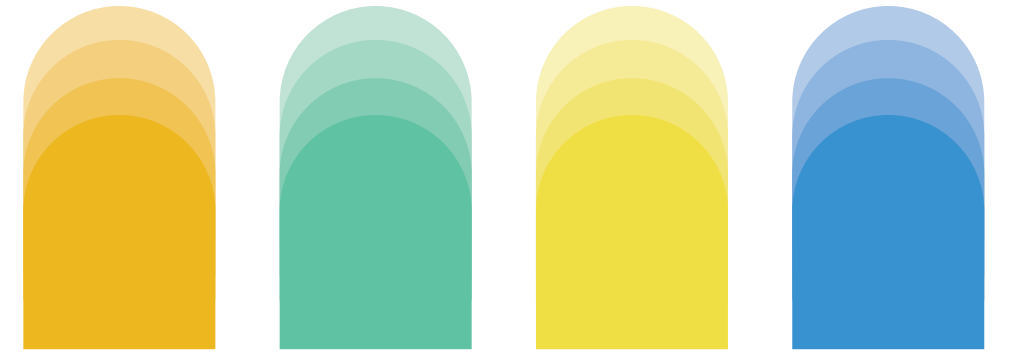




MAIN STREET MASTERPLAN

MOSS POINT, MISSISSIPPI



Kimley»Horn

ACKNOWLEDGMENTS

THIS MOSS POINT MAIN STREET MASTER PLAN WAS PREPARED BY KIMLEY-HORN & ASSOCIATES.

Without the support of many dedicated individuals and organizations this plan would not be possible. We want to thank them for their hard work, expertise, insight, and encouragement through the planning process.

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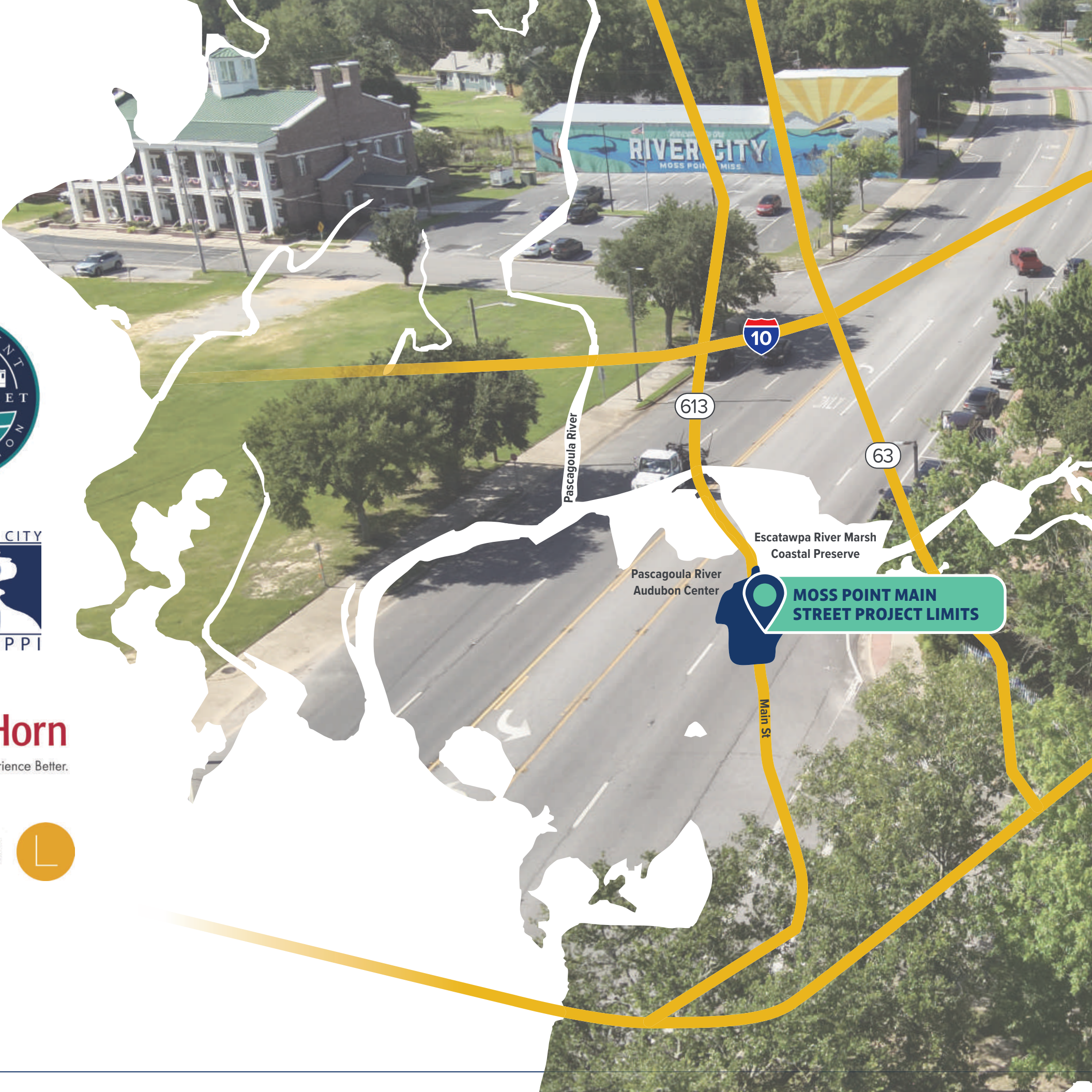
PREPARED FOR:

Moss Point Main Street Association



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EXECUTIVE SUMMARY

A letter from the Director, to the City of Moss Point

Dear Friends,

The Moss Point Main Street Master Plan represents a critical step forward in the long-term revitalization of downtown Moss Point. For nearly two decades, the community has engaged in planning efforts following Hurricane Katrina, developing a strong vision for renewal but often struggling to translate that vision into visible, buildable, near-term change. As a result, downtown has experienced disinvestment, underutilized public spaces, auto-oriented streets, and limited pedestrian activity—conditions that discourage private investment and weaken commerce in the heart of the ‘River City’.

This project directly addresses those challenges by shifting from aspirational planning to **actionable, fundable solutions**. The Master Plan is intentionally designed to combat “planning fatigue” by focusing on improvements that push forward previous ideas to buildable, phased, and visible. By prioritizing streetscape enhancements, public spaces, and pedestrian safety, the plan creates immediate signals of progress while laying the groundwork for long-term economic growth.

At its core, the project reimagines Main Street as a **people-first environment**. Today, Main Street’s wide, multi-lane configuration prioritizes vehicle speed over pedestrian comfort, creating safety concerns and limiting street-level activity. The proposed design introduces traffic calming measures, shortened crossing distances, protected on-street parking, wider sidewalks, landscape, pedestrian-scale lighting, and clearly defined streetscape zones. These changes improve safety and comfort while encouraging walking, lingering, and interaction—key ingredients for a successful downtown.

Equally important, the plan uses **public space as a catalyst for reinvestment**. New plazas, pocket parks, and flexible gathering areas are strategically located adjacent to proposed façade improvements to activate underused buildings, support events and pop-up activities, and create visible energy along the corridor. These community-scale spaces may evolve over time, accommodating festivals, outdoor dining, markets, and everyday social use. By anchoring downtown with active public streets, the plan helps build momentum that attracts private development and supports local businesses.

The Master Plan also reinforces Moss Point’s unique identity as the **River City**. Through native landscaping, interpretive elements, public art, and improved connections to the riverfront and Audubon Way, the project tells the story of Moss Point’s natural and cultural assets. This emphasis on place-based design not only strengthens community, but also enhances tourism and regional appeal.

Flexibility and incremental growth are central to the plan’s implementation strategy. Although priorities are identified, the plan recognizes funding constraints and evolving market conditions. The project is structured in phases that can be pursued independently as resources become available. Modular streetscape elements, adaptable design standards, and clear cost estimates allow the City and Main Street Association to pursue grants, partnerships, and capital investments with confidence.

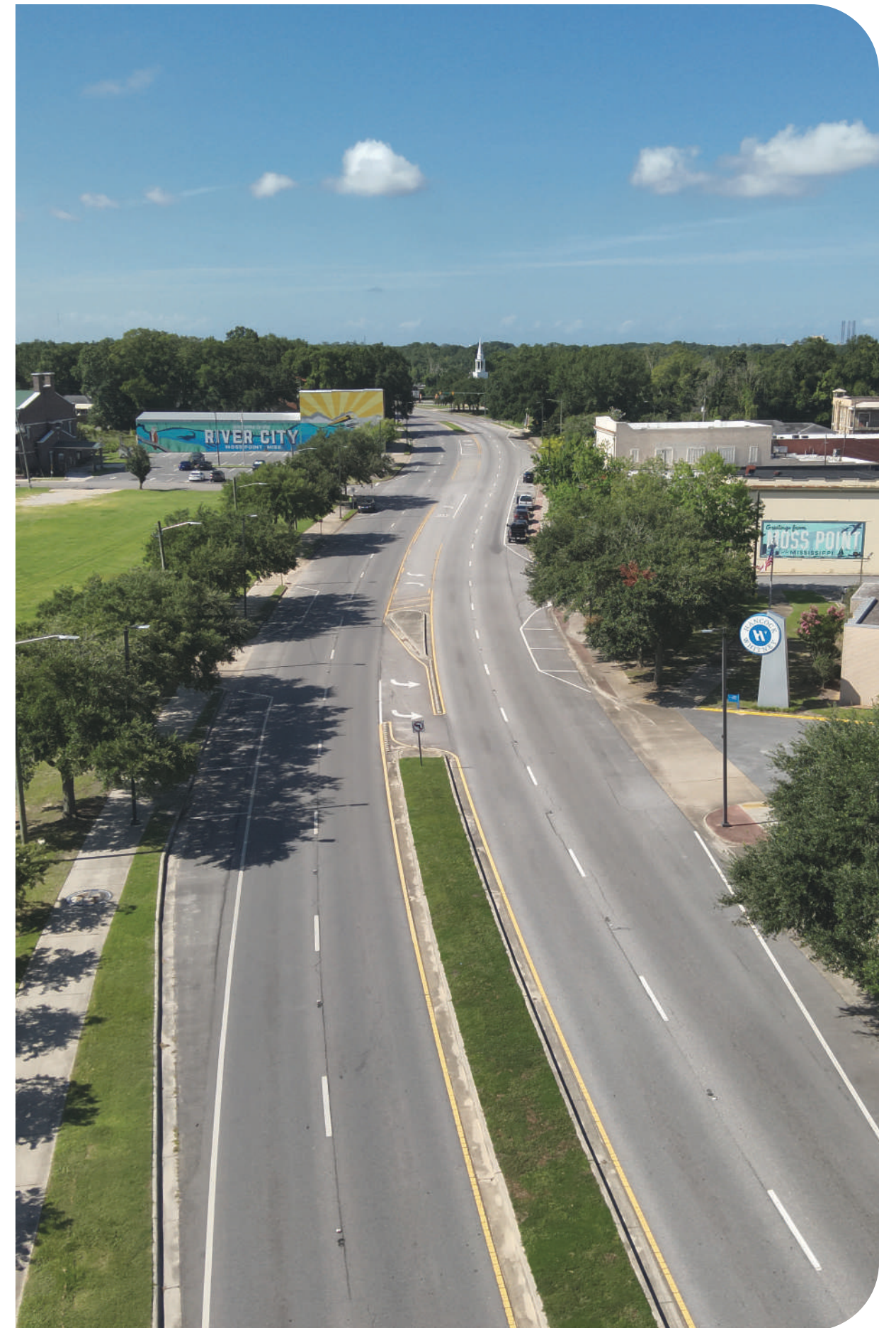
Ultimately, the Moss Point Main Street Master Plan is more than a streetscape project—it is a **framework for economic renewal and community connection**. By transforming Main Street into a safer, more inviting, and identity-rich corridor, the project restores downtown’s role as Moss Point’s civic and commercial heart while positioning the city for sustainable growth in the years ahead.

Best Regards,



Sue Wright

Executive Director, Moss Point Main Street Association









PROJECT OVERVIEW

- Study Area
- Project Background
- Guiding Documents
- Process and Engagement Summary
- Guiding Principles
- Design Objectives
- Framework Graphics
- List of Additional Projects
- Roadway Sections

STUDY AREA

The study area encapsulates the core development of Main Street and intends to be a catalyst for future, planned development with an emphasis on creating a sense of arrival and a sense of place. The start/end points of the study area at Dantzler Ave and Bellview Ave serve as prominent entryways into this distinct district, allowing for future placemaking moments.



PROJECT BACKGROUND

The City of Moss Point has been through a series of planning efforts since the aftermath of Hurricane Katrina in 2005. Each effort has added to the overall vision of place, and while some items have been executed over the years, the downtown area is in need of revitalization to renew interest and investment in the city from the local community, residents, and visitors. Moss Point Main Street Association was awarded an ARPA grant in 2024 for the purposes of revitalizing Main Street and projects in the downtown area. The funds were leveraged for planning streetscape and potential façade improvements with emphasis on creating buildable solutions that could be advanced in subsequent rounds of funding.

Existing conditions observed in the downtown and waterfront area are pictured above. The plan will take inspiration from these conditions and certain historical markets will need to be re-incorporated and further developed in the next more detailed design phase.

GUIDING DOCUMENTS

As mentioned in the project background, there have been many analyses and planning studies in Moss Point and the downtown area over the years. These studies have focused on potential catalytic concepts for economic and physical development, retail market analysis, rebuilding and renewal of downtown through vision and Smart Code development, placemaking strategies, and activation strategies. The overarching ideas in these documents also range from schools of thought on new urbanism, incremental urbanism, guerrilla urbanism and other theories influencing or inspiring a "sense of place". All of these ideas add value when appropriately executed and applied.

There are two key guiding documents for this project effort; The USDA Placemaking grant document, administered by the Mississippi Main Street Association in 2023, and the downtown renewal document commissioned by the city of Moss Point in 2006. Other documents to note are listed in the image caption. For the purposes of this document and brevity, these plans will be distilled into a series of guiding principles. They may be included in their entirety or referenced in the appendix.



PLACEMAKING

In Your Downtown District Moss Point
2023



DOWNTOWN RENEWAL

The City of Moss Point, Mississippi
June 2006



MOSS POINT REBUILDING & RENEWAL

A Report from the Mississippi Renewal Forum
November 2005

PLAN FATIGUE AND NEED FOR ACTION

There are two common themes to acknowledge about previous planning efforts that were not only communicated to the consulting team, but also observed during stakeholder engagement.

The first observation is that the long-standing residents of Moss Point have experienced planning fatigue over the years. This is common when regularly engaged residents are involved in many iterations of a planning process, and the results are either too complex or improperly phased to be actionable, or there simply are no actionable solutions provided. The latter is not the issue in this case.

The second observation is that, actions have in fact been taken on previous plan recommendations. Although they are almost imperceivable due to their taking place over 20 years. For example, the 2006 renewal plan suggested the construction of new public buildings. Those have been constructed along Bellview Avenue. The plan also suggested redevelopment of the blocks east of Main Street. These lands were consolidated, cleared, and are currently being studied for redevelopment. The 2023 Placemaking Grant suggested murals to create visibly vibrant spaces, along with redevelopment east of main street and the waterfront. Again, both are in process.

There can be a combination of reasons of why planning fatigue and delayed execution happens, and all those can be chalked up to experience. However, in order to move forward, the most important next thing is that Moss Point Main Street Association and City of Moss Point provide a fundable, incremental, plan for constructible solutions, that are visible to residents so that the perception of change is evident and "catalytic". Main Street improvements must plant the seeds to grow a renewed energy and desire for urban and waterfront spaces in the downtown that have not existed for many years.

The concern was communicated by several stakeholders during the engagement process that compromising the block with unnecessary infrastructure or right of way could be counterproductive. It is preferred that the redevelopment of this area give flexibility to potential investors and developers.

PROCESS AND ENGAGEMENT SUMMARY

The following principles have been distilled from information derived from historic planning efforts, mentioned on previous pages, and combined with the latest stakeholder feedback and observations. Downtown Moss Point principles should attract investment, support commerce, and enhance walkability. By providing more walking comfort and encouraging public use, downtown will bring people back to downtown by fostering a vibrant environment that encourages foot traffic, promotes safety, and enables gradual growth. The principles focus on flexibility, sustainability, and celebrating Moss Point's identity as the "River City."

The objectives provide clear actions to transform the downtown into an adaptable, inviting space. This includes organizing streets into functional zones, ensuring safety with improved crossings, integrating public art and native landscaping, and accommodating alternative transportation. These actions aim to lay the groundwork for a thriving downtown that attracts new businesses and residents while supporting long-term revitalization.

¹ "Street & Block Typologies." PLACE-MossPoint Plan, pp. 34–35. ² "Opportunity Sites." HOK Downtown Renewal Plan, pp. 24–25. ³ "Complete Streets." PLACE-MossPoint Plan, pp. 30–31. ⁴ "Pedestrian Realm." HOK Downtown Renewal Plan, p. 18. ⁵ "Plazas & Green Spaces." PLACE-MossPoint Plan, pp. 36–37. ⁶ "Public Realm Enhancements." HOK Downtown Renewal Plan, pp. 20–21. ⁷ "Natural Assets & Identity." PLACE-MossPoint Plan, p. 12. ⁸ "Landscape & Planting." PLACE-MossPoint Plan, p. 39. ⁹ "Riverfront Activation." HOK Downtown Renewal Plan, p. 14. ¹⁰ "Phasing & Implementation." PLACE-MossPoint Plan, pp. 42–43. ¹¹ "Development Phasing & Strategy." HOK Downtown Renewal Plan, p. 28.

GUIDING PRINCIPLES



1 CREATE A STREETS FRAMEWORK THAT ENABLES INVESTMENT

Design streetscapes that signal opportunity for reinvestment — through cohesive streetscape identity and material language, flexible and pedestrian-friendly environments that make it easier for developers and local businesses to plug in to. Streets should support variety in commerce while maintaining a layout that allows for future infill and redevelopment.¹²



2 FOCUS ON FOUNDATIONAL WALKABILITY IN A LIVELY DOWNTOWN

Generous sidewalks, comfort, lighting, and safety are top priorities to make the area appealing for new uses and foot traffic. A well-designed street will draw people in and give confidence to future tenants and property owners that the City is making a long-term investment. Public spaces should encourage lingering, with thoughtful amenities and design elements that support a vibrant, people-first downtown.³⁴



3 ANCHOR STREETS WITH COMMUNITY-SCALE PUBLIC SPACES

Include small plazas, pocket parks, and gathering areas that invite activity and community presence. These spaces create visible energy and can serve as catalysts for further redevelopment by adding value and visibility to underused parcels. Consider placing these gathering areas at key nodes or intersections, where they can be most effective in connecting neighborhoods and creating destinations.⁵



4 TELL THE STORY OF THE RIVER CITY

Where practical, incorporate resilient, low-maintenance green features and landscape materials that also reflect the River City's natural environment. Celebrate the unique identity of the place through public art, native landscaping, and material choices. Where possible, connect downtown spaces to the river — enhancing areas like Riverfront Park and pathways to Audubon — and creating shaded, comfortable places for people to gather, reflect, and enjoy the setting.⁷⁸⁹



5 DESIGN FOR FLEXIBILITY AND INCREMENTAL GROWTH

Allow for temporary uses, pop-ups, phased improvements, and evolving building types. Streetscape elements should be adaptable — supporting both current needs and future infill. This enables small wins that build momentum toward larger redevelopment goals over time. Encourage development approaches that align with the local fabric, allowing growth to happen in manageable, community-supported steps. Consider future transportation modes — including walking, biking, golf carts, or small electric vehicles — to show that Moss Point is forward-thinking, adaptable, and dynamic.¹⁰¹¹

DESIGN OBJECTIVES

- 1

CREATE A STREETS FRAMEWORK THAT ENABLES INVESTMENT

Objective 1.1:

Designate at least two primary streets as "investment-ready corridors" with upgraded paving, lighting, and utilities by Phase 1 of implementation.

Objective 1.2:

Ensure at least 75% of block frontages in priority zones are designed with flexible frontage zones (e.g., for café seating, sidewalk vending, or public art).

Objective 1.3:

Establish a standard streetscape palette (lighting, benches, paving, signage) to ensure visual cohesion across all redevelopment corridors.

Objective 1.4:

Organize each street cross-section into clear functional zones — including a pedestrian zone, furnishing/green zone, and frontage zone — and apply these standards to at least three key corridors.
- 2

FOCUS ON FOUNDATIONAL WALKABILITY IN A LIVELY DOWNTOWN

Objective 2.1:

Provide minimum 8-foot-wide sidewalks on all main streets and continuous pedestrian pathways on at least 90% of downtown blocks.

Objective 2.2:

Install pedestrian-scale lighting and shade trees every 40–50 feet on designated walkable streets.

Objective 2.3:

Include at least one public seating area per block face in key pedestrian areas to encourage lingering and comfort.

Objective 2.4:

Implement curb bump-outs and high-visibility crosswalks at a minimum of five key intersections to shorten crossing distances and increase pedestrian safety.
- 3

ANCHOR STREETS WITH COMMUNITY-SCALE PUBLIC SPACES

Objective 3.1:

Develop at least two new public gathering spaces (plazas, pocket parks, or “social corners”) at key intersections or vacant parcels.

Objective 3.2:

Ensure every new streetscape project includes at least one flexible-use node (e.g., for food trucks, pop-up events, or markets).

Objective 3.3:

Locate at least one community art or identity feature per public space (e.g., sculpture, mural, or heritage marker).
- 4

TELL THE STORY OF THE RIVER CITY

Objective 4.1:

Use at least 50% native or water-wise plant species in all new streetscape planting beds.

Objective 4.2:

Install interpretive signage or art at three key locations highlighting Moss Point’s river heritage, ecology, or local stories.

Objective 4.3:

Provide direct pedestrian or visual connection to the riverfront from at least one key downtown corridor.

Objective 4.4:

Incorporate locally inspired public art into at least five streetscape or building façade elements (e.g., murals, custom benches, engraved pavers, or gateway features) that reflect Moss Point’s identity as the River City.
- 5

DESIGN FOR FLEXIBILITY AND INCREMENTAL GROWTH

Objective 5.1:

Identify and design at least three locations for pop-up or temporary use (e.g., mini parks, mobile vendors, or event setups).

Objective 5.2:

Include removable or modular streetscape elements (e.g., bollards, planters, furniture) in at least 50% of pilot-phase streets.

Objective 5.3:

Establish a phased rollout plan with short-, mid-, and long-term benchmarks tied to funding, permitting, and community activation.

Objective 5.4:

Implement flexible parking signage to accommodate alternative transportation modes (e.g., bike racks, electric vehicle charging, golf carts) and make these spaces clearly visible in at least two key areas.

Some items may need further development and application during detailed design phases to follow
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- CHAPTER ONE | PROJECT OVERVIEW
- 11



FRAMEWORK GRAPHIC



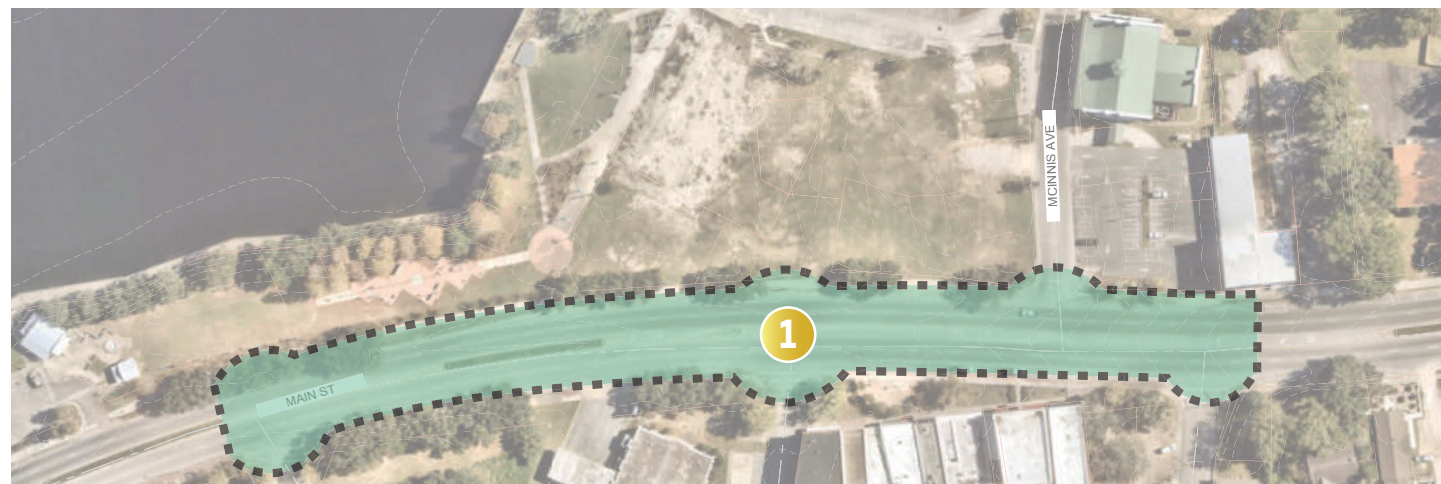
**The concern was communicated by several stakeholders during the engagement process compromising this area with unnecessary infrastructure or right of way could be counterproductive. It is preferred that the redevelopment of this area give flexibility to potential investors and developers.

1 MAIN STREET CORE

The core represents the destination portion of the historic main street. Bound by publicly owned land that fronts the water and main street architecture, there is a lot of potential. The existing environment on main street is very auto-centric with a 7-lane cross section, which encourages higher speeds and longer pedestrian crossing lengths. Although there is parking delineated with striping in certain parts of main street, there is no physical protection for those parking spaces. There is a lack of streetscape furnishings or a cohesive vision for what materials and furnishings' identity should be. The development potential for the waterfront property will be instrumental in bringing back pedestrian scale and character to main street. Audubon Way punching through would create new development opportunities and may warrant a new signalized intersection.

Public Realm Opportunities:

- Constructed bumpouts
- Street trees
- Raised crosswalks
- Signalized crosswalks
- Overhead RRFB (Rectangular Rapid Flash Beacon)
- Consistent hardscape materials
- Wayfinding
- Landscaping



2 MAIN STREET NORTHERN GATEWAY AT DANTZLER

The first impression into Main Street is important. All opportunities must be leveraged to convey what the community is trying to express. Remove a slip lane and add a public area at the intersection. As the route advances towards the core, the right-of-way (ROW) expands. This area serves as a transitional space heading towards the core. An opportunity exists to mimic the park condition on both sides to create the feeling of driving through something, not by something. Existing medians can be used for beautification, with low-maintenance materials. Reducing speeds for vehicles entering from the north is key to creating a pedestrian-friendly core.

Public Realm Opportunities:

- Slip lane closure
- Multi-use path
- Street trees
- Hardscape
- Public art
- Median enhancement
- Wayfinding
- Pedestrian lighting
- General traffic calming measures



3

MAIN STREET SOUTHERN GATEWAY AT BELLVIEW

Similar to the northern gateway, introduce traffic calming measures and increase awareness as vehicles enter the core. There is opportunity in this portion for future development to provide a essential improvements to accomodate later activation. Capitalize on views to the water and prominent architecture where possible. Existing on-street parking needs to be evaluated for consolidation. It's necessary to assess how the space between the travel lane and sidewalk is defined.

Public Realm Opportunities:

- Street trees
- Hardscape
- Public art
- Median enhancement
- Wayfinding
- Pedestrian lighting
- General traffic calming measures



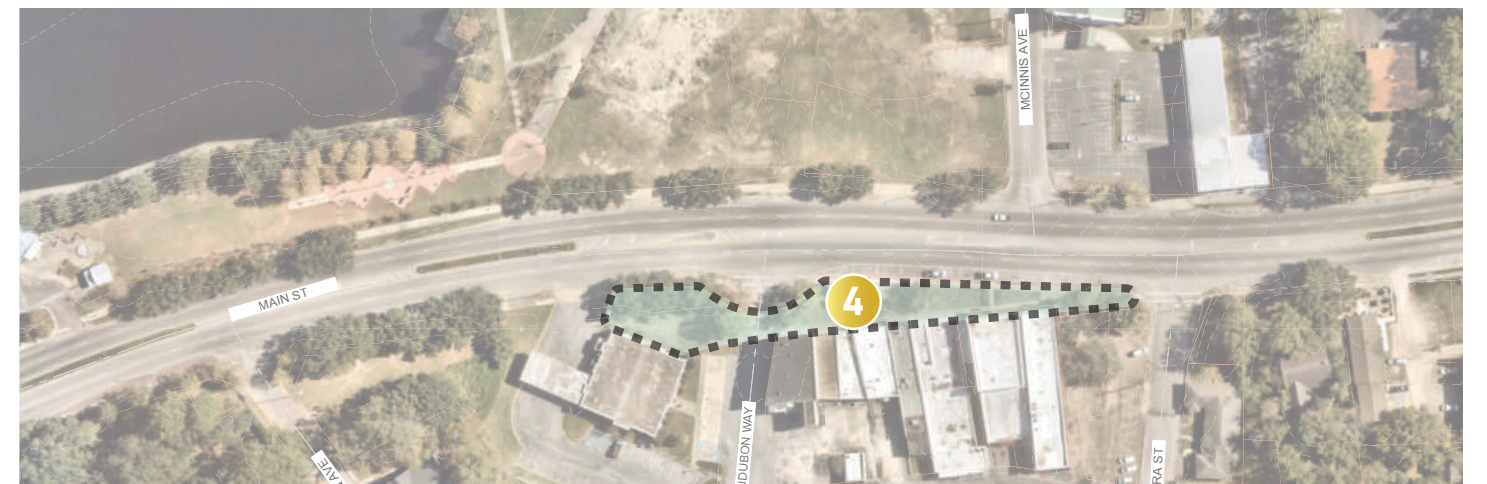
4

MAIN STREET URBAN PLAZA

A significant placemaking opportunity exists for Main Street in this central space. A sizeable plaza can be designed as an active, functional place for people to interact with local businesses. Moss Point has the opportunity to enhance placemaking by accomodating flexibility in this plaza. Additionally, the existing landscape obstructs views for incoming traffic and needs to be accomdate more visibility. The goal here should be to establish a landmark node of activity.

Public Realm Opportunities:

- Hardscape
- Enhanced landscape
- Shade trees
- Activation elements: public art, outdoor dining, interactive art
- Wayfinding
- Lighting



LIST OF ADDITIONAL PROJECTS

In addition to options 1-4, options 5-12 provide further opportunities for enhancing and revitalizing Main Street. These improvements include a combination of aesthetic and functional elements designed to create a more engaging and accessible environment. They aim to transform Main Street into a vibrant, pedestrian-friendly area that supports local businesses and community interactions.

Options 5-12:

- 5

AUDUBON WAY TO PASCAGOULA RIVER AUDUBON CENTER

Audubon Way is a major tourism draw for Moss Point, as visitors turn west onto Audubon Way to reach the Audubon Center. There is a possibility of incorporating the materiality and design of Main Street into Audubon Way, given its significance as a destination. Challenges include the lack of existing sidewalks, as well as considerations for wayfinding, parking, and other amenities.
- 6

PARK STREET AND CORE BACK OF HOUSE

An improved streetscape design should address the functionality related to the service needs of adjacent businesses. It's important to balance the needs of businesses while increasing parking and enhancing pedestrian connections. There is also an opportunity for infill development, which can provide more housing options closer to the core of Main Street.
- 7

SECONDARY CONNECTOR STREET SECTIONS (MCINNIS, CASTENARA, BELLVIEW)

A "Main Street Light" section should share materiality and furnishings in a reduced manner, still contributing to the overall aesthetic and feel of the area. This design approach connects Main Street to surrounding businesses and homes, ensuring a cohesive visual identity. These "people mover" streets facilitate movement and interaction, enhancing the connection between Main Street and the community.
- 8

MAIN STREET MORRIS STREET TERMINUS

A section transitioning from Main Street back into the highway cross-section might be necessary. This area should greatly reduce the streetscape design while maintaining the same design language and materiality to ensure continuity. The focus should be on increasing vehicular awareness and providing more space for pedestrians, seamlessly blending the transition between Main Street and the highway.

- 9

MAIN STREET GATEWAY MONUMENTS

Enhanced entry design should create a strong sense of arrival and provide an opportunity for an identity marker. Implementing traffic calming measures will help increase driver awareness, signaling that they are entering a pedestrian-centric space. It will be critical to focus on the scale of design to ensure it complements the overall transition and emphasizes pedestrian safety.
- 10

PUBLIC BLOCK STRUCTURE (AUDUBON EXTENSION AND FORD ST)

Increasing connectivity, the block structure design will create the necessary network for future businesses and destinations to thrive. Prioritizing viewsheds and pedestrian crossings will enhance the user experience. Capitalizing on space within the streetscape for activities such as outdoor dining, public art, and interactive spaces will make the area more vibrant and engaging.
- 11

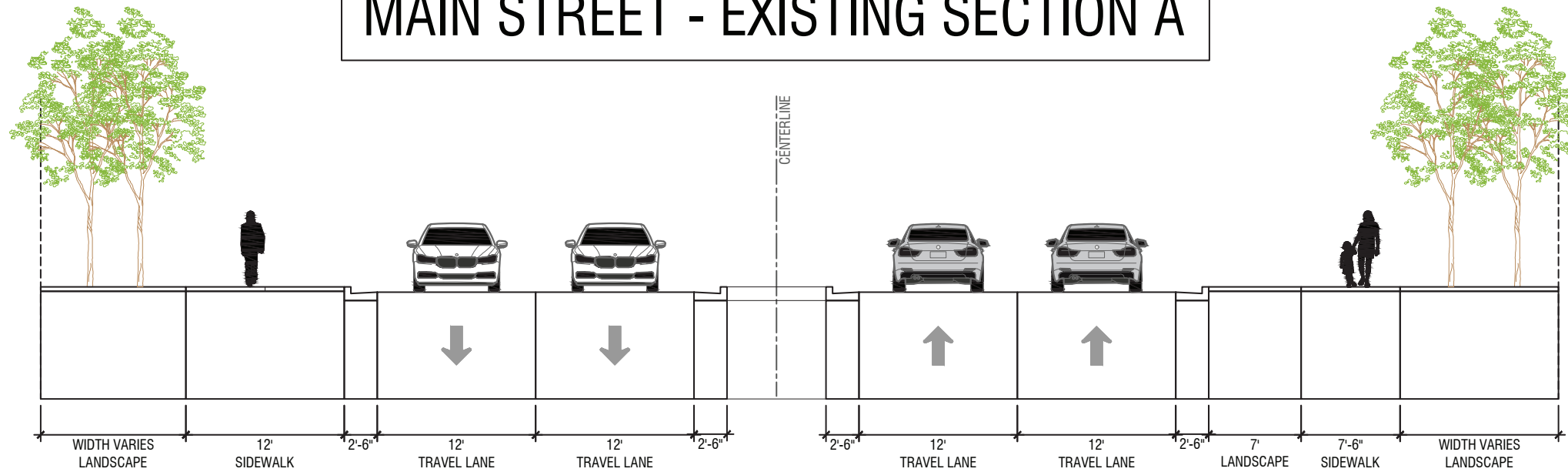
BELLVIEW INCUBATOR PLAZA

A hardscape intervention that highlights the history of the space and its relevance to Main Street is essential. This design should emphasize public-facing interactions, particularly with the southern gateway, creating a welcoming and informative entrance that connects visitors with the area's historical significance. By doing so, it fosters a deeper appreciation and engagement with Main Street.
- 12

TERTIARY CONNECTOR STREET SECTIONS (DANTZLER, ROBINSON)

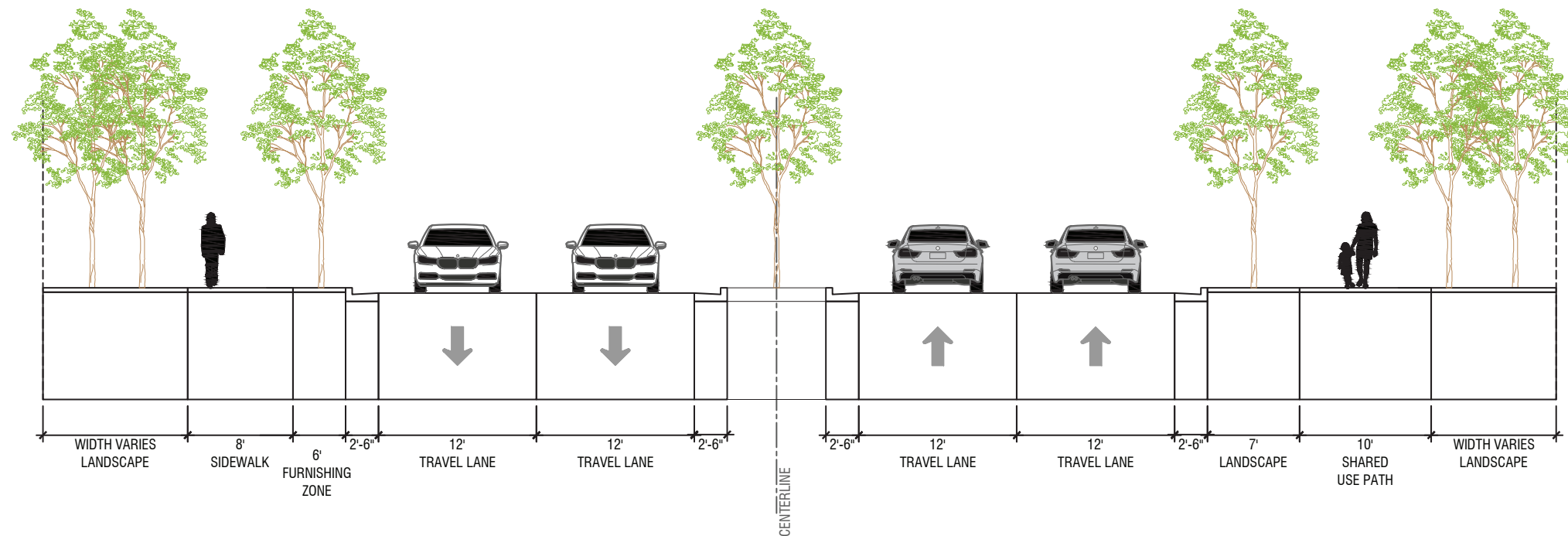
Providing opportunities for pedestrian movement from residential areas to Main Street is crucial. Implementing pedestrian lighting, safety interventions, and beautification measures will encourage and facilitate pedestrian usage. These enhancements create a safer, more attractive environment that connects residents to Main Street, promoting community engagement and vibrancy.

MAIN STREET - EXISTING SECTION A



APPROXIMATE ROW WIDTH: 115'

MAIN STREET - PROPOSED SECTION A



APPROXIMATE ROW WIDTH: 115'

MAIN STREET EXISTING SECTION A

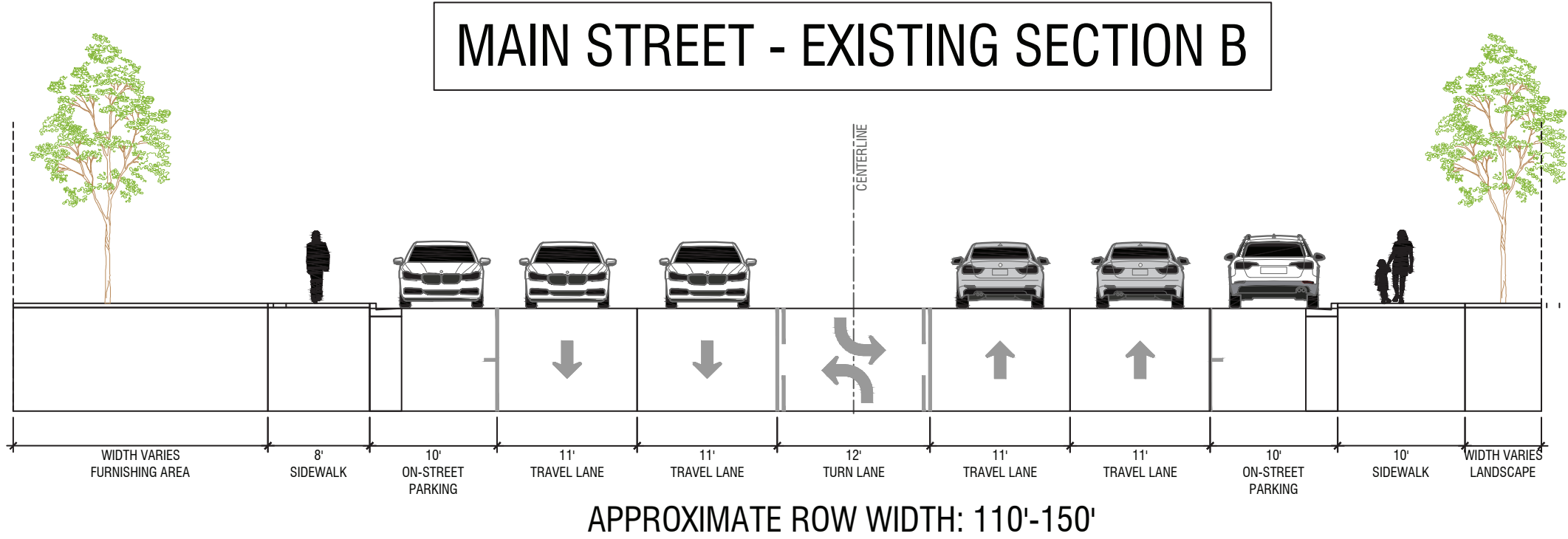
The existing Main Street drive along the north gateway struggles to slow traffic and effectively signal to visitors that a meaningful, pedestrian space lies ahead. While the east side of the drive offers some canopy and a park-like experience, the west side does not mirror this feel in a meaningful way. Introducing balanced design elements on both sides can help create a cohesive and inviting entrance.

MAIN STREET PROPOSED SECTION A

It is crucial to facilitate comfortable mobility. The proposed section prioritizes pedestrian comfort and interaction by introducing a wide shared use path on both sides of the street, with wide edge zones for tree canopy and designated areas for enhanced landscaping. This section will behave similarly to the adjacent park while separating pedestrians from relatively high-speed traffic. Ensuring proposed enhancements do not significantly increase maintenance is key to their long-term embrace and success for Main Street.

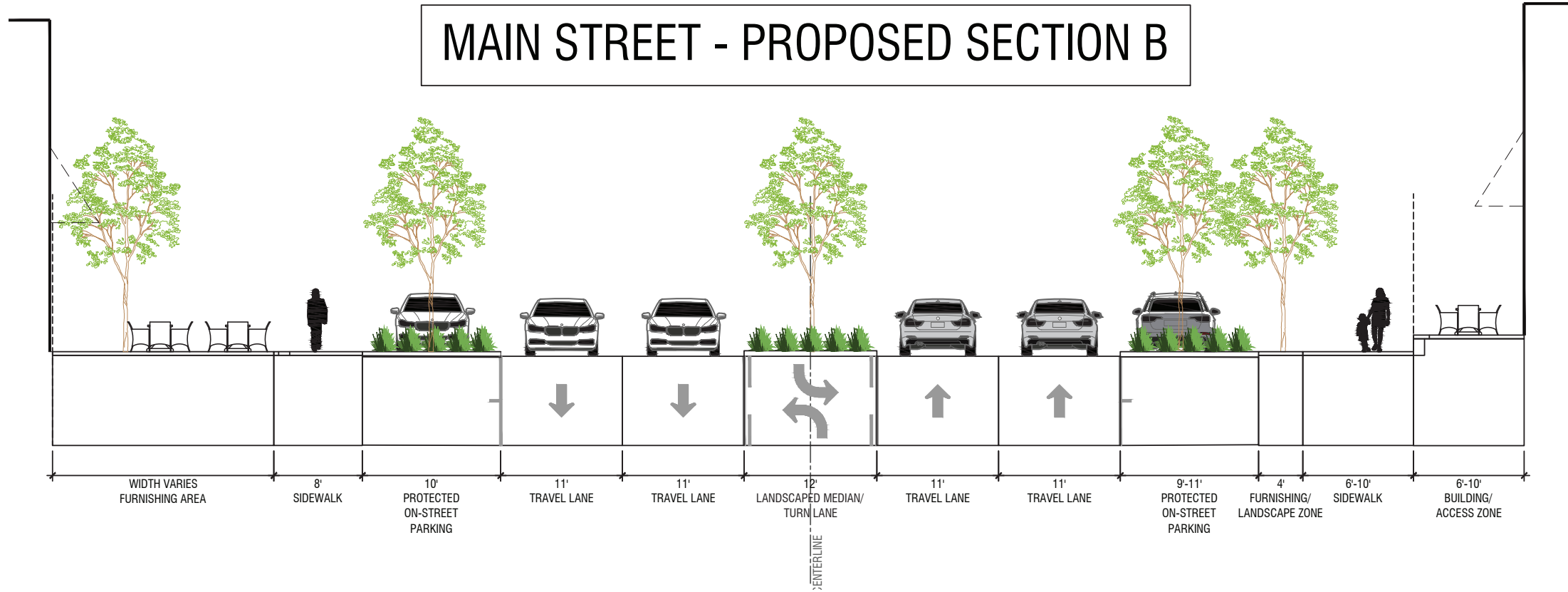
MAIN STREET EXISTING SECTION B

The existing Main Street cross section adjacent to the core urban buildings is a wide 7-lane configuration, including striped parking without physical protection or aesthetic buffering. Crossing opportunities currently necessitate long walks across unprotected lanes, posing safety concerns for pedestrians.



MAIN STREET PROPOSED SECTION B

Any improvements to this area's cross-section should aim to enhance aesthetics, functionality, and safety in a manner that prioritizes pedestrians over vehicles. These enhancements should focus on generating foot traffic to nearby, activated spaces, fostering a more walkable and engaging environment.









MASTER PLAN

DESIGN PROCESS & PROGRESSION

STREETSCAPE ZONES

MASTER PLAN

MASTER PLAN ENLARGEMENTS

PERSPECTIVE RENDERING



DESIGN PROCESS & PROGRESSION



STREETSCAPE ZONES

Having clearly defined zones within a streetscape helps to organize the right of way according to the pedestrian experience, safety and comfort. Using material changes, vertical separation, planting, and other strategic design interventions, each zone serves a functional purpose. The following graphic illustrates general streetscape zone design interventions. The Main Street plan on the following pages leverages the principles of this “Streetscape Zone” approach and adjusts them to meet the specific needs of the Moss Point Main Street build-out. This approach should be implemented on all main corridors in the downtown area that are primary pedestrian movers or corridors for commerce. It should be noted that minor streets may not accommodate every zone, and the supplemental documents from previous efforts acknowledge this. Refer to the appendix for other street design alternatives.



1

VEHICULAR ZONE

Encompasses multi-directional travel lanes of cars, buses, trolleys, or any other type of motor-powered vessel. It also includes medians, turning lanes, intersections, and on-street parking aisles. This is the zone where traffic calming devices may be utilized in an attempt to slow traffic speeds (especially in urban contexts) and to promote walk-ability.

2

CLEAR ZONE

Also known as edge or curb zone, this area serves as the interface between the traveled way and the furnishing zone. It also provides space for opening car doors in on-street parking, parking meters, or any other traffic-specific item necessary.

3

LANDSCAPE & FURNISHING ZONE

The key buffer component between the active pedestrian walking area and the thoroughfare traveled way. Diverse array of items are found here: street trees, street furniture, planting strips, light poles, signage, fire hydrants, bike racks, trash receptacles, wayfinding.

4

PEDESTRIAN ZONE

Sometimes referred to as pedestrian thruway zones, these are intended for pedestrian travel only and should be clear of obstacles and provide a smooth walking surface. Running slopes should not exceed grade of adjacent street, cross-slopes should not exceed 2 percent, including across driveways.

5

BUILDING ZONE

Also called the frontage zone, this is the area adjacent to the property line that may be defined by a building facade, landscaping, fence, or screened parking area. This zone is intended for pedestrian comfort and may include such items as outdoor merchandise for retailers or outdoor seating areas for restaurants.

MASTER PLAN

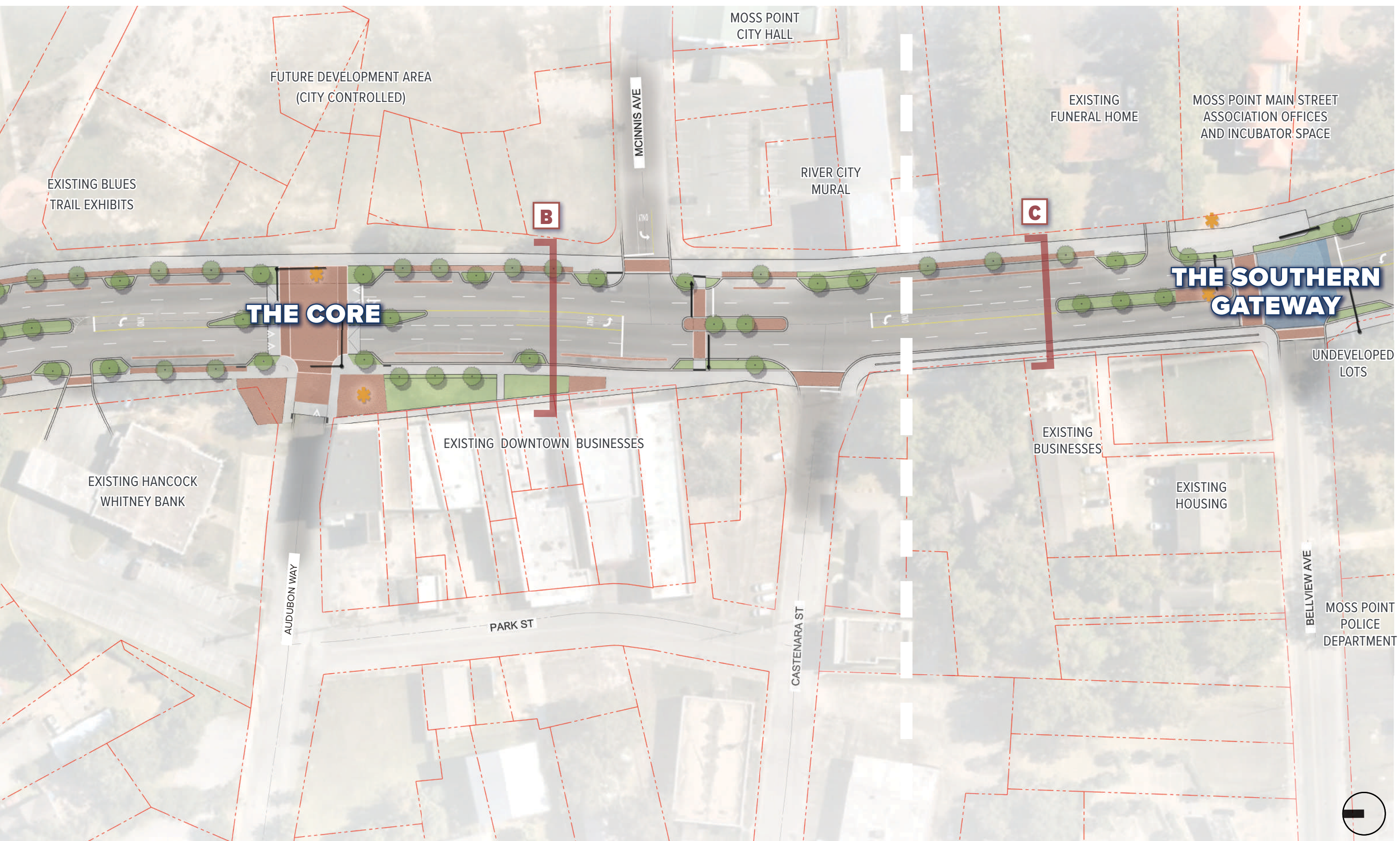
The Master Plan aims to unify the stretch of Main Street from Dantzler Avenue to Bellview Avenue into a cohesive, branded space. The Northern and Southern Gateways act as a tangible notice to vehicle users that they are entering into a different, pedestrian focused space using design interventions such as pavement material changes and public art. Both stretches of Main Street from the Southern and Northern gateways to the core area must have a cohesive material and design palette that carries through the corridor.

These recommendations are a synthesis of ideas from public meetings, City staff feedback, and previous planning efforts translated into an actionable, schematic-level design that must guide more detailed future documentation for construction.

The Master Plan for the Moss Point Main Street consists of three components:

- The Northern Gateway
- The Core
- The Southern Gateway



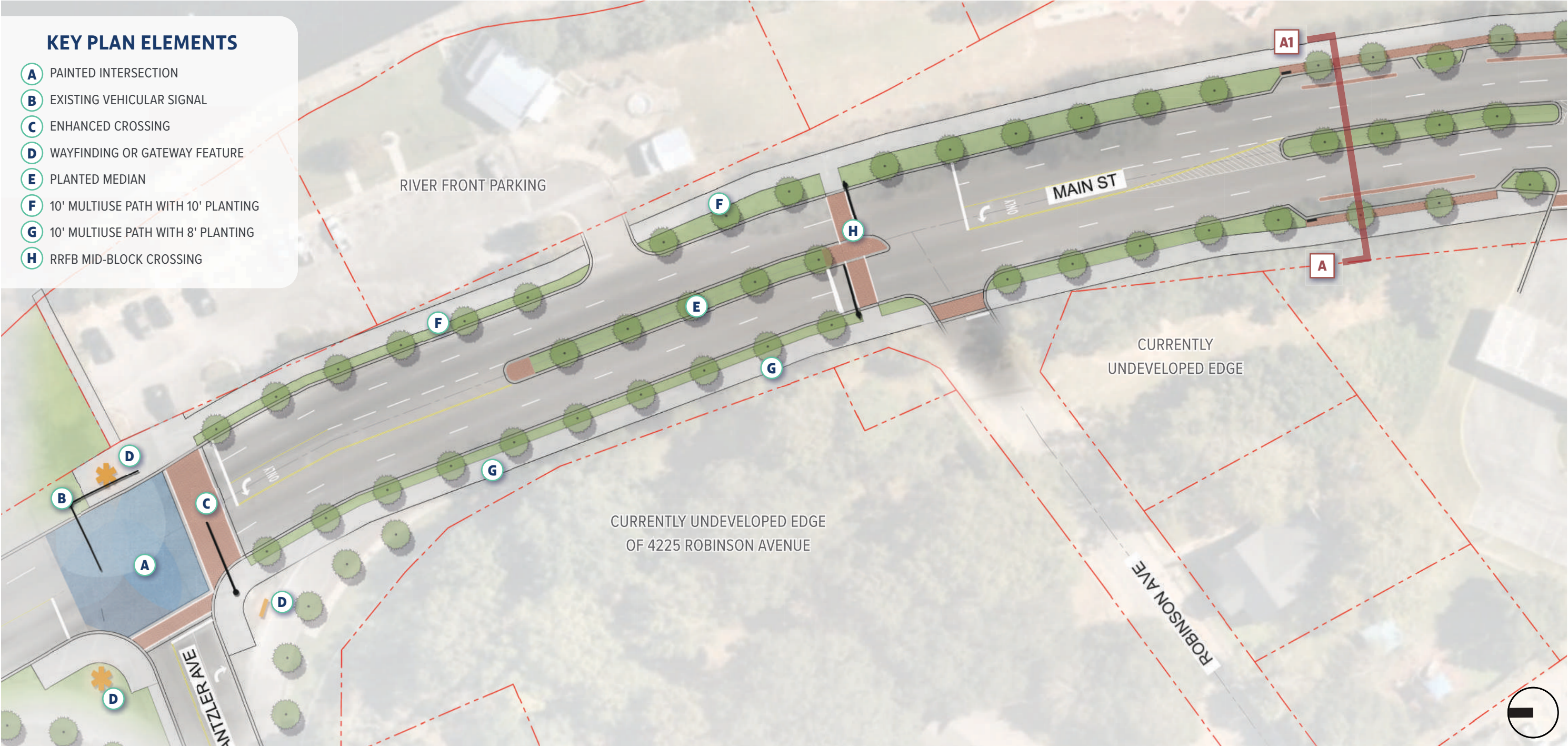


ENLARGEMENT ONE: THE NORTHERN GATEWAY

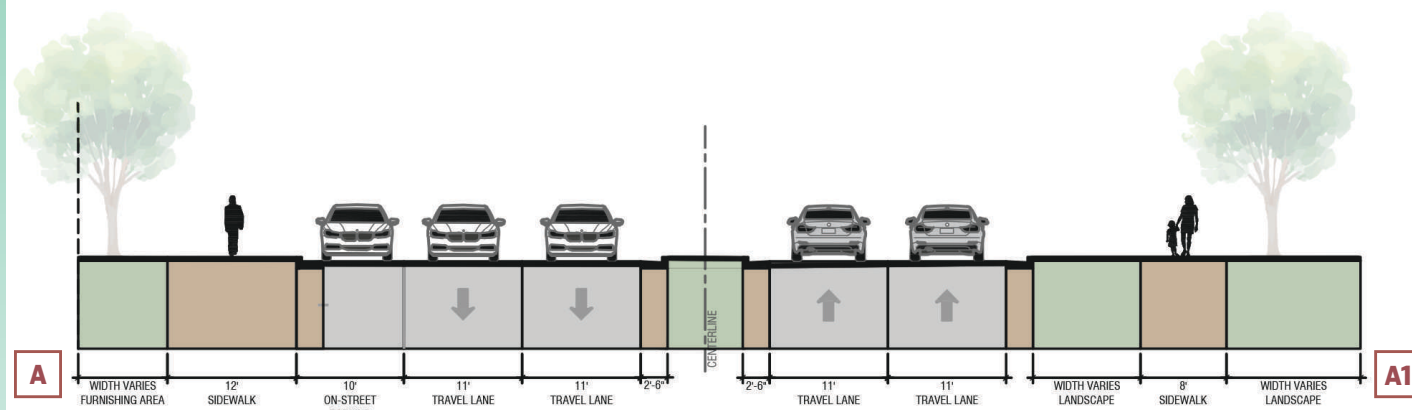
Main Street from Dantzler Ave to Robinson Ave



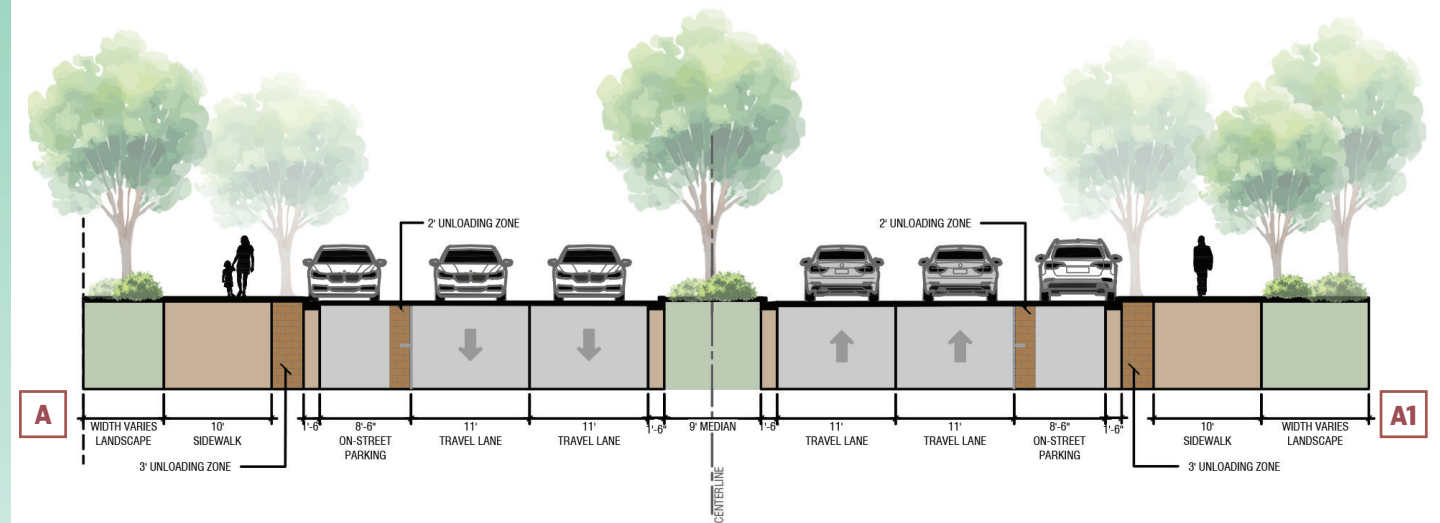
The Northern Gateway acts as a first impression from vehicular occupants driving over the bridge into town, an experimental welcome mat. This stretch of Main Street should provide enough vehicular friction as to reduce traffic speeds and begin the transition from vehicle dominance to a primarily pedestrian prioritized space. Within each gateway, pedestrian activity should increase as one approaches 'the core'. This specific gateway stretch also interfaces with the adjacent park and should reflect a more natural, park-like feel with lush landscape beds giving the feel of a 'buffered trail'. At the intersection of Main Street and Dantzler Avenue, public art and signage should be a priority in order to give the user a feeling that they are entering into a unique and distinct downtown district.



EXISTING SECTION



PROPOSED SECTION



PLANTED MEDIAN



TRAFFIC CALMING STRATEGIES



WAYFINDING & GATEWAY ELEMENTS



THERMOPLASTIC CROSSWALK



RRFB CROSSING



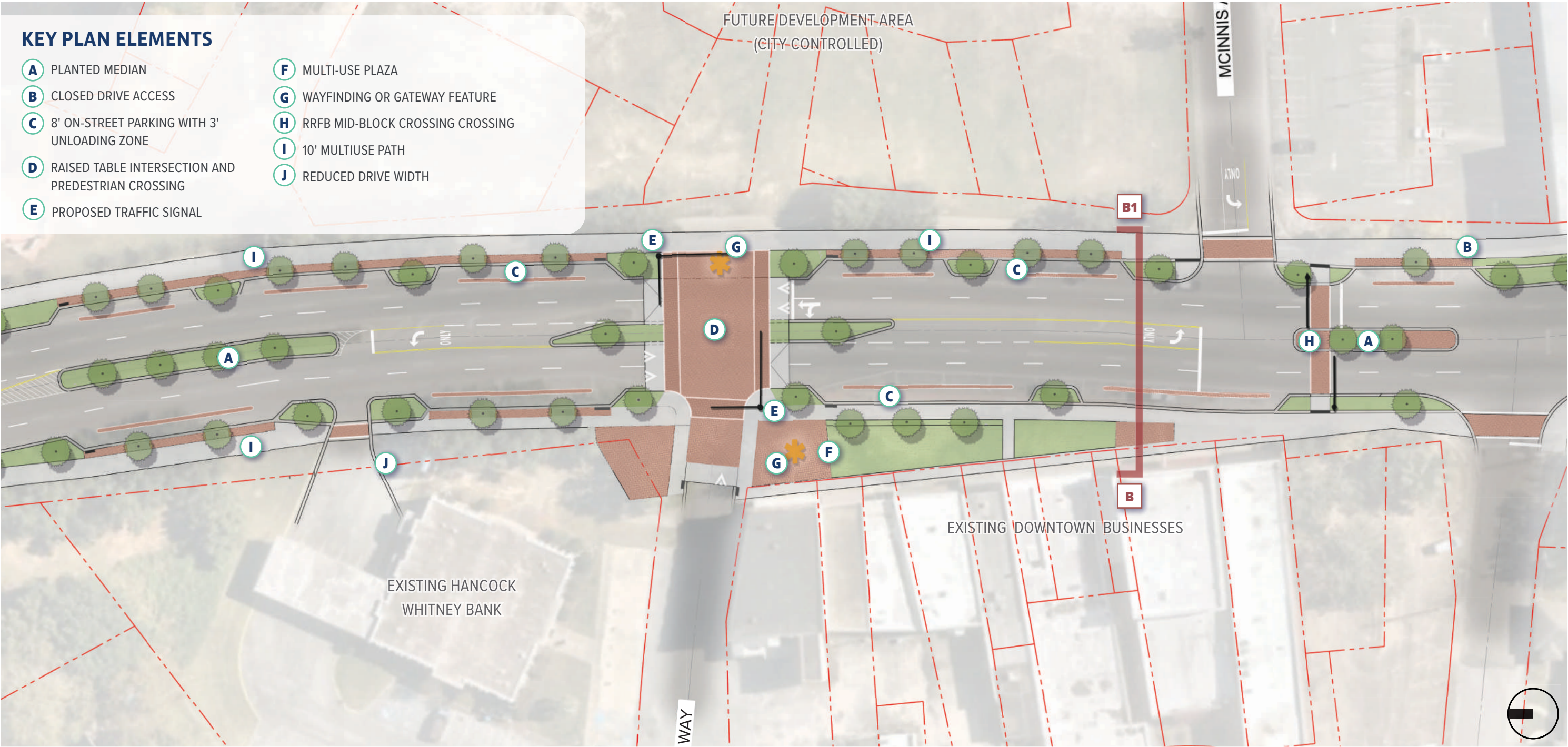
SHARED USE SIDEWALK

ENLARGEMENT TWO: THE CORE

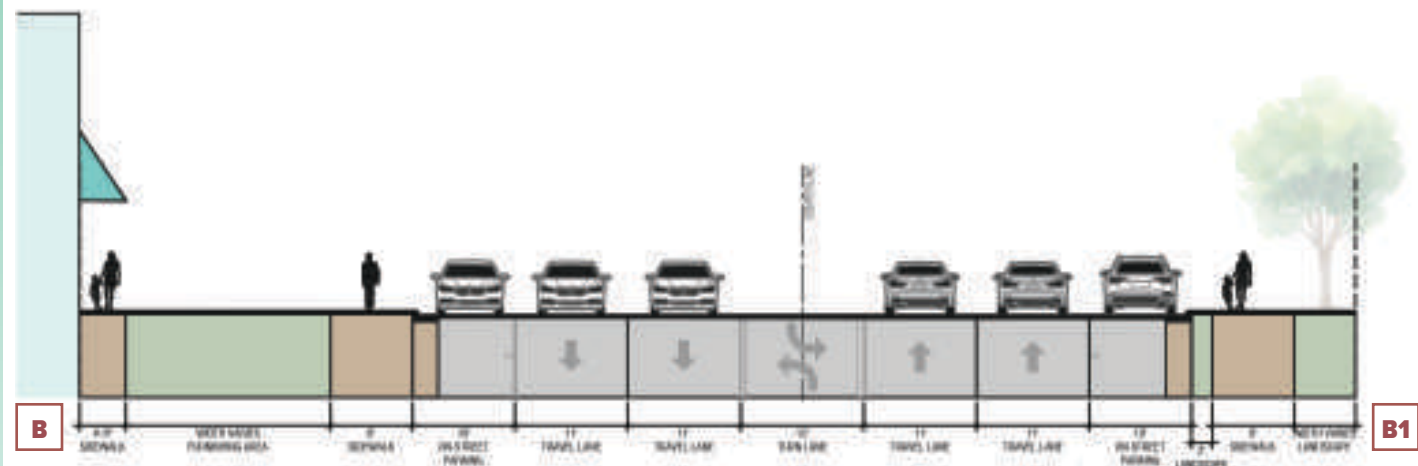
S Main Street from Robinson Ave to Castenara St



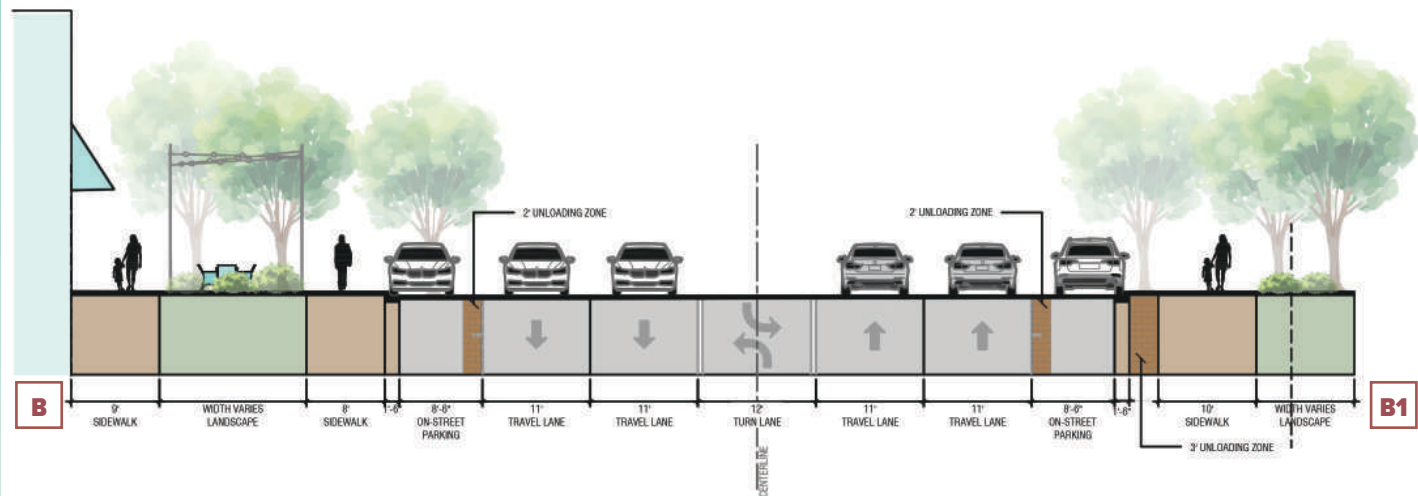
The Core area aims to activate the existing Main Street programming and stage future, commercial and residential build out planned in previous master planning efforts. The priority of this core area is to invite pedestrian activity and event flexibility for Moss Point. While the drive widths will remain as existing, material selection and strategic pedestrian crossings should be used to increase pedestrian comfort for crossing. Considering the future development effort to the east along the Pascagoula River, and the connection from Audubon Way to The Pascagoula River Audubon center, this core area must be the primary point of commerce, movement, and connection across Main Street. All others crossings, while important, should be considered secondary.



EXISTING SECTION



PROPOSED SECTION



MARKET PLAZA SPACE



STREET LIGHTS WITH BANNERS

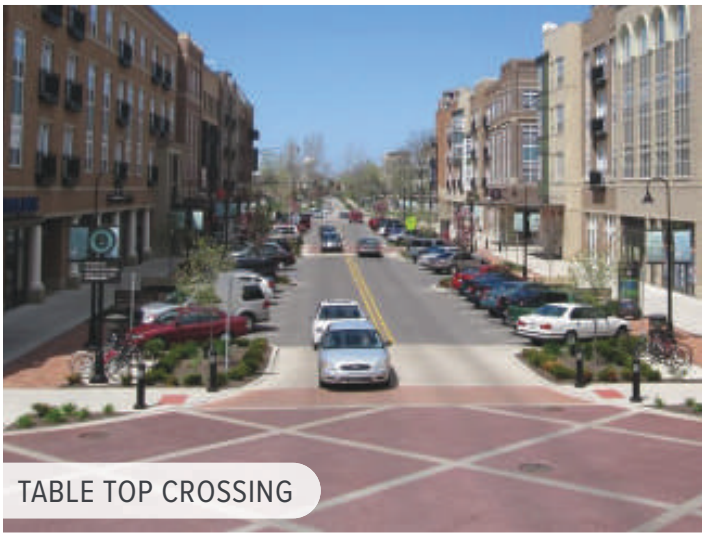


TABLE TOP CROSSING



ON-STREET PARKING



DELINEATED STREETScape ZONES

ENLARGEMENT THREE: THE SOUTHERN GATEWAY

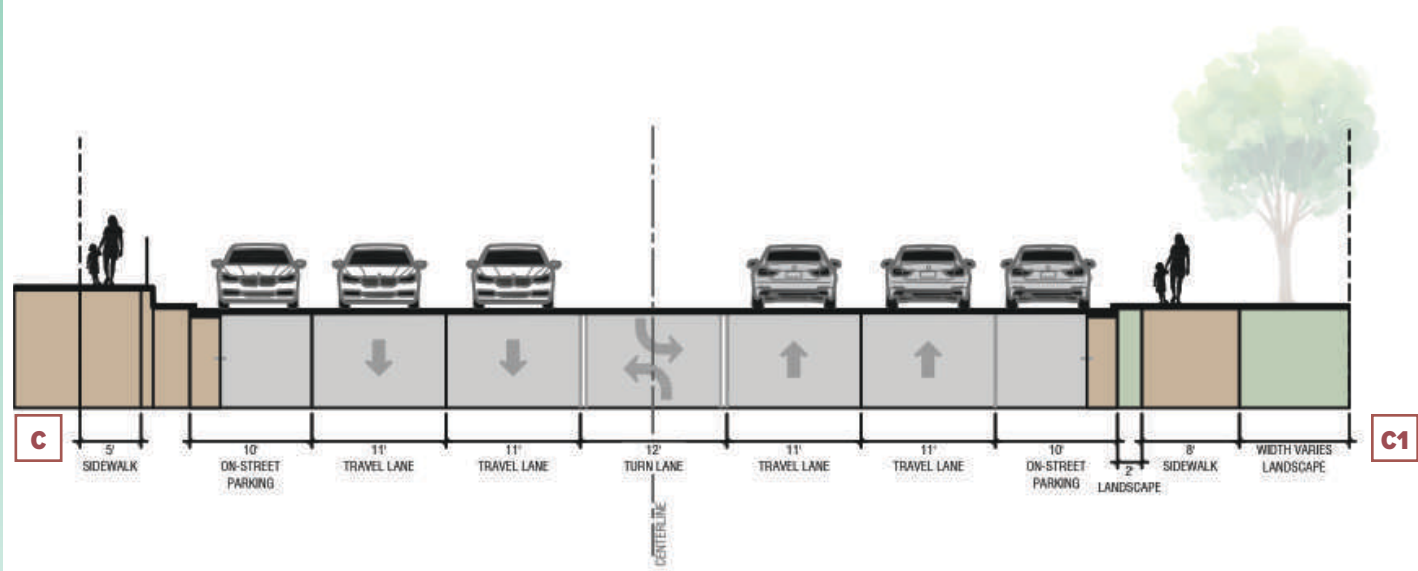
S Main Street from Castenara St to Bellview Ave



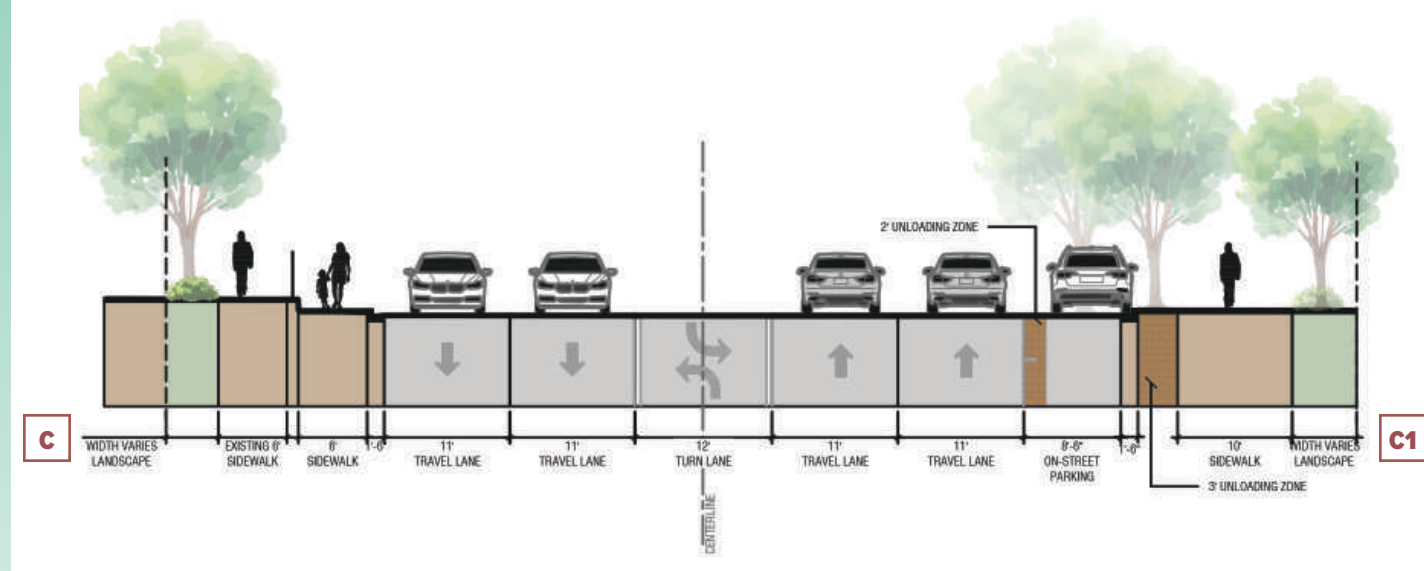
Like the Northern Gateway, the Southern Gateway provides a transitional section of Main Street where it changes from vehicular centric to pedestrian centric through crosswalk material interventions, parking landscape bumpouts, and improved medians. This gateway is another opportunity for public art and wayfinding to help brand Main Street as a vibrant and dynamic people-space.



EXISTING SECTION

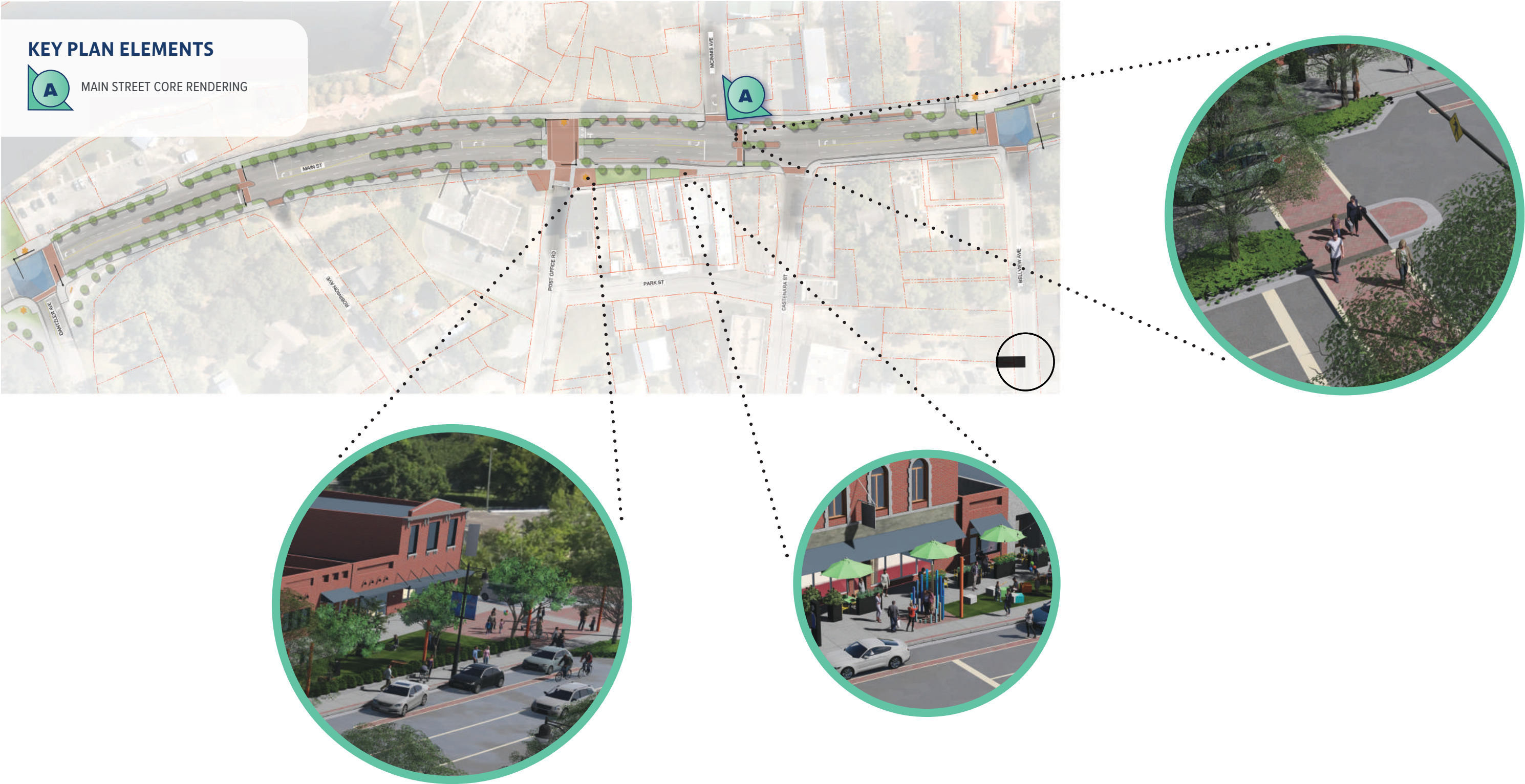


PROPOSED SECTION



PERSPECTIVE RENDERINGS

This perspective rendering provides a view of the intended character and uses of the designed spaces. This view illustrates the Core area, with RRFB crossings, flexible plaza with a range of uses, raised table intersection, and streetscape furnishing area improvements. Capturing visioning images like this are intended to provide a vision and goal to achieve during the future implementation phases of this plan and is able to capture a certain amount of details not illustrated in a 2D plan.



MAIN STREET CORE RENDERING







SCHEMATIC TOOLKIT

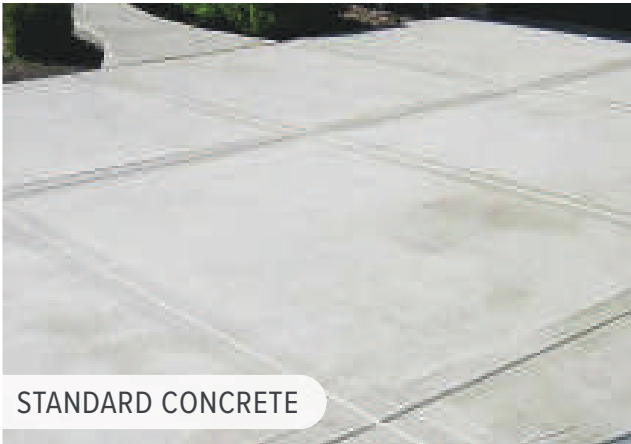
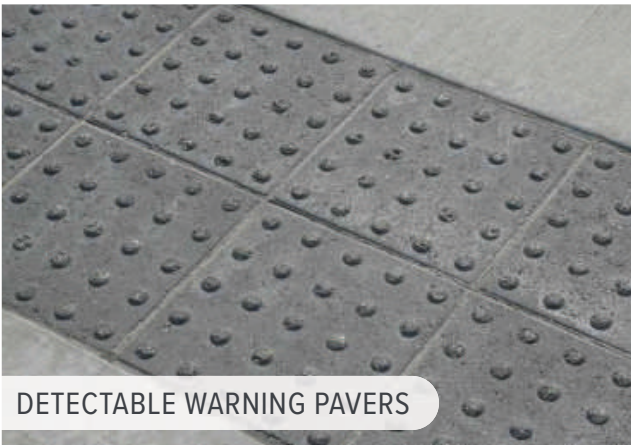
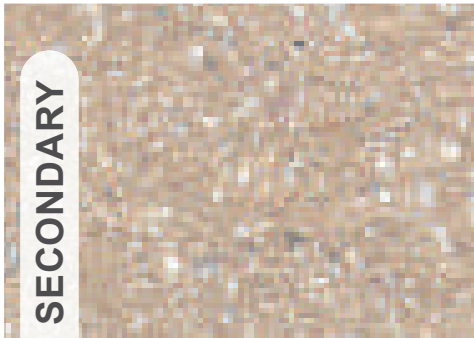
HARDSCAPE
FURNISHING
LIGHTING
WAYFINDING & BRANDING
LANDSCAPE
INFILL DEVELOPMENT
ARCHITECTURAL FAÇADES
ARCHITECTURAL RECOMENDATIONS



HARDSCAPE

MATERIAL & ELEMENT RECOMMENDATIONS

Hardscape elements broadly refer to all the 'hard' man-made surfaces and structures within a streetscape. This specific section focuses on flat work elements including brick pavers, concrete, and crosswalk treatments. Selecting cohesive flat work elements is critical in establishing the contemporary-traditional aesthetic. Subtle changes in texture help intuitively define different use zones within the streetscape, from the building zone to the vehicular zone. The most intensive flat work designs exist within the core, although the overall design aesthetic will be present throughout the corridor. The character image on the right depicts a curb-less street environment where subtle changes in texture and color clearly define streetscape zones.



PRODUCT SPECIFICATIONS

PAVERS:

- Primary: Hanover Traditional Prest Brick, Russet Blend(Natural Finish) Color, 45 Degree Herringbone Pattern, 4"X8"X3.125" with soldier course border
- Secondary 2: Hanover Traditional Prest Brick, 70% Russet Blend (Natural Finish), 30% Cream color (Natural Finish) Color, 90 (Pedestrian Zone) And 45 (Vehicle Rated) Degree Herringbone Pattern, 4"X8"X3.125"
- Detectable Warning Pavers: Hanover Detectable Warning Paver, Charcoal Color, 12"X12"

CONCRETE:

- Standard Concrete: 90 Degree Broom Finish, Window Pane Trowel Finish Joints, 4000 PSI
- Decorative Concrete (Building Zone): Exposed aggregate, Saw Cut Joints, Cool Grey Integral Color To Match

CROSSWALK:

- Crosswalk Thermoplastic: Traffic Patterns Xd Asphalt Surfacing, 45 degree herringbone with soldier course pattern border. Color to match Russet blend

FURNISHINGS

MATERIAL & ELEMENT RECOMMENDATIONS

Furnishings are a key organizing element within a streetscape. They provide both utility for users, and help to strengthen the aesthetic character of a street. They are typically located within the 'furnishing zone' along with lighting and landscape. Typical site furnishings include benches, litter receptacles, bike racks, planters, and other elements. The character image on the right shows a clearly defined furnishing zone with well organized furnishings.



METAL BENCH



LITTER RECEPTACLE



CHARACTER IMAGE - WELL ORGANIZED AND RHYTHMIC FURNISHINGS



BIKE RACK



WOODEN BENCHES



STREETSCAPE PLANTERS



MOVABLE SEATING



BOLLARDS



COMMON OPEN SPACE SEATING

PRODUCT SPECIFICATIONS

BENCH:

- Victor Stanley: Model Fms-324, Black/ Model Fmbf-214, Black
- Landscape Forms: Parallel 42 Bench

REFUSE CONTAINER:

- Victor Stanley: Model S-4524 W Rain Bonnet, Black, Custom Branding Plaque

BIKE RACK:

- Landscape Forms: Key Bike Rack, Yellow

MOVABLE SEATING:

- Landscape Forms: Bravo Bistro
- Landscape Forms: Americana

BOLLARDS:

- Tournesol: B-3 Bollard, 36" Height Above Surface

PLANTERS:

- Tournesol: Urban Collection - Rectangle, Variable Sizes

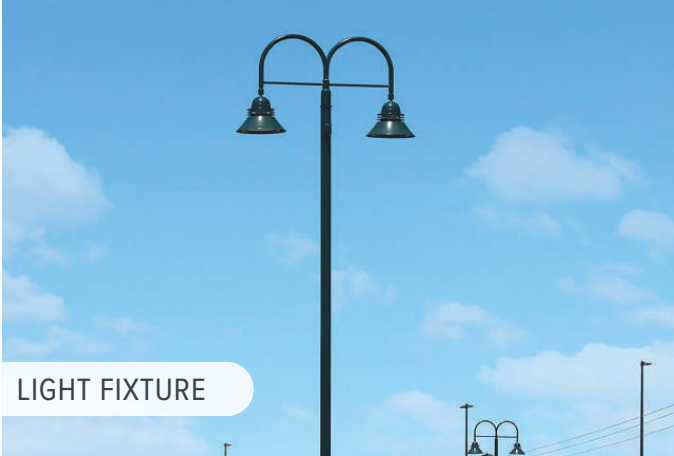
LIGHTING

MATERIAL & ELEMENT RECOMMENDATIONS

Lighting is a key organizing element within the streetscape and defines the character of a street during the late afternoon and evening. Lighting fixtures and poles also help define daytime visual character and further enhance design form. Lighting provides safety for pedestrians and vehicles, and elicits ambiance and placemaking characteristics. Streetscape lighting consists of pedestrian pole mounted lights, street lights, up-lighting, and other miscellaneous light sources. When designed appropriately, the combination of streetscape lighting creates a soft, pleasant, and inviting environment. The adjacent character image shows a wide variety of light sources that work together to create a soft and inviting streetscape.



LIGHT FIXTURE



POLE ARM



CATENARY LIGHTING



TREE LIGHTING



RAIL LIGHTING

PRODUCT SPECIFICATIONS

LIGHTING:

Pole lighting:

- ▶ Sternberg Pole lighting GL1970 Large Gallery fixture, OE arm

Catenary lights:

- ▶ Landscape Forms: Arne Catenary Light
- ▶ Vlt: Maxiled Globe Series, Rbgw Dmx Conrollable, 3500k

Tree Uplighting:

- ▶ Hadco Lighting: Flexscape Series, Above Grade, Line Voltage, 3500k
- ▶ We-Ef: Etc100-Gb Series With Adjustable Bimbal, In Grade, Symmetric Distribution, Line Voltage, 3500k

Rail Lighting:

- ▶ Ledscape Lighting: Ls25 Handrail Puck, Symmetric Distribution, 3500k

WAYFINDING AND BRANDING

MATERIAL & ELEMENT RECOMMENDATIONS

A comprehensive branding strategy is a key component in placemaking and effective marketing for a district, while wayfinding increases the user experience and consists of directional signage, posted maps and more. The two elements work in tandem to communicate to users both where they are and where they are going. When properly designed, wayfinding intuitively guides users to their destination, while branding provides visual and often subliminal queues. The adjacent character image depicts intentional, repetitive branding that immediately evokes a sense of place.



BRANDING - POLE BANNERS



WAYFINDING - VEHICULAR FOCUSED



CHARACTER IMAGE - INTENTIONAL BRANDING



BRANDING - PEDESTRIAN SCALE



BRANDING - EXISTING WAYFINDING



ART AS WAYFINDING AND BRANDING



BRANDING - PERMANENT PLACEMAKING



BRANDING AND WAYFINDING

APPLICATIONS

BRANDING:

- ▶ Creating a cohesive downtown branding strategy:
- ▶ Main Street specific logo
- ▶ Overall color palette
- ▶ Social media marketing public events
- ▶ Brand public events moss point logos and colors
- ▶ Reinforce public identity through art

WAYFINDING:

- ▶ Apply the identified branding interventions into wayfinding
- ▶ Create wayfinding for pedestrian and vehicular uses

LANDSCAPE

PLANT MATERIAL RECOMMENDATIONS

Landscape treatments within streetscapes are another key component of establishing and perpetuating quality design. Street trees create a rhythm for all modes of transportation and help to create a pedestrian scale within urban settings. Trees should have a 7' clear height from the ground to the lowest limbs. Tree selections should have an open and airy branching structure to provide visibility to adjacent buildings and signage. Shrubs within the streetscape should be planted en-masse to be more visually impactful to vehicular and pedestrian traffic. Plantings should not impede visibility at intersections and must abide by site triangle guidelines. Lower plantings such as ornamental grasses & groundcovers add visual interest and texture within the streetscape. Grasses & groundcovers are more successful in urban environments when densely planted to reduce the initial amount of undesirable foot traffic through the landscape. Other city-wide initiatives such as 'Creating and Promoting the River City as a Nature Sanctuary' and 'Creating a Green Entrance to the River City' should be referenced in order to tie the Main Street landscape into an overall, cohesive landscape identity.



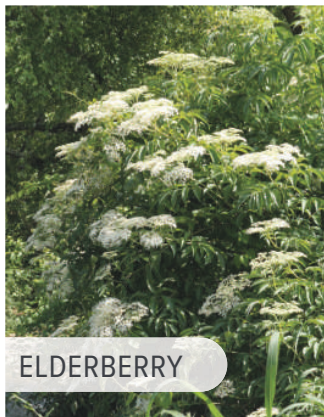
NUTTALL OAK



SWEETBAY MAGNOLIA



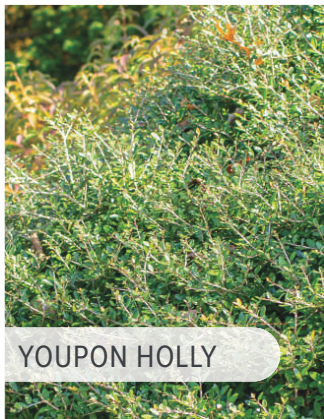
FRINGE TREE



ELDERBERRY



DWARF PALMETTO



YOUPON HOLLY



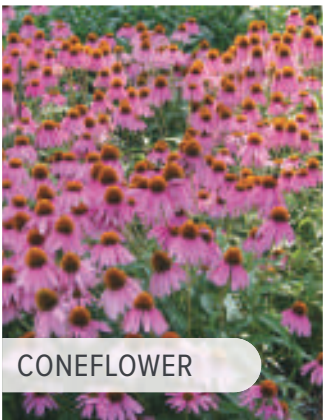
DISTYLIUM



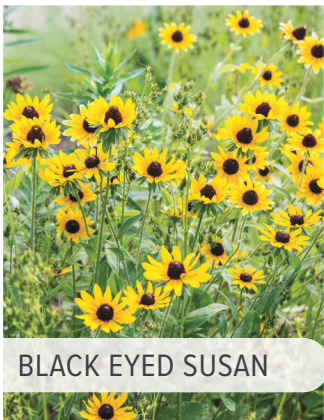
BLAZING STAR



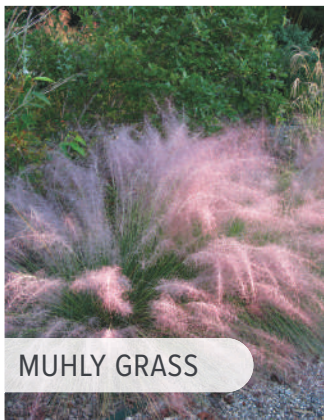
MIST FLOWER



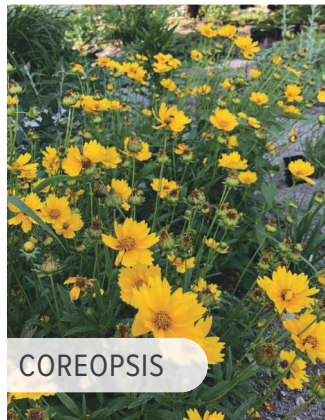
CONEFLOWER



BLACK EYED SUSAN



MUHLY GRASS



COREOPSIS



SWAMP SUNFLOWER



VERNONIA



CHARACTER IMAGE - MIXTURE OF TEXTURE AND COLOR

PRODUCT SPECIFICATIONS

PLANT RECOMMENDATIONS:

Trees:

- Streetwise Red Oak, Nuttall Oak, Bald Cypress
- Ornamental Trees: Sweetbay Magnolia, Little Gem Magnolia, Fringe Tree

Shrubs:

- Buttonbush, Youpon Holly, Oakleaf Hydrangea, Distylium, Little Henry Sweetspire, Oakleaf Holly, Dwarf Burford Holly

Perennials:

- Lyre-Leaf Sage, Lance-Leaf Coreopsis, Purple Coneflower, Orange Coneflower, Swamp Milkweed, Stokes Aster, Blazing Star, Iron Weed Vernonia, Woody Goldenrod, Azure Blue Sage, Mist Flower, Swamp Sunflower

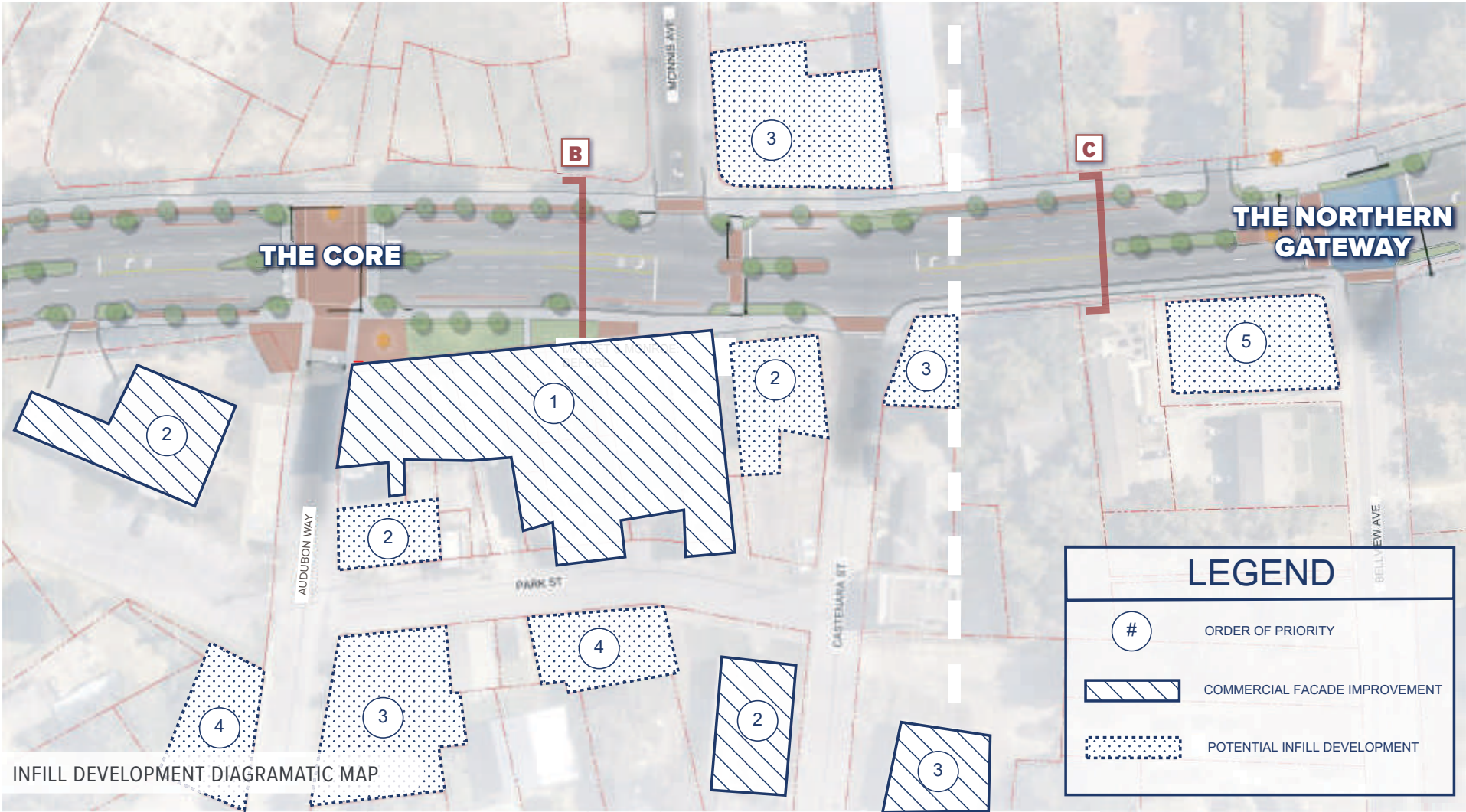
Other:

- Dwarf Palmetto

INFILL DEVELOPMENT

INFILL DEVELOPMENT

Promoting infill development is a planning strategy that helps to ensure districts continue to grow and expand upon their unique attributes. It helps increase desirable density for a downtown core. It revitalizes vacant lots, underused buildings, and empty spaces in downtown instead of building farther out. For small towns, it's one of the most effective ways to breathe new life into the heart of the community, and create new experiences for tourism, shoppings, dining, and living.



BENEFITS OF INFILL DEVELOPMENT:

Economic Benefits:

- Boosts local tax base by making more efficient use of existing infrastructure.
- Increases foot traffic, supporting small businesses and downtown retail.
- Attracts private investment and new employers.
- Provides opportunities for mixed-use spaces (retail, office, residential).
- Reduces costs compared to extending infrastructure to new developments.

Community and Social Benefits

- Revitalizes underused or vacant lots, turning them into productive spaces.
- Creates more housing options (apartments, condos, townhomes) within walkable areas.
- Encourages social interaction and a stronger sense of community.
- Supports downtown vibrancy with more “eyes on the street” for safety.
- Appeals to younger residents and retirees seeking walkable, convenient living.

Environmental Benefits:

- Reduces sprawl and preserves farmland and open space outside of town.
- Lowers transportation emissions by supporting walkability and shorter commutes.
- Makes better use of existing utilities, roads, and public services.
- Improves stormwater management when vacant or blighted lots are redeveloped sustainably.

Urban Design & Placemaking Benefits:

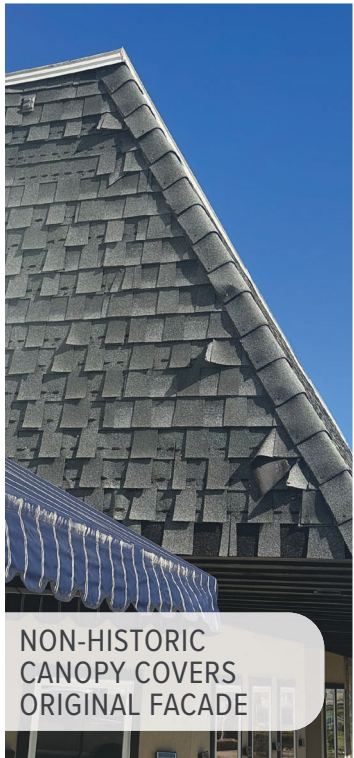
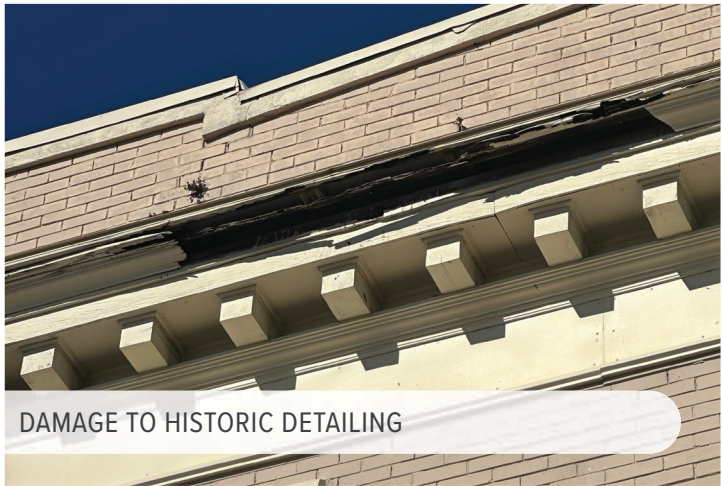
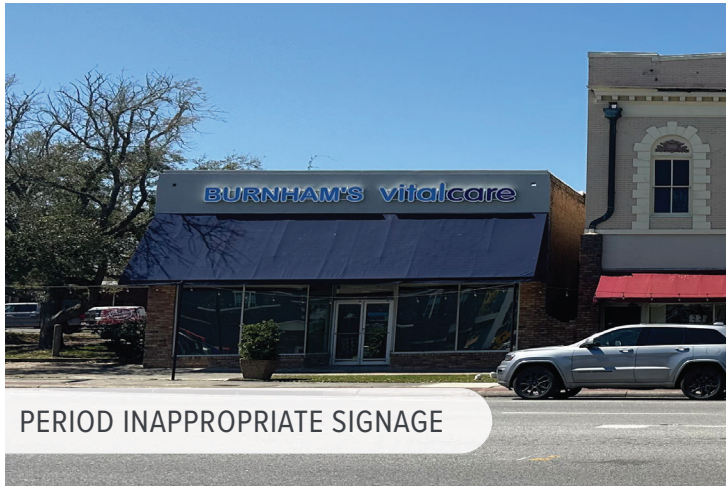
- Enhances the character and historic fabric of downtown with compatible new buildings.
- Fills in gaps in the streetscape, creating a more attractive, continuous downtown core.
- Can introduce parks, plazas, or pocket green spaces that improve quality of life.
- Strengthens downtown’s role as the cultural and civic hub of the community.

ARCHITECTURAL FAÇADES

ARCHITECTURAL FAÇADE RECOMMENDATIONS

Structures in a small town's historic core experience many changes throughout the decades. New ownership, functional needs, repairs, and styles of the time are all reasons for this change. Sometimes this change ends up infilling or hiding original historic and character defining features. Restoring or uncovering these elements can bring back a vibrancy and presence to the building and positively impact the adjacent public spaces. Additionally, signs and awning types can either work for or against a historic facade. Aligning these with the character of the structures create a cohesive facade. The images below provide examples of where current structures in the district are affected by one or many of these issues. The project on the right, provided an example on how to treat those issues.

MOSS POINT EXAMPLES



EXAMPLE IMPROVEMENT PROJECT: MARKET & MONROE

The Market and Monroe project is an example of how original historic detailing was covered up by a patchwork plaster veneer. It was applied as a short-term "band aid" for the failing brick wall that it was covering. The new owners of the building decided to remove the fabric awning and the failing plaster which uncovered the original detailing and allowed the real damage of the wall to be addressed. The building's facade has now been restored and blends seamlessly with its adjacent structures. Additionally, the original windows along the side elevation have been put back in, and a new mural paying homage to the original Coca Cola mural has been created. What was once an eyesore is not a destination within the downtown core of this small town.



RECOMMENDATIONS

Preserve Character Defining Details:

- Encourage building owners to remove any short-term "band aid" repairs and patchwork veneers to expose original building facades and details.
- Use proper cleaning methods to clean the more sensitive historic facades, and then apply clear protective coats to protect against future damage.

Openings:

- Encourage installing windows and doors back into original openings that have been in-filled.

Paint:

- A simple coat of new paint in a new color can change the entire look. Note: Brick staining penetrates the brick, providing a natural look and allowing it to breathe, while paint forms a film on the surface, which can lead to peeling and moisture issues. Staining is more durable, requires less maintenance, and is a good option for preserving the brick's texture. Paint is better for achieving drastic, opaque color changes and covering old repairs.

Awnings:

- Replace or remove existing damaged awnings.
- Remove awnings that could be covering up original character defining detail

- Consider a more durable awning instead of fabric, because fabric, while cost-effective, requires more cleaning and doesn't last as long.
- Consider a unified awning requirement as a design guideline for the River District.

Signage:

- Promote the use of historically appropriate sign types for buildings.
- Recommend to the City of Moss Point that they designate Moss Point Main Street as the sign review committee for all sign types being installed within the district.

Code Recommendations:

- Work with local municipalities and River District property owners to develop design guidelines for development within the district.
- Create a city-designated commission to review and approved design guidelines and development within the district.

Building Usage Recommendations:

- Encourage activating the 2nd floors of structures.
- Encourage mixed use occupancies with 2nd floor offices and/or living.

ARCHITECTURAL RECOMMENDATIONS

FAÇADE IMPROVEMENTS

- 1

**Preserve Character
Defining Details**
 - Remove any short-term "band-aid" repairs and patchwork veneers to expose original building facades and details.
- 2

Openings
 - Restore openings that have been infilled. Period appropriate replacements.
- 3

Paint
 - Use different paints or stains within the same color family to accent building ornamentation.
- 4

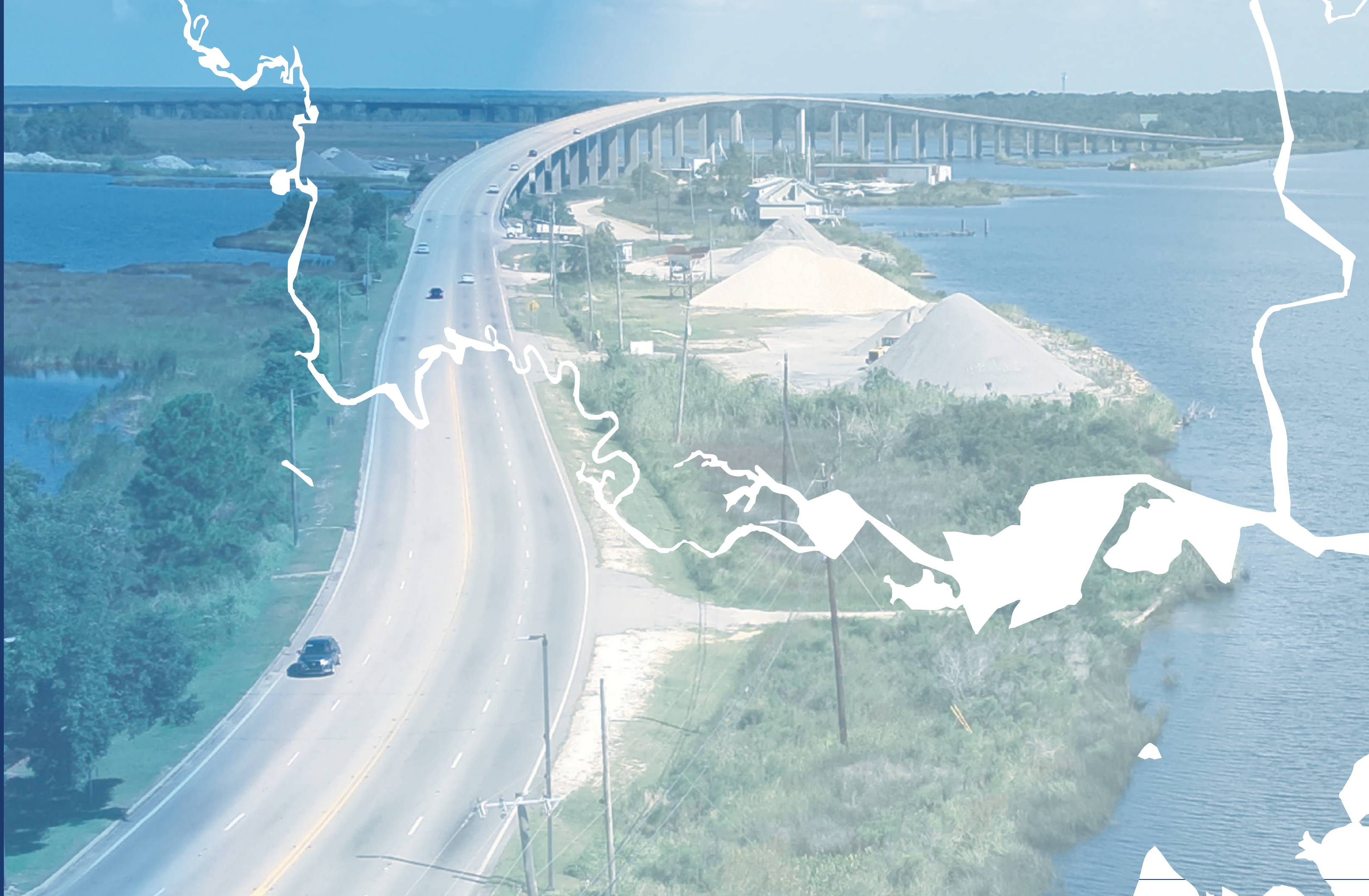
Awnings
 - Replace or remove existing damaged awnings.
 - If an awning is to remain, consider a more durable awning instead of fabric. Fabric is cost effective, but requires more cleaning and doesn't last as long.
- 5

Signage
 - Use historically appropriate sign types for buildings.
- 6

Code Recommendations
 - Work with local municipalities and River District property owners to develop design guidelines for development within the district.
- 7

Building Usage Recommendations
 - Encourage activating the 2nd floors of structures.
 - Encourage mixed-use active occupancy with 2nd floor offices and/or living.
 - Encourage more public uses such as retail and restaurant for prominent storefront real estate with Main Street access.







OPINION OF PROBABLE CONSTRUCTION COSTS

ROUGH ORDER OF MAGNITUDE (ROM) COST BREAKDOWN
FOR FAÇADE / BUILDING IMPROVEMENTS

OPINION OF PROBABLE CONSTRUCTION COST OVERVIEW

SOUTHERN GATEWAY

THE CORE - ROAD IMPROVEMENTS

THE CORE - PLAZA IMPROVEMENTS

NORTHERN GATEWAY

ROUGH ORDER OF MAGNITUDE (ROM) COST BREAKDOWN FOR FAÇADE / BUILDING IMPROVEMENTS

\$ COSMETIC IMPROVEMENTS

- Minor improvements that can still have a great impact
- Examples include: Facade cleaning, painting, murals, replacing fabric awnings, replacing existing lighting fixtures, new signage
- Depending on the size of the building or storefront, these types of upgrades could range from as little as **\$5,000 to \$50,000**

\$\$ FACADE IMPROVEMENTS

- More significant improvements that affect the form of the building.
- Examples include: Restoring window and door openings that have since been filled in, removing "band-aid" or patchwork repairs and properly addressing facade issues like repointing brick, creating new openings for windows, doors, and storefronts, new lighting and electrical.
- \$50,000 - \$200,000**

\$\$\$ ADAPTIVE REUSE OF EXISTING STRUCTURES

- Significant changes that overhaul a building's use. Often full renovation "gut jobs" that only preserve historic exterior character.
- Examples include: Converting spaces from one use to another (think business to restaurant or hotel), Structural upgrades, activating 2nd floors for mixed use (like loft living), All new electrical, mechanical, and plumbing systems, upgrades to utilities, etc.
- Low end \$200,000. If building has been occupiable with minimal adaptation of the interior. This is often a rare scenario for older buildings with long term vacancies.
- \$1,000,000 - \$3,000,000 and above** is more of a full interior rehab expectation that completely changes a building's use and space.

\$\$\$\$ NEW CONSTRUCTION / INFILL

- New construction is the most expensive option when building something new that matches the historic character of a downtown. Examples include 2-3 story steel, concrete and masonry structures (type I & II & III construction).
- However, off the main drag structures that are wood framed (Type V) would be more affordable. Especially if residential.
- \$500,000 - \$10,000,000 and above.**





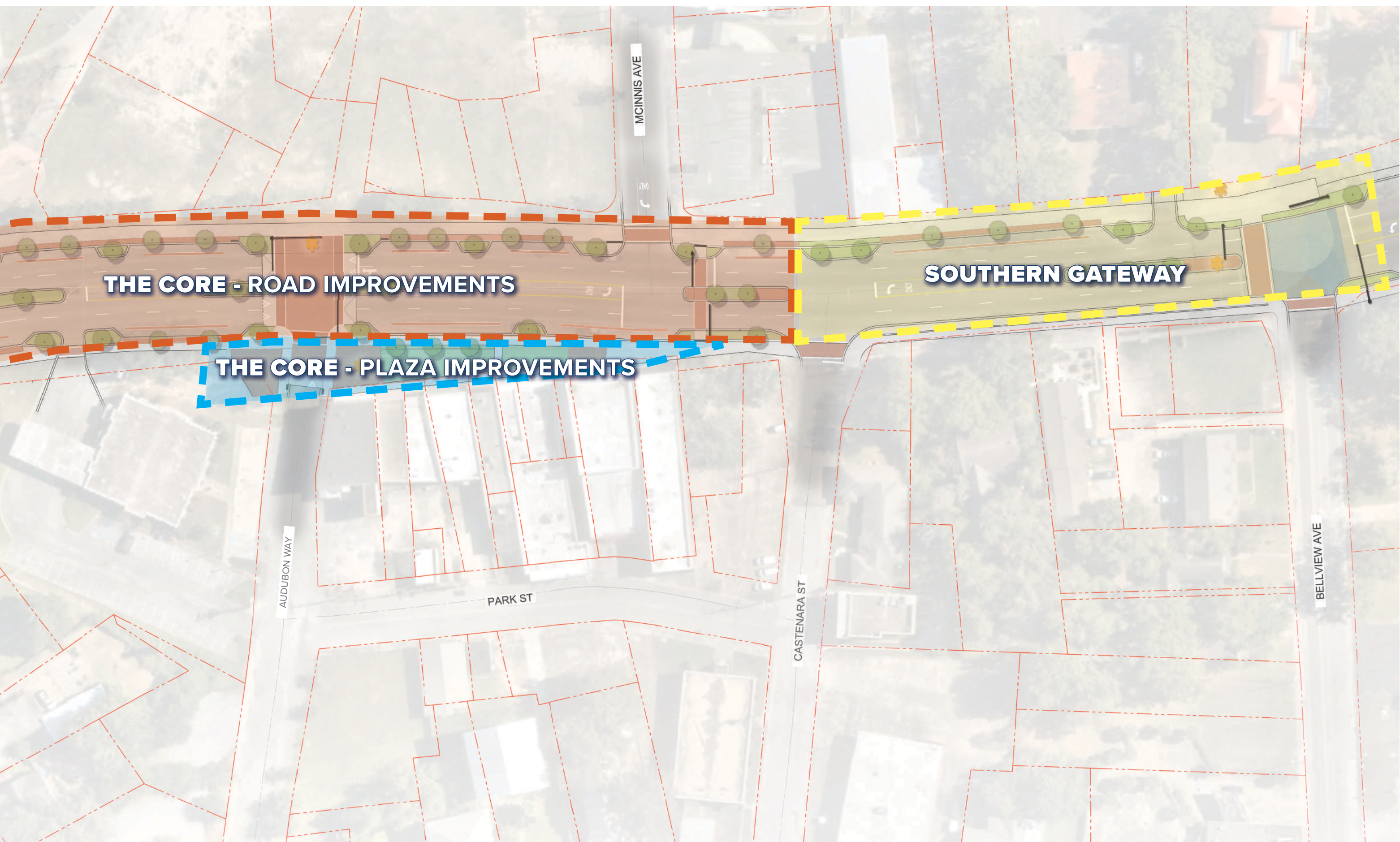
OPINION OF PROBABLE CONSTRUCTION COST OVERVIEW

The design team worked closely with the City to identify key sections of the project that could be broken into development phases. For each phase, the design team developed a planning level Opinion of Probable Construction Costs (OPCC).

They are as follows:

SOUTHERN GATEWAY	\$0.94M
THE CORE - PLAZA IMPROVEMENTS	\$0.61M
THE CORE - ROAD IMPROVEMENTS	\$2.06M
NORTHERN GATEWAY	\$1.42M
TOTAL	\$5.03 M





NORTHERN GATEWAY

OPCC: \$1.42 MILLION

The Opinion of Probable Construction Costs for the Western Gateway is approximately \$1,415,000.

Improvements Include:

- Painted intersections
- Lane improvements
- Thermoplastic enhanced crossings
- Gateway icon and signage
- Wayfinding signage
- A planted median with street trees
- Widened and improved sidewalks
- RRFB signalization
- Lighting



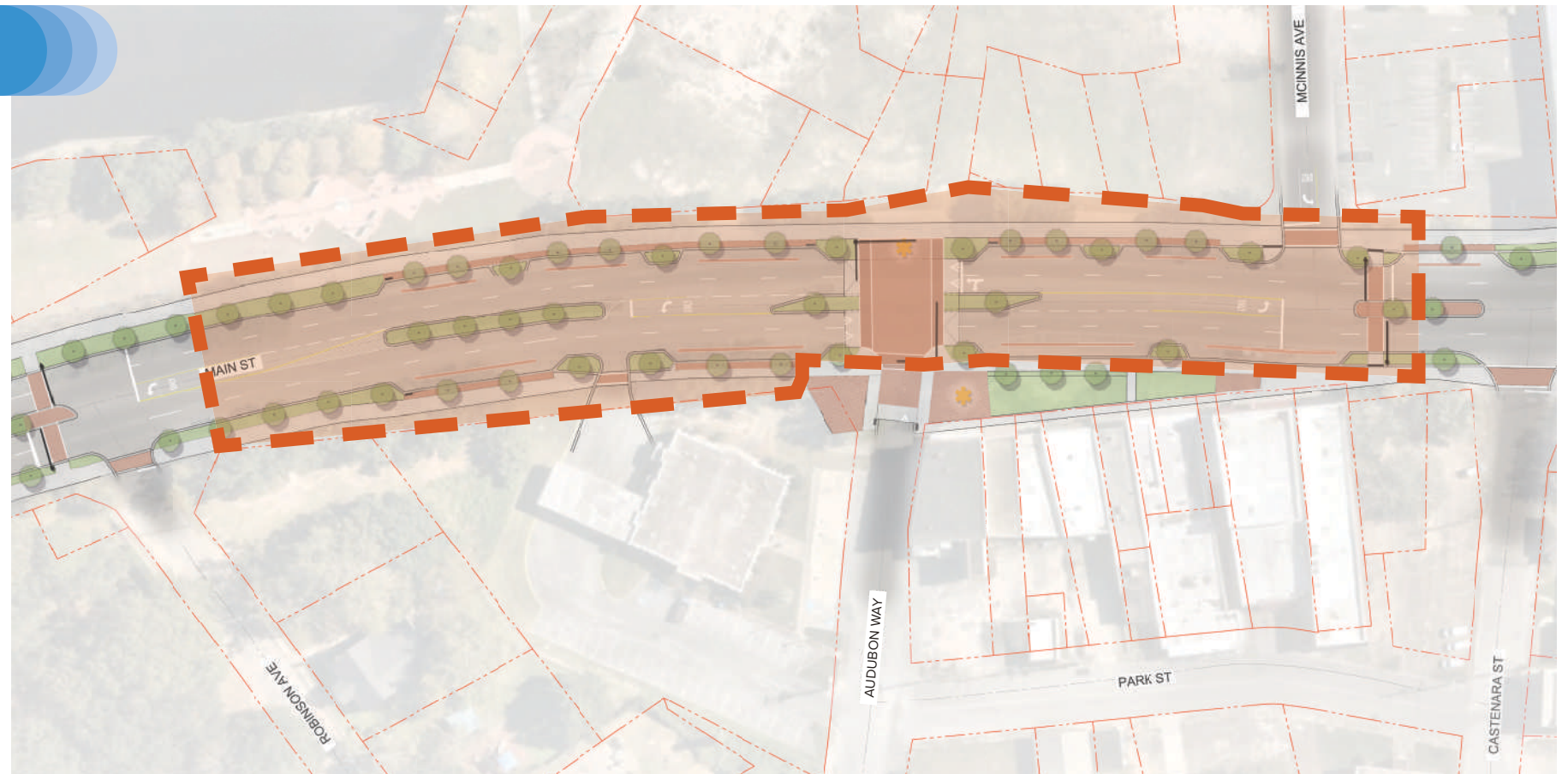
THE CORE - ROAD IMPROVEMENTS

OPCC: \$2.06 MILLION

The Opinion of Probable Construction Costs for Phase B is approximately \$2,060,000.

Improvements Include:

- Widened sidewalks and street trees
- Lighting
- Landscaped curb bump outs
- Enhanced raised table intersection
- Thermoplastic parking delineators
- Signalized intersection
- RRFB signalization



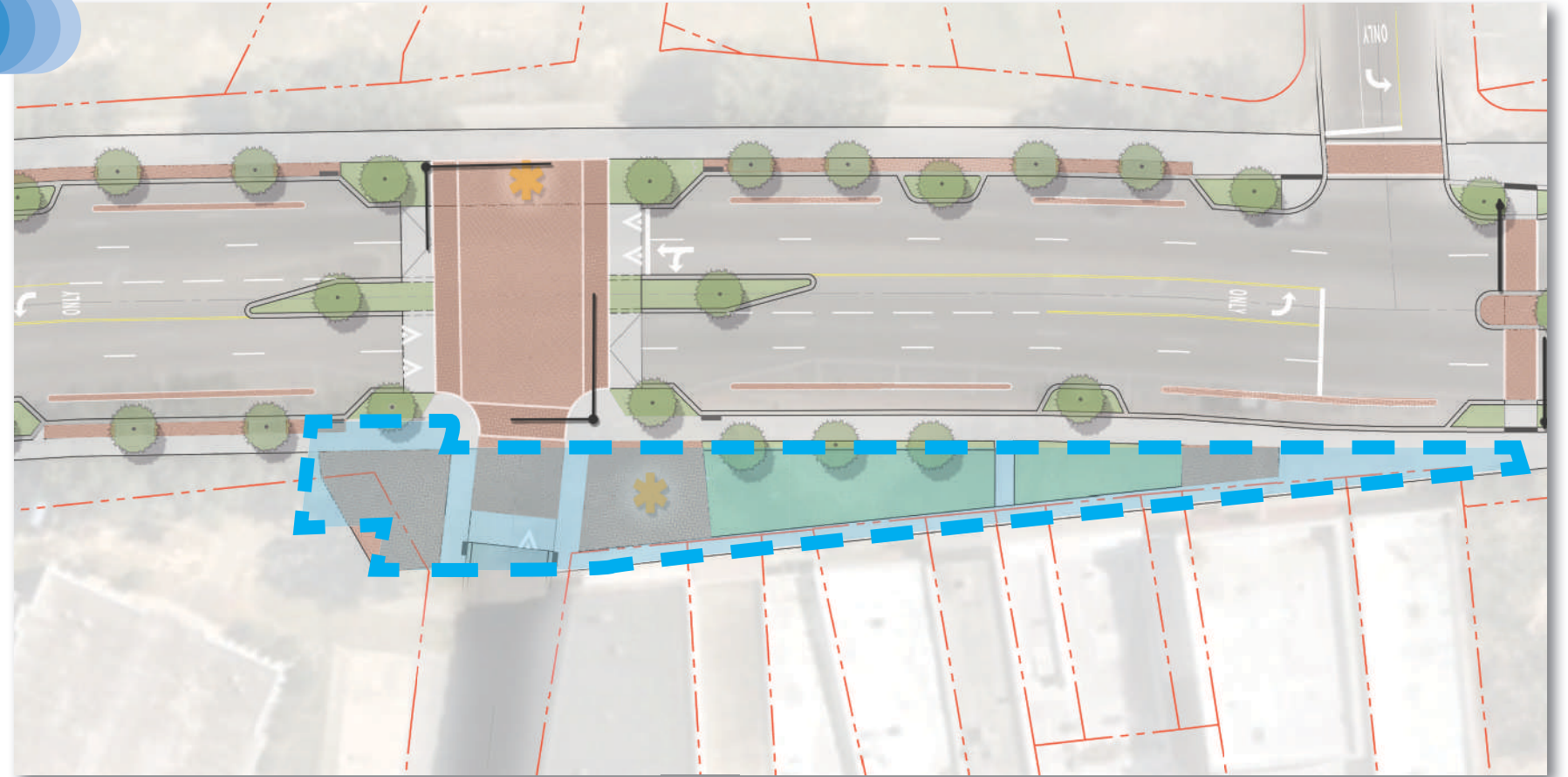
THE CORE - PLAZA IMPROVEMENTS

OPCC: \$0.61 MILLION

The Opinion of Probable Construction Costs for Phase C is approximately \$613,000.

Improvements Include:

- Widened sidewalks and street trees
- Lighting
- Enhanced public open space
- Public art
- Signage and wayfinding
- Flexible turf space



SOUTHERN GATEWAY

OPCC: \$0.94 MILLION

The Opinion of Probable Construction Costs for Phase D is approximately \$940,000.

Improvements Include:

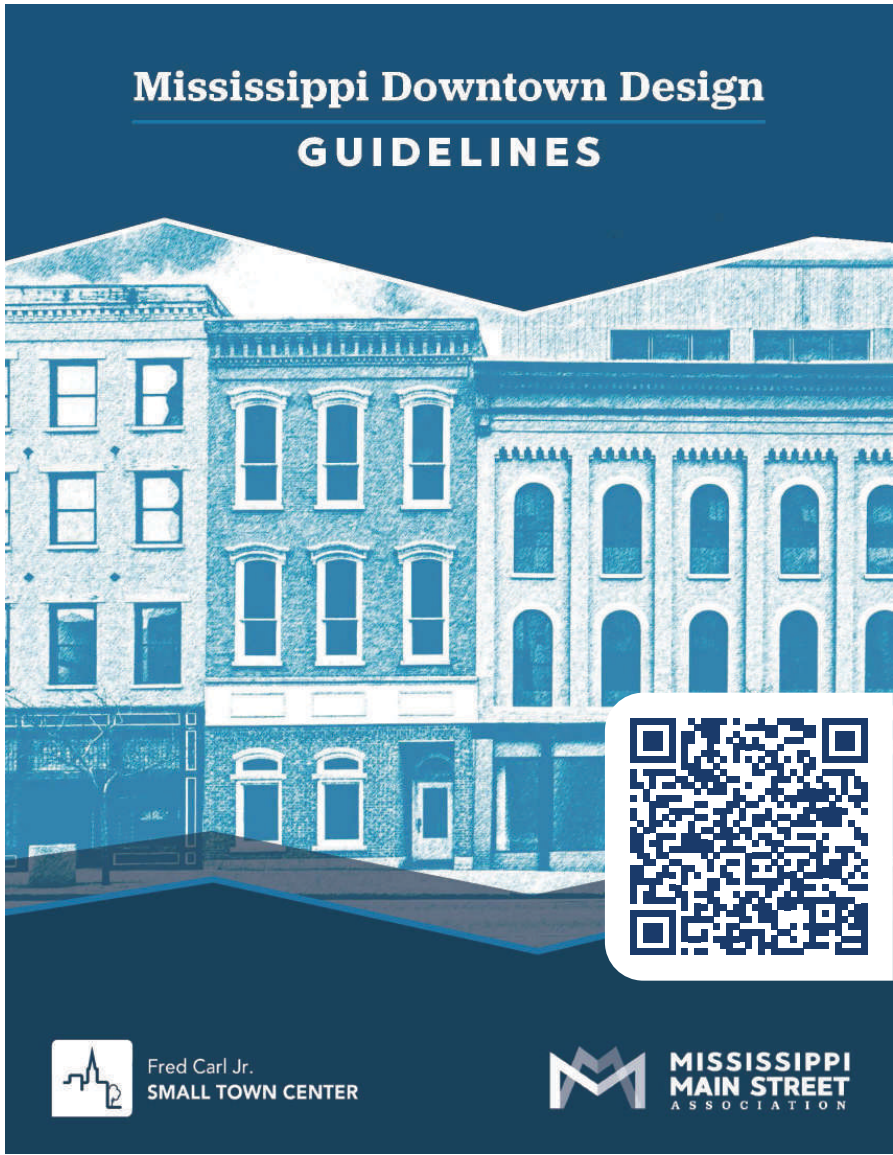
- Painted intersection
- Landscaped curb bump outs
- Thermoplastic crossings
- Thermoplastic parking delineators
- Lighting
- Median improvements
- Public art







APPENDIX



MISSISSIPPI DOWNTOWN DESIGN GUIDELINES **2024**

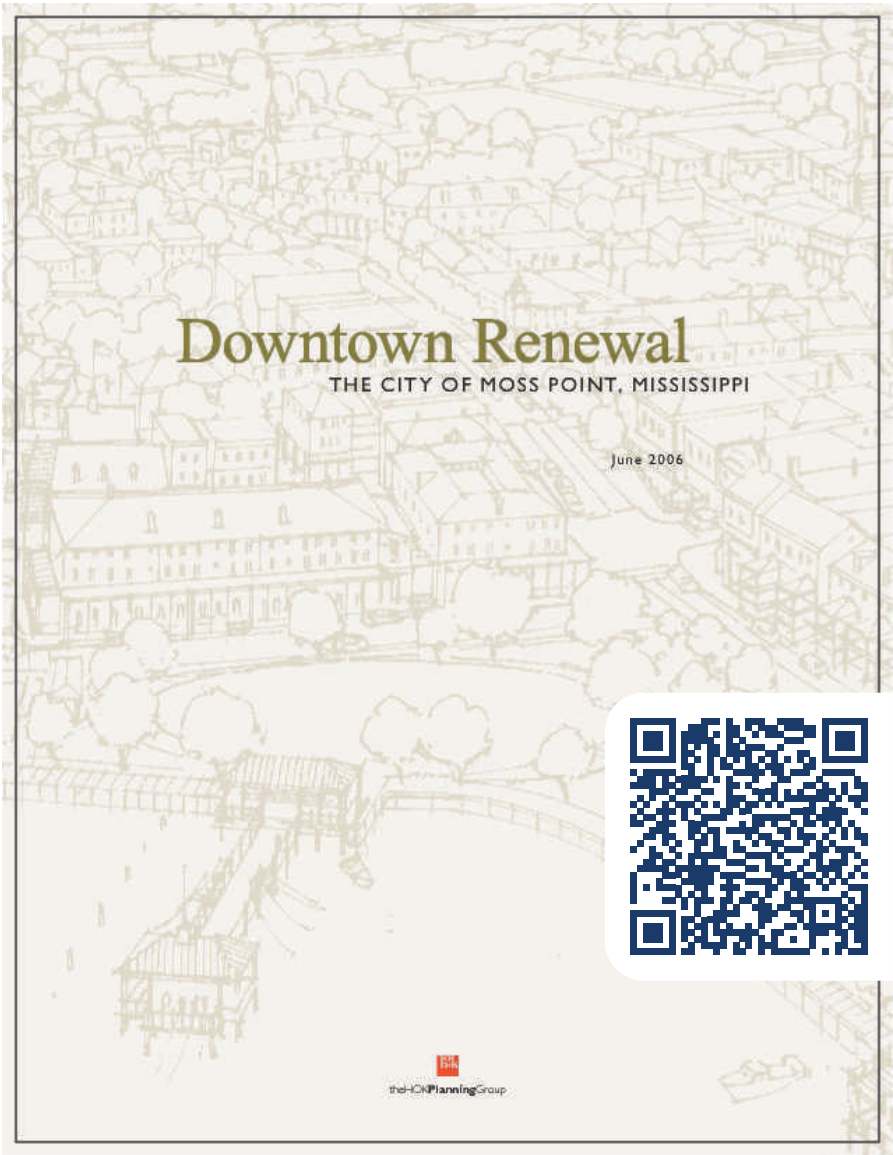


PLACEMAKING IN YOUR DOWNTOWN DISTRICT **2023**



DOWNTOWN MARKET ASSESSMENT 2-3 YEAR DOWNTOWN ACTION PLAN **2012**

**The links connected to the QR codes on this page will remain live until 01 January 2027. After that date, readers may contact The City of Moss Point Main Street Association for access to copies of the documents.*



DOWNTOWN RENEWAL
THE CITY OF MOSS POINT,
MISSISSIPPI **JUNE 2006**



**MOSS POINT REBUILDING &
RENEWAL** A REPORT FROM THE MISSISSIPPI
RENEWAL FORUM **NOVEMBER 2005**

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Welcome to the

RIVER CITY

MOSS POINT · MISS.