



Midtown Hattiesburg Schedule & Scope

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Midtown Master Plan – Project Schedule

- Midtown Master Plan Kickoff** – September 12, 2011
- Midtown Ideas Forum** – October 17, 2011
- Charrette Week** – November 4 to 11, 2011
- Draft Market / Economic Analysis** – December 2011
- Draft Framework Plan** – January 2012
- Draft Master Plan** – March 2012
- Implementation Strategies/Ordinances** – April 2012
- Final Midtown Master Plan Documents** – May 2012



Midtown Master Plan – Project Scope

Phase I: Context Analysis

Goal: Assess current conditions necessary for Plan development.

Objectives: Collect, evaluate and review current conditions.

Products/Outcomes:

- Key Stakeholder Interviews
- Project Area Photos
- Steering Committee Briefings
- Community Forum – Plan Kick-off Presentation
- Midtown Website via MindMixer’s “Virtual Town Hall” Site
- Catalog of Available Background Information
- Context Analysis Maps
- “X-Ray” Maps
- Midtown Plan Logo
- Community Forum – Midtown Community Ideas

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Phase II: Market/Economic Analysis

Goal: Complete of a full market/economic analysis for development of the Midtown Plan.

Objectives: Conducting a market analysis to identify specific development and redevelopment opportunities for the Midtown Plan; identifying key barriers to realizing these opportunities, including market, financial, and physical barriers; and understanding how these barriers can be eliminated to maximize potential for success.

Products/Outcomes:

- Summary of Market Concerns and Needs
- Summary of Market Analysis
- Summary of Barriers and Opportunities
- Implementation Strategies
- Market / Economic Analysis Report

Phase III: Envisioning the Midtown Plan – The Charrette

Goal: Establish a vision and scope for creation of mixed-use district planning principles and implementation of the necessary tools and policies.

Objectives: A charrette-based visioning and scoping initiative for gaining public support through renderings, participation, comments, surveys, etc.

Products/Outcomes:

- Charrette Poster, Base Maps and Handouts
- Steering Committee Briefings
- Hands-On Design Studio – Issues Identification Drawings
- Preliminary Concepts, Sketches and Drawings
- Preliminary Design Review Open Houses
- Community Forum – Presentation of Work-In Progress of Refined Concepts, Sketches and Drawings



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Phase IV: Framework Plan / Master Plan

Goal: Achieve a Midtown Master Plan that fosters housing and transportation options for employees of this major employment center and the surrounding neighborhoods through higher density living and better community design.

Objectives: Develop Midtown Master Plan for mixed-use district.

Products/Outcomes:

- Draft Midtown Framework Plan
- Community Forum – Presentation of Draft Midtown Framework Plan
- Steering Committee Briefings
- Draft Midtown Master Plan
- Community Forum – Presentation of Draft Midtown Master Plan
- Digital Files of Maps and Midtown Plan Images
- Final Master Plan

Phase V: Plan Implementation Strategies

Goal: Prepare guidelines, incentives, and policies to implement Midtown Master Plan.

Objectives: Achieve the planning principles of the Midtown Master Plan for a vibrant mixed-use district.

Products/Outcomes:

- Draft Overlay District or Form-Based District
- Expedited Approval Process for Compliant Development Plans
- Examination of Financial Incentives for Elevating Development Interest in Midtown
- Draft Tax Increment Financing Guidelines and Other Revenue Enhancements Initiatives
- Draft Implementation Strategies
- Community Forum – Presentation of Draft Implementation Strategies & Land Development Code
- Steering Committee Briefings
- Final Implementation Strategies and Land Development Code Revisions



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