

CORRIDOR PLAN

WAVELAND

MISSISSIPPI



Review Draft

MARCH 30, 2022 REVIEW DRAFT



WAVELAND

MISSISSIPPI

ACKNOWLEDGMENTS

THE FOLLOWING WORK WAS MADE POSSIBLE BY THE INITIATIVE AND LEADERSHIP OF THE FOLLOWING ORGANIZATIONS:

WAVELAND



Review Draft



TABLE OF CONTENTS

- INTRODUCTION 4**
 - About Refocus Highway 90 5
 - Past Planning Direction 6

- BACKGROUND AND CURRENT CONDITIONS 8**
 - A. Corridor History and Planning Area Designation 9
 - B. Environmental Context 12
 - C. Land Use 13
 - D. Building Use 14
 - E. Corridor Mobility 15
 - F. Corridor Economics 17
 - G. Corridor Character 18
 - H. Regulatory Context 23
 - I. Conclusions 24

- THE CORRIDOR MASTER PLAN 25**
 - A. Establishing a Planning Direction 26
 - B. Refocus 90's Guiding Principles 26
 - C. Master Plan Overview 27
 - E. Corridor Identity 30
 - F. Redevelopment and Retrofit 38
 - G. Mobility Connections 44
 - H. Catalyst Development: [Waveland Crossing](#) 50

- IMPLEMENTING THE PLAN 67**
 - A. Implementation 68
 - B. Refocus Highway 90 Implementation Matrix 69

- APPENDIX 75**
 - A. Community Survey results 77
 - B. Community Meeting Presentation 83

Review Draft



INTRODUCTION



Review Draft

ABOUT REFOCUS HIGHWAY 90

BACKGROUND

The Highway 90 Corridor is strategically important to Waveland's future. From a land-use perspective, the 2.5-mile corridor functions as an auto-oriented commercial strip that supplies area demand for retail consumer goods and services. From a mobility perspective, the corridor also functions as a major transportation route connecting Waveland to the entire gulf coast region and as the gateway to Waveland.

Given its strategic importance to the local economy, its role in the mobility network, and its function in defining the City's character, Waveland seeks to develop a plan to improve the Highway 90 corridor. Objectives for improvement include enhancement as an attractive, resilient, and economically flourishing district through improved architectural standards, site design, redevelopment of underutilized sites, balanced mobility, and upgraded identity elements such as streetscape improvements and landscaping.

PLANNING PROCESS

The corridor planning process for the Highway 90 Refocus Corridor Plan was based on a proven and systematic methodology. It involved four essential steps, with the fifth occurring over time. These steps are illustrated in the graphic on the right. These steps conducted thus far are

- Discovery - the study of existing conditions
- Direction - the creation of goals and vision
- Design - establishment of long term direction
- Implementation - programming action

The final step of follow-up occurs over time as implementation progress is made.

The Refocus Highway 90 Corridor Plan is presented in the sequential order of the steps.

In the first section, Current Context, background data, and analysis are presented to provide a basis for understanding the community development dynamics of the corridor. These facts provide the essential baseline context for the next steps. This section also presents community perceptions and ideas of the corridor's future.

Section two presents the overall vision for the Highway 90 corridor. The vision presented outlines and organizes the specific redevelopment proposals to achieve that vision.

Section three, Implementation, presents the recommendations of policies, projects, and procedures required to achieve the plan's goals.

A technical appendix is attached and provides underlining technical data and community survey results that support the plan's conclusions and recommendations.

CORRIDOR BEST PRACTICE REFERENCES

Best practices review was conducted to assist the team in formulating the Refocus Highway 90 Corridor Plan. The review included two primary sources. These were Planning and Design Standards and PAS Report Commercial Corridor Redevelopment Strategies, PAS Report 598, By Luis Nunez.

INTENDED USE OF REFOCUS HIGHWAY 90

This plan is intended to be used both as a policy document, expressing public development goals and policy, and as a guide to project development implementation. When adopted as an addendum to the 2009 Waveland Comprehensive Plan, it will provide the basis for the regulatory amendments it recommends. When used as a guide to project implementation, it will supply the design concepts and economic development framework.

recommended.



Above: The Planning Process


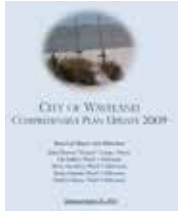


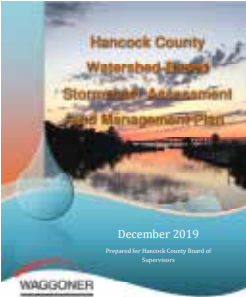

Below: Highway 90 Corridor looking east



PAST PLANNING DIRECTION

The Highway 90 corridor has been the subject of past planning efforts. These plans have directly influenced the current conditions of the corridor and generally fall into two categories; official plans and advisory plans. Official plans have been initiated and adopted by the City of Waveland or other government units. These plans serve as public policy guiding documents. Advisory plans typically have been undertaken by civic organizations and are intended to influence local decision making. Relevant plans are listed and described in the table below. Where appropriate, the influence of these plans on the corridor has been summarized.

The Waveland Planning and Building Department conducts daily planning administration in Waveland, administers all development regulations, and serves as staff to the Waveland Planning Commission. In addition, Waveland is a member of the Gulf Regional Planning Commission, which provides supplemental planning support services for Waveland. These support services include economic development, transportation, and GIS mapping.

Previous Planning in Diamondhead		
Plan or Study	Influence	
<ul style="list-style-type: none"> • 2006 Rebuilding Waveland 	<p>This post Katrina charrette based plan established post-disaster planning and rebuilding guidance was Waveland emerged from the aftermath of the Hurricane Katrina. Some of the concepts in the plan resulted in the construction of plan conforming public facilities such as the Highway 90 corridor fire station, City Hall and other facilities.</p>	
<ul style="list-style-type: none"> • 2009 City of Waveland Comprehensive Plan Update 	<p>The 2009 update of Waveland’s comprehensive city plan serves as the official plan for the City as a whole. The plan establishes development policy for the Highway 90 corridor and designates projected and desired future land use. The plan forms the basis for the corridor’s current zoning configuration.</p>	
<ul style="list-style-type: none"> • 2019 Opportunities Analysis for the Mississippi Gulf Coast 	<p>This regional economic study sponsored by the Gulf Coast Business Council and the Gulf Coast Community Foundation established priority public investments in telecom infrastructure, downtown mixed-use development, and the innovation economy</p>	
<ul style="list-style-type: none"> • 2015 Rotten Bayou Watershed Partnership 	<p>This environmental study by the Gulf Coast Community Design Studio for the Land Trust for the Mississippi Coastal Plain assessed environmental quality in the watershed and set out best environmental management practices for the area.</p>	
<ul style="list-style-type: none"> • 2019 Hancock County Watershed-Based Stormwater Assessment and Management Plan 	<p>This study conducted by Waggoner Engineering for the Hancock County Board of Supervisors comprehensively assessed storm water issues for the county with specific attention to Waveland. Multiple projects identified are being constructed.</p>	
<ul style="list-style-type: none"> • Mississippi Gulf Coast Area Transportation Study 2035 Long-Range Transportation Plan 	<p>This plan was conducted by the Gulf Regional Planning Commission as authorised by the Safe, Accountable, Flexible, Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU) enacted in 2005. This plan guides the direction of transportation programs supported by the federal government. SAFETEA-LU continues the requirements for comprehensive transportation planning initially established by the Federal-Aid Highway Act of 1962.</p>	

A NEW LOOK FOR THE HIGHWAY 90 CORRIDOR

WAVELAND

MISSISSIPPI



Review Draft



BACKGROUND AND CURRENT CONDITIONS



Review Draft

A. CORRIDOR HISTORY AND PLANNING AREA DESIGNATION

Waveland’s Highway 90 Corridor traverses the city limits in an east-west direction, lying between the Waveland beachfront and U.S. Interstate 10. The corridor is a 2.5-mile segment of U.S. Highway 90. The route’s western terminus is Van Horn, Texas, and its eastern terminus is Florida State Route 1A in Jacksonville Beach, Florida. The Mississippi segment of the route begins at the Mississippi-Louisiana state line southwest of Pearlington, Hancock County, and extends in an easterly direction to or near Bay St. Louis, Gulfport, Biloxi, Pascagoula, and ends at the Mississippi-Alabama state line, Jackson County, en route to Mobile, Alabama.

HISTORY

In September 1915, representatives from Mississippi, Louisiana, and Alabama met in Mobile, Alabama, and created the Alabama–Gulf Coast Highway Association to promote a highway along the Gulf Coast. The association sprung from the Good Roads Movement, which, beginning in the 1910s, sought to create better to accommodate automobiles. Before the 1926 creation of the US federal highway system, these associations played an important role in road building. Supporters hoped for a road that would link Mobile to New Orleans via cities along the Mississippi Gulf Coast. However, one month later, the Alabama–Gulf Coast Highway Association floated a more ambitious proposal—a highway from Miami, Florida, up the Florida Gulf Coast, through Mobile, and across coastal Mississippi to New Orleans. This future road was dubbed the Old Spanish Trail. Advocates created the Old Spanish Trail Highway Association.

In Mississippi, the route would connect the cities of Pascagoula, Gautier, Ocean Springs, Biloxi, Mississippi City, Gulfport, Long Beach, Pass Christian, and Bay St. Louis. Even though it would be identified as part of the Old Spanish Trail, this portion had no historical connection to the Spanish. It would be simply a coastal highway.

On November 17, 1925, after its construction, the Old Spanish Trail became US Highway 90. By 1928 the last ferry on the highway route was replaced by the East Pascagoula Bridge in Jackson County. Over the following decades, projects such as the Biloxi–Ocean Springs Bridge and the Bay St. Louis Bridge continued to improve the route from Mobile to New Orleans. Highway 90 remained the main road for travelers. During the 1980s, the completion of Interstate 10, about six miles further inland, provided a second route across the Mississippi coast, linking states to the east to those to the west.

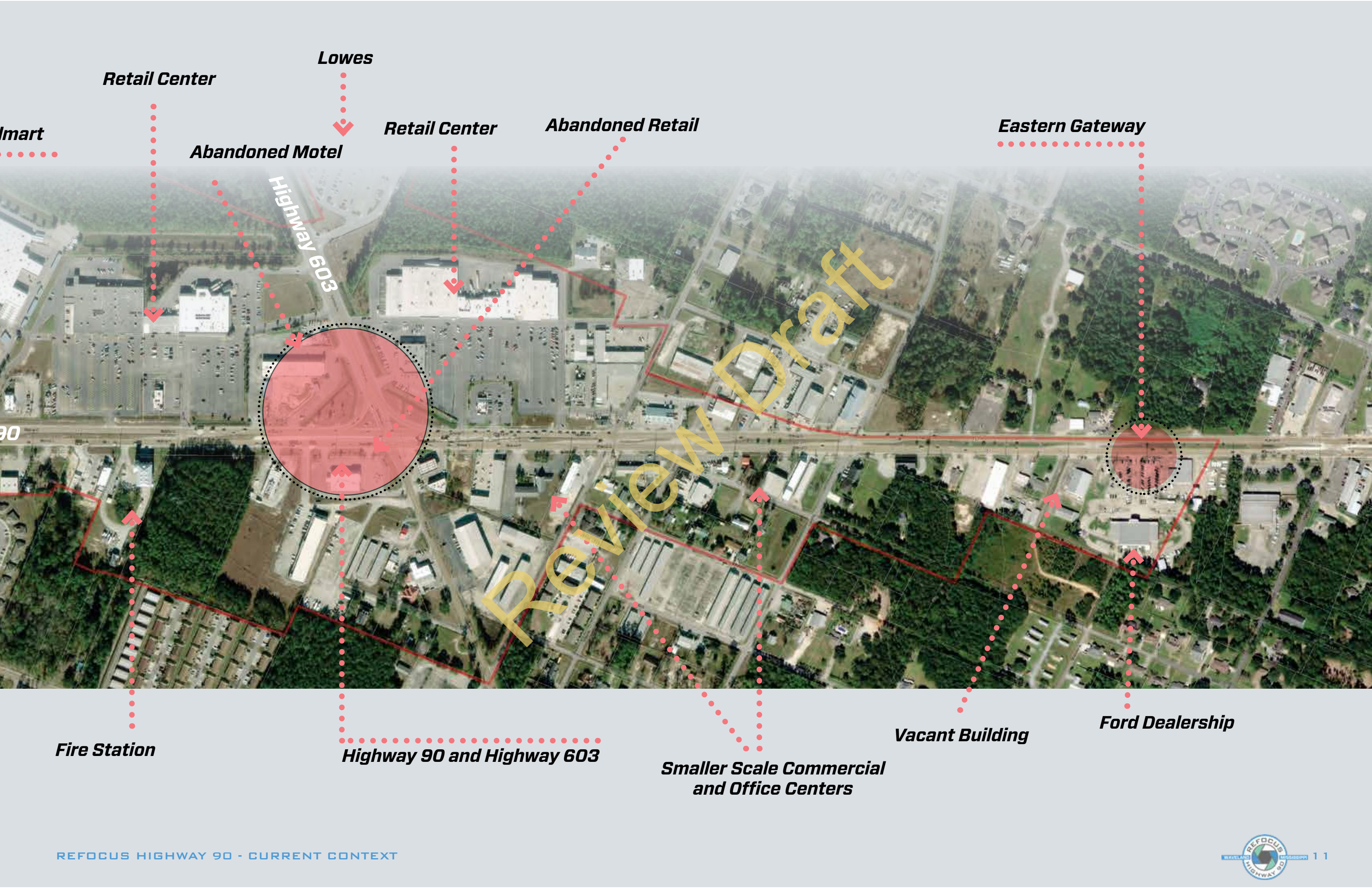
PLANNING AREA DESIGNATION

The area in the U.S. Highway 90 Corridor identified for study is illustrated on Map 2, Refocus Highway 90 Study Area. It is comprised of the route itself and its adjacent land totaling 250 acres.



THE THE HIGHWAY 90 STUDY AREA AND KEY FEATURES





Retail Center

Lowes

Walmart

Abandoned Motel

Retail Center

Abandoned Retail

Eastern Gateway

Highway 603

90

REVIEW DRAFT

Fire Station

Highway 90 and Highway 603

**Smaller Scale Commercial
and Office Centers**

Vacant Building

Ford Dealership

B. ENVIRONMENTAL CONTEXT

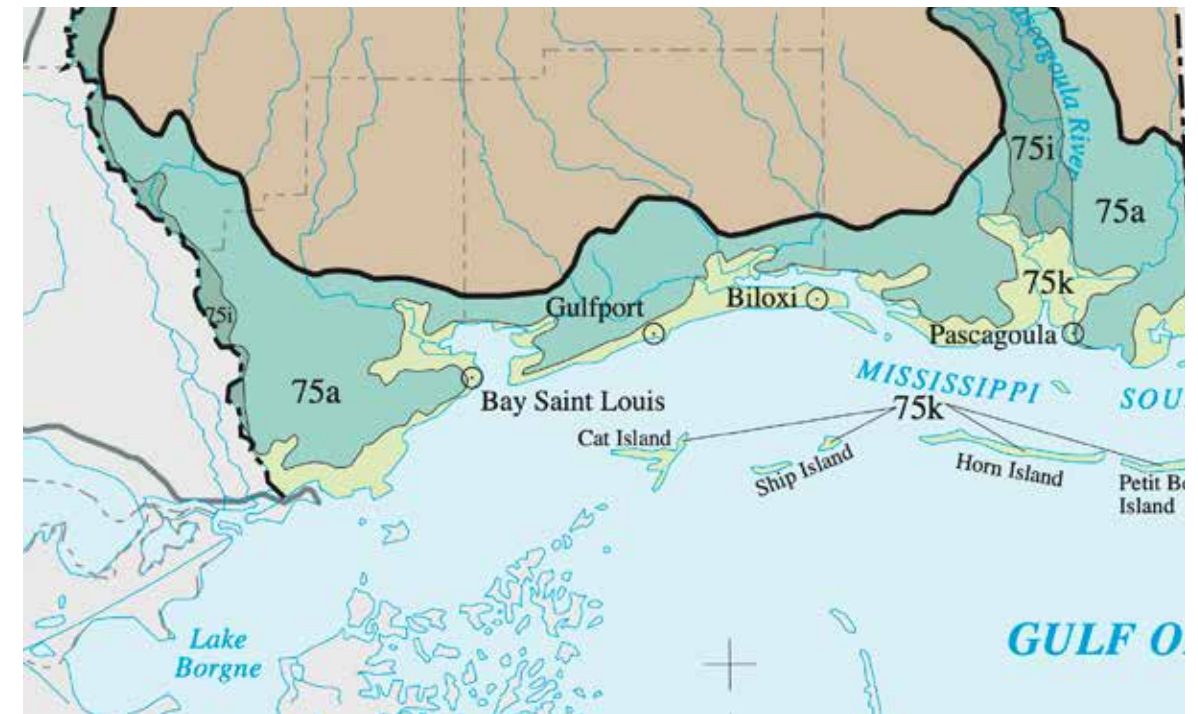
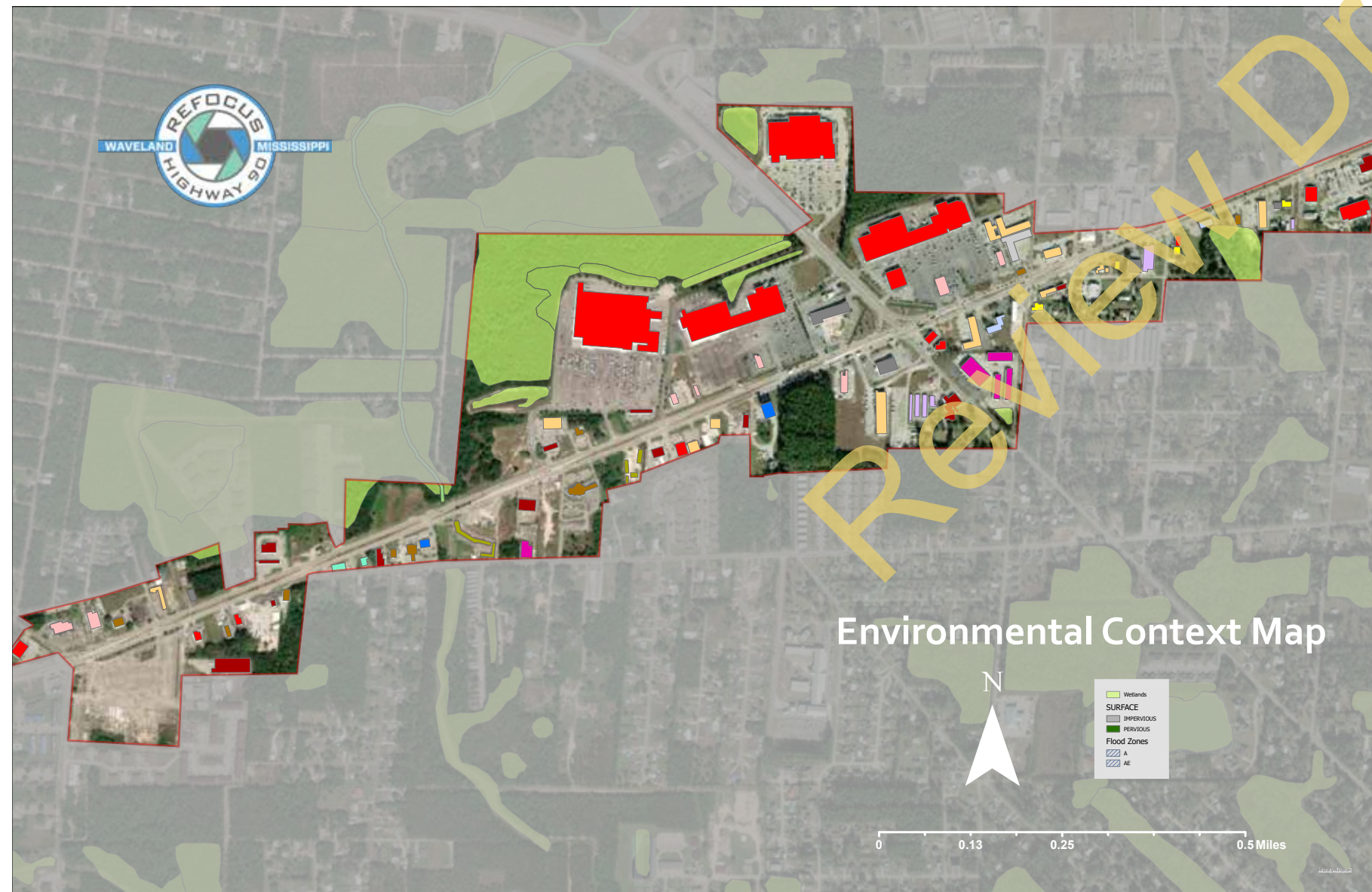
The United States Environmental Protection Agency classifies the study area as part of the Gulf Coast Flatwoods, a low, flat, forested region just inland. The region extends eastern Louisiana through Mississippi, Alabama, and Florida's gulf coast ending north of Tampa. This region ranges from nearly completely flat to gently rolling terrain; it is underlain by a mix of sand and shell fragments of coastal origin, silt, and clay, muck and peat originating from decaying organic matter, and in some places, gravel. Soils tend to be acidic and low in nutrients and range from well-drained and droughty to poorly drained, but some more nutrient-rich soils are found.

This corridor would have initially supported a mix of woodland and open savanna. The vegetative cover would have been slash pine forest or savanna, with wiregrass understory. However, these original forests have been cleared to accommodate the current development form of auto-dominated suburban commercial development. The most significant environmental challenge of the corridor is properly managing stormwater resulting from the high rainfall level. Currently, the corridor features high capacity, open ditch roadside ditch conveyances connected to a major canal system.

The area to the north of U.S. Highway 90 is classified as a regulated floodplain by the Federal Emergency Management Agency. The area also includes important wetlands. Likewise, the area to the south also contains floodplains and wetlands, but to a far lesser degree. Sixty-five to seventy percent of the area within the study area is covered by impervious surfaces.

Above: Drainage Canal

Below: Highway 90 Corridor looking east



C. LAND USE

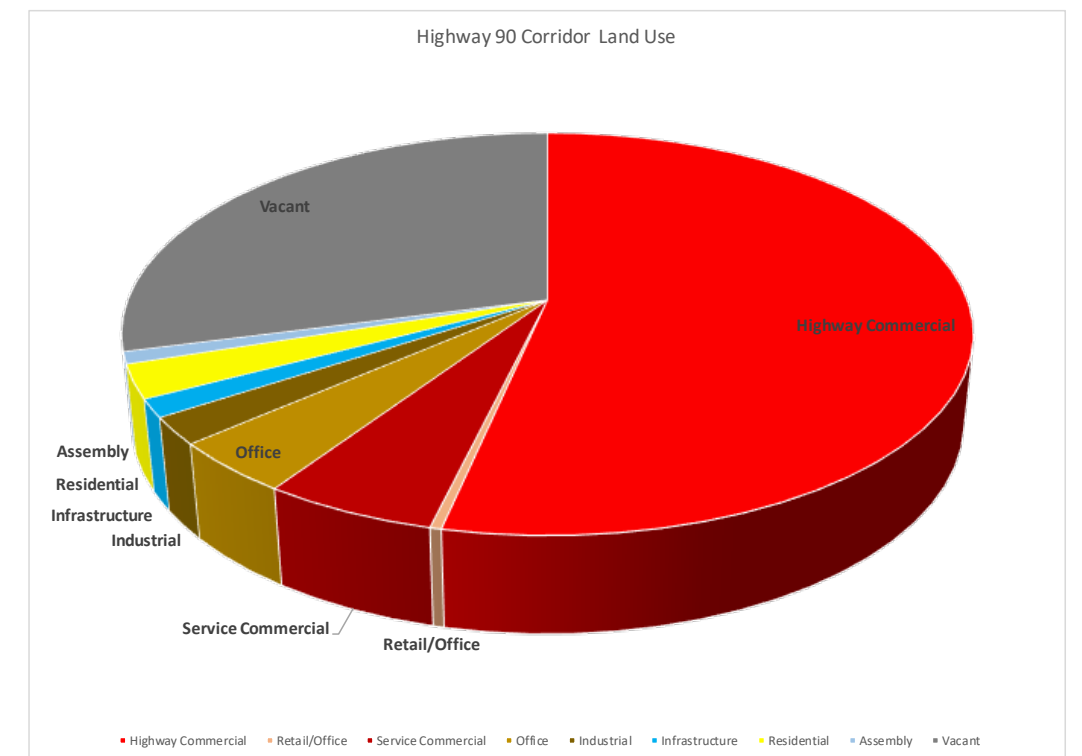
Land and building use were inventoried, measured, and analyzed to understand better the development dynamics and economics present in the Refocus 90 Corridor. The study of land and building characteristics allows for a more complete and accurate evaluation of current conditions and identifying opportunities for future development and redevelopment. The result of the land use analysis is reflected in Table 1, Existing Land Use, with lists the acreage totals by land use category in the study area.

As indicated in the table, over half (53% or 134 acres) of the land in the corridor is occupied by Highway Commercial uses. Highway commercial uses include establishments for the retail sale of goods and services and are overwhelmingly accessed by automobiles. These uses are typically characterized by large parking lots and single-purpose commercial buildings. Big-box retailers and large shopping centers dominate these highway commercial uses, supplemented by smaller retail strip centers.

Vacant land comprises the next largest category of land (29% or 73 acres), followed by much smaller percentages of land devoted to office, service commercial, infrastructure, residential, public, and assembly use.

TABLE 1- CORRIDOR LAND USE

Use	Acres	Percentage
Highway Commercial	134	53%
Retail/Office	1	0%
Service Commercial	14	6%
Office	10	4%
Industrial	5	2%
Infrastructure	4	1%
Residential	7	3%
Assembly	2	1%
Vacant	73	29%
Total	250	100%

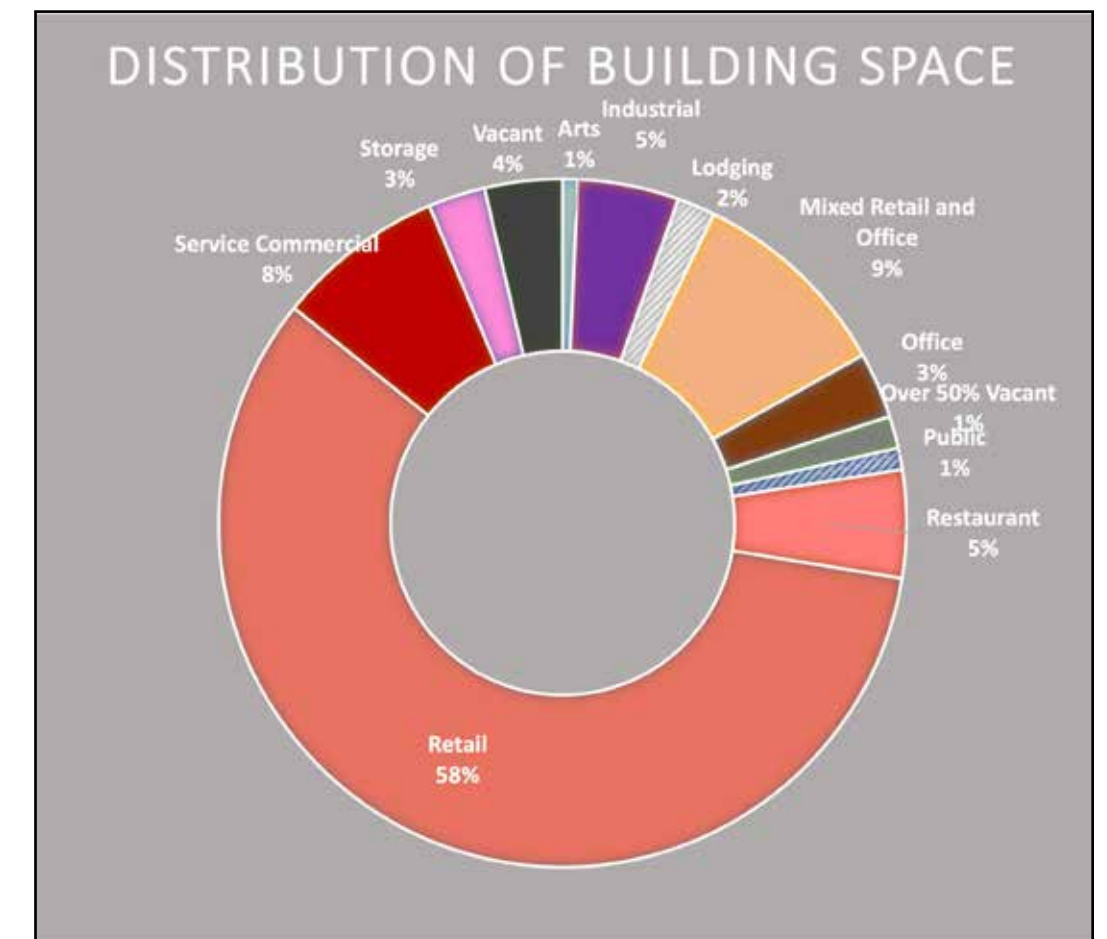


D. BUILDING USE

Land use is further refined by an inventory and analysis of building use. Quantifying the floor area devoted to a range of individual uses allows for evaluating the economic performance of the corridor compared to generally accepted benchmarks. Table 2 sets out the floor areas of buildings by use and the percentage the use categories contribute to the overall total. As illustrated in the table, the most significant amount of square footage (708,765 or 58% of the total) is devoted to retail. Mixed retail and office comprise the second-highest total with 117,329 or 10 percent of the floor space. The total square feet of building space in the corridor is **1,230,861 square feet**. The figures are used in the next section to evaluate corridor economics.

TABLE 2 - DISTRIBUTION OF BUILDING SPACE

Bldg. Use	Size	% of Total
Arts	8,568	0.70%
Assembly	12,435	1.00%
Industrial	58,019	5%
Lodging	21,804	2%
Mixed Retail/ Office	117,329	10%
Office	37,802	3%
Public	12,349	1%
Restaurant	61,593	5%
Retail	708,765	58%
Service Commercial	96,555	8%
Storage	32,704	3%
Vacant	44,462	4%
Over 50% Vacant	18,476	2%
Total	1,230,861	100%



E. CORRIDOR MOBILITY

As part of the master planning process, the existing configuration and conditions of the transportation corridor were investigated and evaluated to establish the existing baseline for how the corridor is performing for all users and potential users.

1. CONFIGURATION/CONDITION

The right-of-way (ROW) of US Highway 90 is owned and operated by the Mississippi Department of Transportation (MDOT). However, some aspects of the corridor are maintained by local jurisdictions through operating agreements with MDOT, including the traffic signals and signage, which are maintained by the City of Waveland.

The street ROW varies from 120 ft. to 150 ft. along this 2 mile corridor project area, and has a lane configuration of two travel lanes in each direction, paved shoulders, curb and gutter, and a landscaped median. There are no sidewalks or bike facilities present in the corridor project area. The concrete road structure is in relatively good condition despite being one of the oldest concrete highways the state. The left turn lanes were widened by MDOT in the past at the intersection with Hwy 603 to improve sight visibility for left-turning traffic.

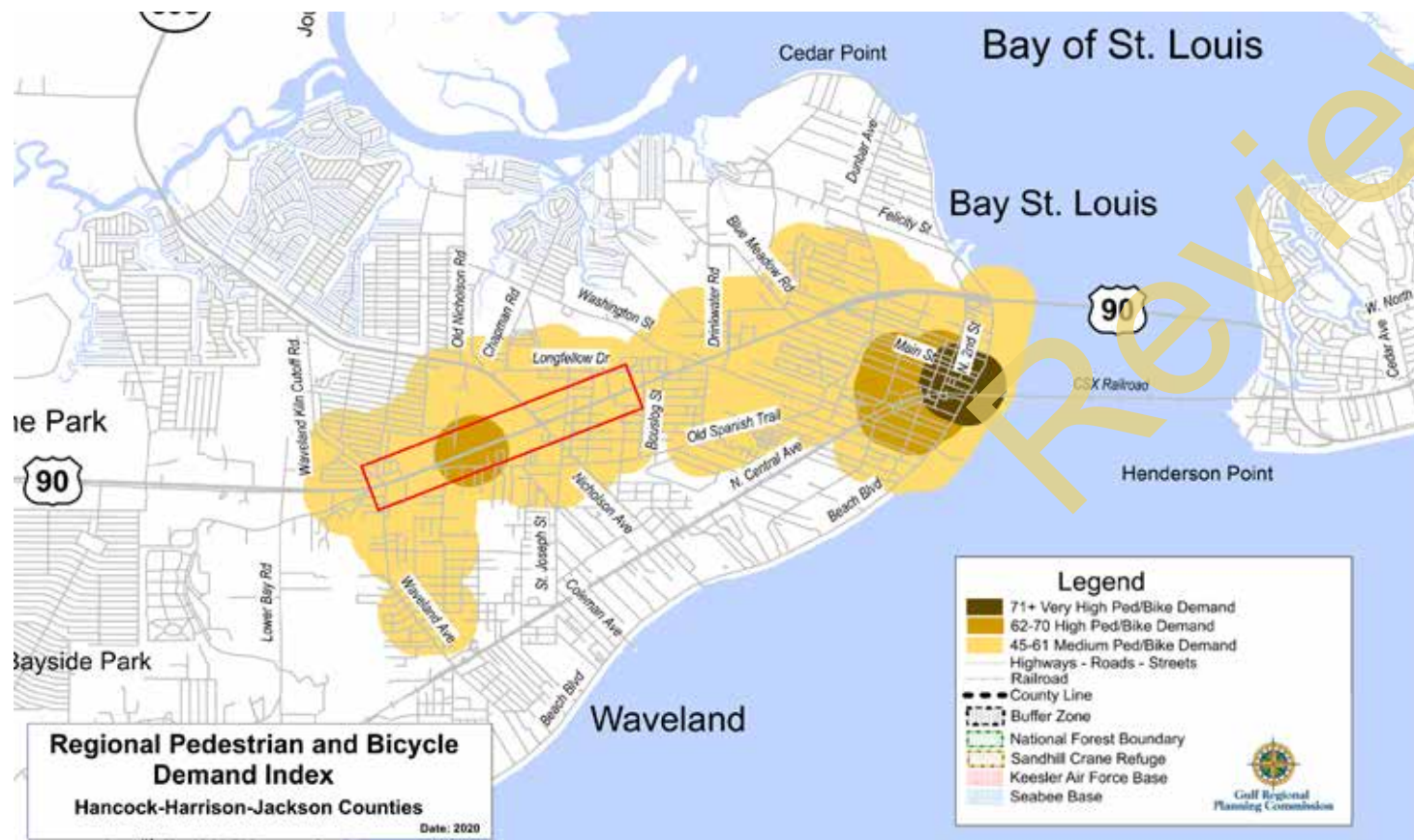
Traffic signals are located at the following intersections: Kiln Waveland Cutoff Rd, Walmart Dr, Hwy 603, and McLaurin St. The signal systems are not currently coordinated, and vehicle detection is via camera. There are no pedestrian signal heads at these intersections, and no push buttons for pedestrian detection. There are no striped crosswalks on the corridor. MDOT maintains three cameras in the corridor project area which provide live-feed video on the MDOTtraffic.com website.

Stormwater is collected by curb inlets and subsurface pipes which discharge to creeks and ditches that run north/south, perpendicular to the street. Lighting is provided by cobra-head sodium halide fixtures on white metal mast-arm posts. An electric power transmission line with large concrete poles runs along the entire corridor on the south side of the street, and on the north side a typical 3-phase electric line runs on wood poles, with other



Informal pathway

Corridor looking west



telecom lines attached.

2. USERS/MODES OF TRAVEL

Predominant travel along the corridor is by passenger vehicles and freight trucks, but pedestrians and bicyclists also move along the corridor despite the lack of sidewalks and bicycle facilities. Golf carts are active on the neighborhood streets to the south of Hwy 90, but are unable to enter the 90 corridor area. No fixed-stop transit is present.

3. PEDESTRIAN/BICYCLE:

Most walkers and bike riders present on the corridor seem to be lower income residents who are traveling to local shopping destinations and employment. Pedestrians tend to walk on the grass area behind the curb, where worn "folk trails" can often be seen. Bicycle riders typically ride contra-flow in the paved shoulders of the street. This can be dangerous as drivers exiting driveways are typically only looking in one direction for conflicting traffic. There is a strong demand for pedestrian travel on the western end of the corridor between apartment developments and Walmart, as can be visualized in informal pathway photo on the previous page. This shows that the pedestrian and bicycle demand in this area is the highest in the City.

There are only four locations for semi-safe pedestrian/bike crossing of Hwy 90 along this 2-mile corridor since there are only four signalized intersections. The longest separation is the 0.7



Curb cut concentrations

miles between Kiln Waveland Cutoff Rd. and Hwy 603. There are no pedestrian push buttons at the intersections, and the signals are timed for vehicles crossing the highway which typically doesn't give enough time for pedestrians to cross. Crossing as a pedestrian at Hwy 603 on the north side is hazardous due to the high-speed turning movement in the channelized right-turn lanes.

4. VEHICULAR TRAFFIC:

Average traffic volume is moderate at about 24,000 vehicles per day east of Hwy 603 and 18,000 vehicles per day west of Hwy 603. In the past ten years volumes east of Hwy 603 have decreased by 10%, and by 30% west of Hwy 603. At these volumes the roadway is currently at about 55% capacity for a 4-lane median divided street. Mild to-moderate congestion occurs midday on weekdays, generally between 11 AM to 4 PM.

The posted speed limit is 45 MPH. Illegal speeding can be the cause of many issues on commercial corridors including increased crash and severity rates, higher death rate in vehicle crashes with pedestrians

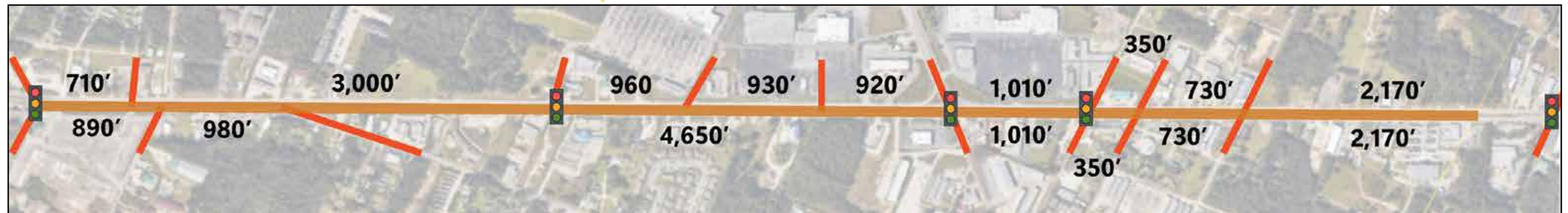
5. ACCESS MANAGEMENT

Managing driveway locations and widths is important to enhance safety on commercial streets for drivers and pedestrians and to develop a more aesthetic experience along the corridor. For most of the project area driveway locations and widths do not meet common access management standards with curb cuts located too close to intersections and to each other, and lack of cross-connectivity between businesses.

6. CONNECTIVITY

Street connectivity relates to how well a community or neighborhood is connected via streets and also multi-modal facilities. There are many benefits to a well-connected street grid including shorter drive distances and times, providing multiple routes to reach a destination, increasing walkability and bikeability, better access for emergency responders, and providing multiple crossing points on major corridors. The level of connectivity is typically measured in terms of intersections per square mile density, or in terms of block size. Along a primary street, block faces from 600 ft. to 800 ft. are typically recommended to enable a walkable mixed-use corridor. There are many blocks that well exceed that measure and are good candidates for new cross-street connections.

Intersection Distances



F. CORRIDOR ECONOMICS

The corridor was assessed to determine its economic role, function, and level of performance to the area economy. The evaluation was based on a review of employment, the number of businesses, and the level of retail sales to retail capacity and potential. The results of the assessment are presented in this section.

1. EMPLOYMENT AND BUSINESS ESTABLISHMENTS

The illustration at rights indicates 101 businesses in the Highway 90 Corridor study area. Compared to the land use and building use inventory presented in the previous section, it is clear that the majority of these businesses are retail in nature. These 101 businesses provide nearly 600 total jobs. Table 3 compares this business activity, employment, and retail sales with the same factors for Hancock County and the City of Waveland. As illustrated in the table, of the 1270 businesses in Hancock County, twenty-two percent are in Waveland, and eight percent are located in the Highway 90 Corridor.

Of the 1,778 jobs in Waveland, 591 (33%) are based in the Highway 90 Corridor study area. Significantly, fifty-two percent of Hancock County's retail sales occur in Waveland, and nearly twenty percent of the Hancock County retail sales happen in the Highway 90 corridor.

2. RETAIL SALES DEMAND AND CAPACITY

Because the corridor is primarily oriented to retail sales, this category of economic activity was analyzed in greater detail. Specifically, the corridor's retail activity was compared to its retail capacity and retail sales potential.

Retail supply and demand, expressed in dollars for 2017, is shown in Table 4. Demand indicated the amount of retail sales the population of Hancock County would be expected to generate based on national retail consumption averages. Supply indicates the amount of retail sales occurring. As shown, Hancock County retail demand is \$583+ million while only 371+ million dollars of the demand is met within Hancock County, resulting in an unmet demand of over \$200 million. For Waveland, there is \$82 million in retail demand and 164 million in supply, indicating a surplus. The Highway 90 Corridor study area supplies \$63 million of the demand.

When the 2017 retail sales total for the corridor is applied to the square feet of retail building space available, the resulting per square feet of retail sales is approximately \$90 per square foot. If the 2021 figure from Table 4. is applied, the resulting total retail sales in the corridor is \$128 per square foot. By benchmarking expected retail sales at \$250 to \$300 per square foot, these figures indicate the corridor under performs by a factor of two or more with ample supporting retail demand in Hancock County to boost sales in the corridor.

3. CONCLUSION

The economic assessment of the corridor reveals a substantial opportunity for increased retail activity. The demand for retail sales and the current and future space available to meet demand leads directly to the need to identify those elements of the Highway 90 corridor that would strategically generate or support the significant economic development opportunity presented. Increasing sales by even \$50 per square foot in the corridor would increase sales tax revenue to the city by \$500,000.

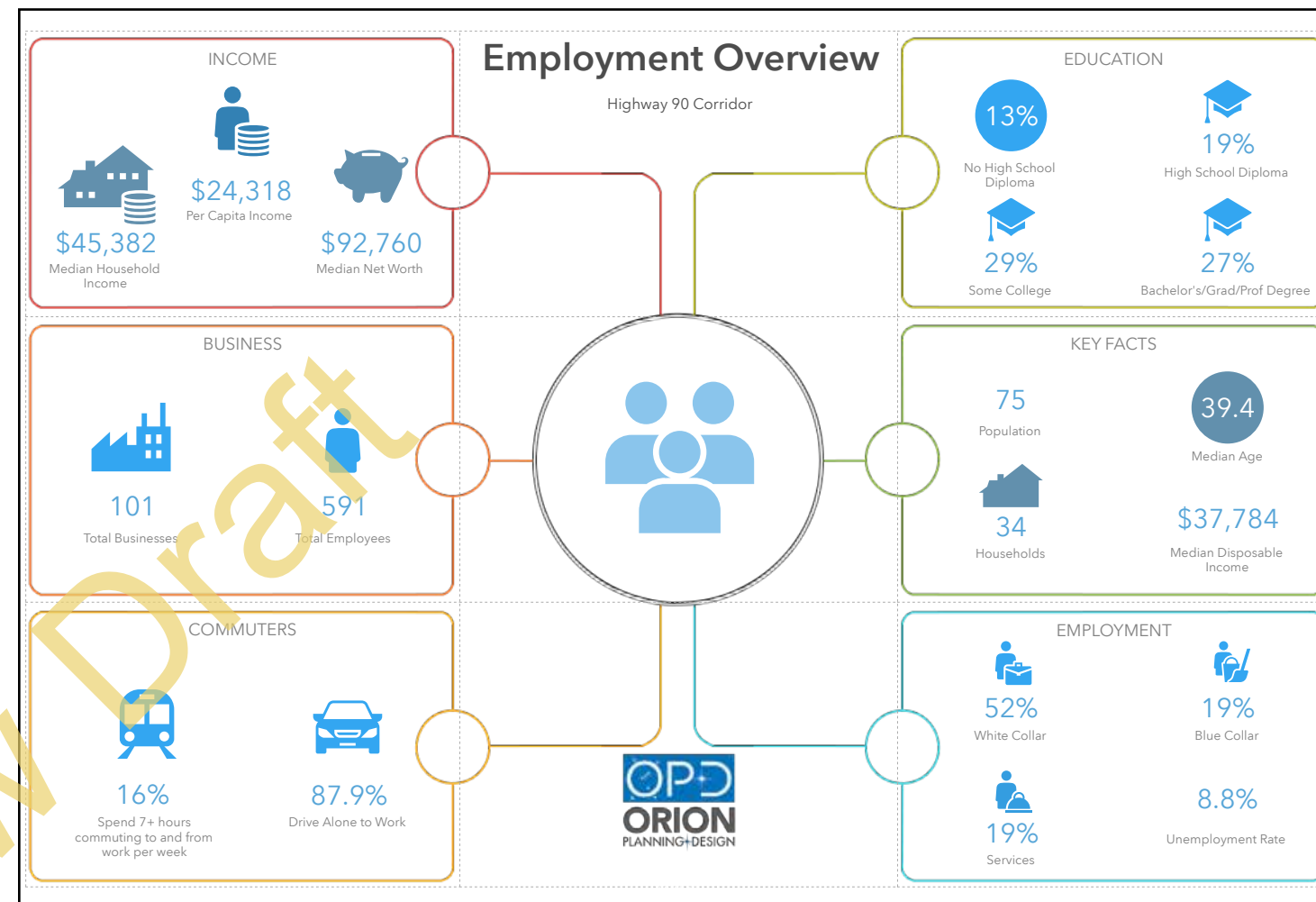


TABLE 3 - BUSINESSES AND EMPLOYEES

	Hancock County, MS		Waveland City, MS		Highway 90 Corridor	
2021 Total Businesses	1270	100%	279	22%	101	8%
2021 Total Employees	14968	100%	1778	12%	591	4%
2021 Total Retail Sales	\$ 488,774,000	100%	\$ 255,950,000	52%	\$ 91,206,000	19%

Source: ESRI

TABLE 4 - RETAIL GAP ANALYSIS

	Hancock	Waveland	Corridor
Retail Demand	\$583,751,495	\$82,590,773	n/a
Supply	\$371,951,410	\$164,118,168	\$63,303,069
Gap	\$211,800,085	-\$81,527,395	n/a

Source: ESRI and Consultant Analysis

G. CORRIDOR CHARACTER

The character of a place is found in the distinctive qualities of its landscape and built environment. It is a core development component that embodies place personality. Identifying existing positive and negative character qualities, and desired but missing qualities, contribute to the baseline analysis from which improvement can be planned. To complete the analysis of the current conditions, the character of the corridor was assessed.

As a place, the Highway 90 corridor can be characterized as generic and nondescript. The corridor could exist anywhere in suburban America with its signage, non-landscaped parking lots, and utilitarian architecture creating indistinct corridor arrival and departure points. While Hurricane Katrina and storms since have done their part to damage the corridor, **lack of character provides a significant challenge and an outstanding opportunity for Waveland to transition the corridor** to vibrant distinction for the City and the entirety of Hancock County.

The character challenges faced by the Highway 90 corridor can be divided into three distinct categories; gateways, signage, and design aesthetics and blight.

West entrance signage into Waveland along the Highway 90 corridor



1. GATEWAYS

Formal entrance into and out of Waveland is not clearly marked. There is no distinction between jurisdictions. Visitors have little way of knowing when entering or exiting from Bay St. Louis. This lack of gateway identity, combined with the corridor's other physical characteristics, represents a high priority for creating meaningful gateways.

Signage on the west end of the corridor does announce entry into the City. It provides direction to the

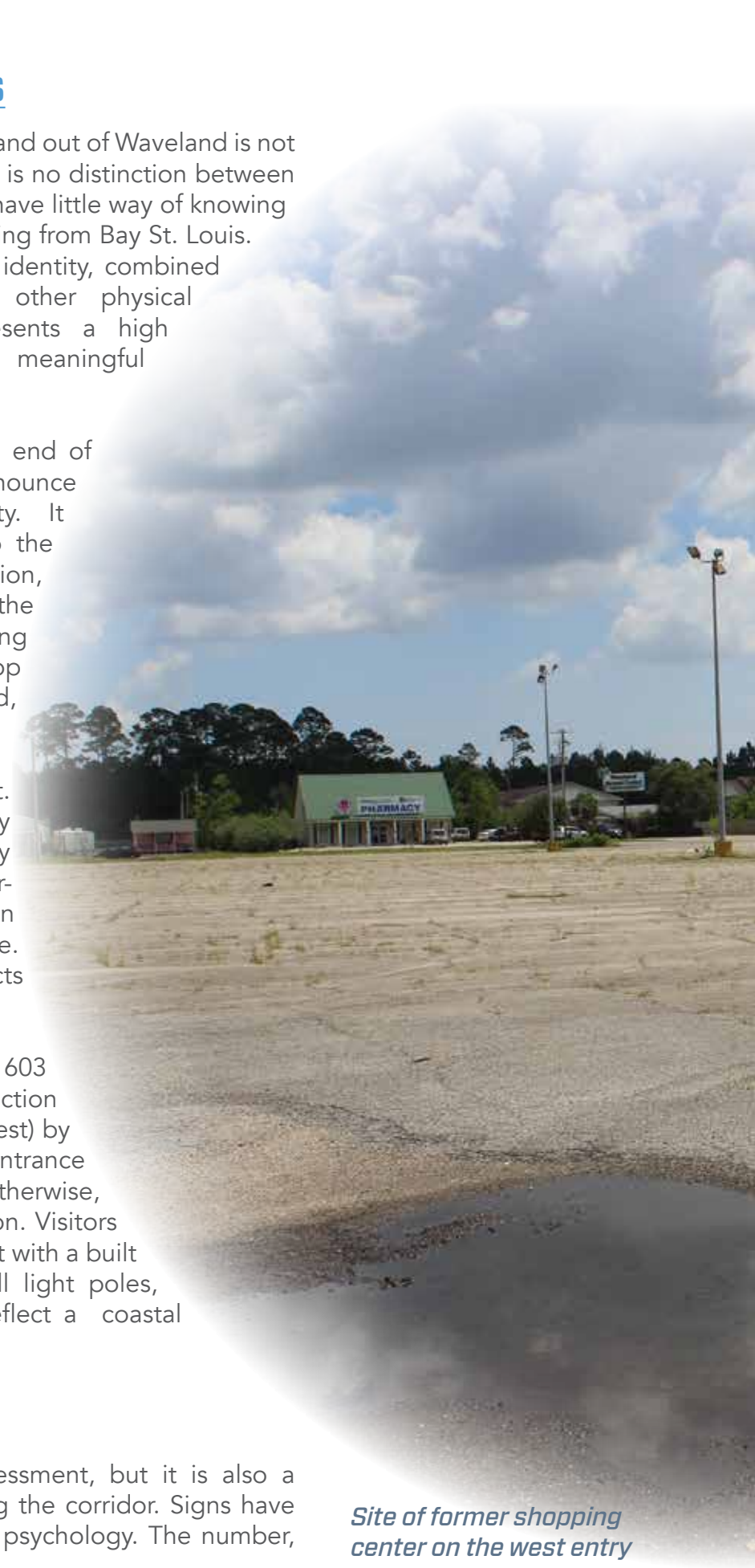
town center, but the signs lack prominence, cohesion, and a consistent branding theme. Additionally, the contrast of "welcome" signage and empty parking lots and abandoned signs serves as a backdrop that conveys an impression of entering a blighted, struggling area.

Entering Waveland on the east from Bay St. Louis is equally uninspiring. One of the few entry indicators into the City is a simple blue highway sign announcing Waveland's city limits. A better-designed ground sign similar to that present on the west end serves as the "formal" entrance. Unmaintained landscaping around the sign detracts from its overall impact.

The northern entrance into Waveland Highway 603 presents visitors with a large five-lane intersection flanked on two sides (the northwest and southwest) by vacant buildings. A sign similar to the eastern entrance sign stands in front of the abandoned motel. Otherwise, no formal gateway entry exists from this direction. Visitors entering Waveland from the I-10 corridor are met with a built environment characterized by parking lots, tall light poles, power lines, and architecture that does not reflect a coastal beach community.

2. SIGNAGE

Signs factor prominently in the gateway assessment, but it is also a significant factor in the overall experience along the corridor. Signs have a substantial influence on a viewshed and user psychology. The number,



Site of former shopping center on the west entry

location, design, and relevance of a sign (i.e., is the sign advertising an active business, or is a sign abandoned without copy or graphics) can significantly add to or detract from the character of an area. Signs can be described in three distinct categories within the corridor: buildings signs, freestanding signs, and temporary signs.

Many buildings contain signs of excessive size or unattractive design. These conditions can be easily remedied through quality sign code provisions for size, number, design, and placement. In addition, the number of freestanding signs and banners within the corridor is extraordinarily high. High numbers of these signs and the substandard condition of many create an uninviting, utilitarian, and transactional environment.

There are approximately 150 freestanding signs in the corridor. Of these, approximately fifty are temporary banners. Another forty are abandoned or partially abandoned, as defined by Waveland's zoning code. Nearly sixty percent of corridor signage is non-compliant with the adopted rules. In some cases, businesses have multiple signs associated with a single location. Temporary signage tends to get damaged and destroyed more quickly, contributing to the atmosphere of blight. Poles signs detract from scenic views and are no longer best practice for effective advertising. An abandoned sign reflects a lack of care and attention to baseline standards. Excessive, dilapidated, and abandoned signage contributes negatively to the corridor's character. The factors combine to convey a sense of disorganization and lack of care.

3. DESIGN AESTHETIC AND BLIGHT

The quality of site and building design generates a positive user experience and a flourishing economic climate. Conversely, blighted properties, litter, abandoned signage, poorly maintained landscaping, and deteriorating parking contribute to negative perceptions and lowered expectations. Assessment of the corridor for this component provides examples of good design quality that should be replicated or extended, along with numerous examples of low design quality.

The corridor is characterized by conventional, auto-dominated suburban strip commercial development. Big box retailers serve as anchors, gas stations interspersed among commercial strip developments with uncontrolled access compose the basic configuration of the corridor. Landscaping is



Directional signage to Downtown Waveland amenities and attractions

limited, and parking lots are the dominant feature. Few design elements unify the corridor's aesthetics and character, further contributing to the chaotic and uncontrolled environment. The many competing interests at eye level make it difficult to orient oneself. Businesses are set back from the highway, and parking lots often fail to connect, adding to the confusion and making navigation difficult. These many factors contribute to a negative experience for the traveler and can have negative economic implications.

4. DESIGN CHARACTERISTIC OF THE CORRIDOR.

These factors are further compounded several instances of abandoned buildings. The most notable is a former pharmacy and motel at the northwest and southwest corner of this intersection. This intersection represents the relative midpoint in the corridor and is the most visible intersection in Waveland. The presence of this blight contributes to disinvestment.

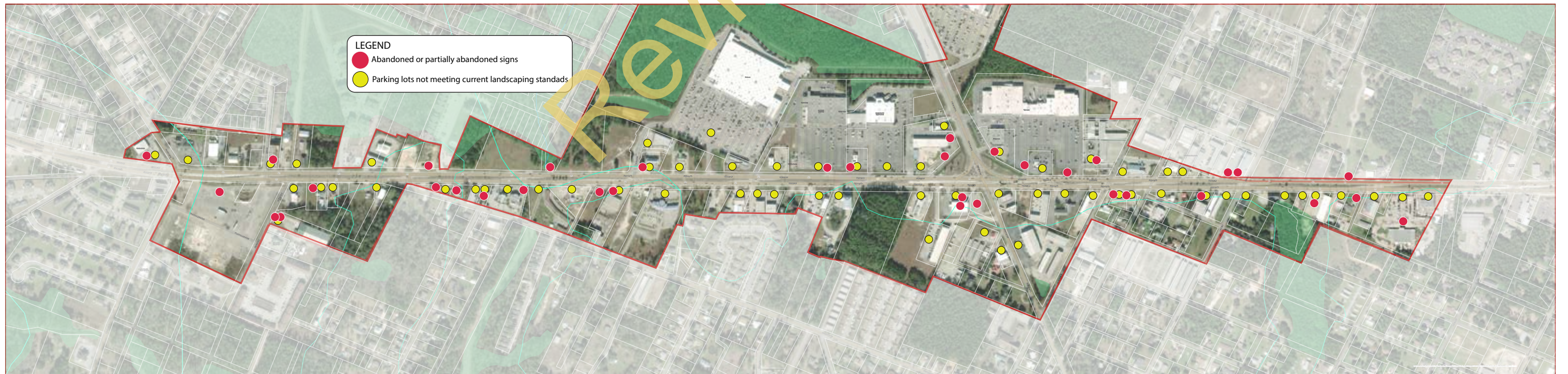


Welcome sign with landscaping opportunity



Welcome and wayfinding signs overwhelmed by the large scale of the intersection

Inventory map of abandoned signs in the corridor





One of nearly 50 abandoned signs in the corridor



One of nearly 50 abandoned signs in the corridor

Temporary banners create a visually cluttered corridor



Temporary banners create a visually cluttered corridor





Superior site and building design models best practices



Abandoned signage on a vacant building

Sire refuse and debris



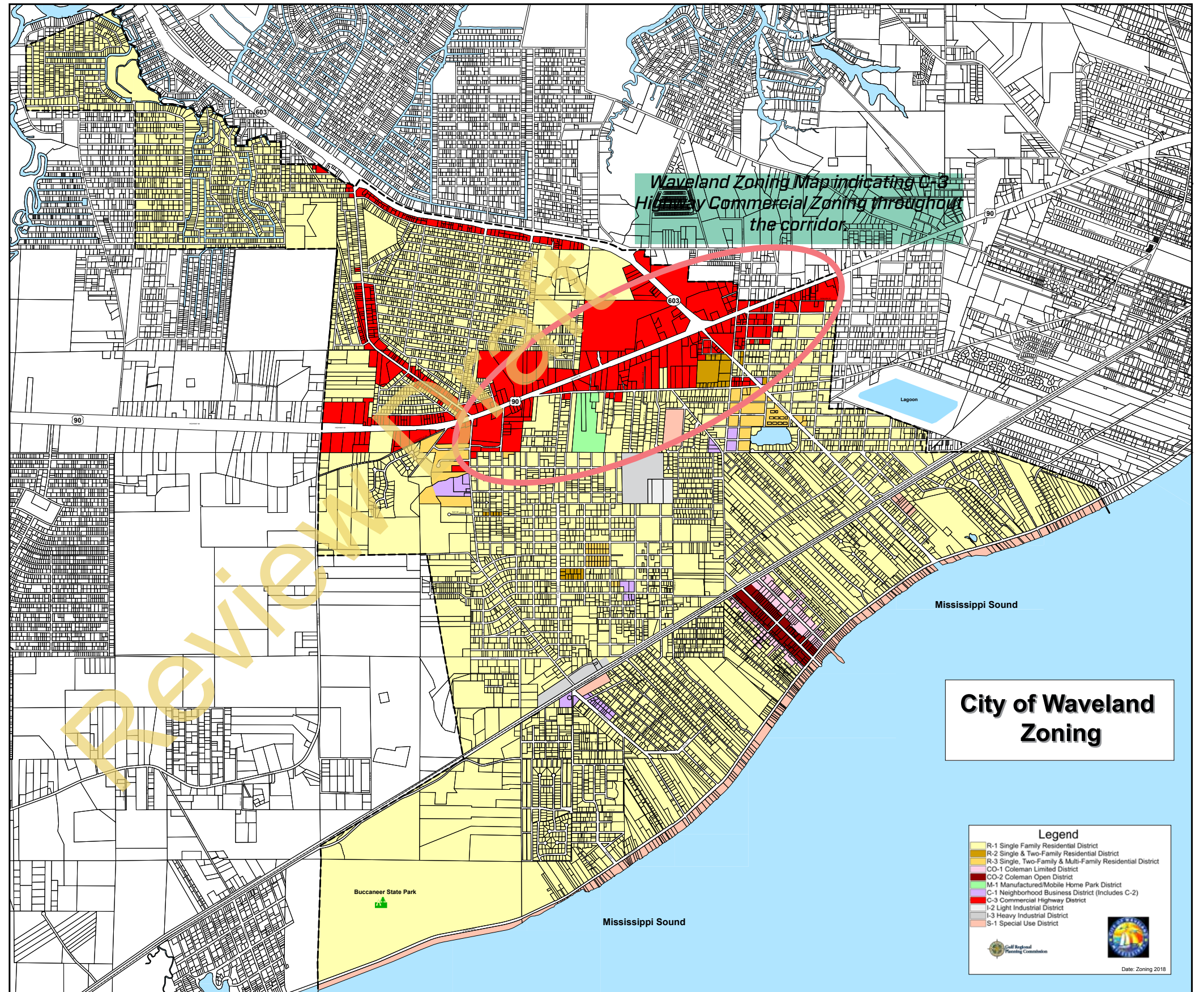
Wall sign clutter



H. REGULATORY CONTEXT

The character of the Highway 90 corridor can be attributed to the regulations the City has in place and enforces. Land use, signage, landscaping, and parking requirements are all regulated under the City of Waveland's Zoning Code adopted in 2010. Specific landscape standards and building design requirements are further informed by the City of Waveland's Design Guidelines Ordinance, also adopted in 2010. Generally speaking, a code or ordinance is regulatory in that the standards therein are required, not encouraged. Guidelines serve as non-regulatory guidance for a particular topic or situation. Codes and regulations have more impact, while guidelines allow greater flexibility. There is a role for each within the Refocus 90 Redevelopment Plan Framework.

Upon reviewing both documents, it is unclear whether the guidelines are actually being implemented as regulatory or simply used as advisory when reviewing development. Much of what is written in the guidelines is worded as a requirement and, therefore, may be more appropriately enveloped within the zoning code itself. Some language found within the zoning code is more permissive and likely better suited within the guidelines. Overall, both documents are not reflective of current best practices regarding land use, signage, landscaping, parking, or design requirements. Further, it appears the regulations are not being enforced consistently. This lack may create a climate of uncertainty and encourage disregarding standards related to abandoned signs, blighted properties, and landscaped areas. The City and corridor would benefit from a complete audit and overhaul of these existing regulations to reinforce the vision and concepts contained in this plan. Recommended code modifications are outlined in the implementation section of Refocus Highway 90.



I. CONCLUSIONS

The assessment demonstrates several summary conclusions for the Highway 90 Corridor. First, the corridor lies in a sensitive environmental context that lends itself to low impact design to accommodate stormwater matters. Current practices increase ecological challenges and detract from the corridor's shopping environment and micro-climate.

Mobility elements in the corridor offer minimal accommodation for multi-modal activity. There are many opportunities to connect the corridor to the broader community, diversifying access and enhancing safety and appearance.

As an economic engine in Hancock, the corridor ranks first among all other shopping areas in value. However, the corridor under performs expectations and offers a substantial opportunity for increased economic activity.

Corridor charter is a fundamental challenge. From site and building design to sign control to gateway enhancement, character development is of primary importance for the productive future of the Highway 90 Corridor.

Corridor view from West



THE CORRIDOR MASTER PLAN



Review Draft

WAVELAND

MISSISSIPPI



A. ESTABLISHING A PLANNING DIRECTION

1. COMMUNITY SURVEY

At the conclusion of the Discovery phase of the Refocus Highway 90 Corridor Plan, the community took up the task of developing a planning direction. Direction was established by administering a survey that engaged Waveland citizens and measured their perceptions. The survey consisted of a series of questions with ranked answers as well as open-ended questions. The survey was distributed by the City and the Hancock County Chamber of Commerce. Public participation was very favorable with over 468 responses.

Full results of the survey can be found in the Appendix. In summary, participants confirmed the conclusions that resulted from the Discovery phase of the project. The general consensus was that the corridor is under performing economically, generally unattractive, and in need of a fresh development approach to stimulate growth and transform the existing character of the corridor.

2. PLANNING WEEK

With the background research from Discovery and responses from the community survey, the planning team conducted a planning week long in Waveland focused exclusively on further community engagement and developing the transformative initiatives of the Refocus Highway 90 plan.

Community Meeting

Planning week began with a community meeting on Monday evening, December 13, 2021. The meeting was conducted to convey initial findings and to solicit onsite public input on the process. The team then developed the vision and approach for corridor enhancement and redevelopment.

Focus Groups

The Refocus 90 Community Survey and Community Meeting was supplemented by the convening of two key focus groups. These groups represented businesses in the corridor and City Administration. Based on the results of the community engagement, Refocus Highway 90's Guiding Principles were developed.



(Top right) Planning team sketching concepts

(Middle right) Community engagement driving corridor planning

(Right) Community meeting to establish vision

B. REFOCUS 90'S GUIDING PRINCIPLES

Every plan requires foresight and vision to guide overall implementation. For the Highway 90 corridor, this vision centers on creating meaningful impacts along an existing, well-developed corridor, increasing the effectiveness of development policy, and casting an incremental, yet bold vision with a clear destination in mind. Based on the existing challenges summarized in previous sections of this plan, as well as the desires of the Waveland community and key stakeholders, Refocus 90's vision touches upon four distinct areas; beautification, enhanced connections, key projects, and facilitating longevity through policy and commitment. If the plan and vision are implemented, the Highway 90 corridor will evolve over time to become a visually appealing, clean and welcoming gateway for the Mississippi Coast while providing significantly enhanced economic performance.

CLEAN IT

The Highway 90 corridor will benefit significantly from clean-up to become a welcoming environment for visitors and residents alike. From litter to zoning code enforcement, façade improvements and abandoned sign removal, focusing on the overall aesthetic of the Highway 90 corridor Waveland will have an immediate and tangible impact. Over time, appropriate shifts in development policy transition the corridor from a generic suburban sprawl character to a more urbanized and vibrant environment that better reflects Waveland's coastal character. Formalizing relationships with key partners will enhance capacity and help ensure the consistent maintenance of the corridor. This will result in a cleaner, more

CONNECT IT

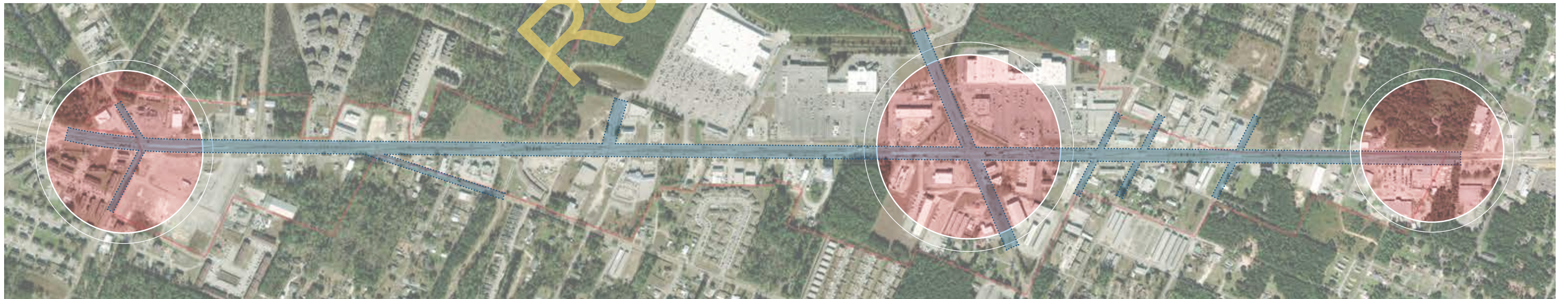
Connectivity opportunity in the Highway 90 corridor is high. Refocus 90 aims to bridge current connectivity gaps, both physical and policy-related, thereby re-connecting the corridor to the community. By bringing together all elements of good mobility to create a robust and complete transportation network, the reward for Waveland is two-fold – a corridor that is hospitable to all users and also business-friendly in its improved efficiencies and direction.

CATALYZE IT

The Highway 90 corridor offers many opportunities for catalyst projects to spur creativity and showcase the vision set forth in this plan. Catalyst projects do more than just improve a single property. Their impact expands beyond boundaries to create a climate of change that supports the type, scale, and quality of development Waveland wants to see in its future. These types of ventures are characterized by good P3 investment – public private partnerships working together on the policy, project, and financial front to create something exceptional. And they must be supported by a solid body of planning work, such as Refocus 90, to help guide cohesive vision. The focus on core catalysts along the corridor – east and west gateways into the City, as well as the primary approach from the north – create interest and activity that will spur future investment while improving highly visible property in need of redevelopment.

CULTIVATE IT

It is crucial that while cleaning, connecting, and catalyzing the corridor, the City continues to invest time and resources into a sustained response to corridor improvement. Highway 90 will not be reimaged overnight. This plan lays forth a strategy that will take many years to accomplish and will require ongoing commitment by residents and City leadership. To cultivate means to look at what measures can be taken to ensure initial efforts don't die on the vine. An overhaul of the zoning code, incentives for new and existing business owners, and prioritization of ongoing maintenance measures will be key to ensure that cleanup is sustained, connections are reinforced, and catalyst projects are realized.



C. MASTER PLAN OVERVIEW

The following section sets out the Refocus Highway 90 Corridor Master Plan. The plan is organized into four sections of initiatives starting with the provision that are easiest to accomplish and progressing to those that are most difficulty and complex. The organization is reflected in the table on the right.

CREATING CORRIDOR IDENTITY

- 1) Addressing Visual Clutter
- 2) Distinctive Corridor Gateways
- 3) Corridor Landscaping
- 4) Retrofit Streetscape Elements
- 5) Establishing Wayfinding

REDEVELOPMENT AND RETROFIT

- 6) Infill Development
- 7) Retrofit - Parking Lot Enhancements
- 8) Retrofit - Facade Renovations

MOBILITY CONNECTIONS

- 9) Complete Streets
- 10) Access Management
- 11) Connectivity

CATALYTIC DEVELOPMENT

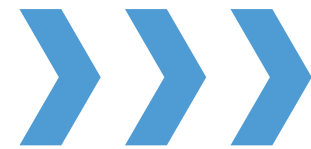
- 12) Waveland Crossing



Envisioning the evolution of the Highway 90 Corridor

**NOTE: Outlined area represents corridor-wide application of the initiatives. Any markers placed on the map reference specific initiatives for that particular location.*





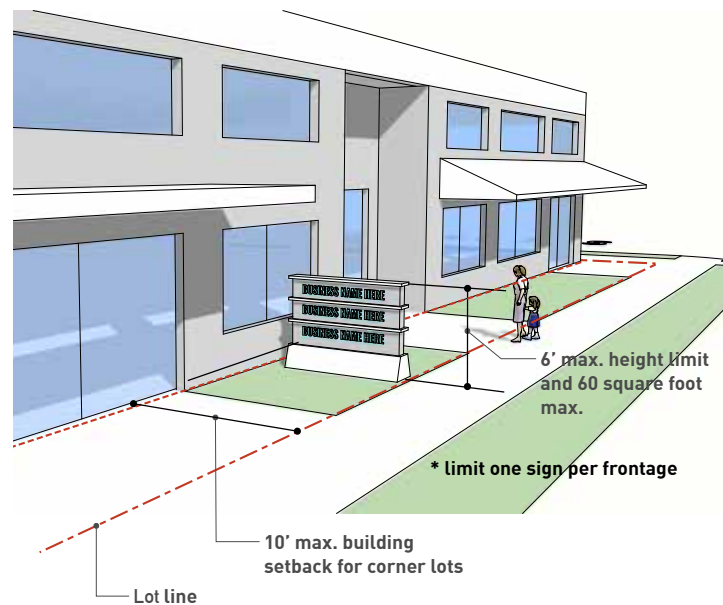
D. CORRIDOR IDENTITY

1. ADDRESSING VISUAL CLUTTER
2. DISTINCTIVE CORRIDOR GATEWAYS
3. CORRIDOR LANDSCAPING
4. RETROFIT STREET ELEMENTS
5. ESTABLISHING WAYFINDING

INITIATIVE: ADDRESSING VISUAL CLUTTER

Corridor character was assessed in the Discovery section of this the Refocus 90 Corridor Plan. The assessment established the high priority need to address visual clutter in the corridor. This initiative is the most fundamental priority action for the corridor and should be undertaken as a first step.

Addressing visual clutter will take two forms. The first is renewed enforcement of the existing sign code. an enforcement initiative will result in the removal of rehabilitation of abandoned or dilapidated sign in the corridor. The second step in addressing sign clutter is the evaluation and revision of the existing sign code to achieve corridor cohesion and the corridor identity goals that follow.



Coding for appropriate signage



Corridor signage contributing to visual clutter

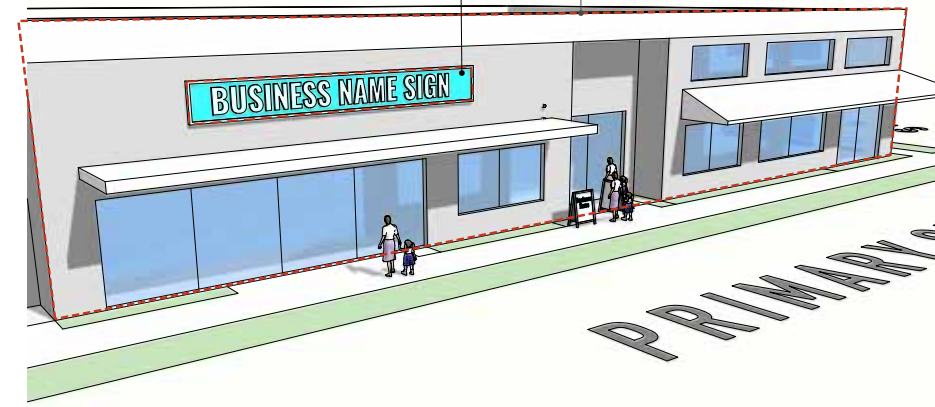


Corridor signage contributing to visual clutter

Review Draft

Structural / On Building Signage = Max. 30% of building facade square footage or 120 sf., whichever is less

Total square footage of building facade

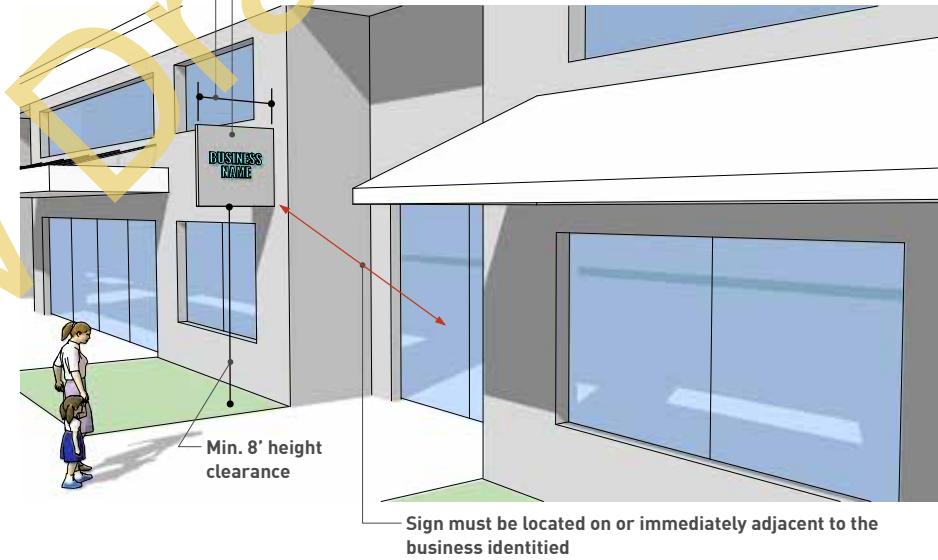


- * Painted wall signs shall be included in the total allowable area for building mounted signs.
- * The allowable area for a painted wall sign shall be increased by 10% and shall be professionally painted.

4' max. projection

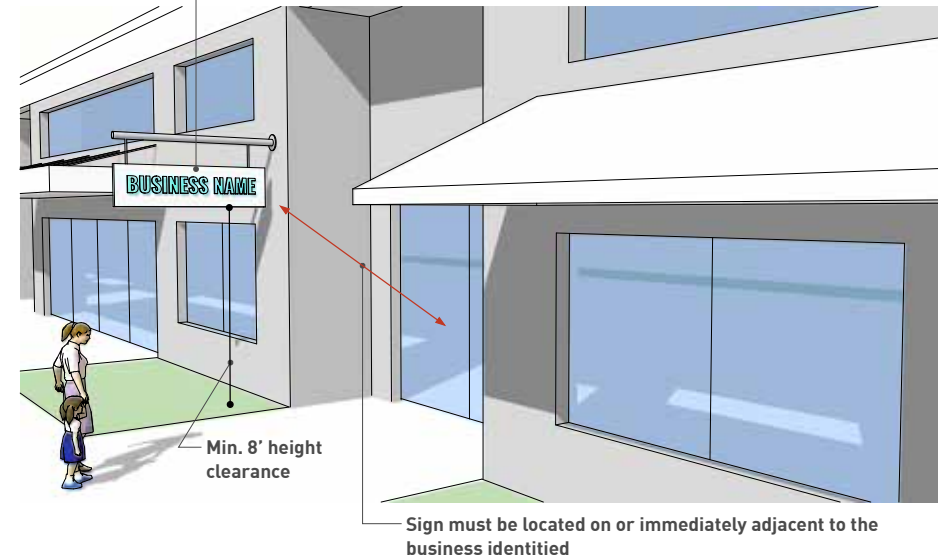
16 sf. maximum

* Only one sign per business



16 sf. maximum

* Only one sign per business



Example coding for appropriate signage

INITIATIVE: DISTINCTIVE GATEWAYS

Corridor identity is enhanced by a sense of arrival into a distinct place. Gateways set the tone visitor perceptions and establishes expectations for the kind of experience a place will deliver. Where there is a sense of quality conveyed by a gateway experience, visitors can expect that the aspirations of the community are for a quality, vibrant place in the future, even if experience is not present currently.

Gateways are created my landmarks and community markings. Landmarks may include public art, community monuments, or distinctive landscape planting.



existing gateway sign #1*

*Sign located .4 miles west of gateway sign #2



existing Waveland Corp. Limit sign**

**Sign located .5 miles west of gateway sign#2



existing gateway sign #2



existing water tower with signage



former location of gateway sign



existing Waveland City Limits sign



existing Waveland Corp. Limit sign



Review Draft

Public Art



Architectural or structural elements



Gateway treatments can consist of many types elements from man-made to natural or combinations of both. The purpose of the Gateway is to create a cognizant threshold for the City of Waveland.

Lush Landscaping



Special pavement or markings



Signage



Lighting



Conceptual Waveland Crossing gateway sculpture



Review Draft

INITIATIVE: CORRIDOR PLANTINGS

Landscaping is another critical element in establishing corridor identity. The presence of well established and maintained landscaping, in the form of ground covers, under story trees, and scrubs in an appropriate design provides comfort, beauty, and value to a place. Identity in the corridor will be significantly enhanced by establishment of strategically placed landscape grouping.

The most effective corridor landscape design will provide a consistent plant pattern along its entire length and concentrate key groupings at the gateway points. The plant palette should consist of ground covers, shrubs, native grasses, under story trees (low mature height), and palms. All species should be low maintenance, native to the region (if possible), salt tolerant, and require little to no watering.



Corridor planting before and after landscape treatment creating a distinct corridor.

The Highway 90 Corridor plant palette should consist of groundcovers, shrubs, native grasses, understory trees (low mature height), and palms. All species should be low maintenance, native to the region (if possible), salt tolerant, and require little to no watering.

Groundcovers



Shrubs



Native Grasses



Understory Trees



PLANTING AREA TYPE - C

** All landscaping within the right-of-way is subject to MDOT design standards and approval.*

15'

PLANTING AREA TYPE - B

10'

PLANTING AREA TYPE - A

5'

4'

3'

2'

1'

0'

This is an example of a conceptual corridor plantings by planting area types.

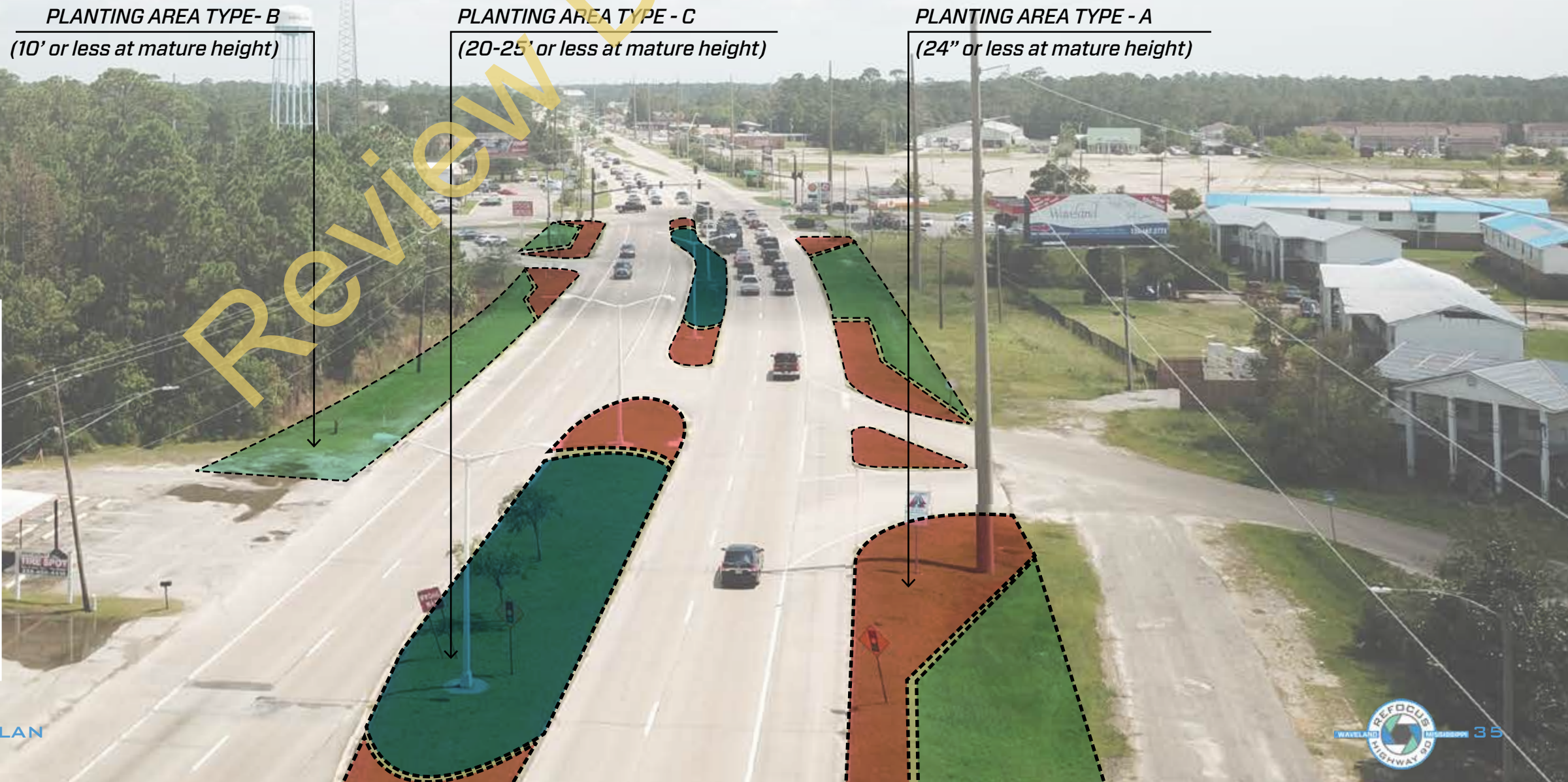
** All landscaping within the right-of-way is subject to MDOT design standards and approval.*

PLANTING AREA TYPE - B
(10' or less at mature height)

PLANTING AREA TYPE - C
(20-25' or less at mature height)

PLANTING AREA TYPE - A
(24" or less at mature height)

Palms



INITIATIVE: UPDATING STREET FIXTURES

Another important contributor to corridor identity is street fixtures. In the case of the Highway 90 Corridor, street fixtures are essentially the light pole that are established in the corridor medians, Corridor identity can be positively impacted by establishing a new and fresh color of these fixtures. The example here indicates the the recoloring of the poles to black.

The existing mast lighting along the corridor features white poles which stand out and contribute to the visual clutter along the corridor. Painting the poles a darker color, such as black will help reduce their daytime visibility, limit visual clutter, and will have a more timeless look to them.



Existing white mast lights in corridor

Review Draft

INITIATIVE: WAYFINDING

The final element in this section on establishing corridor identity is the creation of an effective wayfinding system. When properly design, the wayfinding system will serve to unify not only the corridor, by the entire Waveland community. This achieved through visual connection of community attractions, brand extension, and visual cohesion. For the Highway 90 Corridor, Creating a cohesive wayfinding system with coordinated sign typologies would improve the aesthetics of the corridor and the city while making it easier for visitors to navigate to key areas of Waveland.

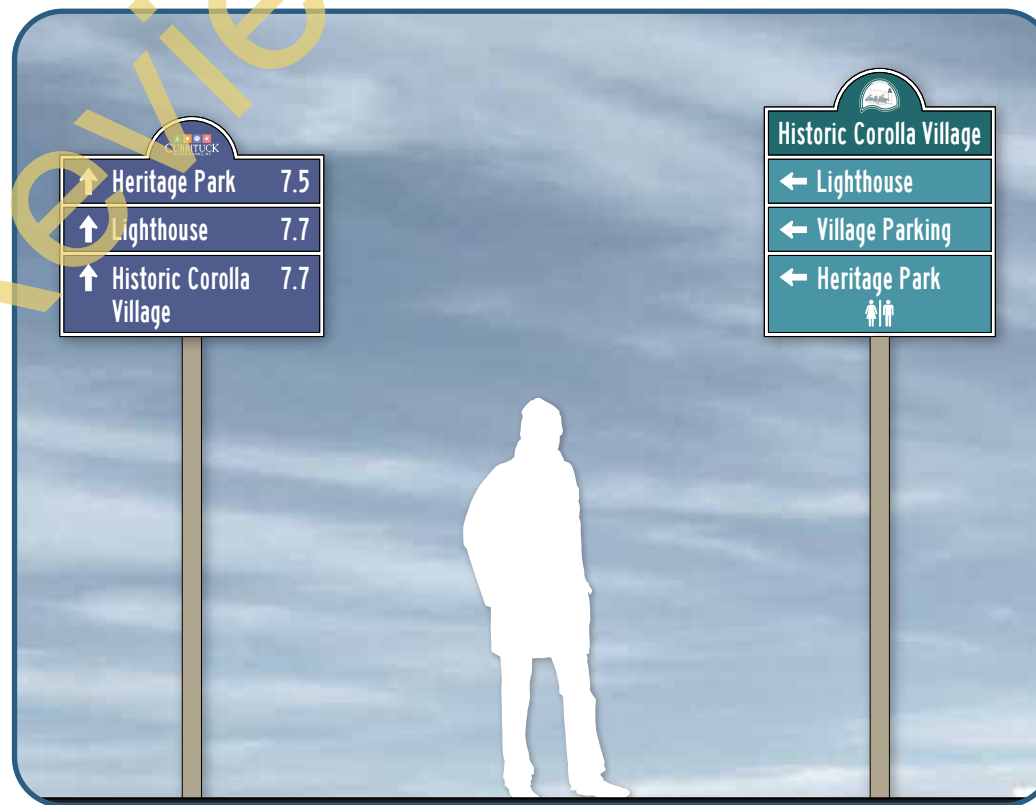


Creating a cohesive wayfinding system with coordinated sign typologies would improve the aesthetics of the corridor and the city while making it easier for visitors to navigate to key areas of Waveland.

Distinctive Wayfinding



Legible and Cohesive



Existing and Less effective wayfinding



E. REDEVELOPMENT AND RETROFIT

1. INFILL REDEVELOPMENT
2. RETROFIT - PARKING LOT ENHANCEMENTS
3. RETROFIT - FACADE RENOVATION

INITIATIVE: INFILL REDEVELOPMENT

Redevelopment is continually occurring in the Highway 90 Corridor. Redevelopment is process whereby existing elements of the built environment are redesigned, upgraded, or repurposed for new uses.

Corridor analysis conducted for Refocus 90 Corridor Master Plan indicated abundant opportunity for to guide the redevelopment process to achieve the planning goals for the corridor. A prime example is the vast amount of parking areas, many of which are underutilized. More efficient space utilization will benefit the corridor by generating a more compact development pattern, increasing the concentration of economic activity, reinforcing corridor identity and enhancing environmental performance.

The manner in which these benefits can be achieved in the Highway 90 Corridor is shown in the illustration at right. In the first illustration, underutilized parking is made available for development with placement of buildings closer to the street. In the before and after images, additional building space is accommodated by adjusting parking ratios, allowing for alternative siting of buildings, and enhancing the parking lot environment with landscaping.

Unattractive and underutilized site



Site development with alternative parking ratios, building site flexibility and landscaping





The development potential of this prime site at Waveland Avenue and Highway 90 will be positively impacted by development code amendments allowing for parking and development flexibility and landscape requirements.

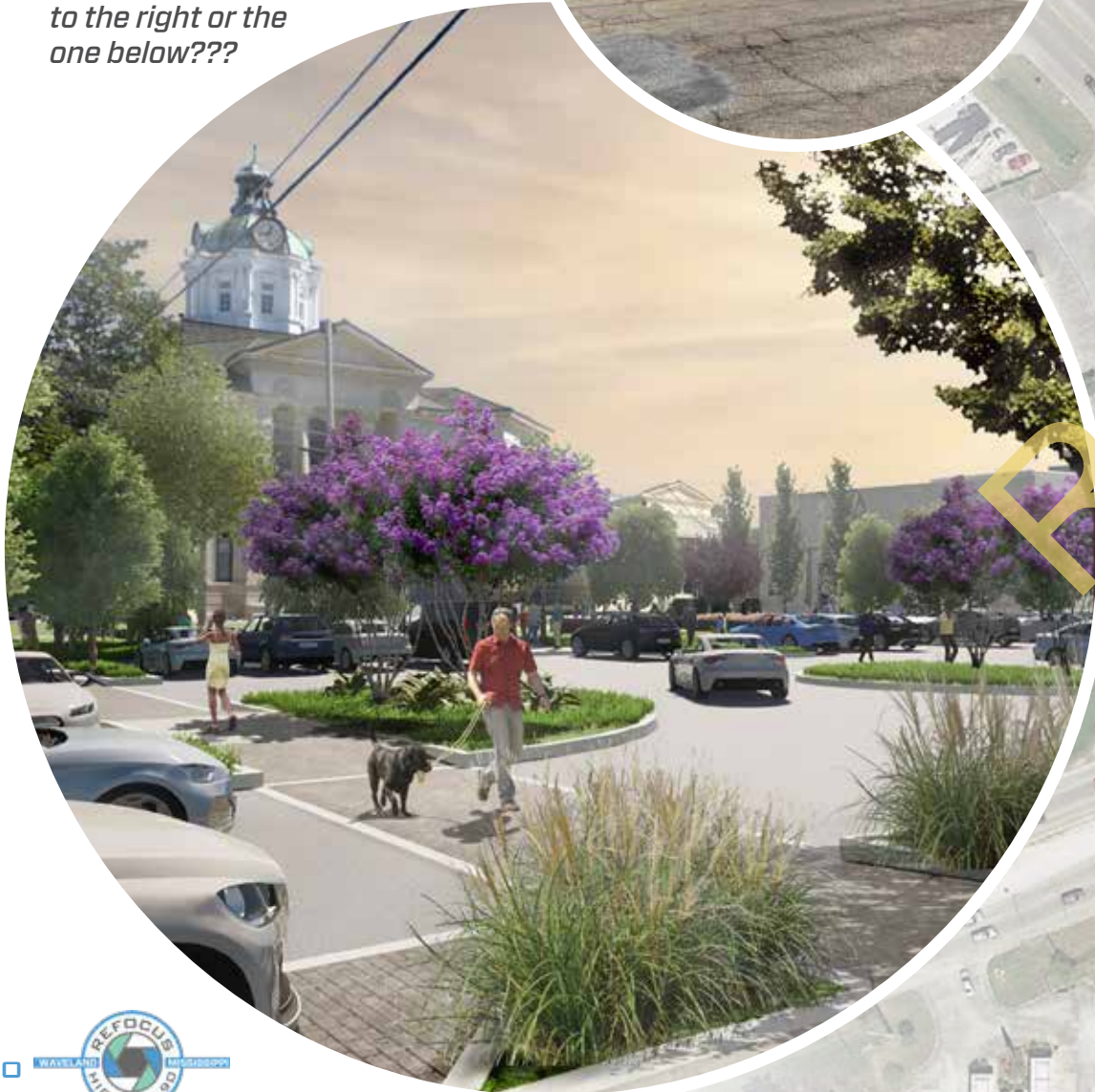
Review Draft

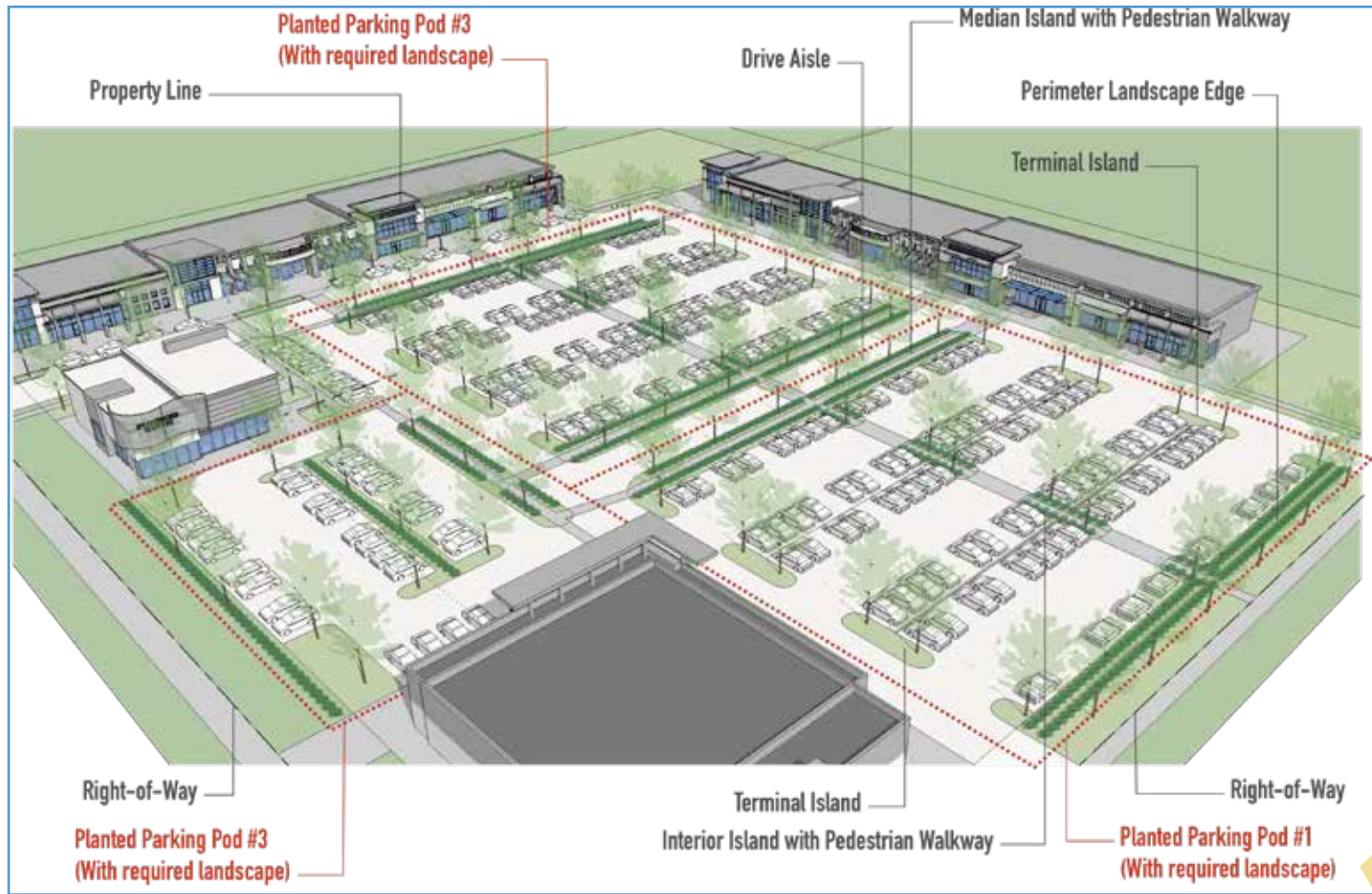
Waveland Ave.

INITIATIVE: RETROFIT - PARKING LOT ENHANCEMENTS

Related to the previous redevelopment initiative is the element of parking lot enhancements. Retrofitting existing conditions with appropriately designed landscape plantings provides the environmental benefits of shade, groundwater filtration, and stormwater management. Additionally, and as previously discussed, these retrofits serve to increase positive user experience and ultimately translate into increase revenues and property values.

Retrofitting parking areas with lighting, furnishings, special paving, furnishings, landscaped islands, and shade trees can drastically improve the aesthetics and character of the place. Where would you rather park and visit, the photo to the right or the one below???





Landscape standards requiring parking lot retrofit

Parking lot retrofit



Example landscaping



Example landscaping



Example landscaping



Example landscaping

INITIATIVE: RETROFIT - BUILDING FACADE ENHANCEMENTS

Facade presentation is critical to establishing a positive first impression of a space. Essential shopping and investment decisions are made based on the appearance of a building. A façade enhancement can help boost the value of the building and increase economic activity on a site. A typical façade upgrade may include structural upgrades, concrete repair, brick tile installation, membrane replacements, architectural coatings, railing, and balcony upgrades, window replacement, façade painting, engineered and architectural design alterations, and structural repairs. Appropriate incentives can encourage facade upgrades. The impact is pronounced and widely beneficial when designs are coordinated among several sites and buildings.

Aging buildings don't always have to be torn down.....



Aging buildings don't always have to be torn down.....





example of an aging shopping center in need of a facade renovation



F. MOBILITY CONNECTIONS

1. A COMPLETE STREET
2. ACCESS MANAGEMENT
3. CONNECTIVITY

INITIATIVE: COMPLETE STREET

Transforming Hwy 90 into a complete street will involve not only adding pedestrian and bicycle facilities, but also enabling safe crossings, planting trees and other landscape features to create shade and for buffering, and reorienting buildings to address the sidewalks directly. The proposed street section incorporates a 10 ft to 12 ft wide multi-use sidepath on the north side of the street that can be used by pedestrians, runners, bicycle riders and potentially electric golf carts, a XX ft landscape buffer between the sidepath and the street, a 7 ft wide sidewalk on the southside with XX ft. landscape buffer, and enhanced median landscaping.

The following examples illustrate how the corridor can evolve into a vibrant complete street by first regulating signage and driveway access, then installing the multimodal sidepath, landscaping, branding and pedestrian lighting, then developing new building types that address the sidewalk.

Evolution of a complete street and improved streetscape



Safe pedestrian and bicycle crossings are essential to creating a complete street corridor. The following schematic designs indicate how safe crossings can be provided at each signalized intersection in the district by utilizing high-visibility crosswalk markings, pedestrian signals and push buttons, smaller curb radii, and pedestrian safe havens at medians.

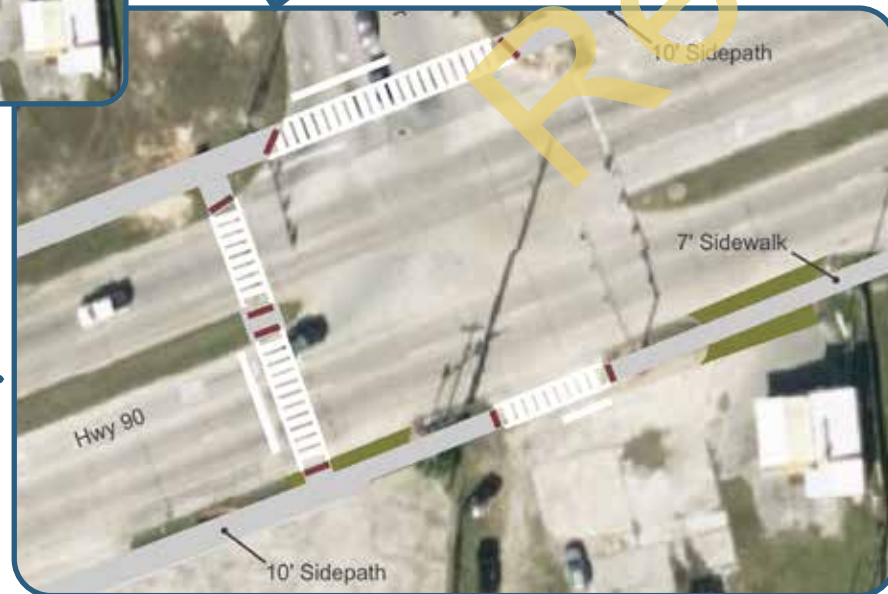


Waveland Avenue





Walmart Drive



McLaurin Street



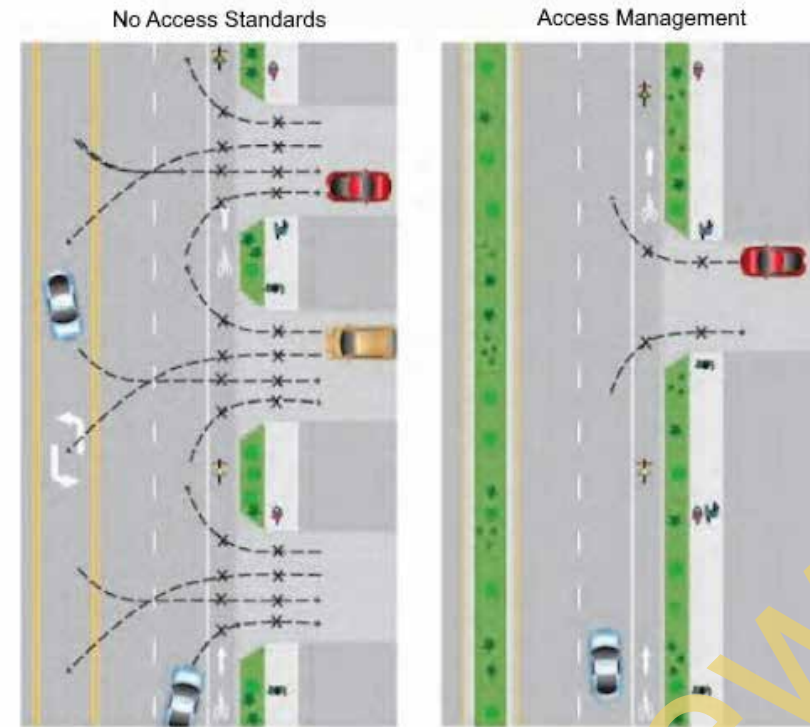
INITIATIVE: ACCESS MANAGEMENT

Managing curb cuts for driveways is crucial on busy corridors to provide safe and efficient access for drivers, pedestrians and bicyclists, primarily by reducing conflict points. Also it enables the aesthetic development of a consistent streetscape that is not constantly interrupted by curb cuts.

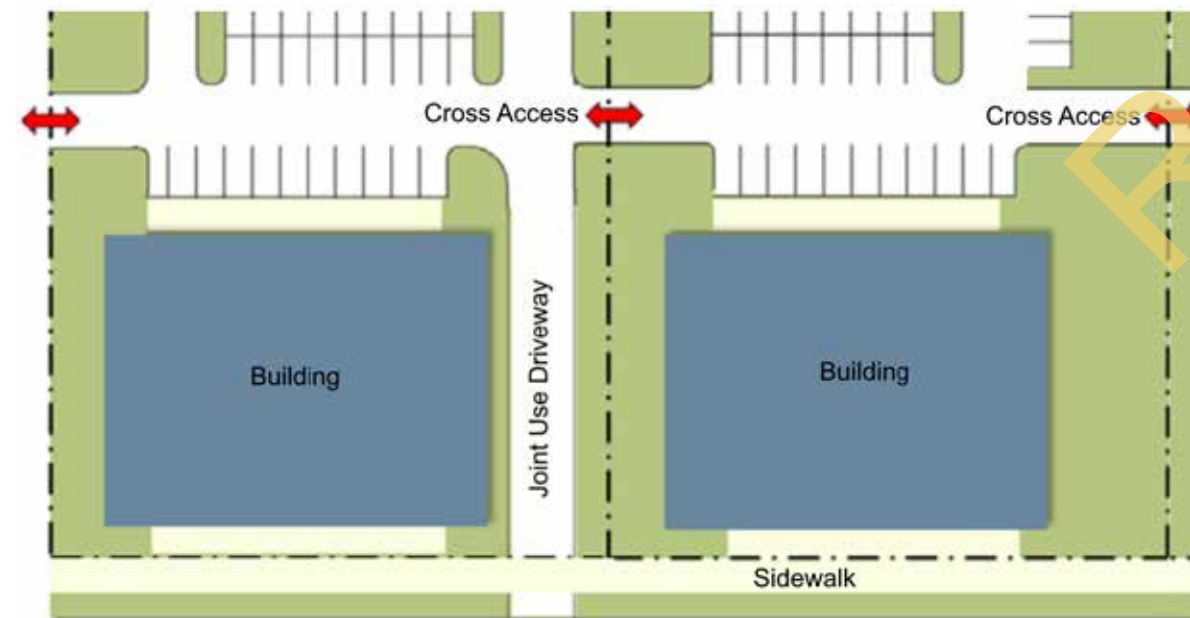
Development of new driveway connection standards with the following elements is recommended in order to create an orderly and attractive corridor:

- Minimum driveway distance to intersections
- Minimum distance between driveways
- Minimum driveway distance to property line
- Minimum/maximum driveway widths and radii
- Hierarchy for driveway locations:
 - 1st: Alley/Access drive
 - 2nd: Secondary street
 - 3rd: Joint-use driveway on primary street
- Cross-access requirements

Although Highway 90 is a state controlled street, MDOT allows local jurisdictions to permit driveway cuts on state routes as long as they meet or exceed the state access management standards.



Access Management Principles



Street Cross Access Illustration

INITIATIVE: CONNECTIVITY

Providing better cross-street connectivity is crucial for connecting the rest of the City to its primary commercial district, especially as it is retrofitted to become a walkable mixed-use corridor. In order to bridge some of the gaps in the current street grid, Figure X.X illustrates some potential new street connections (blue lines), and also a potential proposed traffic signal at Old Spanish Trail. Connections like these can be developed as City capital projects or incorporated with new private development.

An important aspect of transforming Hwy 90 into a walkable urban corridor includes connecting it to the surrounding neighborhoods, to the town center and beachfront, and to surrounding communities. In order to facilitate these connections, this master plan effort developed potential routes for multimodal facilities such as greenways, bike routes and sidewalks.



Bike Route Example

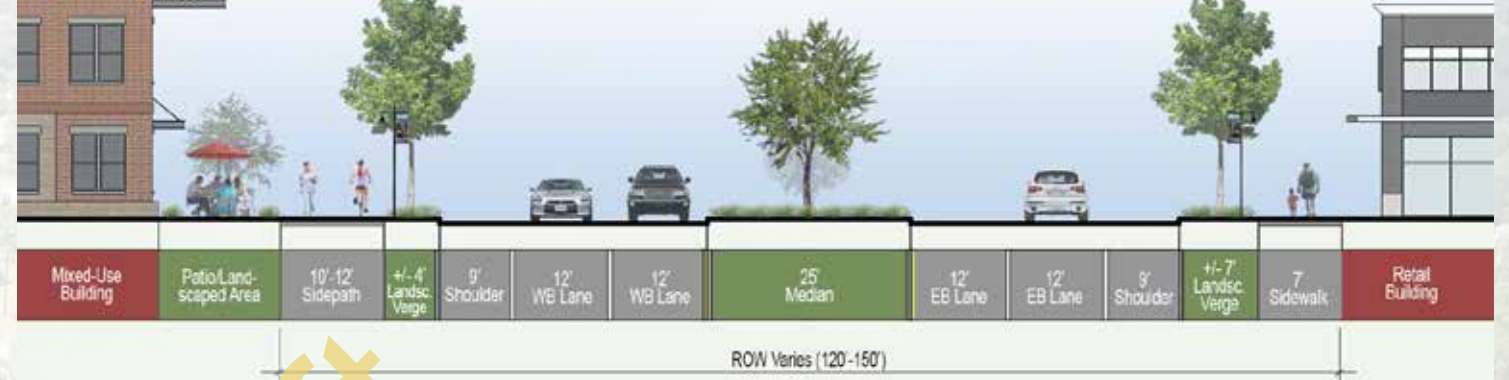


Greenway Example

Existing Crossection



Proposed Crossection



A. Highway 90 Sidepath

This 10 ft. to 12 ft. wide sidepath, illustrated in the photosim in Figure X.X, is proposed to run along the north side of Highway 90 from the western city limits to existing sidepath on the St. Louis Bay Bridge. The MPO 2040 Metropolitan Transportation Plan proposes this sidepath project to create an east-west separated path, extending from Waveland to Ocean Springs.

B. Highway 90 Sidewalk

A 7' sidewalk on the south side of Hwy 90 will enable pedestrian access to the commercial, hotel and other proposed uses along the corridor.

C. MLK Greenway

This proposed greenway will connect the corridor to the recently completed MLK Jr. Park on Herlihy St. Much of the path is located on unimproved City ROW, although some ROW acquisition would be required along the paved ditch from Highway 90 and Old Spanish Trail, to Tabor Street.

D. East Side Greenway

This greenway will connect the corridor to neighborhoods to the south, and provide a connection to the School, primarily utilizing existing unimproved ROW.

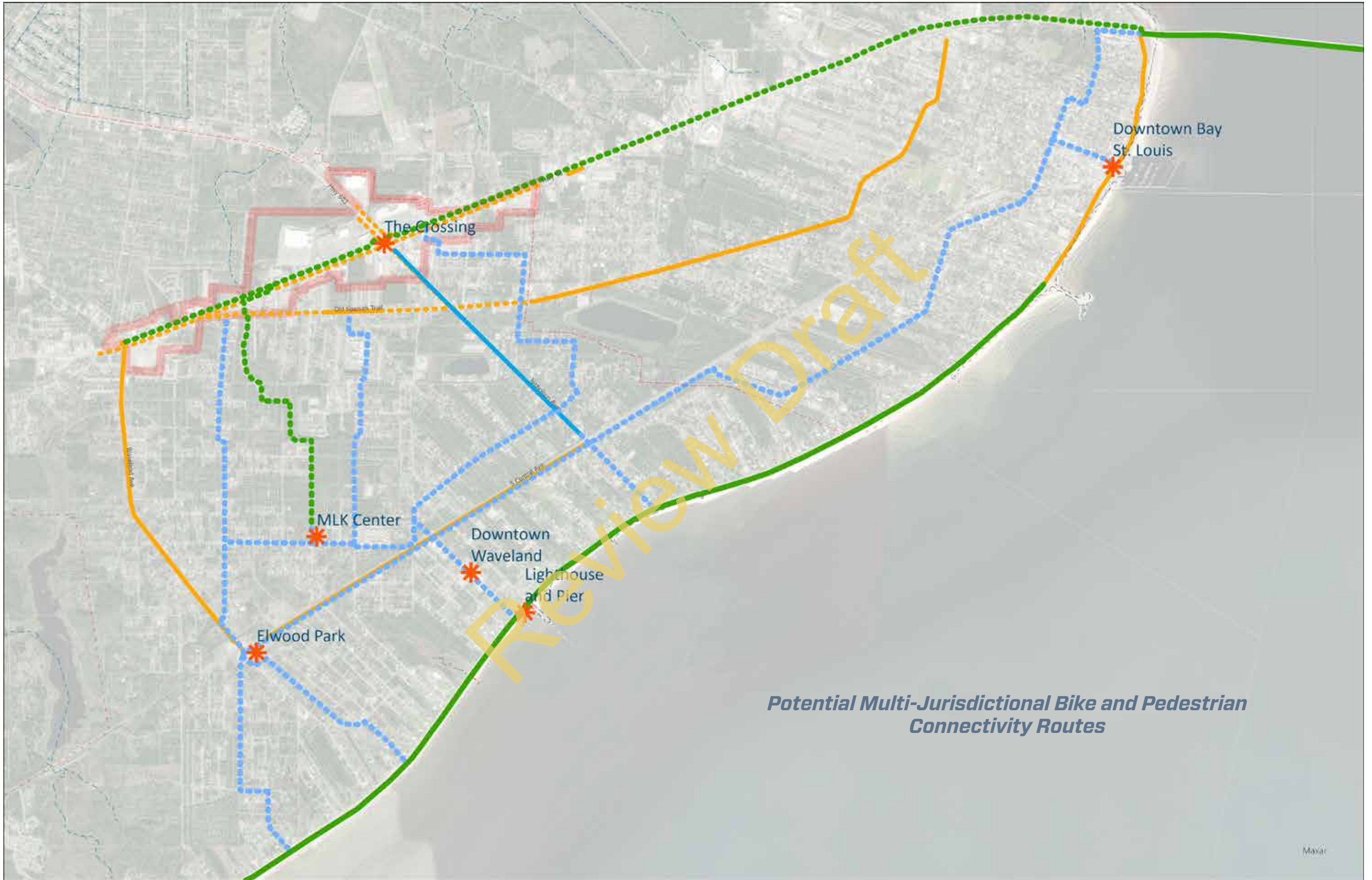
E. Old Spanish Trail Sidewalk

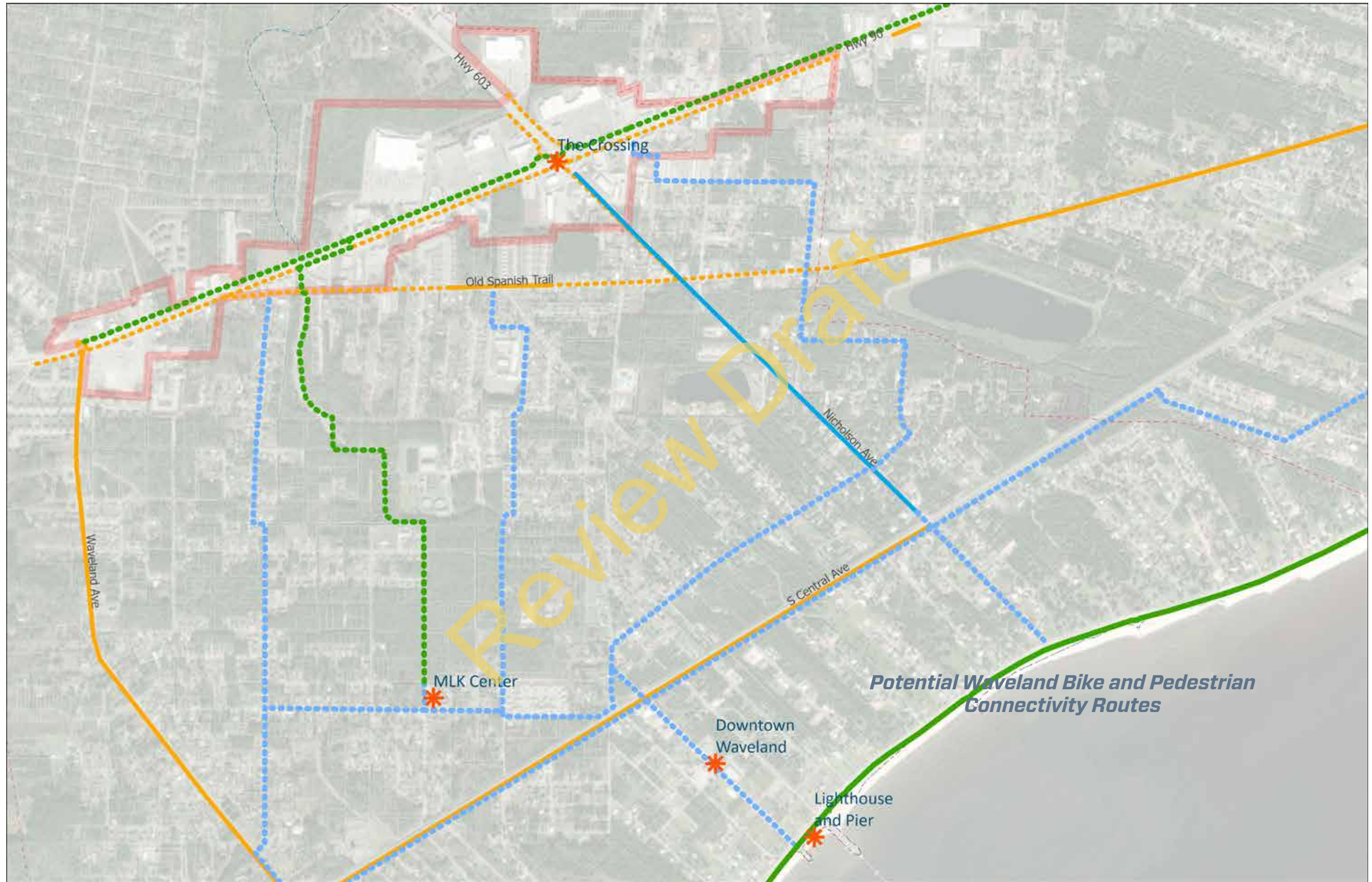
Building these two missing sections of sidewalk will close the gap for the full sidewalk connecting Waveland to Bay St. Louis.

F. Bike Routes

Bike routes are created by simply providing wayfinding signage along existing low-traffic, low-speed streets that make connections across the City. In some cases traffic calming measures can be employed if current vehicle speeds are too high along any segments of the routes. The total length of all proposed routes is XX miles.







G. CATALYST DEVELOPMENT: WAVELAND CROSSING

- REDEVELOPMENT INITIATIVES
- INFILL DEVELOPMENT INITIATIVES
- RETROFIT INITIATIVES
- IDENTITY INITIATIVES
- MOBILITY CONNECTIONS INITIATIVES

This Focus Area is one of the most important entrances into Waveland and it's the first impression of Waveland for many visitors or passerby's.

Hwy 90: Eastbound through Waveland / Bay St. Louis

Hwy 90: Westbound through Waveland / To Interstate 10

Nicholson Avenue: Southbound through Waveland to Beaches

Waveland Crossing Catalyst Project

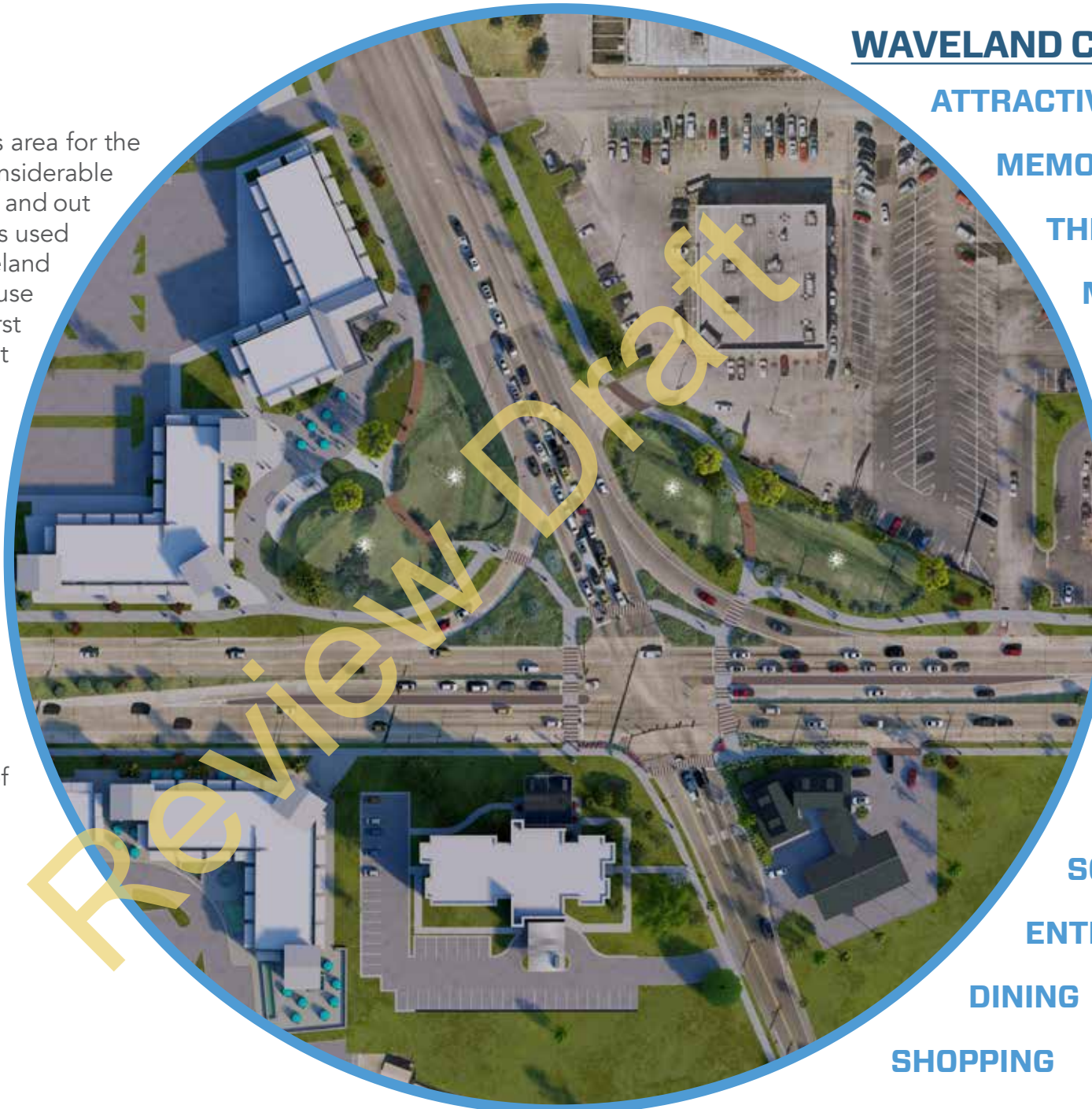


'REFOCUS' STRATEGIES FOR WAVELAND CROSSING AREA:

The intersection of Hwy 90 and Hwy 603 became a prominent focus area for the project due to the importance of the intersection and the need for considerable redevelopment. This area is one of the most important entrances into and out of Waveland due to its direct access to Interstate 10. Traffic data was used to identify the busiest intersections close to the city limits of Waveland and the data identified this intersection as one of the busiest. Because of the number of travelers passing through this intersection, it's the first impression of Waveland for many visitors or passerby's and one that currently does not offer a 'welcoming impression.

This intersection is the literal crossroads of people traveling north or south and east or west, earning the name 'Waveland Crossing'. Not only does the intersection have an important role on potential tourism, it also features nearly every type of problem found throughout the corridor as identified in the preliminary discovery phase. Providing a holistic solution to the issues of Waveland Crossing and crafting a realistic redevelopment strategy for this area provides direction for many of the other issues identified within the Hwy 90 corridor.

The following pages include a conceptual long-term vision for this area and illustrates the potential future of the area by applying **all** of the 'Refocus' initiatives in one area.



WAVELAND CROSSING CHARACTERISTICS

ATTRACTIVE

MEMORABLE

THRIVING

MIXED-USES

WELCOMING

WELL-MAINTAINED

LUSH

DESTINATION

TIMELESS ARCHITECTURE

MULTIMODAL ACCESSIBILITY

PROPERLY SCALED

CONNECTIVITY

SOFT APPEARANCE

ENTERTAINMENT

DINING

SHOPPING

Plan view of the conceptual plan for Waveland Crossing

INTERSECTION OF HWY 90 / HWY 603: EXISTING CONDITIONS / OPPORTUNITIES

old RiteAid - prime for redevelopment



former location of gateway sign



decrepit hotel site prime for redevelopment



dead digital sign



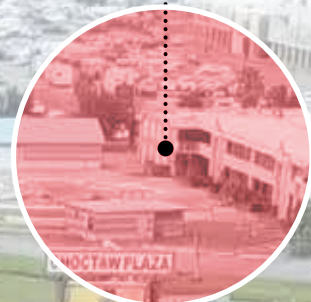
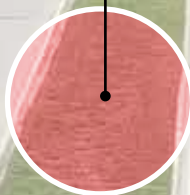
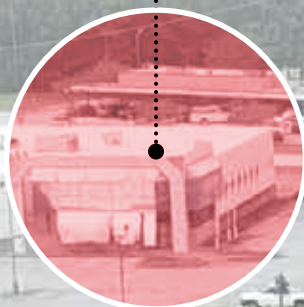
Enhanced Architectural Design Opportunity

Intersection is very dangerous for pedestrians to cross

Infill development opportunity

No pedestrian facilities along Hwy. 90 on either side of the road

Medians could be improved with more substantial landscaping





Review Draft

'REFOCUS' INITIATIVES LEGEND

xx **IDENTITY ENHANCEMENT**

- 1) Clean it up! - Sign Ordinance and Enforcement
- 2) Gateway and/or Public Art
- 3) Corridor Plantings
- 4) Retrofit Street Lights
- 5) Wayfinding

xx **MOBILITY CONNECTION**

- 1) Access Management (Vehicular)
- 2) Cross-street Connectivity
- 3) Sidewalks
- 4) Side Paths
- 5) Greenways
- 6) Bike Routes

xx **CATALYTIC PROJECT**

- 1) Redevelopment Opportunity
- 2) Retrofit - Facade renovation
- 3) Retrofit - Parking Lot Enhancements
- 4) Significant Infill Development Opportunity



'REFOCUS' INITIATIVES LEGEND

- xx** IDENTITY ENHANCEMENT
 - 1) Clean it up! - Sign Ordinance and Enforcement
 - 2) Gateway and/or Public Art
 - 3) Corridor Plantings
 - 4) Retrofit Street Lights
 - 5) Wayfinding
- xx** MOBILITY CONNECTION
 - 1) Access Management (Vehicular)
 - 2) Cross-street Connectivity
 - 3) Sidewalks
 - 4) Side Paths
 - 5) Greenways
 - 6) Bike Routes
- xx** CATALYTIC PROJECT
 - 1) Redevelopment Opportunity
 - 2) Retrofit - Facade renovation
 - 3) Retrofit - Parking Lot Enhancements
 - 4) Significant Infill Development Opportunity



Review Draft





Review Draft





Review Draft















IMPLEMENTING THE PLAN

Review Draft



A. IMPLEMENTATION

The implementation strategy is capstone element of the Refocus 90 plan. It details and motivates actions designed to achieve the plan's vision. Implementation identifies and structures a clear approach to making change happen. A good implementation strategy sets forth the actions that should be initiated first and the priority projects that should be developed and pursued. Implementation identifies easily achievable strategies, identifies partners, and designates those responsible for creating progress, providing benchmarks so the community can monitor success and where additional effort is warranted.

For this approach to succeed, strategies, decisions, and policies must be periodically evaluated and revised to respond to changing conditions. Implementation is an incremental process. Some recommendations in this plan will be carried out in a relatively short period of time. Others are long-term and will require years of investment to see through. Policy strategies may be cost neutral or require more detailed study and budgeting. And most, if not all, activities will require the partnership, cooperation and action of key stakeholders, organizations, volunteer boards, and member of the community in addition to City leadership.

Pillar references the broad vision theme the actions addresses.

Priority status levels:
 1st Priority = 1
 2nd Priority = 2
 3rd Priority = 3

Time frames for action are Immediate, Ongoing, Short Term, Medium Term and Long Term.

Likely partners to assist in action are identified.

Strategy type: Policy Project = Proj. Management = Mgmt.

Actions, their intended outcomes and the measure that can be used to evaluate progress are indicated in this section of the table.

The progress of achieving specific actions may be monitored in this space.

Initiative	Type	Pillar	Priority	Action	Timeframe	Partners	Status
UNIVERSAL IMPLEMENTATION PROVISIONS							
1. Adopt Refocus Highway 90	Policy	All	1	Adopt plan as a component of the Waveland Comprehensive Plan	IM	Admin, MBA	Open
2. Use the plan as a guide in all corridor development decisions	Mgmt	All	1	Make corridor development decisions consistent with the Highway Refocus Highway 90 Corridor Plan	OG	Admin, Council, PC	Open
3. Update and report on implementation progress annually	Mgmt	All	1	Provide a monthly report of corridor code enforcement and progress on other elements of the Refocus Highway 90 Corridor Plan	OG	Admin	Open
4. Use the plan to guide budgeting	Mgmt	All	1	Fund the cost elements of the Refocus Highway 90 Corridor Plan annually	OG	MBA	Open
5. Convene a Partners Forum to expose the plan and identify opportunities for partnering	Mgmt	All	1	Organize event	IM	Admin, MBA	Open
6. Create the Refocus Highway 90 Corridor Task Force	Mgmt	All	1	Constitute task force charged with carrying the provisions of the Refocus Highway 90 Corridor Plan	IM		
CREATE CORRIDOR							
1. Eliminate visual clutter	Mgmt, Policy	Clean Cultivate	1	Conduct systematic code enforcement and report progress to the MBA monthly	IM	City	Open
	Project	Clean	1	Conduct a vacant property inventory	IM	City	Open
	Project	Clean	1	Conduct an abandoned/non-compliant sign inventory	IM	City	Open
	Mgmt	Clean Cultivate	1	Use enforcement policy to aggressively remove abandoned signs identified	Mid-Term	City	Open
2. Increase support and create a formal role for Keep Waveland Beautiful (potentially under Parks and Rec)	Funding Organization	Clean Cultivate	1	Increase support and create a formal role for Keep Waveland Beautiful (potentially under Parks and Rec)	MT	City, KWB	Open
	Policy	Clean Cultivate	2	Update and formalize blight ordinance			Open
	Incentive	Clean Cultivate	2	Create a program to incentivize clean-up by private property owners			Open
	Project	Cultivate	2	Incorporate public art in medians and other public spaces along the corridor	Long-term	community organizations, Chamber	Open

The organizational strategy for implementation of Refocus 90 centers on the vision of "Clean, connect, catalyze, and cultivate." Strategies and actions are organized around these four pillars. Activity types are identified as follows:

- P – Policy
- PR – Projects
- M – Management

Timelines for completion are set forth in general terms:

- Immediate actions are those that should begin within a year of plan adoption;
- Mid-term actions are generally seen as relying on an immediate action to begin, or slated for one to three years following plan adoption; and
- Long-term actions are those that require significant output, alignment, and financial capacity to begin, and would reasonable look to come to fruition in five years or more.

Key partnerships are identified, with the lead agency or organization in bold. In order for Refocus 90 to stay relevant and useful, the implementation strategy should be updated regularly and systematically by:

1. Measuring and reporting the progress of implementation based on the benchmarks established;
2. Adding new tasks or actions which will help accomplish the overall goals of the City for the Highway 90 corridor;
3. Refining tasks or actions already under way in order to enhance their implementation or improve their effectiveness; and
4. Removing tasks or actions completed satisfactorily.



B. REFOCUS HIGHWAY 90 IMPLEMENTATION MATRIX

Initiative	Type	Pillar	Priority	Action	Timeframe	Partners	Status
UNIVERSAL IMPLEMENTATION PROVISIONS							
1. Adopt Refocus Highway 90	Policy	All	1	• Adopt plan as an a component of the Waveland Comprehensive Plan	IM	Admin, MBA	Open
2. Use the plan as a guide in all corridor development decisions	Mgmt	All	1	• Make corridor development decisions consistent with the Highway Refocus Highway 90 Corridor Plan	OG	Admin, Council, PC	Open
3. Update and report on implementation progress annually	Mgmt	All	1	• Provide a monthly report of corridor code enforcement and progress on other elements of the Refocus Highway 90 Corridor Plan	OG	Admin	Open
4. Use the plan to guide budgeting	Mgmt	All	1	• Fund the cost elements of the Refocus Highway 90 Corridor Plan annually	OG	MBA	Open
5. Convene a Partners Forum to expose the plan and identify opportunity for partnering	Project	All	1	• Organize event	IM	Admin, MBA	Open
6. Create the Refocus Highway 90 Corridor Task Force	Mgmt	All	1	• Constitute task force charged with carrying the provisions of the Refocus Highway 90 Corridor Plan	IM		
CREATE CORRIDOR IDENTITY							
1. Eliminate visual clutter	Mgmt, Policy	Clean Cultivate	1	• Conduct systematic code enforcement and report progress to the MBA monthly	IM	City	Open
	Project	Clean	1	• Conduct a vacant property inventory	IM	City	Open
	Project	Clean	1	• Conduct an abandoned/non-compliant sign inventory	IM	City	Open
	Mgmt	Clean Cultivate	1	• Use enforcement policy to aggressively remove abandoned signs identified	MT	City	Open
2. Create distinctive corridor gateways	Funding Organization	Clean Cultivate	1	• Increase support and create a formal role for Keep Waveland Beautiful (potentially under Parks and Rec)	MT	City KWB	Open
	Policy	Clean Cultivate	2	• Update and formalize blight ordinance	IM	City	Open
	Incentive	Clean Cultivate	2	• Create a program to incentivize clean-up by private property owners	MT	City Property owners	Open
	Project	Cultivate	2	• Incorporate public art in medians and other public spaces along the corridor	LT	City, non-profits, community organizations, Chamber	Open



B. REFOCUS HIGHWAY 90 IMPLEMENTATION MATRIX

Initiative	Type	Pillar	Priority	Action	Timeframe	Partners	Status
3. Corridor landscape improvements	Project	Cultivate	1	• Adopt KWB proposed revisions to the tree preservation ordinance	IM	City	Open
	Policy	Cultivate	1	• Update the zoning ordinance for best practice in site, design, and parking lot landscaping	IM	City	Open
4. Retrofit streetscape elements	Project	Clean Cultivate	2	• Recolor light poles according to plan	MT	City, MDOT, MP	Open
5. Rename corridor Waveland Boulevard and establish clear wayfinding	Project	Cultivate	1	• Create a community brand for Waveland, to be used in gateway elements and wayfinding signage	MT	City, Chamber	Open
	Policy	Cultivate Connect	2	• Rename boulevard, commission wayfinding design	IM,MT	City	Open
REDEVELOP AND RETROFIT							
6. Infill redevelopment	Policy	Catalyze Cultivate	2	• Simplify and incentivize the redevelopment process through a comprehensive zoning ordinance update	MT	City	Open
	Policy	Catalyze Cultivate	1	• Expand the amenity incentives in the zoning code to the existing C-3 district to facilitate redevelopment and mixed-use within the corridor	IM	City	Open
	Policy	Catalyze Cultivate	1	• Rewrite the C-3 zoning district to support greater mixed use and facilitate redevelopment according to plan	IM	City	Open
7. Retrofit parking lot enhancements	Policy	Catalyze Cultivate	1	• Update the zoning ordinance to the reflect current best practice for parking requirements in mixed-use corridors, parking maximums, offset credits, and incentives for parking reduction	IM	City	Open
	Policy	Catalyze Cultivate	2	• Add bicycle parking requirements and incentives to the zoning code	IM	City	Open
8. Retrofit - facade renovations	Policy	Cultivate	1	• Revise sign ordinance and design standards for plan compliant, mandated standards	MT	City	Open
	Policy	Cultivate Clean	2	• Create facade improvement program to help businesses clean up their storefronts (Gulfport example)	MT	City	Open
9. Brownfield Redevelopment Site	Project	Catalyze		• Market the corridor brownfield site as potential redevelopment under the Mississippi Economic Redevelopment Act	IM	City	Open



B. REFOCUS HIGHWAY 90 IMPLEMENTATION MATRIX

Initiative	Type	Pillar	Priority	Action	Timeframe	Partners	Status
MOBILITY CONNECTIONS							
10.Complete Streets implementation	Project	Connect	2	• Develop a sidepath on north side of Highway 90 for cyclists and pedestrians to safely travel the corridor	MT	City, MDOT, MPO	Open
	Policy	Connect	1	• Adopt sidewalk standards as part of the zoning code, to be required for all development and redevelopment along the corridor	IM	City	Open
11.Manage access along the corridor	Policy	Connect	2	• Adopt curb-cut and cross-access standards from design guidelines as part of the zoning ordinance	IM	City	Open
	Policy	Connect, Catalyze, Cultivate	2	• Create a comprehensive mobility plan focused on bicycle and pedestrian infrastructure improvements connecting tp Coleman Ave., and considering connectivity to Bay St. Louis	MT	City, MDOT, MPO	Open
	Project	Connect	1	• Prioritize circulation and safety improvements at access points and cross-streets along the corridor	IM	City	Open
12.Create corridor connectivity	Policy Project	Connect, Catalyze, Cultivate	2	• Develop a greenway system connecting Coleman Ave. and the City center to the Highway 90 corridor	LT	City	Open
	Policy, Project	Connect	1	• Designate safe and preferred pedestrian crossings along the Highway 90 corridor	IM	City, MDOT	Open
	Policy	Connect	1	• Develop and adopt pedestrian crossing design standards as part of the zoning code, to include signals, constructed refuge, and signage requirements	IM	City	Open
	Projects	Cultivate Connect	2	• Develop a wayfinding signage program	MT	City	Open
CATALYTIC DEVELOPMENT							
13.Waveland Crossing	Policy	Catalyze	1	• Create a Waveland Crossing special district as part of the zoning code update	IM	City	Open
	Funding/Organization	Catalyze	2	• Establish a Tax Increment Finance District for the corridor	MT	City	Open
	Management	Catalyze	2	• Establish a Redevelopment Commission to help implement and designate TIF funds	LT	City	Open
	Incentive	Catalyze	1	• Expand tax abatement district to include the corridor and establish plan compliant standards for approval	IM	City	Open
	Funding/Organization	Catalyze	2	• Determine the feasibility of establishing a Business Improvement District as authorized by law	MT	City	Open

Review Draft

APPENDIX



WELCOME TO
WAVELAND
THE
HOSPITALITY
CITY

WAVELAND

MISSISSIPPI



A. COMMUNITY SURVEY RESULTS

In the space below, please provide any additional thoughts, ideas, or planning concerns you would like considered in developing the Highway 90 Corridor Plan.

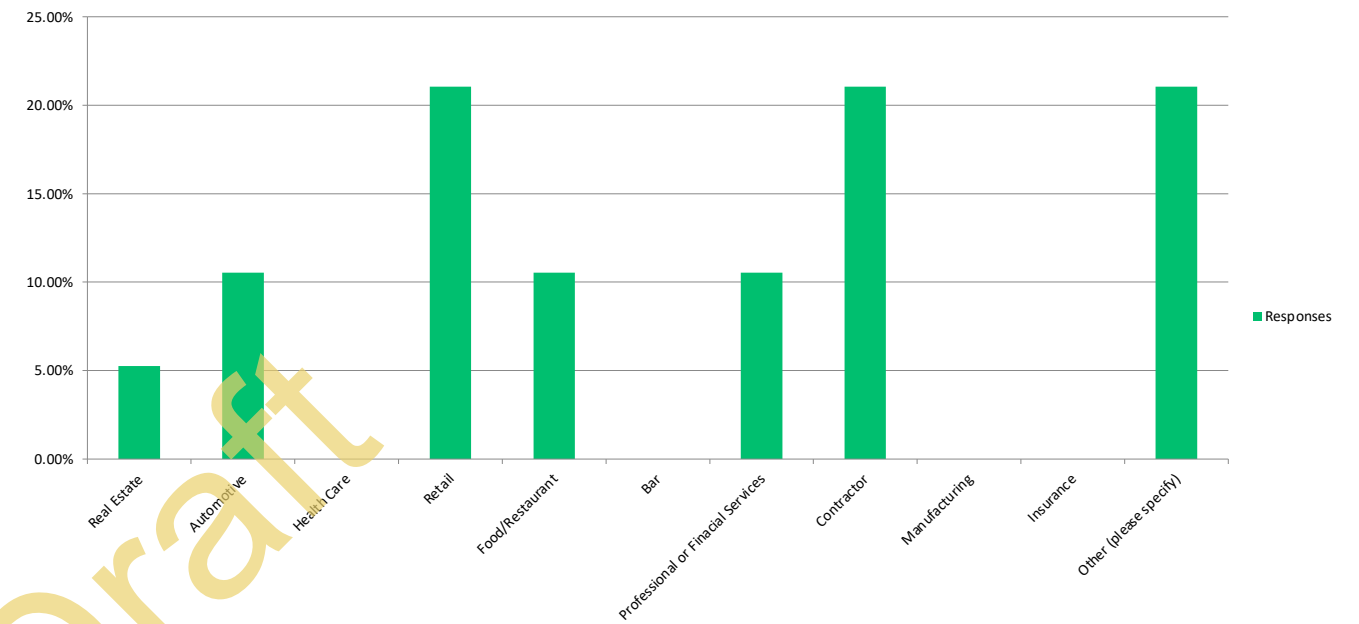
1. Landscaping would be a major plus.
2. "As they say if you build it they will come, But build it smartly.
3. right now coming into Waveland it looks uninviting. It needs to say WOW when you come into Waveland. "
4. Looks like the study has touched on all in a comprehensive manner. Now up to local government to enact change.
5. There needs to be some uniform building design standards going forward. Look for ideas from Madison, MS.
6. Currently it lives up to its local nickname of WASTELAND!
7. These ideas should have been done a long time ago. Why has it taken so long to get this started? When will these improvements start?
8. There are a lot of businesses that look run down. It makes the area look more low income than I feel like it actually is.
9. To provide the ones that bike around town with more security since some parts of town are just 50 50 if someone doesn't use a blinker and we go to cross the biker could end up fatally hurting themselves
10. More diverse restaurants; breakfast, lunch and dinner. More sea food businesses. Hobby shop.
11. Would be great if we had a cohesive plan for hwy 90, one that took into account more than just retail. Would be nice to add an office section, retail section and educational section on hwy 90
12. I've lived in Waveland all my life and I love this city. I want to see it thrive but not become a corridor of big corporate/commercial buildings. I hope in all the planning we remember the roots of our city, which lies in recreation and family. However, if you all could convince a Panera Bread to build down here, I don't think anyone would complain. Best of luck to you all.
13. Coordinate your efforts with the County to provide the welcoming introduction to the City of Waveland.
14. "The part of Old Spanish Trail that ends on highway 90 across from the Chevron station is a dangerous spot. The cars coming from Old Spanish Trail constantly pull out across traffic to go west. It should be right turn only. Due to the run down conditions of the buildings and businesses in the Highway 90 corridor, it feels and looks like a dangerous, high crime area. "
15. Traffic calming & heavy landscaping could turn it into a tree-lined boulevard instead of a highway. Signage controls need review and enforcement.
16. Thank you for doing this. The area has so much potential. looking forward to seeing the outcome.
17. Highway 90 is a disgrace. The amount of blight is horrendous... the signs for businesses are tacky and unprofessional... a sign ordinance should be in place.
18. No more liquor stores and establish and enforce rules about vehicles on property for days whether being serviced or wrecked.
19. "Focus on transforming 603/90 intersection; Fewer gas stations/convenience stores;
20. Less visual clutter (competing signage)"
21. Road maintenance
22. "I would like the city of Waveland to remove all infrastructure that the owner has been warned several times to clean up removed.
23. Stricter city building codes; require a license contractor to build a home and not some DIY project. If you're gonna build have some quality build it for you. Remove the run down apartment buildings and that will take care of crime!"
24. Bulldoze the the entire area and require new builds to have the same southern charm design. Give Waveland an identity that makes yo want to come here.
25. "Honestly, most of Highway 90 looks horrible. The old hotel at 603/90 is an eyesore and a health hazard. It doesn't get much better from there. The strip malls are a mess. Burke's are is the best, but still not attractive.
26. The Froogles strip is embarrassing. It's run down and the parking lot is a mess. It's unattractive to say the least. It comes off as scary, which I'm sure doesn't help attract customers. The Claiborne Hills strip is almost as bad. On the other side on the Highway there are several run down and unkempt strip malls and business.
27. The city needs a plan to make the corridor more welcoming. Landscaping, cleaning up eyesores, and making sure business have adequate signage would all help.
28. Maybe the city could start a beautification program for the business sector. That seems like something fairly simple to set up and it could be run by a board of citizens, with a city rep.
29. We would love to see it cleaned up! We're also willing to serve on a committee of you need volunteer citizens. "
30. I think it is great that Waveland is trying to improve this area. Cleanup the old nasty hotels, eye sores and trashy buildings.
31. "A uniform sign plan that is enforced would pay dividends to ""cleaning up"" the corridor while also bringing a sense of identity to area.
32. As someone who grew up from outside the region, I never saw Coleman Ave as the commercial center for Waveland. Highway 90 has always been the commercial center for Waveland since i moved here.
33. It troubles me to hear over and over again when the city tries to revitalize Coleman Ave as the downtown heart of the City of Waveland. After 15+ years after Katrina, the market and factors outside the city's control show that plan is not working.
34. In my opinion, city and community efforts should be focused in creating a new downtown/entertainment area centered around the Highway 90 commercial activity. This would pay dividends over trying to chase commercial activity into an area where it is not financially feasible. This is not a popular opinion but it would pain me to be 15 years in the future and seeing Waveland still being the only city on the coast without an existing or thriving downtown/business area just because it is holding out hoBetter landscaping. Consult with an architect that has taste.
35. Tear down abandoned structures, business that have moved out and force owners to sell if they won't refurbish
36. A funded/enforced litter control system. Business's need to own the litter problem their business causes. Litter tax to fund. Intersections cleaned of road debris and rocks.
37. Clean up and remove blighted properties
38. Leave as much wooded area as possible. It's part of the charm of this town.
39. Quality and quantity landscaping or native plants... crepe myrtles, oaks azaleas camellias, gardenias etc...not palms...
40. Get rid of the abandoned hotel, rite aid, Kentucky fried chicken place. Make the owners spruce up the property for sale.
41. Improvement at the Highway 90 and 603 traffic lights. Also at Highway 90 and Kiln/Cutoff road
42. I thought it was bordering on criminal to cut down a 300 yr old Live oak tree for a carwash.
43. Highway 90 needs better roadway infrastructure with a plan on more future traffic. Right now there is so much traffic we need to start implementing strategies to reduce the traffic as its only going to get worse as more and more people are coming into the community.
44. This should have been started years ago once it because clear Coleman is not coming back.
45. This corridor has the potential to be an awesome introduction for this city. However, much work is needed in development, beautification, and general upkeep. The city's biggest draw (Walmart) is the dirtiest business in the city. This is a good first start.
46. We would love to see something done to the huge vacant lot next to Circle K . Pre Katrina it was full of business as in grocery shopping center and different shopping stores etc now it's an eye sore
47. Remove the run down not used buildings
48. Clean up existing businesses, residential, owner/renter properties. First impression is everything.
49. Just thankful people realize it's a great need to spend and invest money in the community. We have been hoping this would happen when we decided to move here
50. more traffic lights at intersections. Arnold St.
51. I would like see the name re-designated to "something" Boulevard, like Exploration Boulevard. The will definitely create a sense of identity...
52. We need to get rid of the derelict buildings, run-down welfare hotels and other seedy businesses that make Highway 90 look unappealing to potential residents and visitors. We need well-lit shopping centers with clean parking lots in good repair and inviting places to shop. We need coffee shops, maybe even a chain casual restaurant, diner or pizzeria.The metal buildings along the corridor speak to the transient nature of the city and make the area look poor.
53. Less bare asphalt in parking lots. More attractive business signage. More subdued, less extraneous lighting. More cohesive, more attractive building requirements. Greater variety of locally-owned, shopping options. More varied dining options.
54. More like downtown BSL
55. Oak park and gulf grove need to be condemned- not what they used to be.
56. don't go over broad on what present business have to do to improve. All business i seen there now are fine in their appearance. meaning it is not a million dollar way so don't try to make it look like it. I heard about some of the past improves city has tried enforce and thought they were crazy.
57. please make a plan for cleaning up eyesore properties
58. "Would like to see more clothing shops that carries a nice variety of clothing for both men and women. Now I have to go to Slidell or Gulfport to do most of my shopping. I think we need more variety in sit down restaurants. Eating downtown is great but due to parking availability it is difficult for older people to park and walk.
59. Planned activities to draw people to the area.
60. Clean up the city and tear down all damaged buildings. Stop the littering

61. To grow the area outside of it's current size and be open to chain restaurants
62. Get rid of that hideous old Motel that has been an eyesore for years the one on 603 & 90 and also that the Rite aid! Do something with these places that is the busiest intersection in Waveland and it looks like crap!! There are so many empty businesses like that plaza behind Sonic, along with the empty strip by the Papa John's! I hate to say it, there is nothing appealing about Waveland except the beach, and the dog park, that's it!! Coleman ave needs something done, restaurants, bars etc.. just like Bay St Louis! Main St is always packed! There is absolutely nothing to do in the city limits of Waveland!!! What do you want to get to eat in Waveland oh yeah just Fast Food, well Juan's is good that's it!! That whole strip were Dirt cheap is looks terrible!! BSL has done it right! You need to take note from our Neighbors in BSL! I could go on and on! Maybe get someone in office that cares!! Waveland is the first place visitors encounter coming from New Orleans by the way of Hwy 90, and it looks trashy as can be!! Something needs to be built in the empty parking lot across from Da Kitchen!! That has been empty for how long? Do better make people want to come to Waveland, not just drive through to get to main St in BSL!!?
63. 55 We have to drive to the Gulfport area or Slidell for certain retail stores. It would be nice to shop in our own area, so a shopping center with popular stores would be fantastic and a UPS store. I love the restaurants in our area, but wouldn't mind a few food chains as well.
64. 56 Sidewalks
65. 57 Need couple more tourist attractions like in the early 90's
66. 58 Right turning lanes, longer turning lanes at the major crossing to much landscape blocks your view to on coming traffic
67. 59 Better lighting along the Highway.
68. 60 We need more places for kids like a bowling ally or skating ring
69. 61 Fix roads and potholes to busm
70. 62 Develop the corner of Hwy 90 and Waveland Ave. also both side of Hwy 90 and Nicholson
71. 63 Not sure how to do this but some kind of better signage to get visitors to Coleman Ave area and direct them to Buccaneer park and casino from Coleman lighthouse
72. 64 The hotel and area around it at the 90/603 intersection is a large eyesore, and needs to be gone.
73. 65 No more liquor stores. The apartments on Hwy 90and Waveland Ave are an eyesore and not maintained. Old hotel at Nicholson needs to be demolished.
74. 66 Walmart area dangerous at night; need an actual full line grocery store such as Publix or Rouses; clean up the area; do something about old falling down motels
75. 67 Speeding thru are town is a huge problem on and off of Highway 90 being a sticker town when it comes to speeding is not a bad thing. Having people believe that "better not speed through Waveland" would be something I would like to see. Thank you
76. 68 Just did above! This area should be immaculate!cleaned up! No old dilapidated buildings! Trash! It's not a welcome call at all
77. 69 Right now it looks like driving through a dumping ground especially the apartment complex on Waveland Avenue and the abandoned Rite Aid is turning into another eyesore
78. 70 Entry on/off Hwy 90. Traffic Controls block entry lanes. If you are not familiar with parking area setup, safe driving is an issue.
79. 71 Do not allow new. Holdings to be built until the blighted and vacant land/empty buildings are used. Would love zoning and design restrictions so businesses and signage have a cohesive look!
80. 72 "Have a plan in place for new businesses so that the storefronts don't all look like tobacco shops.
81. Let's get rid of the old buildings. Lights could be better- seems j catch them all."
82. 73 We need more national food chains like Applebee's, Olive Garden, Longhorn, etc. And some national chain hotels like Holiday Inn, Hilton, Hampton, etc...
83. 74 Too many vacant properties along the highway. Doesn't look attractive at all. Need much higher quality businesses. Waveland looks rundown and poor.
84. 75 Currently it is very vanilla and boring. Add more landscaping and put businesses in the empty existing buildings.
85. 76 Something for kids and teenagers
86. 77 The eye sore of purple trailers should not be what welcomes you to waveland. Also the scrap yard while not in Waveland looks like it is and cheapens the look. Finally the apartments as soon as you get to Waveland needs to be hidden. Looks very low income.
87. 78 In my opinion, there should be anti-blight regulations,(with steep fines), for all properties along this corridor. Why would any business want to open on the corner of Waveland av or 603/Nicholson? I would never want Waveland to end up like BSL,(New Orleans wanna be), so hopefully it will maintain it's coastal Ms home town feel, but without the abandoned image the blight causes.
88. 79 I would love to see a small business loan initiative to help new businesses fill in the planned areas being built
89. 80 Please watch the traffic increase as our kids go to school nearby. Please be careful with affecting drainage on our properties nearby.
90. 81 Take down all the buildings it is an eye sore.
91. 82 Clean up the old motel area at Hwy 603 and Hwy 90. Also the apartments on Waveland Ave and Hwy 90.
92. 83 Get rid of blighted properties. Maintain the roadways, including grass cutting and cleaning up litter.
93. 84 Herb wall enforcement actually do their jobs. That would help greatly
94. 85 None
95. 86 More street lights from the interstate to town.. use prisoners to clean streets regularly.. Make old run down businesses clean up and paint their buildings or tear them down.. Beautify from the interstate into town, instead of having it look like it's been abandoned..
96. 87 Cleaning up what is there now.
97. 88 Please fix the roadways and hold owners accountable for their property
98. 89 More vibrancy, it looks dead. We need hotels, stores, a Rouses, nicer landscaping, banners. Anything to make the city inviting and make people want to be in Waveland, not just a pass through to BSL!!!
99. 90 Clean up some of the abandoned places-especially on the corner of 90&603
100. 91 We need to get more family friendly buisness such as arcades, movie theater, skiing rinks etc. We have a large amount of youngsters growing up in our community and a fun safe place for them to hang out would be incredible! There is no entertainment for families around here.
101. 92 The stretch of 90 is dark, poorly lit. It needs viable restaurants. No more fast food! Some small shops would be nice too
102. 93 Whatever is done with this corridor the city should be mindful of the maintenance costs etc associated with whatever is built to include landscaping.....seems waveland grabs whatever grant they can get their hands on then either releases the building to an individual to avoid maintenance coasts or just abandons the maintenance completely
103. 94 "1. Foot traffic areas need improvement. Current areas on sides of the highway seem unsafe at times and are not pedestrian friendly.
104. 2. Improve some of the major abandonments.
105. 3. With recent major economic developments in the BSL old town district, the corridor area should be able to tap into this market with more options in coastal-themed retail or outlets close to the 90/603 intersection.
106. 4. There is much underutilized parking lot area that could be developed into additional retail, restaurants and hotels. "
107. 95 More of a variety of stores like clothing, electronics and specialty shops would make shopping local easier.
108. 96 "Clean up the buildings that look abandoned including the old motel in the corner of 603.
109. 97 Rundown, vacant eyesores need to be demolished and removed. We are the central hub when tourists take the i10 exit to drive the Highway 90 scenic route and this area is a disaster. So disappointing for this is what folks see as their introduction to Waveland, MS.
110. 98 The first thing you see when entering Waveland is dirty, over grown areas and ugly areas (our shopping center). It would be helpful if any building that has been abandoned should be torn down and used as either green space or newer construction
111. 99 Clean all the abandoned buildings up. Make the owners take responsibility for making our town look so awful. Landscaping would help snd keep it up after it is done .
112. 100 Due to the condition of many of the businesses the corridor is an embarrassment as an entry point to Waveland. Businesses should be required to meet a minimum standard or their licenses should be revoked. I'm not sure why anyone who drives through this area would consider Waveland a viable option for investment. The condition of this area reflects on the whole city.
113. 101 Far too many vacant properties on hwy 90. A new one in Hancock Bank. Maybe Mayor Smith should join the Hancock County Chamber of Commerce. That would be a start!!!
114. 102 Quality. I understand we don't have the highest economic capacity but let's not just allow anything and everything in. We want businesses that add diversity and opportunity to our community with lasting power
115. 103 Cleanup of Hwy 90. One of first things people see coming in is a ugly, falling apart apt complex, a huge vacant lot (old grocery), trashy cars. So unappealing to what could be a beautiful town.
116. 104 Bring in a quality grocer. Hotel. The main intersection seems to be 90 and 603, and that looks terrible. Two of the corners currently vacant need to be made viable businesses.
117. 105 eliminate the blight- the overrun derelict store fronts, shady gas stations, broken down hotel/motels, put the dumpsters behind a fence, ENFORCE THE CODE
118. 106 "I believe in helping small businesses but Currently there are multiple buildings in sad, dilapidated condition, owners should be required to repair, paint & cleanup.
119. Non-operating cars parked in grassy areas at repair business facing Hwy90 should be required they be kept behind privacy fencing.

120. CUT & CLEAN Properties!!!!
121. The hotel at 90/603 should be cleaned up, building has materials off/hanging or torn down by owner. Unified signage at street level ordinance for businesses would help clear up cluttered appearance."
122. 107 The old Market shopping center and the old Lumber hardware store needs to be razed. Roundabouts at Waveland Ave and Nicholson Avenues. New facades on the older buildings.
123. 108 If you can put vacant buildings to use that would improve it. Also redesigning the strip centers to make them more attractive.
124. 109 More dine in family restaurants for Waveland Hwy 90 area
125. 110 Something needs to be done with all the vacant businesses. Maybe pull in some new fast food chains. Traffic gets congested easily, so there's that.
126. 111 If I had the money that lot on the corner of Waveland Ave would be some sort of Entertainment Complex. Including Skating, Bowling, Arcade, NEW theater, Southern style buffet.
127. Better use of waterways examples park like area with outside dining , boat rentals , and clearly more attractive business fronts
128. Clean up blighted property and empty lots
129. Please do something with the Waveland Avenue street. It is the very first landing in Waveland and needs to be cleaned up. The sign to the beaches there - is not very appealing.
130. Need to get rid of the old hotel and water park at 603 and 90.
131. "GET THE CITY TO GET OFF THEIR ASS AND GET SOMETHING GOING ON WITH THESE VACANT LOTS THEN GET RIDE OF THE CRACK HOUSES WE HAVE ALONG WITH THE LITTER ON THE HWY I GET A PERSON EVERY DAY THAT WILL COME IN AND ASK FOR MONEY"
132. Everything is great except the actual highway itself, it could definitely use a re-paving.
133. Do a proper business incubator place.
134. We need more restaurants in Waveland more business to bring in more tourist.
135. I would like to see a healthier community that has decent paying jobs.
136. Concerning the first question, the corridor currently has none of these.
137. Waveland corridor looks blighted! Empty lots and abandoned buildings. Doesn't give a welcoming impression and needs some vibrancy!! Waveland spruce up our corridor so new businesses can be recruited to build and do business in our community!!!
138. Area looks run down and is not inviting. Businesses are allowed to remain in run down conditions. Abandoned property is eyesore.
139. Red light and turning lane from Hwy 90 onto Old Spanish Trail.
140. Sign ordinances should be same in BSL and Waveland. Height should not obstruct building.
141. Condemnation of demolished and abandoned structures over 10 years old and replaced by viable businesses.
142. No littering. Cleaner looking spaces.
143. "1) clean Hwy 90 up it's a mess of worn out, vacant, crumbling bldg, cars, junk 2) can we pull it together? Can it become a cohesive unit that has an updated look that is appealing to this community? As of right now it looks like a mixture of hodgepodge of bldg, boat storage yards, junk stores, worn out apartments, w/drive in restaurants scattered in between. "
144. The area does not look appealing because of nice business and signage mixed in with run down buildings and poor miss matched signage. Looks low rent
145. The vacant buildings and lots should be updated/developed because it makes it look like we haven't recovered from Katrina. The town needs a sense of identity like downtown Bay St. Louis. The 90 corridor doesn't need more apartment complexes or people walking/biking down the side of the roads. It makes people not want to be in that area. Gives the area a sense of poverty that makes tourists uneasy, much less the people that live here have to deal with the crime.
146. We need a skating rink
147. This corridor still has many "scars" from Hurricane Katrina that need to be cleaned up/revitalized.
148. The intersection on hwy 90 in front of Oreilies auto parts is congested. Traffic entering and exiting Walmart they use the service rd across it it makes the intersection dangerous. Also the pan handlers are starting to get out of control between Marathon gas Station on lower bay rd and circle K on waveland ave.
149. The vacant, empty buildings need to be redone and used for businesses. It makes the city look broke, trashy, and uninviting.
150. Something needs to be done with the Waveland Ave / Hwy 90 Area turning into a slum
151. Several buildings look old and in disrepair. Cleaning up the look of existing properties as well as adding appealing looking business buildings - restaurants or arts buildings - would help the visual impression of our town!
152. Businesses that are family friendly
153. More bike paths and pedestrian access.
154. More businesses for our children. More variety restaurants.
155. Sidewalks for walkers and handicapped scooters people
156. Entertainment is not mentioned in any of the choices above! I would love to see more family style fun things to do in this area. A bowling alley, putt-putt, movie theater, etc.
157. Do something about all the hurricane damage property, buildings, and apartments. The intersection of 90 and 603 is a bad eyesore with the hotel and rite aid building.
158. Hwy 90 is fine IMO, I think we should focus more on the streets that navigate from Hwy 90 to the beach instead. Those need better infrastructure (manhole covers should be level with street for example). Then sidewalks, parking, and aesthetics sounds be improved along with storm drainage and small business development.
159. More police patrols
160. Landscaping
161. Clean up the area
162. Get rid of the ole raggedy holiday inn and get a company in the old rite aid building
163. we need to clean up and beautify our area. Waveland is the best kept secret on the coast and we need to improve on it.
164. Blite to much visual blite
165. Ordnance to up grade the empty buildings and lots
166. More aggressive measures to take care of blight and abandoned properties. Particularly, the space corner of Waveland Ave and 90 and former hotel 603 and 90.
167. Hibachi Grill Restaurant, Skate Park with Arcade, refurbish the Holiday Inn
168. The abandoned buildings are unsightly and portray a lack of pride and hope.
169. "Strong Signage
170. Strong Branding
171. Great access to businesses parking"
172. Removal of dilapidated/abandoned buildings, releasing of commercial space to viable businesses as soon as possible.
173. Hold the owner of the apartments at Waveland Ave accountable for his building appearance. Huge eyesore for the first thing you see coming into waveland.
174. It's a highway and any changes should NOT try to complete with down town areas where walking and dense commercial stores are better suited.
175. "Traffic area at the highway 90 Nicholson Avenue/Highway 603 intersection is a nightmare to navigate. Frightening to maneuver during busy times.
176. The old hotel at that intersection is an eyesore and does not give entry into Waveland a positive view. Neither does the abandoned drugstore building at this intersection. "
177. "Put more pressure on blighted property owners. It would be better for the lot at the corner of Nicholson and 90 to have nothing there, rather than a blighted hotel on one of the most prominent intersections in the city. It's a true eyesore and it signals right away that highway 90 is not viable for businesses.
178. Plant more trees. Encourage beautification at businesses that don't have landscaping. Offer government support to businesses to get them to plant trees and landscape.
179. Make 90 more walkable with crosswalks at key intersections. This would tie in with bike-ability and hopefully connect with the paths to the beach.
180. Road repairs and old storm damaged property needs to be demolished.
181. Needs to grow more businesses
182. Needs local business, keep the small town feel. Sidewalks along highway. Too many people walking now randomly crossing the street.
183. I don't believe Waveland has a sense of who they are or what they want to me. Anything seems to go.
184. We need something safe and family friendly for our children
185. "The old Rite Aid and Water Park/Hotel have sat vacant for years now. I think it's ridiculous the busiest intersection in Waveland has 2 buildings with nothing being done to them.
186. From my experience working for the Waveland Police Department, the only types of people those vacant buildings are attracting are vagrants and people you generally don't want in the city."
187. It needs to be cleaned up and more welcoming.
188. Side walks and bicycle lanes
189. Needs a walkable layout.
190. When deciding on landscaping, please consider low maintenance plants and trees. Would love to see businesses with activities for kids!
191. Landscaping and general maintenance of eyesores (old hotel and trash in Walmart parking lot) needs serious attention
- 192.

193. How about thought to improve Coleman ave? It's such a beautiful street and once contained so much character, now it's just blah
194. Highway 90 should be welcoming, not downtrodden. Using the Katrina excuse is beyond acceptable. Property owners should clean up their properties or be forced to sell. A good comprehensive plan should address property development, blight, and term planning for the future.
195. Literally anything is better than the way it is now. A change in zoning that opens more lots to allow business to operate will allow more local people the opportunity to open businesses.
196. Get rid of shut down buildings especially corner of 603 and 90. Corner of Waveland avenue and 90 looks trashy
197. Clean up the run down and dilapidated buildings. Encourage more local business growth. Ensure that speed limits and other traffic laws are obeyed.
198. Clean, clean, clean. Trash breeds trash. When one property looks bad the others don't show pride either. Clean the area up and pride of ownership will result
199. Taking down old unused buildings and making use of vacant areas.
200. Our corridor is a hodgepodge and most businesses look run down and sad. Better landscaping and a little paint would go a long way.
201. More clothing, shoes, specialty stores, like baking, hobby and hardware.
202. Remove the remainder of dilapidated buildings. Hold property owners more accountable to beautification standards.
203. Crosswalks are much needed crossing Hwy 90
204. Need zoning to require more attractive buildings and landscaping
205. Incentives to redevelop the Coast Inn property, and perhaps the abandoned Rite Aid. Both are eyesores.
206. While not as bad as Pass Rd in Gulfport, Hwy 90 is just plain ugly. The number of commercial vacancies and shabbiness of most of the shopping centers (esp the Froogels shopping center - I know this is in BSL, but some of the strip centers in Waveland are ugly too. Nothing about 90 gives the impression of how nice the towns of Waveland and BSL are. Anything that would make 90 look nicer would be an improvement.
207. "Hwy 90 traffic going 35 mph in the left lane needs to be ticketed.
208. Move the farmers market to a space on hwy 90 and provide a tax break to a nursery to open on an adjoining space. Perhaps offer an expanded space on hwy 90 to the existing nursery on 603 that is barely noticeable and has limited parking."
209. The hotel needs to be destroyed and removed. It is blighted property. The Rite Aid is also becoming blighted. Remove use car lots; improve zoning to remove blight and appearance of signs, buildings, etc.; rewrite zoning to limit types of businesses in the corridor
210. Local shops
211. Clean up dilapidated properties.
212. Driving into Waveland on Hwy 90 is like driving into a dump. Destructed bldgs should be removed, and spaces around them cleaned up. Visitors would never know how beautiful the city is if Hwy 90 is all they see.
213. Some of the streets on 90 have little pot holes and is unattractive and hard on vehicles. 90 has room for growth. We need a parking lot (Free) and then charge \$1 to take the trolley to the Old Town
214. I would like the Hwy to look cleaner with attractive landscaping. Utilize empty, trashy commercial properties into something useful. Rebuild the hotel on the intersection of 603 & 90 would be a good one.
215. There needs to be some continuity of signage and get rid of the high rise signs. Adding more greenery and putting a limit on the size and height of signs might help. This corridor doesn't welcome visitors to our city. Get rid of all of the blighted buildings too.
216. Greenery - trees, bushes, flowers
217. We currently have several businesses with temporary or promotional signage on the highway. In my opinion it tends makes things look cluttered and unappealing.
218. The area needs general maintenance and cleanliness. Run down buildings removed, landscaping, especially trees in parking lots and greenery, etc to attract more business. In particular something needs to be done with the old hotel. It is an eyesore.
219. I would like to see more holiday decorations, crosswalks or other foot traffic safety areas.
220. Remove blighted parcels, replace with vibrant businesses.
221. Derelict buildings are the worse thing for any visitors to see in this important area.

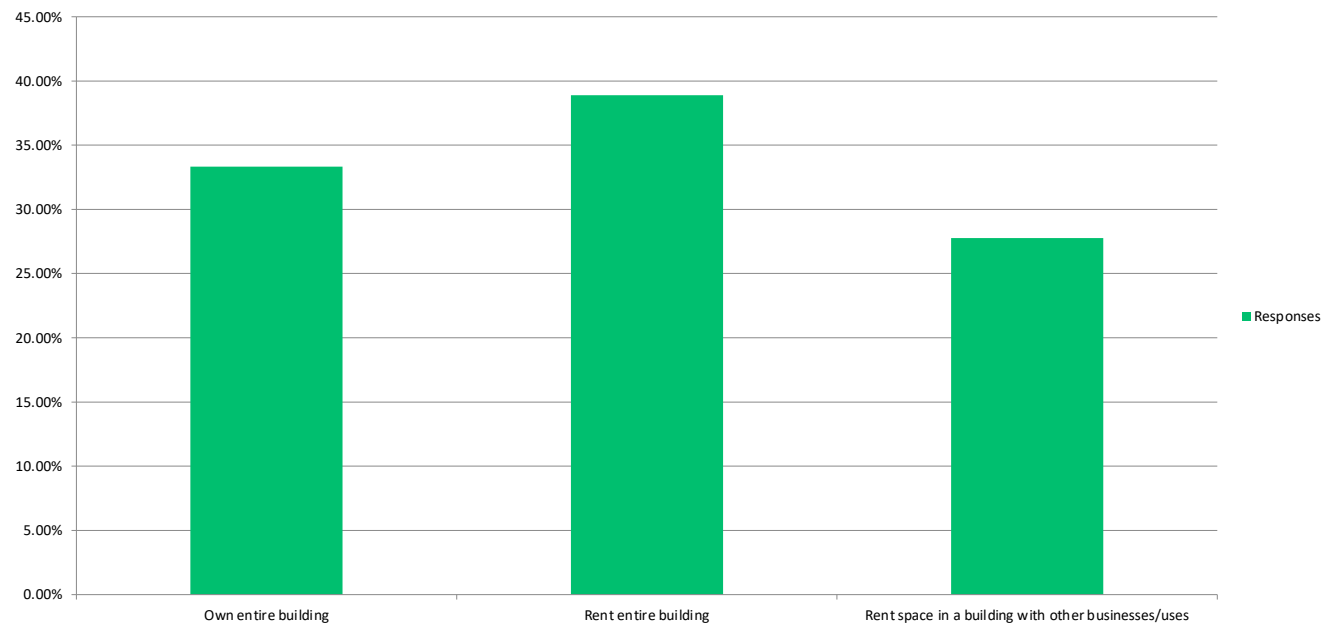
Please identify the type of business you own or manage.



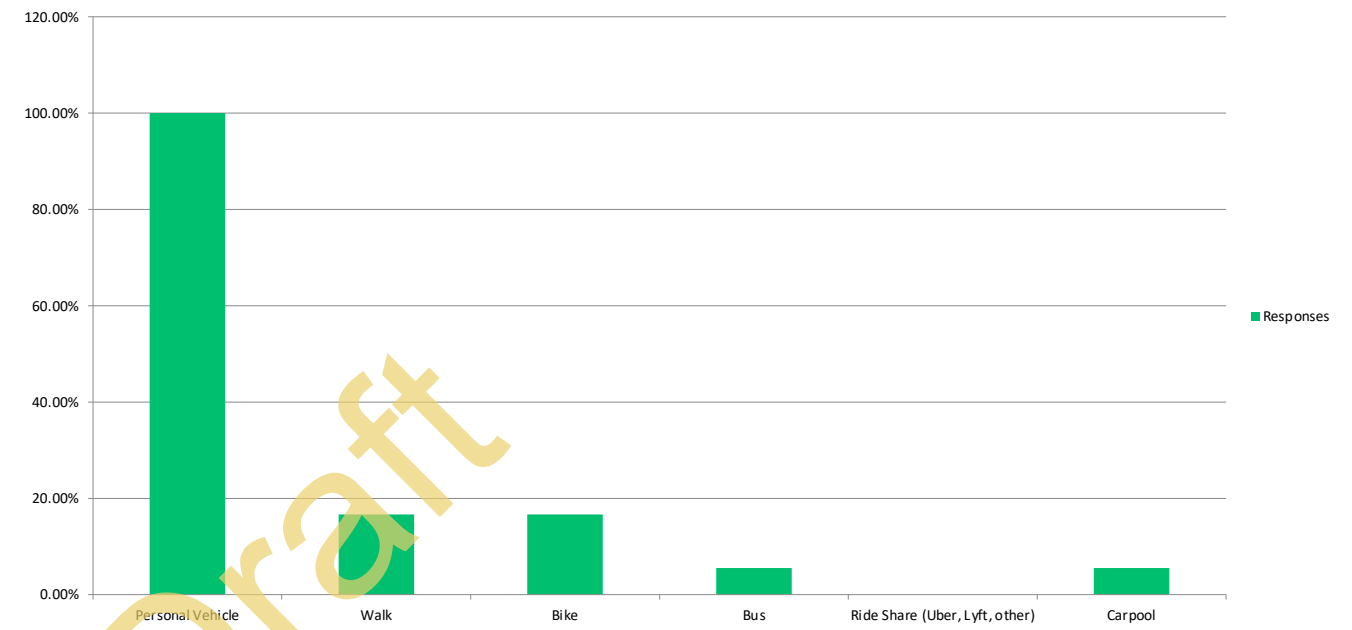
How do you travel to work? Select all that apply:



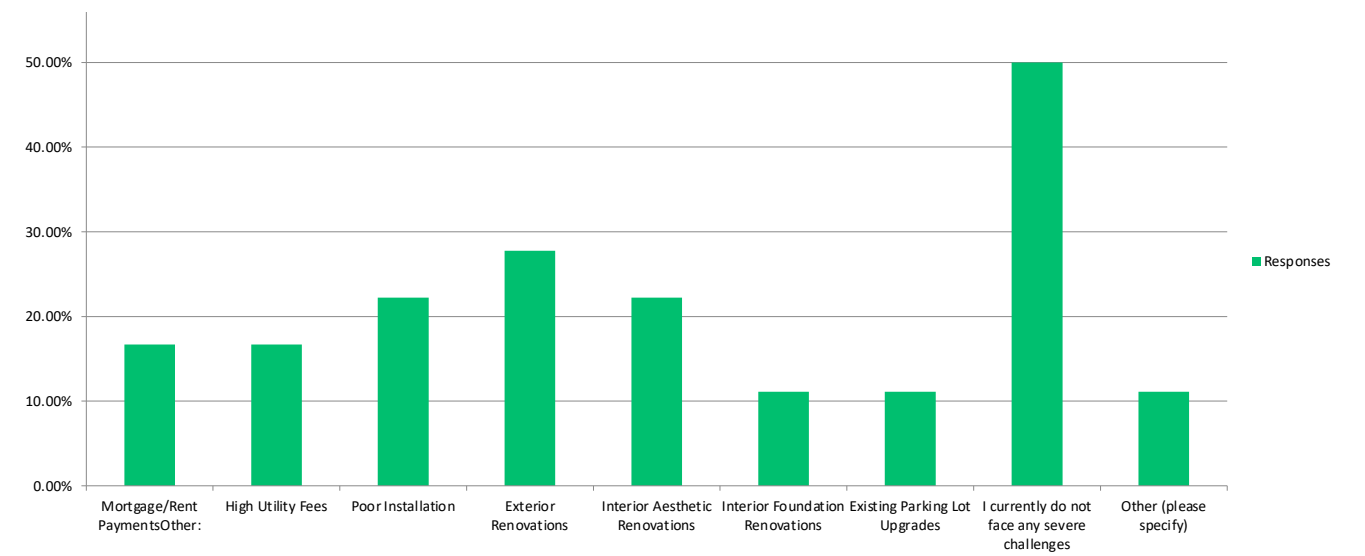
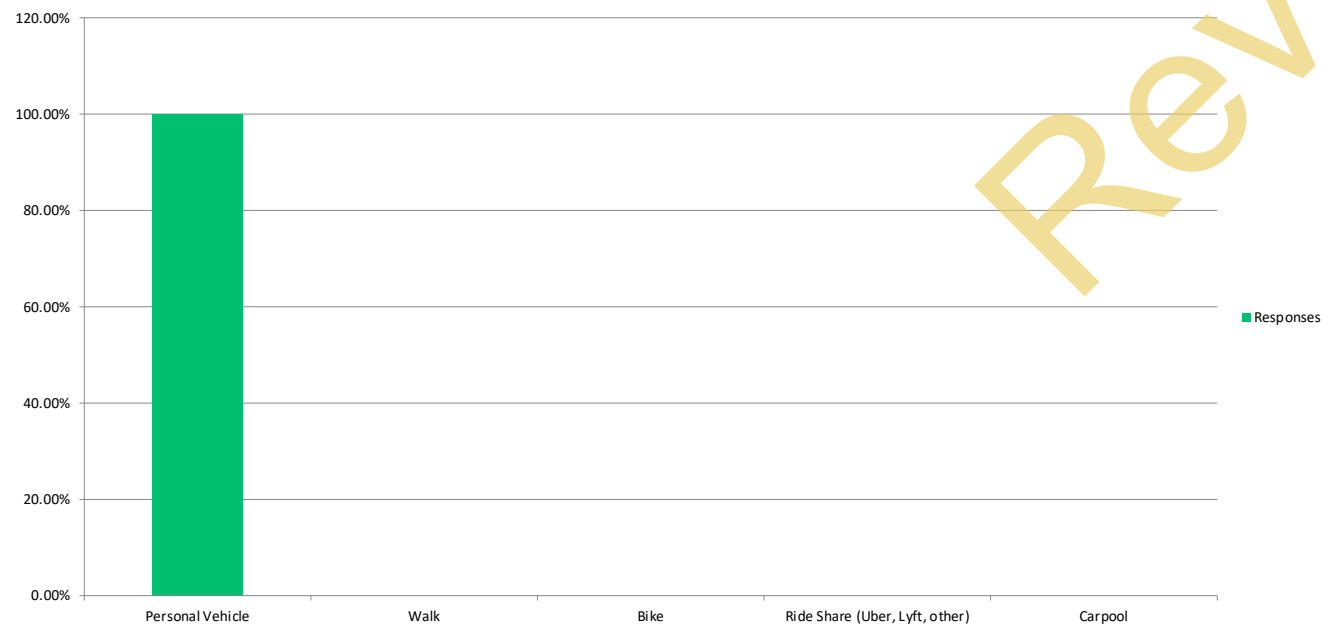
Do you rent or own the building/space your business occupies?



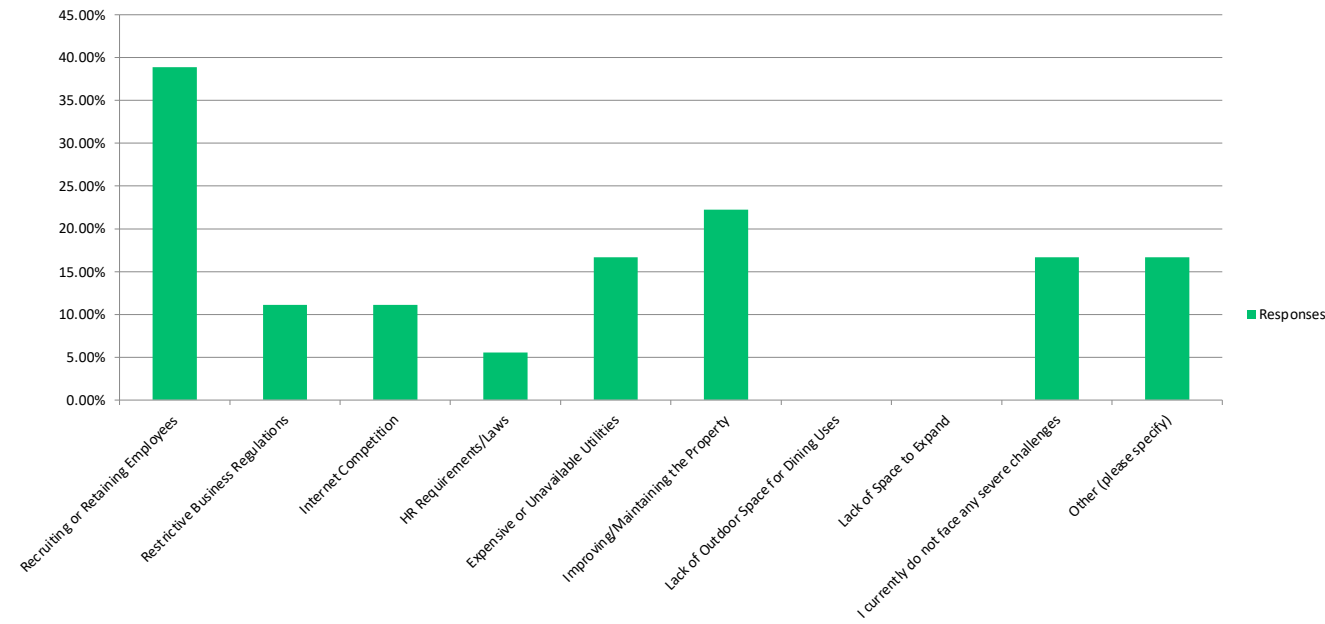
How do your customers arrive to your business? Select all that apply:



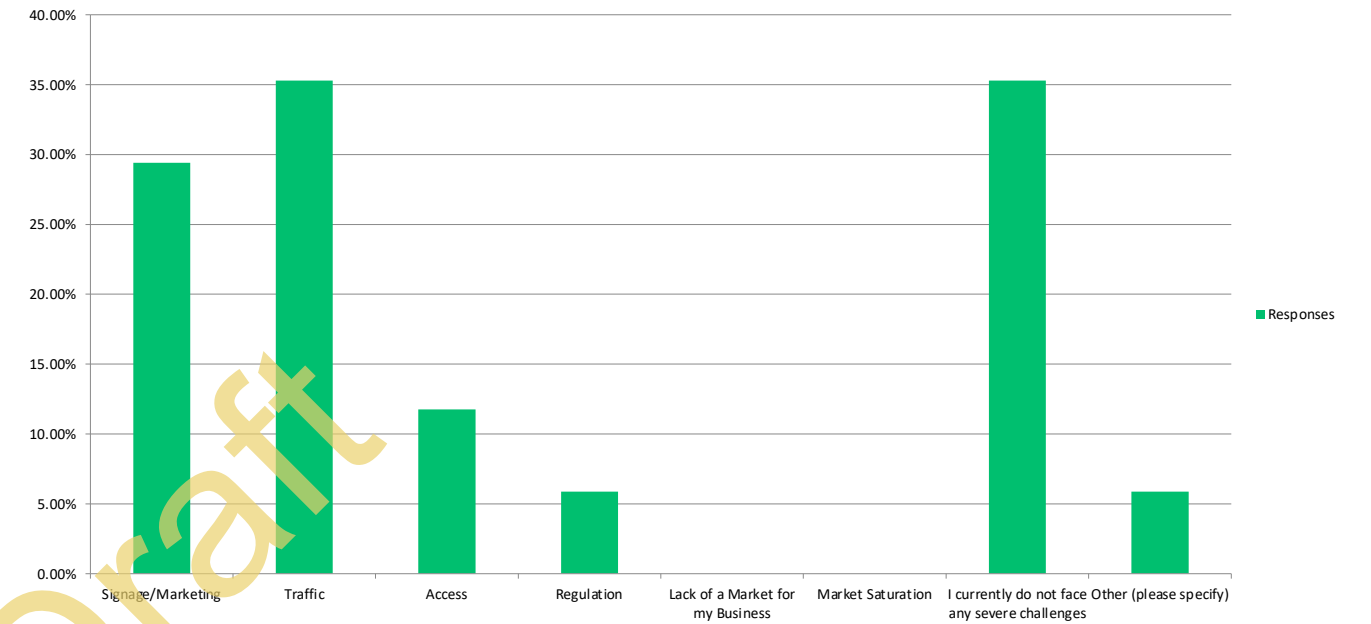
To your best knowledge, how do your employees travel to work? Check all the apply:



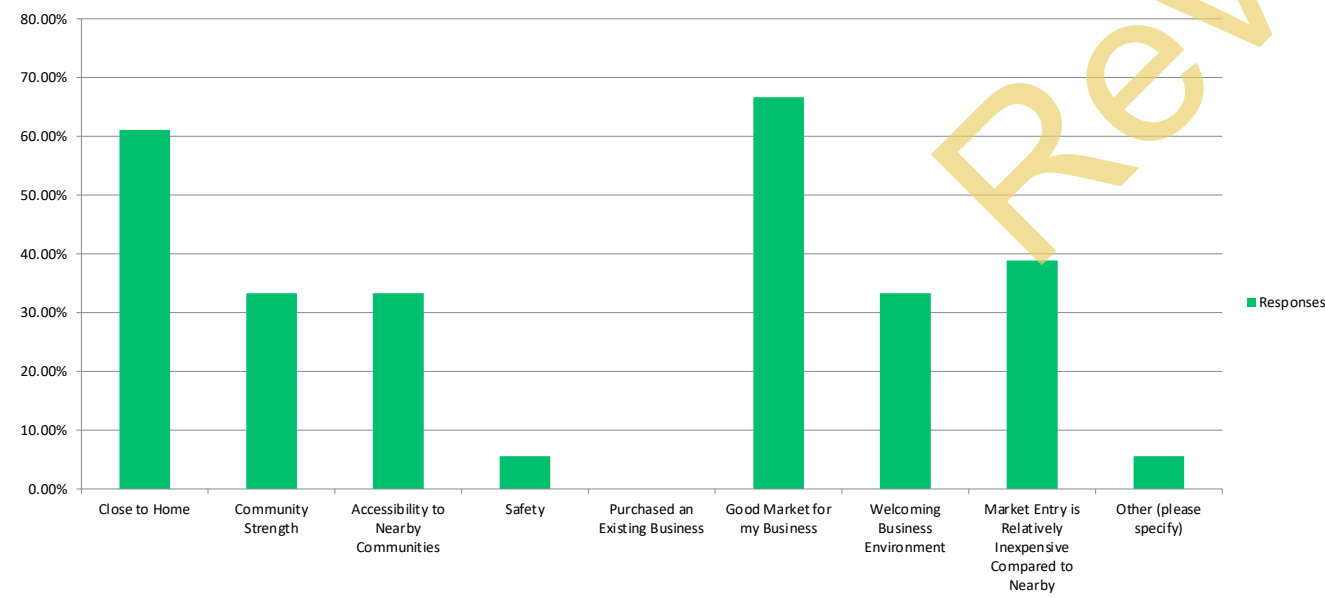
What are the greatest challenges your business faces? Select your top 3 challenges:



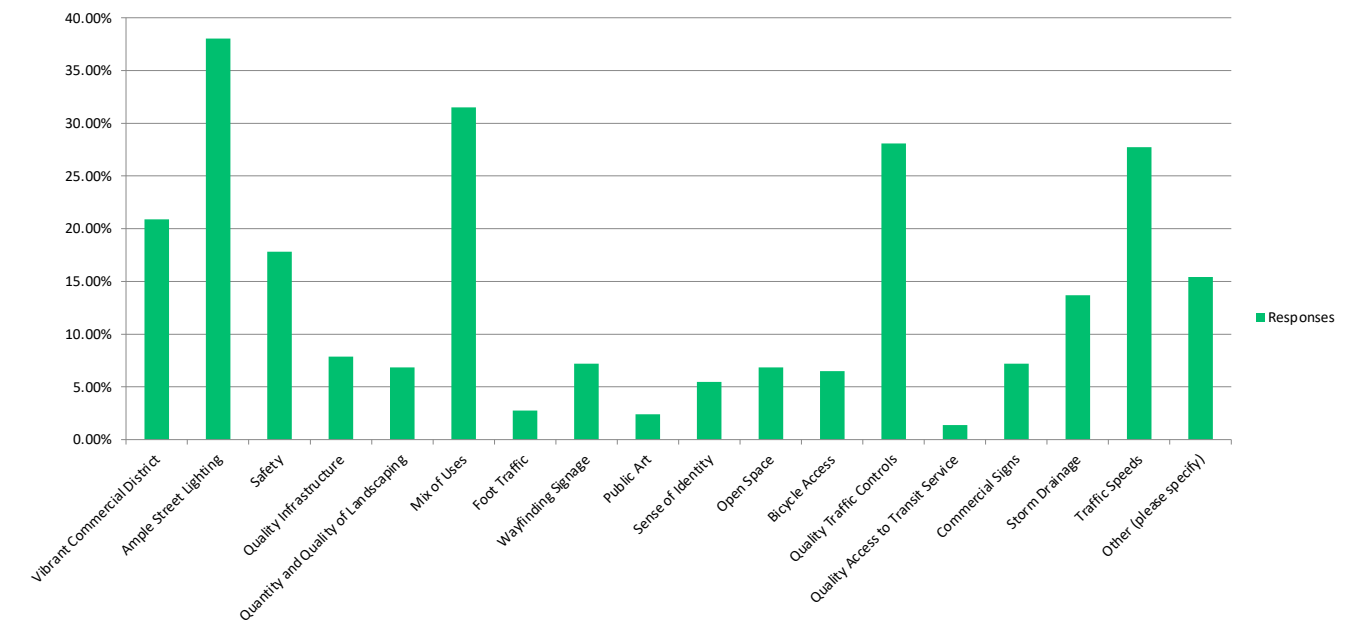
What challenges do you encounter with your business location? Select all that apply:



Why did you choose to locate your business in the Highway 90 Corridor? Select all that apply:

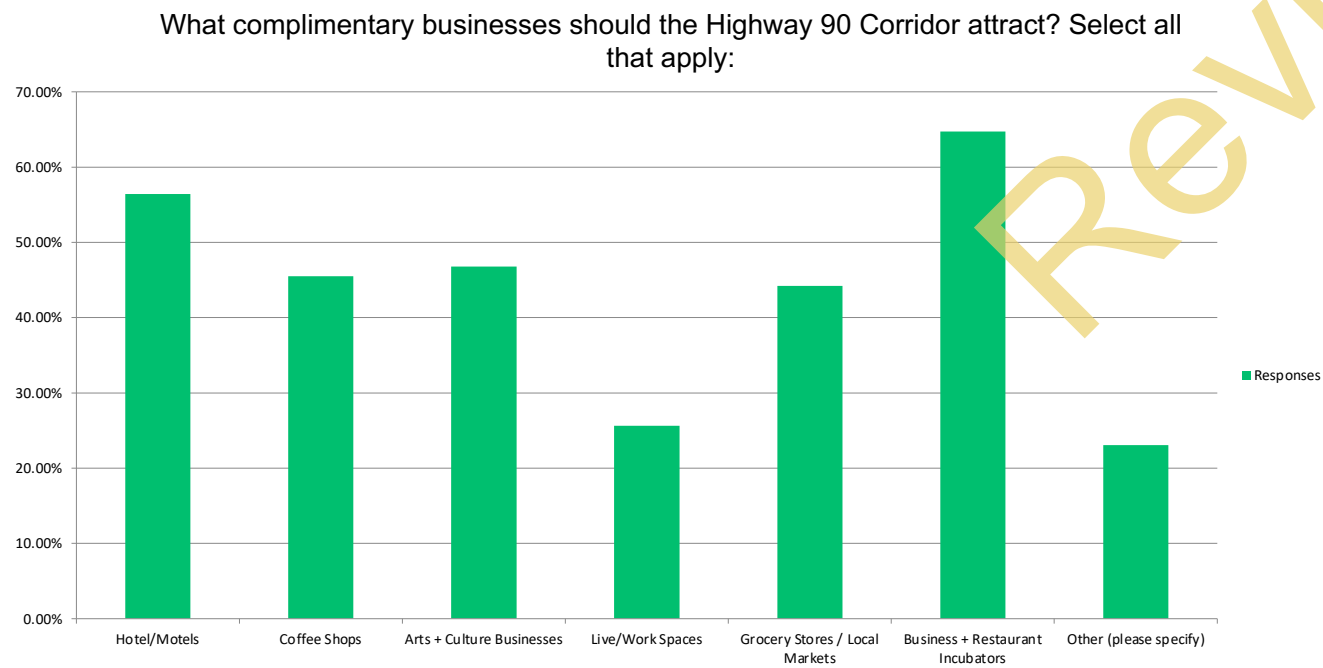
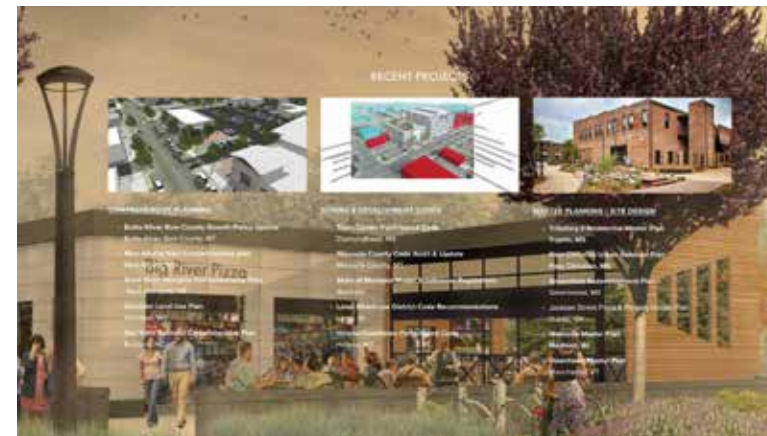
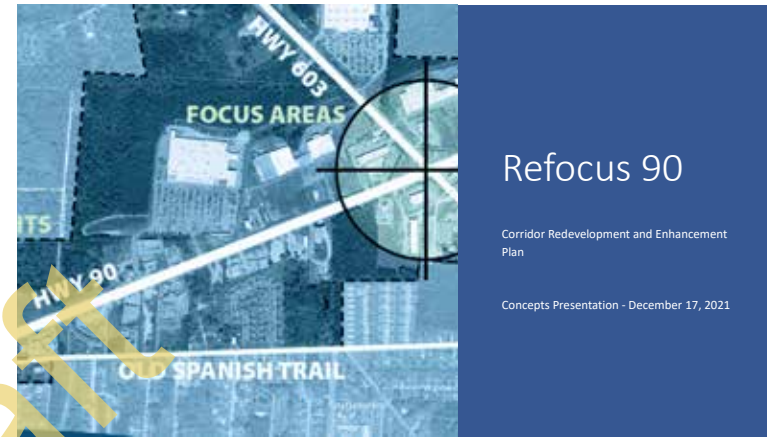
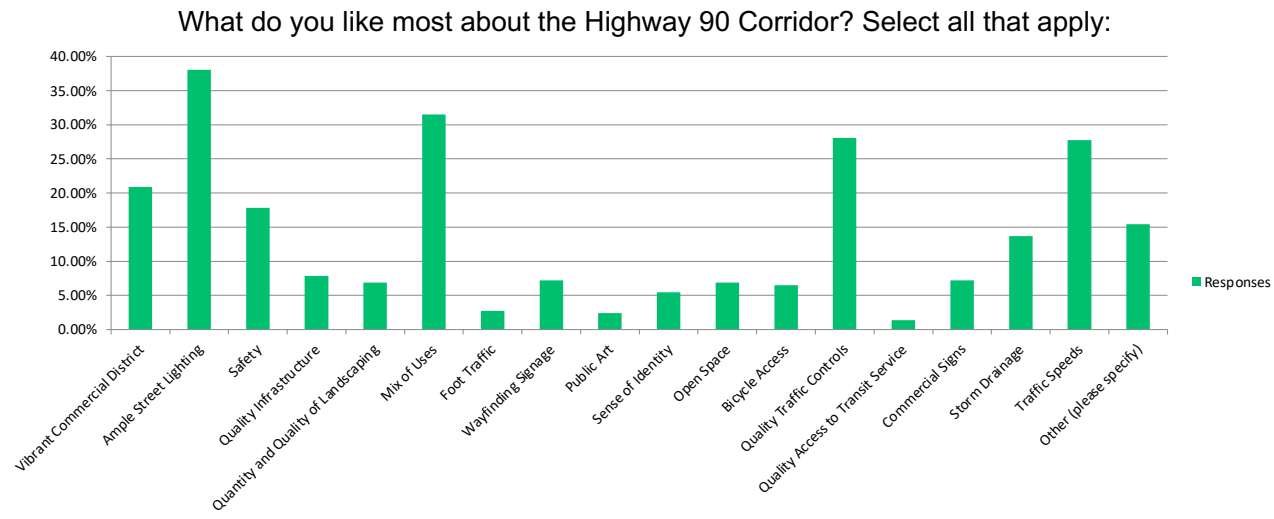


What do you like most about the Highway 90 Corridor? Select all that apply:





B. COMMUNITY MEETING PRESENTATION

In the space below, please provide any additional thoughts, ideas, or planning concerns you would like considered in developing the Highway 90 Corridor Plan.




MEET OUR TEAM







BOB BROWN, TEAM MANAGER
Mr. Brown has over 20 years of experience in the planning and development industry. He has worked for various organizations, including the City of Waveland, and has been instrumental in the development of several major projects. He is a member of the American Planning Association and the National Association of City and County Administrators.



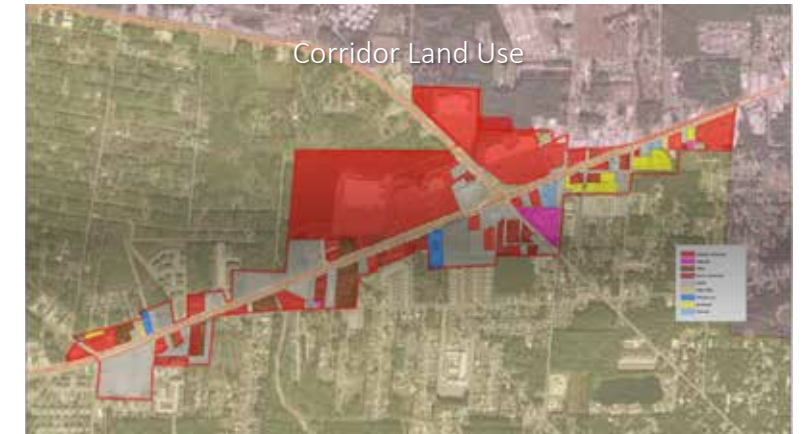
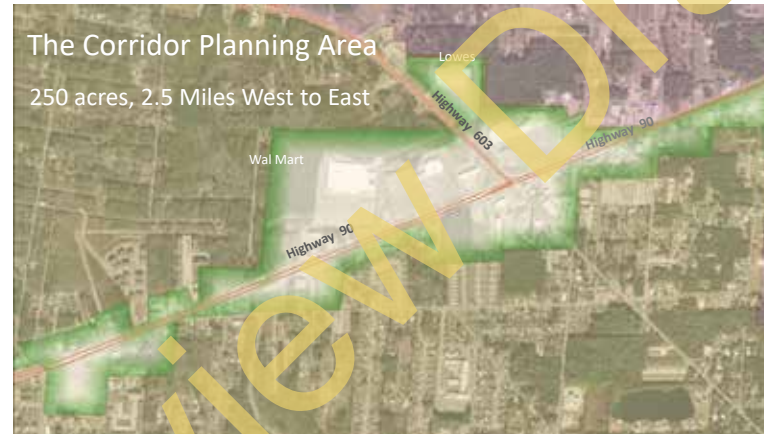
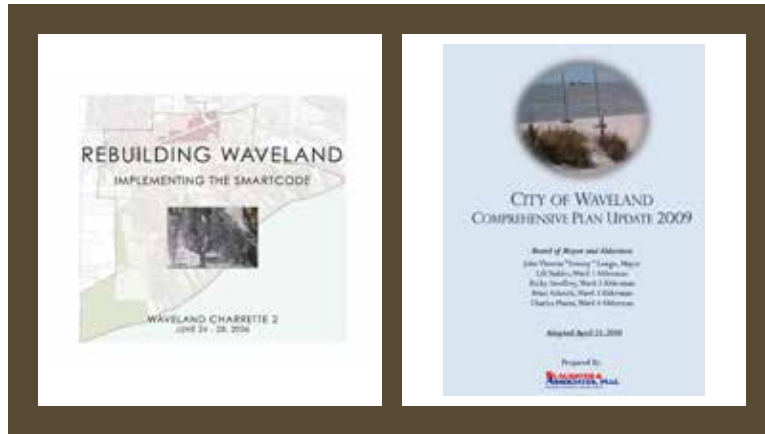
JAMES SHARKEY, ASSISTANT MANAGER
Mr. Sharkey has over 10 years of experience in the planning and development industry. He has worked for various organizations, including the City of Waveland, and has been instrumental in the development of several major projects. He is a member of the American Planning Association and the National Association of City and County Administrators.



MARK ALFORD, AIA MANAGER
Mr. Alford has over 15 years of experience in the planning and development industry. He has worked for various organizations, including the City of Waveland, and has been instrumental in the development of several major projects. He is a member of the American Planning Association and the National Association of City and County Administrators.



SCOTT GREENWALD, PE, AIA MANAGER
Mr. Greenwald has over 10 years of experience in the planning and development industry. He has worked for various organizations, including the City of Waveland, and has been instrumental in the development of several major projects. He is a member of the American Planning Association and the National Association of City and County Administrators.



Review Draft

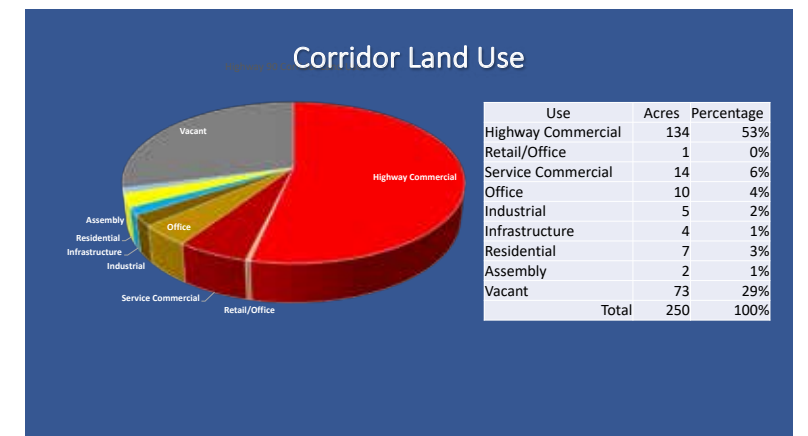


The Highway 90 Corridor is strategically important to Waveland's future. From a land-use perspective, the 2.5-mile corridor functions as an auto-oriented commercial strip that supplies area demand for retail consumer goods and services. From a mobility perspective, the corridor also functions as a major transportation route connecting Waveland to the entire gulf coast region, and as the gateway to Waveland.

Given its strategic importance to the local economy, its role in the mobility network, and its function in defining the City's character, Waveland seeks to develop a plan to improve the Highway 90 corridor.

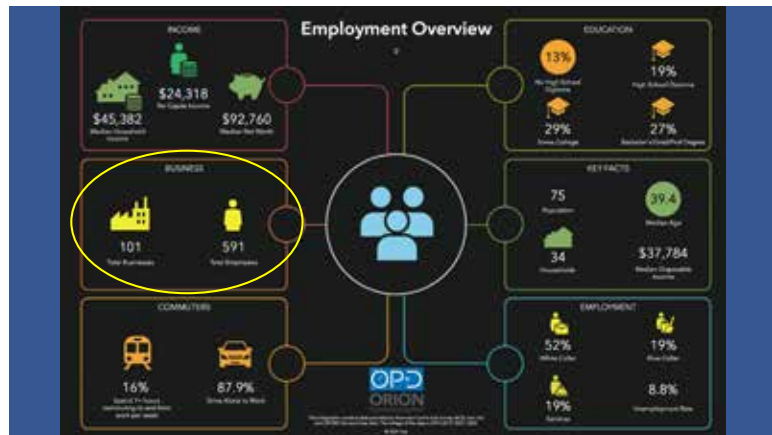
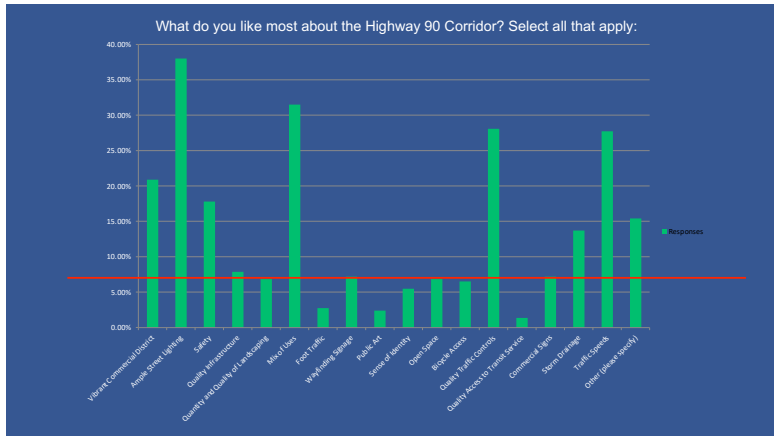
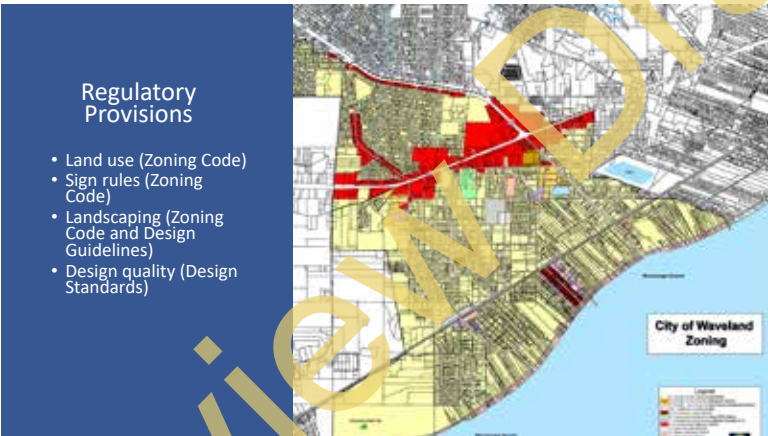
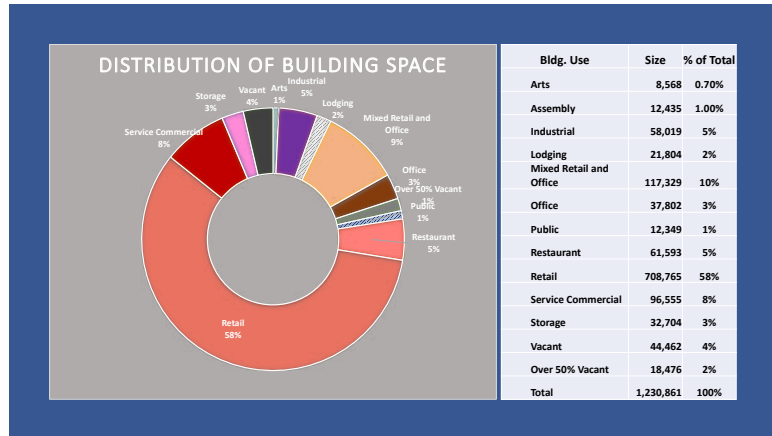
Objectives for improvement include enhancement as an *attractive, resilient, and economically flourishing district through improved architectural standards, site design, redevelopment of underutilized sites, balanced mobility, and upgraded identity elements such as streetscape improvements and landscaping.*

- ### Initial Corridor Overview and Assessment
- Environmental
 - Land Use
 - Economics
 - Mobility
 - Overall Character
 - Survey Results





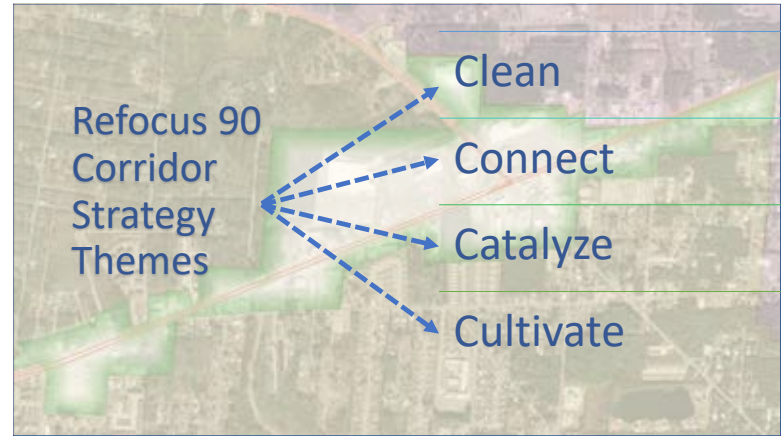
Corridor Character



NAICS	Business	Revenue	Sales Tax	Employees	Number of Businesses
4441	Food Stores	\$64,211,212	\$12,842,242	1,111	111
4451	Meat & Seafood Stores	\$1,111,111	\$222,222	100	10
4461	Liquor Stores	\$1,111,111	\$222,222	100	10
4471	Beer & Wine Stores	\$1,111,111	\$222,222	100	10
4481	Other Food Stores	\$1,111,111	\$222,222	100	10
4491	Other Food Stores	\$1,111,111	\$222,222	100	10
4511	Department Stores	\$1,111,111	\$222,222	100	10
4521	Discount Stores	\$1,111,111	\$222,222	100	10
4531	Other Department Stores	\$1,111,111	\$222,222	100	10
4541	Other Department Stores	\$1,111,111	\$222,222	100	10
4551	Other Department Stores	\$1,111,111	\$222,222	100	10
4561	Other Department Stores	\$1,111,111	\$222,222	100	10
4571	Other Department Stores	\$1,111,111	\$222,222	100	10
4581	Other Department Stores	\$1,111,111	\$222,222	100	10
4591	Other Department Stores	\$1,111,111	\$222,222	100	10
4611	Department Stores	\$1,111,111	\$222,222	100	10
4621	Department Stores	\$1,111,111	\$222,222	100	10
4631	Department Stores	\$1,111,111	\$222,222	100	10
4641	Department Stores	\$1,111,111	\$222,222	100	10
4651	Department Stores	\$1,111,111	\$222,222	100	10
4661	Department Stores	\$1,111,111	\$222,222	100	10
4671	Department Stores	\$1,111,111	\$222,222	100	10
4681	Department Stores	\$1,111,111	\$222,222	100	10
4691	Department Stores	\$1,111,111	\$222,222	100	10
4711	Department Stores	\$1,111,111	\$222,222	100	10
4721	Department Stores	\$1,111,111	\$222,222	100	10
4731	Department Stores	\$1,111,111	\$222,222	100	10
4741	Department Stores	\$1,111,111	\$222,222	100	10
4751	Department Stores	\$1,111,111	\$222,222	100	10
4761	Department Stores	\$1,111,111	\$222,222	100	10
4771	Department Stores	\$1,111,111	\$222,222	100	10
4781	Department Stores	\$1,111,111	\$222,222	100	10
4791	Department Stores	\$1,111,111	\$222,222	100	10
4811	Department Stores	\$1,111,111	\$222,222	100	10
4821	Department Stores	\$1,111,111	\$222,222	100	10
4831	Department Stores	\$1,111,111	\$222,222	100	10
4841	Department Stores	\$1,111,111	\$222,222	100	10
4851	Department Stores	\$1,111,111	\$222,222	100	10
4861	Department Stores	\$1,111,111	\$222,222	100	10
4871	Department Stores	\$1,111,111	\$222,222	100	10
4881	Department Stores	\$1,111,111	\$222,222	100	10
4891	Department Stores	\$1,111,111	\$222,222	100	10
4911	Department Stores	\$1,111,111	\$222,222	100	10
4921	Department Stores	\$1,111,111	\$222,222	100	10
4931	Department Stores	\$1,111,111	\$222,222	100	10
4941	Department Stores	\$1,111,111	\$222,222	100	10
4951	Department Stores	\$1,111,111	\$222,222	100	10
4961	Department Stores	\$1,111,111	\$222,222	100	10
4971	Department Stores	\$1,111,111	\$222,222	100	10
4981	Department Stores	\$1,111,111	\$222,222	100	10
4991	Department Stores	\$1,111,111	\$222,222	100	10
5011	Department Stores	\$1,111,111	\$222,222	100	10
5021	Department Stores	\$1,111,111	\$222,222	100	10
5031	Department Stores	\$1,111,111	\$222,222	100	10
5041	Department Stores	\$1,111,111	\$222,222	100	10
5051	Department Stores	\$1,111,111	\$222,222	100	10
5061	Department Stores	\$1,111,111	\$222,222	100	10
5071	Department Stores	\$1,111,111	\$222,222	100	10
5081	Department Stores	\$1,111,111	\$222,222	100	10
5091	Department Stores	\$1,111,111	\$222,222	100	10
5111	Department Stores	\$1,111,111	\$222,222	100	10
5121	Department Stores	\$1,111,111	\$222,222	100	10
5131	Department Stores	\$1,111,111	\$222,222	100	10
5141	Department Stores	\$1,111,111	\$222,222	100	10
5151	Department Stores	\$1,111,111	\$222,222	100	10
5161	Department Stores	\$1,111,111	\$222,222	100	10
5171	Department Stores	\$1,111,111	\$222,222	100	10
5181	Department Stores	\$1,111,111	\$222,222	100	10
5191	Department Stores	\$1,111,111	\$222,222	100	10
5211	Department Stores	\$1,111,111	\$222,222	100	10
5221	Department Stores	\$1,111,111	\$222,222	100	10
5231	Department Stores	\$1,111,111	\$222,222	100	10
5241	Department Stores	\$1,111,111	\$222,222	100	10
5251	Department Stores	\$1,111,111	\$222,222	100	10
5261	Department Stores	\$1,111,111	\$222,222	100	10
5271	Department Stores	\$1,111,111	\$222,222	100	10
5281	Department Stores	\$1,111,111	\$222,222	100	10
5291	Department Stores	\$1,111,111	\$222,222	100	10
5311	Department Stores	\$1,111,111	\$222,222	100	10
5321	Department Stores	\$1,111,111	\$222,222	100	10
5331	Department Stores	\$1,111,111	\$222,222	100	10
5341	Department Stores	\$1,111,111	\$222,222	100	10
5351	Department Stores	\$1,111,111	\$222,222	100	10
5361	Department Stores	\$1,111,111	\$222,222	100	10
5371	Department Stores	\$1,111,111	\$222,222	100	10
5381	Department Stores	\$1,111,111	\$222,222	100	10
5391	Department Stores	\$1,111,111	\$222,222	100	10
5411	Department Stores	\$1,111,111	\$222,222	100	10
5421	Department Stores	\$1,111,111	\$222,222	100	10
5431	Department Stores	\$1,111,111	\$222,222	100	10
5441	Department Stores	\$1,111,111	\$222,222	100	10
5451	Department Stores	\$1,111,111	\$222,222	100	10
5461	Department Stores	\$1,111,111	\$222,222	100	10
5471	Department Stores	\$1,111,111	\$222,222	100	10
5481	Department Stores	\$1,111,111	\$222,222	100	10
5491	Department Stores	\$1,111,111	\$222,222	100	10
5511	Department Stores	\$1,111,111	\$222,222	100	10
5521	Department Stores	\$1,111,111	\$222,222	100	10
5531	Department Stores	\$1,111,111	\$222,222	100	10
5541	Department Stores	\$1,111,111	\$222,222	100	10
5551	Department Stores	\$1,111,111	\$222,222	100	10
5561	Department Stores	\$1,111,111	\$222,222	100	10
5571	Department Stores	\$1,111,111	\$222,222	100	10
5581	Department Stores	\$1,111,111	\$222,222	100	10
5591	Department Stores	\$1,111,111	\$222,222	100	10
5611	Department Stores	\$1,111,111	\$222,222	100	10
5621	Department Stores	\$1,111,111	\$222,222	100	10
5631	Department Stores	\$1,111,111	\$222,222	100	10
5641	Department Stores	\$1,111,111	\$222,222	100	10
5651	Department Stores	\$1,111,111	\$222,222	100	10
5661	Department Stores	\$1,111,111	\$222,222	100	10
5671	Department Stores	\$1,111,111	\$222,222	100	10
5681	Department Stores	\$1,111,111	\$222,222	100	10
5691	Department Stores	\$1,111,111	\$222,222	100	10
5711	Department Stores	\$1,111,111	\$222,222	100	10
5721	Department Stores	\$1,111,111	\$222,222	100	10
5731	Department Stores	\$1,111,111	\$222,222	100	10
5741	Department Stores	\$1,111,111	\$222,222	100	10
5751	Department Stores	\$1,111,111	\$222,222	100	10
5761	Department Stores	\$1,111,111	\$222,222	100	10
5771	Department Stores	\$1,111,111	\$222,222	100	10
5781	Department Stores	\$1,111,111	\$222,222	100	10
5791	Department Stores	\$1,111,111	\$222,222	100	10
5811	Department Stores	\$1,111,111	\$222,222	100	10
5821	Department Stores	\$1,111,111	\$222,222	100	10
5831	Department Stores	\$1,111,111	\$222,222	100	10
5841	Department Stores	\$1,111,111	\$222,222	100	10
5851	Department Stores	\$1,111,111	\$222,222	100	10
5861	Department Stores	\$1,111,111	\$222,222	100	10
5871	Department Stores	\$1,111,111	\$222,222	100	10
5881	Department Stores	\$1,111,111	\$222,222	100	10
5891	Department Stores	\$1,111,111	\$222,222	100	10
5911	Department Stores	\$1,111,111	\$222,222	100	10
5921	Department Stores	\$1,111,111	\$222,222	100	10
5931	Department Stores	\$1,111,111	\$222,222	100	10
5941	Department Stores	\$1,111,111	\$222,222	100	10
5951	Department Stores	\$1,111,111	\$222,222	100	10
5961	Department Stores	\$1,111,111	\$222,222	100	10
5971	Department Stores	\$1,111,111	\$222,222	100	10
5981	Department Stores	\$1,111,111	\$222,222	100	10
5991	Department Stores	\$1,111,111	\$222,222	100	10

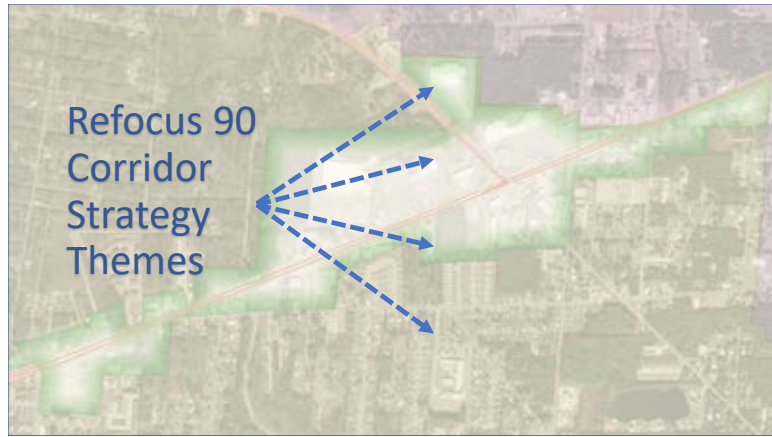
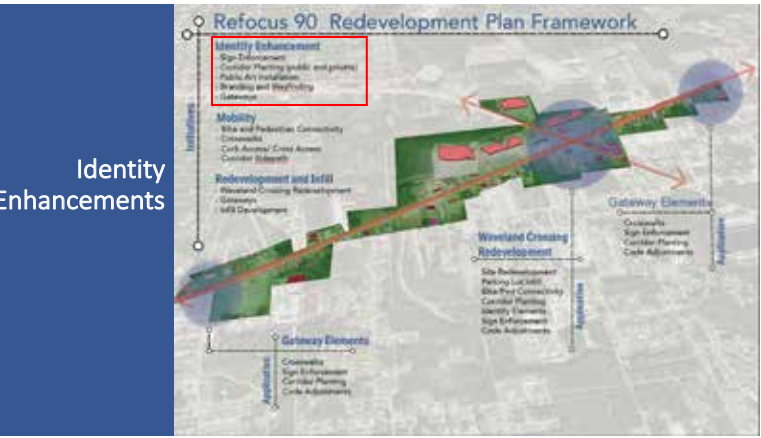
\$63,000,000 in retail sales
 708,000 sf. Of retail floor space
 Current sales are @ about \$90 sf.
 Expected corridor sales would be expected at 2x current levels or higher

- What would you like to see improved along the corridor? Select all that apply: **1173 Responses**
- Better landscaping. Consult with an architect that has taste.
 - Tear down abandoned structures, business that have moved out and force owners to sell if they won't refurbish tax to fund. Intersections cleaned of road debris and rocks.
 - A funded/enforced litter control system. Business's need to own the litter problem their business causes. Litter tax to fund. Intersections cleaned of road debris and rocks.
 - Clean up and remove blighted properties
 - Leave as much wooded area as possible. It's part of the charm of this town.
 - Quality and quantity landscaping or native plants... crepe myrtles, oaks azaleas camellias, gardenias etc...not palms...
 - Get rid of the abandoned hotel, rite aid, Kentucky fried chicken place. Make the owners spruce up the property for sale
 - Improvement at the Highway 90 and 603 traffic lights. Also at Highway 90 and Kiln/Cutoff road
 - Shopping center
 - I thought it was bordering on criminal to cut down a 300 yr old Live oak tree for a carwash.
 - Highway 90 needs better roadway infrastructure with a plan on more future traffic. Right now there is so much traffic we need to start implementing strategies to reduce the traffic. This should have been started years ago once it became clear Coleman is not coming back.
 - This corridor has the potential to be an awesome introduction for this city. However, much work is needed in development, beautification, and general upkeep. The city's biggest draw (Walmart) is the dirtiest business in the city. This is a good first start.
 - We would love to see something done to the huge vacant lot next to Circle K. Pre Katrina it was full of business as in grocery shopping center and different shopping stores etc now it's an eye sore



Economic Development in the Highway 90 Corridor

	Square Feet	Sales/SF	Gross Sales	Sales Tax	Rebated Sales Tax Revenue to City	Revenue to City
1.	700,000	\$90	\$ 63,000,000	7%	18.5%	\$ 815,850.00
2.	700,000	\$140	\$ 98,000,000	7%	18.5%	\$ 1,269,100.00
3.	60,000	\$90	\$ 5,400,000	7%	18.5%	\$ 69,930.00
4.	60,000	\$140	\$ 8,400,000	7%	18.5%	\$ 108,780.00



Economic Development in the Highway 90 Corridor

“Physical characteristics of sites are as important as the demographics as they determine how **appropriate or inviting** the location is. **Zoning is one of the most important physical characteristics** for commercial restaurants.”

“The **type and condition** of streets, curbs, gutters, pavements and types of transportation available.”

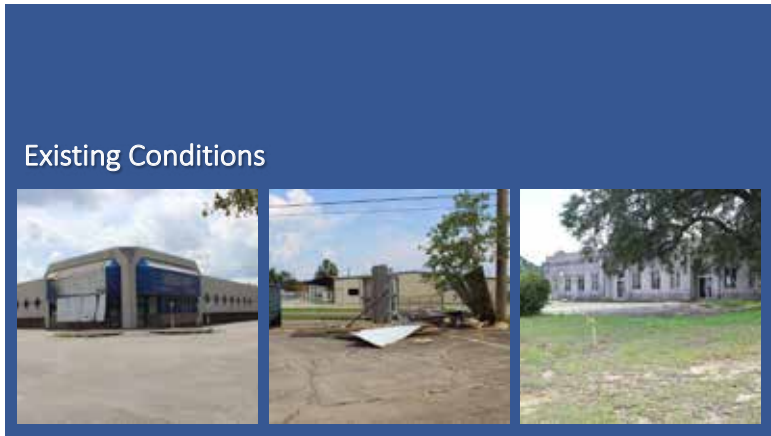
Source: Restaurant Franchising, 2015, Khan





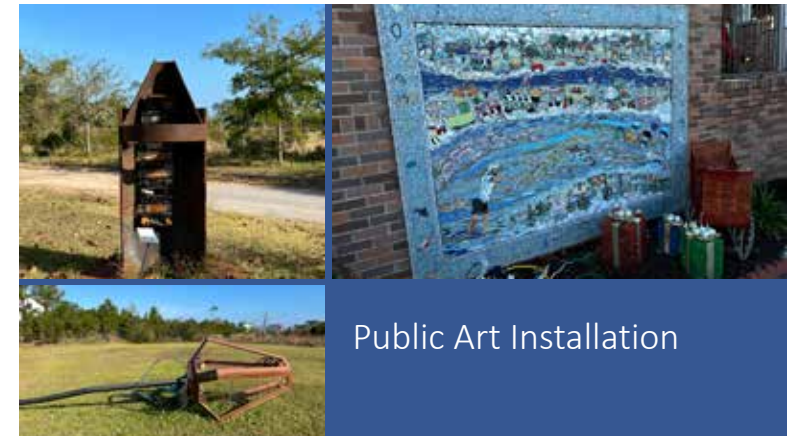
Signs and Landscaping

150 – Freestanding Signs and Banners
 50 – Temporary banners
 40 – Abandoned or partially abandoned
60% of corridor signage is non-compliant



Signs and Landscaping

150 – Freestanding Signs and Banners
 50 – Temporary banners
 40 – Abandoned or partially abandoned
60% of corridor signage is non-compliant

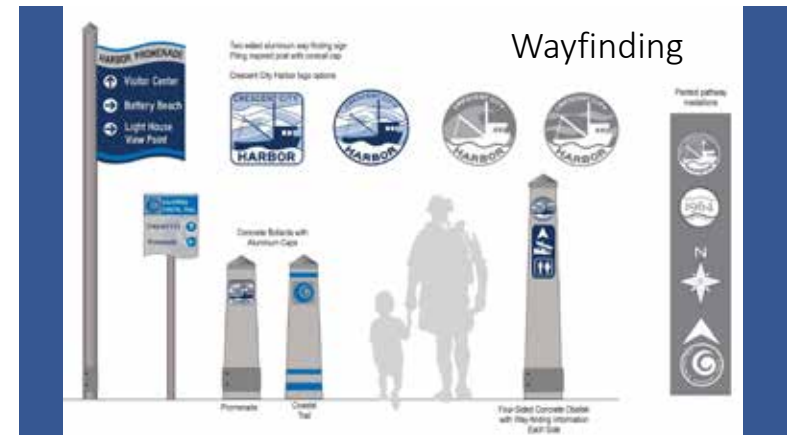


Review Draft



Identity Enhancements

- Repaint light poles
- Public art installation
- Wayfinding/branding
- Landscaping
- Sign design





Landscape Improvements

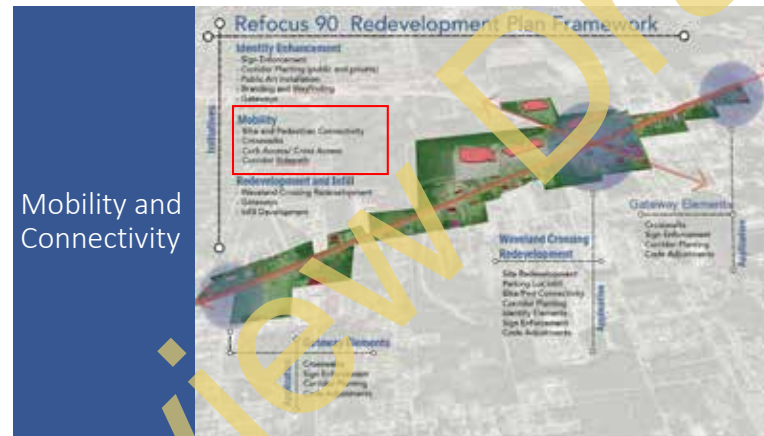


Multimodal Facility Types

Sidepath

Bike Boulevard

Greenway



Mobility and Connectivity



Review Draft

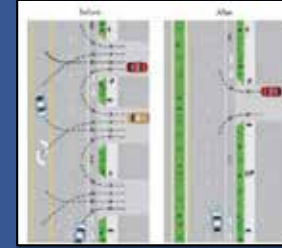
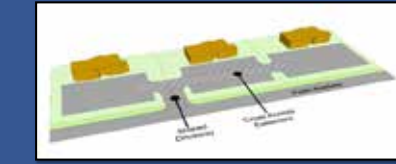
Highway 90 and McLaurin



Before

After

Driveway Management



Highway 90 and Walmart Drive



Before

After



Redevelopment and Infill



Highway 90 and Waveland Avenue



Before

After





“Vision without implementation is a hallucination.”
Thomas Edison

“Chance favors only a prepared mind”
Louis Pasteur



Refocus 90 Corridor Plan Implementation			
Theme	Strategy	Type	Partner
Clean	1. General and consistent code enforcement	Management	City
	2. Explore a more formal role for Keep Waveland Beautiful (potentially under Parks and Rec)	Funding and Organization	City, Keep Waveland Beautiful
	3. Conduct vacant property inventory	Management	City
	4. Conduct abandoned/noncompliant sign inventory	Management	City
	5. Abandoned sign removal	Management	City, individual property owners
	6. Formalize the blight ordinance and create a program to incentivize clean-up by private property owners	Incentives	City
	7. Create a local façade improvement program to help businesses clean up their storefronts Gulfport as an example)	Funding and Organization	City, Chamber
	8. Develop sidewalk on north side of Highway 90	Projects	City, MDOT
	9. Create a greenway connecting Coleman/City Center and the Highway 90 corridor	Projects	City, MDOT, MDEQ
	10. Curb-cut and cross access standards revisions to design guidelines to zoning ordinance	Policy	City
Connect	11. Develop a wayfinding signage program	Policy	City, Chamber
	12. Adopt sidewalk standards as part of the development and redevelopment process	Policy	City
	13. Designate and design safe pedestrian crossings along the Highway 90 corridor, so include signals, constructed refuge, and signage	Projects	City, MDOT
	14. Create a comprehensive mobility plan focused on bike/ped along the Highway 90 corridor, Coleman Ave., and considering regional connectivity to Bay St. Louis	Policy	City, MDOT
	15. Circulation and safety improvements at access points and cross-streets	Projects	City, MDOT
	16. Add bicycle parking requirements or incentives to parking requirements in zoning	Incentives	City

Review Draft



Implementing the Refocus 90 Strategy

Refocus 90 Corridor Plan Implementation			
Theme	Strategy	Type	Partner
Catalyze	17. Waveland Crossing - Entryway Redevelopment	Project	City, individual property owners
	18. Waveland Crossing - Parking Lot Infill	Project	City, individual property owners
	19. East Gateway Improvements - Placemaking and Signage	Project	City, MDOT
	20. West Gateway Improvements - Brownfield Site Remediation and Redevelopment	Project	City, MDOT, MDEQ, individual property owners
	21. Simplify/incentivize development process through ordinance updates	Incentive	City
	22. Expand amenity incentives to the C3 district facilitate redevelopment and mixed-use within the corridor	Incentive	City
	23. Create a "Waveland Crossing" special district as part of the comprehensive zoning code update	Policy	City
	24. Update the 2010 Waveland Comprehensive Plan	Policy	City
	25. Establish a Redevelopment Commission to help implement and designate funds	Funding/Organization	City
	26. Adjust C-3 zoning district to support greater mixed use along corridor	Policy	City
Cultivate	27. Conduct a comprehensive rewrite of the zoning ordinance, pulling in updated design guidelines as standards (not recommendations)	Policy	City
	28. Update median light poles from white to black	Projects	City
	29. Incorporate public art in medians and other public spaces along the corridor	Projects	City, Chamber
	30. Create a "brand" for Waveland to be used in gateways and wayfinding signage	Policy	City, Chamber
	31. Adopt KWB proposed revisions to the tree preservation ordinance	Policy	City
	32. Establish a Tax Increment Finance District for the Highway 90 corridor	Funding/Organization	City
	33. Designate a tax abatement district and offer tax relief to attract new business and investment in the Highway 90 corridor	Incentives	City

Refocus 90 Corridor Plan Implementation			
Theme	Strategy	Type	Partner
Clean	1. General and consistent code enforcement	Management	City
	2. Explore a more formal role for Keep Waveland Beautiful (potentially under Parks and Rec)	Funding and Organization	City, Keep Waveland Beautiful
	3. Conduct vacant property inventory	Management	City
	4. Conduct abandoned/noncompliant sign inventory	Management	City
	5. Abandoned sign removal	Management	City, individual property owners
	6. Formalize the blight ordinance and create a program to incentivize clean-up by private property owners	Incentives	City
	7. Create a local facade improvement program to help business owners improve their storefronts (Gulfport as an example)	Funding and Organization	City, Chamber
Connect	8. Develop sidewalk on north side of Highway 90	Projects	City, MDOT
	9. Create a greenway connecting Coleman/City Center and the Highway 90 corridor	Projects	City, MDOT, MDEQ
	10. Over curb-cut and cross access standards from design guidelines to zoning ordinance	Policy	City
	11. Develop a wayfinding signage program	Policy	City, Chamber
	12. Adopt sidewalk standards as part of the development and redevelopment process	Policy	City
	13. Designate and design safe pedestrian crossings along the Highway 90 corridor, so include signals, constructed refuge, and signage	Projects	City, MDOT
	14. Create a comprehensive mobility plan focused on biked/ped along the Highway 90 corridor, Coleman Ave., and considering regional connectivity to Bay St. Louis	Policy	City, MDOT
	15. Circulation and safety improvements at access points and cross-streets	Projects	City, MDOT
	16. Add bicycle parking requirements or incentives to parking requirements in zoning	Incentives	City



Final Steps

- Vet the concepts with a period of reflection and comment
- **Adjust according to comment**
- Prioritize the strategies and actions
- **Complete the plan**
- Adopt Refocus 90
- **Execute the strategies**
- Evaluate progress annually
- **Enjoy and celebrate your inevitable successes**

Review Draft

