



## Mississippi Gulf Coast

### MISSISSIPPI MAIN STREET

Soon after the massive destruction of Hurricane Katrina, the Mississippi Renewal process embarked on an ambitious planning process that looked at the long-term vision of what Mississippi Gulf Coast communities would look like in the future.

As funding came in place to implement the plans created by the Mississippi Renewal teams, Arnett Muldrow was selected as part of a multi-disciplinary team to determine practical first, next, and long term recovery steps for downtowns along the Gulf Coast. The plans dealt with community design and revitalization, market studies, community branding and marketing, and detailed implementation strategies.

The plans built on prior efforts while focusing on what could be funded in downtowns, specifically tailoring the team and approach to each community. The team completed plans for Gulfport, Biloxi, Ocean Springs, Pascagoula, Waveland, Bay Saint Louis, and Picayune over the course of 2007 and 2008.

Since the plans' completion, the communities have implemented many of the recommendations. Gulfport used components of the branding system created by the team, implemented the streetscape improvements recommended, and completed the façade renovation of dozens

of buildings. Bay Saint Louis implemented a temporary sign system and built a new parking deck on a location identified in the plan. Pascagoula implemented Anchor Square – an award winning retail incubator that is fully leased to fifteen start-up retail businesses.

After the Deepwater Horizon oil spill in 2010, the team was asked to return to three Gulf Coast communities not served in 2008: Moss Point, Pass Christian, and Long Beach. These plans are currently being implemented.

For their work, the team was awarded the Sam Kaye Excellence in Design Award by the Mississippi Main Street program. The effort became a template replicated in communities across other parts of Mississippi and funded through the Appalachian Regional Commission.

