ORDINANCE NO. 597

AN ORDINANCE BY THE MAYOR AND BOARD OF ALDERMEN OF THE CITY OF LONG BEACH, MISSISSIPPI, ADOPTING A COMPREHENSIVE PLAN AND FOR OTHER PURPOSES

WHEREAS, the Mayor and Board of Aldermen of the City of Long Beach, Mississippi, having made due investigation therefore, do now find, determine adjudicate and declare as follows:

(1) Pursuant to the authority and directives of Mississippi Code Annotated, 17-1-1, *et. seq.*, The City of Long Beach is authorized to provide for the preparation, adoption, amendment, extension and carrying out of a comprehensive plan for the purpose of bringing about coordinated physical development in accordance with present and future needs of the City;

(2) That heretofore, the Planning and Zoning Commission of the City of Long Beach has conducted extensive and exhaustive hearings, workshops and meetings reviewing the current City Zoning Ordinances and land use matters, and considered the attached proposed Comprehensive Plan for development, and at a regular meeting did adopt and recommend approval thereof by the Mayor and Board of Aldermen as reflected in the official minutes of said meeting.

(3) That pursuant to legal notice published and given for the time and in the manner provided by law, the Mayor and Board of Aldermen of the City of Long Beach, Mississippi, did meet at 5:00 o'clock p.m. on Tuesday, the 19th day of February, 2013, at the City Hall in said City, the time, place and date fixed in said legal notice, and did conduct a public hearing at which hearing all parties interested in or opposed to adoption of the proposed Comprehensive Plan for development of the City of Long Beach, Mississippi, were given an opportunity to be heard and allowed to make oral

and/or written comment to such proposed Comprehensive Plan, same being then and there on file and had been on file during the period of said notice in the office of the City Clerk at the City Hall in said City, available for public inspection and examination by any and all parties interested in or opposed to the proposed changes, as more particularly hereinafter set forth in this ordinance.

(4) That, as a result of the aforesaid public hearing and after consideration by the Mayor and Board of Aldermen of the testimony and evidence presented, and after due deliberation by the Mayor and Board of Aldermen, the Mayor and Board of Aldermen did then find, and do now find, determine, adjudicate and declare that the character of neighborhoods within the City have changed substantially since adoption of the existing official zoning ordinances such that adoption of a Comprehensive Plan is necessary and desirable as authorized under Miss. Code Annotated Section 17-1-1, *et seq.*, and adopted of same hereby is needed and is clearly justified; that public need exists for adoption of the Comprehensive Plan has been clearly shown; that changing the zoning of certain districts and certain uses or other matters thereby to reflect the changing character of the various neighborhoods of the City as well as to provide for and foster orderly development and growth of the City in accordance with a comprehensive plan of growth and development is warranted.

NOW THEREFORE, BE IT RESOLVED AND ORDERED BY THE MAYOR AND BOARD OF ALDERMEN OF THE CITY OF LONG BEACH, MISSISSIPPI, AS FOLLOWS:

Section 1. That the Mayor and Board of Aldermen having considered the comments and testimony at the said hearing, all of the documentary evidence submitted into evidence and their own knowledge and familiarity of the City of Long Beach hereby find and adjudicate as follows:

(a) That the clear and convincing evidence established that the City is in need of

adopting a Comprehensive Plan, such action being supported and recommended by the Long Beach Planning Commission;

(b) That the clear and convincing evidence establishes the public need for the said amendment;

(c) The adoption of such Comprehensive Plan and any changes thereunder will not be detrimental to present and potential uses but will have a beneficial effect, which could not be achieved without the new Comprehensive Unified Land Use Ordinance.

Section 2. That the Attached Comprehensive Plan of the City of Long Beach attached hereto and incorporated herein should be and hereby is adopted as Ordinance Number 597.

This Ordinance of the Mayor and Board of Aldermen of the City of Long Beach shall be deemed effective in the manner and time prescribed by law.

The City Clerk is hereby ordered to publish this Ordinance in the manner and time required by law.

Alderman Lishen made motion to approve the Ordinance creating a new official zoning map with legal description. Alderman Ponthieux seconded the motion and the question being put to a roll call vote the result was as follows:

Alderman Bernie Parker	voted Aye
Alderman Gary Ponthieux	voted Aye
Alderman Kaye Couvillon	voted Absent, Not Voting
Alderman Carolyn Anderson	voted Aye
Alderman Leonard Carrubba	voted Aye
Alderman Mark Lishen	voted Aye
Alderman Ronnie Hammons, Jr.	voted Aye

The question having received the affirmative vote of all the Aldermen present and voting, the Mayor declared the motion carried and the said Ordinance Number 597 adopted and approved this, the 5th day of March, 2013.

APPROVED:

WILLIAM SKELLIE, JR., MAYOR

ATTEST:

REBECCA E. SCHRUFF, CITY CLERK

CERTIFICATE

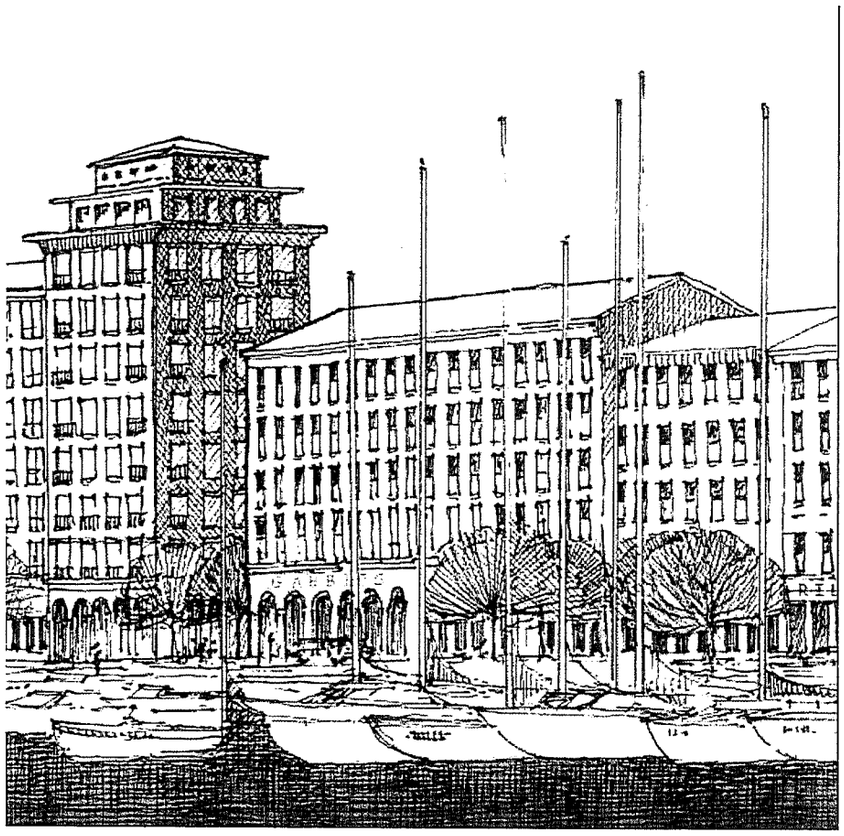
STATE OF MISSISSIPPI
COUNTY OF HARRISON
CITY OF LONG BEACH

I, the undersigned, Rebecca E. Schruff, City Clerk within and for the City of Long Beach, Mississippi, do hereby certify that the above and foregoing is a true and correct copy of that certain Ordinance #597 of the City of Long Beach, Mississippi, adopted by the Mayor and Board of Aldermen at a regular meeting duly held and convened on the 5th day of March, 2013, as the same appears of record in Ordinance Book #8, pages 87-153 inclusive, in my office at the City Hall in said City.

Given under my hand and the official seal of my office this the 6th day of March, 2013.

Rebecca E. Schruff, City Clerk

(SEAL)



LONG BEACH, MISSISSIPPI

COMPREHENSIVE PLAN □ February 2013

PLANNING FOR A BRIGHTER FUTURE...

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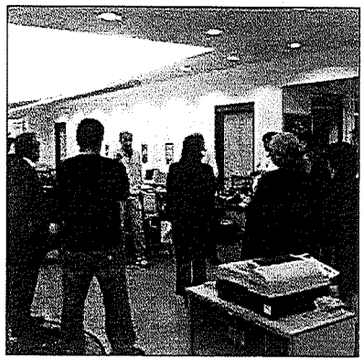


WHAT IS A COMPREHENSIVE PLAN

PURPOSE

A comprehensive plan is one of a community's most important policy documents. A comprehensive plan will furnish both a snapshot of a point in time and a vision of the future. Comprehensive plans serve a number of purposes, the most important of which is guiding long-term investment, growth, and development in a locality. A plan will do this by providing a foundation for other, more detailed, land development policy and regulatory documents the locality may adopt. Although the plan does not create any laws or regulations, it identifies methods that are appropriate for carrying out its policy guidance.

The Long Beach Comprehensive Plan (the "Plan") is no different. It recommends patterns of new development and redevelopment based upon the values gleaned from the community during numerous interviews, public forums, and outreach efforts. The result is a Plan that recommends how and where development should occur, where public investment for road and utility improvements should be made, and where new schools, parks and other public facilities should be placed. The Plan sets policy, and provides direction and context for public and private investment within Long Beach over the next 20 years.

Another important role of a comprehensive plan is to strive to get the most out of expenditures and to save on future planning and construction expenses. Hundreds of millions of dollars will be spent by the City of Long Beach over the next 20 years on public improvements with, or without, a comprehensive plan. During the same period, property owners will spend billions of dollars improving their property. Public and private investment should contribute toward the City's permanence, improve the quality of life for residents, and advance the vision of the City.

The Comprehensive Plan is an extremely important step for Long Beach, which to some extent is starting over; rebuilding in the wake of 2005's Hurricane Katrina. The Plan and subsequent Code, or implementing regulations, provide the guidance needed for the future. With its long range perspective, the Plan's primary purpose is to aid in rebuilding the community by establishing goals to fulfill the community's vision and developing a series of strategies to achieve these goals.

AUTHORITY

As an expression of a community's official policy concerning future physical growth and development, the comprehensive plan is intended to serve as a guide to public decision makers as they consider issues related to land use regulation, growth management, economic development and the prioritization of capital expenditures. Required by statute for all jurisdictions within the State of Mississippi, a comprehensive plan provides the general framework for protection and advancement of the general health, safety, and welfare of the community. This framework forms the rational basis for the administration of land use and development controls such as zoning, subdivision, historic preservation, or design controls. In fact, the validity of any regulatory document such as the zoning ordinance, subdivision regulations, design guidelines, etc. is dependent upon the existence of an approved and updated comprehensive plan.

The Mississippi Code of 1972, annotated, outlines required elements of a comprehensive plan: long range goals and objectives for the development of land uses, schools, roads, open spaces, and community facilities; a land use plan; a transportation plan; a community facilities plan; and, a capital improvements program.

PROCESS

The City of Long Beach Comprehensive Plan is built upon the Long Beach Master Plan done by Ayers Saint Gross in 2006 and the 2005 Long Beach Downtown Renewal Plan completed as part of the

Governor Haley Barbour's Mississippi Renewal Charrette. These documents were prepared with intensive citizen participation and provided the vision and many of the goals and recommendations contained in this Plan. In 2008 this information was updated through extensive interviews with City staff, elected officials, and other stakeholders; walking tours were conducted through each Ward; analysis of current conditions and trends in Long Beach was undertaken; and a series of public meetings was held. All of these planning efforts, undertaken in the weeks and months after Hurricane Katrina devastated Long Beach, were led by local elected officials and supported by a wide range of professionals specializing in long-range planning and design.

COMPONENTS

The end result of the process outlined above is a visionary, yet realistic Comprehensive Plan that should provide a sound foundation for land use decision-making in the coming years. The Plan contains a series of maps depicting existing conditions developed for analytical and informational purposes, much like the statistics from the last census. The existing conditions maps contributed to various studies and analyses that together represent a statement of Long Beach today. From this data and subsequent analysis a future land use plan, a transportation plan, and a community facilities plan were developed. Maps for each of these ideals communicate graphically the community's vision for itself in 20 to 25 years as expressed by citizens and stakeholders. Background data, studies, and analyses forming the foundation of this plan can be found in the Special Analyses chapter of this document. The conclusions drawn from them, however, can be found interspersed throughout the Plan.

GUIDING FRAMEWORK

A VISION FOR RENEWAL

The citizens of Long Beach, Mississippi are accustomed to hurricanes, as are most Gulf Coast communities. They have no choice; the storms are a fact of life on the water in that part of the country. But the morning of August 29, 2005 brought Category 5 Hurricane Katrina to the shores of Long Beach; the sixth strongest Atlantic hurricane ever recorded and the third-strongest on record to make landfall in the United States. Katrina's storm surge devastated the cities lining Mississippi's Gulf Coast: Bay St. Louis, Pass Christian, Waveland, Gulfport, Biloxi, D 'Iberville, Ocean Springs, Gautier, Moss Point, Pascagoula, and Long Beach.

Recovery for Long Beach and other communities affected by the storm has been a mixture of hopes, dreams and crushing reality; of sweat equity, private investment and government assistance. And it has been a mind numbing process of physical labor, insurance claims, and daily struggles. But residents see progress every day that lends the needed courage to get past the latest hurdle and begin to envision a much different reality in the future. Today, almost three years after the storm, Long Beach has made significant progress. Enough of the physical and emotional debris has been cleared away that the community is eager to put a plan in place for its renewal.

Long Beach recognized early on that opportunity emerges out of crisis. As a community, the City has come to recognize that together they have the chance to build a stronger, thriving community, but that changes would have to be made to sustain Long Beach for future generations. The community has been united in two planning efforts for a sustainable future; first during the 2005 Governor's Charrette for Mississippi Renewal and again with the Ayers Saint Gross Master Plan completed in 2006.

This Comprehensive Plan for Long Beach is the next step in the renewal process. It provides a guide for the many projects underway, and those that will occur over the next 20 years. As it is followed, the Plan will guide the community toward its goal of becoming a socially, economically, and environmentally

sustainable city. The Plan emerged directly from the community and is representative of the planning team's recommendations, the community's vision of the future of Long Beach, and the City's operational requirements. This Plan is not about disaster recovery, but instead it embraces the ideals of community renewal and rejuvenation. The Comprehensive Plan for Long Beach is a commitment to take advantage of the opportunity presented in August of 2005, and to be intentional in the City's efforts to build a sustainable future.

OUR COMMUNITY VISION

In 2025, Long Beach is a thriving small-town community. People want to live, learn, work, visit, shop, and play in Long Beach because folks are friendly, children receive a high-quality education through the public schools, neighborhoods support a comfortable lifestyle for residents from all walks of life, and everyone feels safe. The City's quiet neighborhoods. Downtown has returned as the heart of the community and is a vibrant center of retail activity; the nearby Gulf Park Campus of the University of Southern Mississippi is humming with intellectual pursuits for residents and college students alike; and the Long Beach marina provides abundant opportunities for recreational enjoyment and commercial enterprises.

KEY PRINCIPALS

SUSTAINABLITY

"Triple bottom line" sustainability focuses on three different aspects of sustainability: environmental, social and economic. Each of these elements is related to the others in numerous ways. Environmental sustainability is about meeting our current needs without undermining the ability of future generations to meet theirs. But when we make a new civic building more energy efficient, this is not just reducing our unnecessary waste of resources, it is also saving money on the rising costs of energy for decades to come. This stewardship, which helps a locality keep its taxes lower, is a part of economic sustainability. Similarly, when we make sure that such energy efficiency is built into our housing, we increase the likelihood that the resulting lower energy bills will help maintain the affordability on which current and future residents depend. This social sustainability in turn increases the likelihood of available service workers to fill regional jobs.

To achieve the 2025 vision, Long Beach must provide "sustainable development." That is, it must take the steps necessary for its current population to achieve a sustainable lifestyle, but it must also adopt practices that allow the City's development to absorb expected population increases and numerous new businesses, while remaining sustainable. To achieve this sustainable development, Long Beach should eventually assess the entire spectrum of sustainability and restoration issues. In order to begin this journey towards sustainability, however, the City should focus on four areas:

Sustainable land use design. As reconstruction occurs, Long Beach should direct development toward existing neighborhoods and commercial nodes, preserving open spaces, farm land and critical environmental areas. Areas annexed into the City should be built as walkable, mixed-use neighborhoods. Long Beach seeks to strengthen existing neighborhoods and foster distinctive, attractive development that builds upon and preserves the City's character; phasing development so that it occurs as the necessary utilities and infrastructures are available.

Planning and development techniques recommended in the Comprehensive Plan include: selectively increasing height and density; enabling a mix of uses in appropriate areas; incentivizing the use of compact building design; and making a range of housing opportunities and choices available. These techniques typically increase the availability of daily services within walking distance of residential

neighborhoods resulting in an energetic and lively community, the availability of housing for residents at all ages and stages of life and income, reduced dependence on the automobile for mobility, and increased health benefits for residents.

Sustainable landscape. An appropriate landscape palette for Long Beach is one that is consistent with the climate and culture of the Gulf Coast; one in which plantings tolerate normal climatic conditions and regional pests and funguses without the need for significant supplements of water, fertilizer, pesticides, herbicides or fungicides. Seasonal grasses would be planted to reduce mowing requirements, the night sky would be protected, turtle impacts avoided and appropriate trees preserved.

Sustainable buildings. Civic, commercial and residential buildings would meet reasonable, regionally appropriate "green" standards. Civic and commercial buildings might focus on the LEED standards of the US Green Building Council, while single-family residential buildings might use any of a number of standards.

New buildings should be designed to withstand reasonable storms. They should also include design for "passive survivability." That is, their design should allow for continued reasonable occupancy even when electricity is not available. Features such as walkable heights, operable windows and passive shading from porches are examples of these design techniques.

Sustainable utilities. Appropriate code modifications must be explored and opportunities examined to reduce the need to expand utilities and infrastructure. Potable water needs may be reduced by low flow faucets, dual flush toilets, waterless urinals and the use of reuse water or captured storm water. These approaches allow more properties to be served without expansions of existing potable water infrastructure and they reduce the amount of waste water, reducing needs for expansion of that infrastructure as well.

Similarly, storm water runoff issues may be addressed with rain barrel and cistern capture, rain gardens and naturalized ponds integrated into neighborhood parks.

Electrical infrastructure and costs can be reduced by making public building and street lights more energy efficient, implementing curfews on parking lot lights and increasing the efficiency of all buildings.

Not all these elements must be done at once, but the journey must begin immediately with steps to include as many of these concepts in the reconstruction as is practical. Incorporating sustainability measures into reconstruction will advance the long-term value and viability of the City.

FLOOD HAZARD AVOIDANCE AND MITIGATION

Planning for hurricanes and storms that cause flooding rains or storm surge is a major concern for Long Beach. Long-term recovery is tied to rebuilding and redeveloping of residential and commercial areas in a manner that can withstand these forces of nature. The redevelopment of traditionally commercial areas, particularly in downtown Long Beach, will be especially challenging given the new FEMA building elevation requirements explored in the Flood Hazard Mitigation and Emergency Management Strategy found in the Special Analyses section of this Plan.

Long Beach is not alone in facing these daunting urban design challenges; communities all along the Gulf Coast are affected by the revised FEMA requirements. Ideas for the design of elevated buildings were presented in The Community Plan for Henderson Point-Pass Christian Isles and the newly adopted SmartCode for Pass Christian incorporated development standards for elevated structures into the code. These and other ideas will continue to be explored as the region rebuilds; the experience of neighbors will once again be invaluable to Long Beach as it adjusts to accommodate increasing demand for sustainable residential and commercial development.

A LEARNING CENTER

As the only Mississippi Gulf Coast "college town," the importance and co-dependence of Long Beach and the Gulf Park Campus of the University of Southern Mississippi Gulf Coast ('USM") cannot be overstated, especially in this period of renewal and recovery. The university campus of about 3,000 students is an important economic driver in this town of 17,000 citizens. The rebirth of USM creates a number of important economic development opportunities for Long Beach. The university attracts students who are potential rental residents. Increasingly, parents choose to invest in communities in lieu of paying four years of student rental housing costs. To the extent that these potential student residents can be directed to areas around the university they will be within walking distance of the university and restaurants and stores selling supplies for daily needs.

Working with the university it is also possible to create a program of tourist and retiree classes – short courses that may take place one to three times in a week teaching about regional historic resources, regional cooking or such things as photography or watercolor painting. These create a richer destination for retirees and tourists and can be tied into local businesses selling both the supplies for such experiences and their products.

A final economic opportunity is represented by the university's future expansion north of the City limits on the Cross Creek property, approximately 200 acres donated to USM. The property is located within the area proposed for annexation by the City and lies north of I-10, between Canal Road and Beatline Road. Although organization and construction of the new campus will be years in the making, the expansion will provide access to substantial numbers of potential college students from the eastern Louisiana/greater Slidell area to the western Alabama/greater Mobile areas, both of which are within easy I-10 commutes. Development of the Cross Creek Campus will provide additional space to expand programs and foster student growth far into the future, and has potential to draw additional students to the Gulf Park Campus and downtown Long Beach.

ECONOMIC RECOVERY LEADING TO PROSPERITY

Obviously, City and state officials have been interested in stimulating the return of as many businesses as possible and then replacing those that will not return post-Katrina. True prosperity, however, will only come from going beyond this. In order to realize its vision for 2025 Long Beach must achieve more than economic recovery - it must seek prosperous growth. The City must be clear about its economic opportunities, how those opportunities differ from surrounding areas, and how different districts interact.

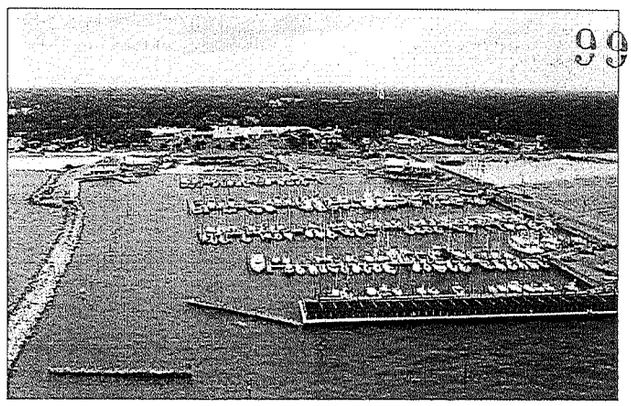
So, for example, the opportunity for a business on Main Street is quite different than a business along the railroad or a business near the interstate. A walkable, beautiful downtown is necessary to attract tourists while another destination may be more automobile oriented. Approaching economic development from the perspective that there is a place for almost every use, but not everything can or should go everywhere, is important. Moreover, the very form of the buildings or location of the parking can undermine the ability of a district to prosper.

Economic prosperity will be stimulated by clear rules, adherence to those rules, and public investment in the appropriate infrastructure. Street lights may be important on Main Street and directional signage may be more important along the interstate. Wise investment in utility infrastructure will create new opportunities to expand the tax base. A clear set of guidelines to inform future speculative development is necessary, as careful attention to the form of that development will help existing and new businesses prosper.

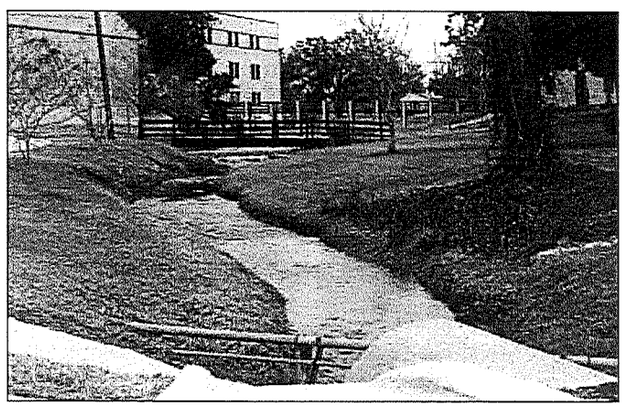
A SENSE OF PLACE

The plan for Long Beach is based upon traditional neighborhood design principles and development patterns that reflect the physical and cultural context of the area. Public spaces are envisioned as large,

outdoor rooms. The quality of an outdoor room is heavily dependent upon the building facades that define its edges. This symbiotic relationship between building and outdoor space is essential in the creation of memorable places.



Cities with distinctive visual attributes and public spaces become identifiable, adding positive value to the urban fabric, and provide a sense of place. Thresholds to destinations can provide visual cues to location within a city, assisting a visitor to orient himself in unfamiliar surroundings, or becoming images of special places even long-time residents can carry with them wherever they may travel.



Memorable places, spaces, and communities are not measured by individual buildings, public art, or landscape alone, but rather how these ingredients coexist together. The critical role of these parts is how they form the whole and define the public realm, the space that any individual may experience. The opportunity to rebuild and renew neighborhoods in Long Beach is a chance to improve upon existing patterns. It is within this spirit that the vision of Long Beach in the year 2025 has been articulated.

KEY GOALS

While the Key Principles represent themes voiced by the community and threaded throughout this document, the Key Goals of community, the natural and built environment, growth, economic prosperity, and connectivity are natural extensions of those principles. In order to make the City's vision for itself a reality, Long Beach must intentionally seek to fulfill these goals over the next 20 or so years. The Key Goals are fleshed out and accompanied by actions critical to their achievement in the Recommendations and Strategies, and Implementation Priorities sections of this document.

COMMUNITY

Welcome newcomers and visitors without diminishing the values and lifestyles of current residents by strengthening existing neighborhoods and fostering distinctive, attractive development that builds upon and preserves the City's character. Promote healthy lifestyle choices by improving walkability and connectivity throughout the community.

NATURAL ENVIORNMENT

Recognize the importance of the natural environment through the preservation of open spaces, farm land, and critical environmental areas. Balance the need for growth and economic development with the

maintenance and improvement of the environment. Treat natural resources as precious and finite.

GROWTH
Make proactive decisions to use this opportunity to rebuild in a manner that reverses decline, and builds a progressive city with a strong future. Manage growth by directing future urban growth to defined areas that can be served by municipal services and preserving rural areas from inappropriate or premature growth.

BUILT ENVIORNMENT
Provide a basis or framework for implementing codes that are clear, enforceable, and fairly applied. Use natural and economic resources wisely and reduce the negative environmental impacts associated with land development. New development should be durable, healthy, and efficient. City projects will be examples of sustainable practices that are built to last for the next generation.

CONNECTIVITY
Improve regional and local connectivity by exploring the development of additional east/west and north/south arterials; reduce vehicular dependence by developing multi-modal opportunities, including transit; re-establish downtown as the heart of Long Beach by encouraging strong interrelationships between downtown and the waterfront and, over time, improving connections between the outer City limits and this critical area.

PROSPERTY
Stimulate economic prosperity by implementing clear rules, requiring or incentivizing adherence to those rules, and committing to public investment in appropriate infrastructure. Create places with distinctive character that serve the daily needs of residents, meet the needs of the travelling public, and draw people in for more than a quick rest stop or a one-night stay. Increase the density within walking distance of the old town core; enable a mix of uses in strategic areas; and focus on design techniques that create an enjoyable streetscape in order to create a destination town center adjacent to an exciting working harbor and surrounded by beautiful beaches.

FUTURE LAND USE RECOMMENDATION & STRATEGIES

This section of the Plan presents policy recommendations for future development and land use generated through an extensive public participation process. Recommendations and strategies are based upon data, issues, and public consensus, and are intended to be used by City staff, Planning Commission, Mayor, and Board of Aldermen as a basis for land use decision-making in pursuit of the Key Principles and Goals.

PROJECTED RESIDENTIAL DEVELOPMENT
Projections for an economic recovery in the region indicate a significant population growth from 2008 through 2025. The Economic and Employment Analysis anticipates that the Long Beach population will increase to almost 18,000 by 2025; a 17% increase over today's population and 9% of the anticipated regional growth.

The analysis indicates that demand for housing will occur both from new households moving into the City, as well as turnover from the movement of existing households. From the data available, the analysis anticipates approximately 140 new dwelling units per year in the City until 2015. The majority of these units will continue to be single-family, with a rise in the number of multi-family units from 30% to approximately 40% of the market. It is logical to assume that the same mix of housing types in demand

elsewhere will begin to be of interest in Long Beach, including townhomes, patio homes, zero lot line homes, cluster housing, garden apartments, and retirement housing. Such a variety offers housing that meets the needs of families at any stage of life and income level.

RESIDENTTIAL RECOMMENDATIONS & STRATEGIES

1. Rebuild and create walkable, mixed-use neighborhoods that reduce dependence upon the automobile and encourage healthy lifestyles for Long Beach residents.
   a. Adopt a Unified Land Use Ordinance as the primary implementation tool regulating land development decisions in Long Beach.
   b. Permit mixed-use development within neighborhoods where appropriate and within the downtown.
   c. Permit residential infill and new development to follow a traditional neighborhood development pattern by right.
   d. Continue to require sidewalks in new subdivisions and retrofit existing neighborhoods with sidewalks as funds become available.
   e. Encourage higher density residential close to schools to enable children to walk to school.
   f. Identify and develop pathways and trails that increase pedestrian linkages within and between neighborhoods and the beach.
   g. Residences should be located within a ten minute walk of workplaces, shops, services, or civic spaces.
2. Facilitate the rebuilding of existing housing stock and development of new stock.
   a. Establish stringent minimum building safety codes based upon ICB and IRC, and hurricane and flood resistant codes.
   b. Permit construction of new modular housing technologies.
   c. Identify areas appropriate for dense, mixed-use development, including multi-family housing.
3. Preserve the character of existing residential neighborhoods.
   a. Encourage the improvement and upgrading of housing units through the consistent and timely enforcement of property maintenance codes.
   b. Stabilize neighborhoods through infill development and redevelopment of vacant lots.
   c. Develop and adopt Architectural Guidelines governing new and infill development.
   d. Accommodate transitions between densities and building types within T-Zones.
   e. Retain and encourage the use of vernacular architectural styles.
   f. Encourage the use of modular structures with unique architectural characteristics and features.
4. Provide housing opportunities for people in different household types, at different stages of their life cycle, and with diverse incomes.
   a. Encourage high density residential along coast line.
   b. Encourage multi-family housing and services as appropriate to serve the needs of the USM community.
   c. Allow one by-right accessory dwelling unit on each residential lot.
   d. Permit development of live/work units
   e. Permit the adaptive reuse of existing units.

PROJECTED COMMERCIAL USE

According to the Economic and Employment Analysis, regional employment is expected to increase by 30% over the next ten years, with almost 10% of that growth occurring in Harrison County. Although the analysis does not indicate the percentage of jobs anticipated for Long Beach, the employment projections indicate a healthy and growing regional economy. The analysis predicts that tourism will drive the Long Beach economy over the next 20 years, with over half of the County's anticipated employment gains in the leisure and hospitality industry. Noteworthy employment growth is also expected to occur in government, retail, education and health services, and professional and business services industries.

1. Concentrate employment opportunities in mixed-use centers accessible to employees and walkable amenities.
   a. Develop and adopt a form-based zoning code that permits and encourages mixed-use development in appropriate neighborhoods and within downtown.
   b. Permit ground-floor retail and upper-story residential or office uses in downtown and other mixed use centers.
   c. Permit on-street parking spaces to count towards parking requirements in downtown and other mixed-use centers.
2. Designate downtown Long Beach (along Jeff Davis) as the primary commercial center for the City of Long Beach.
   a. Develop a mix of commercial uses along the coastline to serve the marina, attract visitors, and create a center of activity.
3. Attract a mix of development to Long Beach that will support a sustainable tax base.
   a. Create a Business Improvement District Authority for downtown.
   b. Encourage and incentivize local business owners to rebuild in downtown.
   c. Attract businesses that offer a full line of goods and services to travelers, tourists and residents.
   d. Attract businesses with sustainable business models that use locally produced raw materials, employ Long Beach residents and USM college students or sell local products in their stores.
   e. Working with USM and local employers, assess current and future training needs and establish programs to fill any existing gaps.
   f. Encourage the use of high school facilities for online learning opportunities at night for Long Beach residents.
   g. Streamline development and permitting processes.
4. Locate mixed-use or retail development, especially neighborhood convenience retail, at strategic intersections to create park once and walk areas.
   a. Encourage service and convenience retail strategically located at corners as appropriate within neighborhoods.
   b. Require parking lots in higher density commercial or mixed-use areas to be screened by buildings.
5. Ensure that commercial or mixed-use development will fit into neighborhood character.
   a. Develop and adopt Architectural Guidelines for new and redeveloping commercial and mixed-use areas.
   b. Require the screening of unsightly, but necessary, accessory uses such as dumpsters, loading docks, exterior storage, and parking areas from adjacent properties, or locate them to the interior of the proposed development.

PROJECTED INDUSTRIAL DEVELOPMENT

According to the Economic and Employment Analysis, most industrial development has occurred in other parts of Harrison County. Although the Long Beach economy is heavily dependent upon government and the leisure, hospitality and retail trades, a review of a list of businesses located in Long Beach available on the internet appears to be fairly diverse, with construction, professional and business services, education and health services, financial activities and manufacturing industries adding to the employment base. Nevertheless, an increase in the amount of industrial land available for development would provide an increase in the tax base necessary for long-term economic recovery.

INDUSTRIAL RECOMMENDATIONS & STRATEGIES

1. Increase the amount of land available for industrial uses within Long Beach.
   a. Evaluate the possibility of annexing the existing Long Beach Industrial Park.
   b. Identify potential areas for expansion of industrial uses within the current City limits.
2. Improve truck and freight access to existing and proposed industrial areas.

NEIGHBORHOOD IMPROVEMENT STRATEGIES

The City of Long Beach is divided into six "Wards," or geographic districts. The existing land use study identified approximately twelve existing or previously existing walkable neighborhoods that related to a community facility such as a school, church or playground. Most of these neighborhoods were located either immediately north or south of the railroad tracks. A walking tour was conducted with City staff, elected officials, and citize3ns of each Ward. During this process issues, concerns, hopes and dreams were voiced and discussed in an effort to define an improvement strategy for each Ward. Citizen comments complied during the walking tours were used to identify recommended strategies. Ward strategies are incorporated into the appropriate Land Use Goals and Strategies.

Ward 1 STRATEGY

Ward 1 is 601 acres and is located to the southwest of the City, between the Gulf Coast and railroad line. Ward 1 is characterized by a substantial amount of single family residential development (46% of the land area of the Ward) and a few low-rise housing developments (12%). One of the city cemeteries is located within Ward 1 and accounts for 1% of the Ward's land area. The southern portion of Ward 1 has been lying vacant since Hurricane Camille devastated the area in 1969.

- Encourage high density residential development along the coast line.
- Encourage convenience and service retail in appropriate locations to serve the residents of Ward 1
- Street level retail activity will only occur on Magnolia Street or further back from the coast to accommodate FEMA guidelines.

Ward 2 STRATEGIES

Ward 2 consists of 873 acres in the center of the City. The Ward extends southward to the Gulf Coast and is bisected by the railroad line. Ward 2 contains the downtown core of the City and faces the marina. Ward 2 is the most diverse Ward in terms of existing land uses which include: retail (10%), industrial (0.2%), civic (2%), educational (4%), and religious institutions (5%). A majority of the residents reside in single-family homes (47%) with a small portion living in multi-family dwelling units (4%). A large portion of the Ward is located south of the railroad lines and was devastated by Hurricane Katrina.

- Encourage multi-family housing and services to serve the academic community that attends USM.
- Encourage and support the redevelopment of the USM campus.
- Develop a robust commercial base along the coastline to attract tourism and serve the marina.
- Jeff Davis is designated as the commercial "main street" of Long Beach and would serve both the resident population and visitors.

WARD 3 STRATEGIES

Ward 3, comprised of 834 acres, lies at the southeast corner of the City and encompasses the waterfront property owned by USM. As seen in Ward 2, a large portion of the Ward south of the railroad lines was devastated by Hurricane Katrina. Ward 3 is not quite as diverse as Ward 2 in terms of land use: civic (2%), commercial (3%), religious (2%), and educational (5%). Multi-family dwelling units, such as duplexes, consist of 2% of the Ward and 55% of dwelling units are single-family.

- Encourage multi-family housing and services to serve the academic community at the USM campus.
- Locate businesses to support the student population along the railroad tracks.
- Stabilize the neighborhood by building on every vacant lot, increasing the residential base, and encouraging land owners to rebuild their homes or sell their vacant lots to permit new development.
- Preserve the quiet, residential quality of Ward 3.

WARD 4 STRATEGIES

Located to the west of the City, Ward 4 is sharply defined by Canal One to the north and the railroad line to the south. Ward 4 is 747 acres, and consists primarily of single-family residential development (46%).

Also located in Ward 4 are an elementary school (1%), civic (6%) uses include a new police station on the east side. Commercial uses (2%) are dispersed along Railroad Street. Ward 4 is landlocked by the canal and railroad line making connectivity difficult to the north and south. However, there are five railroad crossings within the Ward which presents an opportunity for increased beach access.

- Encourage service and convenience retail that is strategically located at corners to serve residents of the Ward.
- Identify and develop an evacuation route to the north for students attending Reeves Elementary School.

WARD 5 STRATEGIES

Ward 5 is located at the northwest corner of the City limits bounded by Canal One to the south and Canals 2 and 3 to the north. Lands close to the canals are low lying and subject to flooding. Ward 5 is the second largest Ward in Long Beach with 1,255 acres. Existing uses within the Ward include several housing subdivisions; dwelling units are disproportionately single-family at 58%, while only 1% is multi-family. In contrast with other Long Beach Wards, Ward 5 is the least diverse in terms of land use. Commercial/retail and religious uses each make up 3% of the land area in the Ward. There are no civic or educational uses located within Ward 5.

- Continue to encourage service and convenience retail that is strategically located at corners to serve residents of the Ward.
- Explore the provision of pathways and trails that bridge the canal to permit residents alternate access to the beach.

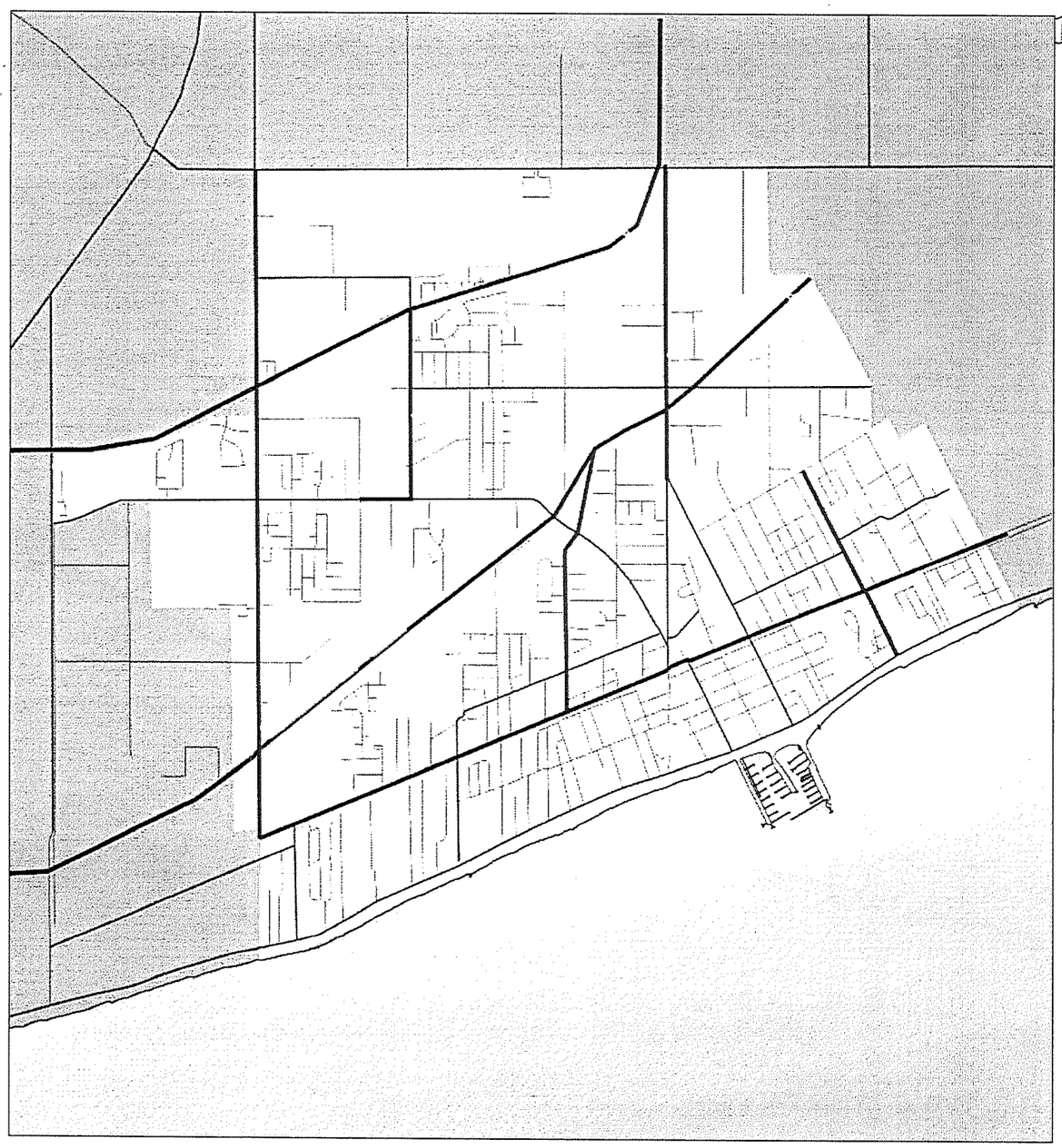
WARD 6 STRATEGIES

Ward 6 frames the northern edge of the City and is the largest Ward in Long Beach with a total of 1,773 acres. Ward 6 contains the majority of open or vacant lands. A new school complex is planned for this Ward and a new subdivision is under way. Ward 6 is currently dominated by single-family development. The breakdown of land uses within the Ward is as follows: single family (51%), educational (5%), retail (4%), civic (2%), and churches and multi-family dwelling units (less than 1% each).

Three primary streets run through Ward 6: Beatline, Klondyke, and 28th. Beatline and Klondyke roads run north-south and provide access into and out of the City. Beatline currently serves as the only truck route providing access to downtown and the beach. 28th Street runs east-west and serves to connect Long Beach with the adjacent cities of Pass Christian and Gulfport.

- Encourage higher density housing close to the new school to encourage children to walk to school.
- Plan and build trails and pathways within the City as needed to connect to the larger trail network within Harrison County.
- Designate commercial nodes at strategic locations such as the intersections of Klondyke and 28th, Beatline and 28th and Daugherty and West end of Commission or across from Quarles school on Commission.

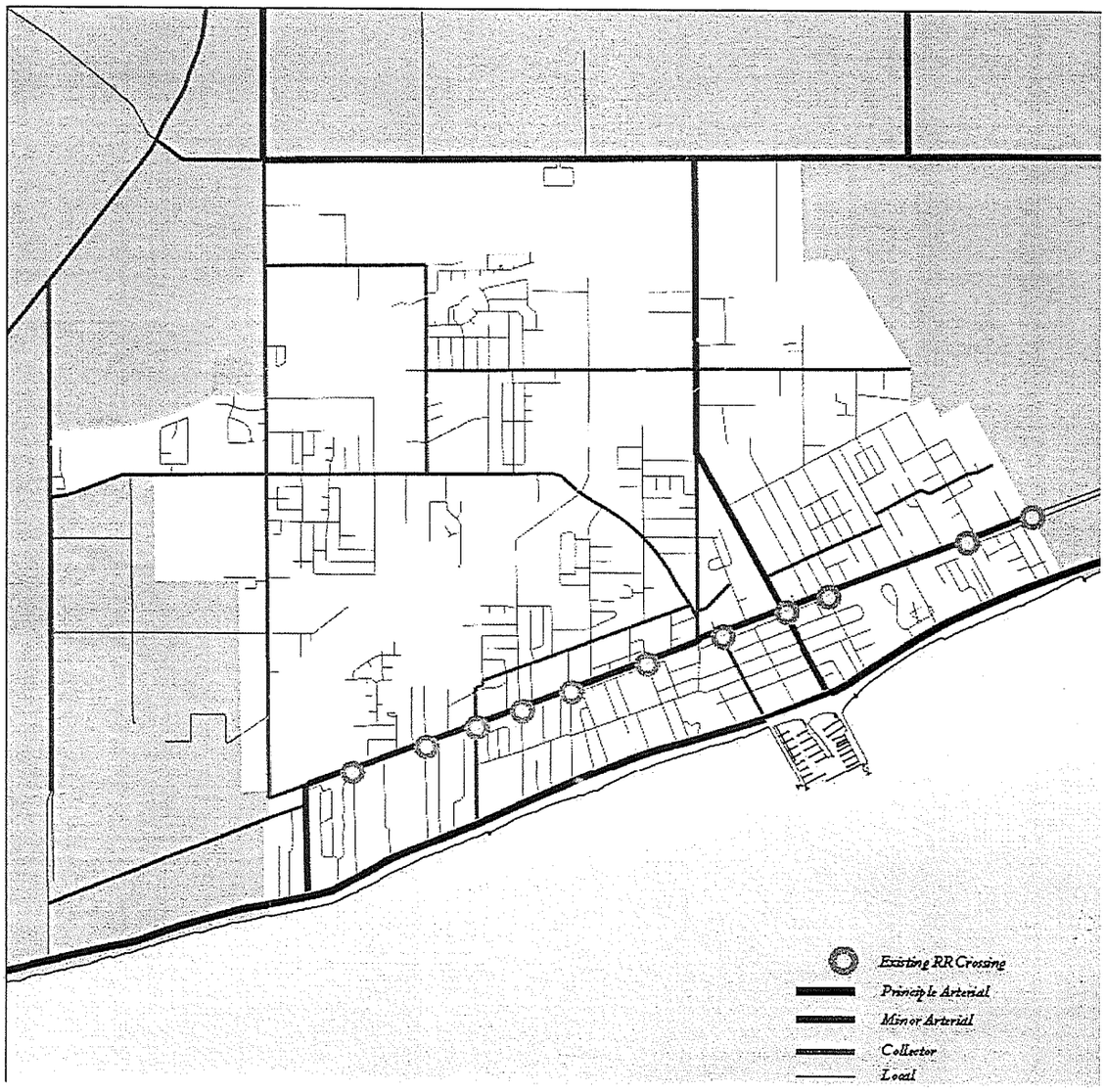
IMPLEMENTATION PRIORITIES



TRANSPORTATION PLAN

PROPOSED HIKER/BIKER NETWORK

Several paved hiker/biker trails are proposed in the City of Long Beach. These trails may pass through wetlands, forest, and along the canal edge and will create an amenity for locals as well as visitors to jog, walk, bicycle, roller-skate, or take alternate routes to the beach. Motorized vehicles would be prohibited on these trails. The routes proposed were determined by considering (1) logical routes for providing additional connectivity between neighborhoods, (2) available right-of-way along canals or thoroughfares, and (3) primary thoroughfares that are good candidates for targeting capital improvement funds to increase walkability.



FUNCTIONAL STREET CLASSIFICATION

The Federal Highway Administration and the Mississippi Department of Transportation define roads in terms of "functional classification." Existing transportation infrastructure and proposed improvements are depicted above. Functional classifications are defined as follows:

Urban Interstate: Roads designated as part of the Interstate System in urban areas.

Urban Principal Arterial-Other Freeways and Expressways: This category includes roads which are controlled access, but not designated as part of the Interstate System.

Urban Principal Arterial: Serves the major centers of activity of a metropolitan area, the highest traffic volume corridors, and the longest trip desires.

Urban Principal Arterials: Should carry a high proportion of the total urban area travel. Arterials are typically designed for speeds between 40 and 65 miles per hour ("MPH"), with 12 foot lane widths.

Urban Minor Arterial: Interconnects with the urban principal arterial system and provides service to trips of moderate length at a somewhat lower level of travel mobility than major arterials.

Urban Collector: Provides both land access service and traffic circulation within residential neighborhoods commercial and industrial areas, distributing trips from the arterials through the area to the ultimate destination. The collector street also collects traffic from local streets in residential neighborhoods and channels it into the arterial system. Collectors are typically designed with speeds of 30 to 50 MPH in mind, with a minimum land width of 12 feet.

Urban Local: Provides direct access to abutting land and access to the higher classification systems. Local streets have a design speed of 20 to 30 MPH, with 11 foot lane widths.

Minimum Rights-of-way
Minimum rights-of-way width for urban streets is defined as the sum of the various cross section elements including lane widths, median width, shoulders and/or clear zones, side slopes, public utilities, and where provided, frontage roads.

Transit Opportunity
The 2005 Governor's Commission for Mississippi Recovery, Rebuilding, and Renewal recommended relocating the CSX railroad line and has been studying the possibility of creating an east/west rapid transit corridor along the coast. The 2006 Long Beach Master Plan supported the concept, as does this Plan. Rapid transit connecting Long Beach with neighboring coastal communities is a welcome possibility which the City should embrace. In order to preserve this opportunity, the City should remain engaged in this discussion and ensure that new development along the railroad corridor will enhance and not impede this opportunity.

Proposed Transit Improvements
The lack of connectedness and continuity within Long Beach was a common theme expressed among the residents of all Wards. The current system of roads creates a hierarchical system of thoroughfares beginning with the highway and ending in the cul-de-sac. This thoroughfare system forces all drivers onto arterials for most trips. A majority of the arterials in Long Beach are two-lane roads with restricted access. Many extensions to existing streets are proposed in order to create a robust network of streets. These are shown with a dashed line on the Proposed Transportation Improvements diagram. A large majority of the extensions are northbound in an attempt to alleviate congestion on arterials and to improve hurricane evacuation routes. The Metropolitan Transportation Planning Authority would need to study the feasibility of the proposed network and determine the funding stream to make the network a reality.

Key Goal Relating to Transportation Connectivity
Improve regional and local connectivity by exploring the development of additional east/west and north/south arterials; reduce vehicular dependence by developing multi-modal opportunities, including transit; re-establish downtown as the heart of Long Beach by encouraging strong interrelationships between downtown and the waterfront and, over time, improving connections between the outer City limits and this critical area.

Transportation Recommendations & Strategies
1. Design transportation systems to support land uses and community character and balance pedestrian and vehicular needs.
    - Prioritize the development of new corridors rather than expanding existing roads: two, two-lane roads are better than one, four-lane road.
    - Require wider easements on main thoroughfares in new developments to facilitate development

of bike and pedestrian access.
- Adopt context-sensitive street design standards that promote a balance between vehicle travel, walkability, and community character. Conventional "level of service" ratings shall not be the only determinant of road design.
- Limit curb cuts on arterial corridors.
- Develop a long-term pavement maintenance program.

2. Arterial corridors will be "great streets" with moderate speeds, facilities for pedestrians and bicycles (sidewalks, bike lanes, and/or multi-use paths), and street trees.
   - Calm Highway 90 traffic by converting to parkway/ boulevard street section.
   - Provide sidewalks and bike lanes on all arterials.
   - Provide multi-use trails, potentially along canals.
   - Develop a palette of street types to address various conditions.
   - Establish a street tree planting program.
   - Establish street tree requirements for new subdivisions.
   - Design neighborhood streets for low traffic speeds.
3. The street network within Long Beach will have adequate connectivity.
   - Establish a maximum block size to increase street connectivity options.
   - All neighborhoods will have at least two vehicular access points.
   - Connect existing streets to provide additional connectivity in the short term.
   - Study the feasibility of extending Klondyke across the railroad tracks to intersect with Highway 90. Incorporate an alley system as development south of the railroad line occurs to provide right-of-way for utilities, access for service vehicles, and opportunities for establishment of rear access garages.
   - Study the feasibility of providing additional railroad crossings for those north/south roads that originate inland and terminate at the tracks to provide additional connectivity south of the rail line.
   - Explore development of additional east/west and north/ south connections.
   - Improve existing and establish new linkages between downtown; and the waterfront and between downtown and the outer City limits.
   - Provide additional evacuation routes.
4. Reduce dependence upon the automobile by creating transit and other multi-modal transportation opportunities.
   - Install sidewalks and bike lanes along arterials
   - Convert Highway 90 to parkway/boulevard section with pedestrian pathways and bike lanes.
   - Study potential for creating rubber tire trolley system along Highway 90, within downtown, and between downtown and USM.
   - Cooperate in development of transit connections to airports.
   - Participate in the regional conversation concerning the conversion of the CSX railroad corridor to a light rail transit corridor.

COMMUNITY FACILITIES PLAN

Capital Improvements Projects

1. Publically funded capital improvement projects will serve as examples of the highest level of sustainability in the built environment.
   a. Design new civic structures to withstand water and wind damage expected from reasonable storms.
   b. Design civic structures for "passive survivability" to allow for continued occupancy during a loss of power.

   c. Develop civic buildings using the LEED standards of the U.S. Green Building Council to provide validation of 3rd party verification systems to private developers.
   d. Incorporate use of sustainable utility systems into civic projects that reduce the amount of waste water and the need for expansion of that infrastructure.
   e. Incorporate the use of Low Impact Design standards into projects where possible for the control of storm water quantity and quality.
2. Incorporate "green" building design and the use of energy efficiency practices into all renovation and repair projects for existing facilities.

DRAINAGE, POTABLE WATER & SANITARY SEWER SYSTEMS RECOMMENDATIONS & STRATEGIES

1. The City of Long Beach will manage development and capital improvement projects to minimize drainage problems in the City.
   a. Complete a long-range annexation analysis that considers entire watershed areas to ensure stormwater quantity and quality control, and to avoid increasing the occurrence of flooding due to development.
   b. Complete a comprehensive drainage study to identify and prioritize needed capital improvements.
   c. Accomplish the dredging of the canals as soon as possible.
2. The City of Long Beach will provide high-quality drinking water and sanitary sewer services.
   a. Identify and prioritize capital improvements required to bring water service in all areas of Long Beach up to state water quality and fire standards.
3. Direct development toward areas served by municipal services and with existing or proposed infrastructure.
   a. Continue to require annexation for the provision of water and sewer.
   b. Require incremental growth or phasing of development to occur concurrent with necessary infrastructure.
4. Promote wise use of natural and economic resources.
   a. Preserve existing wetlands and incentivize the use of Low Impact Development techniques for stormwater management such as rain gardens, green roofs, and drainage swales to control surface runoff and promote water quality.
   b. Design structures to take advantage of solar orientation, protect fenestration from direct sunlight, and all openings from torrential rainfall.

PUBLIC SCHOOLS RECOMMENDATIONS & STRATEGIES

1. School quality, both on a facilities and an academic level, will remain a draw for living in Long Beach.
   a. Provide high quality educational opportunities that compete well with surrounding school districts.
   b. Continue City-School District cooperation in use of facilities.
2. Schools will serve as neighborhood anchors.
   a. Design of school facilities will support neighborhood character and walkability.
   b. Establish a "Walk to School" program using ideas from "Kids Walk-to-School: A Guide to Promote Walking to School."
   c. Continue to seek "Safe Routes to School" funding for pedestrian and bicycle improvements.
   d. Prioritize school bus routes for development of pedestrian and bicycle facilities.
3. Identify and prioritize capital improvements for school facilities.
   a. Provide improved emergency evacuation for Reeves Elementary School.
   b. Develop a plan for the reuse of the Harper McCaughan site that supports the renewal of downtown.
   c. Plan for future development of a second high school facility on the Harper McCaughan site off Pineville Road.

4. Expand cooperation between the School District and USM.

EMERGENCY MANAGEMENT SERVICES: POLICE & FIRE PROTECTION, AMBULANCE SERVICE RECOMMENDATIONS & STRATEGIES

1. Provide high-quality police protection services.
2. Provide high-quality fire protection services.
   a. Identify and prioritize road improvements and connections necessary to improve fire protection accessibility.
   b. Identify fire house dormitory options in case of extended emergencies.
   c. Build a third fire station as a training facility.

PUBLIC LIBRARY RECOMMENDATIONS & STRATEGIES

1. The Public Library will serve as a community anchor and prominent civic space.
   a. Add a satellite public library facility near 28th Street when population growth justifies it.
   b. Expand cooperation between the Public Library and the School District.

PARKS, OPEN SPACE AND RECREATION FACILITIES RECOMMENDATIONS & STRATEGIES

A city is experienced through its public realm: streets, sidewalks, and parks. Residents and visitors alike experience these spaces as they move through the city. The Long Beach Comprehensive Plan gives spatial definition to the public realm and provides a variety of public spaces and streets to enhance the experience for both elements of the community.

1. Citizens in every Ward will have access to parks, open space, and recreation facilities.
   a. Require dedication of park or open space by developers of all new subdivisions.
   b. Continue to pursue outside funding for parks and recreation projects.
   c. Identify a funding source for the maintenance of City-owned recreation facilities.
   d. Negotiate agreements with owners of private community facilities for public use of private facilities if possible and publicize additional recreation opportunities.
2. Develop a range of parks from tot-lots and village greens, to ball fields and community gardens within neighborhoods.
   a. Develop multi-use trails along the Canals if possible.
   b. Develop recreation activities on the lake in Ward 4.
   c. Create a civic plaza at the intersection of Jeff Davis extended, Klondyke, and Pineville roads.
   d. Study the feasibility of creating a gateway square at the intersection of Klondyke and Cleveland.
3. The Long Beach Marina complex will provide sustainable public access and waterfront enjoyment for all patrons.
   a. Develop a comprehensive expansion plan for the Long Beach Marina complex, that is:
      i. Aligned with family-oriented leisure time activities.
      ii. Provides adequate parking and slip availability.
      iii. Supports the residents of Long Beach and the Gulf Coast.
      iv. Operationally sustainable and economically self-supporting.
      v. Aligned with the endorsed Master Plan.
      vi. Environmentally friendly.

PHYSICAL SETTING

DESCRIPTION OF LONG BEACH

The City of Long Beach, located in Harrison County, Mississippi, was established in August, 1905. It was one of the fastest growing communities southwest of Biloxi, and today is part of the Biloxi-Gulfport Metropolitan Area. From the time of the original settlers, the 10.1 square miles of Long Beach has been known as "The Friendly City." Today's residents continue to take pride in their willingness to work for a good cause and to help their neighbors. The City is also home to the Gulf Park Campus of the University of Southern Mississippi Gulf Coast. Located on the front lawn of the University is a 500-year-old oak tree known as the "Friendship Oak." Like Long Beach itself, the historic oak survived Hurricane Katrina and continues to serve as a landmark on this attractive 65-acre campus overlooking the Gulf of Mexico.

As of the 2000 decennial census, Long Beach had a population of 17,320. A slight dip in population estimates occurred between July 1, 2000 and July 1, 2003; however, by July 1, 2005, a month before Hurricane Katrina, the U.S. Census Bureau was reporting an increase in the estimated population of 169, or about 1%, to 17,489. Population estimates for Long Beach as of July 1, 2006, almost a year after Katrina, indicate that the City was home to 15,372 people; a number approximately 2,000 less than the City's population in 2000.

Recent data indicates that the people living in Long Beach are relatively young, with 33% of the population between the ages of 20 and 44 years old. The population is 85.1% Caucasian, 8.7% African American, 0.4% American Indian/Alaska Native, 3% Asian, 2.7% Two-plus Races. The Friendly City is largely a bedroom community with residents commuting to the adjacent cities of Gulfport or Biloxi for employment. Residents have a mean travel time of just over 20 minutes to their place of employment. Among individuals over 25 years old, 86% have a high-school degree or higher, 24% have a bachelor's degree or higher and 8% has a graduate or professional degree. The median household income in 2006 was $43,000.00.

In 2006, Long Beach had 5,779 households; 53% of which were married. One-quarter of the City households were single in 2006, and almost two-thirds of Long Beach households did not have children living at home. Between 2000 and 2004, averages of 124 residential building permits were issued in Long Beach. Approximately 63% of these were for single-family detached homes. The City experienced a significant decline in building permits following Katrina; however, the numbers have increased significantly more recently as the City rebuilds, with a total of 665 to 775 dwelling units currently planned and approved, most of which are for single-family detached units.

REGIONAL CONTEXT

POPULATION

Following the 2000 decennial census, Harrison County's population remained stable, hovering right around 189,601 census counts. Between July 2004 and July 2005, the County experienced a slight increase in population of 1,352 or 0.7%, due at least in part to development in the gaming industry.[2] Between July 2005 and January 2006, the County lost over 30,000 people, or 16.5% of its pre-Katrina population. Harrison County ranked 4th among the storm impacted parishes and counties[3] in total population loss during the five month period post-Hurricane Katrina.

Harrison County is home to approximately 75% of the regional population; the region is defined as Harrison, Hancock, and Stone counties and is also referred to as the Gulfport-Biloxi Metropolitan Area by the U.S. Census Bureau. Population projections estimated that the region would continue to lose

population through 2007 with an economic recovery beginning in the area during 2008. Significant population growth is expected in the region between 2008 and 2025.

2. According to : "Katrina and Rita Impacts on Gulf Coast Populations: First Census Findings, June 2006," The Brookings Institution Metropolitan Policy Program, June 2006, Harrison County's July 2004 population estimate was 185,178; July 2005 was 186,530; and the January 2006 population was 155,817.

3. "Storm impacted parishes and counties" includes Gulf Coast parishes and counties in Texas, Louisiana, Alabama and Mississippi. Source: "Katrina and Rita Impacts on Gulf coast Populations: First Census Findings, June 2006," The Brookings Institution Metropolitan Policy Program.

DEMOGRAPHICS, HOUSING & ECONOMIC TRENDS

EMPLOYMENT

According to Moody's www.economy.com there were a total of 100,608 jobs in the region in 2006, 83% of which were located in Harrison County. Ten thousand of those jobs were lost between 2000 and 2006, an indicator of Katrina's impact. Most of the jobs lost were in the hospitality industry, which was heavily impacted by the storm. In 2005, the Gulfport-Biloxi Metropolitan Area's unemployment rate exceeded 10%; however, by 2007 that rate had returned to a more typical 6.5%, indicating a recovery.

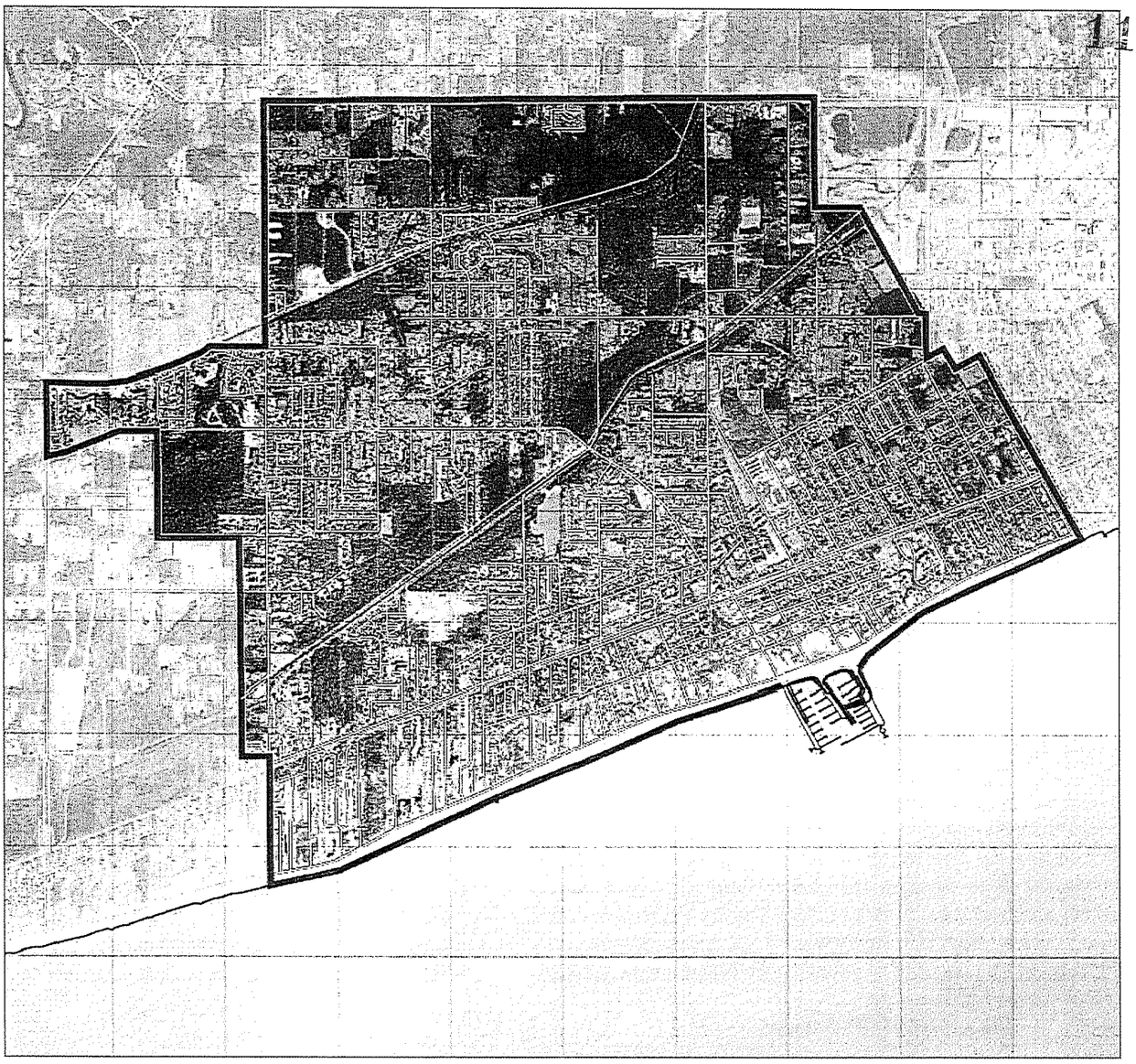
The industry mix of the region is dominated and stabilized by government jobs at Keeler Air Force Base, the Naval Construction Battalion Center, and NASA Stennis Space Center. The casinos in the region drive leisure and hospitality employment which follows government jobs in number. The hospitality sector of the local economy was badly damaged by the hurricane, costing over 11,000 jobs in the hospitality industry alone between 2000 and 2006. Recent data indicates that tourism is rebounding, however. The local population and tourism drive the retail trade industry in the region.

The regional economy will benefit from the rebuilding of the casinos, which will stimulate the tourist trade. Federal aid available for economic development will also stimulate the regional economy. The Port of Gulfport is proposing an expansion, which could further strengthen exports from the region, and the military presence in the region can be expected to remain a stabilizing influence.

Weaknesses in the national housing market will likely reduce the rate of new residential construction, particularly of condominiums, in the region. Coupled with the low rate of insurance coverage, recovery efforts could be hindered by the national economic downturn. Modest income levels in the region may deter high quality retail development in the near future.

Over the next ten years, regional employment is projected to increase by over 30% (30,000 new jobs); 90% of which should occur in Harrison County, according to projections. Tourism is expected to drive the Long Beach economy over the next 20 years with over half of the County's employment growth expected to be in the leisure and hospitality industry. Employment and population projections indicate a healthy, growing regional and local economy.

Moody's www.economy.com projections indicate an economic recovery before the end of 2008 and significant population growth in the region and County from 2008 through 2025. Although 20 year population projections are not available for Long Beach, the population and economic study assumed the City will continue to account for approximately 9% of the County's population during that time. Given this assumption, the City's population can be expected to grow to almost 18,000 by 2025, a 17% increase over today's population.



CORPORATE LIMITS

The corporate limits of the City of Long Beach extend from 28th Street on the north, and south to the Gulf Coast. The eastern edge is bounded by the US Naval Reservation and the City of Gulfport. The western edge is bounded by the City of Pass Christian and the unincorporated area of Pineville. The total area within the corporate limits of Long Beach is 10.1 square miles. The City of Long Beach provides residents with services such as water, sewer, electricity, garbage collection, fire and police protection, and schools. There is no water or sewer service provided by Harrison County to areas immediately adjacent to the City of Long Beach. Several areas outside of the corporate limits have requested annexation in order to obtain these services from the City.

It is important for Long Beach to engage the larger regional context as economic opportunities, education, cultural assets, social lives, and recreation interests extend beyond the boundaries of the City. Thinking

regionally is essential to achieving smarter growth and maximizing all investments. It requires a consolidated effort to pool resources with neighboring jurisdictions, and coordinating legislation and policy changes. Looking at possible annexation opportunities to the north and west may help the City overcome some of its connectivity problems, as well as increase its tax base, particularly if the existing Long Beach Industrial Park is acquired. Additional information can be found in the Annexation Analysis found in the Special Analyses section of the Plan.

NATURAL RESOURCES

TOPOGRAPHY

The topography in Long Beach gently rises as it moves northwards away from the coast line. A levee is formed along the elevated rail line; north of the rail line the ground dips downwards toward a drainage canal. There are two additional canals that diagonally cut across the City. Wetlands and low lying lands flank these canals and assist with drainage. The northeast quadrant of the City consists of low lying lands and wetlands. Structures built close to the canals have experienced flooding due to the adjacent low topography.

WETLANDS

Approximately 7%, or 404 acres, of Long Beach lies in wetlands. The majority of the wetlands in Long Beach occur on or near the canals, but there are also substantial wetland areas near the northern boundary of the City. Development of wetlands is severely restricted by federal law. The US Army Corps of Engineers ("Corps") and the US Environmental Protection Agency define wetlands and their attendant permitting process as follows:

Those areas that are inundated or saturated by surface or ground water at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, marshes, bogs, and similar areas. Section 404 of the Clean Water Act requires that anyone interested in depositing dredged or fill material into "waters of the United States, including wetlands," must receive authorization for such activities. The US Army Corps of Engineers has been assigned responsibility for administering the Section 404 permitting process. Activities in wetlands for which permits may be required include, but are not limited to:

- Placement of fill material.
- Ditching activities when the excavated material is side cast.
- Levee and dike construction.
- Mechanized land clearing.
- Land leveling.
- Most road construction.
- Dam construction.

The final determination of whether an area is a wetland and whether the activity requires a permit must be made by the appropriate Corps District Office.

FLOOD PLAINS

Approximately 32%, or 1,969 acres, of the land area in Long Beach lies within the 100-year floodplain, which has a major impact on permitted land uses. The term "100-year flood" is deceiving. It does not mean that a flood will occur once every 100 years; rather, it is defined as a flood that has a 1-percent chance of being equaled or exceeded in any given year. Thus, a 100-year flood could occur more than once in a relatively short period of time. A base flood may also be referred to as a 100-year storm and the area inundated during the base flood is sometimes called the 100-year floodplain. The 100-year flood is

the standard used by most Federal and State agencies, in particular by the National Flood Insurance Program ("NFIP"), as the standard for floodplain management and determining the need for flood insurance.

STEEP SLOPES
Most of the land within the City limits of Long Beach has a gentle slope. There are very few areas that have a slope greater than 5% and these areas occur adjacent to the railroad tracks and the canals. Due to the gentle slope of the land, water drains slowly and has a tendency to pond during heavy rains. Many residents have expressed concern regarding thoroughfares ponding after rainfall. A comprehensive drainage study should be conducted to understand the full impact of water drainage on City parcels and opportunities for low impact design storm water facilities.

DEVELOPMENT RESTRICTIONS IN FLOOD HAZARD AREAS
Structures built within Special Flood Hazard Areas, as shown on NFIP maps, have a 26% chance of suffering flood damage during the term of a 30-year mortgage. Because of this additional risk, development within these areas is restricted. Additional information can be found in the Flood Hazard Mitigation and Emergency Management Strategy found in the Special Analysis section of this Plan.

VACANT LAND

Twenty percent, or 1,204 acres, of the total land area in the City of Long Beach is vacant. Undeveloped, privately-owned land accounts for 901 acres, while 304 acres represents areas that were previously developed but destroyed by Katrina. Almost half of the vacant land created by Katrina (137 acres) is in a FEMA flood zone.

UNBUILDABLE LAND
Unbuildable land, including streets, railroad rights-of-way, waterways, and bayous comprise 9%, or 548 acres, of the total land in the City of Long Beach.

EXISTING LAND USE

Ayers Saint Gross surveyed existing land uses in early 2008, compiling data from a variety of sources: information received from the City, existing aerial photography, parcel data available from the Harrison County GIS Data Website, and walking tours conducted throughout the City. These sources provided base data necessary to develop a plan for the future growth and development of the City and the surrounding annexation study area.

The resulting academic understanding of existing conditions was combined with input from Long Beach citizens, elected officials, and staff, which enabled the planning team to develop a framework for future development and redevelopment patterns that will form the basis for revised zoning and subdivision regulations.

Existing land uses were grouped into nine (9) major categories:
1 Residential: Single-family, multi-family duplex to quadraplex, apartments, and mobile homes.
2 Commercial: All types of wholesale and retail trade establishments, including hotels, motels, eating and drinking establishments, heavy commercial such as automotive repair, and personal and professional services.
3 Industrial: Manufacturing, construction, and warehousing establishments.
4 Community Facilities –

a. Civic: Governmental and other related community service uses, including any government-owned utilities.
b. Religious: All parcels associated with religious activities

5. Public Schools: All public educational facilities, including properties of the Long Beach School District and the University of Southern Mississippi.
6. Parks, Open Spaces, and Recreation: Publicly and privately-owned open spaces with public access, including parks, ball fields, the war memorial, the park owned by USM, and church related facilities that are open to the public.
7. Vacant: Privately-owned land without building improvements, including undeveloped land, and previously developed parcels affected by Katrina. This category includes property that previously held or is zoned for commercial or residential improvements.
8. Non-Buildable: All land not identified as a parcel in the County records, including rights-of-way for streets and railroads, water bodies such as the canals and bayous, and other lands constrained by wetlands or floodplain.

EXISTING RESIDENTIAL DEVELOPMENT

Residential land is defined as that area occupied by dwelling units and the parcel associated with the structure. Within the corporate limits of Long Beach 51% of the land area, or 3,120 acres, is devoted to residential uses. Ninety-four percent of the residential land area in Long Beach is devoted to low-density, single-family residential, by far the dominant land use type in the City.

The City of Long Beach has historically developed in a relatively low-density, sprawling pattern. In the older parts of the City near the waterfront and south of the railroad tracks, the development pattern is a modified grid with interconnected blocks. Newer areas of the City, north of the railroad tracks, display a less connected, more organic development pattern. Parcels and street widths tend to be smaller closer to the waterfront and larger farther north.

Although people's willingness to walk varies depending on the quality of the public spaces, ¼ mile is a generally accepted standard for the radius of a walkable neighborhood. Using this standard, Ayers Saint Gross identified approximately twelve existing, or previously existing, walkable neighborhoods in Long Beach related to a community facility such as a school, church, or playground. The majority of these walkable neighborhoods are located either immediately south or north of the railroad tracks.

EXISTING COMMERCIAL DEVELOPMENT

Commercial development comprises 4%, or 241 acres, of the land area in Long Beach, representing 5.8% of the developed land area. The majority of commercially zoned land in Long Beach consists of relatively small parcels with single-story detached buildings, often located along main thoroughfares or at major intersections. The linear pattern of commercial development creates an inefficient use of land, large amounts of disconnected parking, and multiple curb cuts, all of which can contribute to traffic congestion.

Concentrations of commercial development exist in three locations: Pineville and Beatline Roads, Pineville Road and Canal One, and the intersection of Jeff Davis Avenue and Railroad Street. Prior to Katrina, there was also a concentration of commercial development near the harbor and in Long Beach. "Downtown" is defined as the triangle formed by Klondyke, Cleveland, and Highway 90, with the intersection of Railroad and Jeff Davis serving as the center of downtown Long Beach.

The redevelopment of commercial areas south of the railroad tracks will be severely affected by the revised FEMA base flood elevation requirements, which will require buildings to be raised several feet into the air. This situation poses significant design challenges for commercial development that can compromise walkability if not creatively addressed. Simultaneously, dealing with ADA commercial access requirements at these elevations may be cost prohibitive.

Currently, retail choices available in Long Beach do not meet the needs of the residents. For many goods a trip to Gulfport or elsewhere is required.

EXISTING INDUSTRIAL DEVELOPMENT

The City of Long Beach includes very little industrial development: approximately 9 acres, or 0.2% of the City's land area. Within the City of Long Beach, the limited industrial uses are light industrial and typically warehouse-related. The negative impacts to surrounding properties of this kind of industrial development are minimal and related primarily to truck traffic and visual clutter.

Most industrial development has occurred in other parts of Harrison County. The closest concentration of industrially zoned land is the 425 acre Long Beach Industrial Park, located adjacent to the western boundary of the City in Harrison County. Long Beach has considered annexing this area to increase the industrial tax base and provide opportunities to improve connectivity with I-10. According to the Economic and Employment Analysis completed for this Plan, additional capacity exists within the present limits of the Long Beach Industrial Park, which is expected to take another ten years to build out. However, further development of the Industrial Park is currently limited by inadequate truck access.

COMMUNITY FACILITIES

Community facilities make up 5%, or 321 acres, of the land area in Long Beach. Civic facilities including City Hall, police stations, two fire stations, public library, and other City-owned properties comprise 2%, or 113 acres, of the overall land area. Religious facilities account for 3%, or 608 acres, of community facility land.

The public library is located in a key anchor point in downtown Long Beach. Nearby, a new two-story City Hall will replace the building damaged by Katrina and a new police station will open soon. Many other civic facilities were destroyed or damaged during Katrina. Their rebuilding can play an important role in downtown revitalization and the City's long-term recovery efforts.

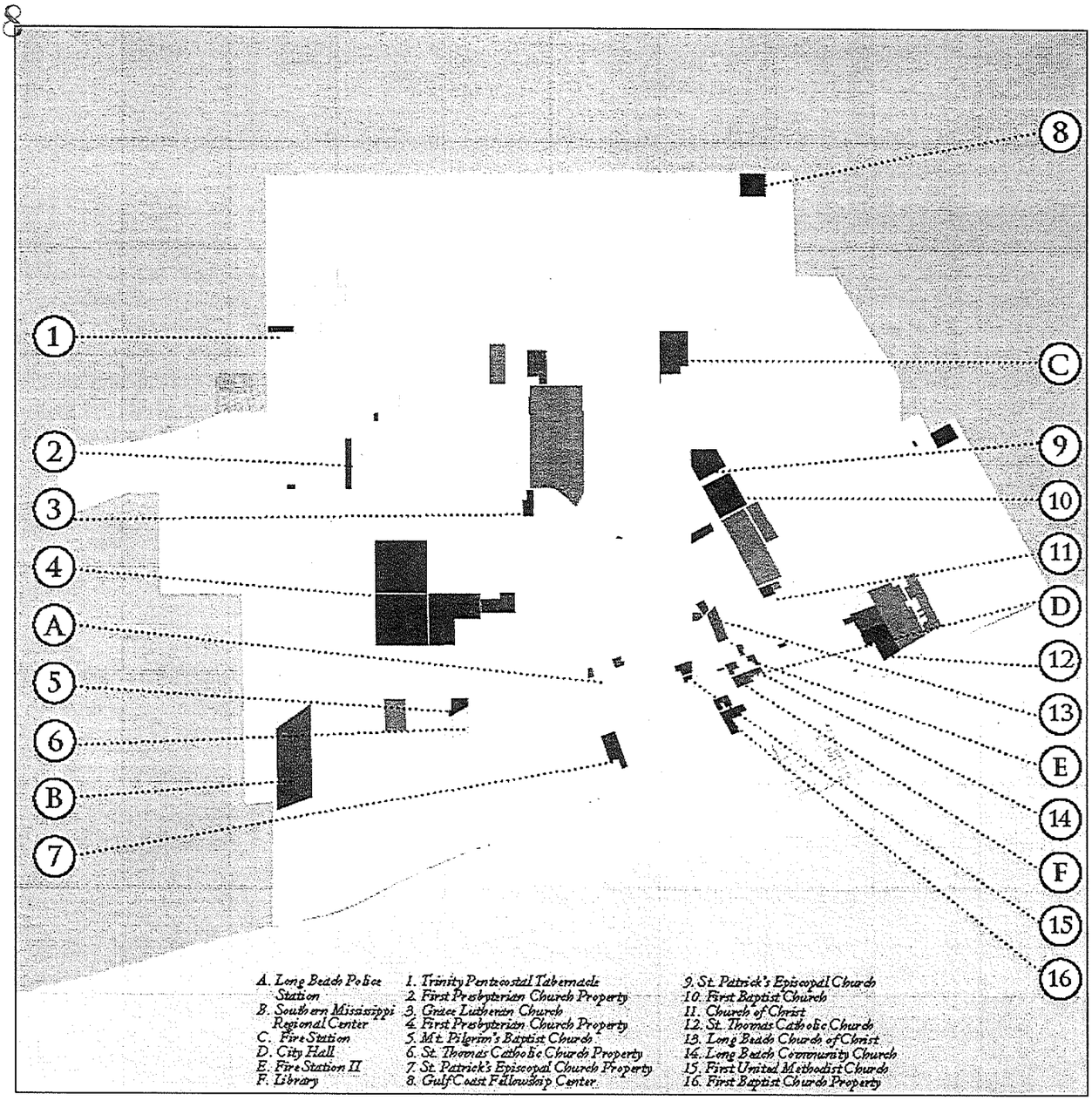
A FEMA project will provide new water mains, sewer cleanout, new sewer boxes and road asphalt throughout the storm surge area and the Army Corps of Engineers has committed to improving Canals Two and Three. Currently, there is substantial unused capacity available at the water treatment facility to service new development due to a reduction in demand after Katrina.

RECREATION: PARKS, OPEN SPACES & RECREATION AREAS

Parks, open space, and recreation areas comprise 2%, or 147 acres, of the City's land area. Although the City of Long Beach has substantial parks and recreation spaces, they are distributed unevenly throughout the City. South of the railroad, and particularly near downtown, there are several small parks easily accessed by foot from nearby residential neighborhoods. However, north of the railroad several residential neighborhoods have no parks or open space within easy walking distance. The canals running through Long Beach for drainage purposes would provide ample opportunities for additional open space and recreation if multi-use trails were added within their rights-of-way.

HOUSING

As the Housing Characteristics analysis completed for this Plan indicates, over 75% of the City's housing stock is single-family detached homes; a surprising number considering almost 2/3 of Long Beach households are reported to be adults without children living at home. In 2006, the City's housing stock was 12% vacant; 70% of the occupied dwelling units in the City were owner-occupied with a median



value of $120,330.00. For additional information, please see the Housing Characteristics study in the Special Analyses section of the Plan.

PUBLIC SCHOOLS

School facilities, including the Long Beach School District and the USM, comprise 3% or 177 acres of the City's land area. The Long Beach School District currently has four elementary schools, one middle school, one high school, and one alternative school.

Harper McCaughan Elementary was destroyed during Katrina and is currently operating out of trailers on another school property. The original Harper McCaughan site, located in downtown Long Beach, cannot be used as a school because insurance costs are prohibitive. The School District is proceeding with plans to build a replacement school on a site in Pineville. A grant has been obtained by the City to turn a

portion of the property into a park with an amphitheater; however, this use of the property has not been finalized by the School Board.

Long Beach schools have historically been one of the primary population draws for the City. However, increasing competition from neighboring districts and deteriorating, out-of-date school facilities threaten this position. Neighboring school districts are improving their facilities and standards, threatening the preeminence of Long Beach schools and presenting a long-term challenge for City growth and development.

Although some of the elementary schools are located within residential neighborhoods, most do not serve as the core of a walkable area. Mississippi state law only requires the District to provide bus service to students more than 1 mile from their school; however, Long Beach School District officials believe that parents want an extensive bus system and do not want children to walk to school. The District operates an extensive school bus system and regularly picks up students living just a few blocks from school. As a result, only a very small percentage of students walk to school. This circumstance increases transportation congestion and costs and limits the physical activity children could get from walking to school.

USM occupies a large parcel along the waterfront that experienced significant damage from Katrina. The University is in the process of renovating buildings; however, the specific programs and numbers of students this campus will serve are still under discussion. In addition to rebuilding at their waterfront campus, USM is in the process of planning an extension of their campus north of I-10 on the Cross Creek Property, in the unincorporated area of Pineville.

TRANSPORTATION NETWORK

Located at the southern edge of Harrison County, Long Beach is on the Gulf Coast between Pass Christian and Gulfport.

Long Beach is conveniently located within 90 minutes of three airports: Gulfport-Biloxi (GPT - 9 miles), New Orleans, Louisiana (MSY - 85 miles), and Mobile, Alabama (MOB - 73 miles).

Highway I-10 travels east-west to the north of the city and connects Long Beach to the rest of the County and beyond. However, in terms of access from I-10, Long Beach is unlike other coastal towns in the region; there is no direct connection between the highway and the center of town. Although this lack of connectivity to the north poses a problem in case of future evacuation, the positive benefit is the sleepy, small town character of Long Beach.

Private automobiles remain the primary mode of transportation in and around Long Beach, making public streets the most important element of the transportation network. The majority of streets in Long Beach do not have sidewalks and there are no designated bike lanes at this time. Although traffic volumes on most neighborhood streets are low enough to accommodate walking and biking without sidewalks, it makes sense to offer safer alternatives to those citizens who might wish to bike or walk. The City Department of Recreation is currently working with the University of Southern Mississippi planning department to evaluate the potential for sidewalks between the University and downtown. In addition, bike lanes around Quarles Elementary School are being studied.

Streets in the older portion of Long Beach near the coast are laid out in a grid pattern oriented to the waterfront. In this part of town, blocks are relatively small and streets are fairly well connected. In the newer portions of Long Beach, neighborhood streets often take on a more organic, suburban pattern with

multiple cul-de-sacs; a pattern that further limits connectivity and increases pressure on major arterials.

Other modes of transportation include a freight rail line that runs parallel to the coastline, the tracks of which form a levee that protects properties to the north of the line from storm surges. There are also three drainage canals in the City, which when considered together with the railroad, present significant barriers to north/south street connectivity. Finally, the City is one of the few Gulf Coast cities with a fully operational harbor with the ability to accommodate privately-owned vessels overnight.

At present Long Beach is not served by the fixed routes of the Coast Transit Authority (CTA) bus system. However, Gulfport West / Bus Route 38 serve the western edge of Gulfport along the eastern border of Long Beach, and have stops on Old Pass Road and Commission Road.

SPECIAL ANALYSES

EXISTING LAND USE INVENTORY & ANALYSIS

A survey of existing land uses was conducted by Ayers Saint Gross in conjunction with this Plan. The conclusions drawn from the analysis have been incorporated elsewhere in the Plan; however, the following information itemizes the assets, challenges, and opportunities identified for residential, commercial, and industrial land uses, and community facilities in Long Beach. Many of these items have found their way into appropriate sections of the Plan such as descriptive language or goals and strategies.

RESIDENTIAL ASSETS

- Though modest according to recent population and economic studies, income levels in Long Beach are relatively high compared to the area median income ("AMI").

RESIDENTIAL CHALLENGES & OPPORTUNITIES

- Many of these neighborhoods do not include a public playground or park.
- Many neighborhoods do not have adequate connectivity to surrounding areas.
- Some neighborhoods, particularly in Ward 1, would like to see additional mixed-use development, as long as the character of the development is compatible with the neighborhood.
- Other neighborhoods, particularly in Ward 3, want to preserve the quiet, residential quality of their neighborhood.

COMMERCIAL ASSETS

- Long Beach is served by several strong business promotion groups: ° Harrison County Development Commission – manages industrial park ° Coastwide Chamber ° Gulf Coast Business Council ° Long Beach Chamber, part of Harrison County Chamber ° Harrison County Tourism Commission

COMMERCIAL CHALLENGES & OPPORTUNITIES

- Revised FEMA base flood elevation requirements present the following challenges to commercial development:
  - ° Stairway access to elevated buildings must be supplemented with elevators for full American with Disabilities Act compliance;
  - ° The potential exists for the pedestrian's view to be compromised by stilts and parking lots rather than delighted by display windows, frequent entrances, and architectural features that characterize the most successful walkable downtowns;
  - ° Casual window shopping and walking the area for entertainment at the ground level may be discouraged, or will occur on an elevated plane;
  - ° Compromised walkability may make "park once" strategies less effective, requiring more auto access and land devoted to parking.
- Retail choices currently available in Long Beach do not meet residents' needs — people must drive to Gulfport or elsewhere for many goods.
- Some people would welcome "big box" development to increase the tax base and access to retail goods, but some people do not want "big box" retail.
- Cumbersome zoning code and development processes limit development.
- Property taxes are some of the highest in the state.
- Much commercial development is haphazard, random, and jumbled; many commercial areas are visually cluttered and run-down in appearance.

INDUSTRIAL ASSETS

- There is a county-managed industrial park just to the northwest of the City.

INDUSTRIAL CHALLENGES & OPPORTUNITIES

- The only existing truck route through Long Beach is Beatline Road from I-10 to West Railroad Street.

NEIGHBORHOOD ANALYSIS

A walk-through survey of each Ward was conducted as part of the existing land use survey. The design team was accompanied by Long Beach staff, elected officials, and Ward residents. The following are comments, concerns, issues, and questions shared with the design team during the walk-through. Many of these items have found their way into the Plan's descriptive background language, or goals and strategies as they spurred additional research by the team.

WARD 1

Comments expressed by citizens on the walk through the Ward included:

1 Don't want commercial/mixed-use everywhere; okay on some corners, but not everywhere.
2 North of Magnolia along Lang is mostly intact and they might oppose more commercial.
3 How do you keep out the liquor store or pawn shop?
4 West of Lang, especially near White Harbor, not much possibility of single-family detached—been vacant since Camille.
5 Need more commercial along Highway 90.
6 How do we address the condominium issue?—Island View is a good example.

WARD 2

Comments expressed by citizens on the walk through the Ward include:

1 Resistance to developing commercial north of 5th and to east.
2 St. Thomas property should be shown as Educational District, not green.
3 Will we scale back commercial from the concept plan?
4 Is USM planning walkways to downtown on 3rd Street?
5 Suggest making Pineville Road corridor T-4.
6 Suggest making the area east of the school T-4 or T-3.

WARD 3

Comments expressed by citizens on the walk through the Ward include:

1 T-4/5 should extend along the railroad lines.
2 The E-W corridor is not off the table completely—how do we address the possibility of the railroad tracks moving to the north?
3 The park near USM will revert back to University once the City ball fields are done and should be shown as Educational District.
4 Locate businesses supported by students along the railroad tracks.
5 East of USM is a very nice residential area, but the area to west of USM is likely to become commercial—not reasonable for it to stay T-3 long-term.
6 5th Street and a certain distance off Jeff Davis can be T-5/T-4, but the area farther east wants to stay T-3— maybe could add more T-4 near the University.

WARD 4

Comments expressed by citizens on the walk through the Ward include:

1 Don't want commercial/mixed-use everywhere.
2 Need more T-4—maybe at Alexander & East Old Pass intersection or Old Pass & Island View?

WARD 5

Comments expressed by citizens on the walk through the Ward include:

1 Sidewalks are needed along Pineville Road.
2 Commercial T-4 nodes should be located along Pineville Road at intersections such as Daugherty.
3 Bike and walking trails are needed to the south across the canal to improve access to the beach.
4 Limit use of ATV on trails.
5 The existing park within Ward 5 gets a lot of use and is an asset to the neighborhood.

WARD 6

Comments expressed by citizens on the walk through the Ward include:

1 Klondyke may extend north and connect to I-10.
2 28th Street needs to be widened to four lanes to adequately handle east-west traffic.
3 Locate a commercial node at Klondyke and 28th Street, and at Beatline and 28th Street.
4 Need a small commercial zone across from school or near Daugherty and Commission.
5 Some low lying properties near Leigh Street have been bought out and should be used for public parks.
6 Add walking and biking trails along the canals and connect to larger Harrison County trail system.

Population Trends
Region, Harrison County, and Long Beach City
1970, 1980, 1990, 2000, 2006
Annual rate of Growth

1970		1980	1990	2000	2006	1970 80	1980 90	1990 00	2000 06
Region 1	160,070	191,877	207,872	246,190	227,904	1.8%	0.8%	1.7%	1.3%
Harrison County	134,582	157,665	165,365	189,601	171,875	1.6%	0.5%	1.4%	1.6%
Long Beach	6,170	7,967	15,304	17,320	15,372	2.6%	7.1%	0.9%	2.0%

POPULATION STUDY AND PROJECTIONS

W-ZHA, LLC was retained by Ayers Saint Gross to provide a demographic and economic overview of Long Beach, Mississippi and its Region. As part of the analysis, W-ZHA identified the implications of the demographic and economic trends and projections on Long Beach development potential.

For purposes of this analysis, references to Long Beach refer to the City of Long Beach. The Long Beach Region is defined as Harrison, Hancock and Stone counties. The Region is also referred to as the Gulfport-Biloxi Metropolitan Area.

The U.S. Census is the source of population and City employment data. Moody's economy.com a division of Moody's Analytics, is the source of population and employment forecasts. Moody's is an independent provider of economic analysis, data, and forecasting and credit risk services. Claritas, Inc. is the source of 2006 household and housing characteristics data. Claritas, Inc. is a national consumer research company widely recognized in the planning and development industry.

POPULATION CHARACTERISTICS

Population Trends

According to United States Census data, as of July 1, 2006 the City of Long Beach contained 15,372 people -- approximately 2,000 people less than the City's 2000 population. Long Beach is located in Harrison County. Harrison County's population represents 75 percent of the Region's population. As of 2006, the City contained 9 percent of the County's population, approximately the same share of County population in 2000.

In 2005 Hurricanes Katrina and Rita hit the Gulf Coast. Harrison County ranked 4th among Hurricane impacted parishes and counties in total population loss between July, 2005 and January, 2006. The County lost over 30,000 people, or 16.5 percent of its population, over this five month time frame. "Hurricane impacted counties" included parishes and counties in Texas, Louisiana, Alabama and Mississippi.

Over the 19 month period between January 2005 and July 2006, the City of Long Beach lost approximately 9 percent of its population, or 1,500 people. City population trends closely mirror those of Harrison County during this time frame.

RACE AND ETHNICITY

Based on the U.S. Census and Claritas, Inc., both Harrison County and Long Beach are ethnically homogenous. A very small share of the population is Hispanic.

Race Harrison County and City of Long Beach (2006)

	Harrison County		Long Beach	
White	123,460	71.8%	13,080	85.1%
Black/African Am.	38,885	22.6%	1,345	8.7%
Am. India/Alaska Native	1,208	0.7%	62	0.4%
Asian	4,626	2.7%	460	3.0%
Native Hawaii/Pacific	209	0.0%	6	0.0%
Two-Plus Races	4,495	2.0%	516	2.7%
Total Population	171,895		15,372	

The County and City are more diverse racially than they are ethnically, but, both the County and City are relatively homogenous. According to Claritas, Inc. approximately 85 percent of the City's population is White/Caucasian.

Harrison County's population has a greater share of Black/ African Americans (23 percent) as compared to the City of Long Beach (approximately 9 percent).

AGE

The City of Long Beach had a slightly older population than Harrison County in 2006, with a greater share of its population in the 45 to 65 age cohort as compared to the County.

HOUSING CHARACTERISTICS

HOUSEHOLD COMPOSITION

The Census does not provide household estimates on an annual basis. To estimate households, W-ZHA applied an average household size generated by the national consumer research firm, Claritas, Inc. to the Census' July 2006 population. The distribution of households by household characteristic was developed applying Claritas data as a proxy.

This approach results in an estimated 66,250 households in Harrison County in 2006 and 5,770 in the City of Long Beach. According to Claritas, Inc., over half of the City's households were married and over 70 percent of the City's households were families in 2006. One-quarter of the City's households were single.

Almost two-thirds of the households in Long Beach did not have children residing at home in 2006.

Household Composition Harrison County and City of Long Beach (2006)

	Harrison County		Long Beach	
Single Person	17,481	27%	1,423	25%
Married	31,798	48%	3,061	53%
Without Children at Home	17,798	27%	1,650	29%
With Children at Home	14,471	22%	1,411	24%
Other Family Household	12,770	19%	1.032	18%
Without Children at Home	5,048	8%	364	6%
With Children at Home	7,722	12%	659	5%
Non-family	3,548	5%	272	5%
	65,596		5,779	

HOUSING STOCK

Even with almost two-thirds of the households without children at home, over three-quarters of the City's housing stock is single-family detached housing.

Housing Stock Harrison County and City of Long Beach (2006) Unit Type

	Harrison County	Long Beach
Single Family Detached	63%	77%
Single Family Attached	2%	1%
2 units	3%	4%
3-4 units	4%	6%
5-9 units	5%	6%
10-19 units	3%	1%
20-49 units	2%	2%
50+ units	4%	2%
Mobile Homes	15%	1%
Other	0%	0%

The median contract rent in Long Beach is higher than Harrison County's, yet below the 2000 national average of $519 per month.

HOUSING OCCUPANCY

Claritas, Inc. data indicates that approximately 15 percent of Harrison County's housing inventory was vacant in 2006. According to Claritas, Inc. the City's housing stock was 12 percent vacant in 2006.

OWNER OCCUPIED HOUSING VALUES

Claritas, Inc. estimates the median value of an owner-occupied housing unit in Long Beach was $120,330 in 2006. Median housing values were higher in the City than the County in 2006.

Compared to the County; the City contains far fewer low-value, owner occupied housing units. This contributes to the City possessing a higher median house value. The City has a lower share of its housing supply in the high value ranges. A majority of the City's owner occupied housing stock in 2006 was valued between $100,000 and $200,000.

HOUSING TENURE

In 2006, there was a relatively small population of renters in both Harrison County and Long Beach. 70 percent of the occupied dwelling units in Long Beach were owner-occupied.

Housing Tenure
Harrison County and City of Long Beach (2006)

	Harrison County		Long Beach	
Owner Occupied	43,226	65%	4,028	70%
Renter Occupied	23,022	35%	1,738	30%
	66,248		5,766	

HOUSING PERMITS

Between 2000 and 2004, the number of residential building permits issued in Harrison County averaged 1,670 per year. Almost 70 percent of these permits were for single-family detached homes.

Between 2000 and 2004, an average of 124 residential building permits were issued in the City of Long

Beach – approximately 7 percent of the County total. 63 percent of these were for single -family detached houses.

Both the County and the City experienced a significant decline in building permits as a result of Hurricane Katrina. As would be expected, building permits increased significantly from the rebuilding that is occurring after the Hurricane.

ECONOMIC BASE AND EMPLOYMENT TRENDS

According to data available via Moody's economy.com, there were a total of 100,608 jobs in the Gulfport-Biloxi Metropolitan Area in 2006. Eight three percent of these jobs were located in Harrison County.

Katrina impacted the regional economy: over 10,000 jobs were lost between 2000 and 2006 in Harrison County. Many of these jobs were lost in the hospitality industry as a result of the Hurricane.

The Metropolitan Area's unemployment rate was in excess of 10% percent in 2005 and 2006. As of 2007, the rate had dropped to a more typical level of 6.5 percent, indicating economic recovery.

The County's and Metro Area's industry mix is dominated by government, the leisure and hospitality, and retail trade industries.

Contributing to the high share of government jobs is the Keesler Air Force Base, Naval Construction Battalion Center, and NASA Stennis Space Center. The casinos drive leisure and hospitality industry employment. Local population and tourism drive the retail industry.

The leisure and hospitality industries were badly hurt by the Hurricane. Over 11,000 jobs were lost in this industry alone between 2000 and 2006. Recent data indicate that the tourism industry is rebounding. However, despite the hurricane, the City's sales tax revenue is at an all time high.

According to the 2005 United States Census there were a total of 305 business establishments with approximately 3,145 employees in Long Beach. Employment by industry is not available at the City level; however, between 2000 and 2005 the number of hospitality and leisure establishments grew by almost 40 percent, while the number of manufacturing establishments decreased by over half. A large employer, Oreck Vacuums, departed Long Beach which resulted in a loss of over 250 manufacturing jobs located in the City.

ECONOMIC & LAND USE PROSPECTS

ECONOMIC STRENGTHS AND WEAKNESSES

Long Beach's regional economy will benefit from casino rebuilding which will stimulate the tourist economy. The economy should also benefit from the federal aid available for economic development. The Port of Gulfport and its proposed expansion could further strengthen the region's exports, particularly if the dollar stays weak. Finally, the region benefits greatly from the stability offered by the military presence.

In terms of weaknesses, in the near term the national housing market crisis will likely reduce the rate of new residential construction, particularly condominium, in the region. Slow housing construction coupled with the low rate of insurance coverage will hinder recovery efforts. The region's modest income levels

may deter quality retail development.

EMPLOYMENT PROJECTIONS

Over the next 10 years, regional employment is projected to increase by 30 percent (over 30,000 new jobs). Almost 90 percent of the job growth is projected to occur in Harrison County. Harrison County's employment is projected to grow by approximately 26,250 jobs or 31 percent between 2006 and 2015.

Tourism will drive the Long Beach Region's economy over the next 20 years. Over half the County's employment growth is projected to be in the leisure and hospitality industry. Noteworthy employment growth will also occur in government and retail, education and health services, retail and professional and business services industries.

Employment projections indicate a healthy growing regional and local economy.

POPULATION AND HOUSEHOLD PROJECTIONS

Moody's economy.com is a reliable source for population and household projections. Moody's projects that the Region and the County will continue to lose population and households through 2007. Moody's projections indicate an economic recovery by 2008 and significant population growth in the region and County from 2008 through to 2025.

Twenty year population projections are not available for the City of Long Beach. W-ZHA has assumed that the City will continue to account for approximately 9 percent of the County's population over the next 20 years. Given this assumption the City's population will grow to almost 18,000 by 2025, a 17 percent increase over today's population.

Population Projections
Harrison County and the City of Long Beach
(2006, 2010, 2015, 2020, 2025)

	2006	2010	2015	2020	2025
Region	227,009	230,574	259,626	269,673	277,673
Harrison County	171,875	172,027	190,239	195,750	199,774
Long Beach	15,372	15,492	17,122	17,617	17,980

*The region is defined as Harrison County, Hancock County and Stone County
Source: Moody's economy.com W-ZHA

LAND USE OPPORTUNITIES

Housing. New households to the City and Region and the changing character of existing households will drive the housing market. New households alone will demand approximately 710 dwelling units over the next 9 years. Over this same time frame, "churn" (or existing households moving) within the market will create the potential for another 580 dwelling units. This results in an average of approximately 140 new dwelling units per year to 2015. Building permits from 2000 to 2004 averaged approximately 125 per year.

New housing units in Long Beach will continue to be predominantly single family. From 2000 to 2004 (the most recent "normal" market period), single family houses represented 63 percent of the housing permits. Given the development opportunities currently available along Long Beach's waterfront, it is likely that a greater proportion of new housing will be in structures of 5-units or more. Rather than approximately 30 percent of housing permits, W-ZHA does not consider it unreasonable to project that 40 percent of new housing units in Long Beach over the next 10 years will be multi-family dwelling units in

structures of 5-units or more. This assumption results in the potential for 515 multi-family dwelling units. Assuming that a higher density attached product will represent approximately 5 percent of new construction (64 units), new single family detached construction will represent 55 percent of new housing supply (710 units) between 2006 and 2015.

Retail and Service Office. Three major factors drive the potential for retail development in Long Beach. One factor is Long Beach's ability to capitalize on the Region's tourist market. The second is Long Beach's ability to capitalize on the 30,000-plus vehicles on Highway 90 each day. The third factor is the expenditure capacity of Long Beach's resident market.

In terms of the resident market, Long Beach is located approximately 15-minutes from the 25th Avenue/Route 49 interchange with I-10. Route 49 contains a range of retail store-types from a Regional mall to a full complement of big-box convenience stores. Route 49 is an auto-oriented, regional retail destination.

To the west, Bay St. Louis' Main Street offers arts and entertainment in an attractive pedestrian environment. Since the Hurricane, Bay St. Louis has become a node for community-oriented, big box retailing. Bay St. Louis is over 15-minutes away from Long Beach.

Long Beach's regional retail potential is compromised by its competition to the east and west and by the lack of a direct link to I-10. To access the City from the I-10 or Highway 90, visitors drive through the 49 interchange or Bay St. Louis. Until such an interstate connection is realized, Long Beach's retail potential will be limited to serving the local Long Beach community with the potential for a limited amount of tourist oriented specialty shopping.

By 2015, Long Beach has the potential to support another community shopping center of approximately 150,000 square feet. Retail opportunities include a small department store, home improvement stores, another grocery store, and eating and drinking establishments. There may also be a narrow opportunity to attract a small Wal-Mart to Long Beach's under-served trade area. Logical locations for such a center are on Highway 90 or on 25th Street near Klondyke and Canal roads.

It is difficult to enumerate the potential of Long Beach's tourist market. However, with harbor development and a quality site plan there should be potential for a mixed-use project containing new retail space on, or adjacent to, Highway 90. There may also be potential for some ground floor retail in Downtown Long Beach. Considerable unmet local expenditure potential exists for eating and drinking establishments in Long Beach. Cafes and restaurants clustered in the Downtown area could service the local community and draw the visitor market. With a heavy emphasis on eating and drinking establishments, tourist-related retail potential will likely not amount to more than 30,000 to 60,000 square feet by 2015.

Keeping income constant, population growth alone will support approximately 40,000 square feet of service office space. Banks, accounting firms, and real estate brokers are examples of service office.

Industrial. Industrial areas provide jobs for residents and tax revenues to the City. Construction, manufacturing, wholesale trade, and transportation and warehousing are the primary industrial examples. As of 2006, these industries accounted for 19 percent of Harrison County's employment. As of 2005, there were 62 industrial establishments in Long Beach, representing 20 percent of the City's total business establishments. Employment figures are not available by industry for the City.

Given recent trends it is unlikely that manufacturing employment will grow in Long Beach. Given residential and commercial growth, the construction industry will likely continue to grow. Long Beach

may also be able to capitalize on the County's projected growth in the transportation, warehousing and utilities industry. A stronger connection to the interstate would greatly enhance the City's capture of job growth in the transportation, warehousing, and utilities industries. In all cases, industrial uses demand locations with excellent access to the local and regional market.

DOWNTOWN RENEWAL IMPLEMENTATION STRATEGY

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

Development Stages:

I. Adopt the New Zoning Map, Smart Growth policies, and suggested Architectural Guidelines.
II. Create a GIS data base of existing and proposed developments.
III. Repair and expand marina.
IV. Identify and develop Jeff Davis Avenue as the "Main Street" for Long Beach.
V. Incorporate an alley system south of the railroad tracks to provide ROW for utilities, access for service vehicles, and garages.
VI. Create a gateway square at the intersection of Cleveland and Klondyke.
VII. Study feasibility of extending roads that originate in-land and terminate at the rail line, to cross the tracks and extend south to intersect with Highway 90.
VIII. Create a civic plaza at the intersection of Jeff Davis extended, Klondyke and Pineville Roads.
VI. Concentrate mid-rise, high density development (8 to 10 story buildings) along Highway 90 to define the northern edge.
VII. Establish a park along Western edge of Highway 90 between highway and edge of the property.

GOING DIGITAL - GIS

Access to digital information for all coastal cities would facilitate collaboration and efficient use of resources. Geographic Information System (GIS) mapping and analysis software is commonly used by a variety of governmental agencies. GIS has many capacities; for example:

- GIS would permit the City to visualize diverse scenarios for future proposals.
- GIS would permit other localities to access information on existing and proposed infrastructure.
- GIS would facilitate impact analysis for proposed developments.
- GIS would allow for more efficient analysis of existing capacity and potential future needs.

The following steps are recommended be taken by the City:

I. *Within 6 months* of passing this Comprehensive Plan, the Planning Commission should pass a resolution to purchase GIS software and require all future development proposals to include digital submissions.
II. *Within 6 months* of passing the Comprehensive Plan, the Planning Commission should adopt a new Zoning Map, Land Use Ordinance and recommended Architectural Guidelines.
III. *Within one year and during the successive five years* of this Comprehensive Plan, - the City should seek funding to train existing employees, and members of the Planning Commission and Board of Aldermen on the uses and capabilities of GIS.
IV. *Within one year* of passing the Comprehensive Plan, the Mayor's office should request GIS data on existing and proposed projects from the City Engineer and Harrison County Planning.

Cost Estimate & Funding Options for Going Digital.
ArcGIS run about $1,500 for a single license and less for more. Training for employees will run approximately $2,500 per person. Federal grants are available to help local governments train their staff in the use of GIS. Funds may also be available through state redevelopment agencies, the state Department of Transportation, or the regional Metropolitan Planning Organization. The Planning Commission should collaborate with the Mayor of Long Beach to put together a grant proposal requesting such assistance.

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

- Be environmentally friendly.
- Aligned with family-oriented leisure time activities.
- Be multi-use in nature.
- Accommodate problematic needs (adequate parking and slip availability).
- Support the residents of Long Beach and the Gulf Coast.
- Be operationally sustainable and economically self-supporting.
- Aligned with the endorsed Master Plan.

Development Stages:

- *Within 6 month* of passing of this Comprehensive Plan, the Planning Commission, Mayor's office, Board of Alderman, and the Marina Expansion Commissioners need to collaborate on reaching an agreement for expansion of Long Beach Marina -Identify responsible parties for overseeing the expansion; and -Establish time line for expansion.
- *Within five years* of passing of this Comprehensive Plan, all Harbor expansion will be completed.

The expansion of the marina will follow the guidelines set forth by the approved Long Beach Port Commission Marina Expansion Plan. Expansion proposals should contribute to the following:

- Enhance and extend the central business district's ability to enhance commerce and tourism;
- Envision and seek new commercial development resulting in new tax revenues;
  Align with the City of Long Beach Downtown Renewal Plan (2006) and this Comprehensive Plan;
- Enhance and expand recreational and leisure facilities for the residents of Long Beach and the entire MS Gulf Coast.

Cost Estimate & Funding Opportunities for Marina Expansion.
Cost estimates for harbor expansion will be provided by the Marina Expansion Subcommittee. The harbor is governed by the federal government. As such, funding for the expansion of the marina will primarily come from the federal government. Collaboration between the Harbor Authority, the Mayor, Planning Commission and Board of Aldermen is necessary to ensure that development of the marina addresses the interests of all parties.

CREATING MAIN STREET
Jeff Davis Avenue is currently a two-way, two lane local roadway with designated diagonal and parallel parking. Using the 2006 Long Beach Downtown Renewal Plan as a basis, the City of Long Beach will create the following changes along the entire stretch of Jeff Davis Avenue:

- East side of the street - designated diagonal parking along the entire stretch of the Jeff Davis.
- South side of the street - designated parallel parking along the entire stretch of Jeff Davis.

Development Stages:

- Within 2 years of passing this Comprehensive Plan, Jeff Davis Avenue street improvements will be

completed with designated street parking aforementioned. This improvement will run parallel to the planned street improvements outlined in the Mississippi Gulf Coast Area Transportation Study - 2030 Long Rage Transportation Plan.

- Within 1 year of passing this Comprehensive Plan, the City Engineer will create preliminary drawings to determine the capacity of street parking is available on Jeff Davis Ave. The City Engineer will follow guidelines set out in the Long Beach Unified Land Use Ordinance.

Cost Estimate & Funding Options for Main Street.
The City of Long Beach should pursue funding through the Mississippi Department of Transportation for implementing the above recommendations for Jeff Davis Avenue. There is currently approved $1,688,400 for street improvement for Jeff Davis. The City will also pursue block grants to cover additional costs for implementing this recommendation. Surface parking costs approximately $3,500 per space.

INCORPORATING SAFER DEVELOPMENTS
Due to the devastation from Hurricane Katrina, many parcels remain empty. To ensure safety and to improve the aesthetics of neighborhoods in the new regulations will require the provision of ROW for utilities for redevelopment of subdivision projects. This standard will be *applied immediately* as projects are submitted for approval. Redevelopment south of the railroad tracks must, meet the following requirements:

- Provide ROW (minimum of 12 feet) for utility access.
- Garage and vehicular access permitted from alley only.
- Follow guidelines set out in the architectural standards.

CREATING GATEWAYS TO LONG BEACH
As outlined in the Long Beach Downtown Renewal Plan, a gateway provides a sense of identity to residents and sense of arrival for visitors. Four primary methods can be used to create a gateway:

- Pairing of buildings or landscape elements to form a portal or threshold;
- Arrival to a figural object, such as a statue or tower;
- Arrival at a figural space, plaza, or park that is in contrast to its context;
- Signage announcing arrival at a place.

Due to the scarcity of funding, the order in which the gateways will be created should align with the proposed street improvements funded through the Gulf Regional Planning District Commission. Proposed street improvements to Klondyke, Pineville, Jeff Davis, and Cleveland will be designed to accommodate the recommended gateway. The Planning Commission will be responsible for ensuring that all proposed developments around these gateways follow the recommendations in the Long Beach Downtown Renewal Plan (2006) and City of Long Beach Architectural Guidelines.

Development Stages:

- *Within 2 years* of passing this Comprehensive Plan, the City will purchase the needed parcels designated for the gateway on Jeff Davis.
- *Within 4 years* of passing this Comprehensive Plan, the City will apply for grant to implement the gateway on Jeff Davis.
- *Within 5 years* of passing this Comprehensive Plan, the City will apply for grant to implement the gateway on Cleveland/ Klondyke
- *Within 5 years* of passing this Comprehensive Plan, the Jeff Davis Gateway will be completed.
- *Within 5 year* s of passing this Comprehensive Plan, the City will purchase the parcels needed to construct the gateway at Cleveland/Klondyke.

Cost Estimate & Funding Options for Gateways.
Two primary paths will permit the City to create the gateways as proposed at the intersections of

Cleveland/Klondyke and Jeff Davis/Klondyke/Pineville:

- The City may have to purchase needed land from owners of the designated parcels. -Currently, the land value for Long Beach is approximately $0.16/sq. ft. of empty lot.
- Future developers of these parcels will be responsible for aligning the buildings, streets, sidewalk, and other related infrastructure to create the proposed gateways as outlined in the Downtown Renewal Plan (2006).

FLOOD HAZARD MITIGATION & EMERGENCY MANAGEMENT STRATEGY

FLOOD HAZARD MITIGATION

The U.S. Congress established the National Flood Insurance Program ("NFIP") with the passage of the National Flood Insurance Act of 1968. The NFIP is a Federal program enabling property owners in participating communities to purchase insurance to protect against flood losses in exchange for State and community floodplain management regulations that reduce future flood damages. Participation in the NFIP requires that the City adopt and enforce a floodplain management ordinance with minimum regulatory requirements designed to reduce flood risk to new construction in floodplains. In return, the Federal Government will make flood insurance available within the City as a financial protection against flood losses. Failure by the City to adopt or enforce those minimum standards would place all property owners within the City at risk of losing flood insurance.

The NFIP Community Rating System ("CRS") is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum NFIP requirements. As a result, flood insurance premium rates are discounted to reflect the reduced flood risk resulting from the community actions meeting the three goals of the CRS:

- Reduce flood losses;
- Facilitate accurate insurance rating;
- Promote the awareness of flood insurance.

Since Hurricane Katrina, FEMA has re-evaluated and updated the Flood Insurance Rate Maps ("FIRM") for the City of Long Beach. In the months following Katrina, FEMA released Advisory Base Flood Elevations (ABFEs). The release of these maps was intended to provide coastal communities and residents with an estimate of anticipated floodplain limits and base flood elevations within the floodplain. On November 15, 2007, FEMA released preliminary Flood Insurance Rate Maps for the Mississippi Gulf Coast, including the City of Long Beach. According to the Mississippi Coastal Mapping Project calendar, the local government comment period expired on April 25, 2008. Currently FEMA is working to review and resolve appeals and protests that arose during the comment period. The final maps Digital FIRMs ("DFIRMs") are scheduled to be provided to community officials in October 2008. Localities are expected to adopt final DFIRMs and updated floodplain management ordinances by April 2009, at which time new insurance requirements will take effect.

The following FEMA-defined flood zones exist in the City of Long Beach:

- Zones B, C, and X are the flood insurance rate zones that correspond to areas outside the 1% annual chance floodplain, areas of 1% annual chance sheet flow flooding where average depths are less than 1 foot, areas of 1% annual chance stream flooding where the contributing drainage area is less than 1 square mile, or areas protected from the 1% annual chance flood by levees. No Base Flood Elevations ("BFEs") or depths are shown within this zone. Insurance purchase is not required in these zones.
- Zone A is the flood insurance rate zone that corresponds to the 1% annual chance floodplains that are determined in the Flood Insurance Study by approximate methods of analysis. Because detailed hydraulic analyses are not performed for such areas, no BFE or depths are shown within this zone. Mandatory flood insurance purchase requirements apply.

- Zone V includes areas along coasts subject to inundation by the 1% annual chance flood event with additional hazards associated with storm-induced waves. Because detailed hydraulic analyses have not been performed, no Base Flood Elevations (BFEs) or flood depths are shown. Mandatory flood insurance purchase requirements and floodplain management standards apply.

DEVELOPMENT RESTRICTIONS IN FLOOD HAZARD AREAS

Structures built within Special Flood Hazard Areas as shown on a NFIP map have a 26% chance of suffering flood damage during the term of a 30-year mortgage. Because of this additional risk, development within these areas is restricted in the following ways:

- A development permit is required.
- New construction, substantial improvements, and manufactured homes must be anchored to prevent flotation, collapse, or lateral movement.
- Materials and utility equipment must be resistant to flood damage.
- Electrical, heating, ventilation, and other service facilities must be designed and/or located to prevent water within the components.
- Water supply systems must be designed to minimize or eliminate flood infiltration.
- Sanitary sewer systems must be designed to minimize or eliminate flood infiltration into the systems and discharge from the systems into flood waters.
- On-site waste disposal systems must be located or constructed to avoid contamination during flooding.
- Residential and non-residential construction must meet base flood elevation requirements.
- Structures located in A-Zones, or areas having a 1% annual chance of flooding, may be flood-proofed instead of being elevated.

Because areas designated as floodways are extremely dangerous due to the velocity of water, additional provisions apply:

- Encroachments are prohibited without certification by a registered professional engineer that the encroachment will not result in increased flood levels.
- Manufactured homes are prohibited in floodways.

Because areas designated as coastal high hazard areas ("V-Zones") have special hazards associated with wave wash, the following additional provision applies:

- All structures must be located a certain distance landward of mean high tide.
- All structures must meet base flood elevation requirements.
- All structures must be securely anchored.
- A registered professional engineer or architect must certify that the design, specifications, and plans meet the above requirements.
- No fill may be used for structural support.
- Alteration of sand dunes and mangrove stands is restricted.
- Manufactured homes are prohibited in V-Zones.

For streams without established based flood elevations and/or floodways, the following provisions apply:

- Encroachments are restricted to a certain distance from the stream.
- Subdivisions must be designed to minimize flood damage.
- Public utilities and facilities must be designed to minimize flood damage.
- Adequate drainage must be provided to reduce exposure to flood hazards.
- Base flood elevation data must be provided for any subdivision application greater than fifty lots or five acres.

Because areas designated as areas of shallow flooding (AO-Zones) have special hazards associated with

the lack of a defined channel and an unpredictable and indeterminate path of flooding, the following provision applies:

- New construction and substantial improvements must meet elevation requirements specified on the Flood Insurance Rate Map.

EMERGENCY MANAGEMENT PLANNING

The Mississippi Emergency Management Law of 1995 as codified at Title 33, Chapter 15 of the Mississippi Code of 1972, annotated, confers emergency powers on the Governor, the Mississippi Emergency Management Agency, and the executive heads of governing bodies of municipalities and counties of Mississippi to meet that responsibility. The Harrison County Board of Supervisors has appointed a County Emergency Manager to carry out these responsibilities in conjunction with local agencies and municipalities within the County.

The Harrison County Office of Emergency Management, located in Gulfport, has prepared an Emergency Management Plan that is accessible on the County's website: http://co.harrison. ms.us/departments/civil/. The concept and assignment of responsibilities outlined in the plan serve as the basis of the conduct of emergency operations by the Harrison County Office of Emergency Management. This plan was developed in accordance with existing Federal and State statutes, in coordination with the National Response Plan (NRP) and is National Incident Management System (NIMS) compliant. The County's plan is revised and updated at least biannually, or more frequently as warranted.

At this time, only limited information concerning hurricane preparedness and evacuation routes is available on the Long Beach website. It is recommended that the information provided to all citizens of Harrison County concerning this issue be made available to City residents through the City's website, and that local officials and staff seek the assistance of the Harrison County Office of Emergency Management to increase the level of emergency management planning and preparation for the City.

RECOVER AND REBUILD

The long-term recovery of Long Beach is tied to rebuilding and redevelopment of its residential and commercial areas. Both of which will be affected by flood hazard avoidance and mitigation measures. The redevelopment of traditionally commercial areas, particularly in Downtown Long Beach, will be especially challenging given the new FEMA building elevation requirements. However, Long Beach is not alone in facing these daunting urban design challenges; communities all along the Gulf Coast will be impacted by the revised FEMA requirements which will require elevated structures.

The Community Plan for Henderson Point-Pass Christian Isles (Community Plan) adopted on March 1, 2007 explored the issue in advance of the actual revisions to the flood elevation requirements. Examples of building types with the first level of permanent space elevated 24 feet above grade were generated by the team working on the Community Plan. Potential solutions for neighborhood centers depicted housing units above elevated retail space with elevator access and walkways between buildings to create an elevated "streetscape."

Suggested ground floor uses included parking screened from view behind street-screens; an open air pavilion which could be used to accommodate farmers' markets, art shows, or flexible artist studios; and a festival place or bandstand which could be used to host and community gatherings or other community oriented uses. Temporary retail spaces and a garage large enough to accommodate a cargo truck behind were also suggested. Inventory could be unloaded into front retail space in the morning and, at the end of the day, reloaded and stored or driven away. This solution offers a permanent retail presence at street level with the flexibility of responding to a hurricane evacuation notice. The second floor above ground level would be available to accommodate additional commercial uses connected with elevated boardwalks

and topped with a level of residential units.

Drawing from models such as Miami, and the suggestions of planners in the post-Katrina charrette, nearby Pass Christian's newly adopted SmartCode suggest these spaces be filled with flexible retail space or artists' studios and kiosks and rolling push carts for vendors that store their goods elsewhere. Kiosks are defined as small open-fronted buildings or booths of less than 75 square feet from which newspapers, magazines, refreshments, tickets, information pamphlets and similar goods may be sold or through which a police presence or similar community service could be offered. Kiosks are permitted by right in T-4 and T-5; Open Market Buildings are also permitted by right in T-2 through T-5, and can be used for open air markets, outdoor cafés, restaurants and display galleries. Such temporary quarters can also accommodate pushcart peddlers with storage and parking available off-site.

The same new FEMA base flood elevation requirements that will challenge commercial development may also challenge residential development in areas close to Downtown Long Beach. Innovative suggestions from the Pass Christian SmartCode included a new community type to be used to infill or redevelop residential areas. Named "Urban Conservation Development (UCD)," the new community type is also known as a Treehouse Neighborhood. UCDs are envisioned as areas of at least 20 acres that are primarily clustered residential amidst significant set-asides for conservation.

UCDs may be developed or redeveloped within flood hazard areas where at least 50% of the land area to be developed has a minimum building elevation greater than six feet above average grade. Within a UCD, up to 100% of structures may front on elevated pedestrian walk rather than on a vehicular thoroughfare. Parking associated with a site may be located up to ¼ mile away from the building site. Mixed use neighborhood centers are to be located near common public stairs, ramps or elevators that provide access to elevated walkways from grade-level streets.

These and other ideas being explored as the region rebuilds will become useful as Long Beach accommodates increased demand for a variety of residential development within the proposed Plan.

INTERGOVERNMENTAL OPPORTUNITIES

Section 17-13-3 of the Mississippi Code Annotated 1972 encourages local governments to cooperate and to contract with other local governmental units on a basis of mutual advantage and thereby provide services and facilities in a manner pursuant to forms of governmental organization that will accord best with geographic, economic, population and other factors influencing the needs and development of local communities." Practically speaking, intergovernmental cooperation is any means used by the various levels of governmental entities to share information, visions, and plans in an effort to coordinate policies and address issues of mutual interest. Cooperative efforts can range from information sharing to joint planning and setting of policies. It can also involve entering into resource sharing agreements for buildings, equipment, and staff.

Local land use issues range from roadways and traffic congestion to rivers and environmentally sensitive areas, all of which rarely stop at jurisdictional boundaries. Economies of scale can be reached when local governments' team together to address issues affecting one or more parties. Examples of the benefits of partnering include the following:

- Cost savings can be realized through infrastructure improvements - roads, parks, water and sewer systems - that otherwise would be too costly for individual communities to provide to their residents.
- Communities can effectively address and resolve issues of regional concern through communication and cooperation among different levels of government.

- Communities that cooperate on land use planning issues can establish consistency among their goals, objectives, and actions, leading to a greater level of effectiveness.
- Cooperation between jurisdictions increases predictability for citizens, developers, staff, and elected officials, leading to provision of services, additional opportunities, and cost savings.
- Open communication provides opportunities for avoidance of potential conflicts and swifter resolution of conflicts that prove to be difficult to avoid in their entirety.

RELATIONSHIPS WITH OTHER GOVERNMENTAL UNITS

Harrison County

- Unincorporated areas of Western Harrison County and Pineville
- Neighboring cities of Pass Christian and Gulfport

Long Beach's location provides an important opportunity to establish and maintain valuable cooperative relationships with neighboring city and county governments. Long Beach officials maintain cooperative relationships with Harrison County Utility Authority for the provision of wastewater and solid waste management services. In addition, Long Beach officials are currently participating in a study to consider county-wide dispatch for emergency management services. County residents in areas near Long Beach currently receive the benefit of proximity to Long Beach emergency services (fire and police). When the call goes out, City police and fire often arrive on site before the County emergency services. The new ball fields currently being constructed and ready for use in early 2009 represent another example of City/County cooperation; the land was provided by the City with funding for construction provided by the County. The Long Beach Police Department's Investigation Division meets monthly to discuss crime leads with neighboring jurisdictions. Because the school district boundaries go beyond the City limits, the City and County narcotics officers work closely together.

Regional Agencies

- Southern Mississippi Planning & Development District
- Gulf Regional Planning Commission

Its location within Harrison County affords Long Beach with working relationships with two regional organizations that serve the County: the Southern Mississippi Planning and Development District and the Gulf Regional Planning Commission. Both organizations were created under Section 17-1-33 of the Mississippi Code to act in an advisory capacity as coordinating agencies for programs, provide planning assistance in responding to state and federal programs, and to provide other technical and advisory assistance to local governments.

The Gulf Regional Planning Commission ("GRPC") was authorized by state law in 1967 and provides general planning support to its 14 member jurisdictions through land use, mapping, and comprehensive planning assistance. GRPC also serves as the Metropolitan Planning Organization for the region and is responsible for regional transportation planning for the southern portions of Harrison, Hancock, and Jackson counties, and the 11 cities located in this area.

The Southern Mississippi Planning and Development District ("SMPDD") plays an important role in the coordination and advising of land use planning and economic development in the 6-county region of southern Mississippi. SMPDD assists the local governments within its jurisdiction with economic development and mapping and in making informed decisions to encourage planned physical, economic, and political development in the region.

Long Beach maintains an active and cooperative relationship with both regional organizations and takes advantage of land use planning resources provided by both GRPC and SMPDD.

State of Mississippi and Federal Agencies
Long Beach maintains relationships with a number of State and Federal agencies critical to the achievement of City comprehensive planning goals as listed below:

- Mississippi Emergency Management Agency (MEMA)
- Mississippi Department of Environmental Quality (MDEQ)
- Mississippi Development Authority
- Federal Emergency Management Agency

School Districts

- Harrison County School District
- University of Southern Mississippi

Long Beach maintains cooperative relationships with the Harrison County school district and USM. The City considers USM a cornerstone of the City's pro-education character and recognizes the connection between the university's presence within its boundaries and the City's continued growth, prosperity, and development. The two are currently working together to develop an environmentally-friendly, lighted sidewalk to reconnect the downtown area of Long Beach and neighboring USM. Long Beach is interested in increasing these cooperative relationships as a means of establishing joint educational programs and school siting.

Quasi-Governmental Organizations

- Visitor and tourism activities
- Meeting and Convention Planning
- Harrison County Development Commission
- Harrison County Utility Authority
- Harrison County Council of Governments

In an effort to maintain informal lines of communication, Long Beach officials participate in networking and information sharing with peers in Harrison County through regular participation in Harrison County Council of Governments meetings. The Council of Governments is organized and operated as a voluntary, cooperative association of local governments. Regular meetings of the Council of Governmental are held six times per year and allow for discussion of a range of issues affecting both governmental and non-governmental stakeholders within the County.

Opportunities for Additional Intergovernmental Cooperation
Long Beach should create or improve communication avenues with the state and regional agencies, Harrison County, Pass Christian, Gulfport and other municipalities as appropriate for the discussion of issues of mutual concern. Issues that were raised during the Mississippi Renewal Charrette that may be of concern or that may contribute to the long-term recovery and renewal of Long Beach are included in the following list.

- Land Use -Discussion of periodic annexation needs and concerns. -Regularly share information regarding development proposals bordering the City limits with neighboring jurisdictions. For residential development, the impact on City and County service demands should be considered. For retail development, the impact on existing retail centers should be considered.
  - Establish a statewide building code, inclusive of standards and regulations for wind loads.
  - Discuss development of a continuous waterfront boardwalk extending in front of the casinos and other private waterfront properties.
  - Adopt enabling legislation giving localities authority to develop transfer or purchase of development rights regulations.

- Work with county economic development officials and county and state transportation officials to support development of the Industrial Park. Improved transportation access to the Industrial Park will be key to its further development.
- Develop a regional eco-industrial park.
- Promote and provide transportation alternatives that
- Encourage compact development patterns to preserve open spaces and protect environmentally sensitive areas.
- Identify and secure land adequate for future solid waste needs.
- Encourage development of affordable housing throughout the region.
- Conduct a retail charrette to develop additional small retail opportunities.
- Create a design and development center to offer local governments and private developers practical, technical assistance from land use planners, code experts, architects, and engineers provided through government agencies, universities, and volunteer organizations.

• Utilities
  - Discuss the feasibility of regional shared water and sewer systems.
  - Discuss the feasibility of integration of water and solid-waste treatment.
  - Relocate waste-water plants further inland.
  - Upgrade waste-water collection systems and outfalls.
  - Establish county-wide waste water management.
  - Provide counties and municipalities with the authority to adopt higher septic standards.

• Environment
  - Renewal of barrier islands and creation of wetland habitats with dredged storm material.
  - Use of recycled concrete to protect sensitive shorelines and create fishing reefs.
  - Consider promotion of storm water management through a county-wide district.
  - Develop management plans for invasive species.
  - Promote and provide transportation alternatives that reduce vehicular dependence and improve air quality.

• Transportation
  - Calm Highway 90 traffic through its conversion to a parkway or boulevard section.
  - Develop plans for eventual relocation of the CSX railroad and development of the CSX right of way as an ease/west rapid transit corridor.
  - Develop an additional east/west arterial.
  - Develop improved truck access to the Industrial Park.
  - Develop additional evacuation routes including improvement of east/west and north/south connections.
  - Plan for development of a trolley transit system along the coast to connect the coastal communities.
  - Plan for development of transit connections to airports and improvement of vehicular connections from Highway 90 to the airports.
  - Discuss potential development of cruise ship port accessibility
  - Plan for development of an inland port or staging facility in preparation for shipment of unloaded cargo to its final destination.
  - Study potential for a vehicular/pedestrian ferry system between bays with public transit at the landings.

• Other
  - Collaborate with the Institutions of Higher Learning and the State Board for Community and Junior Colleges and local governments to create a partnership between the University of Southern Mississippi, Mississippi Gulf Coast Community College, and Pearl River Community College to meet the educational and economic development needs of the Gulf Coast.

COMMUNITY FACILITIES & SERVICES STUDY

POLICE & FIRE PROTECTION

Police & Fire Assets

- Emergency service facilities include one new police station and two fire stations. The new police station provides community meeting space. The second fire station is underway and should be completed by the fall of 2009 or early 2010. Funding is provided through the Mississippi Development Authority and the U.S. Department of Housing and Urban Development. The Fire Department has three fire trucks and five command vehicles.
- The fire and police communication systems are combined, allowing for coordination during emergencies. Since Katrina, multiple communications backups have been installed. The multi-channel radio system can switch to one channel during emergencies to allow police and fire coordination.
- Emergency dispatchers work out of the fire station, but dispatch for both fire and police, allowing for strong coordination.
- Overall, Long Beach has low crime rates.
- The Long Beach Police force employs 35 sworn officers, with 51 total staff. Nationally, the ratio of both officers and total police employees per 1000 citizens is significantly related to crime rates. With a current estimated population of 15,372, Long Beach has a ratio of 2.28 officers/1000 citizens and a ratio of 3.32 employees/1000 citizens. As a comparison, a study of Washington state municipalities in the mid 1990s found ratios of officers/1000 citizens ranging from 1.7 to 2.6 and employees/1000 citizens ranging from 2.3 to 3.7. The study noted that the Pacific Coast had lower police staffing levels than other regions in the country. Although it is difficult to compare staffing levels across municipalities due to differences in demographics, climate, etc., these ratios indicate that Long Beach's police staffing levels fall within reasonable ranges.
- The investigation division meets monthly with neighboring jurisdictions to discuss crime leads, leading to good intergovernmental cooperation.
- County and City narcotics officers also work in close cooperation with each other, as school district boundaries go beyond the City limits.
- The Fire Chief does not oppose multi-story construction as long as current fire standards are met.
- Ambulance service is provided by American Medical Response, a private company.
- Current response times are 4-10 minutes, depending on traffic.

Police & Fire Challenges and Opportunities

- Salaries for Long Beach police officers are low compared to nearby towns. The low pay leads to high levels of turnover, resulting in a "young" department. Few employees have been with the department more than five years. Frequent turnover leads to higher training costs and a loss of knowledge of the community.
- Domestic abuse is the most common call requiring officer response.
- The biggest challenge for the Fire Department is that there are very limited dormitory facilities at the fire station, which provides a logistical problem during response to extreme emergencies. Currently the fire station contains 8 beds and 3 showers.
- The Fire Chief sees a need for a 3rd fire station and a training facility in the future.
- The second biggest challenge is that some road conditions are not ideal for fire protection:
  - Intersection of Klondyke, 28th, and Commission needs wider turning radius.
  - Cleveland, Railroad, and Pineville roads have significant congestion during morning and afternoon rush hours due to school drop off/pick up.
  - Need access to Mitchell Road to improve emergency access to Reeves Elementary School.
  - Need Daugherty to extend to 28th.
  - Roads are too narrow for cars to pull to the side for fire trucks to pass: on portions of Klondyke

and Cleveland Ave from 28th Street to Highway 90.
- LaRosa extension would help access to school and would permit a fire truck to access homes without having to back-up a dead-end street.

PUBLIC LIBRARY
The library was renovated and its collection rebuilt after Katrina and is "better than ever before" according to Mayor Billie Skellie. The Mayor does not see any need for additional library space in the near future; however, there may be a need for a satellite facility on the northern edge of town in 15 years.

Library Assets
- The one central library is located Downtown and logs approximately 200 daily visits.
- The library offers story time for children and has 20 computers available for public use.

Library Challenges and Opportunities
- Parking is limited at the library facility.
- There is no formal after-school program at the Public Library.
- Parking is limited at the library facility.

OTHER PUBLIC BUILDINGS
- A new City Hall building to replace the facility destroyed by Katrina will be underway soon and is expected to be completed in the fall of 2009 or early 2010. Funding is provided through the Mississippi Development Authority and the U.S. Department of Housing and Urban Development.
- A senior recreation center is being constructed on Daugherty Road and is scheduled for completion in early 2009.

DRAINAGE, POTABLE WATER SYSTEM & SANITARY SEWER SYSTEM
Infrastructure Assets
- Although there are a good many pressing utility issues almost three years post-Katrina, much of the work will be completed with pending FEMA grants ($20 million), particularly south of the railroad: new water mains, sewer cleanout, new sewer boxes, and new road asphalt throughout the storm surge area. This work is scheduled to be completed by 2010.
- Water and sewer are being extended along 28th street through the combined efforts of the City of Long Beach, Mississippi Development Authority, and the U.S. Department of Housing and Urban Development.
- The Corps has committed to improving Canals Two and Three.
- Long Beach and Pass Christian have a joint water treatment facility with a capacity of 7 million gallons per day. There is substantial unused capacity available to service new development.
- The City is blessed with adequate water supply: they have one elevated tank on Nicholson, one on Johnson Road that is shared with the Harrison County Development Commission, and they are constructing a new well and tank at Marcy near the railroad.
- In addition, the City has approximately 40 lift stations and 8 existing wells.
- The water system is looped, so that if one facility is lost the system can be back fed to continue to provide potable water in most situations.
- New developments are required to connect to the sanitary sewer system.

Infrastructure Challenges and Opportunities
- There are regular drainage problems in many parts of the City; the fix will take funding which the City currently does not have.
- There is no comprehensive drainage plan.

- Prior to Hurricane Katrina, there were plans for some improvements along Central Avenue, Peachtree Drive and Mt. Bass that were on the verge of implementation. At that time there was room in the debt service to enable the City to obtain bonds for funding; however, that is not possible at this time and there are more pressing infrastructure issues to be addressed.
- There is an area off 28th Street that does not have sewer service.
- Since Katrina, the water treatment system is running at about 30% capacity because of a drop in demand. Revenues are down, but debt service requirements remain the same.
- Water service is deficient in a few areas of the City according to the state rating system. It would take approximately $200k to bring these areas up to state standards.

SOLID WASTE MANAGEMENT

The Harrison County Utility Authority is responsible for solid waste management. The Utility Authority contracts with Waste Management for solid waste collection and transport to the Pecan Grove Landfill and Recycling Center. This is the only active Municipal Solid Waste Landfill in Harrison County, and is used to collect both commercial and residential solid waste. The Pecan Grove Landfill is currently 177 acres and is not expected to reach capacity for approximately 15 years. Recycling services are performed by Advanced Disposal.

NATURAL GAS SYSTEM

CenterPoint Energy, Inc. (formerly Reliant Energy), headquartered in Houston, Texas, services a large area of Harrison County, including the City of Long Beach.

PARKS & RECREATION

Recreation Assets

- The City has effectively used grants and other funding sources to recently add two Kaboom parks; the City is currently working on a new Senior Recreation Center, scheduled for completion in early 2009.
- USM permits Long Beach residents to access the USM tennis courts and fitness trail at the 3rd Street entrance.
- Some churches and civic organizations provide public access to their facilities:
  - Coast Episcopal – gym open to public
- Existing Recreation Groups:
  - Gulf Coast Running Club
  - Gulf Coast Bicycle Club http://www gulfcoastbicycleclub.com.
- Harbor reconstruction is farther ahead than other nearby harbors damaged by Katrina.
- The County is considering replacing the boardwalk in concrete.
- New ball fields will be ready for use in early 2009. The land was provided by the City with funding for construction provided by the County.

Recreation Challenges and Opportunities

- The City has received a grant ($1.6 million) to build a new park or Town Green with an amphitheater on a portion of the Harper McCaughan Elementary School site downtown and is currently negotiating a long-term lease with the School District.
- The City has received a grant from MDOT for a new multi-use path along one of the canals, but negotiating the easements is difficult.
- The City has leased space from St. Patrick's Church for use as a park; however, the church is planning to move and trying to sell the property.
- Some parks are not well known and are under-utilized.
- ATVs illegally ride on the road and private property in neighborhoods.
- CSX is strongly resistant to giving any access for trails on railroad property.
- Some of the grant money will end soon, taking the Parks & Recreation staff from five back to two

positions.

- Parks & Recreation is generally under funded by the City government. Public Works helps maintain Parks & Recreation facilities.
- There is no park or open space dedication requirement for new subdivisions.
- Flood insurance is unavailable south of Highway 90, making financing of projects very difficult.
- The harbor parking lot is fully used by boat trailers in the summer, limiting possibilities for temporary retail.

ANIMAL CONTROL ASSETS

In the past there were issues with stray dogs; however, the ordinance was strengthened in recent years and it is no longer considered to be a problem. The City employs a full-time animal control officer and contracts with the Humane Society in Gulfport for any stray animals that are caught. The City is not interested in owning and maintaining its own shelter within the City limits at this time.

MOSQUITO CONTROL

Harrison County Department of Mosquito Control provides services for the entire County including incorporated areas such as the City of Long Beach. The primary mission of the Mosquito Control Department is to provide mosquito control to all populated areas of Harrison County. Additionally, the department conducts an ongoing mosquito-borne disease surveillance program and as time and resources permit, provides assistance to residents in horse fly, deer fly, and sand fly "no-seeums" control.

PUBLIC HEALTH

Public health services are provided by the Mississippi State Department of Health. Public Health District 9 serves Harrison County with offices located in western Gulfport, adjacent to the City of Long Beach. Services available include family planning, maternity and prenatal care, immunization, child health, children's medical programs, children's health insurance, breast and cervical cancer, hypertension and tuberculosis screening, early intervention, diabetes control, and social work.

HISTORIC RESOURCES

The Quarles property in Long Beach, known locally as "Greenvale," is listed on the National Register of Historic Places. Built in 1894, Greenvale is one of the few remaining historic buildings in Long Beach and should be restored and celebrated as a town treasure. The area around the home should be developed as an open space accessible to all residents. The family cemetery located behind the house should be respectfully maintained.

PUBLIC SCHOOLS

Public Schools Assets

- The public school system is well regarded and one of the reasons people choose to move to or stay in Long Beach.
- Facilities include a District Central Office, a Bus Maintenance Facility, three elementary schools (Reeves, Quarles, and Harper McCaughan), one middle school (Long Beach Middle School), and one high school (Long Beach High School).
- Harper McCaughan Elementary was destroyed during Hurricane Katrina and a replacement facility is being built on Pineville Road, further from the coast. The former Harper McCaughan Elementary School (approximately 5-6 acres) site represents a development opportunity for the City. A park is planned for a portion of this site.
- Student Population at School Facilities

Schools Challenges and Opportunities

- The District cannot host district basketball playoff games because the gym is too small.

- Neighboring school districts pay higher teacher salaries, threatening the ability of Long Beach to attract and retain quality teachers.
- Long Beach High School in particular has aging facilities that do not compare well with neighboring school districts.
- The decrease in assessed valuation since Katrina ($110M to $103M) presents a serious funding challenge. In addition, since enrollment has dropped, state funding has also dropped. At the same time, construction prices have increased.
- The possibility of annexation in the future will not affect school enrollment or revenues, as the areas of potential annexation are already, and would remain part of the Harrison County School District.
- There is no true auditorium in the community.
- The school system is under a state mandate to increase physical education hours for students, although the school day will remain the same.
- There are no paid crossing guards. A volunteer program was attempted, but did not find enough volunteers.
- Reeves Elementary has only one vehicular access point, limiting accessibility for emergency purposes.
- In particular, there are significant drainage problems at the stadium and along the ditch between the high school and stadium.
- Like many parcels in Long Beach, several of the school properties suffer from poor drainage.
- The District has long range plans to build a high school on Pineville Road, on the same site as the new elementary school, but as yet there is no demand for a second high school facility.

TRANSPORTATION ANALYSIS

TRANSPORTATION ASSETS

- Most neighborhood streets are quiet, with no heavy traffic.
- A downtown streetscape project will provide new sidewalks, buried utilities, new planters, etc. along Jeff Davis Avenue and one block on either side.
- Highway 90 is the only state maintained road in the City and is a designated scenic route.
- The Federal Highway Administration will be providing asphalt overlay for Klondyke, Pineville, Railroad and Beatline.
- Long Beach and USM are working together to provide a sidewalk to reconnect downtown to USM.

TRANSPORTATION CHALLENGES & OPPORTUNITIES

- Many road surfaces are in poor condition, (needing approximately $4M to repave). There has been no money in the City budget for road maintenance for the last 12 years. There is no comprehensive pavement maintenance program.
- There are only ten street crossings of the railroad throughout the City. CSX would like to remove existing at-grade crossings and requires that any new crossings be grade-separated.
- Most arterial roads would benefit from the addition of sidewalks and/or bike lanes or multi-use trails: Beatline, Railroad, Pineville, Cleveland, Klondyke, and Mitchell. Most of these roads have ditches and in order to close ditches to add sidewalks and/or bike lanes, a comprehensive drainage plan is necessary.
- Reeves Elementary School needs a second evacuation route; if there is a hazardous materials spill on the nearby railroad, students would have to be evacuated to the north.
- The City requires sidewalks in new developments, but most of the older neighborhoods lack sidewalks.
- All new development to the southeast and northwest of the railroad should be required to include

sidewalks and bike lanes.

- The City is close to I-10; however, there is no direct exit connecting downtown to the Interstate.
- Truck access routes are limited in the City; additional truck access to the Long Beach Industrial Park will be necessary should annexation of this area occur as envisioned. Limited arterial access to the Industrial Park is a barrier to expanding needed industrial development in the area.
- Long Beach Water controls easements along Canals Two and Three, opening up an opportunity to provide trails along the canals.
- Additional connections are needed across Canal Two, even if they are only bike/pedestrian connections; currently there are only three places in Long Beach to cross Canal Two.
- Speeding is a problem on Old Pass Road.
- Could Jeff Davis connect to Klondyke?

ANNEXATION ANALYSIS

The Physical Setting chapter of the Comprehensive Plan discusses the need to conduct an annexation study of areas to the north and west of Long Beach. The areas that are potentially appropriate for annexation (proposed annexation area or "PAA") adjacent to Long Beach are the Long Beach Industrial Park to the west of Beatline Road; the area to the north bounded by 28th Street, Beatline Road, I-10, and Canal Road; and the Cross Creek Property to the north of I-10. Annexation of this area will generally assist the City in overcoming some of its connectivity problems with the rest of Harrison County, as well as improve the tax base to assist with recovery as development occurs in the area. This preliminary Annexation Analysis is offered using as a basis the indicia of reasonableness established by the Mississippi Supreme Court.

NEED FOR EXPANSION

The total land area within the corporate limits of Long Beach is 10.1 square miles. Long Beach lies between the City of Pass Christian and the unincorporated community of Pineville to the west and the City of Gulfport to the east. Unincorporated land wraps around the northwestern and northernmost edge of Long Beach stretching eastward toward Gulfport. Population and economic forecasts performed for this Comprehensive Plan indicate fairly sizable increases in store for the region as it continues to recover from Hurricane Katrina. While developable land does remain within the current borders of Long Beach, the City must be prepared to annex portions of the unincorporated area in order to be positioned to properly accommodate and service the projected growth. Much of the remaining undeveloped land in Long Beach is either currently slated for development, under developable because of wetlands or severely limited as to the types of development it can support because of the flood regulations.

PATH OF GROWTH

Long Beach has no direct access to the Interstate highway system (I-10, to the north, an east-west connector to the rest of Harrison County), which is problematic in the event of an evacuation. New development in the area is gravitating northward, toward that I-10 lifeline and outside of current City boundaries. Previously mentioned studies have shown that population and economic growth will occur as the region continues to recover, and that Long Beach can expect to capture a significant share of that growth. Additional revenue is needed to provide for infrastructure improvements necessary to serve the projected growth. Annexation of the existing Long Beach Industrial Park on the western border of the City can provide immediate revenue to fuel the growth that is likely to continue north of the current boundaries. Annexation of that northern area as proposed would capture a portion of the projected growth for Long Beach while providing needed connectivity between Long Beach, and the rest of Harrison County for purposes of improving hurricane evacuation.

POTENTIAL HEALTH HAZARDS

Potential health hazards exist in the PAA due to the lack of a central sanitation system and soil conditions that are not conducive to large numbers of private wells and wastewater treatment systems. Waterway contamination due to poorly functioning septic systems has been identified as an issue that needs to be addressed in the Pineville Community Plan.

In addition, drainage problems both within Long Beach and the PAA can result in standing water that can present potential health hazards. With annexation of the PAA, storm water management can be addressed in a comprehensive manner, on a watershed basis, as recommended by this Comprehensive Plan, which will assist in the elimination of that potential health hazard.

FINANCIAL ABILITY

In addition to potable water and wastewater treatment, the City provides residents and businesses within its corporate limits with services such as electric service, garbage collection, fire and police protection, and schools. The PAA is currently served by Harrison County Public Schools; an arrangement that would continue after annexation. Therefore expansion of the Long Beach Public School system to serve the school age population of the PAA will not be necessary.

Long Beach and Pass Christian share a joint water treatment facility with a maximum capacity of 7 million gallons per day. Substantial unused capacity is available to service new development, and in fact, new development within the service area is required to connect to the system. Several areas outside of the City limits are already provided with water and sewer services based upon a friendly annexation agreement; all of these areas fall within the PAA.

Additional revenue provided by the annexation of the Long Beach Industrial Park will assist in bolstering Long Beach's ability to provide the promised services in a timely manner. It is clear that while this effort will benefit Long Beach economically with an increase in revenue, it is not necessary to shore up existing deficiencies in the current economy. The City has been and can continue to provide needed municipal services to both existing residents and businesses within the City's current boundaries and within the PAA without the proposed annexation.

NEED FOR PLANNING

The *Draft 2030 Harrison County Comprehensive Plan* incorporates separate Community Plans that cover the PAA. The Community Plan for Pineville, adopted in March 2007, addresses for the area bounded by I-10, Canal Road, 28th Street, and Beatline Road, and the Long Beach Industrial Park. The area north of I-10 is included in the *Community Plan for Western Harrison County.* The plans complement the County's Smart Growth planning process based upon the principles of Smart Growth, New Urbanism, and Green Development to guide the future development of the County. Both of these community plans were reviewed as part of the annexation analysis.

Both the Pineville and the Western Harrison County plans include a Concept Plan and a Sector Map developed with citizen input and intended to be used together. The Concept Plans convey general ideas about development patterns, public and private investments, and extension or expansion of existing facilities and services. The Sector Maps convert the land use elements of the Concept Plans into a map that displays additional information about land use intensity and physical arrangements of proposed development patterns. Combined, the two provide strong visual representations of land use policies set by the communities. The Pineville Concept Plan designates the proposed annexation area primarily as Reserved Open Space ("O-2"), with some Restricted Growth Area ("G-1") and a bit of Controlled Growth Area ("G-2") along Beatline, 28th Street and at the intersection of Canal Road with I-10. In addition the intersection of Beatline with I-10 is designated Intended Growth Area ("G-3"); the industrial park to the west of Long Beach and the Pine Bayou Golf Course along Canal Road south of 28th have both been

designated Special Districts.

The most restrictive sector shown within the PAA is O-2, composed of undeveloped parcels larger than 20 acres outside of incorporated cities and wastewater service areas that are either vacant or in agricultural or forestry use. It also includes areas that should be, but are not yet, protected from development. Along 28th Street, Canal Road, and scattered through the western area along Beatline Road, is G-1 which consists of existing rural development and includes neighborhood centers and clustered residences with parcel sizes ranging from one-half acre lots within neighborhood centers to lots up to 20 or more acres outside of the centers. Neighborhood centers may also have a small amount of business or civic uses. G-1 areas may also be located outside of sewer service areas.

G-2 and G-3 are both areas where development is encouraged because they have the necessary infrastructure in place, or are planned for infrastructure improvements, and can support intended growth. Special Districts such as the industrial park are unique development areas that are isolated from existing neighborhoods.

The Pineville Sector Map clearly conveys the community's intent that growth in the PAA occur along existing arterials, with the interior area bounded by Beatline, I-10, Canal, and 28th remain low density rural residential or open space in character.

The recommended annexation area north of I-10 is included in the Western Harrison County planning area. Similar to Pineville, Western Harrison County is primarily a rural area with limited local employment opportunities. The area recommended for annexation is located north of I-10 and south of Landon Road, between Beatline Road and Canal Road. Landon Road and Canal Road are residential corridors; the intersection of Canal Road and Landon Road offers one of the most extensive commercial clusters in the Western planning area.

The Sector Map for the PAA recommends a Special District north of I-10 and east of Beatline, which reflects the proposed expansion campus for the USM on the Cross Creek Property. East of the Special District is a swath of O-2 and G-3 at the intersection of I-10 and Canal Road.

NEED FOR ZONING

The Harrison County Zoning Ordinance was adopted in 2000 and has been amended a number of times, the latest being January, 2008. The Zoning Ordinance covers the entire County and accommodates for a range of uses from agricultural and very low density residential to scattered commercial districts and industrial uses. Pineville commercial uses are clustered around the three exits of I-10, and the intersection of Canal Road and 28th Street. The remaining area proposed for annexation is zoned A-1, E-1 very low density residential, or R-1. Industrial zoning in Pineville is confined to the Long Beach Industrial Park.

While the Community Plans for the PAA have only recently been completed and provide an excellent foundation for the future of the area, there is a need to update the zoning post-Katrina and in concert with more recent planning efforts. Although it could be argued that the PAA would benefit from the additional planning and services that could be provided with annexation to Long Beach, given the County's intention to preserve the rural and open space character of most of the PAA, the potential increase in the City's tax base is limited to the industrial park and the expansion area for USM. Impacts to the City's community facilities and services from the additional rural residential land in contrast to limited increases in the tax base should be fully evaluated in a separate annexation study.

NEED FOR MUNICIPAL SERVICES

According to their respective community plans, water and sewer service is limited in both Pineville and Western Harrison County. Private water wells and septic systems are prevalent throughout the area,

except the Long Beach Industrial Park. Contamination of waterways has been identified as an issue that needs to be addressed in the Pineville Community Plan, and the Western Harrison County plan recommends that property owners connect to sewer service where it is available. Although potable water is provided to the PAA in Western Harrison County by Sutter Water Service, Inc., wastewater service is not currently available in the area.

PRESENCE OF NATURAL BARRIERS

Although a portion of the PAA contains wetlands and as a result is not developable, there are no natural features that would be considered a physical barrier between the City limits and the PAA.

PAST PERFORMANCE

This category is based upon an examination of a municipality's record of keeping promises made in previous annexations as some indication of whether or not the municipality would fulfill its promises of providing services to the PAA. According to the Mayor of Long Beach, the previous annexation occurred in the early 1980's. The City expanded police and fire protection services immediately upon annexation by adding personnel, equipment, and facilities.

Only utility services were not provided to the area immediately; because of the rural nature of the area previously annexed, there simply were not enough customers to fund the extension of services. That situation is about to change, however, as Long Beach, working with the Mississippi Development Authority and the U.S. Department of Housing and Urban Development, will be extending water and sewer north of the railroad from Klondyke to Beatline beginning early in 2009.

IMPACT ON RESIDENTS & PROPERTY OWNERS

The recent completion of community plans for both Pineville and Western Harrison County generated a great deal of public interest and support for the future of both communities'. The public's desire for their respective community is centered on remaining rural in character, restoring lost infrastructure, improving connectivity with Long Beach, Gulfport and the rest of the region, and preserving natural areas. Largely rural residential in nature, both communities are dependent upon strong connections with Long Beach, Pass Christian, Gulfport, and DeLisle for employment, shopping, entertainment, government offices, and other services. It appears as if much of the limited existing commercial and industrial uses within both planning areas are located within the PAA, which may be considered a negative impact by Harrison County. The provision of municipal services, however, might be viewed as a positive for newly annexed residents.

IMPACT ON THE VOTING STRENGTH OF PROTECTED MINORITIES

Harrison County and Long Beach are ethnically homogeneous, as indicated from the chart below which is based upon data obtained from the U.S. Census. It is possible that the minority population of Long Beach will benefit from the annexation with an increase in voting strength.

BENEFITS ENJOYED & NOT PAID FOR

The PAA does receive the benefit of proximity to Long Beach emergency services which are not currently supported by PAA taxpayers. When the call goes out, City police and fire often arrive on site before the County.

ANNEXATION ANALYSIS CONCLUSION

This section of the Plan considers the potential for annexation of these areas in light of the indicia of reasonableness established by the Mississippi Supreme Court; however; it should be considered a preliminary analysis and does not preclude the need for more detailed study prior to the City making a formal application for annexation. Further study would explore in greater detail the potential for development and redevelopment in Long Beach and the PAA, as well as the ability of the City to provide

necessary community facilities to the area as promised. As part of the annexation study, the City should consider undertaking the following studies:

- A comprehensive, watershed-based storm water and drainage study of the City and the PAA to determine how annexation might enable the City to correct existing drainage problems;
- An economic and market analysis to determine the depth of the City's need for expansion to improve its tax base and the ability of the PAA to fulfill that need;
- A fiscal impact analysis to determine the City's ability to provide the promised services within a reasonable time frame; and,
- Any other studies deemed necessary to support the recommendation for annexation.

CAPITAL IMPROVEMENTS PLAN

DOWNTOWN IMPROVEMENTS

Gateway Markers - This project will install Gateway monuments or signs at both US Highway 90 entrances to Long Beach.

Alley System - New developments south of the railroad tracks will incorporate an alley system.

Civic Plaza - As part of an overall intersection improvement project at the intersection of the Jeff Davis extension, Klondyke, and Pineville Road, this project will create a Civic Plaza. With this plaza, Downtown Long Beach will have two major public spaces as the "bookends" to the downtown: the marina at the southern end and the civic plaza at the northern end. The Civic Plaza should be designed to serve two important needs: as a lively urban space for downtown visitors and as an important recreation space for surrounding neighborhoods.

Gateway Square - As part of an overall intersection improvement project at the intersection of Klondyke and Cleveland, create a Gateway Square with an open green space defining the intersection. This green space should serve as an "arrival moment" along a key entryway to Long Beach.

WATER AND WASTEWATER IMPROVEMENTS

Potable Water Supply System Improvements - The proposed project will provide transmission system improvements along US 90, in the southwest portion of the City, and in the 28th Street area, connecting existing water mains from Beatline and Klondyke Roads with new 10" connector pipe. This improvement will service the southern portion of the City with higher water supply, providing more fire protection to the proposed higher-density communities.

Wastewater System Improvements - This funded project planned by the Mississippi Gulf Region Water and Wastewater Plan will serve the Cities of Long Beach and Pass Christian, providing wastewater transmission mains along US 90 and in the 28th Street area.

Canal #2 and #3 Improvements (funded by Army Corps of Engineers)

Drainage Improvements: Central Ave, Peachtree Dr, Mt Bass

Water Service Deficiency Improvements - This project will improve water service in order to correct areas that are "deficient" according to the state rating system.

CIVIC BUILDING IMPROVEMENTS

City Hall - A new, two-story City Hall will be constructed on the site of the previous City Hall, which was destroyed by Katrina. Construction for the new City Hall is being funded by MDA and HUD.

Fire Station - A second Fire Station is under construction and should be completed by early 2010. Construction for the new Fire Station is being funded by MDA and HUD.

Senior Recreation Center - A new senior recreation center on Daugherty Rd. is currently under construction and scheduled for completion in early 2009.

Pineville Rd Elementary School - A new elementary school is under construction to replace the Harper McCaughan Elementary School destroyed by Katrina. The new elementary school will serve an estimated maximum of 770 students, expanding capacity for the district (Harper McCaughan had a maximum of approximately 510 students).

New High School - The Pineville Rd school site also has adequate space for a new high school, including ball fields and parking. When enrollment and revenues justify the expansion, the School District will build a new high school.

TRANSPORTATION IMPROVEMENTS

Jeff Davis Avenue Improvements - Improvements to Jeff Davis Avenue will include diagonal parking along the north side of the street, parallel parking along the south side of the street, buried utilities, and new pavement, curbs, sidewalks, and ADA accessible curb ramps.

Arterial Street Resurfacing - The Federal Highway Administration has provided funding for asphalt overlays for Klondike, Pineville, Railroad, and Beatline

Mississippi Gulf Coast Transportation Stage 1 - Re-paving existing Railroad Street.

Mississippi Gulf Coast Transportation Stage 2 - Convert Beat-line Road into a 4-lane divided road, re-pave existing Klondyke Road.

Multi-Use Canal Trails - The Long Beach Master Plan has designated locations for multi-use trails to connect the community. These trails are located primarily along canals. Long Beach will seek grant funds, negotiate access easements, and work with property developers so that the trail network is completed by 2025.

Reeves Elementary Secondary Evacuation Route - Reeves Elementary School currently has only one vehicular emergency evacuation route. This route would be compromised in the case of a toxic spill or some other emergency related to the railroad. The School District and the City of Long Beach will work together to develop a secondary evacuation route from the back of the school through Marjorie to Mitchell Rd.

Daugherty Rd Extension - In order to reduce congestion on Beatline and Klondike, Daugherty Rd will be extended to 28th Street.

Klondyke/28th Intersection Improvements - This project will address intersection deficiencies that impact fire truck access.

Commission /28th Intersection Improvements - This project will address intersection deficiencies that impact fire truck access.

LaRosa Extension - This project will extend LaRosa to N. Cleveland to the East in order to provide a secondary fire access to the School.

Long Beach/USM Sidewalk Project - The LB/USM Sidewalk project will provide an environmentally-friendly lighted sidewalk to connect the downtown to the University of Southern Mississippi (USM). The proposed plan will follow the theme of the USM's newly renovated 3rd street entrance to the Gulf Park campus/fitness trail and connect to downtown Long Beach with a lighted 6' sidewalk on both sides of 3rd St between Jeff Davis Avenue and USM. The project will use existing rights of way, be funded with grants and/or donations, and coordinate with the City's renovation of Jeff-Davis Avenue. It is envisioned to be completed in 3 phases and include landscaping and eventually lighting along the path.

Pavement Maintenance -Long Beach will establish a comprehensive pavement maintenance program. Maintaining adequate surface asphalt conditions protects the underlying roadbed and lengthens the useful life of pavement. Many road surfaces are in poor condition, and current needs require approximately $4 million for repaving. In order to preserve existing road investments, Long Beach will develop a prioritization for road resurfacing and seek grant funds so that by 2018, all roads will be in adequate condition.

Long Beach Industrial Park Truck Access Improvements -If the Industrial Park is annexed into Long Beach, an alternate truck route will be developed along Beatline to provide more adequate truck access to the Industrial Park.

POTENTIAL IMPROVEMENTS

Town Green - A Town Green will be developed on the site of the old Harper McCaughan Elementary School. The Green may include an amphitheater or other active uses, as well as provide some development opportunities along the edge. The project will be designed to support commercial and residential development in downtown Long Beach.

Arterial Sidewalk/Bike Lane Installation - The City will install sidewalks and bike lanes on arterials north of the tracks (Beatline, Railroad, Pineville, Cleveland, Klondyke, and Mitchell) as capital or grant funds become available. Most of these roads have ditches and in order to close ditches to add sidewalks and/or bike lanes, a comprehensive drainage plan is necessary.

Neighborhood Sidewalk/Bike Lane Installation - The unified development code will require neighborhood sidewalks and/or bike lanes as appropriate when new developments are permitted.

2nd Library - When population growth and funding opportunities justify it, a new library will be built to service neighborhoods near 28th St.

Firehouse Dormitory Options - The City will develop options for housing additional emergency service personnel during an extended emergency.

3rd Fire Station/Training Facility - The City will develop a third Fire Station that has additional training facilities. In order to provide ongoing revenue and maximize use of the facility, the City should investigate renting the training facilities to surrounding fire departments.

STUDIES FOR FUTURE CAPITAL IMPROVEMENTS

Highway 90 Boulevard Conversion - In cooperation with regional and state transportation agencies, the City will promote completing a feasibility study to consider the possibility of converting portions of Highway 90 into a Boulevard street design. A boulevard design would support both residential and commercial activity as well as potential on-street parking while still providing substantial through capacity.

Comprehensive Drainage Study - Long Beach will seek funding for a comprehensive drainage study to

analyze drainage conditions throughout the City, develop and prioritize potential solutions, and provide cost estimates and suggested funding sources. This study will include analysis of open drainage ditches along arterial roads and the possible addition of bike lanes, sidewalks, and/or multi-use trails along those arterials.

ECONOMIC DEVELOPMENT

There are a wide variety of "development tools and incentives" available to pursue economic development. Communities often develop strategies which apply a number of different strategies to pursue economic development activities. Basic economic development tools include: Regulation, Land Assembly, Infrastructure Development, Promotion and Marketing, Financing and Tax Incentives. The major federal, state, and local tools available to Long Beach within each strategy area are summarized below.

PLANNING

The Mississippi Development Authority is the State of Mississippi's lead economic and community development agency that is charged with pursuing state economic development goals and priorities. The Economic Development Group focuses its efforts in traditional business recruitment and retention, community development, tourism development and export development.

The City's Master Plan provides the City's Vision for future land use development in Long Beach.

REGULATION

Communities often use their regulatory powers to direct where and how development occurs. Regulations can be designed to prohibit, require or encourage certain types of development at certain locations. Regulations are powerful economic development tools. The City of Long Beach regulates land use within its boundaries.

LAND-ASSEMBLY

The ability to assemble land and offer clear title to a prospective investor is an important economic development tool. With land control, the public sector/quasi-public sector is able to convey this land to an investor on terms suitable to achieve economic development objectives.

INFRASTRUCTURE DEVELOPMENT

It is difficult to attract private investment without adequate physical infrastructure. Infrastructure includes a good road and transit system, affordable and accessible utilities, adequate water and sewer capacity, and adequate parking. Local governments rely on a mix of federal, state and local revenues to operate and maintain roads, bridges, transit and other forms of infrastructure.

The conventional sources of infrastructure finance are the federal, state and city governments. Major programs that support infrastructure finance and development are as follows:

- Through its Public Works and Economic Development Program, the United States Economic Development Agency (EDA) has grants to support the construction or rehabilitation of essential public infrastructure and facilities necessary to generate or retain private sector jobs and investments, attract private sector capital, and promote regional competitiveness, including investments that expand and upgrade infrastructure to attract new industry, support technology-led development, redevelop Brownfield sites and provide eco-industrial development. The average grant is $1.2 million.
- The EDA also has the Economic Adjustment Assistance Program provides a wide range of technical, planning and infrastructure assistance in regions experiencing adverse economic changes that may occur suddenly or over time. This program is designed to respond flexibly to pressing economic recovery issues and is well suited to help address challenges faced by U.S. regions and communities.

- The United States Department of Transportation Federal Highway Administration administers the National Scenic Byways Program which makes funds available for pedestrian and bicycle improvements along scenic byways.
- The Federal Transit Administration administers the Rural and Small Urban Area program. This program provides money to support transit development in rural and small urban areas.
- The City of Long Beach can use Community Development Block Grant (CDBG) monies from the Mississippi Development Authority (MDA) to finance community development activities. MDA is the State's designated agency responsible for administering CDBG funds. CDBG money can be used to provide low interest financing and/or grants to support projects that achieve one of the following three objectives: (1) benefit low- and moderate-income persons; (2) aid in the prevention or elimination of slums or blight; and, (3) meet urgent needs because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs.
- The Development Infrastructure Grant Program supports water, streets, wastewater, flood control and public building development to support economic development. MDA also administers the Local Government Capital Improvements Revolving Loan Program (CAP) and the Small Municipalities & Limited Population Counties Grant Program. CAP is designed to support the construction or repair of local infrastructure and/or economic development asset. Loans for downtown improvements are capped a $350,000.
- The Mississippi Department of Transportation offers Transportation Enhancement Funds to assist in the development of bicycle paths near State highways.
- The Boat Access Program provides funds for the development of boat access facilities. This program is administered by the Mississippi Department of Marine Resources.

PROMOTION AND MARKETING

With increased competition among communities for industrial and commercial investment, the marketing of cities and their development opportunities has become predominant component of economic development. The national marketing for Cleveland as the "Renaissance City" or Toledo as the "Amateur Sports Capital" are good examples. The major players involved in the marketing and promotion of Long Beach are as follows:

The Mississippi Development Authority is primarily responsible for business recruitment and retention in the State. MDA's Tourism Division promotes Mississippi as a tourism and recreation destination.

The State's *Economic Development Marketing Grant Program* assists non-profit economic development organizations to market their municipalities for business and industrial development. The program is targeted to the attraction of out-of-state businesses. State dollars must be matched 1:1 by the applying entity.

The State's *Tourism Matching Grants Program* is administered by the MDA. The goal of the program is to increase travel into and within the Mississippi. Eligible projects are those that attract markets outside of the State and generate economic impact on the area through tourism promotion.

FINANCING

Attractive financing programs are important tools for economic development professionals employ to encourage private investment. These programs offer financing with low interest rates or liberal terms; terms not be available in the private market. These programs also include grants often in the form of a capital match. The increase in economic activity produced by such financing programs produces social and economic benefits sufficient to justify the public investment. Typical benefits include increased employment opportunities, enhanced incomes, and a fortified tax base. The following highlights some of

the major programs available:

- The United States Environmental Protection Agency's *Brownfields Program* provides direct funding to municipalities for Brownfield's assessment, cleanup, revolving loans, and environmental job training. To facilitate the leveraging of public resources, EPA's Brownfields Program collaborates with other EPA programs, other federal partners, and state agencies to identify and make available resources that can be used for brownfields clean-up and redevelopment activities.
- The United States Department of Agriculture provides loans for homeowners and communities to build and repair homes and provide water and sewer services. Programs include *Self Help Loans* and *Housing Repair and Rehabilitation Loans*.
- The *Gulf Opportunity Zone (GO Zone)* is a federal initiative. It includes federal incentives as well as state incentives oriented to capital investment in targeted locations. Many developments in the GO Zone qualify for tax exempt bond finance. This incentive saves the borrower approximately 1.5 to 2.5 percent a year on borrowing costs.
- The City of Long Beach can apply *Community Development Block Grant* monies from the Mississippi Development Authority to support economic development. Economic development grants may be used to fund eligible infrastructure improvements in support of better paying jobs. The use of this money is directly associated with the creation or retention of jobs of which at least businesses with less than 250 employees and $1 million for businesses in excess of 250 employees.
- The City may also apply to U.S. Housing and Urban Development Department for *Section 108 Loan Guarantees*. Cities use the loan guarantees to fund housing rehabilitation, economic development and large-scale physical development projects. The projects are financed by essentially borrowing on the City's CDBG fund – to be paid back using project revenues or future CDBG allocations.
- *Tax increment financing* is available through the City and Harrison County. In tax increment financing, projected increases in property tax revenues are used to secure a revenue bond. Bond proceeds are used (generally) to fund the infrastructure necessary to support the economic development project.