



Gulfport, Mississippi

Downtown Strategic Plan Phase II



Wulborn, Mississippi

A Look at the Market

Main Street Resource Team

Unleashing the Downtown Market

GOALS

- Clearly define the downtown market in ways that are easy to understand.
- Position the opportunity so downtown is attractive to the development community.
- Affirm to decision makers the rationale for public investments that are taking place.
- Adapt public policy with the position: “what can we do to get to yes” provided it encourages economic vitality.
- Engage Gulfport residents and the region in the value of downtown.

Unleashing the Downtown Market

Each Day in Downtown Gulfport

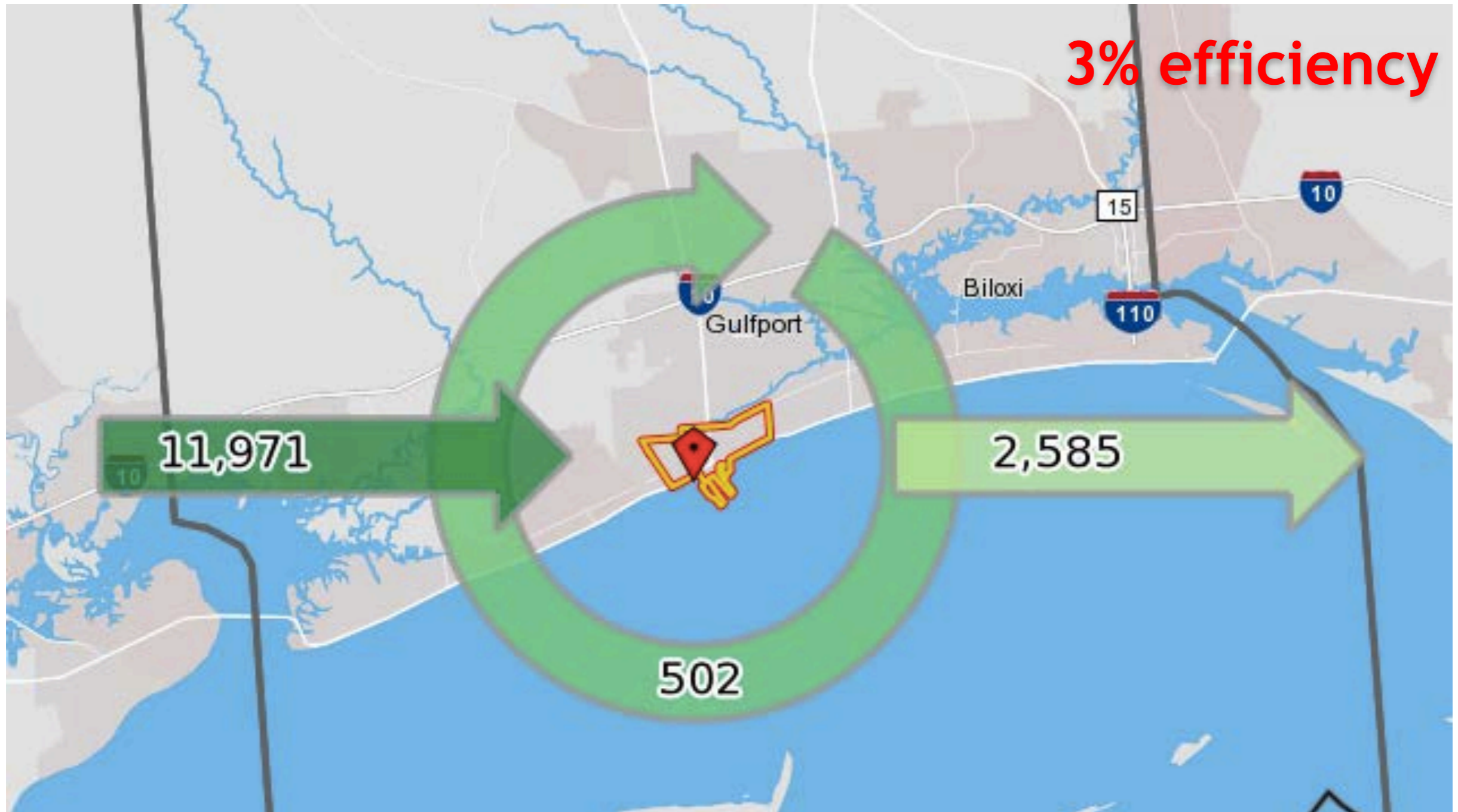
- **12,473** employees.
- **31%** of all jobs in the City are in downtown.
- **40%** of all jobs pay over \$40K. (33%)
- **25%** of jobs are college grads. (18%)



Source: 2015 data On the Map US Census

Unleashing the Downtown Market

A Day in the Life of Downtown



Source: 2015 data On the Map US Census

Unleashing the Downtown Market

The Potential Gulfport Housing Market

- 12,144 households in a 10 minute drive time.*
- Fastest growing city on the Mississippi Gulf Coast at 6.3% between 2010 and 2016.**
- Over 4,800 new residents between 2010 and 2016.**
- Projected growth 3,500 residents by 2023.***
- A capture rate of 10% of NEW residents would result in 200 potential new residential units in downtown Gulfport.

*Source: 2018 ESRI courtesy of Mississippi Power,

**Source: US Census Quick Facts

***Source: Arnett Muldrow & Associates.

Unleashing the Downtown Market

The Retail Market

- Gulfport is a net gain retail market with retail sales gain of \$769 million in 2018.
 - Regional attractor
 - Spending of employees exceeds that of residents
 - Tourism represents a portion of expenditures
- Nearly all retail segments in Gulfport are individually at a gain.
- Gain index is -32.9
- Underperforming retail categories:
 - General Grocery Stores index -12.9
 - Specialty Food Stores index +47.1 (\$3.2 million)
 - Clothing Stores -19.5

Unleashing the Downtown Market

Conclusions

- Gulfport is “exceptional” in downtowns of this size with regard to downtown residential.
- Begs the questions of “what is the impediment” to downtown housing?
- Growth will put ongoing pressure on the market – should not take much time.
- Community **MUST** not ignore this issue – must be addressed head on – likely to require public/private partnership.
- Gulfport’s retail base has early energy but no critical mass.
- Policy decisions must address the difference between “retail” rates and “commercial” rates.
- Public policy should be: consistent, clear, and affirmative.

Unleashing the Downtown Market

Conclusions

Investing in a major attraction (The Mississippi Aquarium and connection to Jones Park) begs the questions:

Are all policies related to downtown aligned to “receive” the influx of visitors? Is there a sustainable funding mechanism to ensure a consistent downtown Economic Development program?

Is the overall infrastructure “complete enough” to handle the changes that will happen?

Is there a cohesive strategy to ensure that the retail, dining, accommodation, and entertainment uses will be in place to capture the impact of visitors?



Gulport, Mississippi

Fresh Message

Main Street Resource Team



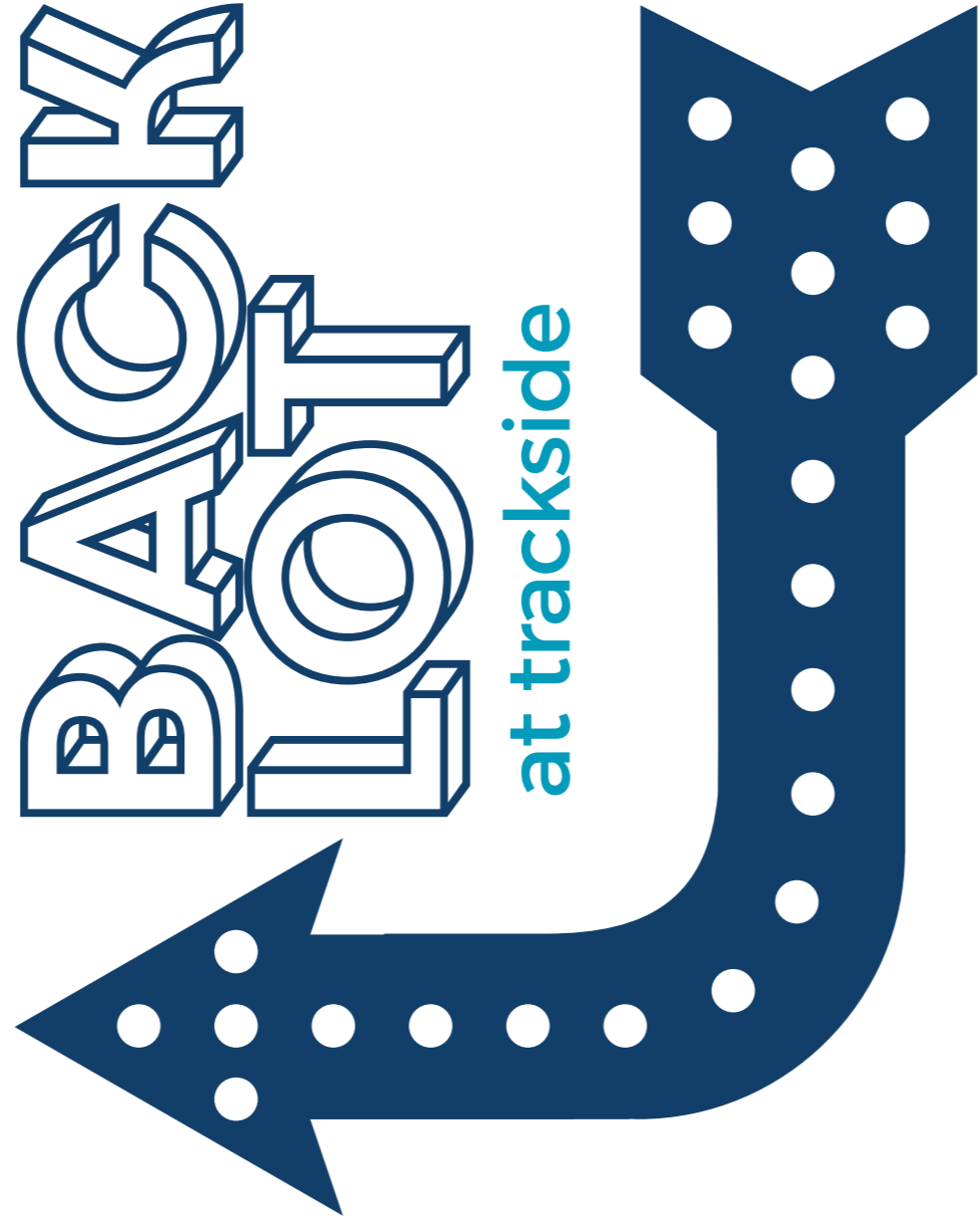
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The Gulf's Down Town





BALLOON BLOT at trackside

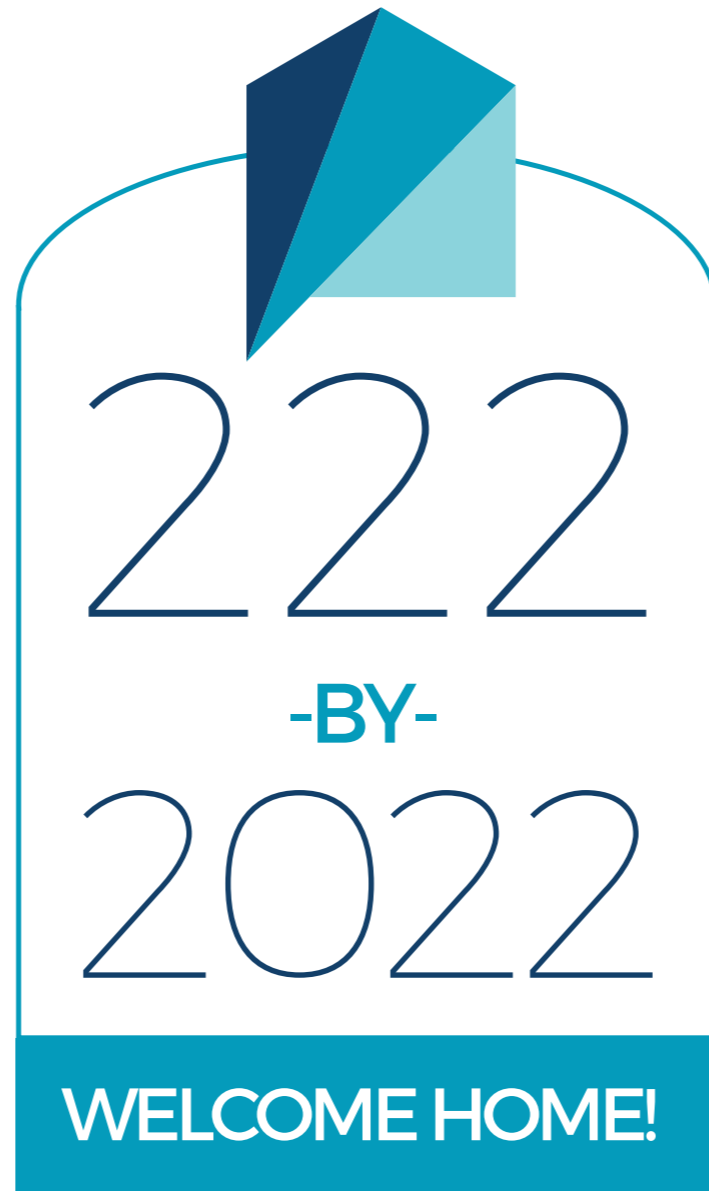




Gulfport
CID



CID







Main Street Resource Team



The
Gulf's
Down
Town



HanHent
HanHent













G
gulfport
DOWNTOWN

where
COOL
comes
HOME



PERFECTLY BREWED


gulfport
DOWNTOWN



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trackside
INNOVATION DISTRICT



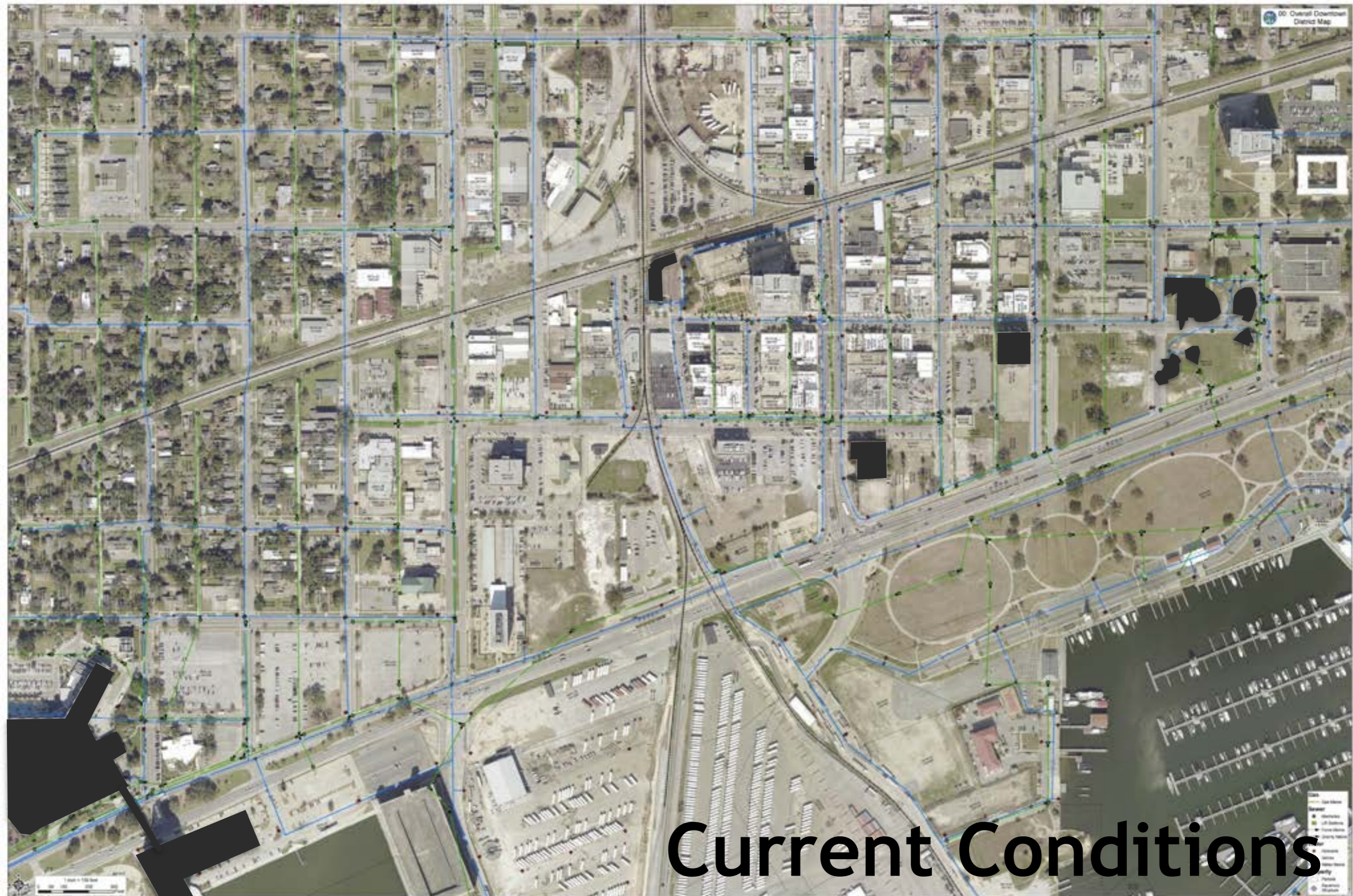
Gulfport, Mississippi

The Vision

Main Street Resource Team

Planning Approach

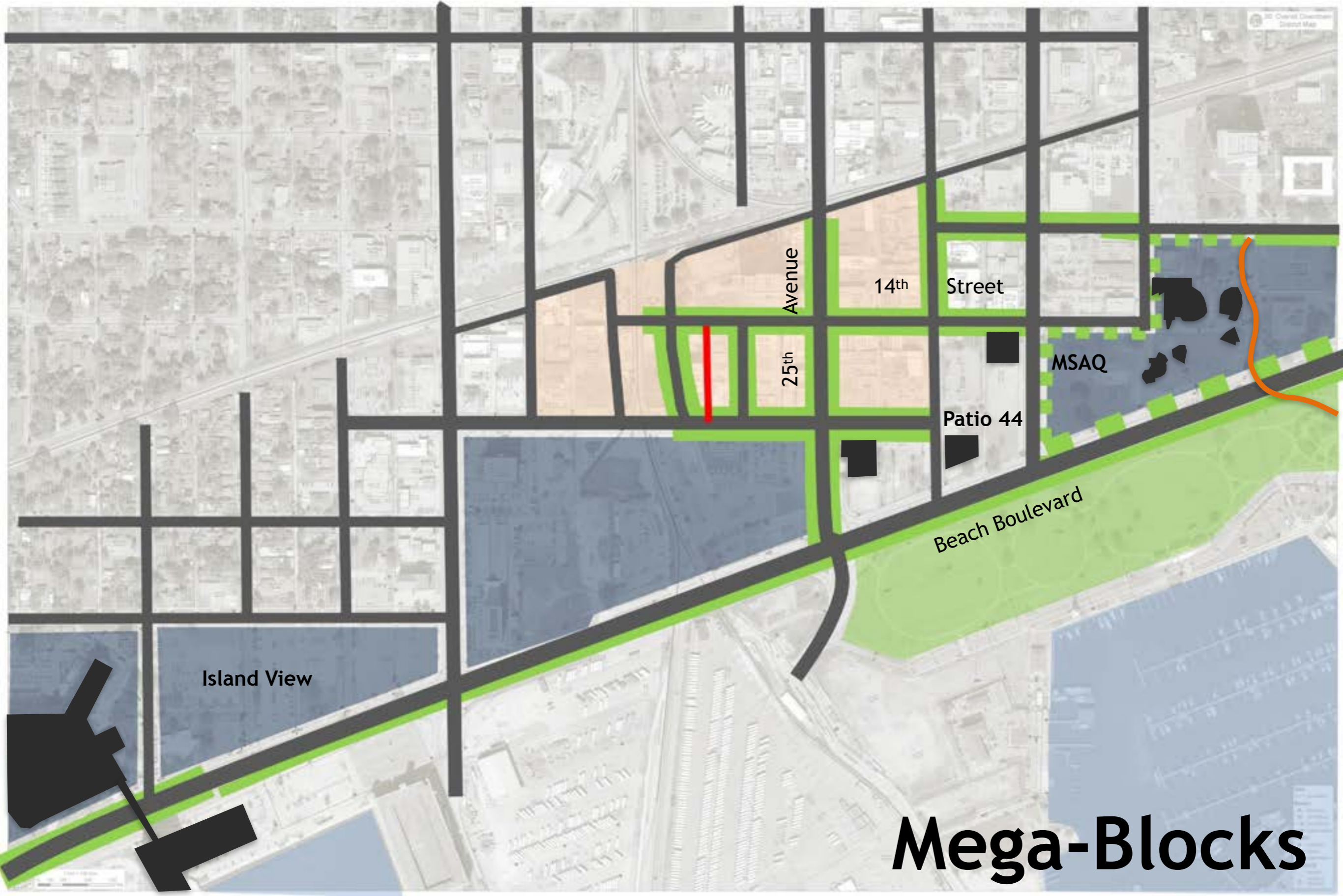
1. Recognize the Assets
2. Build upon and Connect Assets
3. Strategically Locate Initial Parking and Mixed-Use Development
4. Preserve Future Strategic Opportunities



Current Conditions

00 Overall Downtown District Map

- Blue Line
- Green Line
- Light Green Line
- Dark Green Line
- Orange Line
- Yellow Line
- Red Line
- Black Line
- White Line



Avenue

14th

Street

25th

MSAQ

Patio 44

Beach Boulevard

Island View

Mega-Blocks



Island View

Avenue

14th

Street

25th

MSAQ

Patio 44

Beach Boulevard

Desired Connections



Island View

Key Activity Zones

Avenue

14th

Street

25th

MSAQ

Patio 44

Beach Boulevard



Island View

Avenue

14th

Street

25th

Patio 44

MSAQ

Beach Boulevard

Early Opportunity Sites



28th Avenue Link

Island View

Avenue

14th

Street

25th

MSAQ

Patio 44

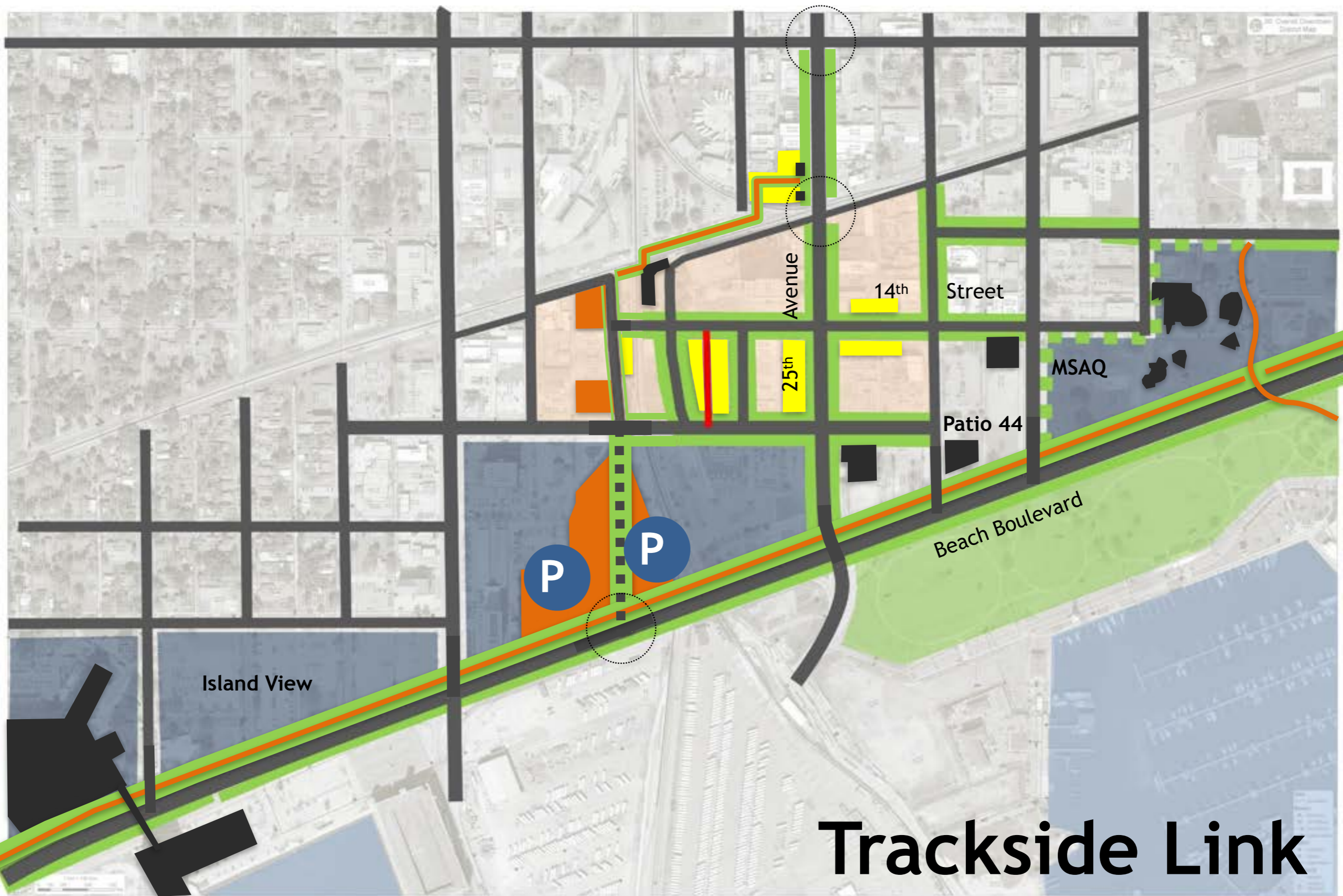
Beach Boulevard

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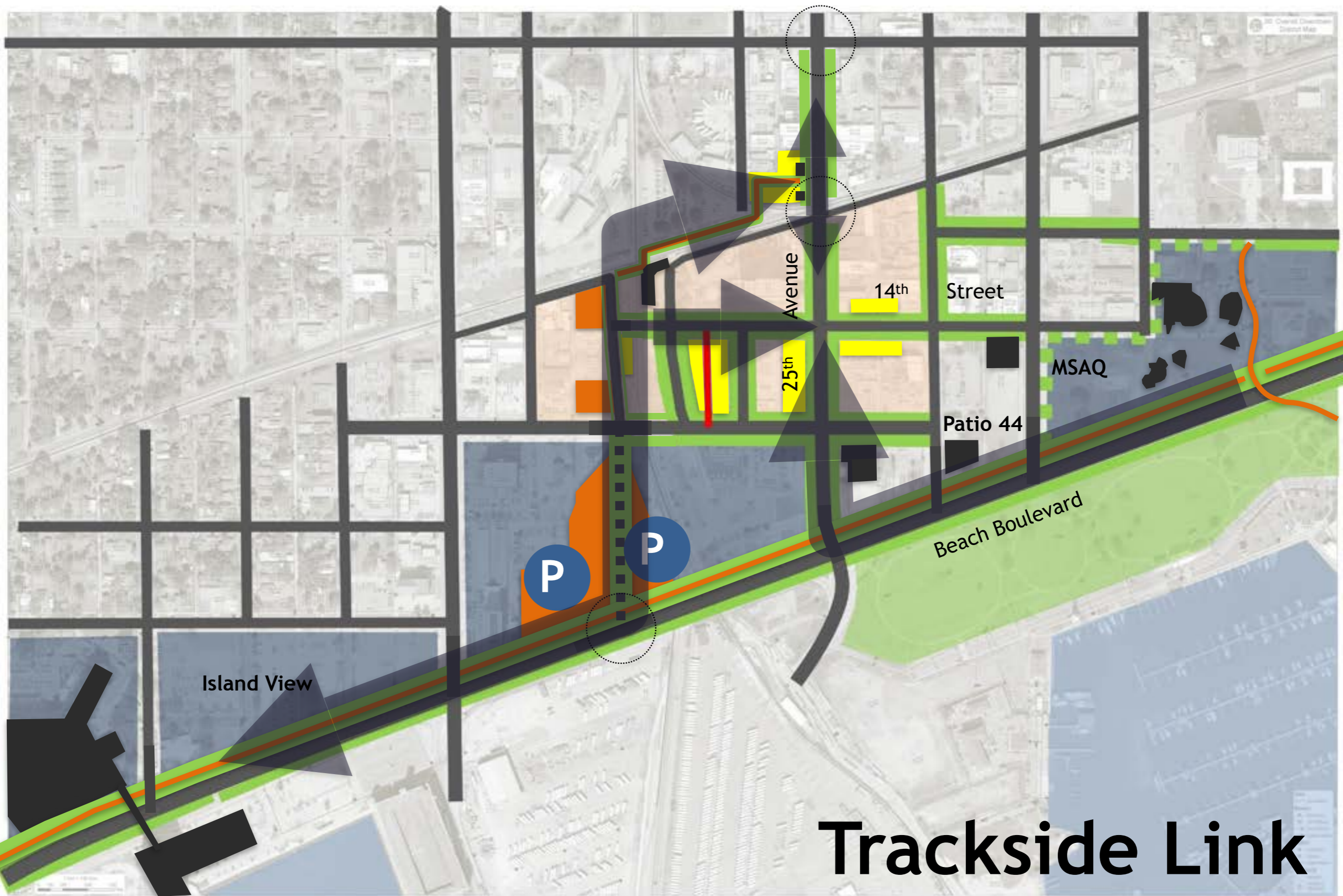
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Beach Boulevard Trail



Trackside Link



Island View

Avenue

14th

Street

25th

MSAQ

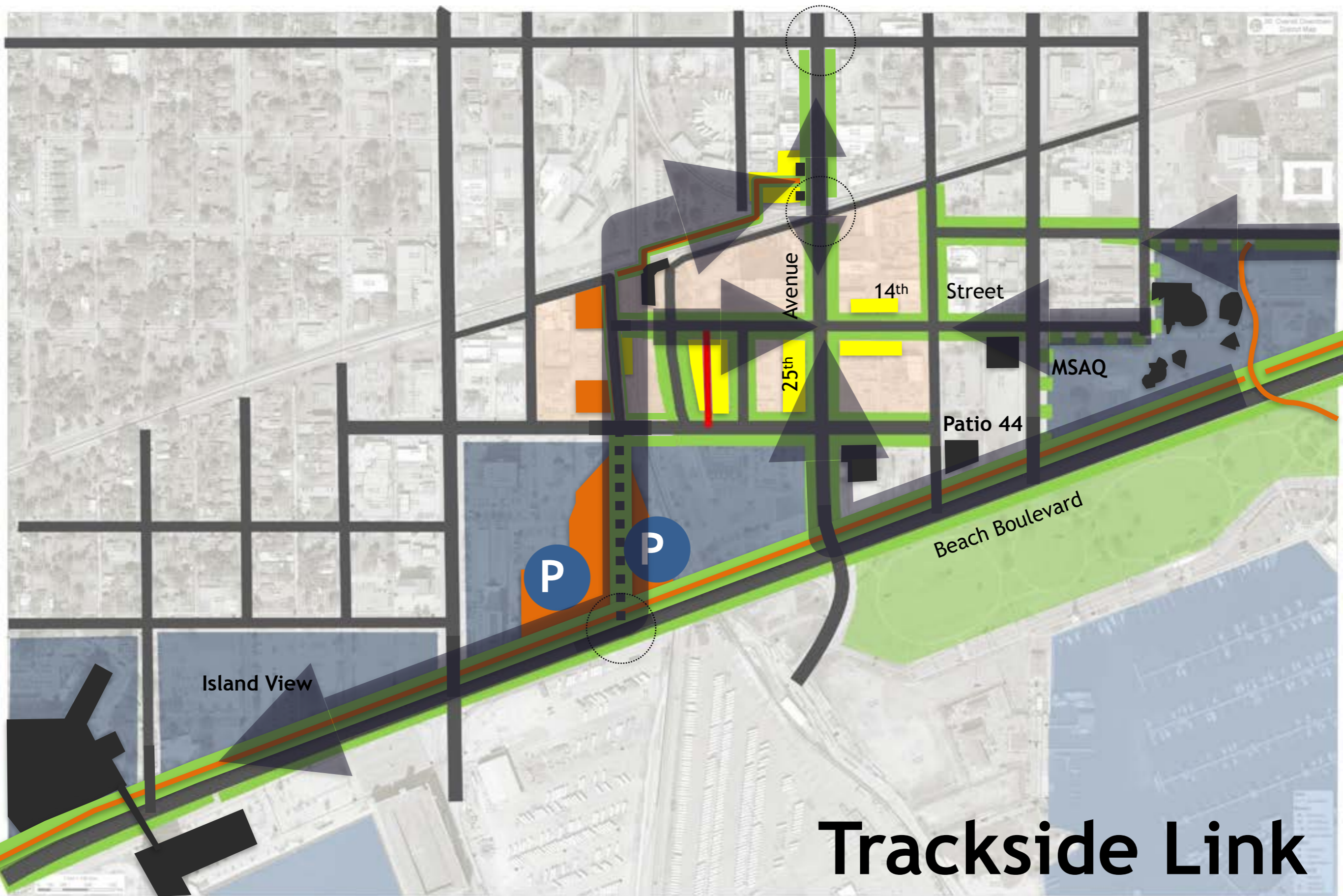
Patio 44

Beach Boulevard

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Trackside Link



Island View

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Avenue

14th

Street

MSAQ

Patio 44

Beach Boulevard

Trackside Link



Mid-Term Opportunity Sites



Island View

P

Avenue

14th

Street

25th

P

MSAQ

Patio 44

P

P

Beach Boulevard

Future Opportunity Sites

Early Activity

1. Phase II Infrastructure
 - Streetscape
 - Connections
 - Parking Deck
2. Trackside Innovation District
 - Backlot at Trackside
 - Mixed Use
3. Expanded Downtown



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MSAQ

Patio 44

Island View

Mid-Term Opportunity Sites

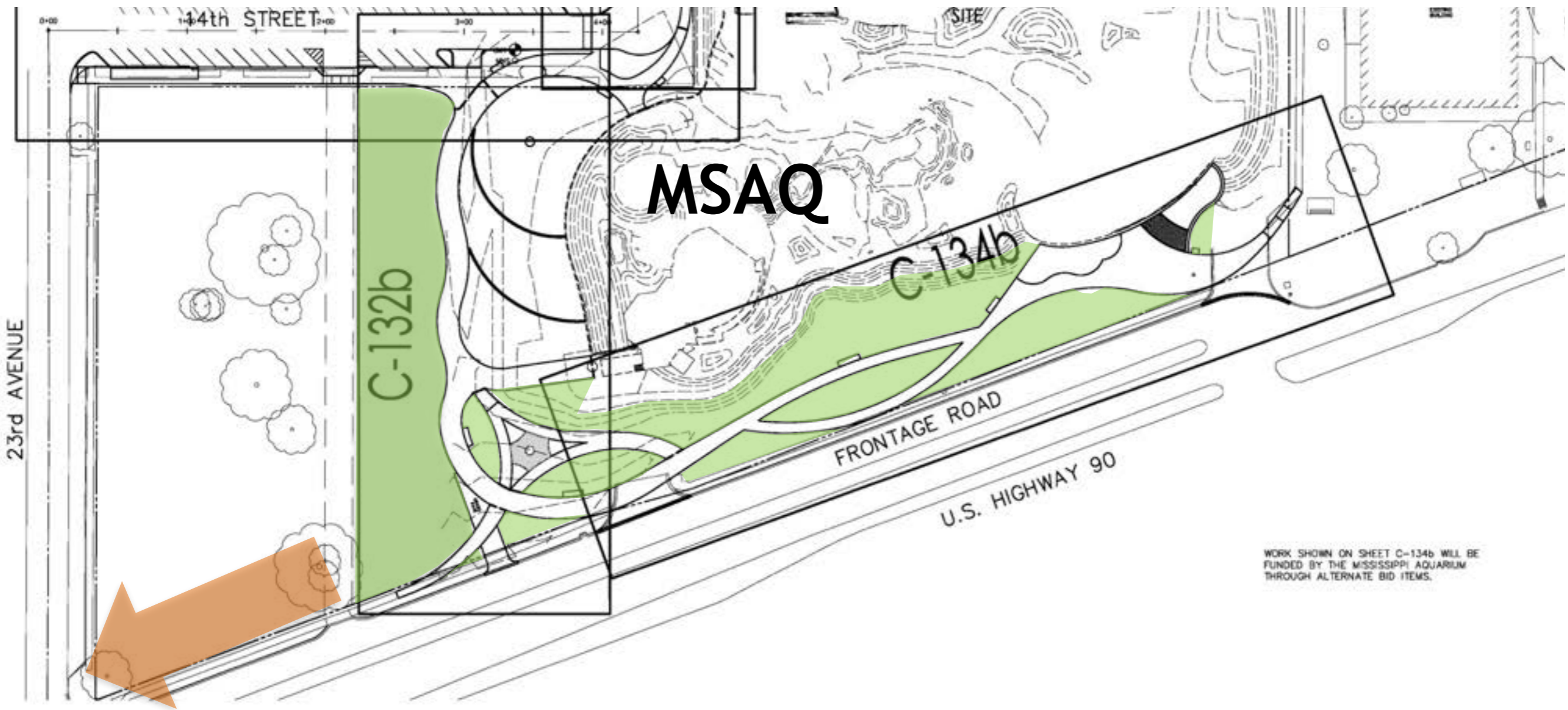


Island View

Patio 44

MSAQ

Phase II Streetscape



Beach Boulevard Trail Phase II Streetscape



Island View

P

Patio 44

MSAQ

Initial Parking Structure



Trackside

MSAQ

Patio 44

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Island View

Placemaking

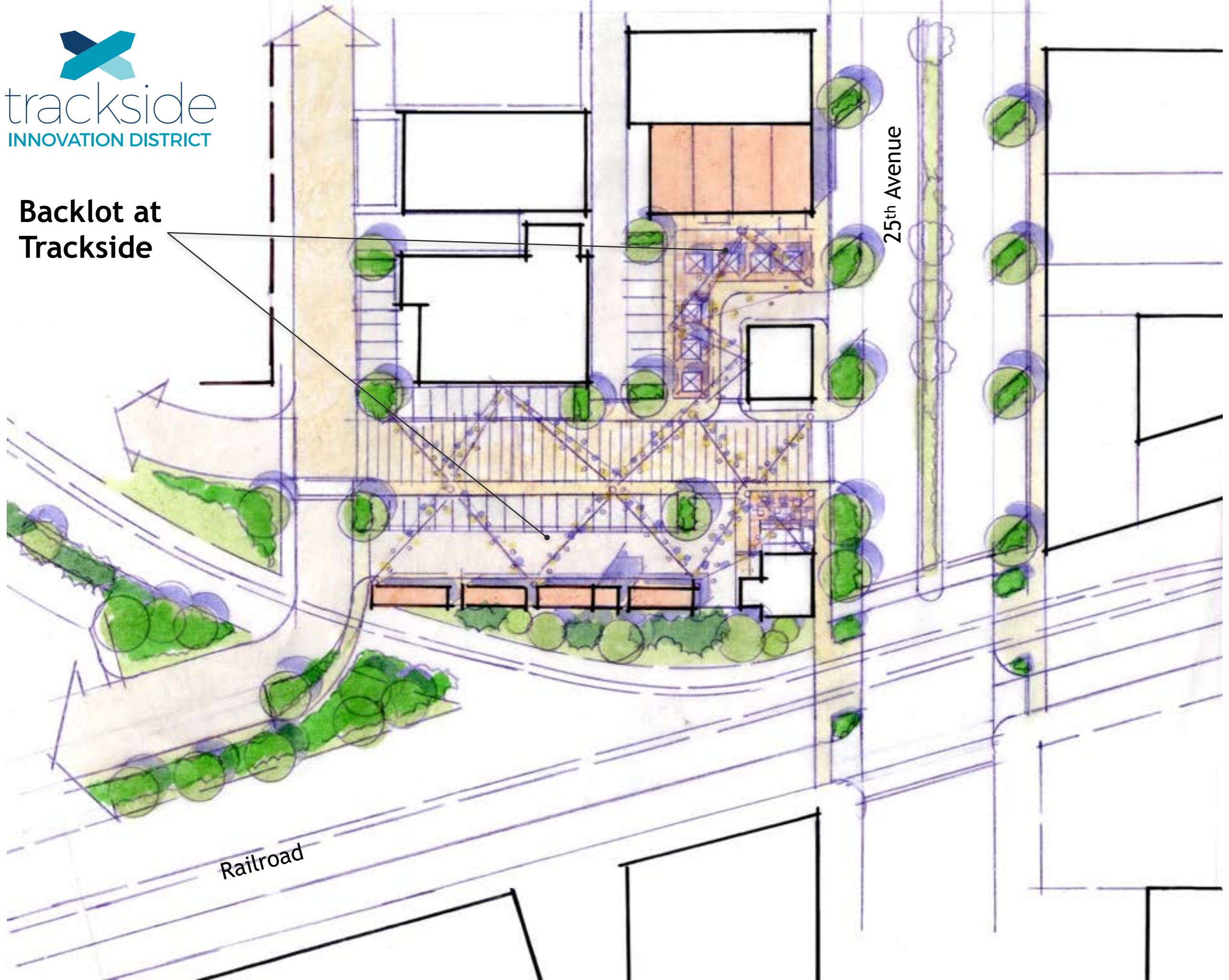
BACK
LOT

at trackside



230910

**Backlot at
Trackside**



Railroad

25th Avenue



16th St



16th St

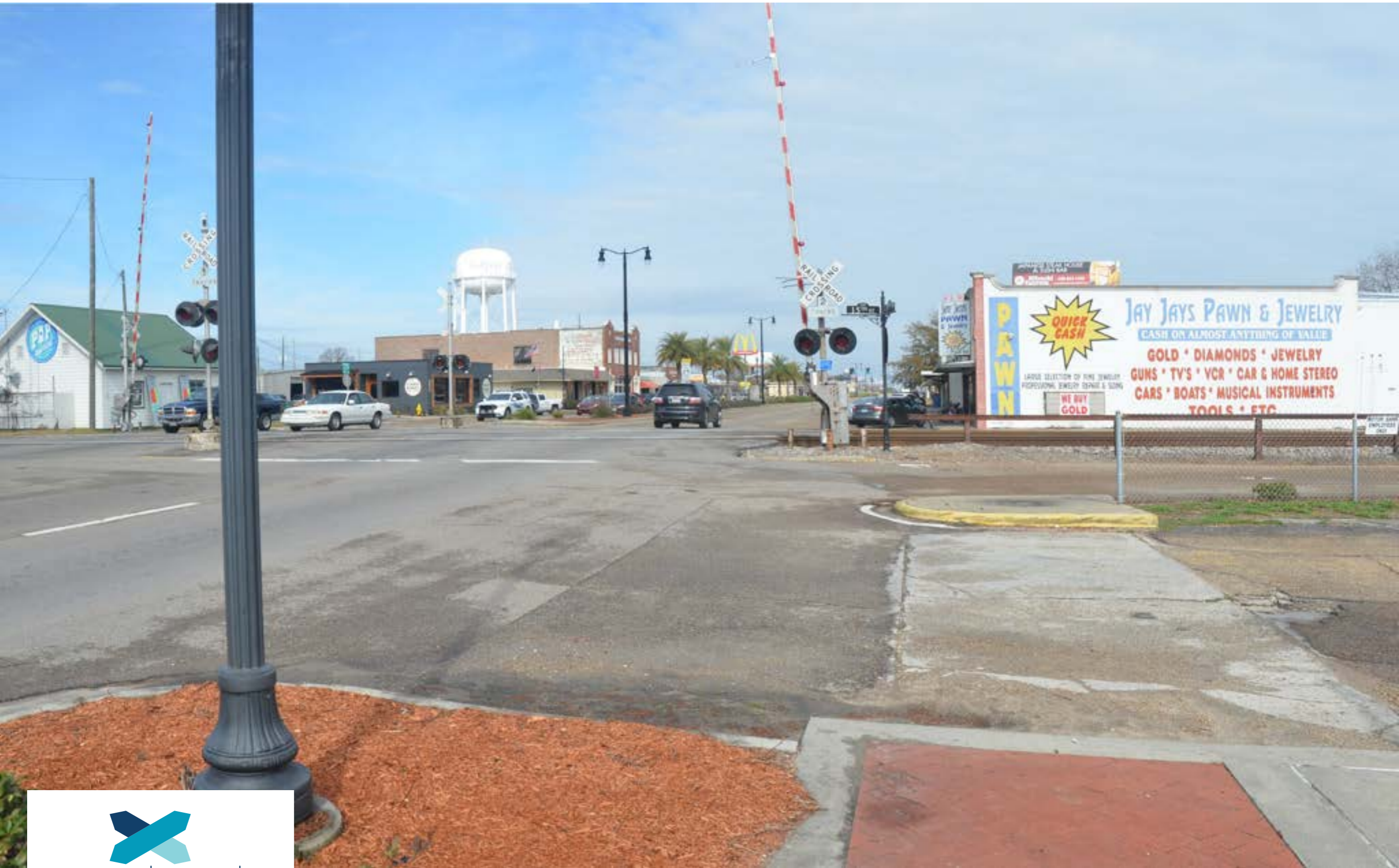














Main Street Resource Team





Main Street Resource Team









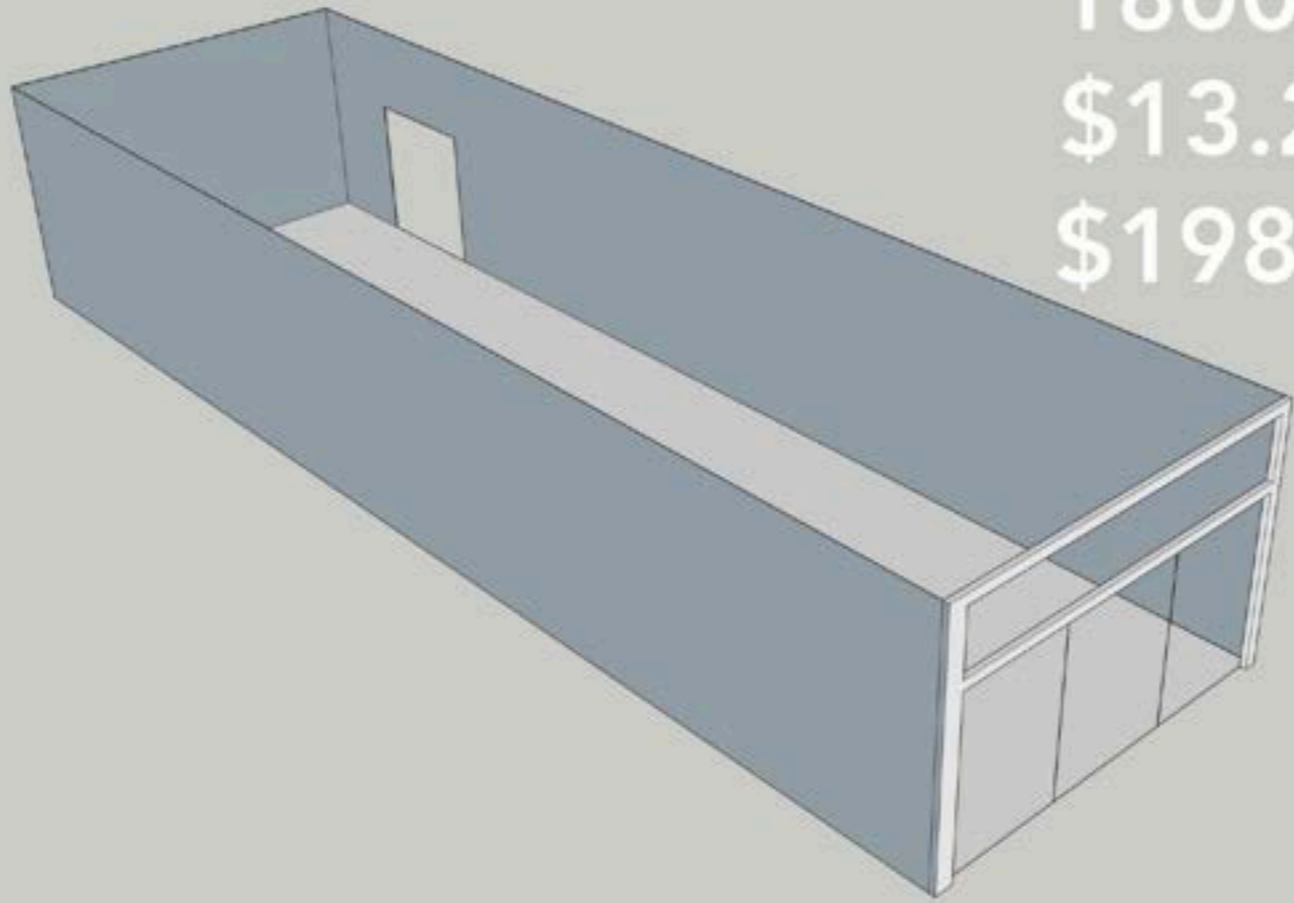
Main Street Resource Team



Main Street Resource Team



Main Street Resource Team



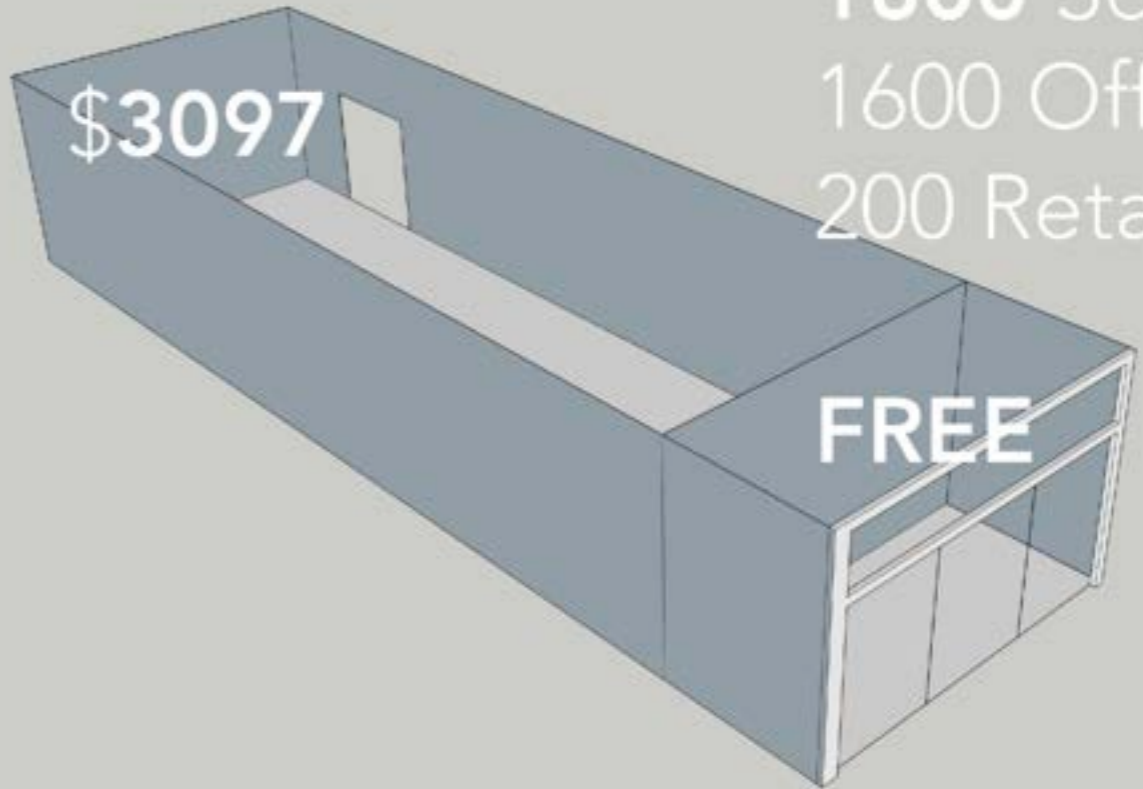
1800 SF.
\$13.24 per SF
\$1986.00/mo



\$1161

\$825

1800 Sq. Ft.
600 Office
1200 Retail



\$3097

FREE

1800 Sq. Ft.
1600 Office
200 Retail



DAVIS, BOWEN & FRIEDEL, INC.



Frankie's
HAND MADE
ICE CREAM

whim

DAVIS BOWEN & FRIEDEL, INC.

yolince yogurt shop







QUICK CASH PAWN

GOLD • PAWN • JEWELRY

24 HOUR

QUICK CASH

PAWN





Main Street Resource Team



Trackside
Innovation
District

P

Expanded
Downtown

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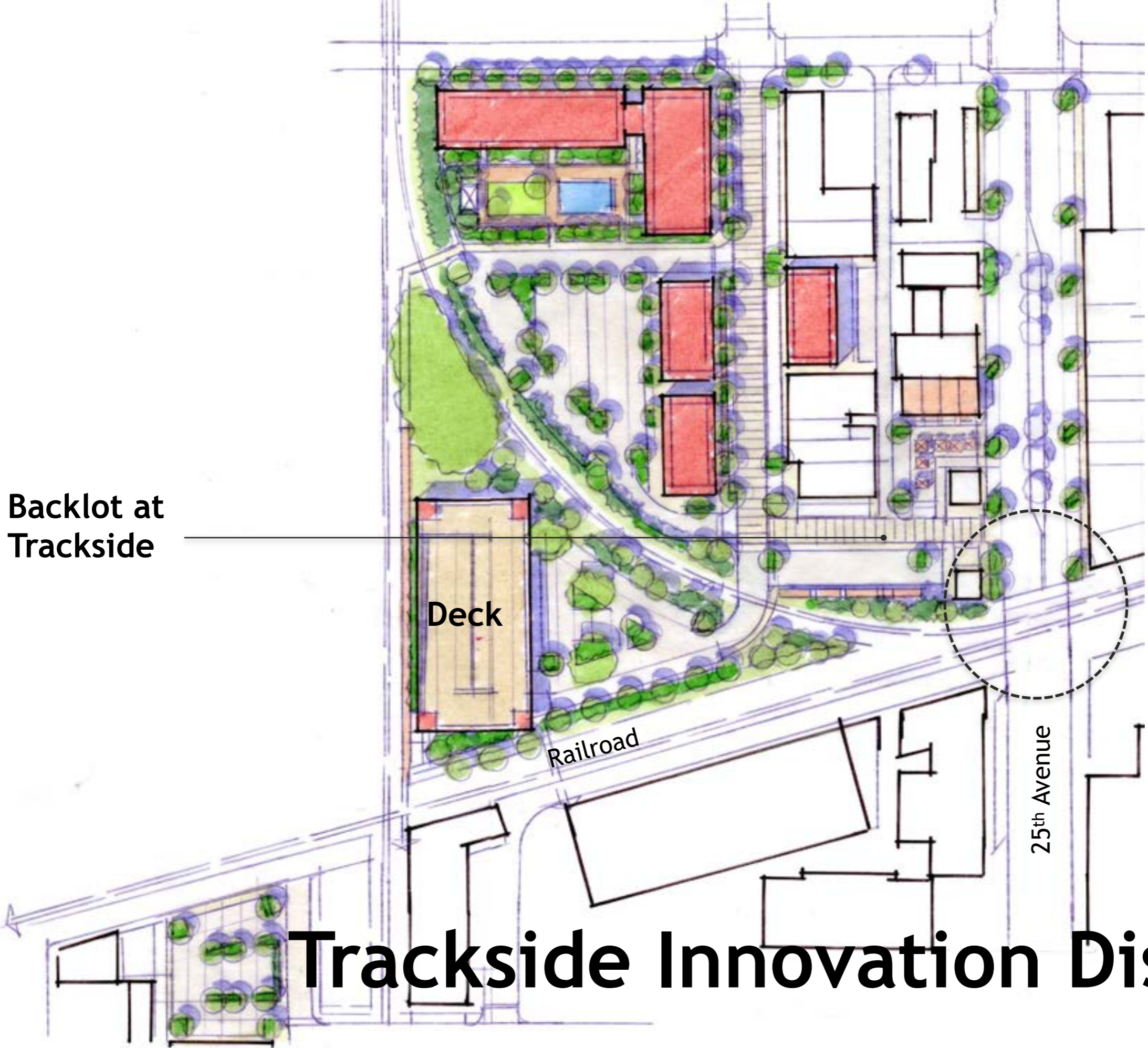
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MSAQ

Patio 44

Island View

Opportunity Sites



Backlot at
Trackside

Deck

Railroad

25th Avenue

Trackside Innovation District

28th Avenue Extended

13th Street

25th Avenue

Deck

Deck

Beach Boulevard

Expanded Downtown



28th Avenue Extended

13th Street

25th Avenue

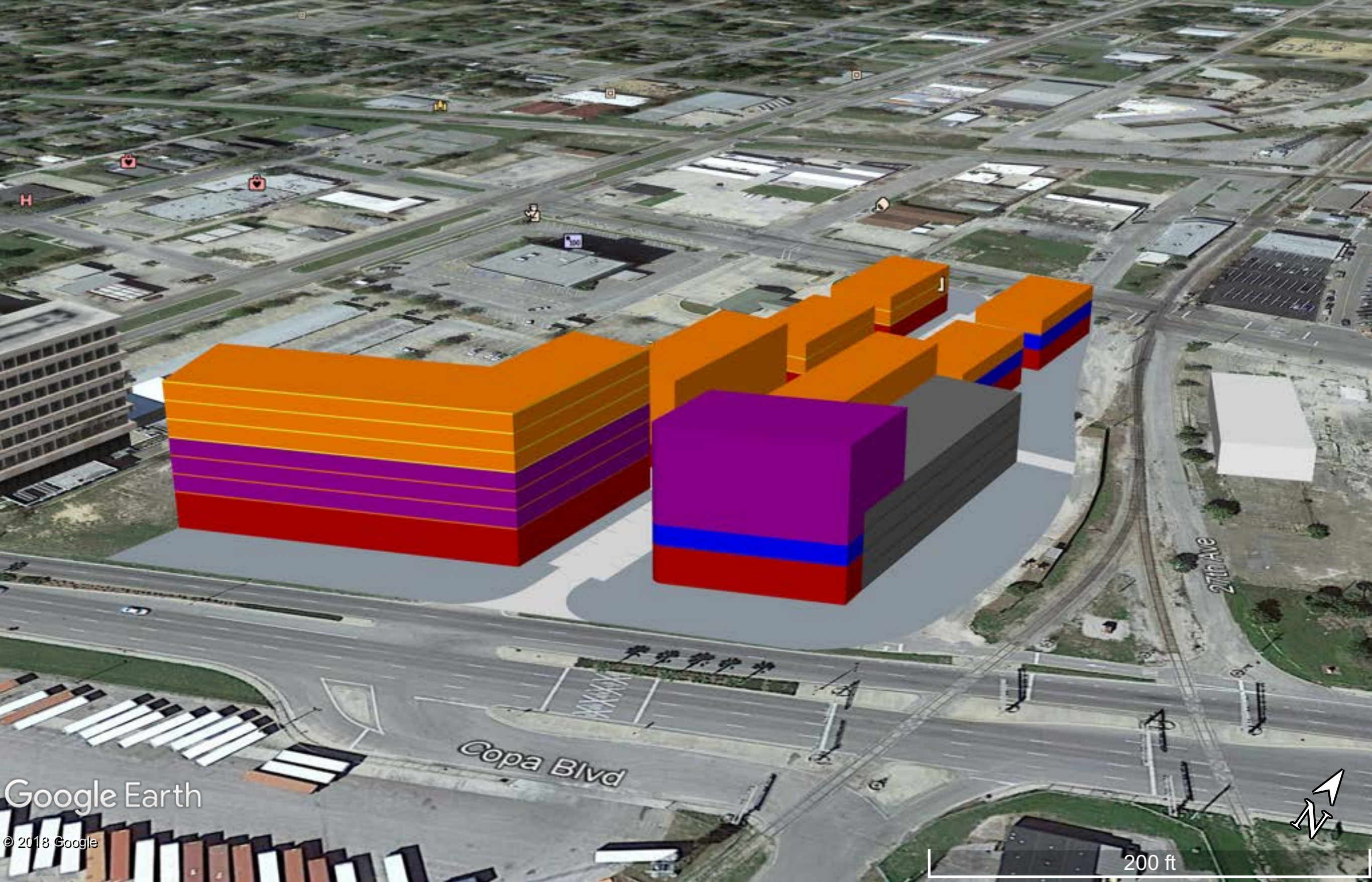
Deck

Deck

Beach Boulevard

Expanded Downtown

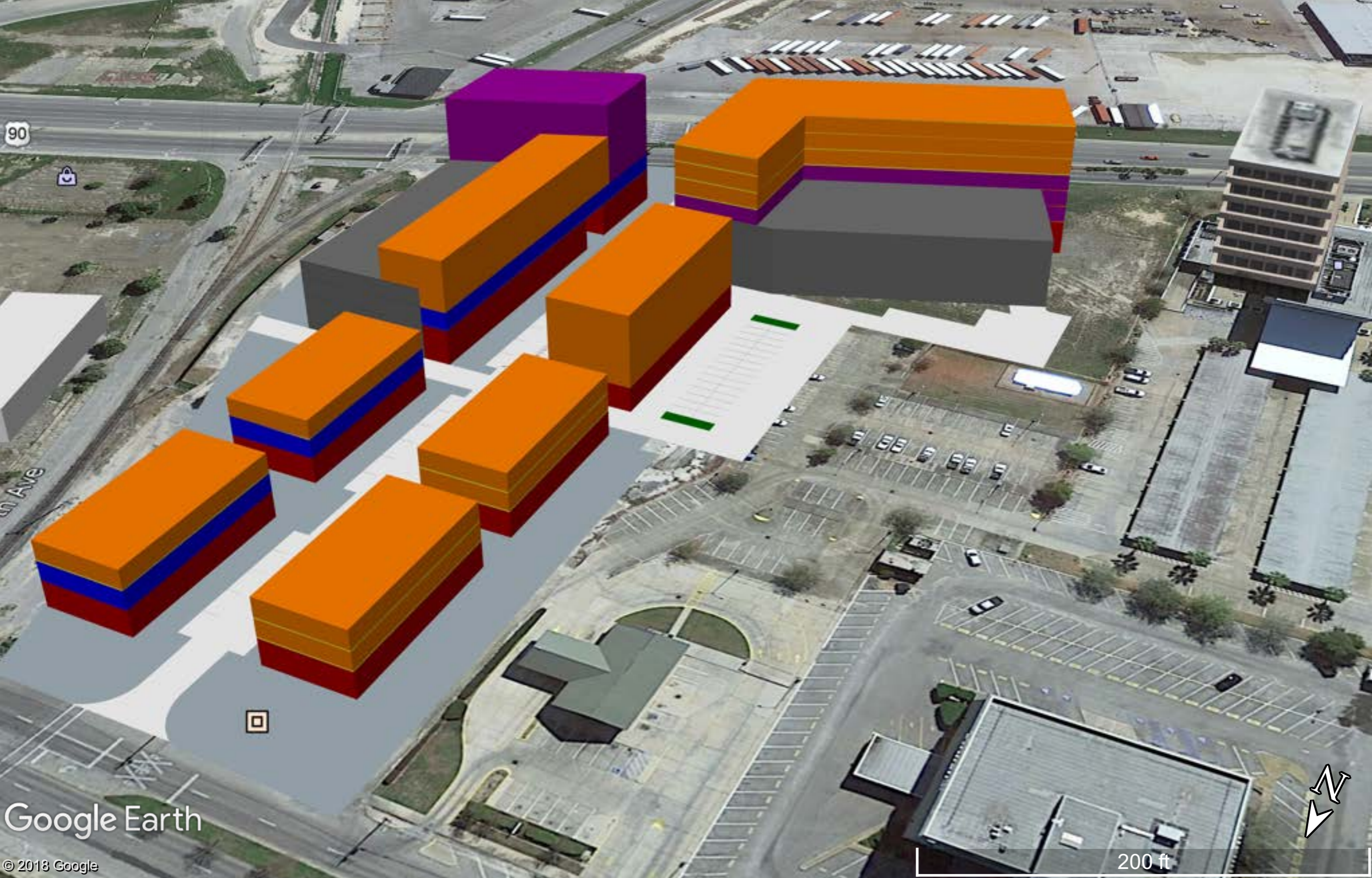




Google Earth

© 2018 Google

200 ft



Google Earth

© 2018 Google

200 ft



Google Earth

© 2018 Google

300 ft

Future Activity

1. Expanded Downtown
2. Aquarium District
3. Gulfside District



Future Opportunity Sites

28th Avenue Extended

13th Street

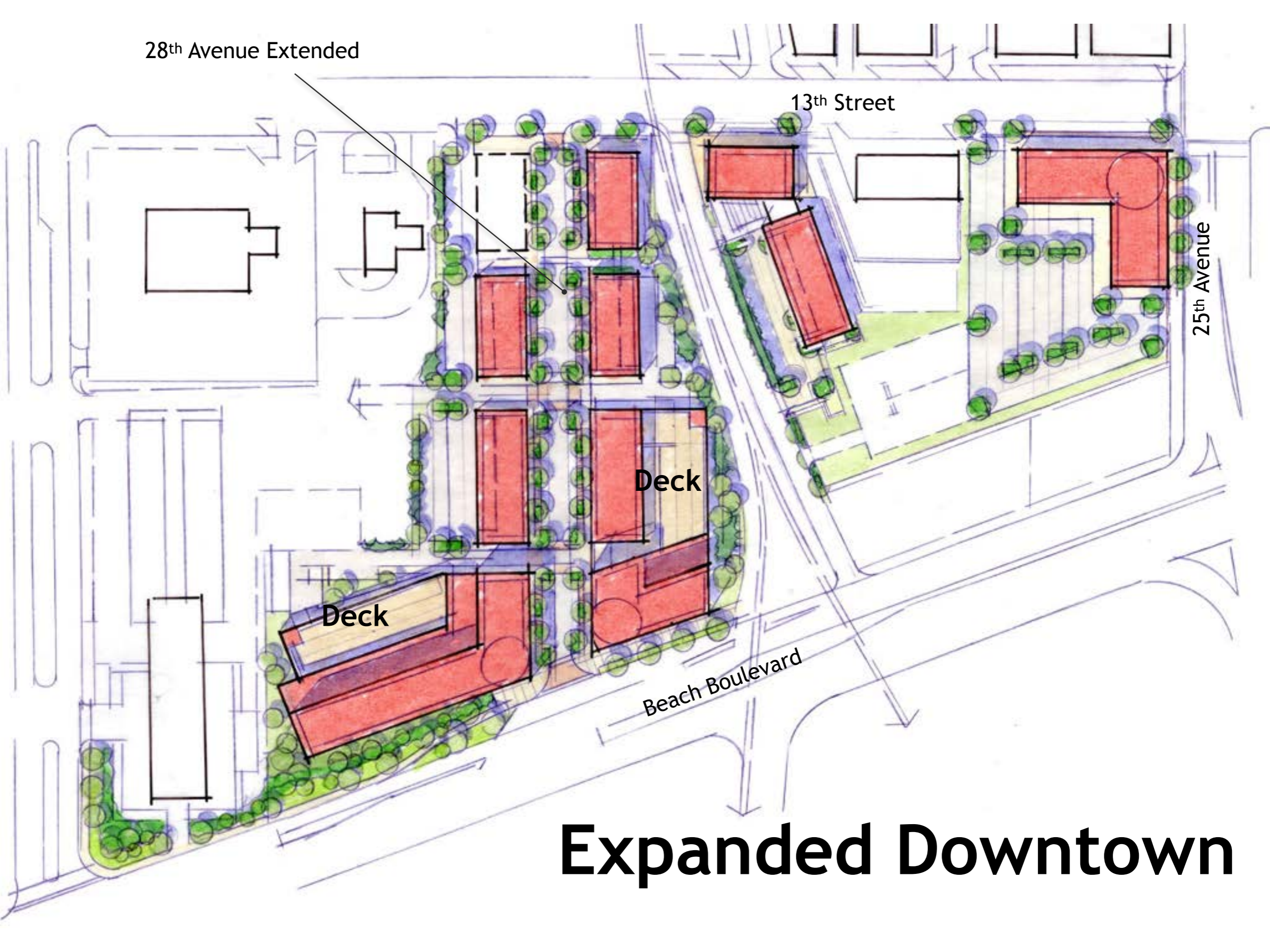
25th Avenue

Deck

Deck

Beach Boulevard

Expanded Downtown



28th Avenue Extended

13th Street

25th Avenue

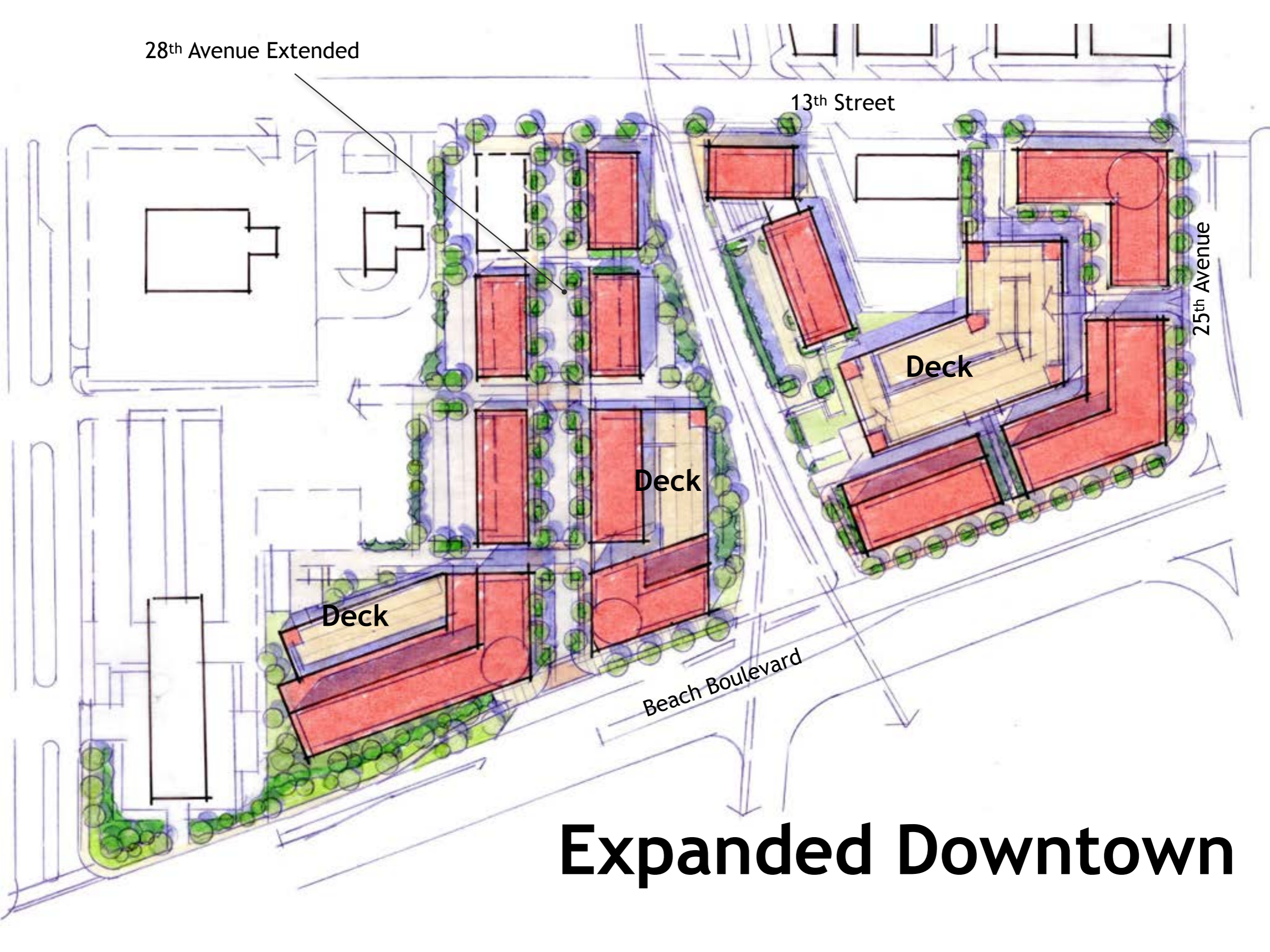
Deck

Deck

Deck

Beach Boulevard

Expanded Downtown



Markham

14th Street

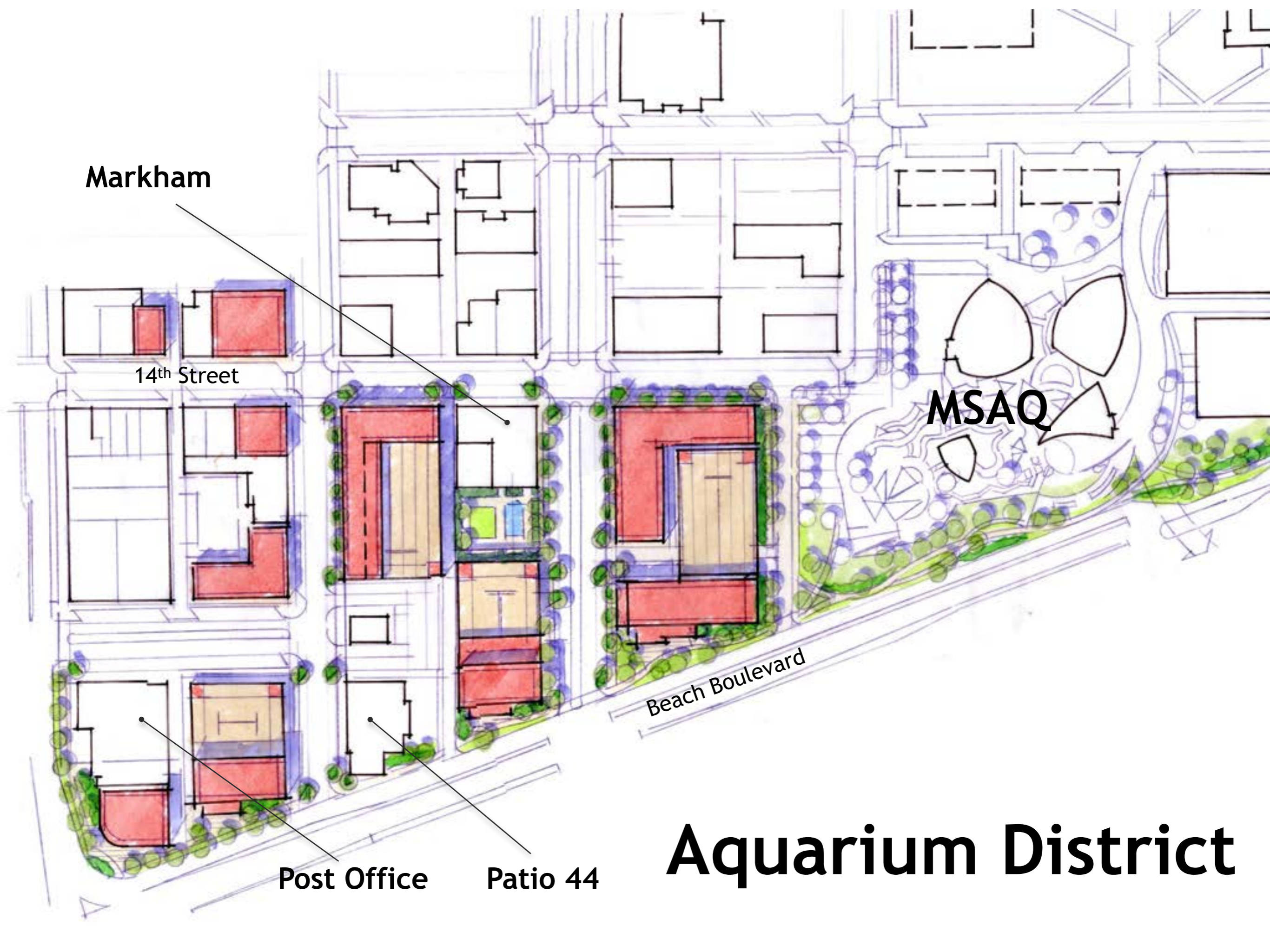
MSAQ

Beach Boulevard

Post Office

Patio 44

Aquarium District





Future Opportunity Sites



Gulfport, Mississippi

Next Steps

Main Street Resource Team

Organizing for the Next 10 Years

- Goal is to have Main Street be an independent self sufficient stand alone organization.
- Suggest a 12-24 month period to create a sustainable funding mechanism for the Main Street program.
- During that time, the organization should contemplate restructuring that would include:
 - Maintaining a strong board presence
 - Maintaining a close partnership with the City of Gulfport
 - Consider increasing the scope of the organization alongside sustained funding to include working on public/private partnerships, incent development in the downtown, work closely with individual businesses, and enhance marketing and promotions with new branding.
 - Increase the staffing of the organization appropriately.
- Ultimately Gulfport Main Street may migrate into a more robust development partner i.e. a Community Improvement District.

Gulfport Downtown **Implementation Strategy Board**

Strategies	First Steps- 2018/19	Next Steps- 2020/21	Long Term- 2022 Beyond	Funding
<p>New Tide Connecting with Customers</p>	<p>Distribute Brand To Businesses Launch Visitor Readiness Program Adopt Consumer District Brands Trackside Banners Deployed Promote Merchandise</p>	<p>Employ Web-based Mobile visitors site Partner with Merchandising Vendor Aquarium Banners Delpoyed Downtown Banners Delpoyed</p>	<p>Explore and deploy kiosk system Update information and functions of mobile site Partner with Merchandising Vendor Aquarium and Downtown</p>	<p>Tidelands Grant MS Gulf Coast NHA Grant MS Power Foundation</p>
<p>Welcome Home Connecting with New Housing</p>	<p>Launch 222 by 2022 including robust Developer Package Form Creative Housing Task Force Acquire MDOT Land Seek Grant Funding for the Deck Identify Potential Developer</p>	<p>Break Ground on First Mixed Use Development Pursue Secondary Large or Small Development Create awareness of the impact of downtown residents</p>	<p>Complete First Development Evaluate market for additional mixed use or housing develop-ments</p>	<p>CDGB Block Grant for Deck MDOT Land Deal MDA Hotel Tax Rebate Program MS Affordbale Hosuing Development Fund CRA Investment New Market Tax Credit</p>
<p>Cast Your Net Connecting with Winning Tactics</p>	<p>Placemaking with specific connec-tor projects Deploy Demise Wall Grants for Microretail spaces Explore Policy Changes -exp Food Trucks</p>	<p>Empower Microretailers to expand Create Events that connect all aspects of downtown Host events that maximize retention of day commuters Partner with CTA to feature downtown business</p>	<p>Implement formal retail and restaurant recruitment strategy Evaluate impact and patterns of Aquarium visitors</p>	<p>National Realtors Association Placemaking Grant Artplace Placemaking Fund Kresge Foundation Placemaking Grant</p>
<p>Reconnecting the Market Connecting with Future Retail</p>	<p>Development of Backlot at Trackside Revise use of parking lot behind Pop Brothers Seek donations of containers Recruit Entrepreneuers</p>	<p>Continue to evaluate market needs and leakage Redevelopment of the Depot Capture and report sales tax impact</p>	<p>Monitor changing needs of the market with the onboarding of the aquarium visitor Begin Parking Deck Project</p>	<p>Knight Foundation Renaissance Corporation Port of Gulfport MDA DOT/FTA</p>
<p>Next Step for Infrastructure Connecting with Investments</p>	<p>Railroad Crossing to Trackside Trackside Link Connection Pass Road Gateway on 25th Avenue</p>	<p>Beach Boulevard Streetscape/Trail 25th Avenue Streetscape north of Railroad (Sidewalk Areas)</p>	<p>Parking Deck at 28th Avenue Extension 28th Avenue Extension Streetscapes near Depot Additional Parking Decks</p>	<p>2¢ Food & Beverage Tax CDBG Recovery Residual</p>
<p>Organizing & Funding the Future Connecting with Sustainability</p>	<p>Education and advocacy on the BID District Property owner vote of the BID District</p>	<p>Draft city ordinance for the BID District Gulfport City Council approves ordinance Hire Executive Director of the BID District</p>	<p>BID District to Manage City properties Finalize scope of the BID District with a focus on engagement, security and safety BID District to support Economic</p>	<p>BID District Creates a Sustainable Funding Model for Downtown</p>