



URBAN DEVELOPMENT

PLANNING DIVISION

HATTIESBURG PLANNING COMMISSION

PUBLIC HEARING STAFF REPORTS

December 4th, 2024

Planning Commission Agenda

Jackie Dole Sherrill Community Center (Dining Room)

220 W Front St

December 4, 2024 at 1:00 PM

I. Business Meeting

1. Review and approval of December's meeting's agenda
2. Review and approval of the minutes of the October and November meetings
3. Building Report
4. Planning Report
 - A. A special called hearing for the Hattiesburg Planning Commission has been set for December 11th, 2024 at 1:00 PM in the Jackie Dole Sherrill Community Center.
5. Chair's Report
6. Introductions

II. Public Hearing

1. Presentation of Petitions for Public Hearing
 - A. **Right Down Broadway Master Plan Request-** 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 for the Broadway and West Pine Corridor to be known as the "Right Down Broadway Master Plan."

III. Other Business

1. Work session on short-term rental ordinance.

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 Pruitt 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 Pruitt 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

**MINUTES OF THE
REGULAR MEETING OF THE
HATTIESBURG PLANNING COMMISSION
November 6th, 2024**

Board Members Roll Call:

Members Present:

1. Richard Conville
2. Charles Dawe
 - a. Arrived at (1:05). Missed agenda review and October Minute review. Present for remaining agenda.
3. Michael Dickerson
4. Amy Hinton, Chair
5. Elayne Lockett
 - a. Arrived at (1:09). Missed agenda review and October Minute review. Present for remaining agenda.
6. Rhoda Pickett, Vice Chair
7. Rebekah Ray, Secretary
8. Lee Anne Venable

Members Not Present:

1. Vacant Seat
2. Michael Pruitt
3. Carlos Wilson

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 1:00 p.m.

AGENDA REVIEW

Motion:

Made by Commissioner Rhoda Pickett to approve the agenda with amendment to the address on item A from 303 to 313.

Second:

Made by Commissioner Lee Anne Venable

Vote:

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

The motion to approve the agenda passed 6-0.

MINUTES REVIEW

Motion:

Made by Commissioner Rebekah Ray to approve the October minutes with correction to Commissioner Pickett's votes on first two items.

Second:

Made by Commissioner Lee Anne Venable

Vote:

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

Motion to approve the October Minutes with edits, passes with 6-0 vote.

BUILDING REPORT

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

PLANNING REPORT

The Planning Division staff gave a report.

CHAIR'S REPORT

The Chair updated commission on Short Term Rental subcommittee meeting.

INTRODUCTIONS

Commissioners and staff introduced themselves.

PUBLIC HEARING – Planning Commission

Item 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.”

Discussion and Vote:

The Planning Staff introduced the case. Andrew Knuppel of Asakura Robinson spoke on behalf of their case and answered questions from the commissioners.

Presented by:

1. Andrew Knuppel

Proponents:

1. Douglas Chambers
2. Ginger Lowrey

Opponents:

1. None

Motion:

Made by Commissioner Charles Dawe to table the item to December's Meeting.

Second:

Made by Commissioner Rebekah Ray

Vote:

Board Member	Yea	Nay	Other
Richard Conville	X		
Charles Dawe	X		

Michael Dickerson	X		
Amy Hinton	X		
Elayne Lockett	X		
Rhoda Pickett	X		
Michael Pruitt			ABSENT
Rebekah Ray	X		
Lee Anne Venable	X		
Carlos Wilson			ABSENT

Motion to table the item to next meeting (December) for the request passes 8-0.

Item B: 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).

Motion:

Commissioner Rhoda Pickett motioned to remove the request from the table.

Second:

Made by Commissioner Elayne Lockett

Vote:

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

Motion to remove the request from the table passes 8-0.

Discussion and Vote:

Staff introduced the case. Scott Pipkins presented on behalf of the application.

Presented by:

- Scott Pipkins

Proponents:

- None

Opponents:

- None

Motion:

Commissioner Charles Dawe motioned to recommend approval for the request.

Second:

Made by Commissioner Lee Anne Venable

Vote:

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

Motion to recommend approval for the request passes 8-0.

OTHER BUSINESS:

- Planning Report:
 - o Staff reported on City Council's actions from Planning Commission Items from October, Short Term Ordinance draft and direction from City Council, and upcoming Sidewalk Bank Ordinance Draft.
- Elections for HPC officers for 2025. Nominating Committee to be formed in December.
 - o Motion by Charles Dawe to form the committee consisting of Dawe, Conville, and Dickerson.
 - Seconded by Lockett
 - Passes 8-0.
 - Planning will email the bylaws prior to December's meeting.

Adjournment:

The meeting was adjourned at 2:10 p.m.

Motion:

Made by Commissioner Charles Dawe

Second:

Made by Commissioner Lee Anne Venable

Vote:

Board Member	Yea	Nay	Other
Richard Conville	X		

Charles Dawe	X		
Michael Dickerson	X		
Amy Hinton	X		
Elayne Lockett	X		
Rhoda Pickett	X		
Michael Pruitt			ABSENT
Rebekah Ray	X		
Lee Anne Venable	X		
Carlos Wilson			ABSENT

Motion to adjourn the meeting passes 8-0.

Rebekah Ray, Secretary

Cory Long, AICP, Planning Division Manager



URBAN DEVELOPMENT PLANNING DIVISION

MEMORANDUM

TO: Planning Commission and all interested parties
FROM: Planning Division Staff
DATE: December 4th, 2024
SUBJECT: ***Right Down Broadway*** – A Master Plan for the Broadway Drive & West Pine Street Corridors, Review Draft

In January 2024, the City of Hattiesburg requested proposals for a master plan to guide the redevelopment of the Broadway Drive and West Pine Street corridors. The goal of this plan is to encourage economic development, improve transportation infrastructure, and enhance the quality of life for residents and businesses in the area.

A partial draft of the plan was presented to the Hattiesburg Planning Commission on November 6, 2024, for review and comments from the public. The consulting team has completed the full draft based on the feedback from the public throughout the process, which will be presented to the Planning Commission and the public on December 4, 2024.

The completed draft includes:

- Detailed proposals for improving connectivity and traffic flow.
- Strategies to foster economic revitalization and optimize land use.
- Recommendations for public spaces, streetscapes, and community enhancements.
- A phased implementation timeline and associated funding strategies.

The City is seeking final public comments and Planning Commission review to ensure the plan reflects the community direction for these corridors. The final draft will be presented to the City Council in January 2025 for adoption. At that time, the City will also consider zoning changes informed by community feedback to support the plan's implementation.

We encourage the public to review the completed draft and share their thoughts during the current feedback period. Your input is critical to shaping the future of the Broadway Drive and West Pine Street corridors.

Should you have any questions or wish to share feedback on the process, please contact the Planning Division at 601-545-4599 or by email at planning@hattiesburgms.com.



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

City of Hattiesburg | REVIEW DRAFT 12/04/2024

Acknowledgments

City of Hattiesburg

Administration

Toby Barker, Mayor
Jeffrey George, Ward 1 Councilman
Deborah Delgado, Ward 2 Councilwoman
Carter Carroll, Ward 3 Councilman
Dave Ware, Ward 4 Councilman
Nicholas Brown, Ward 5 Councilman

Planning Commission

Dick Conville
Charles Dawe
Michael Dickerson
Amy Hinton
Elayne Lockett
Rhoda Pickett
Michael Pruitt
Rebekah Ray
Lee Anne Venable
Carlos Wilson

Staff

Ann Jones, Chief Administrative Officer
Wiley Quinn, Director of Urban Development
Cory Long, Planning Manager
Russell Archer
Meridian McDaniel
Nathaniel Satcher
Marybeth Bergin
Hunter White
Betsy Mercier
Hardy Sims
Daija Arrington

Consultants

Asakura Robinson

Andrew Knuppel, AICP, CFM
Mary Allen
Mollie Hinderaker
Tess Matzakos

Alliance Transportation Group

Ed Elam, AICP, PTP, TSSP-Rail
Clair Hebert Marceaux, PCED, CLED
Tim Smith, AICP, PMP
Ellen Soll, AICP
Julia Weegman



*The Right Down Broadway Plan and the Night Off Broadway were honored with a **Public Outreach Effort By A Community** award from the Mississippi Chapter of the American Planning Association in 2024.*

Special thanks to the 2024 Hattiesburg High School Football Team, Band, and Cheer Team for making the Night Off Broadway a hit!



ASAKURA
ROBINSON

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Executive Summary

Right Down Broadway outlines a long-term vision for transforming Hattiesburg’s Automotive Row into Hattiesburg’s Creators Corridor. The Broadway Drive and West Pine Street corridors represent opportunities for the greater Hattiesburg community to revitalize a key gateway to the city while supporting thriving local businesses and entrepreneurs, expanding housing choices, improving connections and safety between neighborhoods, and creating an attractive place for residents and visitors.

Between February and November 2024, the City of Hattiesburg worked closely with the Hattiesburg Public School District, the community, local stakeholder organizations, and a consultant team to identify community priorities, assets, and aspirations for the corridors. The engagement process used interactive, collaborative activities as well as demonstration projects to help community members provide feedback and understand potential outcomes, reaching a broad cross-section of residents, business owners, and stakeholders through a community workshop and business owner focus group in May 2024 and the “Night Off Broadway” event in August 2024.

The vision for the plan is divided into four major themes: **land use, economic development, mobility, and public realm**. 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.

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.

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 Creators 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.

The **mobility** strategy creates 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.

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.

Finally, the plan’s **implementation** strategy lays out a coordinated set of actions to improve mobility on key streets, create new places to gather, update codes and regulations to improve our outcomes, and coordinate economic development and communications programs. These actions are organized to spur immediate action, catalyze new development in the corridor, and build momentum for revitalized Broadway Drive and West Pine Street corridors.

Great things lie ahead in Hattiesburg — **Right Down Broadway.**

Key Themes



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.

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

Source: Asakura Robinson, 2024

Plan Recommendations Matrix



Land Use



Economic Development

Vision	Land Use		Economic Development	
	"An attractive, livable mixed-use district."		"A thriving regional space for business and innovation."	
Goals	LU.1	LU.2	ED.1	ED.2
	Catalyze incremental, mixed-use infill and redevelopment over the long-term.	Provide a range of high-quality housing options for all who need it.	Transform "Hattiesburg's Automotive Row" into "Hattiesburg's Creators Corridor".	Flip the script on 16th Section Land.
Action Items	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. LU.1.2 Ease restrictions on small-scale manufacturing and "makerspace"-type uses in the city's land development code to encourage reuse of vacant buildings.	LU.2.1 Amend the land development code to allow for a greater mix of housing typologies, addressing a wider variety of housing needs for residents. LU.2.2 Partner with local organizations and advocates to develop housing solutions and social services for people experiencing homelessness.	ED.1.1 Work with the Hattiesburg Area Development Partnership, the Hattiesburg Public School District, and institutions of higher education to develop workforce training, small-scale manufacturing, and small business incubator programs. ED.1.2 Utilize tax increment financing (TIF) or other funding mechanisms to reinvest in the corridor through value capture. ED.1.3 Explore designating the study area as a certified business district to enable the use of ad valorem tax exemptions as a potential incentive.	ED.2.1 Develop a branding and communications plan for the 'creators corridor' district that mitigates concerns associated with business ownership and leasing on 16th Section Land. ED.2.2 Work with the Area Development Partnership and the Hattiesburg Public School District to provide consistent information about 16th Section leasing terms to prospective businesses and developers. ED.2.3 Work with legislators to reform maximum lease lengths and extension terms.



Mobility

"A connected corridor for all users and abilities."

M.1

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

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.

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.

M.2

Maintain regional access as a key gateway to the city.

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.

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.

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.



Public Realm

"A clean and welcoming gateway."

PR.1

Bring nature and greenery into the brownfields.

PR.1.1

Establish a bicycle and pedestrian crossing of Gordon's Creek that connects to other important natural assets and bikeways throughout the city.

PR.1.2

Reduce impervious surfaces throughout the study area by introducing a pocket park and sidewalk cafe program.

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.

PR.2

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

PR.2.1

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

PR.2.2

Use tactical urbanism interventions to test roadway designs, rethink vacant properties, and inspire new long-term uses in the area.

PR.2.3

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

PR.2.4

Establish an artist residency program and/or rotating public art program to support and grow the local art community.



SECTION 1

INTRODUCTION

Introduction

The Broadway Drive and West Pine Street study area is located southwest of downtown Hattiesburg and adjacent to many of the city's residential historic districts and the redeveloping Midtown area. Its southwestern anchor is the Cloverleaf Center Mall and US-11/US-49 interchange, while 6th Avenue is the northeastern edge. Broadway Drive is one of the major commercial thoroughfares within the 'Hub City' and acts as a gateway to other communities in the region.

History of the Corridor

Development along the corridors began in the 1920s as the city expanded its commercial activities beyond the downtown central business district. Running parallel to the historic New Orleans and Northeastern rail line, the corridor's growth was heavily influenced by the railway. Manufacturing particularly thrived along West Pine Street due to its proximity to the rail line, which allowed businesses to efficiently ship goods to regional markets.

In the mid-20th century, the corridors shifted to predominantly auto-oriented commercial spaces. Alongside these, the area also featured ancillary services such as lodging and dining, as shown in the historic photos to the right. Over time, the corridors became the city's hub for automobile dealerships and related businesses, eventually earning the nickname "Automotive Row."

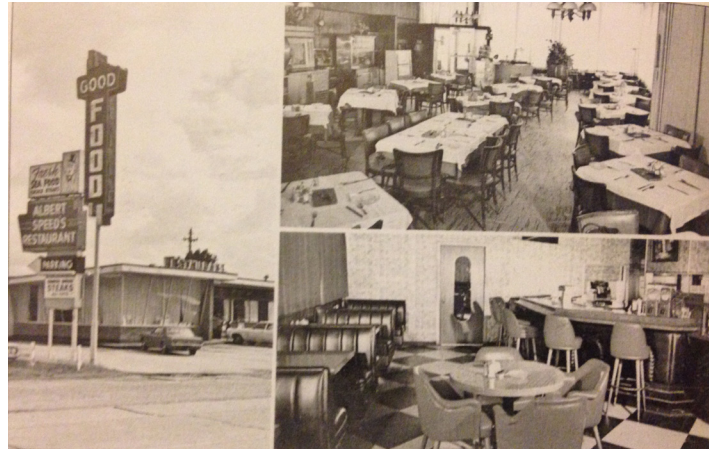
Today, the corridor remains home to auto-oriented businesses but has diversified to include a wider range of commercial retailers, smaller office spaces, religious institutions and nonprofit uses, and warehouses. Broadway Drive and West Pine Street have been recognized in multiple city planning initiatives as key corridors, due to their regional significance, rich history, and strong potential for redevelopment.



Historic Aerial

Aerial Imagery of the study area from 1960 shows the beginning of auto-oriented development.

Source: United States Geological Survey Historic Aerial Imagery, 1960

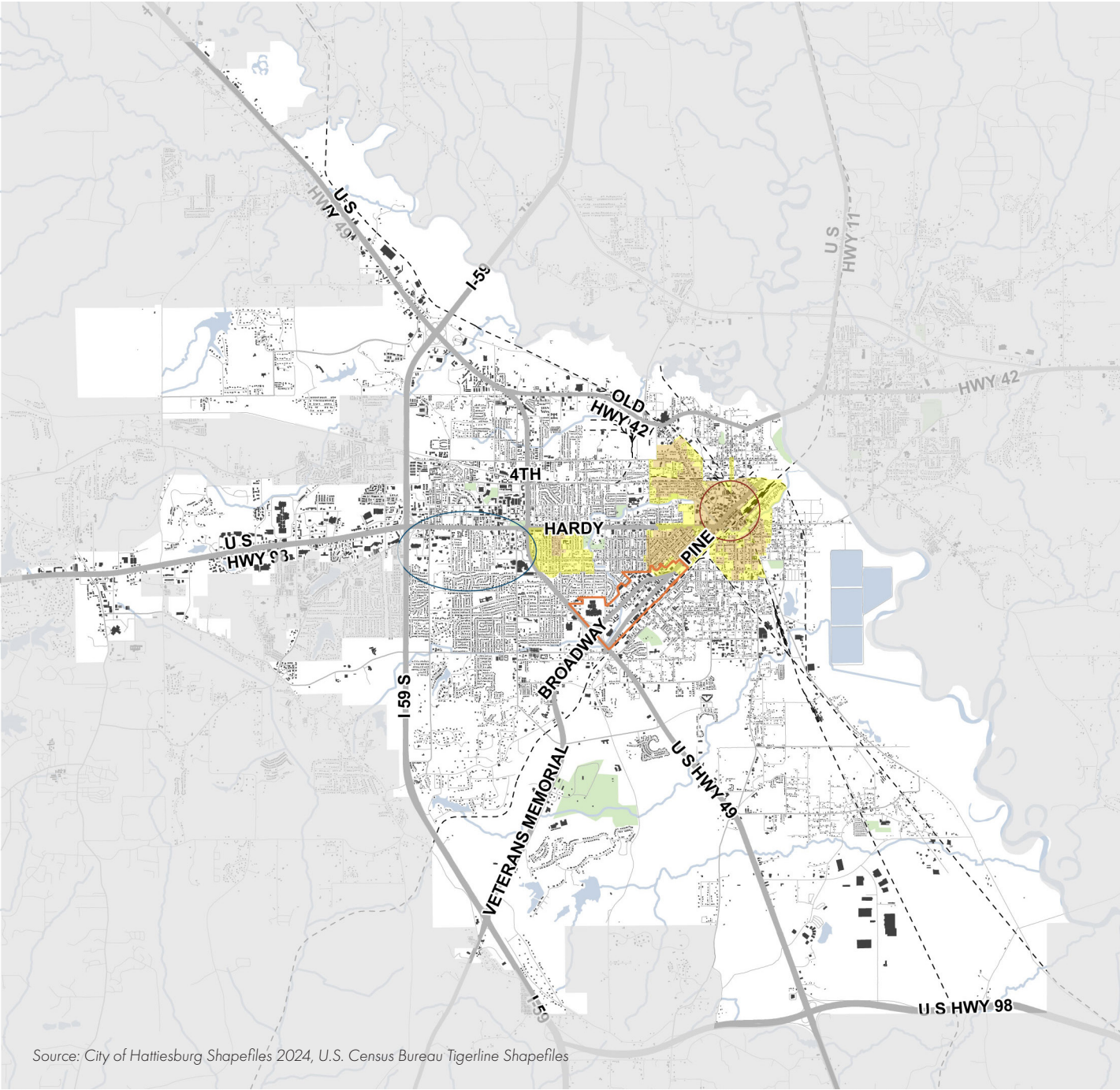


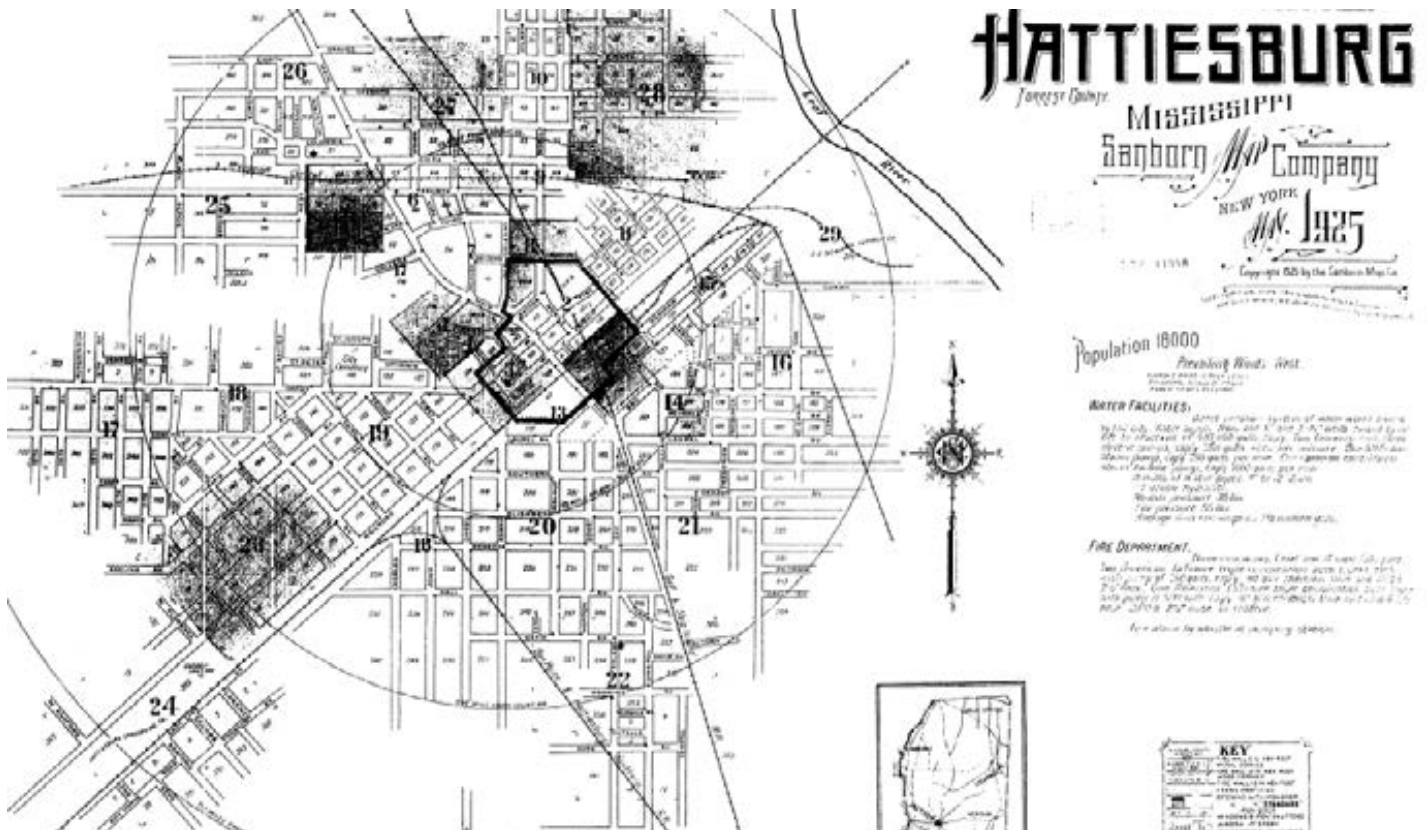
Historic Postcard Photos

Photos show early 20th century uses of the corridor, including the Park-Lane Motel and Albert's Speed Restaurant at 304 Broadway Drive.

Source: Sam Miller's Hattiesburg Repeat Photography: <https://motosambo.wordpress.com/>

City Context Map





Hattiesburg Sanborn Map 1925

The image shows the cover page of the set of Sanborn fire insurance maps developed for the city of Hattiesburg in 1925. The city's downtown is outlined in black at the center. The map shows how the city was expanding beyond downtown in the early 20th century, including the area that would later become the study area.

Source: Sanborn Fire Insurance Maps, 1925

Past Planning Efforts

The 1987 update to the Land Development Code (LDC) first identified Broadway Drive and West Pine Street as key corridors and important planning areas for the city. The Hardy Street corridor was also recognized in the same update and has since undergone revitalization through regulatory changes and financial incentives over the past few decades. While Broadway Drive and West Pine Street have not yet received the same level of attention as Hardy Street, they remain focal points of interest for stakeholders across Hattiesburg.

The city's current comprehensive plan, adopted in 2008, lays out a 20-year strategic vision for Hattiesburg's future growth and development. Part of this plan included a vision for the Broadway Drive - West Pine Street corridors. The vision emphasized increasing economic vitality for the area and introducing bicycle and pedestrian uses along the corridor through infrastructure, landscaping,

and urban design improvements. Other focuses for the corridors included establishing "gateways" into other parts of the city and improving access management throughout the area. The 2008 plan established a high-level vision for the corridors but identified that further planning processes were needed, including a corridor plan for the area.

A corridor plan for Broadway-West Pine was initiated in the early 2010s, though it was never fully approved. During the planning process, a variety of ideas were proposed, including mobility improvements like re-establishing the street grid in key areas and creating a priority bike network along Broadway Drive. Other suggestions focused on establishing a distinct district identity through signage, streetscape enhancements, and zoning sub-districts, as well as addressing market challenges to redevelopment. Many of these themes and ideas remain relevant today and continue to be reflected in this plan.

Existing Conditions

Existing conditions research helped establish the foundation for the Right Down Broadway plan. This section summarizes the existing conditions research that was conducted ahead of community engagement and visioning processes. Topics included demographics, land use, economic trends, mobility, the environment, and urban conditions.

Demographics

Hattiesburg is a mid-sized city of about 49,000 people located in the Pine Belt region of Southern Mississippi. From 2010 to 2020, the city's population grew at a rate of 5.9%. The city is predominantly Black and White in racial makeup, and about 11% of the population is Hispanic or Latino. Household composition features a mix of family and non-family households, with an average family size of 3.

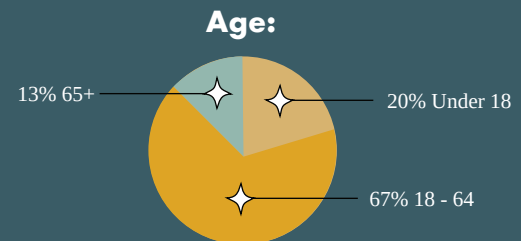
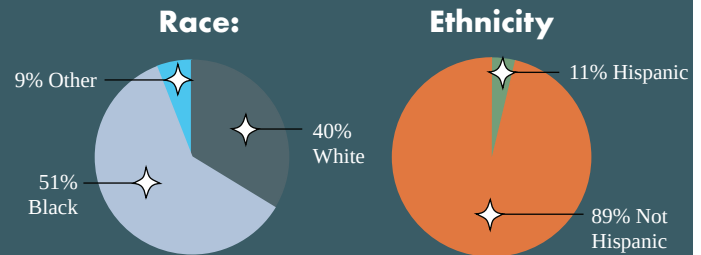
There is a significant young adult population (aged 18-25) in Hattiesburg due to several nearby colleges and universities. This factor influences the education levels of the area, making it a city where a larger percentage of the city's population has a college degree compared to the statewide figure. Other implications for having a youthful population include a higher need for affordable rental housing, public transit options, and entry-level employment opportunities. While this age cohort is significant for the city, it should also be balanced with the needs of other residents in the city.

The median household income for the city is around \$41,000 and the Zillow Home Values Index reports that the typical home in Hattiesburg is valued at around \$207,000 as of October 2024. Hattiesburg has a lower cost of living compared to the national average. Many factors contribute to lower cost of living, including the local tax burden, job market, and costs for major spending categories like housing, food, transportation, and healthcare.

Demographic data and other metrics, such as those shown at right, played a key role in shaping the goals and vision of the Right Down Broadway plan. This information allowed the planning team to better understand the needs of both the current and future population, helping to identify feasible redevelopment goals and prioritize key implementation projects throughout the plan.

HATTIESBURG AT A GLANCE:

Population: 48,730



Median Household Income:
\$41,024

35% with a Bachelor's Degree or Higher

Average Family Size: 3

36% Owner Occupied Housing
64% Renter Occupied Housing

9% Identified as a Person with a Disability

13% of Households Without Access to a Vehicle

Source: 2022 ACS 5-Year Estimates, 2020 Decennial Census

Land Use

The City's current Land Development Code (LDC) was adopted in 2017. A LDC is set of rules that govern how much land can be used, including guidance on what can be built and where. Hattiesburg's LDC includes this guidance in the form of prescribed zoning districts and allowed land uses.

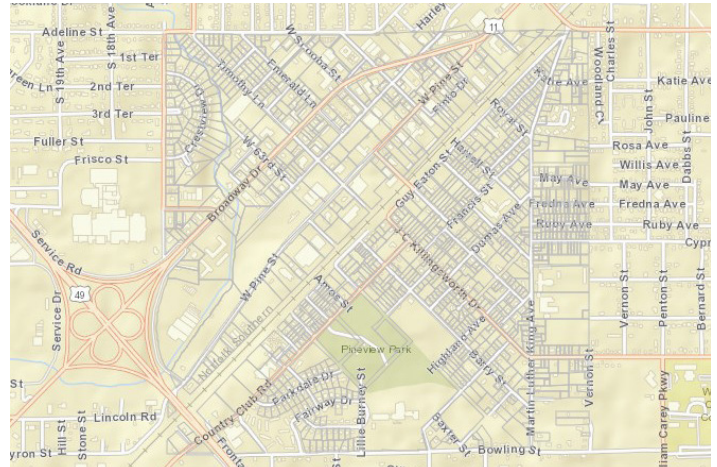
Zoning within the corridor is predominantly B-5 or 'Regional Business'. This zone is meant to provide retail, personal and business services, offices, and financial services to residents in the area and the broader region. B-3, 'Community Business' is the second most common zoning category present in the study area. This district focuses on providing local residents with retail and personal services. Beyond B-5 and B-3, there are a few other business and residential zoning districts present, which are detailed in the map at right.

The existing land use along the corridor is largely reflective of the area's zoning designations. The primary existing land uses include smaller office and retail uses, with other land uses including some low-density residential sites along the study area's edges and in scattered areas, small apartment buildings in former motels near Corinne Street, civic uses, and vacant properties.

The City of Hattiesburg designates future land use for all parts of the city through the current Comprehensive Plan's future land use map. The Broadway Drive corridor is designated mostly as Community Business A, which identifies the area as moderate to intense commercial density and allows for some residential use. The West Pine Street portion of the study area has been designated as Regional Business A, which accommodates higher intensity commercial use and limits residential use types.

16th Section Lands

The Broadway Drive and West Pine Street corridors are located on 16th Section land, which is land that is legislatively set aside to provide funding for local school districts. The land is owned by the state but managed by the local school district. The 16th Section Land within the study area is unique because it is predominantly commercial properties and not agricultural like much of the other 16th Section Land in the state. There are numerous leasing and redevelopment implications due to 16th Section Land, of which will be covered more in depth in the Economic Development section of this plan.



16th Section Land in the Study Area

The map highlights the 16th Section Land present in the study area, which are outlined in gray. Much of the study area consists of 16th Section Land.

Source: Mississippi Secretary of State, 2024

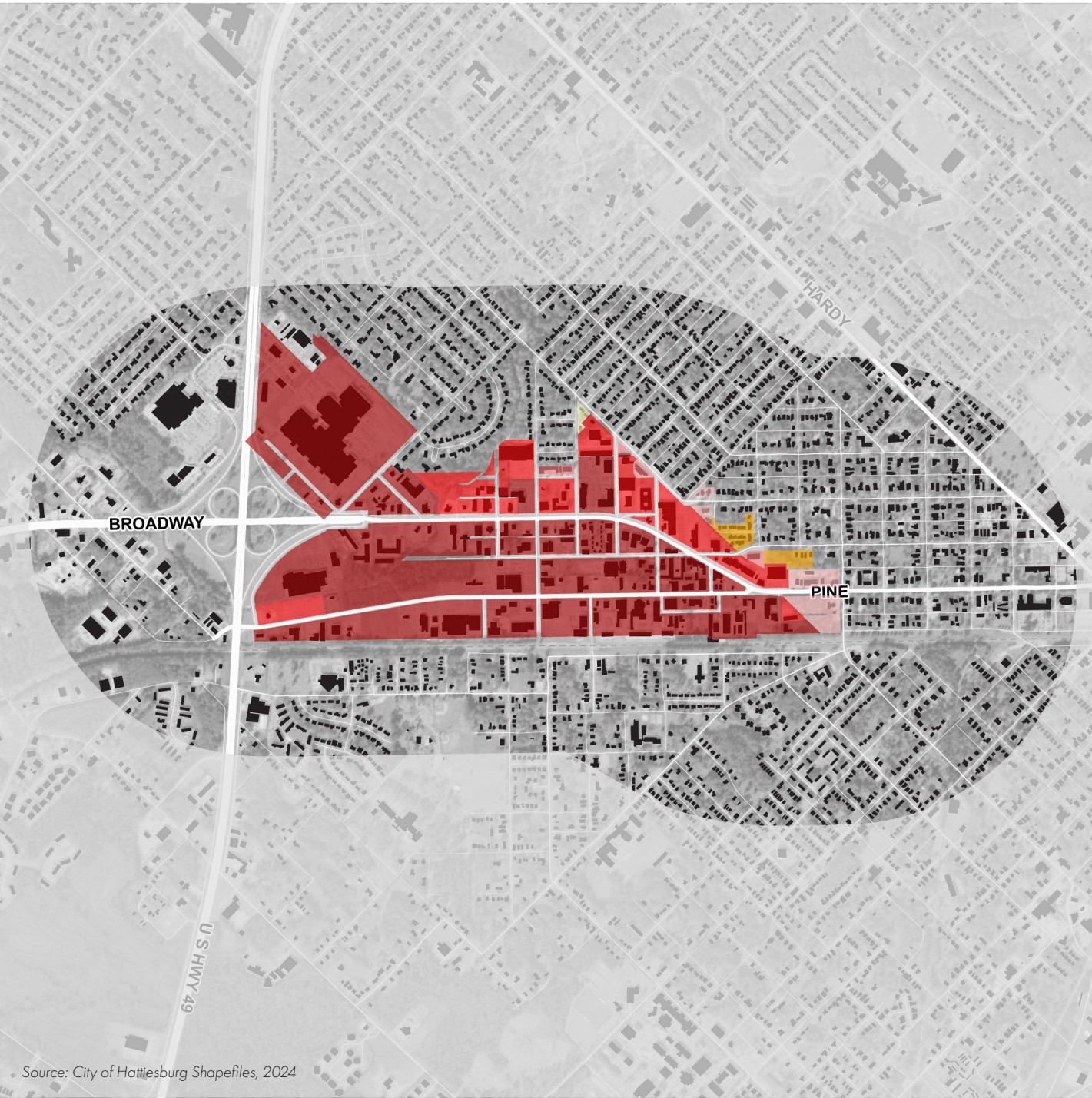
Business and Employment Trends

Around 200 businesses are located within a five-minute drive of the study area, including a variety of independent small businesses and branches or franchises of larger corporations. Typical businesses along the corridor include auto dealerships and associated automotive services and parts stores; small offices for loan or tax services; small to mid-sized retailers such as those for beauty supply or convenience goods; public service offices; and restaurants of a variety of types, including local sit-down spots and drive-through fast food restaurants.

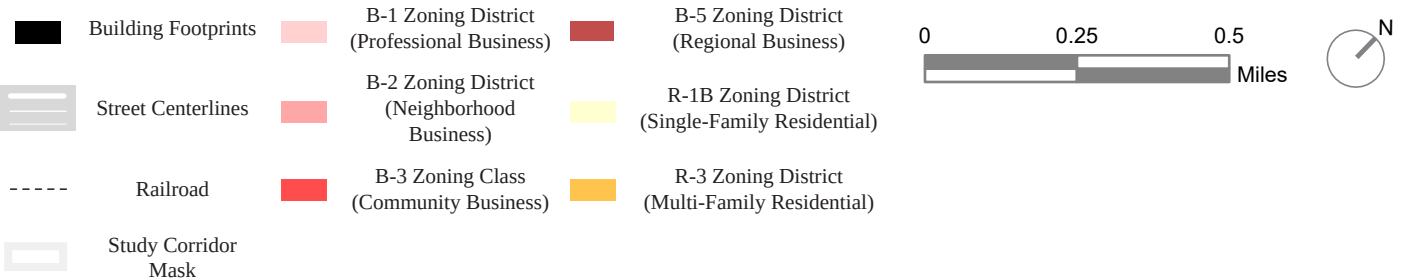
According to 2018 Census data, Hattiesburg has approximately 45,000 jobs citywide, with around 2,000 of those located within the study area as of 2023. The Broadway-West Pine corridor serves as a secondary job market for the city, with Downtown Hattiesburg and the Hardy Street corridor as its primary competitors.

The citywide unemployment rate is around 3% as of October, 2024. This is slightly higher than the state's unemployment rate but lower than the national rate, indicating relatively healthy labor market conditions.

Study Area Current Zoning Map



Source: City of Hattiesburg Shapefiles, 2024





Existing Business in the Study Area

Jutamas Thai Restaurant is a well-known local business in the study area.

Source: Asakura Robinson, 2024



Vacant Commercial Space

Many vacant commercial spaces, such as the one shown in the photo, are present in the study area.

Source: Asakura Robinson, 2024

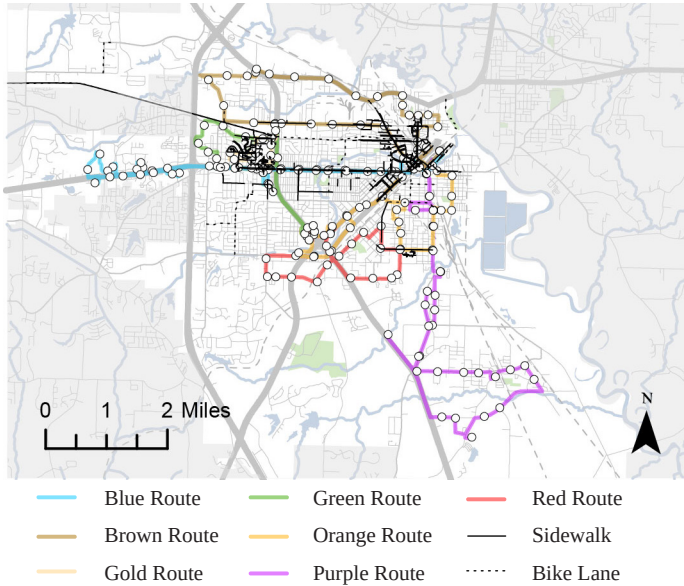
Market Dynamics

As of 2023, there are approximately 5,500 households within a 5-minute drive of the corridors, 29,000 within 15 minutes, and 54,500 within 30 minutes. This represents a sizable market of people in the city and nearby region who might frequent the corridor for their shopping, service, and recreational needs. Projections for 2028 show a slight decrease in households in the 5-minute drive area but a slight increase for the 15- and 30-minute markets. Market size is an important factor to consider; however, it doesn't translate directly into business patronage and spending. The corridors today are relatively homogeneous in terms of business segments. This largely stems from the area's historic role as the city's automotive row, however many of the auto-oriented businesses have left the area and there is now an opportunity for new, less homogeneous economic growth.

In addition to looking at market size, it can be helpful to look at past spending habits to identify optimal land use and redevelopment objectives that might be supported by the nearby and regional markets. Esri Business Analyst reports on consumer spending in 2023 identify that within a 5-minute drive of Broadway-West Pine, households top three spending categories were apparel and services, food at home, and vehicle maintenance and repairs. This indicates that nearby households are spending the most on items like clothing, groceries, or on personal services and car maintenance. When looking more regionally (30-minute drive), the top three spending categories shift slightly to include vehicle maintenance and repairs at top, then furnishings and equipment followed by food at home and away. These latter two categories include things like furniture, appliances, and spending on restaurants. The Broadway Drive and West-Pine Street corridor is a regional gateway for the city and will likely support both local and regional consumer markets.

Mobility

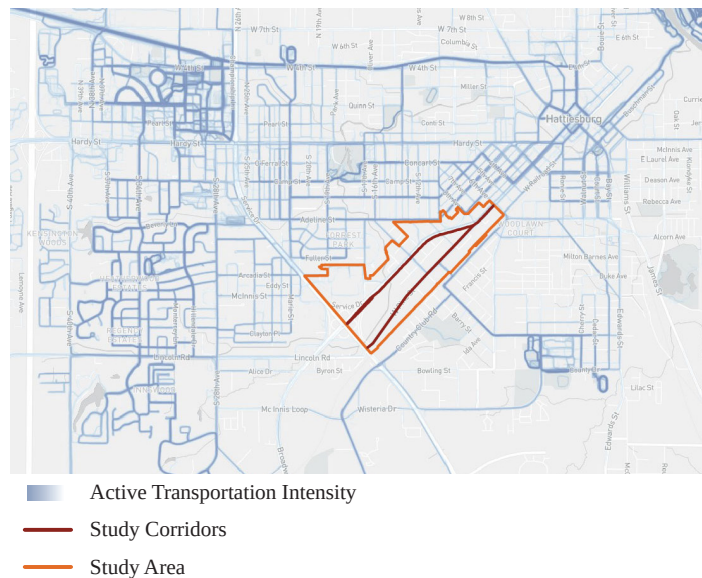
Hattiesburg's sidewalk network is mostly built out near downtown, the University of Southern Mississippi, and the Hardy Street corridor. The study area does not have a fully connected sidewalk network but given its location just southwest of downtown, there is strong potential to connect to that network and make better cross-town connections to surrounding residential neighborhoods, including both local and nationally recognized historic districts.



Citywide Mobility

The map includes Hub City Transit bus routes and stops as well as the city's current sidewalk and bike lane network.

Source: City of Hattiesburg Shapefiles, 2024



Active Transportation Heat Map

Pictured is a heat map of active transportation activity near the study area. A darker blue color indicates a higher level of active transportation use, which could include walking, running, hiking, biking or other active mode of transportation.

Source: Strava Global Heatmap, 2024

Hattiesburg's bicycle network has strong regional connectivity. Hattiesburg is an anchor along the Longleaf Trace, which connects the city all the way up to Prentiss, Mississippi. However, intercity bike connectivity is currently limited but growing. Bike facilities differ throughout the city, including shared use paths, bike lanes, and unprotected on-street shared lanes.

Hub City Transit is the local transit provider for the city. The map at left gives a high-level view of the citywide bus network, which includes seven different routes with ranging frequencies and service hours. The Orange and Red routes intersect the study area, with the Orange (Broadway) route running along Broadway Drive, West Pine and circling around the shopping centers around Highway 11 and Highway 49. More details on transit and other mobility topics are covered in the Mobility section of this plan.

The Environment

The Broadway-West Pine Corridor has been developed and redeveloped over the last century, and much of the land area has been covered with buildings, asphalt, and concrete. The natural environment still present consists mostly of grass shoulders and smaller street trees. There is a small undeveloped wooded area toward the southwest corner of the study area that sits between Broadway Drive and West Pine Street. .

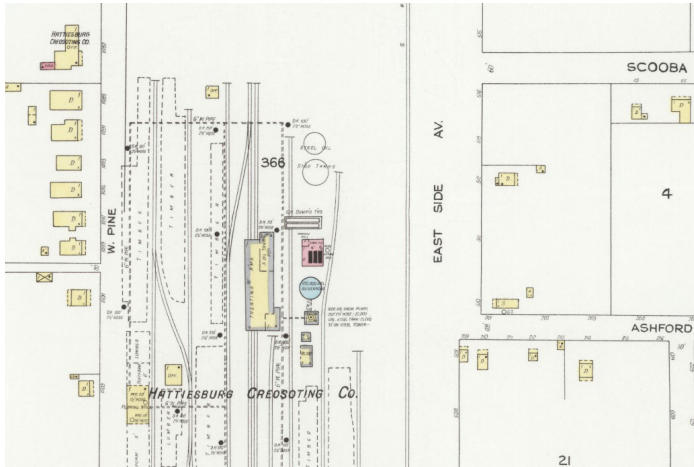
Gordon's Creek runs through this wooded area and impacts much of the southern portion of the study area. The creek runs underneath Broadway Drive between 64th Street and Bartur Street but does not bisect West Pine Street within the study area. The Gordon Creek floodplain, including the floodway, 100-year, and 500-year flood hazard areas, expands beyond Gordon's Creek and overlaps with some existing buildings and vacant parcels within the study area. The floodplain has the potential to impact redevelopment prospects in these areas. Stormwater management practices, such as requiring retention ponds, swales, and rain gardens, should be considered to mitigate flooding concerns for the area, especially if there is redevelopment near the creek.

Floodplain Map



- | | | | | | |
|--|---------------------|--|---------------------|--|---------------------|
| | Street Centerlines | | Study Area | | Floodway |
| | Railroad | | Study Corridors | | 100-Year Floodplain |
| | Building Footprints | | Study Corridor Mask | | 500-Year Floodplain |





Historic Creosote Site

The graphic above is from a 1925 map that details the original site of the Hattiesburg Creosoting Company, which would later be found to have long-lasting contamination impacts for the study area.

Source: Hattiesburg Mississippi Map Division, 1925

A creosoting plant, originally called Gulf State Creosote and later American Creosoting Company, was one of the early industries along the Broadway-West Pine corridor. The plant treated wood products such as railroad ties with creosote, which is a wood preserving pesticide, from the early 1900s into the 1960s. During the 1980s, the area was identified as a potential contamination site following preliminary sampling done along Gordon's Creek. A Phase II Environmental Assessment was completed in the 1990s confirming the contamination concerns in the area. The Mississippi Department of Environmental Quality has since conducted cleanup efforts around the site, but there are still some lingering concerns about potential migration of contaminants into nearby residential neighborhoods. An environmental consultant was hired in the late 2000s to conduct additional samplings in the nearby residential areas and their sampling found that the levels of contamination did not pose a threat to residents.

In addition to former creosote contamination, the corridors are home to many auto-oriented businesses such as gas stations, auto lots, and repair shops. These types of businesses often include underground storage tanks that can be potential sources of contamination and should be treated with care as the study area gets redeveloped.

Urban Conditions

The study area lacks tree coverage and is dominated by impervious surfaces such as roadways, asphalt parking lots, and buildings. The map below shows the prevalence of impervious surfaces throughout the study area. High levels of impervious coverage have implications for water runoff and drainage within a site, but also broader implications for user comfort due to urban heat island effect. Urban heat island effect refers to the phenomenon where urban areas experience higher temperatures than their rural surroundings due to land characteristics like the presence of impervious materials but also due to other large contributors like exhaust from vehicles and air conditioners. Walking conditions along Broadway Drive and West Pine Street are made unpleasant due to the urban heat island effect. To transform Broadway-West Pine into a more vibrant urban area, the city will need to work to reduce urban heat island effect. This can be achieved through various means, including maintaining existing tree canopy while working to expand this through new green spaces, landscaping, and better walking and biking infrastructure.



Impervious Cover

The map shows how impervious surfaces dominate the study area. There is a noticeable difference in levels of impervious coverage when comparing Broadway-West Pine to the surrounding residential areas.

Source: NOAA High Resolution Coastal Imagery Data, 2021



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 increase the diversity of voices reflected in the plan.

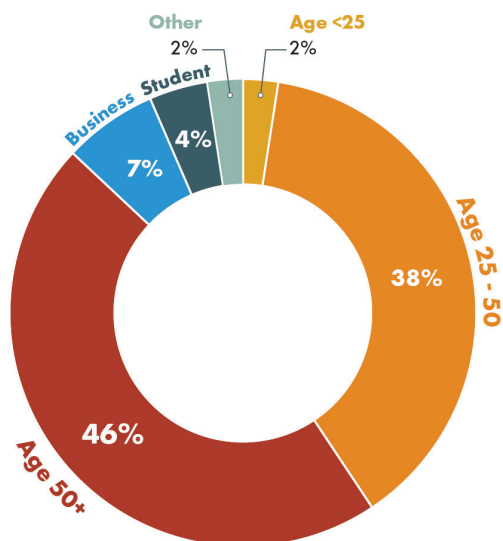
Mini Charrette

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.

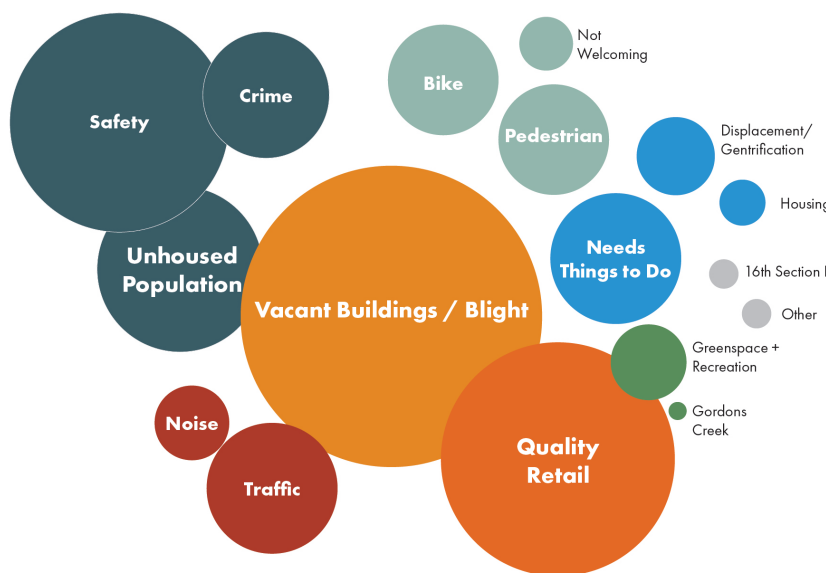
Community Workshop

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 indicates the frequency 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 held in May, 2024. Activities 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

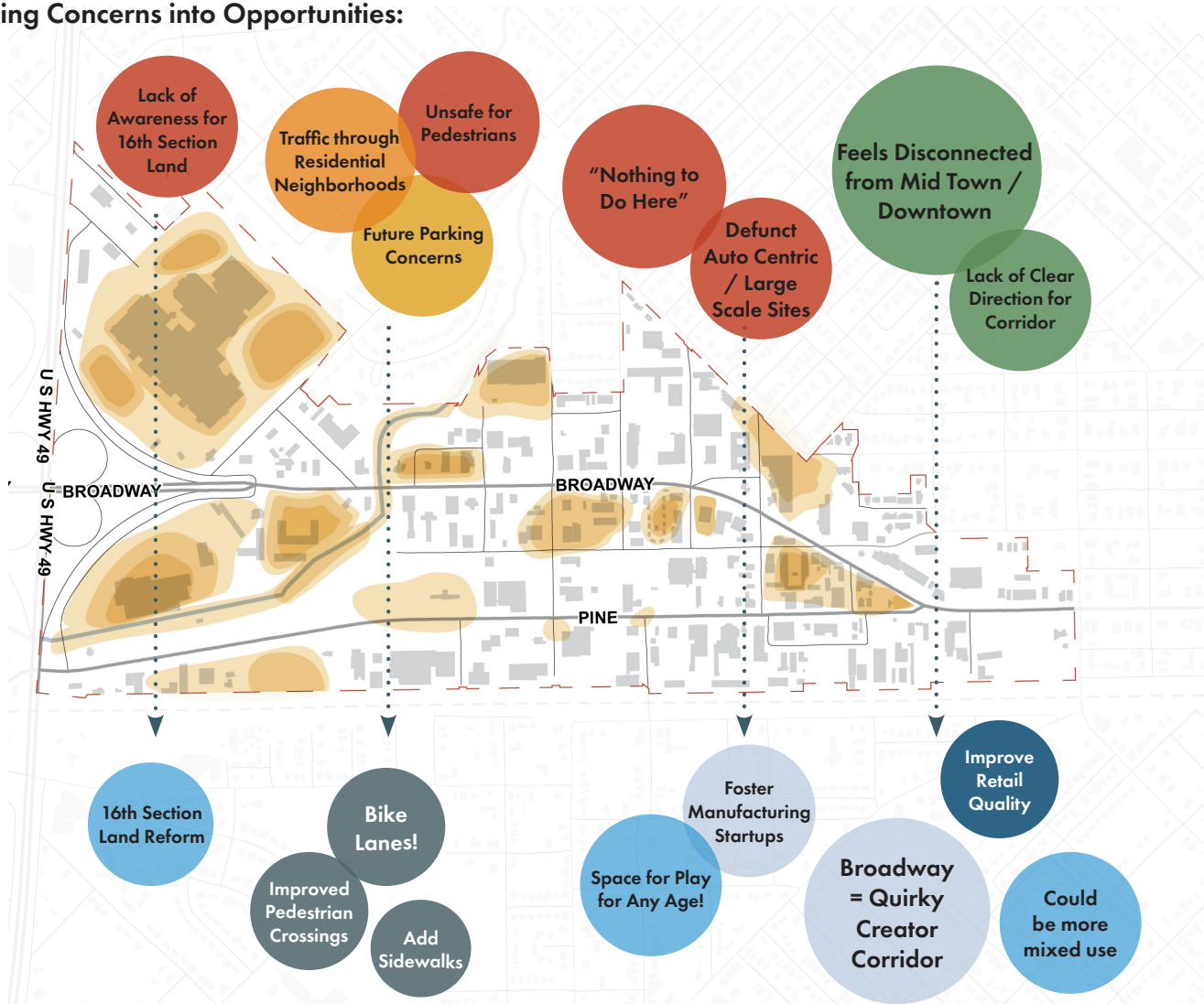
Online Engagement

Community Workshop activities were offered online for those unable to attend in person. The online activities were open for the first three weeks of May 2024 and the results are included in the 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 business 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:

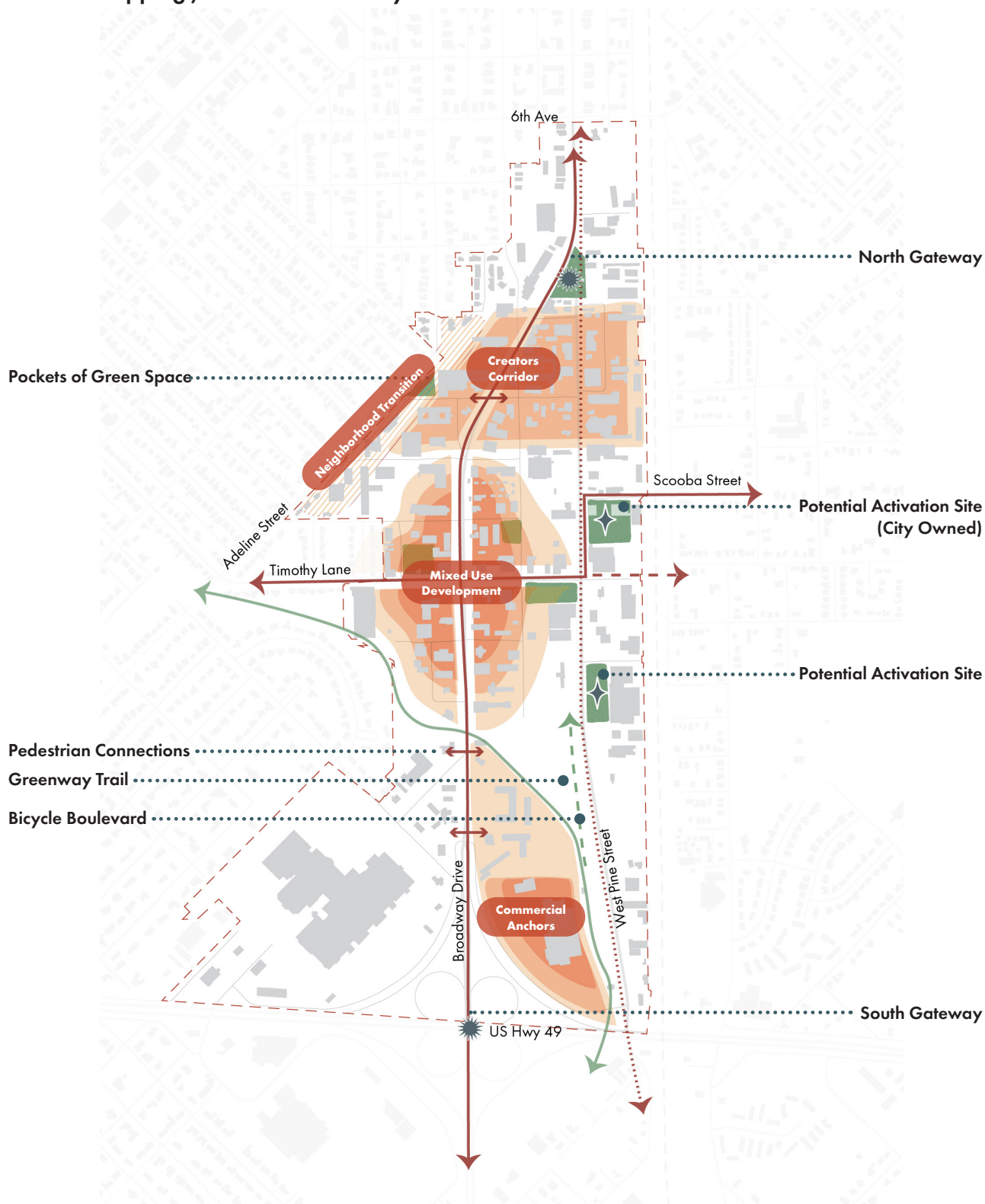


Community Workshop Feedback: Opportunities and Visioning

Top: A heat map showing where attendees identified concerns / opportunities throughout the corridor. Larger bubbles indicate more frequently mentioned concerns / opportunities. Bottom: Attendees were invited to envision the future of the Broadway Drive - West Pine Street Corridors with an interactive and tactile visioning activity. Larger words indicate more popular visions for the corridors.

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 green space, ideal bicycle or pedestrian routes, new land uses, and landmark sites.

Source: Asakura Robinson, 2024

The Open House for the Right Down Broadway plan, 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.

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.



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”, which was held in August, 2024.

26 | Right Down Broadway | Engagement

Tactical Urbanism Preferences:

#1



Pop-Up Programming

#2



Pedestrian Space Art

#3



Crosswalk Art

#4



Demonstration Bike Lanes

#5



Curb Extension

#6



Parklet with Seating

#7



Tactile Exhibits/Play

#8



Bus Stop Enhancements

#9



Bike Storage

#10



Traffic Signal Box Art

#11



Slow Shared Street

#12



Traffic Calming Mechanism

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 in the graphic above.

Source: Asakura Robinson, 2024

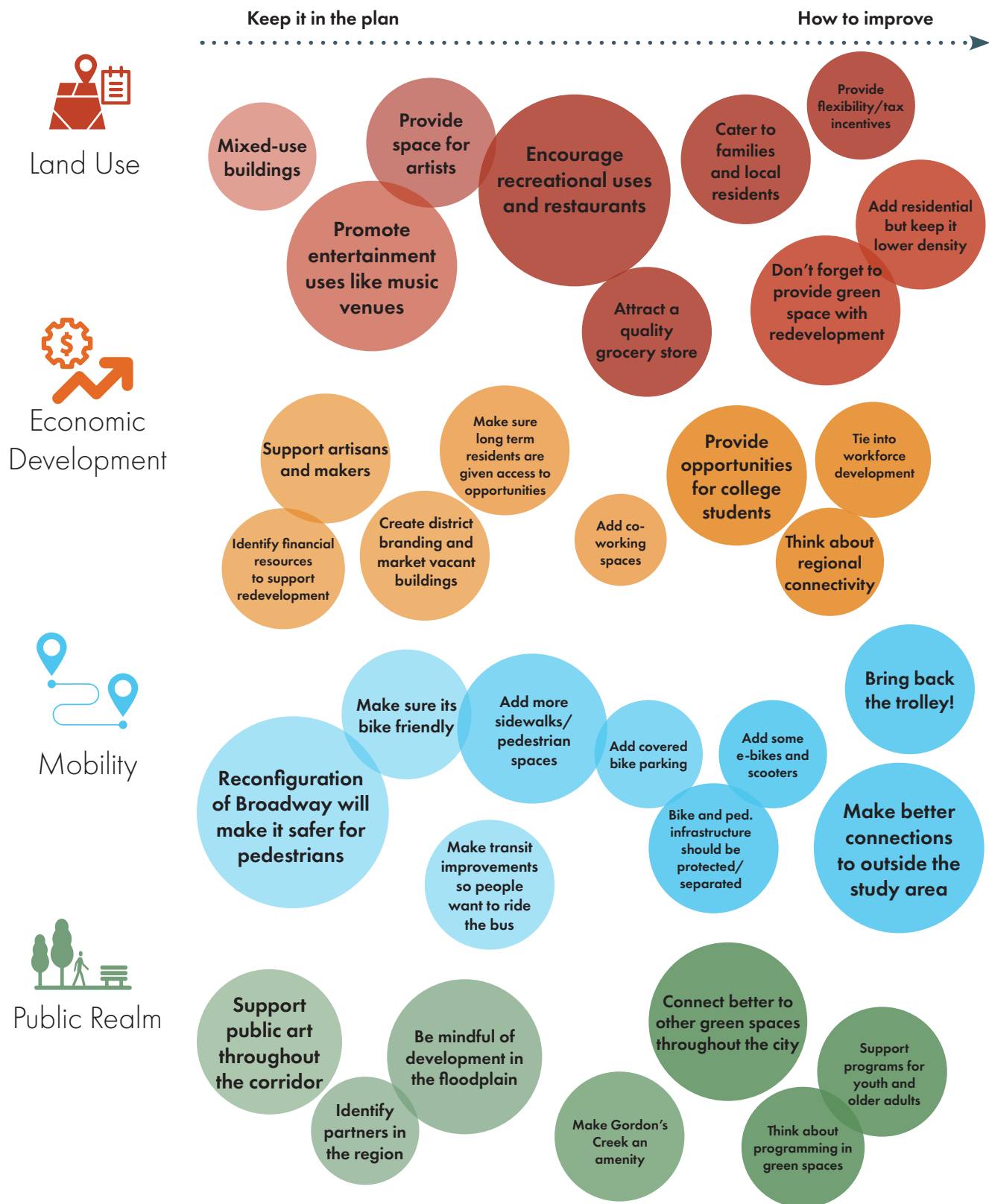
Community Event and Tactical Urbanism

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. The event gathered feedback about what people like about the draft plan materials and how 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:



Open House Feedback: Draft Plan Strategies

The feedback is separated using the four major plan themes: land use, economic development, mobility, and public realm. Comment bubbles on the left represent ideas that community members liked from the open house materials that were shared. Comment bubbles on the right represent new ideas that were shared by community members on how to improve the various plan strategies.

Source: Asakura Robinson, 2024



Hypothetical 3D Model of the Study Area

The graphic is showing a screenshot of the online model that participants were able to explore during the open house and through the online engagement platform. The redevelopment scenario pictured is purely hypothetical and does not represent any specific development plans for the area.

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

Hypothetical 3D Model

In addition to sharing out the plan's four draft strategies, 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 upgrades, and improved mobility connections were visualized in the model. Participants were able to explore the study area by using the on-site 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 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 re-imagined 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 fill in additional details needed to develop the plan's vision.

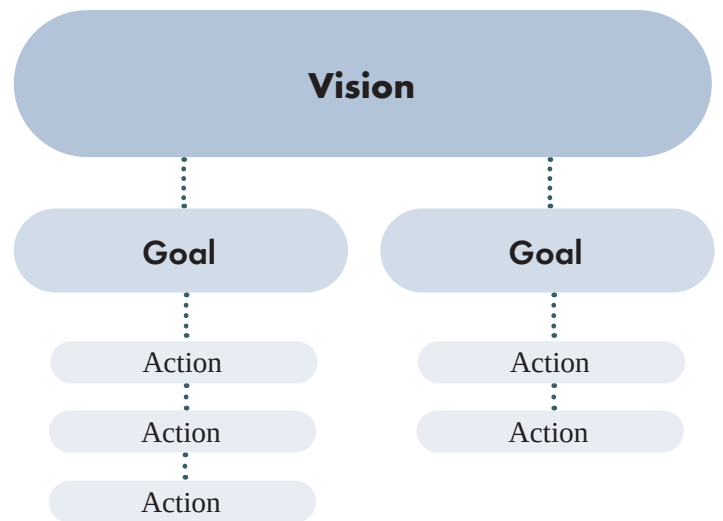
The vision for the plan is divided into four major themes: land use, economic development, mobility, and public realm. Land use and economic development identify desired uses for land and buildings within the corridors and detail how to support business and landowners in creating thriving and successful 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

*A Mixed-Use, Walkable District at
Timothy Lane and Broadway Drive*



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.



Land Use Overview



Create a Cloverleaf Commercial Character District that takes advantage of the corridor's regional access.



Establish a Creative Mixed Use Character District that supports a work-shop-live approach to development.



Prioritize Mixed Use Development to make for a more dynamic urban environment.



Provide diverse housing options within the study area to accommodate different segments of the city's population.



Maintain a Regional Business Character District that supports commercial and light industrial use.

- Cloverleaf Commercial Character District
- Creative Mixed Use Character District
- Regional Business Character District
- Study Area Gateways

Introduction

The Right Down Broadway Plan takes a moderate approach to land 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 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 (confluence of Broadway Drive and West Pine Street), 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.

Character districts are used in this plan to envision future development patterns for three distinct areas along the corridors. The districts include Creative Mixed Use, Regional Business, and Cloverleaf Commercial. More technical details on each of the districts and how to achieve these ideas through zoning and other regulatory changes are laid out in the appendix.

Creative Mixed Use Character District:

- A destination “work-shop-live” area that supports creative makers/artisans through more flexible land use regulations and adaptive reuse of existing buildings. A major focus is on adding human-scaled development and a mix of different uses.
- Target Land Uses: Retail, commercial services, small-scale manufacturing, multi-family residential.
- Target Area: North end of Broadway Drive and West Pine Street, including the “North Gateway”.

Regional Business Character District:

- Supports existing warehouse and manufacturing uses while encouraging small- to moderate-scale infill and redevelopment, adding additional commercial and light industrial uses to the area.
- Target Land Uses: Larger commercial and office spaces, light industrial, warehouses.
- Target Area: Majority of the West Pine Street corridor, including areas with known creosote remediation, which would be less well-suited for residential redevelopment.

Cloverleaf Commercial Character District:

- Takes advantage of the location’s regional access, resulting in a moderate to high density commercial area that supports a “town center” style redevelopment, with potential to incorporate planned unit developments.
- Target Land Uses: Retail, office, medical, residential.
- Target Area: Southern end of Broadway Drive and West Pine, including the “South Gateway” that sits at the intersection of Broadway/Highway 11 and Highway 49.

Key Themes

Encourage Mixed-Use Development

Mixed-use development integrates a variety of land uses—residential, commercial, office, and recreational—within close proximity on a single site or in a small area. While not a new concept, mixed-use development has gained renewed attention for its ability to foster greater pedestrian activity, particularly in areas that have historically been shaped by single-use zoning and the rigid separation of land uses under “Euclidean” zoning. Euclidean zoning, popularized in the 20th century, was designed to prevent incompatible uses—such as placing housing next to industrial zones with environmental hazards. However, it has been increasingly criticized for creating overly segregated land uses, limiting housing options, and contributing to unsustainable urban sprawl.

Mixed-use development is often employed as a strategy to combat urban sprawl and re-imagine suburban land use patterns, both of which are evident in the study area. This type of development tends to be denser, leading to a more sustainable and efficient use of resources, including public safety services and utilities. It can also promote active transportation by creating vibrant streetscapes with visual interest—such as on-street window displays, outdoor seating, and a diverse mix of businesses. From a land use perspective, implementing mixed-use development typically involves revising local zoning and land use regulations, as well as collaborating with developers to identify optimal sites or offer incentives.

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 dictate whether or not mixed-use development is permitted. More specific 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 Redevelopment



Source: History South

North Davidson District - Charlotte, North Carolina

The North Davidson District (NoDa) in Charlotte, North Carolina, has undergone a transformation from a primarily single-use industrial area into a vibrant, mixed-use neighborhood. Through public and private investment, the district evolved into a lively hub featuring a blend of residential apartments, art galleries, restaurants, breweries, and local retail. This mixed-use redevelopment was made possible by introducing transit into the area through the Lynx Blue Line light rail, making walkability improvements, and updates to the zoning code. NoDa is now one of the city’s thriving districts, attracting young professionals, artists, and local businesses. However, with redevelopment often comes concern for affordability and displacement. The area has seen rising property values and rents due to its transformation. While the city is committed to maintaining mixed-income housing and affordable leasing spaces, it still remains a challenge to balance affordability with market demand.

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 home-buyers, older adults, and other residents that either cannot afford or do not desire a single-family home. 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 Community Business and B-5 Regional Business 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. The city will need to develop strong partnerships with local homeless organizations, help find local or philanthropic funding sources, and identify state and federal grants to assist its partners in supporting the homeless population that uses a housing first framework.

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 its unique building stock, 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 wholesaling and 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 within minimal impacts.

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 coffee roaster 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 coffee roaster 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.

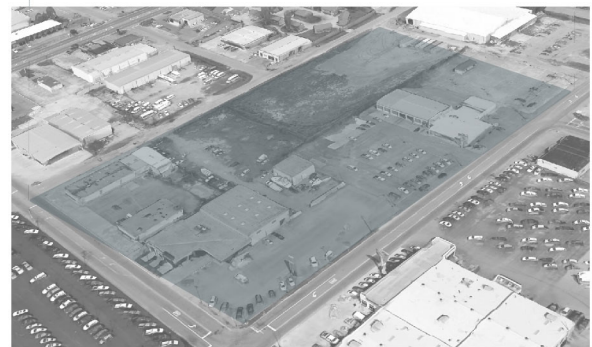
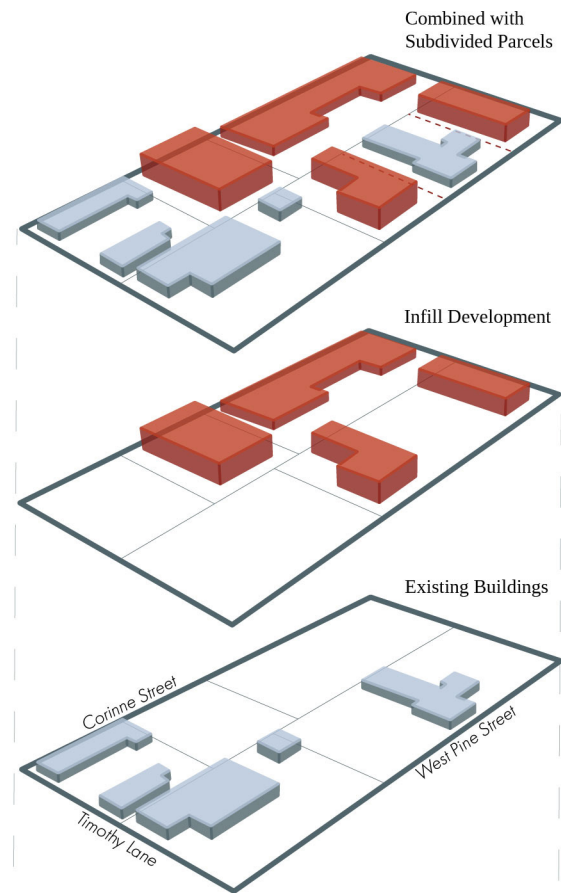
Revitalizing the Broadway Drive and West Pine Street corridors through new development will require concerted effort over the long-term as redevelopment becomes economically viable. Property transactions are impacted by the leasing terms of 16th Section Land, with many of the original 99-year leases 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



Infill Redevelopment Diagram

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.

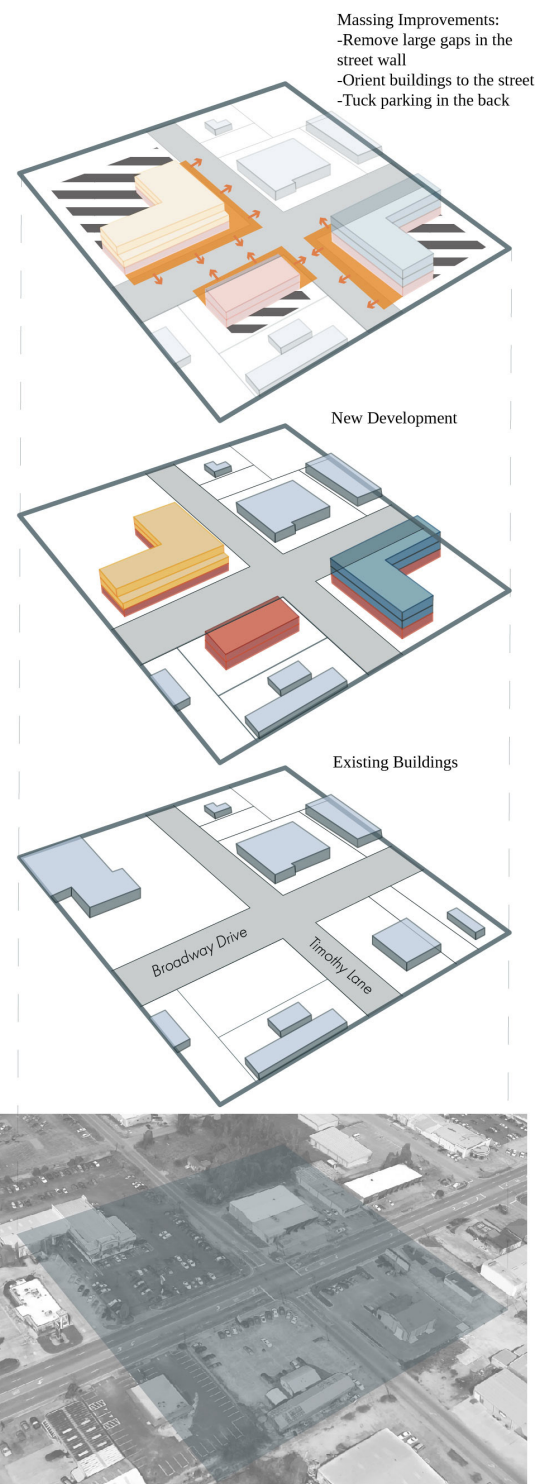
Housing is a key element of a mixed-use environment, and an important opportunity for a regionally significant corridor like Broadway Drive. Additional housing opportunities and variety of housing types can support the city's workforce and economy, including the health of businesses in the study area.

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 Community Business and B-5 Regional Business zoning districts present in the district currently permit minimal housing, with only mixed-use dwellings permitted in the B-3 Community Business 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 and advocates to develop housing solutions and social services for people experiencing homelessness.

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.



Dimensional Standards Diagram

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

*Makerspace and Adaptive Reuse
Along West Pine Street*



Economic Development Overview

Work with the Area Development Partnership and others to provide information on 16th section land leasing.



Market underutilized and vacant buildings to local artisans and makers.



Promote small business incubator programs and spaces.



Explore getting certified as a certified business district to tap into ad valorem tax exemptions.

- Potential Infill Sites
- Potential Redevelopment Sites
- "Creators Corridor" District Boundary



Utilize tax incentives to help fund improvements and spur revitalization.



Establish a district identity and brand that can be used to market vacant properties and land.

Introduction

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 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 mid-century 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 and 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 Regional Business 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

With the departure of the dealerships, there is an increased number of large vacant buildings throughout 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 re-purposed 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.

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.

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 mid-century 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

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 site work 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 can draw revenue from these lands by leasing them in rural counties, typically resulting 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. Text from House Bill 1258 can be found in the Appendix. While the bill did not pass, it does represent a significant effort to removing leasing as a barrier to development.

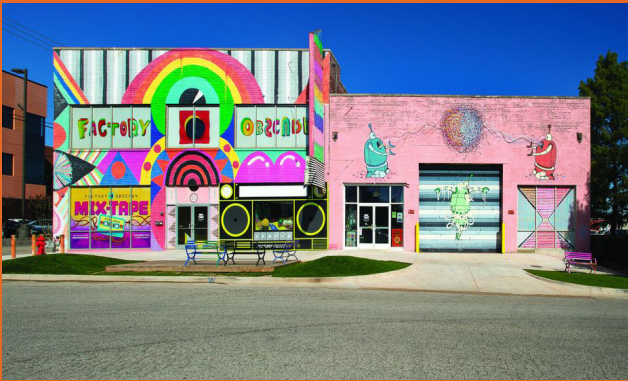
Encouraging redevelopment in the corridor will require improving public awareness and understanding of 16th Section Land, including combating negative public perception. Increased reinvestment and redevelopment in the corridor can support the City of Hattiesburg as well as the Hattiesburg Public School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

Case Study - Auto Row Transformation



Source: Visit OKC, Oklahoma Today

Automobile Alley - Oklahoma City, Oklahoma

Automobile Alley is a historic district north of downtown Oklahoma City. Like the Broadway-West Pine area in Hattiesburg, Automobile Alley was once known for its concentration of car dealerships and other auto oriented businesses. Towards the latter half of the 20th century many of the auto businesses moved to the suburbs or closed. The area has since been revitalized into a destination shopping district for the city, including a variety of bars, restaurants, hotels, and other entertainment venues. Redevelopment for the district is guided by the “Automobile Alley Guidelines for the Next Century”, which helped establish a vision for the area that included a strong emphasis on building rehabilitation and historic preservation. Ongoing efforts to improve the district are led by the Automobile Alley Association, which is a 501(c)(3) organization that is part of the downtown Business Improvement District.

Tax increment financing (TIF) is a tool used to fund redevelopment by capturing future tax revenues from increased property values in a designated area. When a TIF district is created, the current property value is set as the “base,” and taxes on this base continue to go to the usual taxing bodies. The growth in property value beyond this base generates a “tax increment,” which is collected into a special fund for reinvestment in the district. These funds are used for projects like infrastructure upgrades, new buildings, or amenities, further driving property value growth. Over time, this cycle of reinvestment boosts the area’s development, and by the end of the TIF district’s term (usually 20 years), the area is transformed, benefiting both the local government and the community.

TIF is permitted under Chapter 21-45 on the Mississippi Code and could be used to support redevelopment projects in the study area if the district meets the criteria laid out by the state. 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 District'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 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 institutions of higher education to develop workforce training, 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. One example is the Downtown Hattiesburg Association, which has worked since 1985 to leverage public and private investment in the Downtown area. A similar group or city staff member would be able to conduct additional outreach to business and property owners, manage grant applications, and administer expanded programming for the study area.

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 presents both an opportunity and a challenge. While its revitalization could directly benefit both the City of Hattiesburg and the Hattiesburg Public School District, and leasing helps discourage land speculation, the mechanics behind 16th Section land are poorly understood. Proactively communicating the benefits of investing in these lands will be essential to “flip the script.”

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 sub-markets 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.

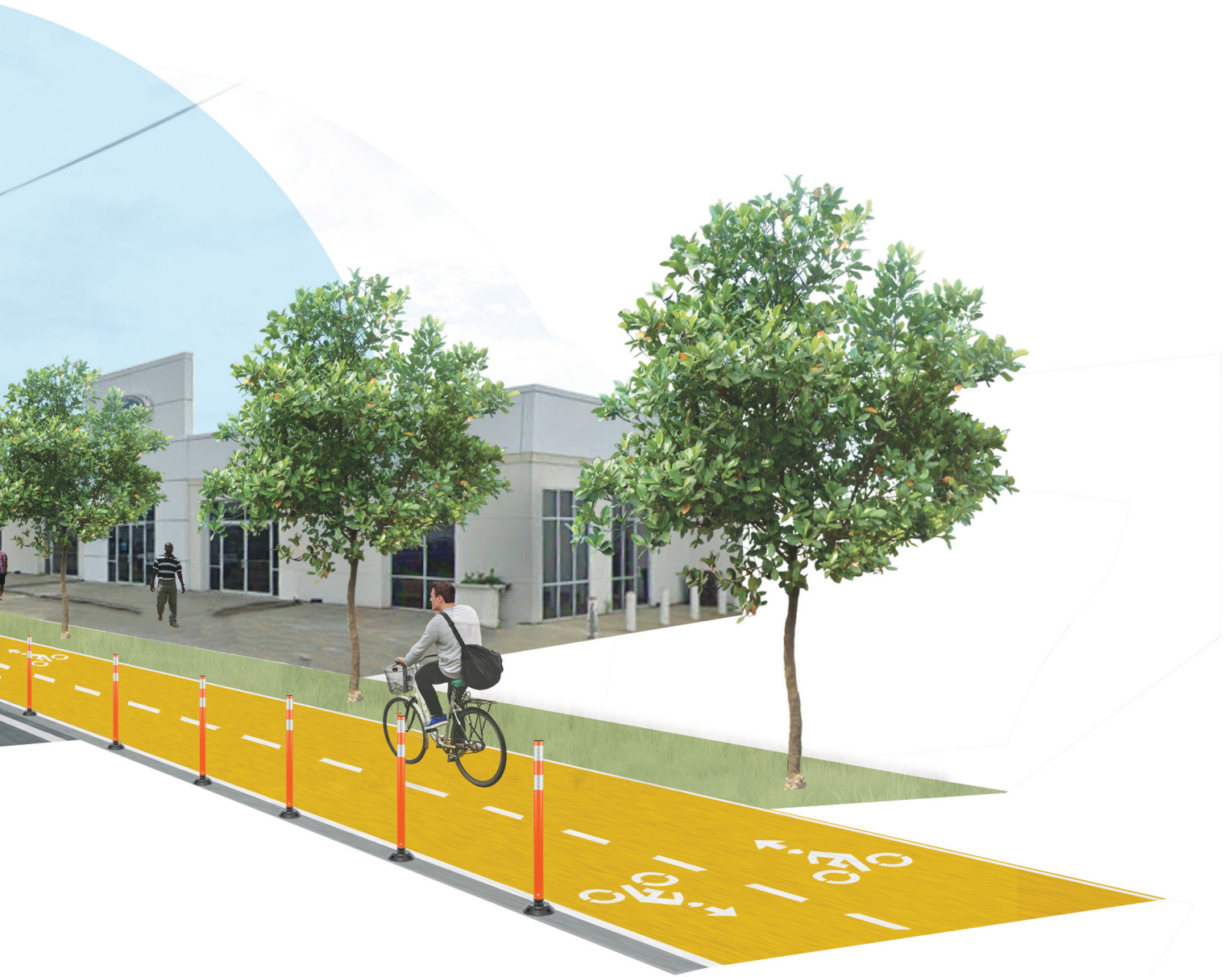
Many of the 99-year leases in the study area are set to expire in the coming decades. 40-year leases with 25-year renewal options are now the standard for commercial leases now that 99-year leases are no longer permitted. In the Legislature’s 2024 Regular Session, a bill was proposed to permit 25-year 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

A Cycle Track Along West Pine Street



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 Overview

Improve the transit user experience by working closely with Hub City Transit



Introduce a median on Broadway Drive to create a safer and more attractive gateway into downtown.



Work with MDOT to balance business access needs with traffic flow and safety.

- Proposed Street Reconfiguration
- - - Proposed Bike Boulevard
- - - Proposed Cycle Track
- ☀ Proposed Pedestrian Crossing Improvement

Invest in Bike and Pedestrian Infrastructure.



Improve pedestrian crossings at key intersections.

Introduction

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

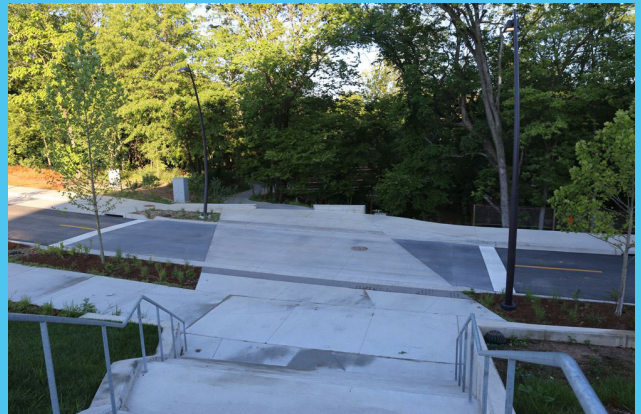
Accommodate Active Transportation Users

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.

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

Case Study - Multi-Modal Transformation



Source: Fayetteville, Arkansas

Cultural Arts Corridor - Fayetteville, Arkansas

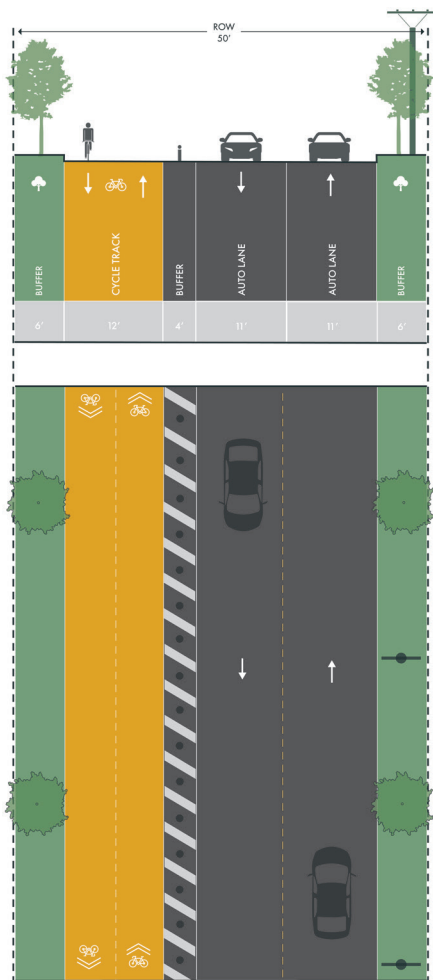
The Cultural Arts Corridor in Fayetteville, Arkansas is a recently revitalized area that helps connect people to downtown, the University of Arkansas, and many of the city's arts and cultural institutions. One of the key improvements for this area has been to enhance the streetscape to improve walkability and tie different amenities together. The streetscape improvements have included road resurfacing, lighting, on-street parking upgrades, shade trees, and raid gardens. Streetscape improvements are paired with other improvements, including the Razorback Greenway trail and investments in new public spaces, including Fay Jones Woods and a civic plaza at the intersection of West Avenue and Dickinson Street. Funding was provided by a 2019 voter-approved bond package and a philanthropic donation from the Walton Family Foundation.



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

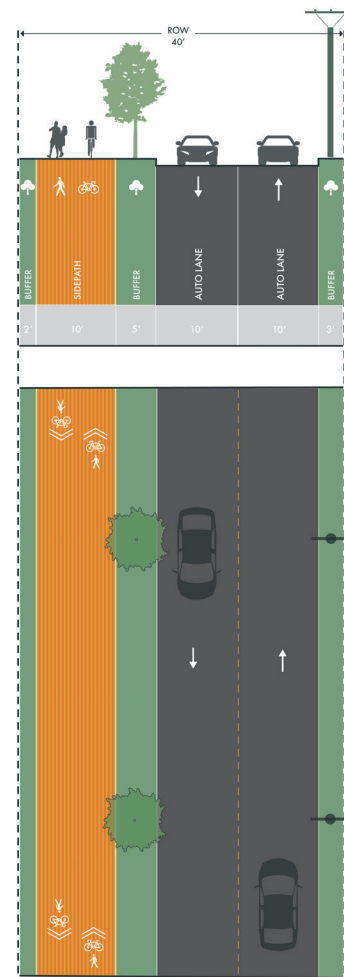
Source: SF Better Streets, Bikexpri, BikeWalkKC, Asakura Robinson, Queens Daily Eagle



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

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

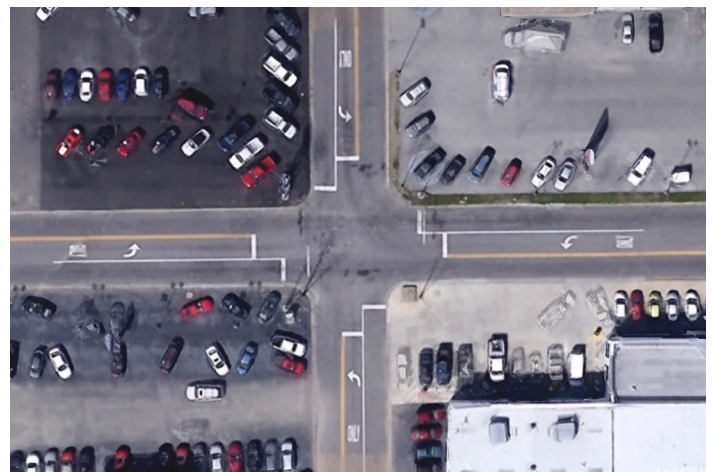


Timothy Lane & West Pine Street Intersection Improvements

The Timothy and West Pine intersection is re-imagined 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

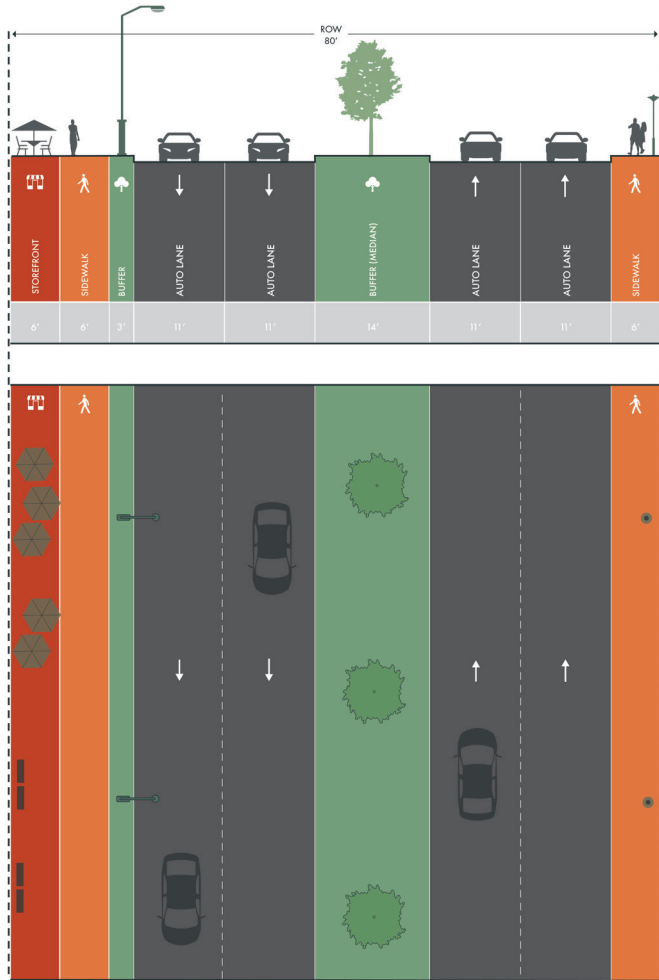
Priority Intersection Improvements	
Name	Improvement type
West Pine Street & Timothy Lane	-Reconfigure with new mast arm signal
Adeline Street & West Florence Street	-Convert from two-way to four-way stop
	-Square up intersection and create pedestrian bump out and/or pocket park
	-Add high visibility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

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

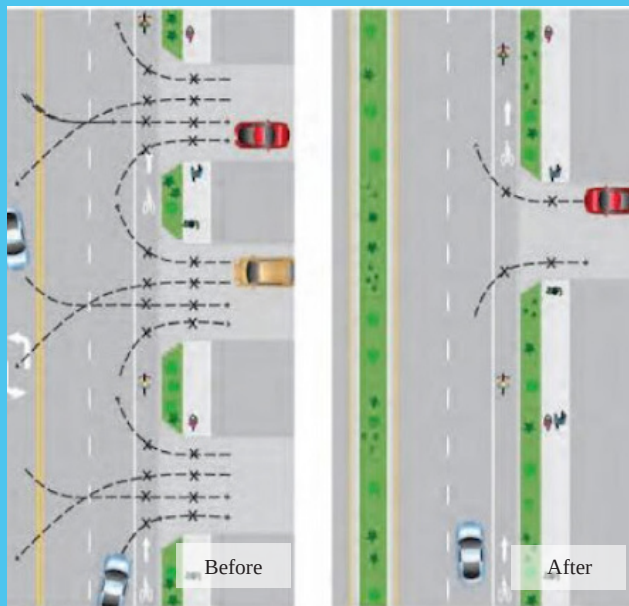
Access management refers to the systems of control for entry and exit points along a roadway. There are numerous factors that feed into how access is managed, including road design, traffic patterns, and land use regulations. Access management throughout the study area is predominantly designed to accommodate 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 consolidating driveways (top) and maintaining level sidewalks across driveways (bottom).



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 more 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 along West Pine Street is recommended to move bicyclists throughout the study area and connect to other paths and trails nearby. A side path along Timothy Lane should be built to connect to other proposed improvements on Broadway Drive and West Pine. Additionally, 17th Avenue, Bartur Street, and East Scooba Street are recommended to be transformed into shared streets (streets that accommodate bicycles and vehicles) to promote additional east-west connectivity into the neighboring residential areas.

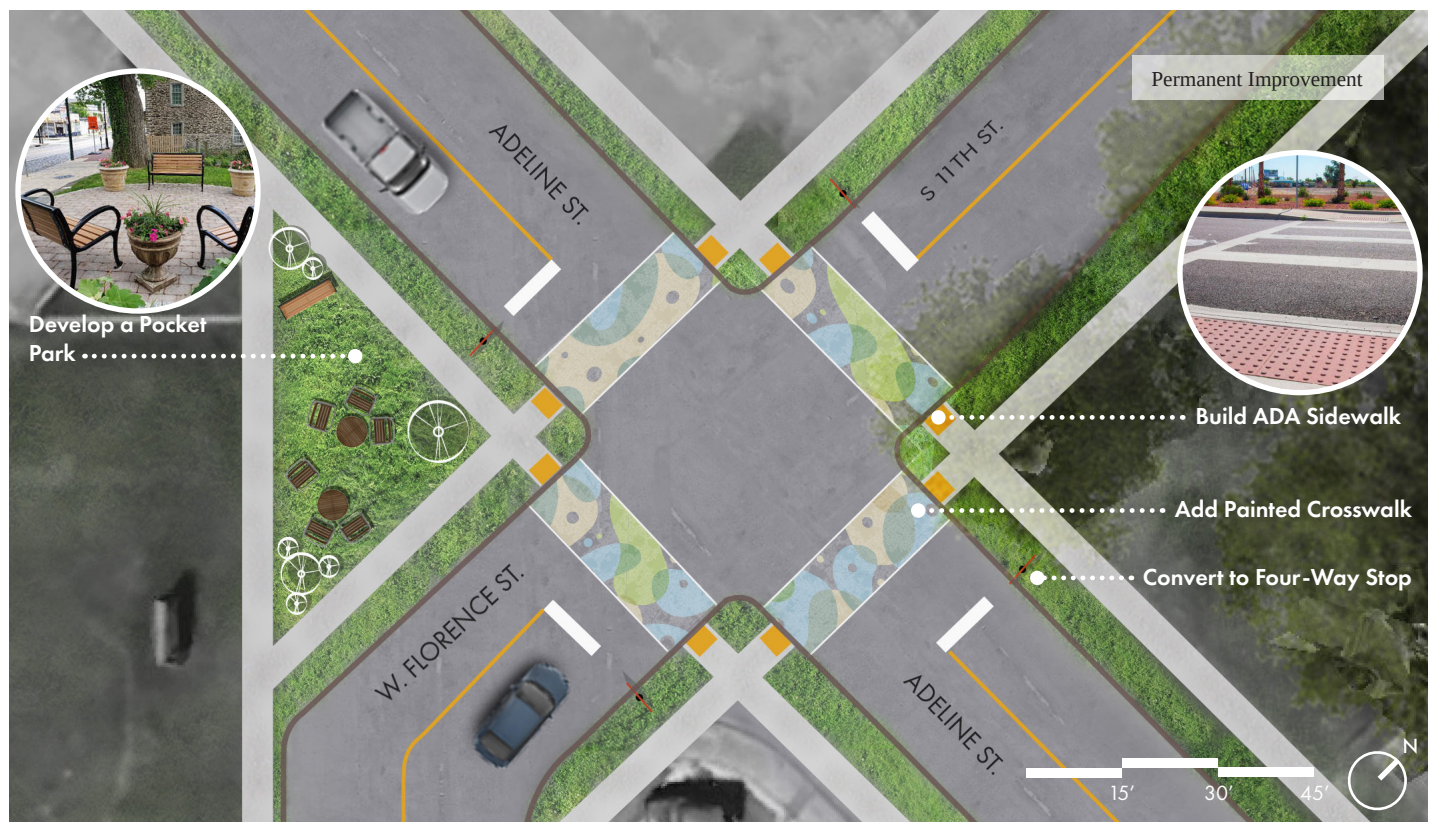
Mobility infrastructure upgrades can be costly and require numerous funding streams and partnerships to break ground, though bicycle and pedestrian facilities can be cost-effective, especially where there is no need to move curbs or add new pavement. Where funding is not available, low-cost, temporary, 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.



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 Conceptual Improvement 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. A roundabout may also address this issue. Further study and design will be required to determine the appropriate improvement at this location.

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.

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. 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 but also broader benefits to the public realm by improving streetscape conditions through art.

PUBLIC REALM

BROADWAY DRIVE



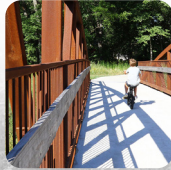
The public realm strategy uses arts and culture as a tool for revitalization, not just beautification. Through partnerships with local artists and community members, the Broadway Drive and West Pine Street Corridors will be transformed using public art and through grassroots improvements. Through grant 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.

*Where Broadway Drive Meets
West Pine Street*



Public Realm Overview

Make connections to green and blue spaces by establishing a crossing over Gordon's Creek.



Convert underutilized concrete and asphalt into public spaces or vegetation.



Promote public art and support the local art community.



Proactively identify brownfield sites and set them up for remediation and redevelopment.



Use tactical urbanism to re-imagine vacant spaces and inspire new long-term uses of public space.



- Priority Green / Open Space
- Key Pedestrian and Bicycle Connections
- Generalized Gordon's Creek floodplain
- = Generalized Floodway (Highest Hazard Flood Area)
- Creosote Fill Remediation Area

Introduction

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 re-imagine 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, the city can employ various beautification and programming efforts. This could include 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 corridors.

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.

Partnering artists with local businesses and sponsoring additional public art projects in the study area can further position Hattiesburg as a regional artistic destination. Investing in artists not only supports creative expression but also drives community and economic development. Public art projects provide essential financial support for local artists, who often lack the resources to bring their work to life. Beyond aesthetics, artists have a unique ability to engage and connect with the community in ways that city institutions cannot. Additionally, public art along the corridors can help rebrand the area as the city's Maker's District, as outlined in the Economic Development section. Murals and other forms of public art can become iconic landmarks, attracting tourists and boosting local businesses 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 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



Source: City of Portland

Fanno Creek Watershed Restoration - Portland, Oregon

The Fanno Creek watershed covers more than 20,000 acres in west and southwest Portland. Prior to development in the Portland area, the watershed once meandered through wooded areas and wetland meadows. Today much of the watershed has been urbanized, including residential, commercial, and industrial lands. Much of the watershed is within the separated stormwater system, which means that stormwater runoff from roadways or other impervious surfaces flow directly into the creek and can result in pollution and water quality issues. The city of Portland, and numerous partners, have worked to improve stream quality in the last couple decades. Projects have involved culvert replacement, stream channel restoration, reintroducing wetland and floodplain habitat, and daylighting the creek along various segments throughout the watershed. With these stream restoration efforts, the city aims to reduce the amount and speed of runoff, treat stormwater before it enters the water system, and replace or repair old infrastructure to protect the broader water system.



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 green spaces, 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 green space 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 and stormwater benefits.

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 grant 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 can be implemented through the city's Land Development Code, including requiring store frontages be closer to sidewalks and reducing parking requirements. Other physical interventions could include infrastructure upgrades, such as adding more lighting and other more welcoming amenities throughout the public realm. Some more social oriented CPTED strategies include planning for more programming or events along the corridors, establishing a neighborhood watch program, or promoting crime prevention education workshops that bring together key parties, including the Hattiesburg Police Department and other city staff, business owners, and the broader community.

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 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 to engage the broader community through art.



SECTION 4

IMPLEMENTATION

Implementation

Achieving the vision for the Broadway Drive and West Pine Street corridors will require the City of Hattiesburg's leadership, close coordination with the Hattiesburg Public School District, and alignment and engagement with community partners.

Funding and Financing Considerations

The City of Hattiesburg will be a key player in revitalization due to its ownership and management of public right-of-way and key sites, as well as its ability to act as a fiscal sponsor and applicant for grant funding. The City's ability to implement and fund projects is largely a function of its ability to dedicate local funds and develop competitive applications for outside funding.

Local Revenue Sources and Funding

The City's annual budget includes its General Fund as well as several other dedicated funds. The General Fund includes operating expenses such as City general government and public service personnel salaries, supplies, outside services, and minor capital outlays. Of the City's projected \$65.29 million non-cash balance revenues in its FY2025 General Fund budget, about \$21.4 million comes from the local property tax levy. The largest single revenue category for the general fund comes from state shared revenues, which comprise nearly \$28.1 million of the City's available revenues.

In addition to the general fund, the city has several other funds that include services such as parks and recreation, fire protection, water and sewerage, and mass transit. These funds include enterprise-type services (e.g. water and sewer) as well as programs with dedicated revenue sources or restrictions on uses, such as sales taxes, federal grants such as Community Development Block Grants, bond proceeds, and tax increment financing (TIF) zones.

Implementing the plan's vision requires coordinating local budget and funding capacity. General Fund expenditures are generally more flexible, though the fund's intent is to support operational and maintenance functions and some lower-cost projects rather than major capital projects. A lack of a dedicated funding source means that project funding can be volatile over the long-run as priorities change or the city experiences an economic downturn. Establishing a dedicated revenue source or funding mechanism could be valuable to ensure the long-term viability of public improvements and programming.

Grants and Outside Funding

The City of Hattiesburg has a strong track record of working with state and federal agencies as well as local organizations to prepare competitive grant proposals that bring in outside dollars and allow local funds to be leveraged. Recent examples include a Safe Streets and Roads for All (SS4A) planning grant from the U.S. Department of Transportation and multiple Mississippi Outdoor Stewardship Trust Fund awards for public open space access.

Aligning project scopes and phasing with current grant funding opportunities can help stretch the city's dollars. Several projects outlined in this plan support multiple goals, such as improved traffic safety, economic development, park and open space access, and health outcomes that are often considered with funding priorities.

Community Partnerships

While the City of Hattiesburg is a critical leader in managing public infrastructure and guiding what development can occur, it cannot work alone. In fact, Hattiesburg's strong community involvement and organizations are among its greatest strengths. As a recent example, through the Area Development Partnership's Leadership Pine Belt program, the Brighter Broadway initiative has worked with the Hattiesburg Alliance for Public Art (HAPA) to coordinate two murals along the Broadway Drive corridor. These highly visible projects led by the community in partnership with local building owners and HAPA highlight the community's commitment and care for the Broadway Drive corridor – signaling to the broader community and prospective business owners that the corridor is a place worth caring about and investing in.

Entities such as the Mississippi Department of Transportation (MDOT), The University of Southern Mississippi (USM), William Carey University (WCU), and the Area Development Partnership (ADP) are key players in the plan's mobility and economic development elements. For example, coordination with MDOT will be critical for improvements to Broadway Drive, and USM, WCU, and the ADP are heavily engaged with the region's entrepreneurs and business community.



Partnerships At The Night Off Broadway

The City of Hattiesburg and the Hattiesburg Public School District worked together to organize the Night Off Broadway's pep rally, which featured Hattiesburg High School student-athletes and performers.

Source: Asakura Robinson

A Proposed Path Forward

This Implementation Plan identifies a strategic, coordinated approach for the City of Hattiesburg to realize the vision for Broadway Drive and West Pine Street.

Each project supports the goals in the vision plan and identifies potential funding sources, lead agencies, and potential partnerships. While public capital projects such as street improvements are important pieces of the vision, the City of Hattiesburg can also support the revitalization of the corridors through regulatory updates, programming supported by City staff and partners, and financial policy.

Catalyst projects should be implemented in the next one to two years. These projects are “quick wins” – lower-cost actions that can be undertaken with existing staffing and resources as part of annual staff work programs and set the stage for more complex projects. Because it may take additional time and coordination to develop detailed design and cost estimates, larger capital projects are generally recommended for the mid-term or long-term.

Capital Projects



- Roadway Improvement - Includes: 25

■ Active Transportation Project - Includes: 9 10 27 30

■ Trail Project - Includes: 26
- ☀ Intersection Improvement - Includes: 8 20 21 28 29

■ Vacant Lot Activation - Includes: 15

■ Public Space Improvement - Includes: 13 14

Capital Projects

ID	Name	Description
8	West Pine Street and Timothy Lane / Scooba Street Intersection Reconfiguration	Reconfigure the intersections of West Pine Street with Timothy Lane and Scooba Street to support improved safety and access for all users.
9	West Pine Street Cycle Track	Construct a two-way bicycle facility (cycle track) and connecting sidepath on the south side of West Pine Street to improve cyclist safety and provide an east-west connection between US Highway 49 and the Hall Avenue railroad overpass.
10	Timothy Lane Cycle Track - Broadway Drive to West Pine Street	Construct a two-way bicycle facility (cycle track) between the West Pine Street cycle track and Broadway Drive to improve cyclist safety and neighborhood connectivity.
11	Hub City Transit Stop Amenity Improvements	Provide improved amenities such as shelters, seating, lighting, and trash receptacles at transit stops, prioritizing stops with greatest sidewalk connectivity and ridership.
13	Gateway Plaza	Establish a public gathering space at the parcel where Broadway Drive and West Pine Street diverge, creating a recognizable and distinctive gateway for travelers entering the district from Downtown Hattiesburg.
14	City Plaza	Use the city-owned building at West Pine Street and Timothy Lane as an anchor for a public gathering space on West Pine Street.
15	Public Art and Parcel Activation Program	Establish a mini-grant program to support art installations and temporary public spaces on vacant or underutilized parcels and storefronts in the study area.
19	City Services Anchor	Relocate a public-facing City department to the city-owned building (former Courtesy Ford) to provide an anchor institution in the corridors.
20	Broadway Drive & Timothy Lane Pedestrian & Bicycle Crossing	Reconfigure the intersection to include pedestrian signals, curb ramps and crosswalk markings for pedestrian crossings of Broadway Drive, and sidewalk/sidepath transitions for the Timothy Lane bike route segments.
21	West Florence Street and Adeline Street Intersection Improvements	Reconstruct this intersection with curb extensions and sidewalks to improve vehicular, pedestrian, and cyclist safety through a perpendicular four-way stop and reduced turning movement conflicts.
25	Broadway Drive Access Management Program	Conduct preliminary engineering and design to convert sections of Broadway Drive's center turn lane to median with landscaping elements, consolidate driveways and parcel accesses, and improve sidewalks, drainage, landscaping on north side of Broadway Drive.
26	Gordon's Creek Greenway	Construct a shared-use path and pedestrian/bicycle bridge over Gordon's Creek to connect West Pine Street to the signalized intersection of Broadway Drive and Bartur Street.
27	Timothy Lane Sidepath - Broadway Drive to Adeline Street	Construct a sidepath between Broadway Drive and Adeline Street to improve cyclist and pedestrian safety and neighborhood connectivity, including connectivity to Kamper Park and the Gordon's Creek trail system.
28	Broadway Drive & Bartur Street Pedestrian Crossing	Construct improved sidewalks, crosswalks, and signal phasing to support an improved pedestrian crossing.
29	Broadway Drive & West Florence Street Pedestrian Crossing	Construct improved sidewalks, crosswalks, and signal phasing to support an improved pedestrian crossing.
30	South 17th Street Bike Improvements	Improve bicycle and pedestrian connectivity along South 17th Street to improve safety and access to an improved pedestrian crossing at the signalized intersection of Broadway Drive and Bartur Street.

Implementation Matrix

#	Name	Description
CATALYST (WITHIN 1 YEAR)		
1	Artisan Production Zoning Text Amendments	Update the Land Development Code to provide for artisan production in certain zones subject to performance standards.
2	Creative Mixed Use Zoning District	Create a new base zoning district for the central portions of the study area in order to encourage a development form that supports the area's pedestrian-oriented, mixed-use vision.
3	Broadway Corridor Overlay Zoning District	Create a new overlay zoning district that supports expanded residential development and artisan production options, as well as enhanced design standards, across the planning area.
4	Central Business District Designation	Designate the Broadway Drive area as a Central Business District per Sec. 27-31-31 of the Mississippi Code to permit the potential use of tax abatements as an financial incentive for new investments and improvements to properties within the district.
5	16th Section Land Communications Campaign	Develop and launch a communications campaign and supporting materials to consistently message public benefits and combat misconceptions that have historically deterred investment in 16th Section Land, including return on investment and financing, legal considerations, public school funding and tax revenues, and leasing processes.
6	Abandoned Signage Enforcement	Pursue abatement of abandoned signs to improve beautification and remove derelict or hazardous support structures.
7	Public Programming and Pop-Up Events	Continue hosting public-facing events and programming such as the "Night Off Broadway" in the area to highlight ongoing plan implementation progress and support the revitalization of properties in the corridor.
NEAR-TERM (WITHIN 1-3 YEARS)		
8	West Pine Street and Timothy Lane / Scooba Street Intersection Reconfiguration	Reconfigure the intersections of West Pine Street with Timothy Lane and Scooba Street to support improved safety and access for all users. A phased approach could include: Conducting a traffic study to assess feasibility of replacing signal with stop sign or removing turn lanes. Replacing existing span-wire signal with mast-arm type assembly. Constructing sidewalks, curb ramps, and crosswalks to improve pedestrian safety and access. Reconfiguring left-turn movements to account for current and projected traffic volumes and bicycle turning movements.
9	West Pine Street Cycle Track	Construct a two-way bicycle facility (cycle track) and connecting sidepath on the south side of West Pine Street to improve cyclist safety and provide an east-west connection between US Highway 49 and the Hall Avenue railroad overpass.
10	Timothy Lane Cycle Track - Broadway Drive to West Pine Street	Construct a two-way bicycle facility (cycle track) between the West Pine Street cycle track and Broadway Drive to improve cyclist safety and neighborhood connectivity.
11	Hub City Transit Stop Amenity Improvements	Provide improved amenities such as shelters, seating, lighting, and trash receptacles at transit stops, prioritizing stops with greatest sidewalk connectivity and ridership.

\$	< \$100,000
\$\$	\$100,000 - \$250,000
\$\$\$	\$250,000 - \$500,000
\$\$\$\$	\$500,000 - \$1,000,000
\$\$\$\$\$	\$1,000,000+

Type	Action(s) Supported	Estimated Cost	Suggested Funding Sources	Lead Department	Supporting Departments / Partners
CATALYST (WITHIN 1 YEAR)					
Regulatory	LU.1.2	\$	General Fund (staff time)	Urban Development	Area Development Partnership, University of Southern Mississippi
Regulatory	LU.1.1, LU.2.1	\$	General Fund (staff time)	Urban Development	
Regulatory	LU.1.1, LU.2.1	\$	General Fund (staff time)	Urban Development	
Financial Policy	ED.1.3	\$	General Fund (staff time)	Administration	
Programming	ED.2.2	\$	General Fund	Hattiesburg Public School District, Area Development Partnership	Hattiesburg Area Association of Realtors
Programming	PR.2.1	\$	General Fund	Code Enforcement	
Programming	PR.1.2, PR.2.1, PR.2.2	\$	General Fund	Parks and Recreation	Administration, Urban Development
NEAR-TERM (WITHIN 1-3 YEARS)					
Capital Project	M.1.1, M.1.2	\$\$\$	Capital Outlay, Municipal Road & Bridge Fund	Engineering	
Capital Project	M.1.1	\$\$	Capital Outlay, Municipal Road & Bridge Fund	Engineering	
Capital Project	M.1.1	\$	Capital Outlay, Municipal Road & Bridge Fund	Engineering	
Capital Project	M.2.3	\$\$	Federal Transit Administration	Hub City Transit	Engineering

#	Name	Description
NEAR-TERM (WITHIN 1-3 YEARS) (CONT.)		
12	District Branding and Signage Program	Develop a distinct brand and identity for the corridor to be used in district marketing and wayfinding signage.
13	Gateway Plaza	Establish a public gathering space at the parcel where Broadway Drive and West Pine Street diverge, creating a recognizable and distinctive gateway for travelers entering the district from Downtown Hattiesburg.
14	City Plaza	Establish a public gathering space at the city-owned building on West Pine Street and Timothy Lane (former Courtesy Ford building) to provide an anchor institution near the improved bicycle routes.
15	Public Art and Parcel Activation Program	Establish a mini-grant program to support art installations and temporary public spaces on vacant or underutilized parcels and storefronts in the study area.
16	Broadway Drive Space Marketing	Proactively market vacant spaces and unleased property within the district to raise awareness of rental and purchase opportunities to a broader audience, improving visibility and reducing vacancies in the corridor.
17	Tax Increment Financing Feasibility Study	Assess the viability and potential returns of creating a tax increment financing zone to capture increases in property tax revenues for reinvestment within the district.
18	16th Section Land Leasing Reform	Work with local legislators to advocate for state-level reforms to 16th Section Lands that support economically competitive leasing terms for prospective lessees seeking to invest or develop 16th Section Lands.
MID-TERM (WITHIN 4-8 YEARS)		
19	City Services Anchor	Relocate a public-facing City department to the city-owned building (former Courtesy Ford) to provide an anchor institution in the corridors.
20	Broadway Drive & Timothy Lane Pedestrian & Bicycle Crossing	Reconfigure the intersection to include pedestrian signals, curb ramps and crosswalk markings for pedestrian crossings of Broadway Drive, and sidewalk/sidepath transitions for the Timothy Lane bike route segments.
21	West Florence Street and Adeline Street Intersection Reconfiguration	Reconstruct the intersection with permanent curb extensions and sidewalks to improve vehicular, pedestrian, and cyclist safety through reduced turning movement conflicts.

\$	< \$100,000
\$\$	\$100,000 - \$250,000
\$\$\$	\$250,000 - \$500,000
\$\$\$\$	\$500,000 - \$1,000,000
\$\$\$\$\$	\$1,000,000+

Type	Action(s) Supported	Estimated Cost	Suggested Funding Sources	Lead Department	Supporting Departments / Partners
NEAR-TERM (WITHIN 1-3 YEARS) (CONT.)					
Programming / Capital Project	ED.2.1, M.2.1	\$	General Fund	Urban Development	Hattiesburg Public School District, Area Development Partnership
Capital Project	PR1.2, PR2.2	\$\$\$\$	Capital Outlay	Parks and Recreation	Urban Development, Engineering
Capital Project	PR1.2, PR2.2	\$\$\$\$	Capital Outlay	Parks and Recreation	Urban Development, Engineering
Capital Project	PR.2.1	\$	General Fund, In-Kind Donations, Community Fundraising	Administration	Hattiesburg Alliance for Public Art
Program	ED.1.2, ED.2.2	\$	General Fund	Area Development Partnership	Hattiesburg Public School District, Hattiesburg Area Association of Realtors
Financial Policy	ED.1.3	\$	General Fund	Administration	
Regulatory	ED.2.3	\$	General Fund	Mayor & City Council, Hattiesburg Public School District	
MID-TERM (WITHIN 4-8 YEARS)					
Programming / Capital Project (for renovations)		\$\$\$\$\$	General Fund / Capital Outlay		
Capital Project	M.1.1, M.1.2	\$\$\$	Municipal Road & Bridge Fund, Transportation Alternatives	Engineering	Mississippi Department of Transportation
Capital Project	M.1.1, M.1.2	\$\$\$	Capital Outlay	Engineering	

#	Name	Description
MID-TERM (WITHIN 4-8 YEARS) (CONT.)		
22	Hub City Transit Service Improvements	Increase bus frequency (reduce amount of time between buses) to improve rider experience and convenience.
23	Incubator Program	Collaborate with regional economic development entities to study the need for shared production spaces (e.g. commercial kitchens, maker spaces), incubator spaces, and technical assistance programming for artisan businesses and start-ups.
24	Brownfields Assessment and Cleanup Programs	Pursue funding to support assessment, delineation, monitoring, and cleanup of potential brownfield properties in the area, including ongoing remediation of properties identified through previous studies.
LONG-TERM (8+ YEARS)		
25	Broadway Drive Access Management Program	Conduct preliminary engineering and design to convert sections of Broadway Drive's center turn lane to a median with landscaping elements, consolidate driveways and parcel accesses, and improve sidewalks, drainage, and landscaping on north side of Broadway Drive.
26	Gordon's Creek Greenway	Construct a shared-use path and pedestrian/bicycle bridge over Gordon's Creek to connect West Pine Street to the signalized intersection of Broadway Drive and Bartur Street.
27	Timothy Lane Sidepath - Broadway Drive to Adeline Street	Construct a sidepath between Broadway Drive and Adeline Street to improve cyclist and pedestrian safety and neighborhood connectivity, including connectivity to Kamper Park and the Gordon's Creek trail system.
28	Broadway Drive & Bartur Street Pedestrian Crossing	Construct improved sidewalks, crosswalks, and signal phasing to support an improved pedestrian crossing.
29	Broadway Drive & West Florence Street Pedestrian Crossing	Construct improved sidewalks, crosswalks, and signal phasing to support an improved pedestrian crossing.
30	South 17th Avenue Bike Improvements	Improve bicycle and pedestrian connectivity along South 17th Avenue to improve safety and access to an improved pedestrian crossing at the signalized intersection of Broadway Drive and Bartur Street.
31	Corridor Management Entity	Work with business owners to establish an independent entity such as a business association or business improvement district to promote and manage programming along the corridor, including arts and cultural events, business recruitment and retention, and expanded maintenance services.

\$	< \$100,000
\$\$	\$100,000 - \$250,000
\$\$\$	\$250,000 - \$500,000
\$\$\$\$	\$500,000 - \$1,000,000
\$\$\$\$\$	\$1,000,000+

Type	Action(s) Supported	Estimated Cost	Suggested Funding Sources	Lead Department	Supporting Departments / Partners
MID-TERM (WITHIN 4-8 YEARS) (CONT.)					
Operating	M.2.3	\$\$	Federal Transit Administration	Hub City Transit	
Programming	ED.1.1	\$\$	Capital Outlay	Area Development Partnership	The University of Southern Mississippi, William Carey University
Programming	PR.1.3	\$\$\$\$\$	EPA Brownfields Grants	Urban Development	Engineering
LONG-TERM (8+ YEARS)					
Capital Project	M.1.2, M.2.2	\$\$\$\$\$	Capital Outlay	Mississippi Department of Transportation	Engineering
Capital Project	PR.1.1, M.1.1	\$\$\$\$\$	Capital Outlay / Transportation Alternatives	Parks and Recreation	Engineering
Capital Project	M.1.1	\$\$-\$\$\$	Capital Outlay / Transportation Alternatives	Engineering	
Capital Project	M.1.1, M.1.2	\$\$\$	Capital Outlay / Transportation Alternatives	Engineering	Mississippi Department of Transportation
Capital Project	M.1.1, M.1.2	\$\$\$	Capital Outlay / Transportation Alternatives	Engineering	Mississippi Department of Transportation
Capital Project	M.1.1	\$\$	Capital Outlay / Transportation Alternatives	Engineering	
Programming	ED.1.2, M.2.1	\$\$	Public-Private Partnership, Business Improvement District	Administration	Business Owners



SECTION 5

APPENDIX

Character Districts

Character District Details

The tables below lay out additional details for the character districts that were introduced in the Land Use section of this plan. The tables include typical land use standards, including maximum number of floors, building heights, and setbacks. These details were developed for modeling assumptions and to help identify goals for the different areas of the study area, but do not reflect specific recommended changes to the city's Land Development Code (LDC). Details on the recommended changes to the LDC are laid out later in the Appendix.

Creative Mixed Use (CMU)						
Max Floors	Max Building Height	FAR	Coverage	Front Setback	Side Setback	Rear Setback
4	50 ft	1	80%	15 ft	5 ft	10 ft
Desired Land Uses						
Primary:						
• Retail and commercial services • Small-scale manufacturing and artisan production • Office • Multifamily • Residential						
Secondary:						
• Hotels • Medical offices						

Regional Business (RB)

Max Floors	Max Building Height	FAR	Coverage	Front Setback	Side Setback	Rear Setback
2	35 ft	1	80%	20 ft	10 ft	20 ft

Desired Land Uses

Primary:

- Small-scale manufacturing and artisan production
- Light industrial uses with minimal external impacts
- Warehousing
- Office

Secondary:

- Multifamily residential
- Retail and commercial services



Cloverleaf Commercial (CC)

Max Floors	Max Building Height	FAR	Coverage	Front Setback	Side Setback	Rear Setback
6	90 ft	1.5	80%	25 ft	5 ft	10 ft

Desired Land Uses

Primary:

- Retail and commercial services
- Multifamily residential
- Hotels
- Medical Offices
- Commercial recreation

Secondary:

- Cultural
- Education



Zoning Text Amendments

Implementing Character Districts

The City of Hattiesburg may consider multiple strategies to incorporate this plan's character district and use recommendations in its Land Development Code. Major themes and considerations for zoning text and map amendments include:

- Form and dimensional standards;
- Key commercial and economic uses such as artisan production to support the corridor's vision;
- Housing variety and choice;
- District versus city-wide applications.

The City could consider three "tiers" of zoning text amendments based on relative level of effort, complexity, and effectiveness.

Tier 1: Use-Based Zoning Text Amendments

This approach would not create new zoning districts, but would update the B-3 Community Business and B-5 Regional Business zoning districts that cover most of the planning area. New use types such as artisan production would be created, and district use regulations would be updated to include new uses or disallow existing uses that are no longer desirable. Because there would not be substantive changes to the zoning map and these amendments would apply city-wide, this may not be advisable. It would also not address dimensional standards within the corridor. However, it is the simplest to execute.

Tier 2: Overlay District

This approach would create overlay district(s) for the study area to permit additional uses, such as artisan zoning or other use types, within the study area. This would require a comparable level of effort to Tier 1 as well as the development of a map showing the overlay. Additional performance standards, such as design review standards, could be applied within the area. However, the overlay option may create an additional level of complexity and care would need to be taken to avoid conflicts with base zoning districts.

Tier 3: New Base Zoning Districts or Form-Based Code District Amendments

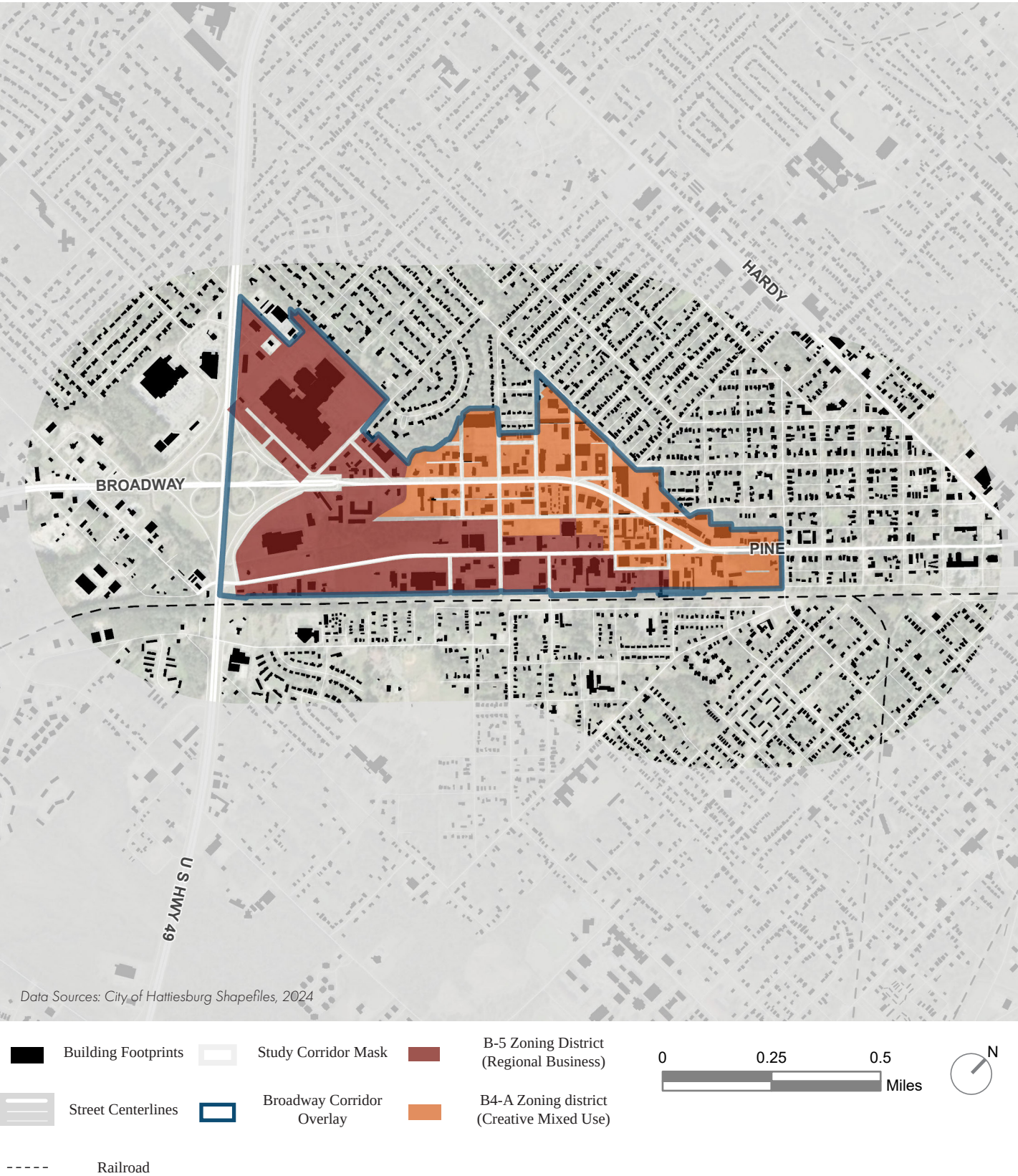
This approach would create new base zoning districts or apply form-based districts to the Character District areas developed through the planning process. These districts would replace the existing B-3 Community Business and B-5 Regional Business zoning districts in the area. A city-initiated rezoning can be controversial, particularly where existing uses could become non-conforming under new regulations. However, this approach would provide the best opportunity to achieve the plan's urban design outcomes. Using the form-based code district would provide clearer guidance and stronger requirements for site design, though implications for adaptive reuse of existing structures should be vetted with increased design and site improvement requirements.

Land Development Code Recommendations

The plan recommends modifying base zoning in the district to create a **new Creative Mixed Use zoning district** aligned with this plan's character district that will replace the B-5 Regional Business district in the most pedestrian-oriented areas of the corridor, and creating a new **Broadway Corridor Overlay** that will support broader economic development and housing use opportunities within the corridor. While the B-5 Regional Business district's form is inconsistent with key dimensional standards, namely front setbacks, it does permit higher intensities of development through its height, FAR, and coverage requirements. Additionally, some auto-oriented commercial uses such as drive throughs may remain desirable near the cloverleaf interchange in the near-term.

While the current form-based code has strong guidance for building types and design elements and may be more suitable along the district's residential edges, a major challenge with the study area will be infill or improvements on existing parcels that are unlikely to be able to comply with the form-based code's nonconforming build-to requirements. The Land Development Code has good design guidance provisions for its Euclidean-style base zoning districts that should be sufficient in the near-term and can be applied consistently to both the continuation of existing uses and new uses. Large sites near the cloverleaf such as the Cloverleaf Center Mall and 49 Place center may consider rezoning to a PMU Planned Mixed-Use district for future redevelopment proposals to provide flexibility and coordination for site design.

Potential Zoning Changes Map



The below amendment text excerpts are intended to provide guidance for future zoning updates. Use lists and dimensional standards are not intended to be exhaustive, as they are only intended to communicate key differences in use and scale across the other base zoning districts.

Zoning District Amendments

B-4A Creative Mixed Use District

Purpose and Intent

The Creative Mixed Use District is intended to promote the revitalization of the Broadway Drive corridor through adaptive reuse, infill, and redevelopment that creates a pedestrian-oriented district with a mix of small retail, service, and artisan uses and complementary residential uses.

Permitted Uses

Dimensional Standards and Permitted Uses should generally follow the specifications laid out in the Dimensional Standards Comparison and Commercial Use / Residential Use comparison tables.

BCO Broadway Corridor Overlay

Purpose and Intent

The Broadway Corridor Overlay District is intended to promote infill activity in the Broadway Drive-West Pine Street revitalization area by enabling additional uses that are supportive of the corridor vision plan and providing flexibility for the continuation and expansion of existing businesses within the corridor.

Permitted Uses

Within the BCO district, uses may be permitted by right as for and subject to the district regulations of the base zoning district. In addition, there shall be permitted by right within the BCO district the following uses:

- Artisan production
- Dwelling, mixed-use
- Dwelling, multi-family

Key Design Standards

- Primary building entrances should be oriented to Broadway Drive or West Pine Street. Entrances at intersections or corners are preferred to support a walkable environment.
- The Site and Design Review Committee may approve modifications to the front yard setback requirements for structures oriented to Broadway Drive or West Pine Street, except on corner lots, where the average setback of existing buildings located wholly or in part within 100 feet on each side of such lot within the same block and zoning district and fronting on the same side of the street is greater than the minimum required setback. In such cases, the setback on such lot may be greater than the required setback, but not greater than the average of the setbacks of the existing buildings.

Note: The current B-5 zoning front setback requirements range from 30' minimum to 150' maximum, resulting in a variety of existing building placements on the sites. Both of the existing buildings would be nonconforming with a 0-15' setback and it may not be desirable to place a building on the middle lot that does not match prevailing setbacks. This provision would allow this building to be placed at the average setback of the two existing buildings, providing a degree of flexibility and consistency with existing structures while still encouraging a more pedestrian-oriented environment.

Use Definition Amendments

Artisan Production

Definition

A small-scale manufacturing business where small quantities of goods and items are produced on-site in small quantities using small tools and light machinery.

Potential Performance Standards

- Use should be located within a structure existing on of the adoption date of the ordinance. A single use artisan production use should not exceed 15,000 sf. Multiple uses may be located in the same structure.
- An artisan production use should have minimal truck traffic and produce minimal noise, electrical or magnetic interference, dust, vibration, heat, glare, or other nuisances outside the structure.
- An artisan production use may include accessory retail, seating areas, and educational programming uses related to the production, .
- Outdoor storage areas shall be approved by the Site Design and Review Committee and shall follow the screening and siting requirements in Section 7.12.10.

Site Design Amendments

Parking Modifications/Reductions

Due to the long-term presence of outdoor display and storage uses in the area, many parcels have extremely large parking areas that can provide parking above what is normally required. Site development costs such as adding or improving parking can add significant expense for small businesses and property owners. Relaxing parking requirements could reduce a barrier to infill and increased occupancy in the corridor.

The City may consider eliminating parking minimum requirements for a new district or as part of the BCO overlay district, like the B-4 district's provision in Section 7.12.7. It could also consider providing additional parking reductions as an incentive for providing desired amenities, such as:

- Covered bicycle parking;
- Publicly accessible amenity spaces such as plazas or small parks; and
- Dedication of additional right-of-way for and/or construction of improved streetscape amenities such as bus shelters, sidewalks exceeding minimum requirements, and landscaping areas.

Dimensional Standards Comparison

Zoning District (new districts designated with a *)	Max. Floors/ Height	Max. FAR	Max. Coverage	Min. Front Setback	Max. Front Setback	Min. Side Setback	Min. Rear Setback
B-3 Community Business	40' or 3 stories	1.00	80%	30'	--	0' or 10'	0'
B-4 Downtown	135' or 10 stories	--	100%	0'	10'	0'	0'
B-5 Regional Business	72' or 6 stories	1.50	90%	30'	150'	0'-10'	0'
B-4A Creative Mixed Use *	55' or 4 stories	1.00	80%	0'	15'	5'	0'

Commercial Uses Comparison

Zoning District (new districts designated with a *)	Alternative Financial Services	Utility Operations Center	Warehousing and Distribution	Restaurants with Drive-through	Microbreweries	Construction Offices	Automotive Rental and Sales	Self Storage
B-3 Community Business	-	P	C	S	-	C	S	-
B-4 Downtown	-	-	-	-	P	-	-	-
B-5 Regional Business	P	P	P	S	C	S	S	S
B-4A Creative Mixed Use *	C	-	C	C	P	C	C	-

P = Permitted
S = Permitted with conditions (performance standards)
C = Conditional Use
- = Not permitted

Residential Uses Comparison

Zoning District (new districts designated with a *)	Mixed-Use Dwelling	Multi-Family	Single-Family Attached	Single-Family Detached	Two-Family	Zero Lot Line Detached
B-3 Community Business	C	-	-	-	-	-
B-4 Downtown	S	C	C	-	-	-
B-5 Regional Business	-	-	-	-	-	-
B-4A Creative Mixed Use *	P	P	P	S	P	P

P = Permitted
S = Permitted with conditions (performance standards)
C = Conditional Use
- = Not permitted

16th Section Land

House Bill 1258 Text

Bill Title: 16th section land; authorize local school board to grant an extension to holder of a long-term lease in good standing.

AN ACT TO AMEND SECTION 29-3-63, MISSISSIPPI CODE OF 1972, TO AUTHORIZE A LOCAL SCHOOL BOARD OF A CERTAIN SCHOOL DISTRICT TO EXTEND THE LONG-TERM LEASE OF A HOLDER OF 16TH SECTION LAND, WHICH IS FREE OF ANY OUTSTANDING FINANCIAL OBLIGATION WITH LESS THAN 30 YEARS REMAINING ON THE ORIGINAL TERM, FOR AN ADDITIONAL PERIOD NOT TO EXCEED 25 YEARS UPON TERMS AND CONDITIONS ACCEPTABLE TO THE BOARD; AND FOR RELATED PURPOSES.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

SECTION 1. Section 29-3-63, Mississippi Code of 1972, is amended as follows:

29-3-63. (1) The holder of a lease of sixteenth section or lieu land, at the expiration thereof, shall have a prior right, exclusive of all other persons, to re-lease or to extend an existing lease as may be agreed upon between the holder of the lease and board of education subject to the classification of said land. Provided, however, no holder of a lease of sixteenth section land classified as agricultural land shall have any priority rights in extending his lease contract, except as otherwise provided in Section 29-3-81. Provided, however, the compensation on an annual basis shall be the fair market rental of the land excluding buildings and improvements made on such land by the lessee, the title to which is not held in trust for the public schools, but in no event shall the compensation be less than the minimum amounts prescribed in subsection (2) of this section.

(2) The board of education shall not lease or extend a lease on land classified as industrial or commercial at an annual rental less than five percent (5%) of the current market value, exclusive of buildings or improvements not owned by the school district. Such minimum acceptable percentage shall not apply to land classified as farm-residential, residential, recreational and other land; however, fair market rental will apply to those lands as determined by appraisal, comparative analysis or comparison with the private sector.

(3) The prior right to re-lease or extend an existing oil, gas and mineral lease, or any part thereof, granted under this section shall be conditioned upon the existence of production of oil, gas or other minerals thereunder in paying quantities, or the existence of a well capable of such production, or the existence of drilling or reworking operations at the time of lease expiration. Provided, however, that said lease may, in the discretion of the board of education, be extended only as to the lands included in a unit or units as defined by the appropriate agency having jurisdiction over said unit or units. The replacement lease shall be upon such terms and conditions as may be agreed upon between the holder of the lease and the board of education, provided that the rental and royalty provisions shall not be less than the rental and royalty provisions as set out in the expired lease and the primary term shall not exceed the limitations in Section 29-3-99. Bonus payment for the replacement lease shall be consistent with the requirements set out in Section 29-3-65 with respect to oil, gas and mineral leases.

(4) Where used in this section and Section 29-3-65, the term “oil and gas lease” or “oil, gas and mineral lease” shall include all leases originally executed pursuant to Section 29-3-99.

(5) The right to re-lease an oil, gas and mineral lease provided in subsection (3) above extends to oil, gas and mineral leases which have already expired as of May 7, 1992, subject to an accounting for production from the date of lease expiration to the date of the replacement lease authorized herein.

(6) The board of education of a school district located in a municipality where Interstate 59 and U.S. Highway 49 intersect in the Broadway - West Pine redevelopment area may grant the holder of a valid lease with a term of ninety-nine (99) years, which has completely satisfied the financial obligation of the original lease agreement, being free and clear of any debt pertaining thereto, and which has less than thirty (30) years remaining on its original term, the right to extend said lease for a period not to exceed twenty-five (25) years under any additional agreed upon terms, which shall serve as an addendum to the original lease agreement, and for consideration acceptable to the board and spread upon its minutes.

SECTION 2. This act shall take effect and be in force from and after July 1, 2024.



Right Down Broadway | 2024



ASAKURA
ROBINSON