significant funding for brownfield activities. The implementation section of this plan identifies more avenues for redeveloping brownfield sites.

Case Study - Brownfields



Source: Colorado Division of Oil and Public Safety

Brownfield Redevelopment - Denver, Colorado

The Colorado Division of Oil and Public Safety supports various brownfield remediation projects by providing grants and technical support to developers and other interested parties. The highlighted project is a former gas station and auto repair site at 2400 East 28th Avenue in Denver that was assessed for

contamination and redeveloped into a three-story apartment complex. Three underground storage tanks were removed in addition to product dispensers and piping equipment prior to redevelopment. No petroleum contamination was found on the site but the contamination assessment was an important first step in ensuring public health and safety.

Respect the Floodplain and Enhance Connections to Nature

Another important piece of the public realm within the Broadway Drive and West Pine Street corridors is Gordon’s Creek. The creek is not currently treated as an amenity in this area of the city and much of it is recessed as a concrete-lined ditch or fenced off from the public. This is in juxtaposition to how Gordon’s Creek has been revitalized in other parts of the city, such as the recently funded trail and bridge project near Chain Park and the Leaf River. At the same time, Gordon’s Creek introduces flooding potential for the study area. Some portions of the Broadway Drive and West Pine Street corridors are directly within the creek’s floodway and flood hazard areas, all of which have the potential to impact redevelopment prospects.

The Right Down Broadway plan includes strategies to treat Gordon’s Creek as a natural stormwater retention area in the future and to encourage better stormwater management, especially for properties in and around the floodplain. To mitigate flooding issues and contribute positively to all stormwater movement in the area, the city should take steps to reduce impervious surfaces such as concrete and asphalt. This could include upgrading existing stormwater infrastructure or adding new elements like permeable pavers, bioswales, and pockets parks along the corridors. The plan also aims to transform Gordon’s Creek into an amenity for residents and visitors. Creating access points to Gordon’s Creek will likely take additional planning and capital investment that go beyond this plan. A top priority is to investigate a bicycle and pedestrian crossing point over the creek so active transportation users in surrounding neighborhoods are better able to access the creek and businesses throughout the corridors.

Use Art as a Revitalization Tool

The city of Hattiesburg is establishing itself as a primary artistic destination in the Pine Belt region. The Hattiesburg Alliance for Public Art and Hattiesburg Pocket Museum are just two organizations in the area that are working to highlight local artists and promote public art throughout the city. Within the study area there are already multiple murals and art-wrapped utility boxes, which make a nod to the local art community. These efforts can be built upon and carried further following the adoption of the Right Down Broadway plan.

Additional efforts to partner artists with local businesses in the study area and to sponsor additional public art projects can further establish Hattiesburg as a regional artistic destination. Investing in artists can also act as a vehicle for both community and economic development. Public art projects help fund local artists, who are often in need of financial support to carry out their work. Artists can speak to and engage community members in ways that the city and other institutions cannot. Additionally, public art along the corridors can also help rebrand the study area as the city’s Artisan’s or Maker’s District, as laid out in the economic development section. Murals and other public art can be landmarks for people visiting the city, which can in turn drive tourism and encourage business support within the study area.

Case Study - Public Art



Source: Hattiesburg Pocket Museum

Hattiesburg Pocket Museum - Hattiesburg, Mississippi

The Hattiesburg Pocket Museum has transformed an alleyway in Downtown Hattiesburg into an extraordinary public art space over the last few years through its pocket gallery and art in the alley efforts. The alley highlights work from numerous artists and at a variety of scales, including hidden miniatures to large murals. The Hattiesburg Pocket Museum has brought more people into the downtown area and established itself as a destination for both residents and visitors.

Case Study - Stream Channel Restoration



Recommendations

Vision

A clean and welcoming gateway.

Goals and Actions

PR-1. Bring nature and greenery into the brownfields.

The Broadway Drive and West Pine Street corridors are currently dominated by concrete and asphalt surfaces and brownfields are sprinkled throughout. This plan aims to mitigate these often-hostile environments by creating connections to nature, adding new greenspaces, and cleaning up brownfield sites for healthy and safe redevelopment. This will take concerted effort from the City to assess and assemble land where appropriate for redevelopment or conversion into greenspace and will require strong partnerships with businesses and developers.

PR-1.1. Establish a bicycle and pedestrian crossing over Gordon’s Creek that connects to other important natural assets and bikeways throughout the city.

Creating a crossing point over Gordon’s Creek will be the first step in treating the creek as an amenity in the study area. Doing so will require additional care given that parts of the creek sit within a former creosote remediation area.

PR-1.2. Create new gathering spaces and reduce impervious surfaces throughout the study area by creating signature public plazas and introducing a pocket park and sidewalk cafe program.

Pocket parks are small (less than one acre in size) green spaces that are sprinkled throughout urban areas. They are meant to provide recreational opportunities for residents within the local vicinity.

Sidewalk cafes are small, temporary seating areas located within public spaces, such as parking spots and public right-of-way. These spaces are repurposed for local businesses to provide outdoor seating or other amenities.

PR-1.3. Proactively identify brownfield sites (creosote contamination, vacant gas stations, auto shops, etc.) and grant funding opportunities to set them up for assessment, cleanup, and redevelopment

Sites along the corridors will need to be assessed if there is potential for environmental contamination. Brownfield sites are often more expensive to develop because they require various additional steps including research, inspections, interviews, testing, and sometimes mitigation measures. Federal and State governments provide resources to help overcome some of these additional costs and cities often take on the role of grand or program administrator to help support developers.

PR-2. Use arts and culture as tools for revitalization, not just beautification.

The Broadway Drive and West Pine Street corridors are well-suited to be revitalized through the arts, especially given their location at an important regional gateway into the city of Hattiesburg. The Right Down Broadway plan lays out strategies to revitalize the area through various artistic initiatives including expanding grant programs, utilizing tactical urbanism-style space activations, and introducing Crime Prevention Through Environmental Design site design and programmatic strategies. The city will have to rely on strong partnerships with the local art community to create more opportunities for public art, engage in community storytelling, and to activate underutilized spaces.

PR-2.1 Create a mini-grant and artist residency program to encourage public art and facade upgrades along business storefronts within the study area.

Façade grant programs provide financial assistance to property owners to make improvements to building exteriors. The Downtown Hattiesburg Association offers a façade grant program for businesses downtown and this program could be extended, or modeled after, to assist business owners in the study area. Funding for murals or other public art could also be part of the improvement program and to help establish the study area as the city’s Maker’s district.

Artist residency programs offer artists dedicated time, space, and resources to focus on their work. Additionally, rotating public art programs are initiatives that feature temporary artworks displayed in public spaces for a set amount of time which then get replaced with new pieces. Hattiesburg is already investing in artists by commissioning public murals along the corridor and the city could take additional steps to support the local art community and work to establish the study area as a gathering place for the creative community.

PR-2.2. Use temporary tactical urbanism methods and the arts to test roadway designs, activate vacant storefronts and properties, and inspire new long-term uses in the area.

Changes to the public realm, like pedestrian infrastructure investments and new parks or plazas, can be difficult to finance and sometimes hard to imagine. Tactical urbanism is a style of short-term low-cost interventions that get deployed by residents to test out ideas and make immediate improvements to the public realm. The Right Down Broadway plan encourages these efforts as an interim solution to confront mobility and public space issues seen throughout the study area.

PR-2.3. Introduce Crime Prevention Through Environmental Design (CPTED) interventions to improve the image and perceptions of the area.

CPTED interventions could be implemented through the Land Development Code, including requiring store frontages be closer to sidewalks and reducing parking requirements. Interventions can also include infrastructure upgrades, such as lighting and sidewalks, and support for activities such as events and programming along the corridors.

Case Study - Artist Residency Program



Source: City of Palo Alto

King Artist Residency Program - Palo Alto, California

The Palo Alto Public Art Commission established the King Artist Residency Program in 2021 to promote ongoing conversations about equity, inclusion, and belonging. Three artists have participated thus far, and all have collaborated directly with community members and institutions to create public works of art reflective of their communities and a topic of their choice. The 2024 application provided \$20,000 in artist compensation for six months of part-time work, \$10,000 for art fabrication and materials, and \$10,000 for art installation at King Plaza outside of Palo Alto City Hall. This program is unique in that it provides significant compensation for a local artist of a disadvantaged background to engage the broader community through art.



**URBAN
DEVELOPMENT**
PLANNING DIVISION

**Planning Commission
Case Fact Sheet**

Names of Petitioner: Michael Myrick, Property Owner, and Scott Pipkins, Contractor

Address of Property:
313 E 3rd Street

Tax Parcels
2-029J-10-036.00

PPIN:
15708

Ward:
4

Request: Conditional Use Request for a Gravel Outdoor Storage Area

Purpose of Request: **Conditional Use Request**—Michael Myrick, Owner, and Scott Pipkins, Applicant/Contractor, request conditional use approval for a gravel outdoor storage area at a property located at 313 E 3rd Street (PPIN 15708, Ward 4, Forrest County).

History / Background: The applicant met with staff in a pre-application meeting for a proposed expansion of an existing business (Economy Supply) on an adjacent property. The applicant wants to use 313 E 3rd Street as an additional warehousing and storage area. The proposal included the use of the entirety of the side and rear lot area to be used for an outdoor storage area. The applicant is proposing the use of gravel as the primary surface material for the outdoor storage area. The Land Development Code requires a hard surface material (asphalt, concrete, or other similar alternative as approved by the City Engineer) for outdoor storage areas. A variance request is also being proposed by the applicant to exceed the maximum 50% of a side and rear lot to be used for an outdoor storage area.

Hard surface requirements for outdoor storage areas are in place for a variety of reasons. A hard surface material provides a strong and durable foundation, which can prevent erosion or uneven surfaces from being created. While it adds to the overall amount of impervious surface area for a lot, hard surfaces are better at being used to redirect surface flow water, which can

prevent the pooling of water. They would also serve as an environmental barrier for hazardous wastes and spills, such as from oil, fuel, or chemicals often found in construction zones, where hard surfaces are much easier to clean and maintain over gravel surfaces. There is increased safety and accessibility for a hard surface lot, and typically a more aesthetic appearance when maintained appropriately.

However, large areas of impervious surfaces typically do increase the stormwater runoff rates, which contributes to flash flooding, erosion, and pollution of local water systems. The permeability of gravel lots would reduce stormwater runoff and the need to detain water to ensure the post-development runoff rate does not exceed pre-development rates. Were asphalt to be used, the dark surface would have low albedo levels (reflectivity of light) and hold and absorb energy, contributing to the urban heat island effect and increasing surface temperatures. While asphalt can be used as an environmental barrier against surface pollutants, the material itself and how it is applied can leach contaminants, as it is a byproduct of petroleum.

Conditional use requests allow a community to assess whether a specific use or feature is appropriate for the surrounding area and the overall community. It provides a bit of flexibility in a zoning ordinance, where in some instances a proposed use could be appropriate in a certain area of a zoning district, but not in other areas. As with any conditional use approvals, the planning commission can recommend certain conditions be met with approval, such as exceeding certain landscaping or buffering requirements so that the use is more harmonious with the surrounding area.

Applicant Summary: * See Attached *

Applicable Regulations:

SECTION 4

Zoning Districts Established

4.5.12 B-5 Regional Business District: The purpose of the B-5 District is to provide retail, personal and business services,

offices, and financial services in locations with convenient access to the region's population consistent with comprehensive planning policies. This district is consistent with the Regional Business District in the Comprehensive Plan.

SECTION 5

5.4.16 Construction Offices.

5.4.16.1 All outdoor storage of non-passenger vehicles and building materials shall be kept at least 100 linear feet from any adjacent lot containing a legal, conforming residential use and shall be located in a side or rear yard only.

5.4.16.2 Outdoor storage shall be screened from major thoroughfares and adjacent properties in accordance with the screening requirements set forth in Section 7.9

5.4.16.3 A maximum open storage space of 50% of the side and rear lot area is allowed for business and industrial equipment and materials.

5.4.16.4 Open storage of items shall not be piled or stacked over 20 feet in height above grade.

SECTION 7

Design Standards

7.12.10 Parking and Storage Areas in Non-Residential Zones

7.12.10.3 Outdoor storage shall be screened from major thoroughfares, local streets, and adjacent properties in accordance with the screening requirements set forth in Section 7.9.

7.12.10.4 A maximum outdoor equipment storage space of 50% of the side and rear lot area is allowed for business and industrial equipment and materials if outdoor storage is an accessory to another use on the same lot.

- i. Unless otherwise permitted, commercial outdoor storage areas shall be hard surface only.
- ii. All outdoor storage associated with automotive and tow yard uses shall be hard surface, regardless of zone.
- iii. Dustless gravel maintained to be free of overgrowth may be allowed for only non-public outdoor storage space of heavy equipment and non-hazardous materials by right in A-1, I zones and as a Conditional Use in A-2 and B-5 zones. Any approved gravel storage lot shall be subject to driveway requirements per 7.12.8.3

Present Zoning: The property is currently zoned B-5 (Regional Business District).

Present Use: Vacant building/lot.

Future Land Use: Downtown District

Surrounding Zoning and Land Use:
North: B-5 Regional Business
South: B-5 Regional Business
East: B-5 Regional Business
West: B-5 Regional Business

The immediate surrounding area is primarily used by the applicant (Economy Supply) as a contractor's office. A mushroom farm (Slowpoke Farm) is directly across the street in a large, warehousing-type facility. The mushroom farm was approved through a conditional use approval by the City Council for the use of horticulture in a B-5 zoning. An active rail line is also near the property, to the northeast of the property across New Orleans Street.

Letters or Concerns stated: The Planning Division Office has received no calls or letters of concern as of finalizing this report.

Option: Recommend **Approval** or **Denial** of the Conditional Use request for a gravel outdoor storage area at a property located at 313 E 3rd Street (PPIN 15708, Ward 4, Forrest County).

Basis for approval: **12.3.3 Conditional Use Approvals**

12.3.3.1 Compliance Required. Uses requiring Planning Commission approval, as noted in the Table of Uses in Section 5 of this Code, shall be approved subject to this Section. Any application for such use must comply with all applicable standards that apply to similar uses and properties in the zoning district in general, the specific conditions listed for that use in Section 5, and the following criteria. Where conflicts exist, the Planning Commission shall determine which criteria apply on a case-by-case basis.

12.3.3.2 Additional Approval Criteria. In addition to the standards mentioned above, the applicant for a request for the Planning Commission to approve a use shall be required to demonstrate that his/her proposal addresses the following additional requirements, except that the Planning Commission may waive any one or more criteria that it determines are not applicable based upon the expected impact of the proposal.

- i. Determination that adequate public facilities and services will be available concurrent with the impacts of the development as evidenced by letters of sufficiency from utilities and schools and a determination by the city engineer that the available capacity of existing streets can safely provide access to the site.
- ii. The proposed development will be compatible with surrounding uses and will protect adjacent properties through the following measures:
 - Protection of privacy. The proposed plan shall provide reasonable visual and auditory privacy for all dwelling units located within and adjacent to the site. Fences, walls, barriers and / or vegetation shall be arranged to protect and enhance the property and to enhance the privacy of on-site and neighboring occupants.
 - Protection of use and enjoyment. The proposed plan shall be designed and arranged to have minimal negative impact on the use and enjoyment of adjoining property.
 - Compatible design and integration. The use meets all design criteria required by this Code that apply and is designed to integrate well both on and off site.

SUBJECT PARCEL

313 E 3rd Street— Conditional Use Request

Michael Myrick, Owner, and Scott Pipkins, Applicant/Contractor, request conditional use approval for a gravel outdoor storage area at a property located at 313 E 3rd Street (PPIN 15708, Ward 4, Forrest County).





Zoning Districts

- | | | | | | |
|--|-----------|--|-----|--|-----|
| | 313 E 3rd | | R-3 | | B-4 |
| | R-1A | | B-1 | | B-5 |
| | R-1C | | B-2 | | |
| | R-2 | | B-3 | | |

Conditional Use Approval &
Variance Request
313 E 3rd Street
Ward 4, Forrest County
PPIN 15708, Flood Zone SX 500

DISCLAIMER: This map is ONLY FOR REFERENCE. There is NO WARRANTY of the accuracy of data.
This information CANNOT be used as a substitute for legal, business, tax or other professional advice.
Map Exported on: 9/18/2024 9:18 AM

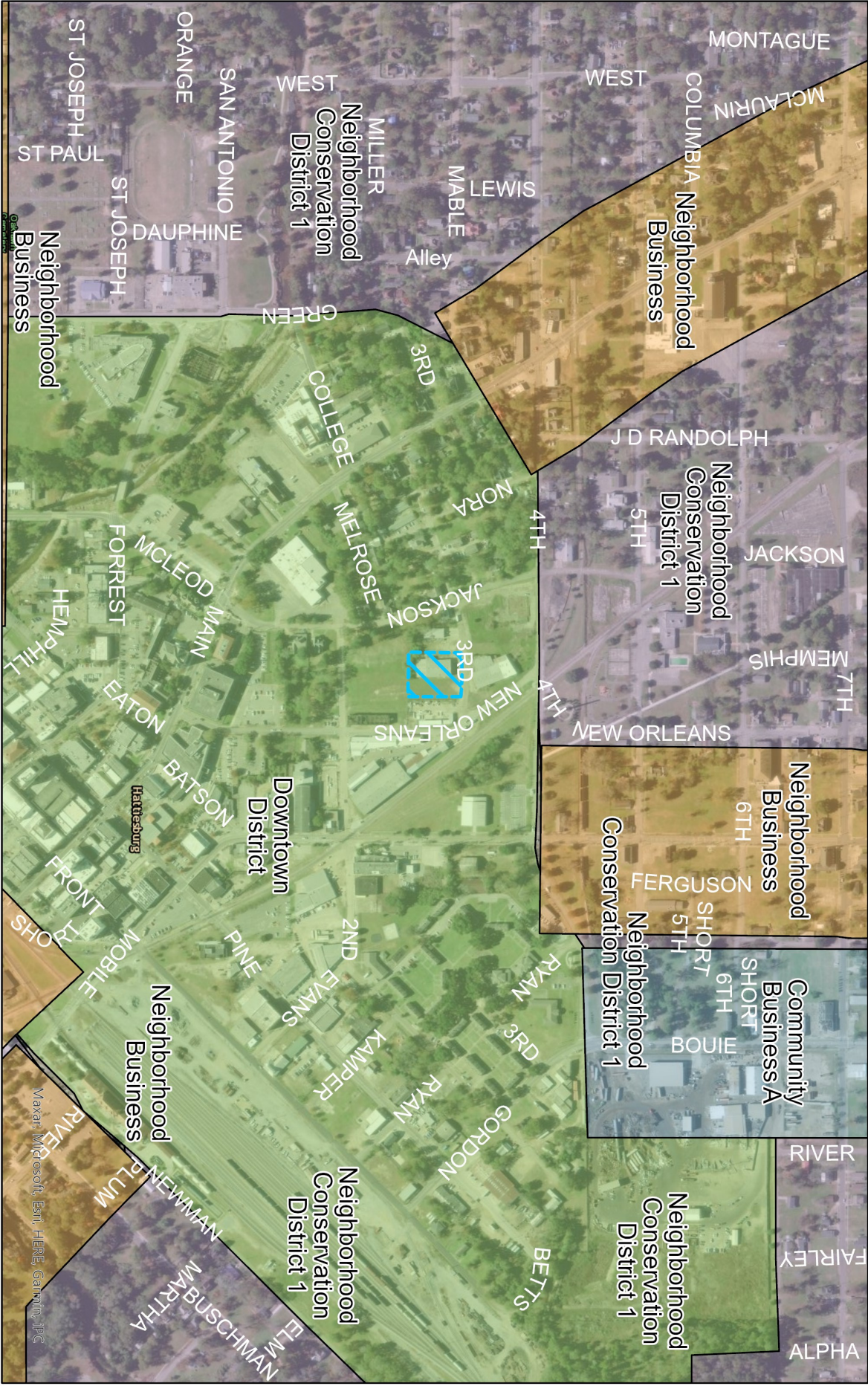


0 500 Feet



URBAN DEVELOPMENT
PLANNING DIVISION

Center: 89° 17'32"W 31° 19'51"N



Future Land Use Map

313 E 3rd

Community Business A

Downtown District

Neighborhood Business

Neighborhood Conservation District 1

Conditional Use Approval & Variance Request

313 E 3rd Street

Ward 4, Forrest County

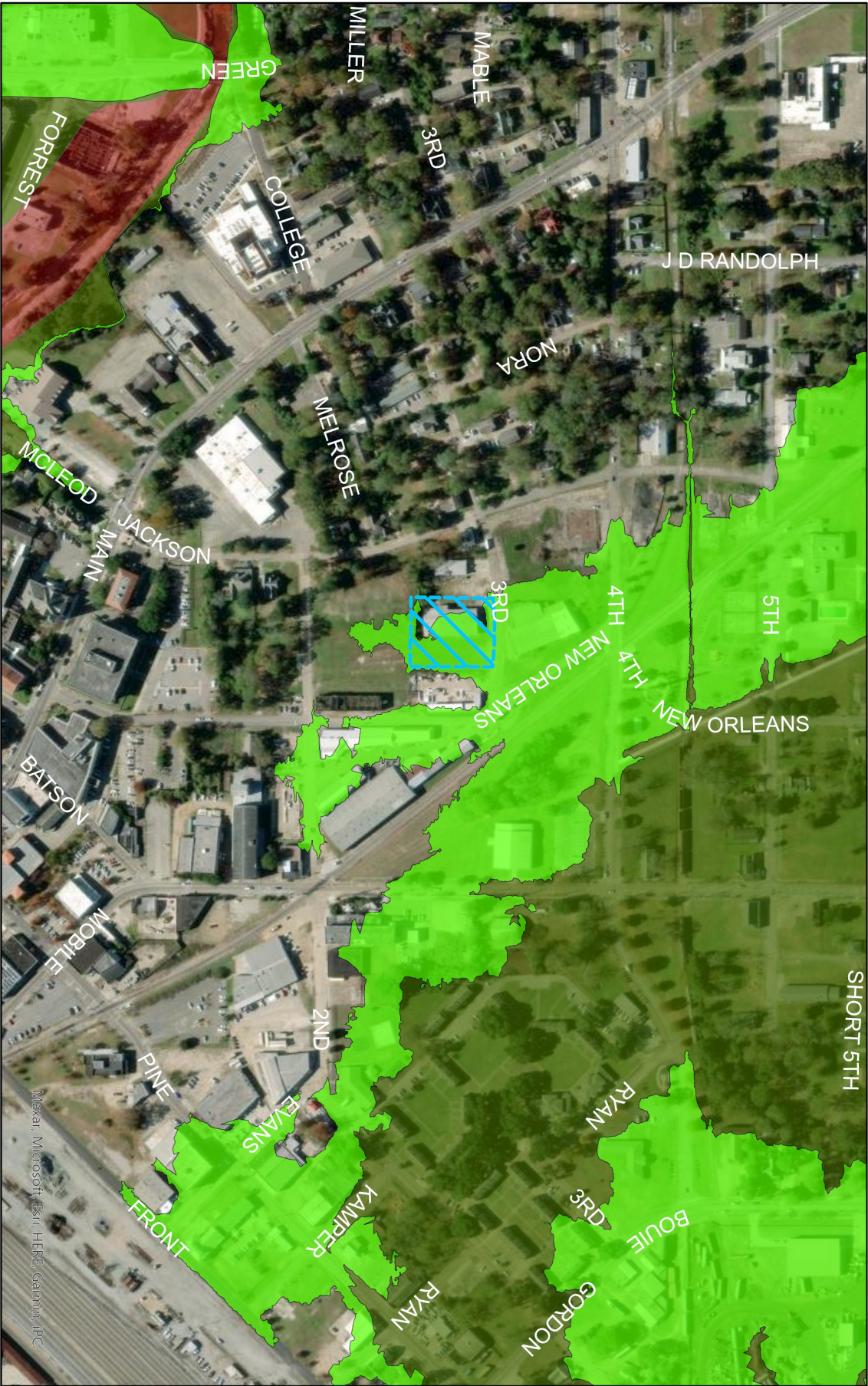
PPIN 15708, Flood Zone SX 500



URBAN DEVELOPMENT
PLANNING DIVISION

DISCLAIMER: This map is ONLY FOR REFERENCE. There is NO WARRANTY of the accuracy of data. This information CANNOT be used as a substitute for legal, business, tax or other professional advice. Map Exported on: 9/18/2024 9:20 AM

Center: 89°17'31"W 31°19'51"N



Flood Zones

- █ FLOODWAY AREA IN ZONE AE
- █ ZONE A (100 yr flood - no elevation)
- █ ZONE AE (100 yr flood w / elevation)
- █ ZONE SX (500 yr flood)
- █ 313 E 3rd

DISCLAIMER: This map is ONLY FOR REFERENCE. There is NO WARRANTY of the accuracy of data. This information CANNOT be used as a substitute for legal, business, tax or other professional advice. Map Exported on: 9/18/2024 9:22 AM

Conditional Use Approval &
Variance Request
313 E 3rd Street
Ward 4, Forrest County
PPIN 15708, Flood Zone SX 500

0800
US Feet

N

URBAN
DEVELOPMENT
PLANNING DIVISION

Center: 89° 17'30"W 31° 19'51"N

Site Aerial



Surrounding Area



Surrounding Area





URBAN DEVELOPMENT PLANNING DIVISION

Public Hearing Application

P.O. BOX 1898 (200 Forrest Street/39401)

Hattiesburg, MS 39403-1898

Department of Urban Development

(601) 545-4599 or FAX (601) 545-1962

APPLICANT:

Applicant Name: Scott Pipkins / Hub City Construction, Inc.

Project Name: Economy Corridor Job

Proposed Use(s): Landscape Yard

Project Street Address: 313 E. 3rd St

PPIN Number(s) (if unknown, can be found on tax receipt): 015708

PLEASE BE SURE TO FILL OUT PP. 1-5 AND SEE FEES ON P. 6

Application for (check all appropriate types):

- | | |
|---|---|
| ☒ Variance (see below) | ☒ Conditional Use (see below) |
| ☐ Subdividing of Lot, Parcel, or Tract (see p. 12) | ☐ Re-Zoning (see below) |
| ☐ Street or Alley Renaming (see pp. 13-14) | ☐ Overlay District |
| ☐ Vacating Street or Alley (see pp. 13-14) | ☐ Planned Mixed-Use District |

For Variance Only (check all appropriate variance types), see pp. 7 & 8:

- | | | |
|---|---|---|
| ☐ Sign | ☐ Setback (front, side, or rear _____) | ☐ Off-Site Parking |
| ☐ Lot Width | ☒ Lot Coverage Area | ☐ Buffer |
| ☐ Other: <u>fence height + no sidewalk</u> | ☐ Open Space | |

For Conditional Use Permit Only (check applicable type), see pp. 9 & 10:

- | | |
|---|---|
| ☐ Automotive Filling Station | ☐ Telecommunications |
| ☐ Digital Billboard, New | ☐ Digital Billboard, Replacement |
| ☐ Restaurant | ☐ Solar Farm |
| ☒ Other: <u>Material storage yard</u> | |

For Re-Zoning Only, see p. 11:

Existing Zoning: _____

Proposed Zoning: _____

STAFF USE ONLY – Do Not Complete:

Pre-Application Date: _____ Planner: _____

Parcel Number(s): _____ Historic District(s): _____

Flood Zone(s): _____ Zoning District(s): _____

Project No.: _____

Code Sections:

LDC Section No. _____

Section No. _____

Section No. _____

Section No. _____

Section No. _____

RECEIVED DATE & INITIALS:

RECEIVED
AUG 27 2024

BY: AA

PROJECT REPRESENTATIVE INFORMATION:

Primary:

Name: Scott Piplins, General Contractor

☒ Applicant ☐ Property Owner ☐ Representative ☐ Agent ☐ Contractor ☐ Architect ☐ Engineer

☐ Other (please specify): _____

Phone: 601-297-7736 Fax: _____ Email: hubcityconstruction@gmail.com

Mailing Address: 607 Corinne St. Ste C-6
Hattiesburg, MS 39401

Secondary:

Name: Michael Myrick | Economy Supply

☐ Applicant ☒ Property Owner ☐ Representative ☐ Agent ☐ Contractor ☐ Architect ☐ Engineer

☐ Other (please specify): _____

Phone: 601-606-3549 Fax: _____ Email: _____

Mailing Address: 200 E. 2nd St Hattiesburg, MS 39401

Other(s):

Name: _____

☐ Applicant ☐ Property Owner ☐ Representative ☐ Agent ☐ Contractor ☐ Architect ☐ Engineer

☐ Other (please specify): _____

Phone: _____ Fax: _____ Email: _____

Mailing Address: _____

Name: _____

☐ Applicant ☐ Property Owner ☐ Representative ☐ Agent ☐ Contractor ☐ Architect ☐ Engineer

☐ Other (please specify): _____

Phone: _____ Fax: _____ Email: _____

Mailing Address: _____

OWNER AFFIDAVIT PAGE

THIS PAGE MUST BE SIGNED IN FRONT OF A NOTARY, BY THE OWNER(S) OF
THE SUBJECT PROPERTY

WITNESS THE SIGNATURES of the OWNER(s) of the subject property located at

313 E. 3rd St Clarksburg MS 39401
Street Address City State

on this the 26 day of August, 2024

In the matter of this request, the property owner further authorizes the following named person(s)
to represent them at the public hearing on this petition.

Scott Pipkins
on this the 26 day of August, 2024

Michael Myrick
Property Owner (print)

Michael L. Myrick
Property Owner (signature)

STATE OF Mississippi

COUNTY OF Forrest

Personally came and appeared before me, the within named

Michael Myrick
who signed and delivered the above and foregoing instrument as and for their free act and deed on
the day and year therein mentioned, and who acknowledge to me that they are the owner(s) of the
subject property as described in this Public Hearing Application.

GIVEN UNDER MY HAND AND OFFICIAL SEAL OF OFFICE, this the 26th day of
August, 2024.

[Signature]
NOTARY PUBLIC

My Commission Expires:

Aug 28, 2026



APPLICANT AFFIDAVIT PAGE

THIS PAGE MUST BE SIGNED IN FRONT OF A NOTARY, BY THE **APPLICANT** OF THIS PETITION, **ONLY** IF DIFFERENT FROM THE OWNER(S) OF THE SUBJECT PROPERTY

WITNESS THE SIGNATURES of the **APPLICANT(s)** of the subject property located at 313 E. 3rd St Hattiesburg MS
Street Address City State
on this the 26 day of August, 2024

Scott Pipkins
Applicant (print)

Scott Pipkins
Applicant (signature)

STATE OF Mississippi
COUNTY OF FORREST

Personally came and appeared before me, the within named Scott Pipkins, who signed and delivered the above and foregoing instrument as and for their free act and deed on the day and year therein mentioned, and who acknowledge to me that they are the owner(s) of the subject property as described in this Public Hearing Application.

GIVEN UNDER MY HAND AND OFFICIAL SEAL OF OFFICE, this the 26th day of August, 2024.

Apryle R. Harvey
NOTARY PUBLIC

My Commission Expires:

Aug 28, 2026



**PLANNING COMMISSION & BOARD OF ADJUSTMENT – PETITIONER
REQUIRED SUBMITTAL INFORMATION**

Deadline for applicant to file petition: _____ 5:00pm (End of business day)
Hattiesburg Planning Commission Meeting Date: _____ Time: 1:00pm
Hattiesburg Board of Adjustment Meeting Date: _____ Time: 3:30pm

There is a 10-day appeal period, required by State Law, between the Planning Commission Meeting and/or Board of Adjustment Meeting and the City Council Meeting – appeals must be filed within this 10-day period.

City Council Agenda Review Date – (you or your representative should attend): _____ Time: 4:00pm
City Council Meeting (Vote) Date – (you or your representative may attend): _____ Time: 5:00pm

There is an additional 10-day appeal period, required by State Law, after City Council Meeting, for all Variances and Conditional Use Permit which ends _____ and a 30-day wait period for Zoning or Street closing/re-naming, PMUs, PRDs, PUDs which ends _____. So, if approved by the City, no final site plan review approvals or building permits could be issued prior to these dates.

****Dates and times are subject to change****

If an appeal is filed or the petition is tabled for any reason at any stage, the above listed dates would need to be revised.

The following paperwork **MUST** be attached to this application:

- ☒ Site Diagram (11" x 17" preferred size): Drawing to scale prepared by professional engineer/surveyor showing lot dimensions, existing/proposed building, signs, parking areas, etc. (Different standard may be accepted only per approval from staff)
- ☐ Site & Design Review Committee, if needed.
- ☒ Copy of entire Warranty Deed (filed and recorded at courthouse) with legal description granting title to current owner. (If the Warranty Deed covers a larger piece of property than the current project, a legal description for this project site only may also be required)
- ☒ Electronic/Digital copy of legal description **REQUIRED** for all public notices, saved as Word or text document OR emailed to planning@hattiesburgms.com
- ☒ An affidavit (pages 3 & 4) attesting that the applicant or representing party (if other than the owner) is acting on behalf of the owner(s) of record. The affidavit must be sworn to before a notary public or other appropriate official. (Included in owners signature page, or may be a separate document)
- ☒ Variance application only: A letter of approval/denial from all adjoining property owners must be obtained and submitted with application.
- ☐ Other documents needed (per Planning Division):
 - ☐ Maps of digital billboard removal sites ☐ Maps of digital billboard replacement sites
 - ☐ Documentation on measurements ☐ Other: _____
- ☒ Payment to the City of Hattiesburg for filing application in the amount of \$ 375.⁰⁰

**You may be responsible for posting a sign (prepared by Planning Division staff)
a minimum of fifteen (15) days prior to the hearing date.
You will be responsible for maintaining the sign for the duration of the public hearing process.**

Required Fees

All fees adopted by Ordinance No. 2977, adopted January 22, 2008, as amended. This is an excerpt from that ordinance:

Public Hearing Fees:

Variance (includes Concept Site Plan Review) -----	\$175.00 per application
and one Variance request; plus \$50.00 for each additional variance request within same application	
Street/Alley Naming or Re-Naming-----	\$300.00 per application,
plus \$100.00 per required street name sign if approved*	
(*Fees for replacement street signs shall be paid after City Council approval, but prior to effective date.)	
Street/Alley Closing -----	\$300.00 per application
(Conditional) Use Permit -----	\$200.00 per application
Zoning Change -----	\$400.00 per application*
(*see PUD or PRD & zoning package rate)	
Planned Unit Development (PUD) or Planned Residential Development (PRD), & (Planned Mixed-Use District PMU) -----	\$400.00 per application
(*see PUD or PRD zoning package rate) or (**see PUD or PRD & Subdivision of Land package rate)	
Planned Unit Development (PUD) or Planned Residential Development (PRD) with zoning change package -----	\$600.00 per package
application	
Subdivision of Land (Preliminary Plats) -----	\$225.00 per application,
plus \$10.00 for each created lot (** see PUD or PRD & Subdivision of Land package rate)	
Note: Final Plats should be submitted to the governing body for approval within 12 months of approval of preliminary plats.	
Planned Unit Development (PUD) or Planned Residential Development with Subdivision of Land Package** -----	\$500.00 per application,
plus \$10.00 for each created lot (**see PUD or PRD & Subdivision of Land package rate)	
Change in Land Development Code Text -----	\$200.00 per application
Appeal Fees for Proponent or Opponent appeals to City Council -----	\$50.00 per appeal
Exempt from fees – Established Neighborhood Associations	
Cancellation/Re-notification fee on any public hearing process (Planning Commission or City Council) that is tabled or cancelled at the owner/developer's Request -----	\$50.00 (per each 100 mailing labels)

OTHER PROCESSES MAY HAVE ADDITIONAL FEES

Make all checks payable to the City of Hattiesburg

FOR VARIANCE APPLICANTS:

The Board of Adjustment has the responsibility to hear and make recommendation on requests for variances to the requirements of this Code (per Section 11.4). **Section 12.4.1** Variances are departures from the standards of the Land Development Code, except land use, which will not be contrary to the public interest and where, owing to conditions peculiar to the property and not as a result of the action of the applicant, a literal enforcement of this Code would result in unnecessary and undue hardship.

The following conditions must be met before a variance can be recommended.

Approval Criteria.

A variance is not a right, but a privilege that property owners meeting the following criteria may request. These criteria are to be used to consider all variance requests. It shall be the burden of the applicant to prove that the request meets these criteria. Use this worksheet or format your own to demonstrate the following criteria.

1. **Hardship.** (a) the hardship is unique to the property and is not or will not be caused by the actions or inactions of the applicant. (b) There are exceptional conditions creating an undue hardship applicable only to the property involved or the intended use which do not apply generally to the other land areas or uses within the same zoning district.

2. **Special Privilege.** A variance shall not confer any special privilege that is denied to other lands or structures in the same zoning district.

3. **Literal Interpretation.** The literal interpretation of the provision of the regulation would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district and would cause unnecessary and undue hardship on the applicant.

4. **Reasonable Use.** The applicant cannot make reasonable use of the property without the requested variance.

Approval of this will allow the growth of the business by allowing owner's equipment to store materials on and off the property.

5. **Minimum Required.** The granting of a variance is the minimum variance that will make possible the reasonable use of the land or structure.

6. **Conformance with Purpose of this Code.** The granting of a variance will not conflict with the purposes and intent expressed or implied in the Land Development Code.

12.4.1.2 Conditions of Approval. In recommending the granting of a variance, the Board of Adjustment may require appropriate conditions and safeguards in conformity with this Code. Violation of such conditions and safeguards, when made a part of the terms under which a variance is granted, shall be deemed a violation of the Code. The recommendation of the Board Adjustment shall be presented to the City Council for final action.

FOR CONDITIONAL USE APPLICANTS:

Section 12.3.3.1 Compliance Required. Uses requiring Planning Commission approval as noted in the Tables of Uses in Section 5 of this Code, shall be approved subject to this Section. Any application for such use must comply with: all applicable standards that apply to similar uses and properties in the zoning district in general, the specific conditions listed for that use in Section 5, and the following criteria. Where conflicts exist, the Planning Commission shall determine which criteria apply on a case-by-case basis.

1. Does this application meet the conditions set forth in Section 5 of the LDC for the requested use? If yes, please explain:

2. Describe the effects the proposed use of utilities and facilities will have on the community.

3. Describe how the size of the site is appropriate for the proposed use.

4. Will there be any additional pedestrian or vehicular traffic generated by the proposed use? If yes, please explain:

No

5. Will there be any elevation in the noise level resulting from this proposed use? If yes, please explain:

No

6. What is the expected number of customers/employees per day?

7. Is proposed use compatible with surrounding uses and design? If yes, please explain:

Yes, owner uses adjoining properties in the same manner since 1942.

8. Parking requirements:

Commercial/Industrial: Paved parking will be provided for _____ vehicles, and _____ ADA vehicles; with _____ loading spaces.

For more information, please reference the Land Development Code Section 12.3.3.2.

FOR RE-ZONING APPLICANTS:

As stated in Section 12.3 in the Land Development Code, one of the following conditions must be met before a rezoning can be recommended. Check the condition(s) most applicable to your request and explain in writing.

- ☐ There was a mistake in the original zoning.
- ☐ The character of the neighborhood has changed substantially so that rezoning is clearly justified and there is a public need for the rezoning.
- ☐ Annexation.

Detailed explanation of condition(s) most applicable to your request:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Subdividing of Lot, Parcel or Tract Information

1. Property data:

Parent Parcel / Existing lot/parcel/tract contains _____ Square Footage/Acres

Lot Area Requirement: _____

Lot Frontage Requirement: _____

Existing use of lot/parcel/tract _____

To be subdivided into _____ lots/parcels (including parent parcel) – outlined below.

Use extra copies of this form if needed for additional lots.

Newly subdivided Parcels	New lot size in square footage (sf) or acres (A)	New lot has public road frontage (yes / no)	New lot has private road frontage (yes / no)	Indicate name of public or private road(s)	Staff - Lot area & frontage requirements comply?	
					Yes	No
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
Be sure to include information on the remainder of "existing" lot after splits made – identified as "Parent Parcel"						
Parent Parcel						
		Total square footage of new lots (verify total matches existing parcel prior to splits)				

2. Infrastructure required:

Water/Sewer _____ Gas _____ Electric _____ Telephone _____ Cable _____ Streets _____

Street/Alley Renaming, Closing, or Vacating Information

1. Please indicate specific request(s): ☐ Street ☐ Alley
 ☐ Closing ☐ Vacating ☐ Naming ☐ Re-Naming
2. Current name of street/alley to be named/re-named, vacated, or closed:

3. Proposed name of street/alley to be named or re-named (If applicable):

4. Describe the portion of the street/alley to be renamed, closed, or vacated (use all bounding or intersecting streets/alleys, from and to):

5. Tax Block(s) and Lot(s) involved in closing request

6. Describe existing land use of properties and number of residents affected by renaming the street/alley within 400 feet.

Type of Land Use of adjacent development	Number of properties adjacent to the existing street	Number of property owners adjacent to the existing street	Number of residents affected by the change of address	
Businesses				
Residences				
Apartments				
Churches/Schools				
Other				

Any additional Information: _____

5. Describe the effect the proposed change will have on existing development and the transportation system within the affected area.

6. Have applications for zoning, variance, building permit, or other applications been filed?

_____ Yes _____ No

If yes, provide reference numbers and dates: _____

7. Acknowledgment of property owners affected by the street/alley renaming. Include all names and addresses.

8. Obtain from the City's Engineering Department the legal description of the street/alley or portion thereof to be closed, vacated, named or re-named (need electronic copy)

Attach Acknowledgement of Affected residents/business

As Additional Page(s)

PROJECT:
OUTDOOR FENCED STORAGE AREA
313 E 3RD STREET | HATTIESBURG, MS 39401

NOTES:
All plumbing, mechanical, and electrical work shown is for planning and coordination purposes only. Contractor is to ensure that all work complies with all applicable codes, standards, and local ordinances.

DATE: 08/23/2024

PROJECT NO:

REVISION

PROPOSED SITE PLAN

SCALE: 1/16" = 1'-0"

DRAWN BY: EH

CHECKED BY:

A1



1 PROPOSED SITE PLAN
SCALE: 1/16" = 1'-0"

