



Hattiesburg: 150 & Beyond Comprehensive Plan Update Project August 2025

Fact Base

Introduction





This report includes data on **existing conditions** in the city to provide a common understanding of Hattiesburg as part of the Hattiesburg: 150 & Beyond project.



As the comprehensive plan draft is developed, the Fact Base will serve as a point-in-time reference to help inform development of the plan. New data continuously becomes available, so this report is a helpful snapshot of the city as it exists today.



The Fact Base is not meant to be an encyclopedia or history report with every data point about the City of Hattiesburg—the goal is to inform development of the comprehensive plan and provide a common knowledge base for the community as the plan project moves forward.

How to Use the Fact Base

Readers should use the Fact Base to help them think about what policies will allow Hattiesburg to become **the best version of itself** over the next 20 years.

- **Facts** are grouped into **themes** that reflect the most significant topics Hattiesburg will need to address over the lifetime of the plan. When reading, think creatively about how some facts may be relevant to other themes.
- Keep an eye out for  **insights** and  **reflections** while you read to help you think about potential innovative policies for inclusion in the plan.
- The project team has provided **analysis** at the end of the Fact Base for further brainstorming.

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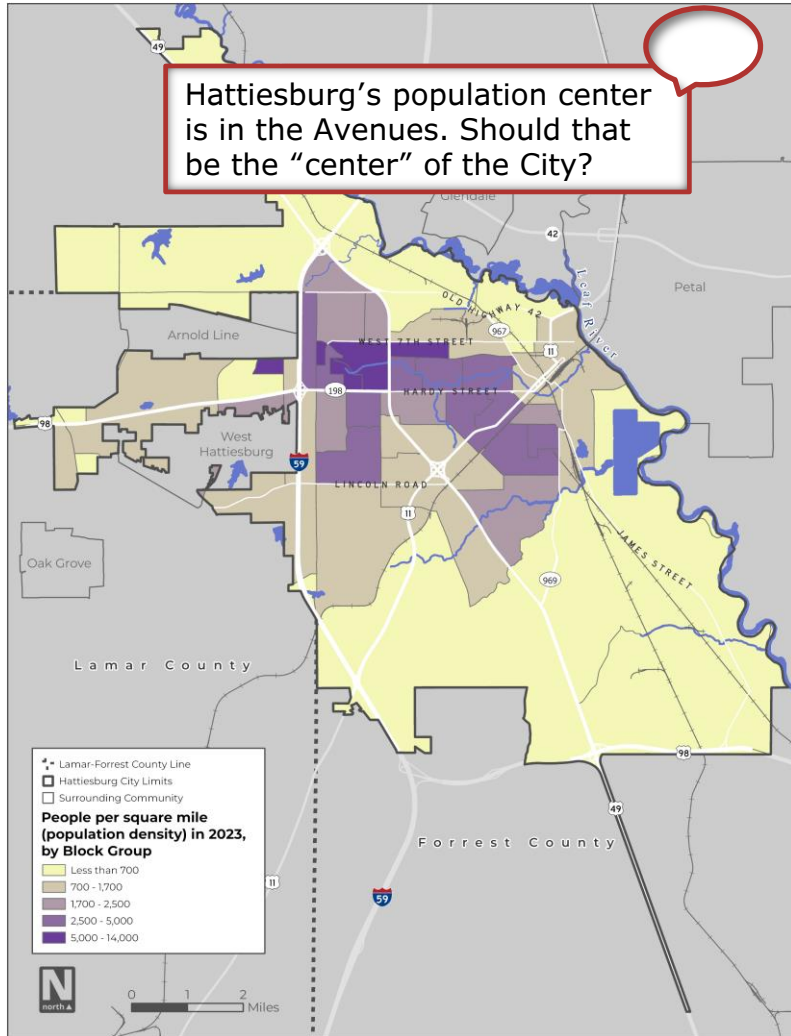
Theme #1

- **Demographics**
- **Wards and Neighborhoods**
- **Community Engagement**



Fostering Progress In All Neighborhoods

Population and Age



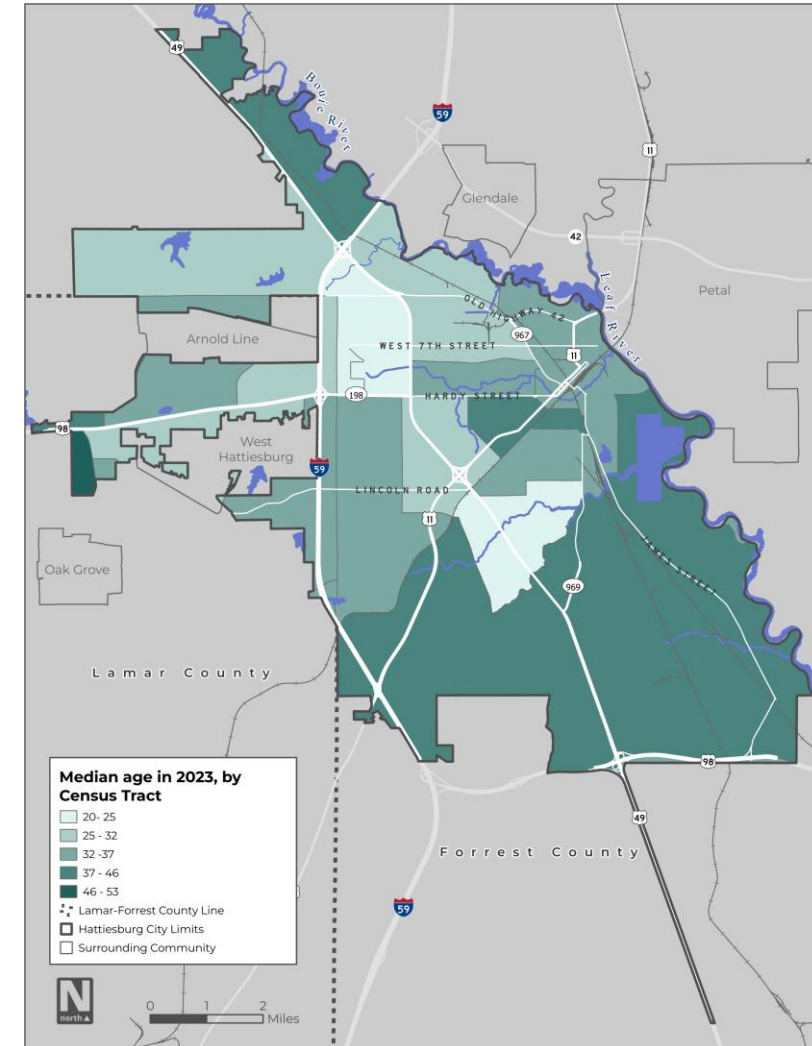
Population Density by Census Block Group

U.S. Census Bureau

- Hattiesburg is densest between I-59 and Downtown
- Downtown and East Hattiesburg have opportunity for population growth
- Median age is youngest on and near the University of Southern Mississippi and William Carey campuses

Median Age by Census Tract

U.S. Census Bureau



Demographic Distribution

Median Household Income by Census Tract

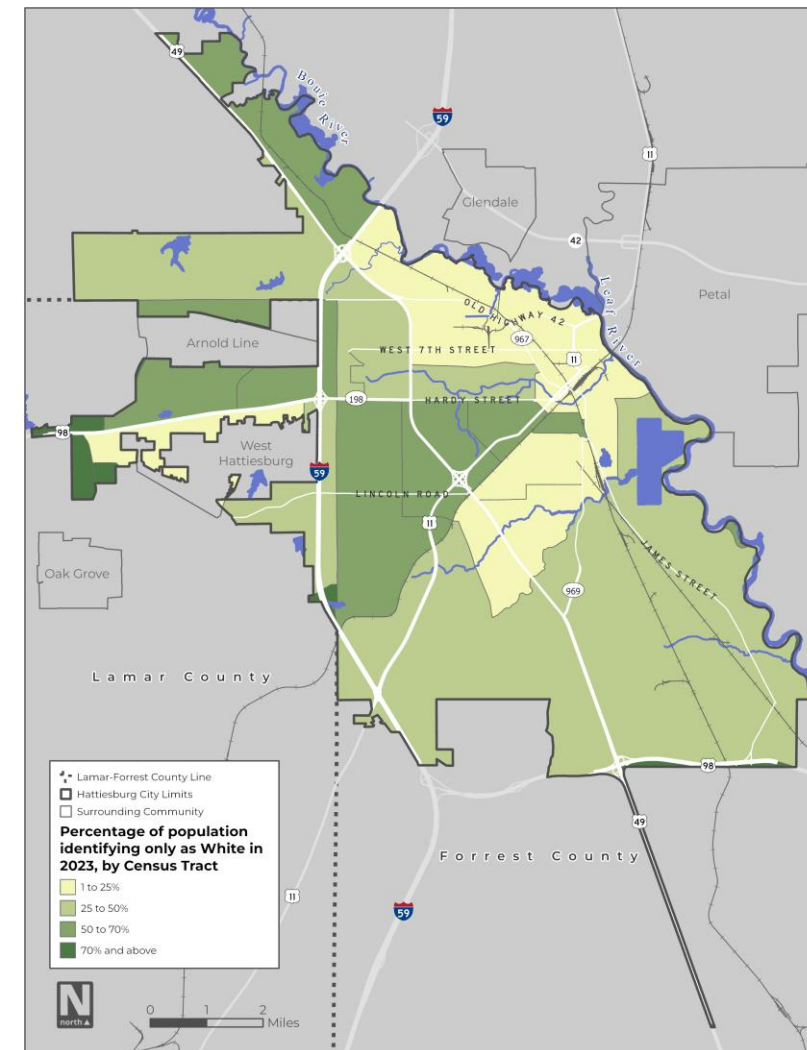
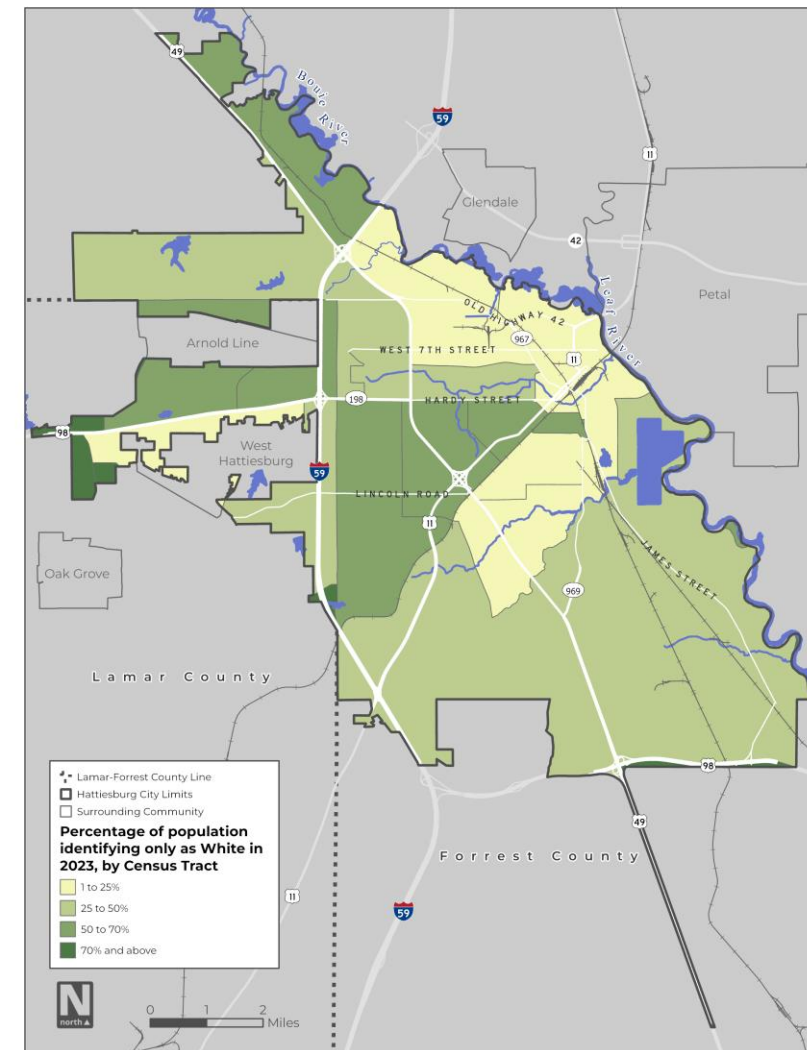
U.S. Census Bureau

- In 2024, Hattiesburg's Median Household Income was **\$44,140**
- Incomes are lower in areas with higher proportions of minority residents
- Wards 2 and 5 have higher proportions of minority residents than other parts of the city

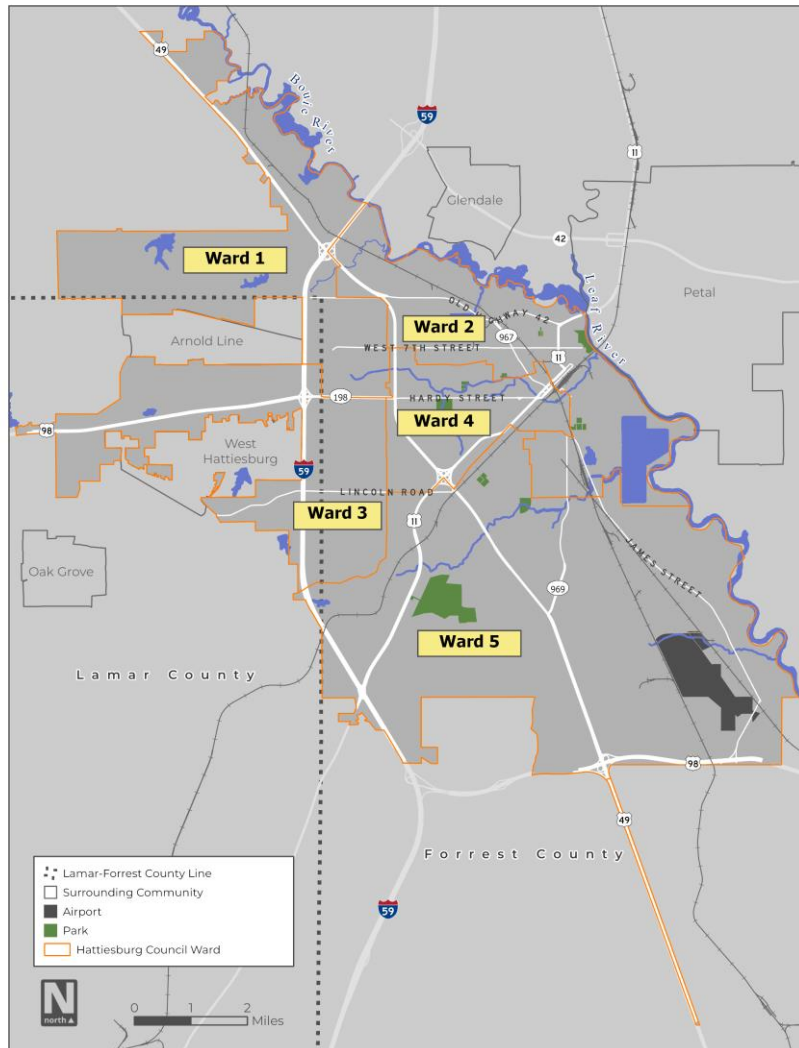
Data for the grey census tract in the center of this map was not available in the underlying dataset.

Race by Census Tract

U.S. Census Bureau



City Council Wards



Jeffrey George
Ward 1



Eric Boney
Ward 2



Leann Vance
Ward 3



Dave Ware
Ward 4



Nicholas Brown
Ward 5



Ward 2 has grown in geographic size during recent redistricting due to population loss following 2013 and 2017 tornadoes.

*Hattiesburg City Council
Wards*

City of Hattiesburg GIS

Neighborhoods

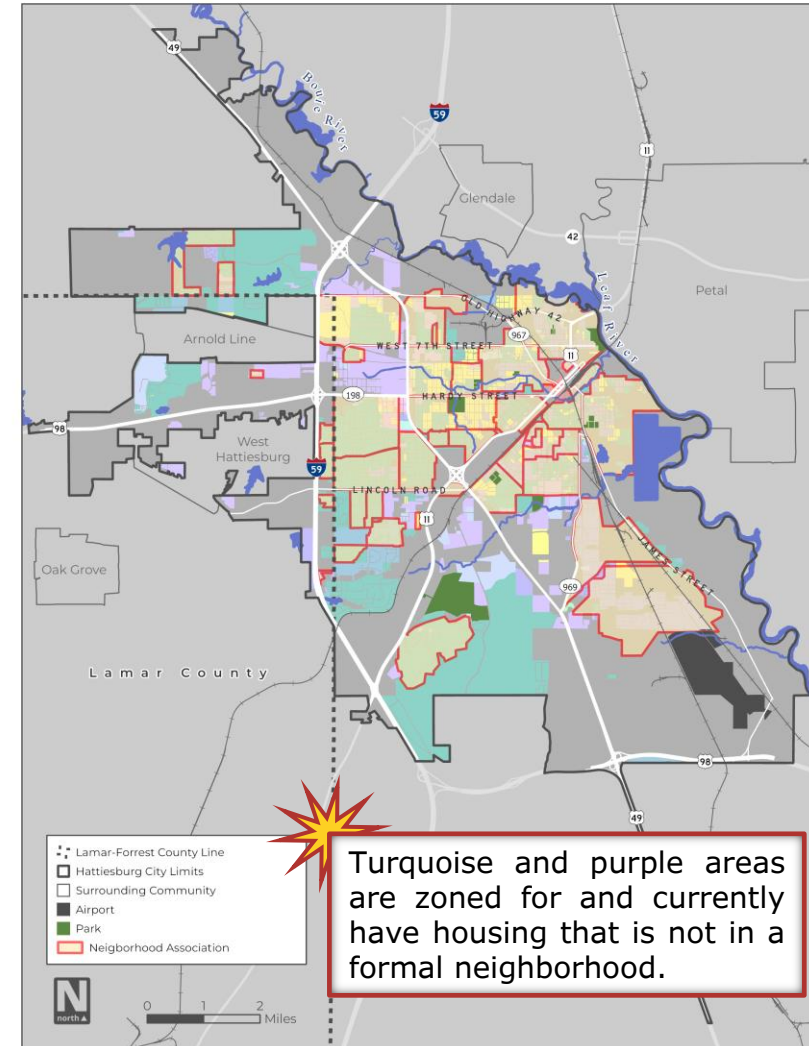
- 51 Neighborhoods
- 24 have organized neighborhood associations that meet regularly
- One of the primary ways government connects with the public
- City staff attend neighborhood meetings
- Many residential areas exist **outside** of official neighborhood associations—in particular, apartments and student housing

Hattiesburg Neighborhoods

City of Hattiesburg GIS

Hattiesburg Neighborhoods and Zoning

City of Hattiesburg GIS



Community Policing

- In addition to neighborhood meeting attendance, other Hattiesburg departments invest in creating community connections
- Hattiesburg **Police** and **Fire** regularly hold events in parks throughout the community to “foster positive relationships between law enforcement and the community” (WHLT)



HPD held **7** community engagement events, such as Popsicles in the Park this June and July throughout Hattiesburg.



Popsicles in the Park 2023

City of Hattiesburg

Theme #2

- **Community Amenities**
- **Parks and Recreation Highlights**



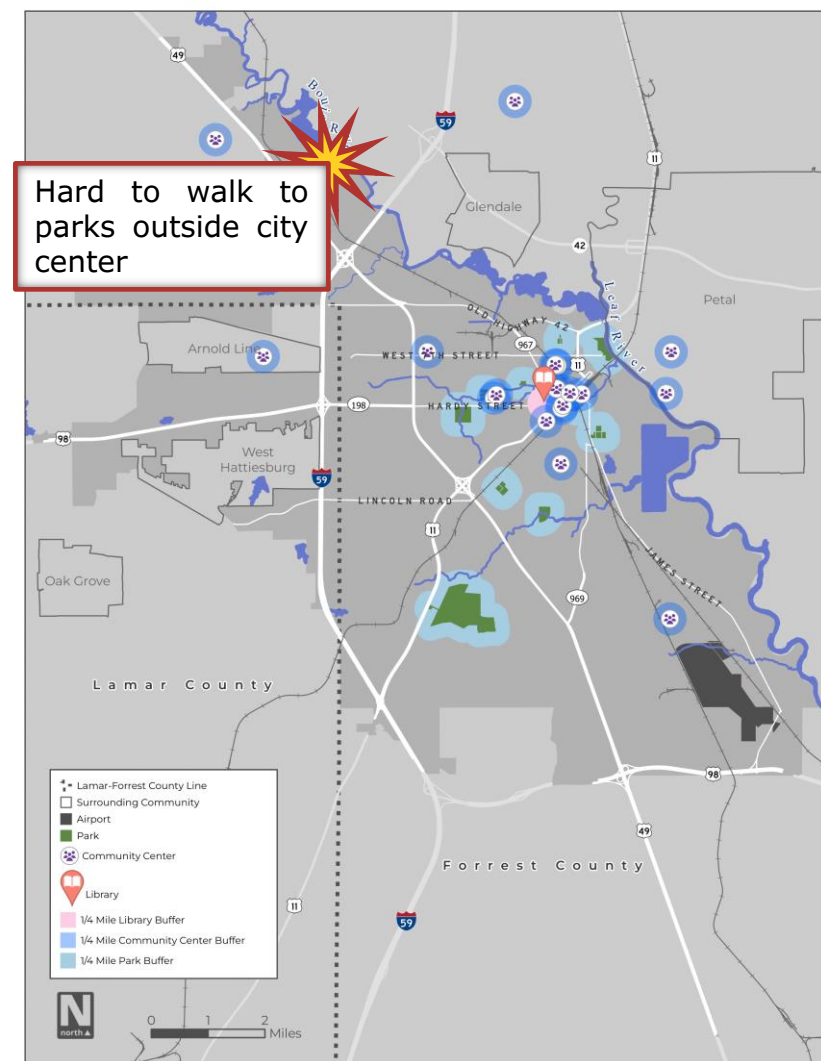
Building on Current Strengths

Community Amenities


- Near downtown, many parks are in walking distance, including Town Square Park, Veterans Memorial Park, San Antonio Field, and Chain Park
- Outside downtown, parks are less concentrated
- Community centers service different areas of the city
- Central community library, supplemented by Lamar County libraries west of I-59

*Hattiesburg
Community
Amenities w/ Walking Distances*

City of Hattiesburg GIS



Parks and Recreation



Parks helps put on many city events! What new kinds of events would you like to see?

Parks Department Responsibilities

- Community Centers
- Arts Center
- Sports Fields
- Pools and Splash Pad
- Youth and Adult Programming
- Event Coordination
- Cemeteries
- Construction Maintenance Division
- Tree Canopy and Tree-Related Emergency Response
- Landscaping and Maintenance

Live at Five Event

Liveatfiveburg.com

Hattiesburg Police

- In 1998, the Commission of Accredited Law Enforcement Agencies (CALEA) awarded the Hattiesburg Police Department (HPD) national accreditation, making the department the first law enforcement agency in the State of Mississippi to earn this prestigious status.
- Strong academy has resulted in a near fully-staffed department
- HPD has the following Divisions:
 - Animal Control
 - Communications
 - Community Relations
 - Criminal Investigations
 - Crime Scene Investigation
 - Domestic Violence
 - Internal Affairs
 - Homeland Security
 - Patrol
 - Special Operations



Hattiesburg Police Officers

@hattiesburgpd, X

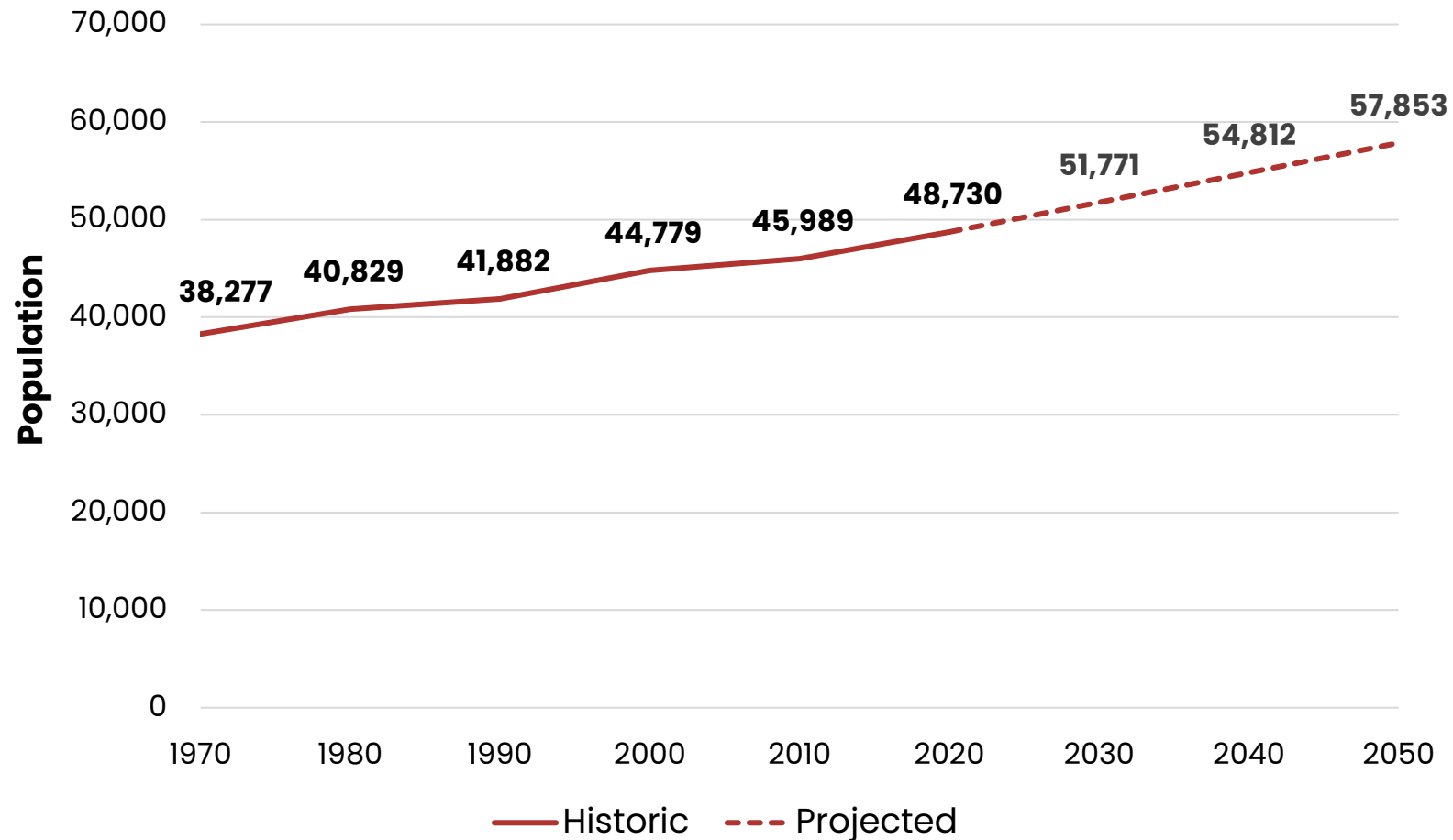
Theme #3

- **Population Growth**
- **K-12 Education**
- **Post-Secondary Education**



Cultivating the Next Generation of Hattiesburgers

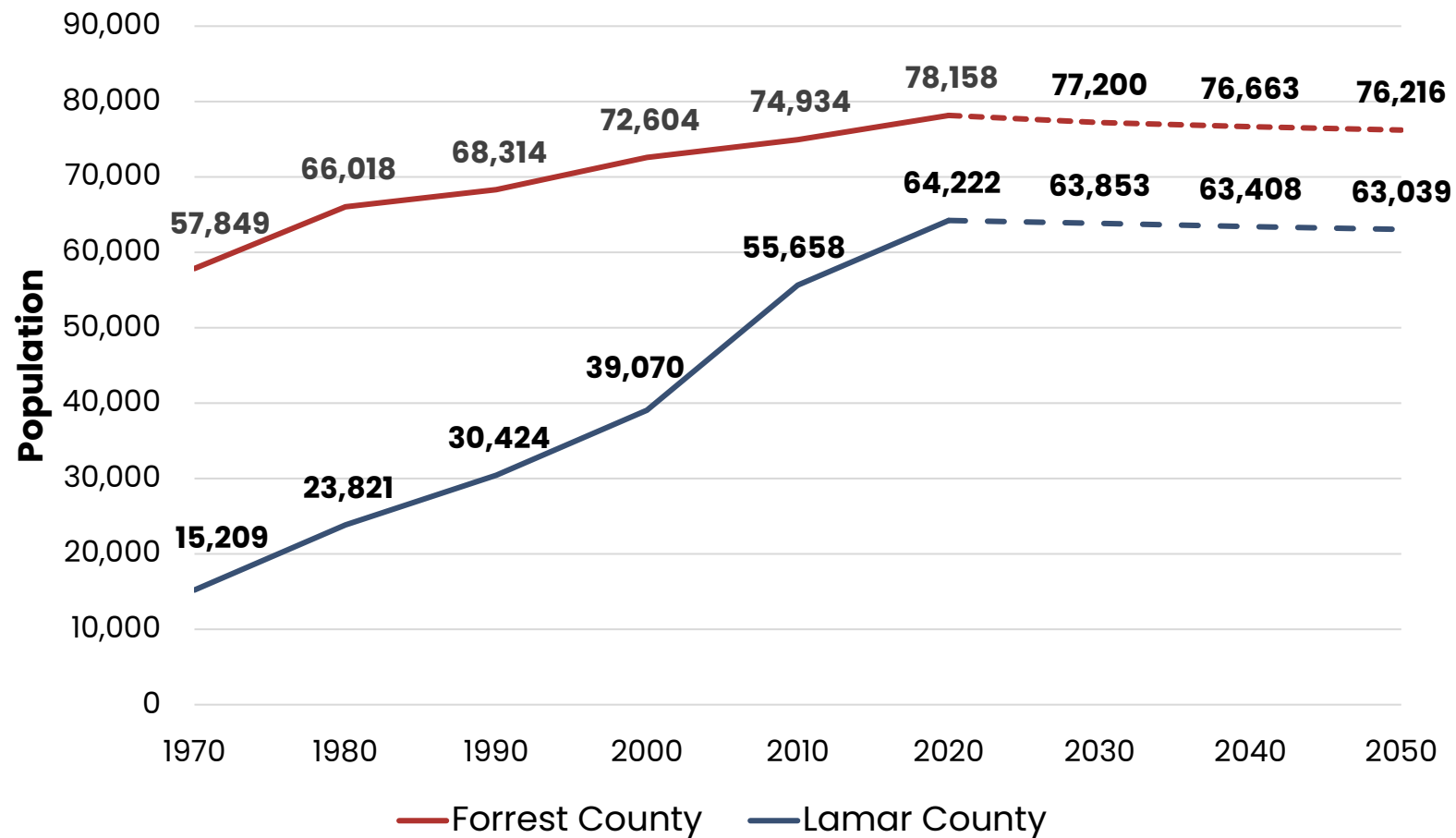
Population Growth in Hattiesburg



Hattiesburg is expected to grow by about 12% between 2020 and 2050. This estimate is based on the composition of the current population and does not consider potential economic growth.

Sources: Decennial U.S. Census via IPUMS NHGIS at University of Minnesota; State Data Center of Mississippi at the University of Mississippi (cohort component projection completed in 2025)

Population of Counties

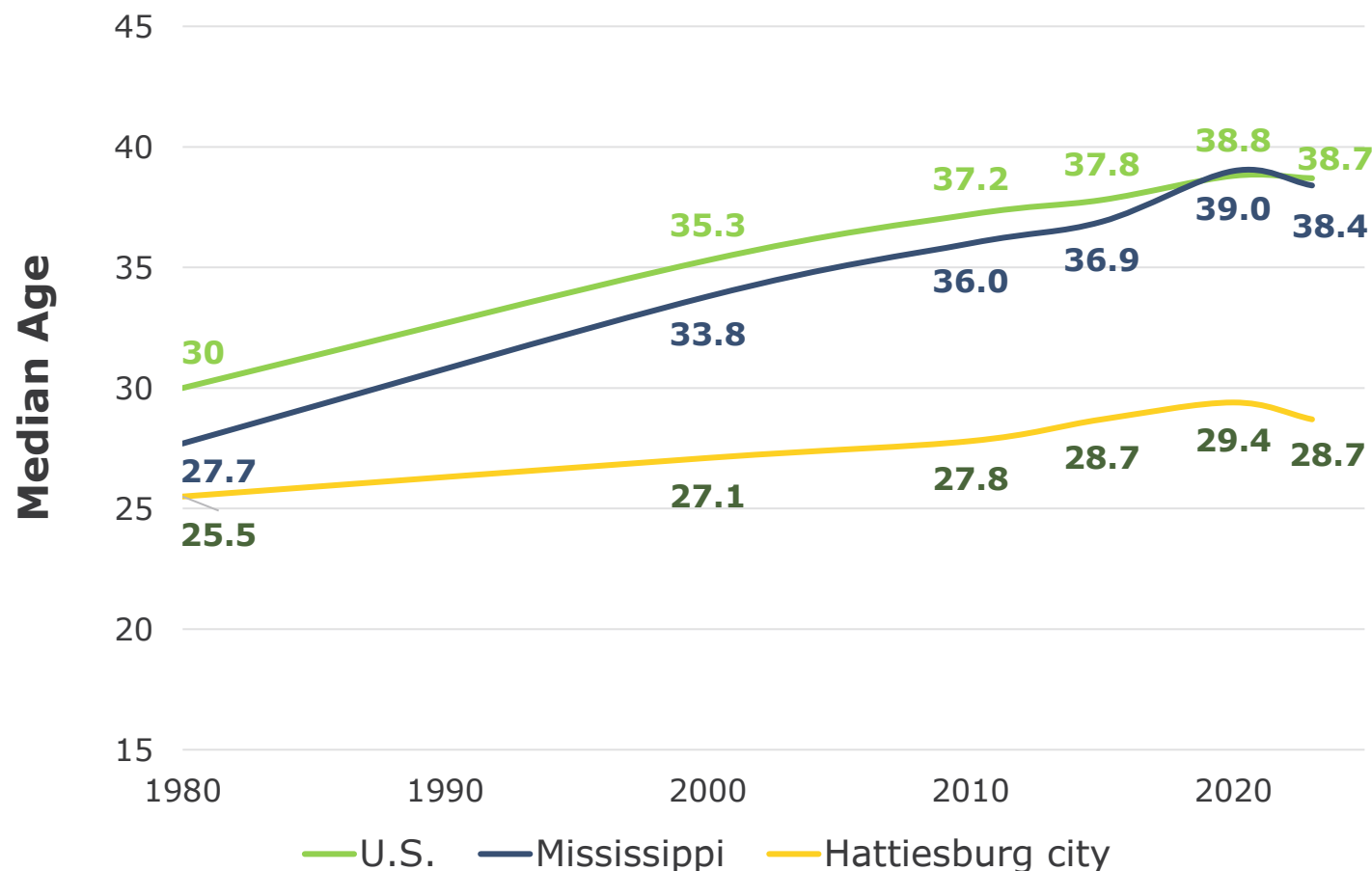


Forrest and Lamar Counties are expected to decline by about 1% between 2020 and 2040.

This data is from a country-wide projection dataset and may not account for specific local factors or recent events.

Sources: Decennial U.S. Census via IPUMS NHGIS at University of Minnesota; State Data Center of Mississippi at the University of Mississippi (cohort component projection completed in 2025)

Median Age



The median age in Hattiesburg is generally **increasing**.

However, **Hattiesburg is younger** than the state and the nation, and its median age is generally **rising at a slower rate**.

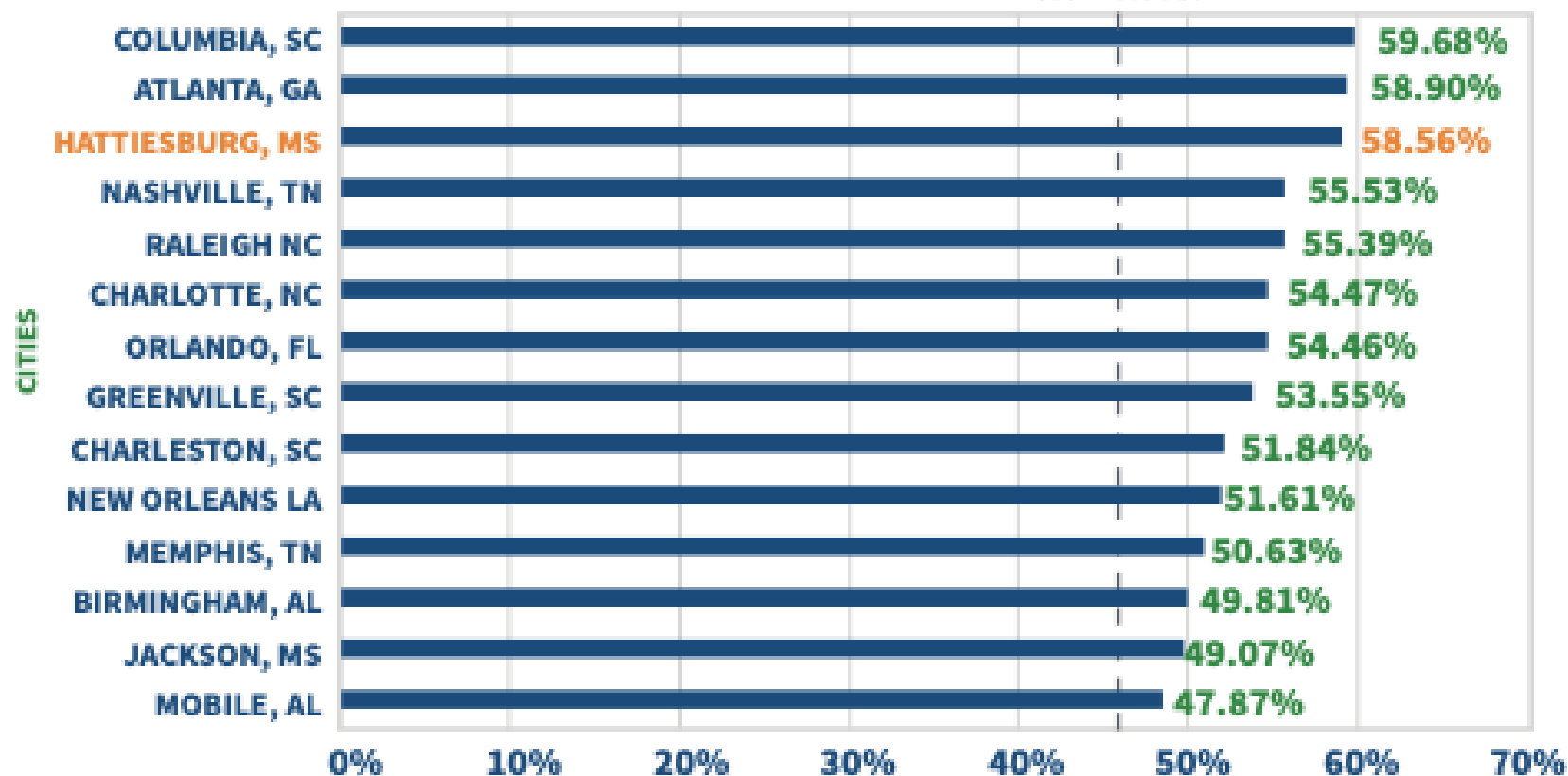
*Sources: Decennial U.S. Census via IPUMS
NHGIS at University of Minnesota; U.S.
Census American Community Survey 2023*

Young Talent

YOUNG TALENT *as % of Population*

(Millennials and Generation Z)

U.S.-46.98%



→ The City of Hattiesburg has the **3RD HIGHEST PERCENTAGE** of **YOUNG TALENT** compared to other major cities in the South.

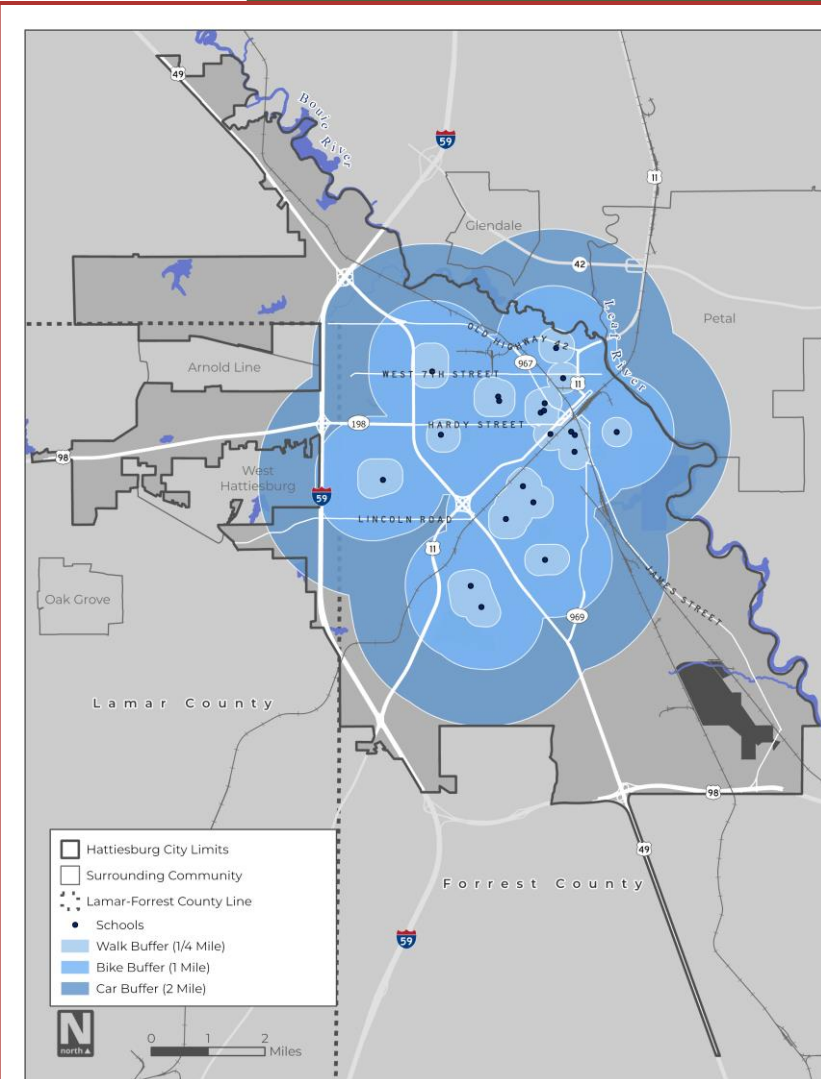
Hattiesburg K-12 Education

- Hattiesburg Public School District (HPSD) has **nine schools**: five elementary schools, one sixth grade academy, one middle school, and one high school
- HPSD has received an **A rating** from the Mississippi Department of Education from 2021 to 2024
- There are **four** private schools (Central Baptist, Word of Faith Christian, Sacred Heart Catholic Elementary, Sacred Heart Catholic High) within the boundaries of HPSD, and an additional **two** in city limits (Presbyterian Christian Elementary, Presbyterian Christian High)
- HPSD students are 96.7% non-white; private school students within the Hattiesburg area are 17% non-white

*Hattiesburg School
Buildings and Approximate
Drive/Bike/Walk Distances*

City of Hattiesburg GIS

How can the city continue to facilitate the excellence of its schools? What are the next benchmarks for excellence HPSD should set for itself?



Post-Secondary Education



University of Southern Mississippi

University of Southern Mississippi

- University of Southern Mississippi (public) has 13,170 students as of Fall 2024
- USM's master plan calls for continued westward growth with more current focus on reinvesting in current facilities
- USM's popular programs include Education, Business Administration, and Nursing
- USM is also well-known for its Polymer Sciences programs
- William Carey University (private) has 5500 students total, with 42% growth in its undergraduate population over two years
- WCU plans to expand its footprint in South Hattiesburg
- WCU's strong programs include Medicine, Nursing, Education, and Music



William Carey University

Encore Rehabilitation

Vocational Education



- Pearl River Community College has a key campus in Hattiesburg
- Prominent programs include Electronics & Mechatronics, Healthcare
- About **90%** of PRCC graduates stay in the Pinebelt area
- Multiple Career Placement and Continuing Education partnerships

Forrest County Campus Map

Pearl River Community College

Theme #4

- **History and Preservation**
- **Placemaking**

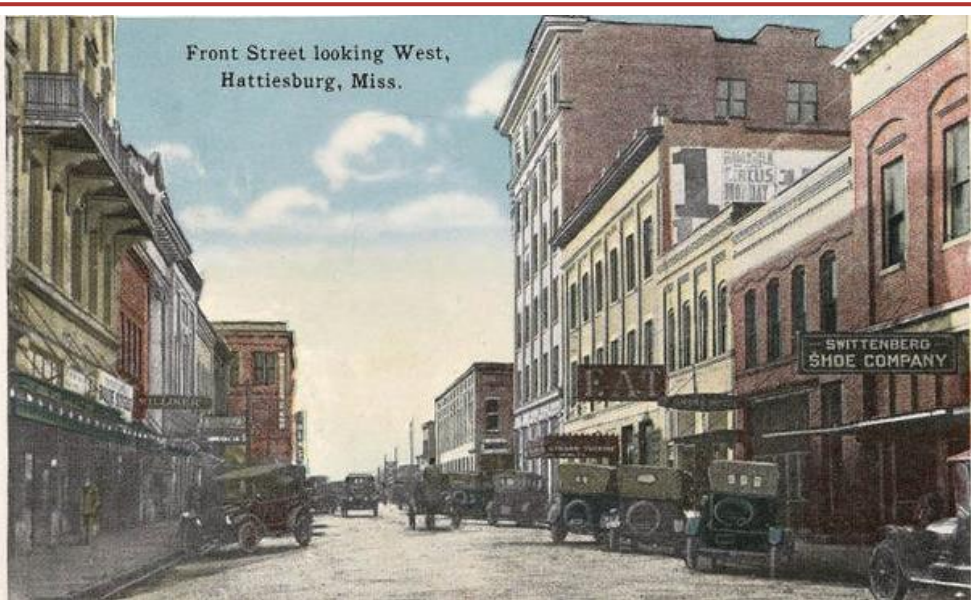


Telling Our Story: Past, Present, and Future

Historic Hattiesburg

Hattiesburg Downtown (1910)

Hattiesburg Historical Society



Hattiesburg began as a hub for rail and industry. What should Hattiesburg be a Hub for in the future?

- Hattiesburg was founded in 1882 and incorporated in 1884 and first expanded because of its nature as a lumber and railroad hub, giving it its nickname.
- The city has **six historic districts** that have been designated by ordinance. **Five** are also National Historic Register Districts.

Hattiesburg Historic Districts

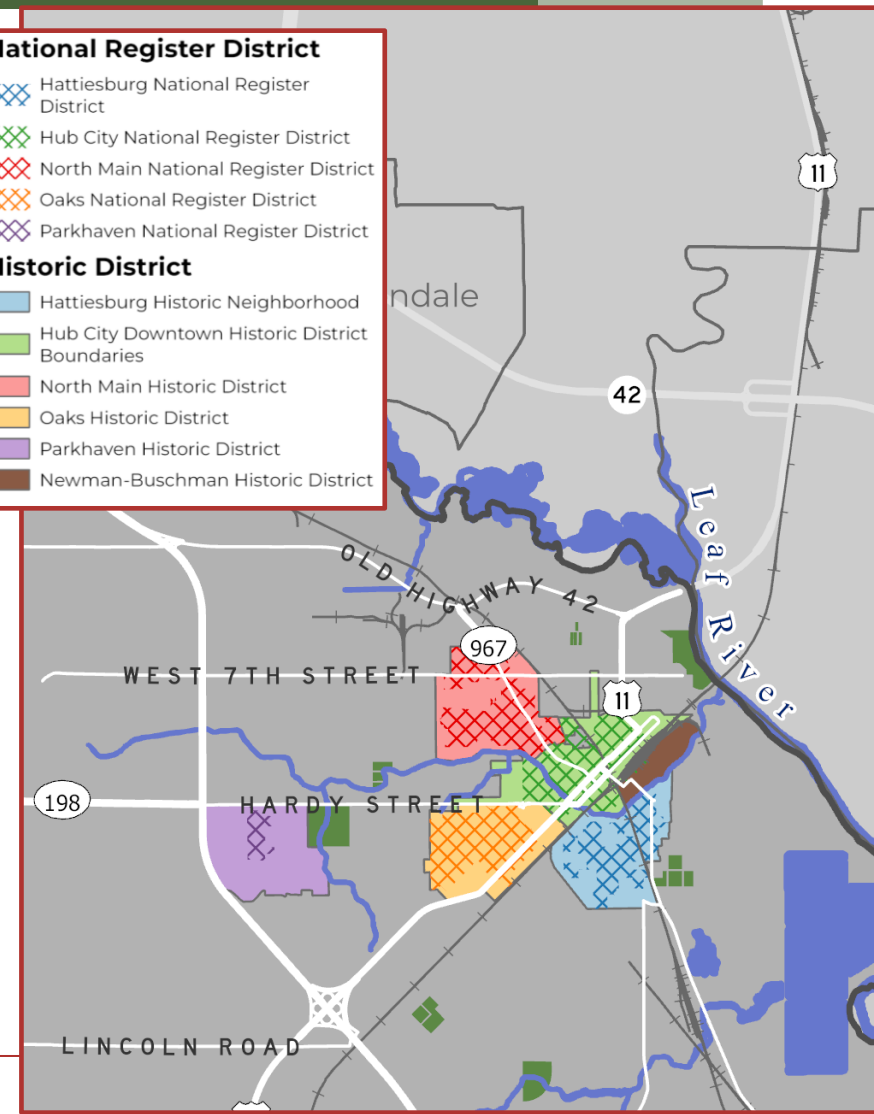
City of Hattiesburg GIS

National Register District

- ▣ Hattiesburg National Register District
- ▣ Hub City National Register District
- ▣ North Main National Register District
- ▣ Oaks National Register District
- ▣ Parkhaven National Register District

Historic District

- ▣ Hattiesburg Historic Neighborhood
- ▣ Hub City Downtown Historic District Boundaries
- ▣ North Main Historic District
- ▣ Oaks Historic District
- ▣ Parkhaven Historic District
- ▣ Newman-Buschman Historic District



Certificates of Appropriateness

What is it?

Certificates of appropriateness ensure that development is compatible with the historic character of a neighborhood. The Hattiesburg Historic Conservation Commission (HHCC) requires development within the historic districts to secure a certificate of appropriateness before going forward.

Other Notes

1. The Hattiesburg Historic Conservation Commission is a nine-member board of volunteer citizens appointed by the Mayor and ratified by the City Council to guide and protect the city's resources.
2. The Hattiesburg Historic Conservation Ordinance (passed in June 1985) created the HHCC and established the city's historic districts and cultural landmarks.
3. Hattiesburg's Design Guidelines include instruction on how exterior alterations, signs, new construction, and demolition should be conducted.



Storefront in Hattiesburg Historic Neighborhood

Hattiesburg Historic Neighborhood Association

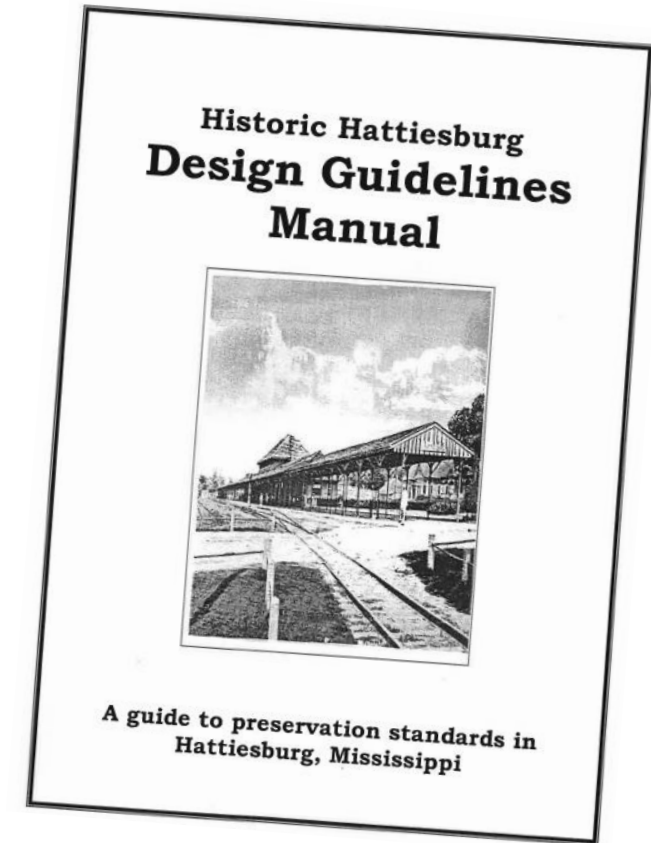
Historic Hattiesburg Design Guidelines

What is it?

A guide to preservation standards in the city developed by the City, the Historic Downtown Association, and Mississippi Department of Archives and History. The manual includes a history of preservation in Hattiesburg and a breakdown of guidelines for residential buildings, the downtown area, and non-residential buildings for new construction as well as renovation and rehabilitation.

Key Takeaways

1. Hattiesburg is a certified local government for the U.S. Department of the Interior.
2. The guidelines identify four treatments: preservation, rehabilitation, restoration, and reconstruction.



Hattiesburg Design Guidelines Cover

Civil Rights History



*Musician Pete Seeger w/
Freedom School Class (1964)*

Herbert Randall Special Collection (USM)

- Hattiesburg's history is **deep** and **complex**. As a Southern city that was founded after the Civil War, Hattiesburg changed dramatically through segregation, Jim Crow, and ultimately the Civil Rights movement.
- The Freedom Summer Trail, African American Military History Museum, Historic Eureka School, and Oseola McCarty House Museum all commemorate this history.
- The **effects of segregation** (and desegregation) are both reflected in modern development patterns, particularly on the east side of the city.
- Hattiesburg's **music** and **military** history, as well as its thriving **art** community are also well-communicated in the city.



*Marker #2: Hattiesburg
Community Center*

Visit Hattiesburg, Freedom Summer Trail

Natural History and Floods



Photo of the 1974 Leaf River Flood

Bobby Farris, Hattiesburg Memory

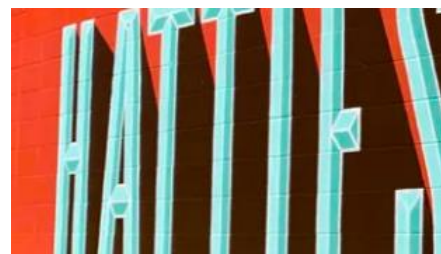
- Natural disasters have shaped Hattiesburg's history and development pattern and disproportionately affect residents with fewer resources
- **Floods** of 1961 and 1974 in East Hattiesburg predominantly affected historically Black neighborhoods, including **destroying** the Black downtown district of Mobile Street
- **Tornadoes**—most recently, in 2013 and 2017, have caused considerable property damage and loss of life
- Hurricanes that directly hit Hattiesburg are less frequent than floods or tornadoes but cause by far the greatest damage to property. Hurricane Katrina caused over **\$800 million in damages** in Forrest County alone.



Mobile Street after 2013 Tornado

Hattiesburg Memory

Placemaking



City of 100 Murals

Hattiesburg Alliance for Public Art

"Placemaking" means giving a space a unique identity and making it a place to **be** rather than just a place to **go**.



Downtown Façade Improvement Photo-Rendering

Downtown Hattiesburg Roadmap | Vision Plan

- Hattiesburg-wide branding has included advancing the **"Hub City"** nickname, and city-wide initiatives like the City of 100 Murals and the Freedom Summer Trail.
- Giving a neighborhood a more cohesive identity can involve developing unique features for that neighborhood. These could include a mural that connects with the neighborhood's history, a unique playground, a sidewalk café, or the proposed **Creator's Corridor** for the Broadway corridor.

PLAN: 2008-2028 Comprehensive Plan

Plan Summary

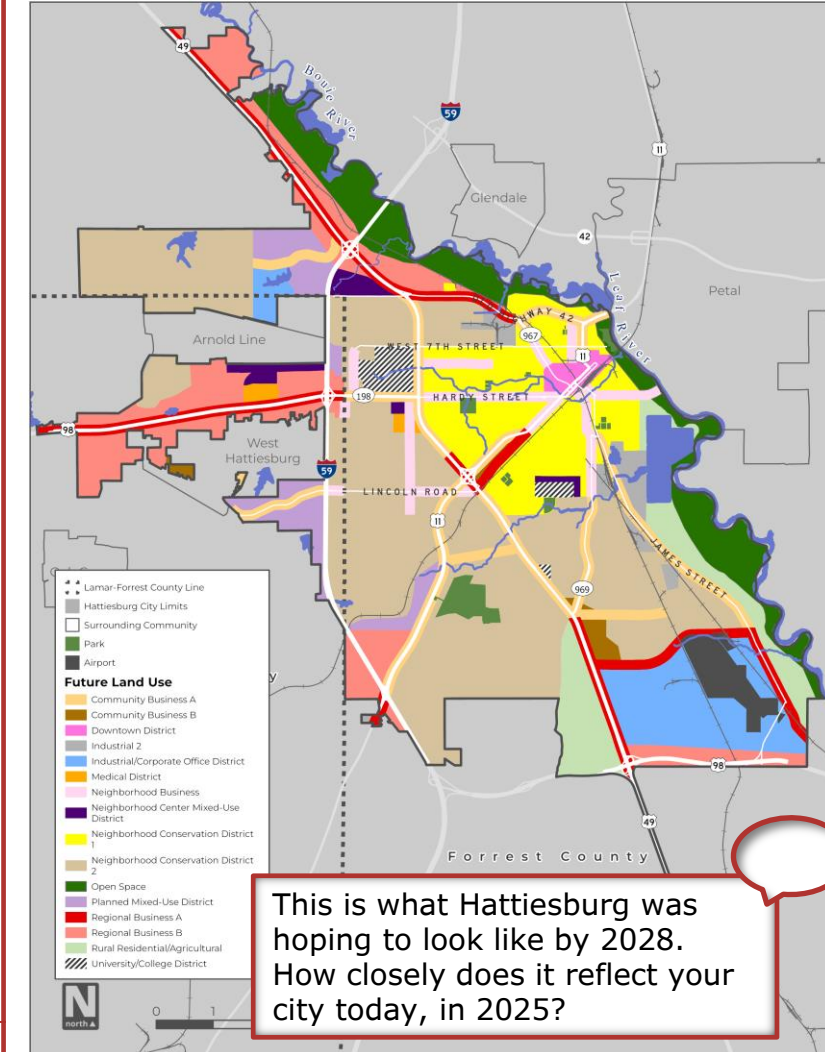
This is the previous Comprehensive Plan for the City of Hattiesburg. It was adopted in 2008 and intended to direct the City's development over the next 20 years. Hattiesburg 150 & Beyond is intended to replace the old comprehensive plan.

Key Takeaways

1. This plan was adopted following the 2005 impact of Hurricane Katrina on the United States gulf coast, forcing consideration of building techniques, emergency preparedness, and development patterns.
2. Expansions to city limits in 2000 and 2008 had also not been incorporated into city plans. The city's current future land use map is the future land use map from this plan.
3. Despite not being regularly referenced in development review, Hattiesburg has been reasonably successful moving toward the goals put forward in the plan. The goals are generally aspirational, however, and make it difficult to measure success.

Hattiesburg Future Land Use Map

City of Hattiesburg GIS



Theme #5

- **Law Enforcement Insurability**
- **Tree Cover and Steep Slopes**
- **Hazard Mitigation**
- **Pedestrian Safety**



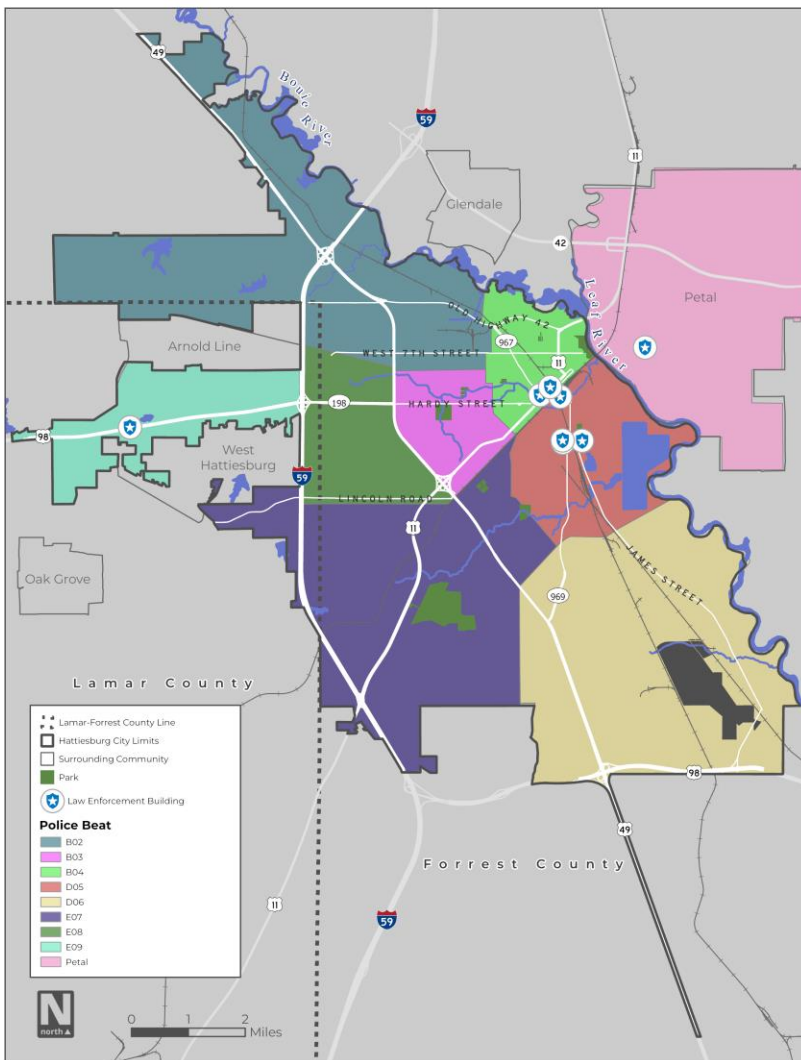
Ensuring Public Safety

Hattiesburg Law Enforcement

- Hattiesburg Police Department has eight beats
- Substations on the north and south sides of the city; need for substations on the west side of town
- Mutual aid agreements with Forrest and Lamar County Police
- USM and FGH have their own police departments
- Most common crime is larceny (1,405 instances in 2024)
- Increased focus on community policing

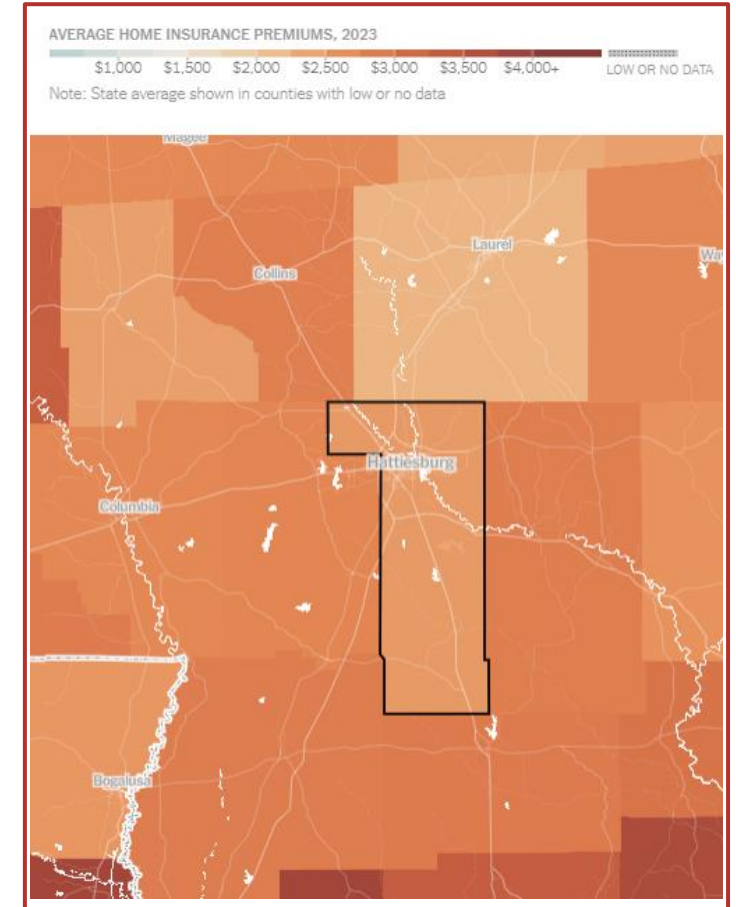
*Hattiesburg
Law Enforcement Locations*

City of Hattiesburg GIS



Insurability

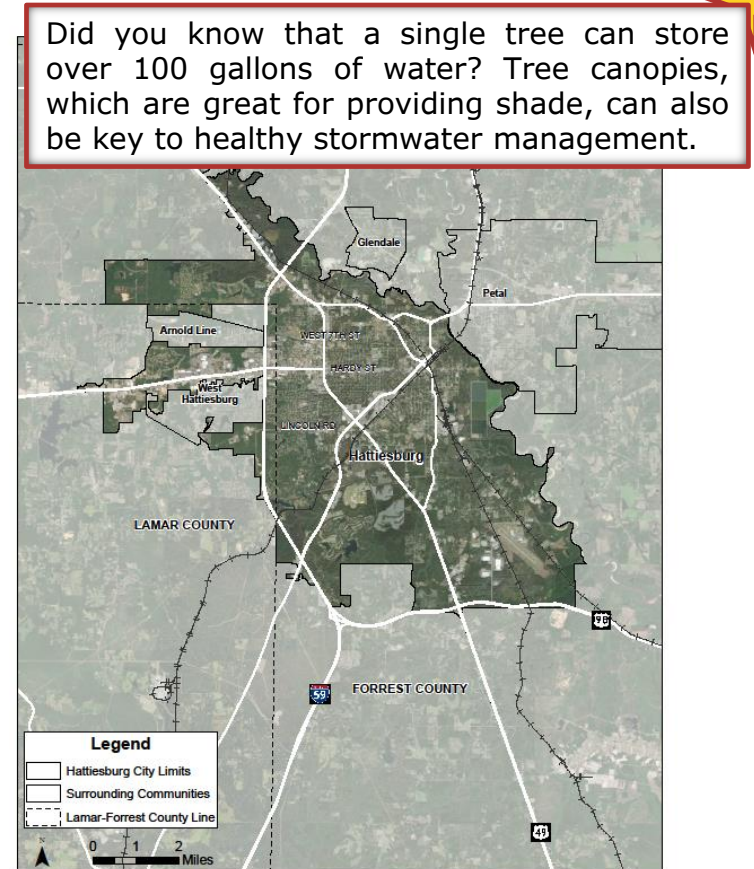
- Homeowners insurance, including storm/wind and hail coverage, has been increasing recently due to inflation and home replacement cost increases.
- Hattiesburg homeowners pay 19% more for insurance than other counties with similar levels of risk.
- Insurance costs are 1.4% of the typical cost of a home.
- Hattiesburg is north of counties where coastal hazards are creating even more severe rate hikes.
- As of July 2025, Hattiesburg has been upgraded on the Federal Emergency Management Agency's Community Rating System from class 8 to class 7, which will reduce flood insurance premiums.
- Hattiesburg has a Class 3 fire rating.



Home Insurance Costs by County (2024)

Tree Cover and Steep Slopes

- It is estimated that 30% of the City's tree canopy was destroyed by Hurricane Katrina in August 2005.
- Hattiesburg has an overabundance of mature Water or Laurel Oaks which have relatively short lifespans and are known to have hollow trunks and are susceptible to wind damage.
- Hattiesburg has held Tree City USA designation for 33 consecutive years.
- The maximum street gradient is 15%. Exceptions must be approved by the City Engineer and street slopes must conform to MDOT standards where applicable.



Tree Cover Map

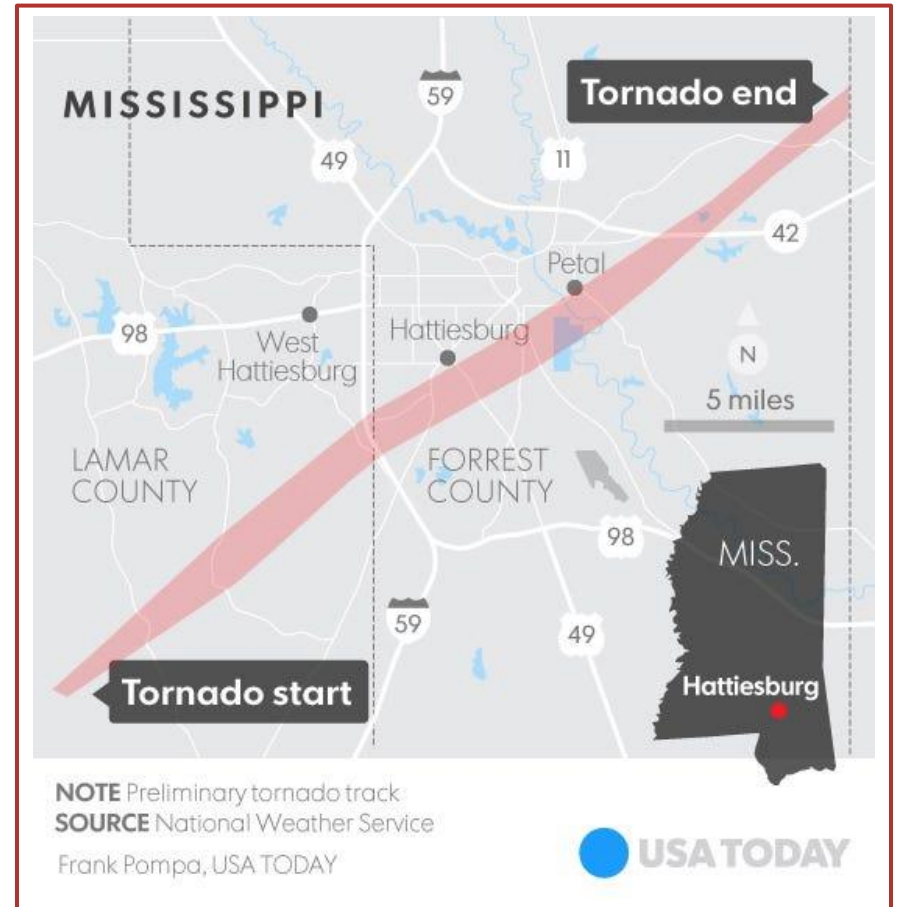
Neel-Schaffer

Hazard Mitigation

Hattiesburg, Forest and Lamar Counties and the University of Southern Mississippi are participants in the **StormReady Community Program**.

Key Aspects of the StormReady Program:

- **Purpose:** To recognize communities that have taken significant steps to improve their preparedness for severe weather events like tornadoes, severe thunderstorms, and winter storms.
- **Focus:** Encouraging communities to take a proactive approach to hazardous weather operations by improving local warning systems, public awareness, and preparedness planning.
- **Benefits:** Communities that achieve StormReady recognition are better equipped to save lives and reduce property damage from severe weather.
- **How it Works:** Communities must meet specific criteria, including establishing a local 24-hour warning point, developing a formal hazardous weather plan, and promoting public readiness.
- **Not FEMA-Specific:** While FEMA supports the program, it's a collaboration between the NWS and state and local emergency management officials.



2017 Tornado Path

USA Today & Hattiesburg American

Vehicle-Pedestrian Collisions

Deaths due to Auto Collisions (2019-2023)			Out of every 50k residents this many	
			Pedestrians	Bicyclists
	Pedestrian Fatalities	Bicyclist Fatalities	Died because they were hit by a vehicle	
Forrest County	16	1	2.06	0.26
Lamar County	9	2	1.23	0.31
Lafayette County (Oxford)	6	0	1.06	0
Harrison County (Biloxi)	21	7	1.48	0.33

- From 2019 to 2023, **25 pedestrians** died after being hit by a vehicle in Forrest and Lamar Counties
- Forrest County has **twice** the rate of these collisions as another college community—Oxford in Lafayette County
- Only 27% of pedestrian fatalities occur at intersections, according to NHTSA

*Traffic Safety Facts
Forrest County, MS 2019-23*

PLAN: Safety Action Plan (2024)

What is it?

Safe Roads Hattiesburg is a program to reduce the number of severe crashes by 2032 and eventually move toward Vision Zero—no fatal vehicle crashes.

What to know:

There are six principles that form the basis of **the Safe System approach**:

- Deaths and serious injuries are unacceptable,
- Humans make mistakes,
- Humans are vulnerable,
- Responsibility is shared,
- Safety is proactive, and
- Redundancy is crucial.



SS4A Action Plan 2024

City of Hattiesburg

PLAN: MEMA District 8 Hazard Mitigation Plan

Plan Summary

Mississippi Emergency Management Agency (MEMA) District 8 Hazard Mitigation Plan which applies to the counties of Covington, Forrest, Greene, Jefferson Davis, Jones, Marion, Perry, and Wayne in southeastern Mississippi outlines techniques, structural, and non-structural measures to address hazard vulnerabilities now and into the future.

Key Takeaways

1. Purpose of the MEMA plan is to update existing county plans into one regional plan, increase public awareness, and maintain grant eligibility.
2. There have been 42 flood occurrences in Hattiesburg since 2000 which has resulted in over \$2.5 million in property damage.
3. Floods and tornadoes pose the largest risk to Hattiesburg with 4 tornado occurrences since 2000 that have yielded over \$30 million in property damage.

Annual Wildfire Occurrences (2010-2023)

MS Forestry Commission

Location	Average Number of Fires per Year	Average Number of Acres Burned per Year	Average Number of Acres Burned per Fire
Covington County	25	124	5
Forrest County	20	198	10
Greene County	34	446	13
Jefferson Davis County	58	573	10
Jones County	22	180	8
Marion County	48	592	12
Perry County	19	287	15
Wayne County	27	193	7
Total MEMA District 8:	32	324	10

Location	Total Number of Events	Deaths	Injuries	Property Damage	Crop Damage
Covington County	33	0	17	\$38,540,000	\$4,800,000
Forrest County	27	4	134	\$43,711,500	\$549,500
Greene County	17	1	26	\$12,640,000	\$0
Jefferson Davis County	30	4	6	\$27,658,000	\$5,000,000
Jones County	46	6	119	\$35,961,000	\$4,450,000
Marion County	32	4	55	\$30,034,000	\$25,000
Perry County	12	0	1	\$218,000	\$0
Wayne County	19	0	0	\$1,705,000	\$0
TOTAL:	216	19	358	\$190,467,500	\$14,839,500

Tornado Occurrences in the MEMA District 8 Region

NCED/NOAA

Theme #6

- **Flood Elevation**
- **Zoning Resiliency Requirements**
- **Stormwater Infrastructure, Capacity**
- **Recreational Waterways**



Transforming Waterways into Assets

Recreational Waterways

- The Piney Woods Conservation Group is the organization that created the Pinebelt Blueways conservation project and has Municipal, County, and Corporate Partners.
- Kayak launch and take out areas are mapped along the Leaf River and Bouie Creek. Kayak rentals are available.
- City received Mississippi Outdoor Stewardship Trust grant to build a boat launch on Sims Road
- Regionally, boat launches are available at Glendale Avenue and Highway 11. Pep's Point Road is an additional kayak launch site, with kayak rentals available.



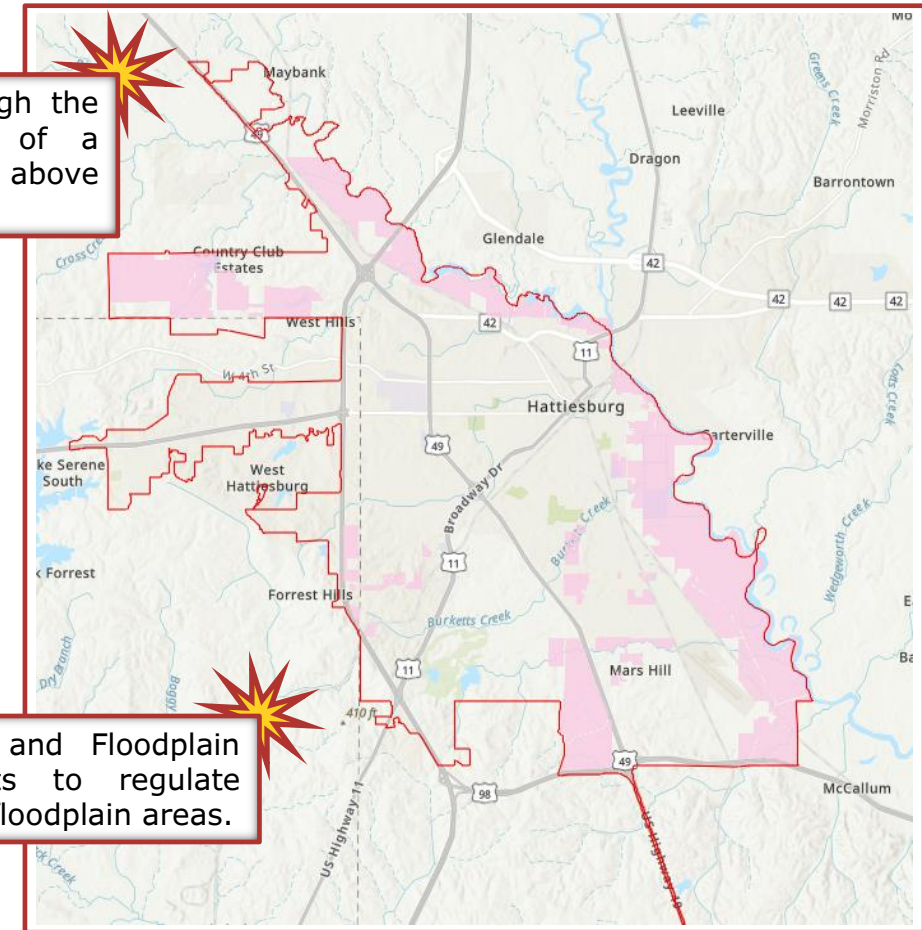
Pinebelt Blueways Advertising Materials

Zoning for Resiliency

- The Hattiesburg Land Development and Building Codes address resiliency to help homes and building survive high winds (Wind Loads) and flooding in a variety of ways such as the Flood Damage Prevention Ordinance which established a minimum of 1-foot of free board.
- Infrastructure Standards to keep homes safer from floods include:
 - Regulations regarding streets and drainage
 - Low impact design standards
 - Tree protection
 - Riparian buffers and bank stabilization
 - Sanitary sewer systems and water supply systems

'Free Board' is how high the lowest finished floor of a structure needs to be above base flood elevation

City uses A-1 and Floodplain Overlay districts to regulate development in floodplain areas.



Hattiesburg A-1 Zoning District

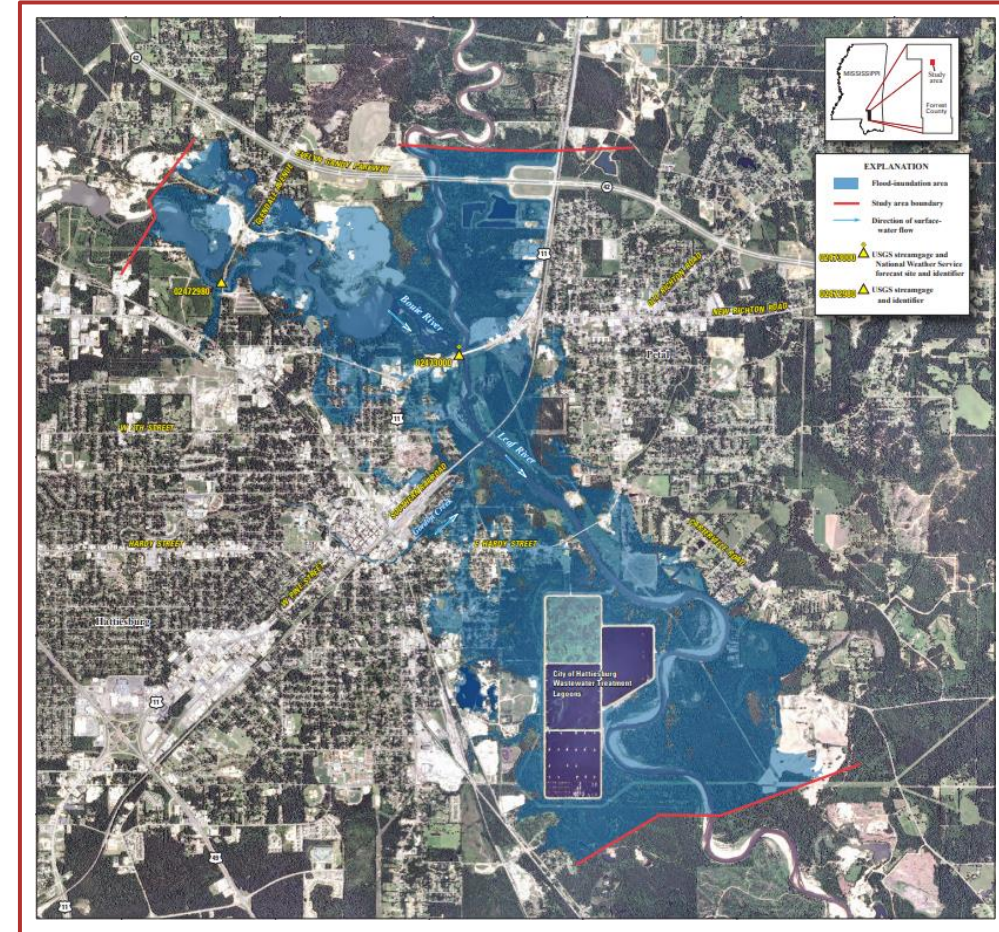
City of Hattiesburg

Flood Elevation

- Local Flood Damage Prevention Ordinance currently requires residential buildings to be built a minimum of one-foot above the Federal Emergency Management Agency (FEMA) Base Flood Elevation (BFE).
- Typical height of the Leaf River in Hattiesburg is between 4 and 6 feet in the spring and summer and rarely drops below 2 feet. Typical height of the river after a big storm is around 12 to 14 feet.

*Flood Inundation Map for
Bouie and Leaf Rivers:
Gage Height of 28.0 Feet*

U.S. Department of the Interior, U.S. Geological Survey



PLAN: Long-Term Stormwater Plan (2021)

Plan Summary

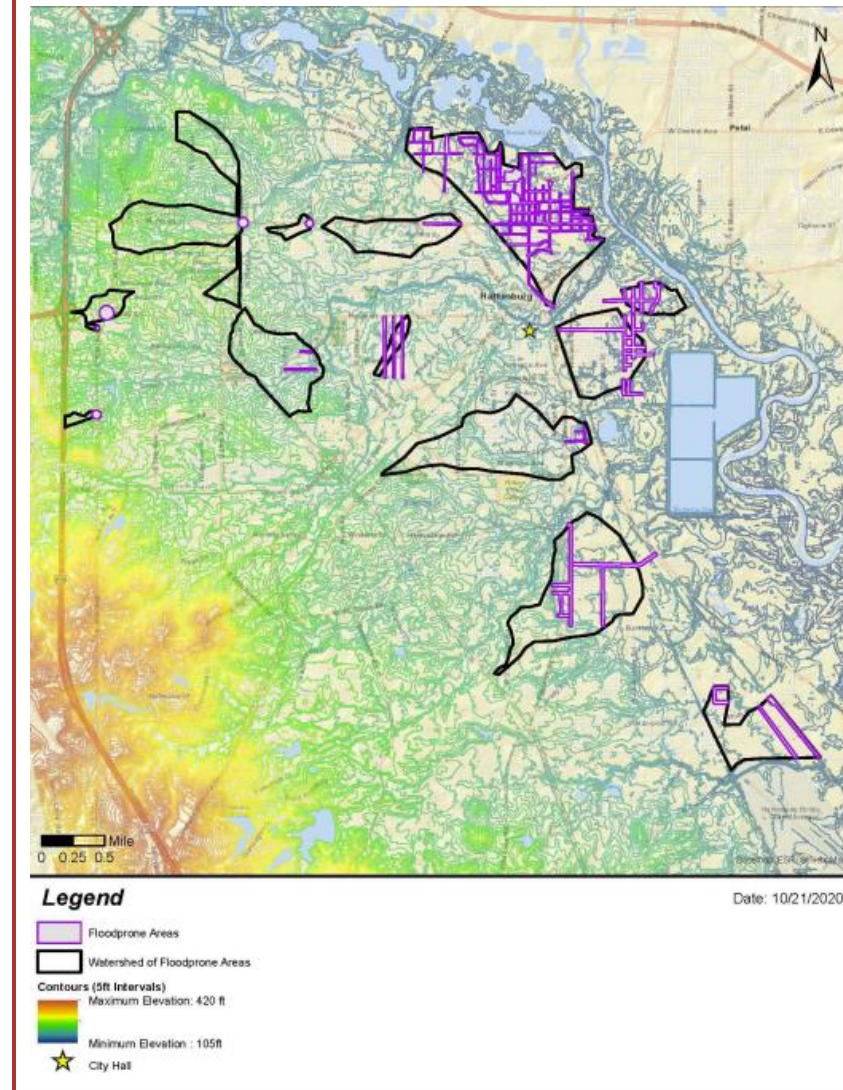
Developed via a partnership between the U.S. Environmental Protection Agency (EPA) and the City of Hattiesburg to make long-term plans for stormwater management

Key Takeaways

1. City currently takes steps to address known storm drainage problem areas in older, established parts of the city developed prior to current storm management regulations, but needs to better allocate resources for the long-term.
2. An example of this is the ARPA/MCWI-funded 40-acre Lincoln Road Detention Pond: 15 of 40 acres are allocated to help reduce flash flooding and potentially take 100 structures out of the flood zone downstream on Gordon's Creek.
3. Includes a "Flood Resilience Checklist" of strategies to enhance flood resilience, as well as Key Actions for Stormwater asset management, including developing a comprehensive inventory of stormwater infrastructure in flood-prone areas

Areas that Drain to Locations Prone to Flooding

U.S. Environmental Protection Agency



PLAN: Gordon Creek Linear Park (2011)

Plan Summary

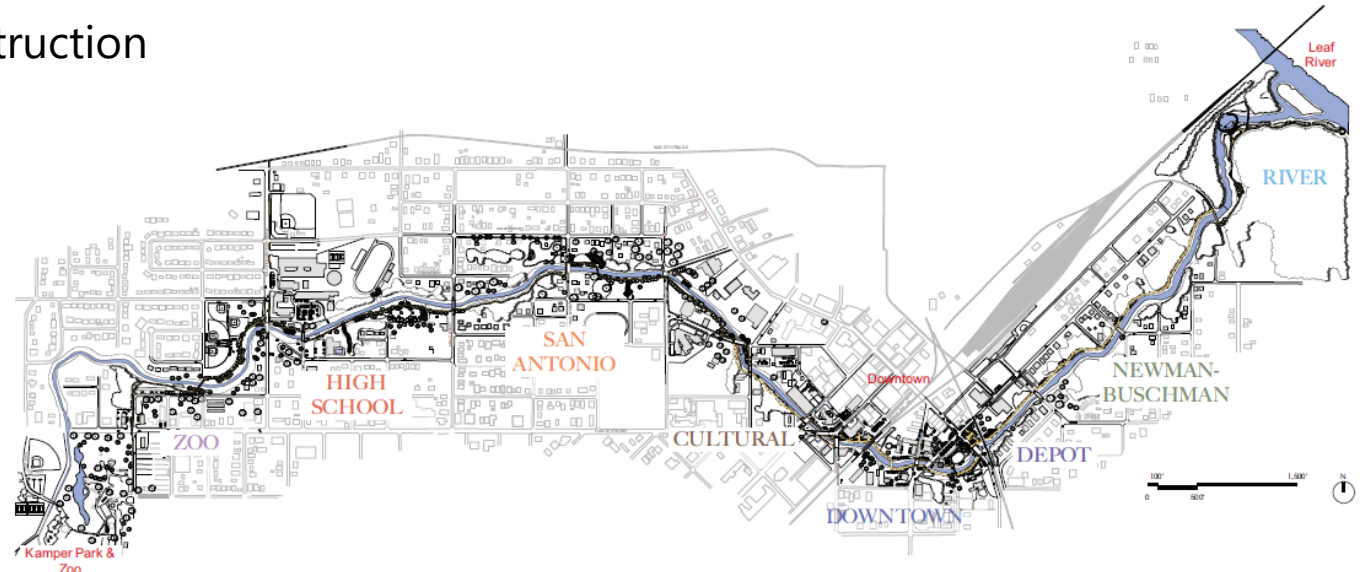
A conceptual development for Gordon's Creek Park which runs from the zoo right through downtown Hattiesburg. The plan involves a design outline of eight distinct themed districts within the park and key sustainability and art elements.

Key Takeaways

1. Phases near Jaycee Park, Hawkins Elementary, Town Square Park and Buschman Street have been completed.
2. The Commons at Gordon's Creek is under construction between McLeod and West Pine Street.
3. Future phases near Jackie Dole Sherrill Community Center, Hattiesburg High and the Leaf River are partially funded and are in design.

Gordon's Creek Park Schematic

City of Hattiesburg



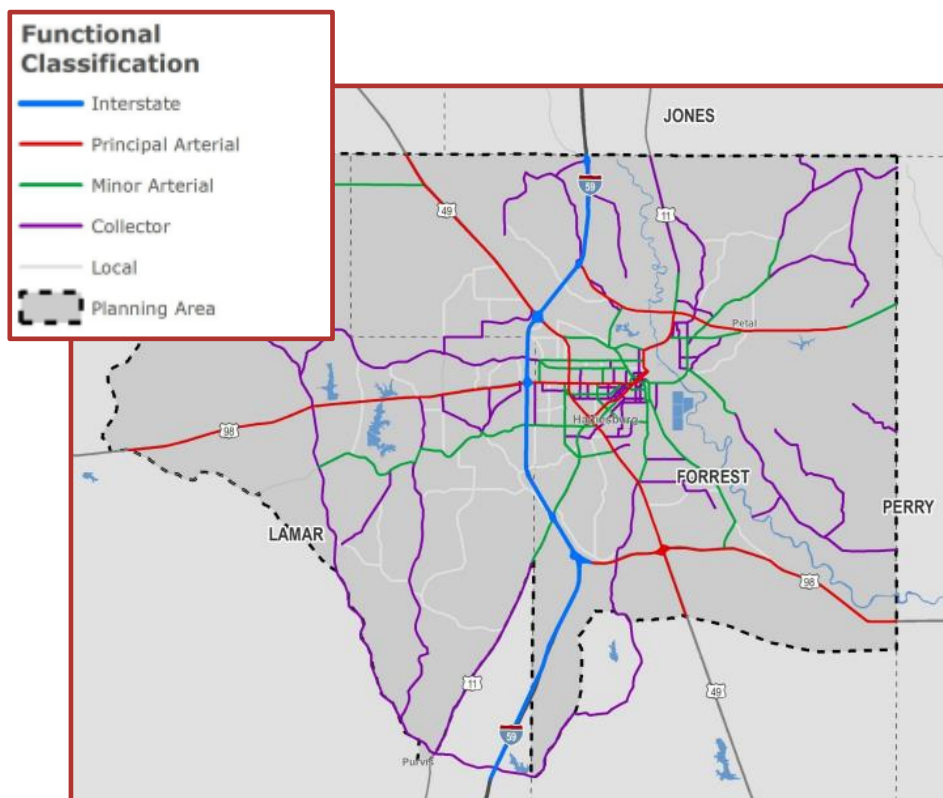
Theme #7

- **Traffic Projections**
- **Trail and Multiuse Paths**
- **Current Bus Services**
- **Sidewalks and Bike Lanes**



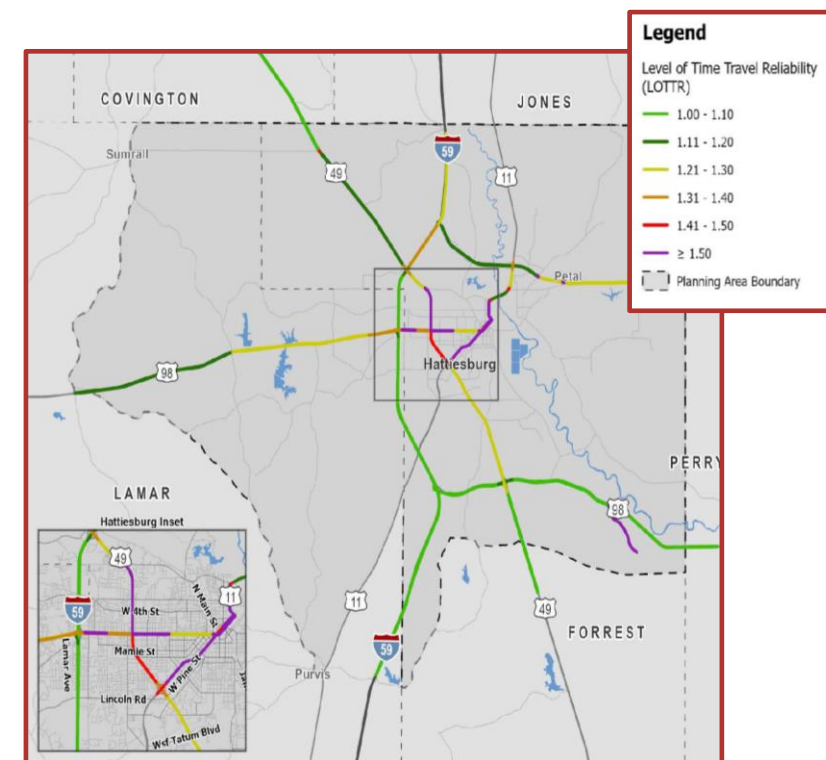
Completing and Creating Multimodal Connections

Road Network and Traffic Projections



Hattiesburg Road Classifications

- Hattiesburg has four primary east-west arterials: Hardy St/Highway 98, 4th St, 7th St, Lincoln Rd, Richburg Rd, and Hwy 42
- Without roadway improvements to Hwy 49, Hwy 11 and Hwy 98 (Hardy Street) and Lincoln Rd. traffic times will continue to slow as population grows
- Jackson Road in the west has been discussed as a potential new arterial



Level of Travel Time Reliability (LOTTR)

Sidewalks and Pedestrian Paths

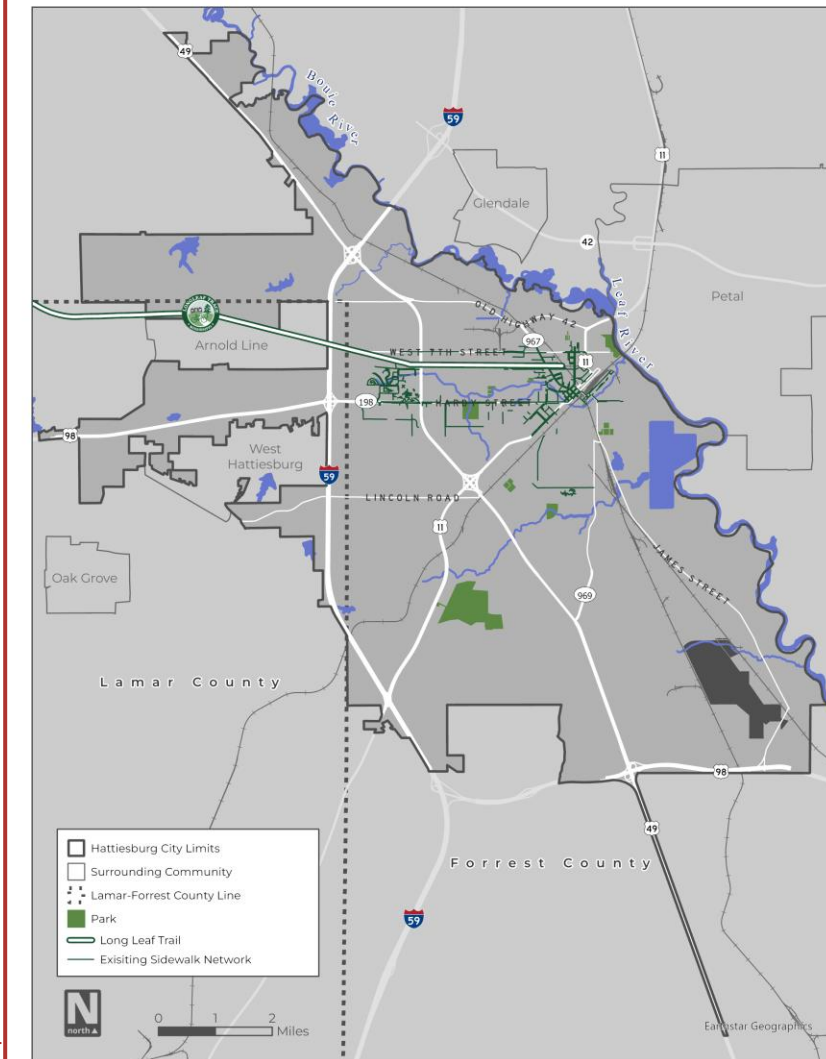
- Hattiesburg is planning for various paths: Shared Use Paths, Protected Bike Lanes, Shared Lanes “Sharrows”, Bike Routes and Sidewalks.
- Major pathways underway, in construction or design, include: multiple phases of Gordon’s Creek Linear Park, USM’s Bicycle and Pedestrian Plan, West 4th St. pathway expansion (N. 34th to Thornhill), S. 17th Ave./Adeline connector pathway, Old Leaf River Bridge redesign, Edwards St. redesign, and Midtown Streetscape



Sharrows are roadway markings that indicate a lane can be used by both bicycles and automobiles, and can help make appropriate roadways safer for bicyclists.

Hattiesburg Sidewalk Network

City of Hattiesburg GIS

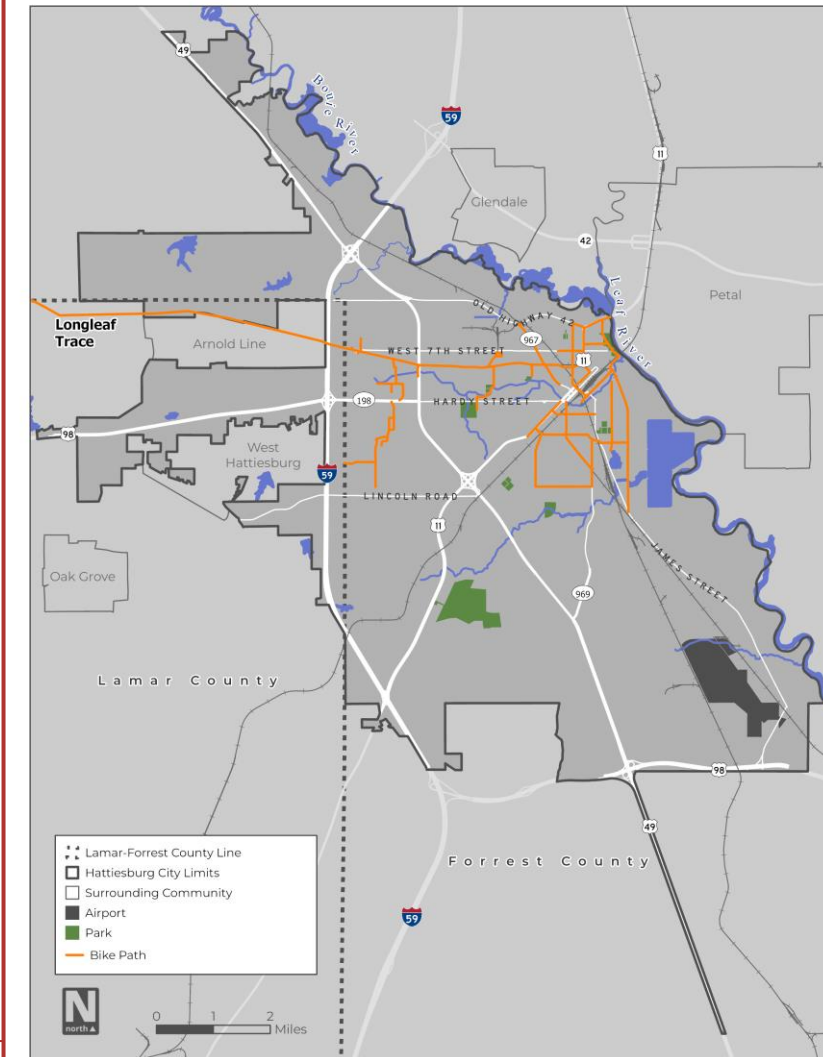


Bicycle and Shared Use Paths

- The Longleaf Trace is a 44-mile linear park that is the most complete “Rail to Trails” Path in South Mississippi. It accommodates walkers, joggers, cyclists and horses (on a separate, adjacent path).
- In addition to the Gordon’s Creek Linear Park, there are long range plans to build a pedestrian/bicycle pathway along the Leaf River, connecting Chain Park to River Avenue and the Old Leaf River Bridge.

Hattiesburg Bike Paths

City of Hattiesburg GIS

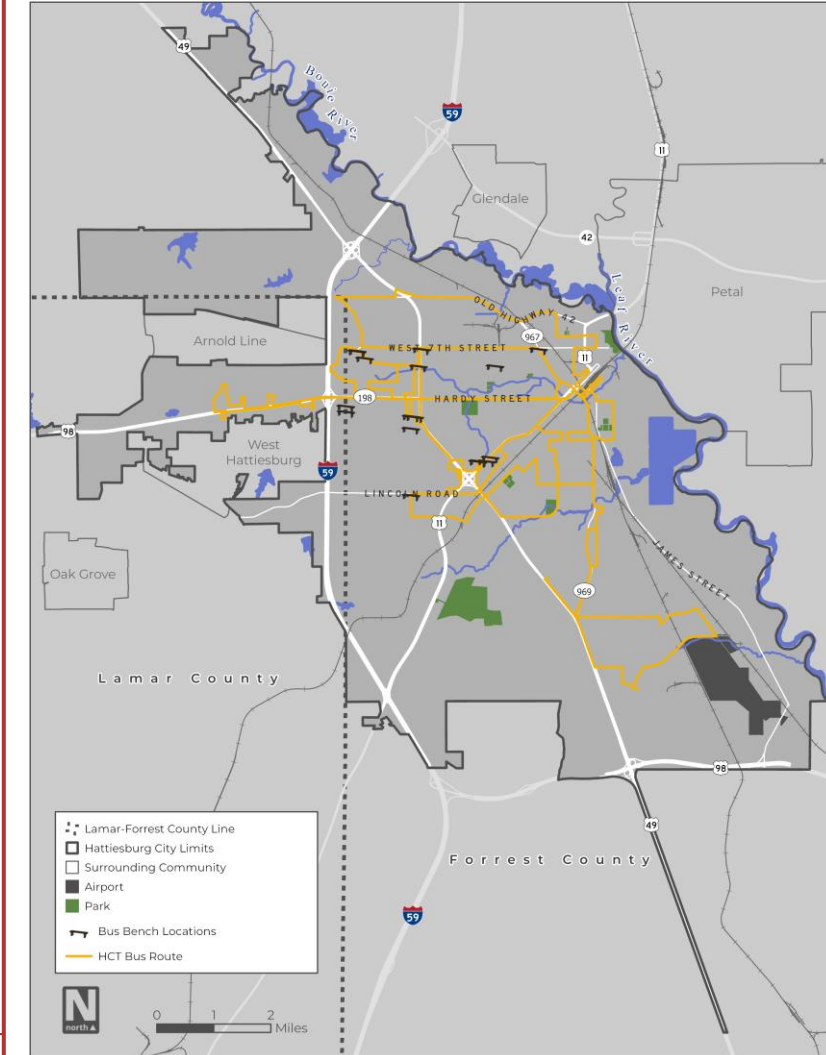


Mass Transit

- **Current Bus Service**
 - Fixed Route Service
 - Hub City Transit (HCT) Demand Response/ Paratransit
 - Partnership with USM to provide Gold Route around campus and free access to students, faculty, and staff
 - Real-time location tracker on all buses
- **Proposed Enhancements**
 - Saturday Service
 - Microtransit/On Demand Overview
 - Evening Service
 - Conversion of HCT fleet to hybrid/electric buses

Bus Routes and Bus Benches

City of Hattiesburg GIS



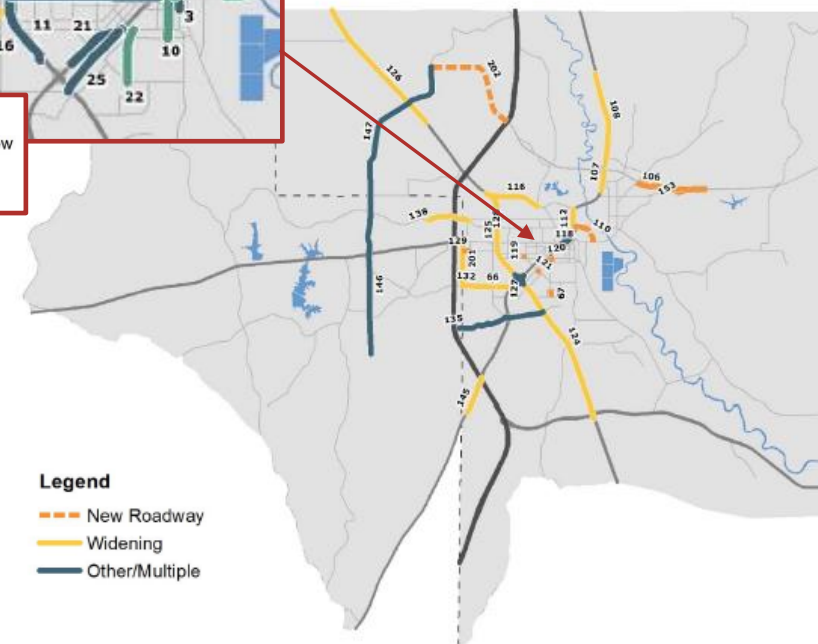
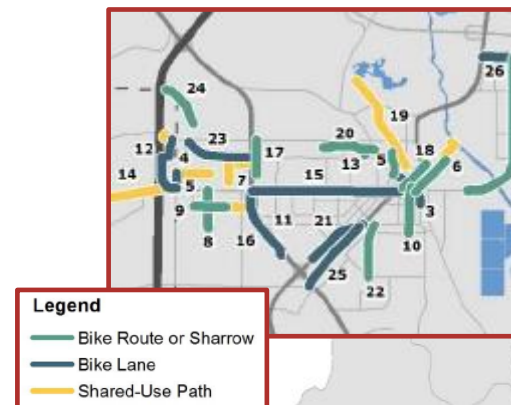
PLAN: HPFL MPO Metropolitan Transit Plan (DRAFT)

Plan Summary

The HPFL MPO Metropolitan Transit Plan is a 25-year transportation plan that addresses regional transportation needs across all modes. The plan is federally required, updated every five years, and focuses on five main goals: expanding transportation choices, improving safety, providing reliable systems, supporting economic vitality, and managing community relationships.

Key Takeaways

1. The plan identifies I-59, Hardy Street, and West 4th Avenue as having the worst congestion in the region, with planned capacity projects projected to reduce overall vehicle delay by 31% by 2045.
2. Hattiesburg has existing bike facilities (Longleaf Trace), however, the plan identifies high-priority corridor projects around USM and downtown to expand biking infrastructure.
3. The plan recommends conducting a Regional Transit Study to redesign routes and explore new modes such as microtransit for Hub City Transit system.
4. City will study how to incorporate blueways into Pathways Master Plan



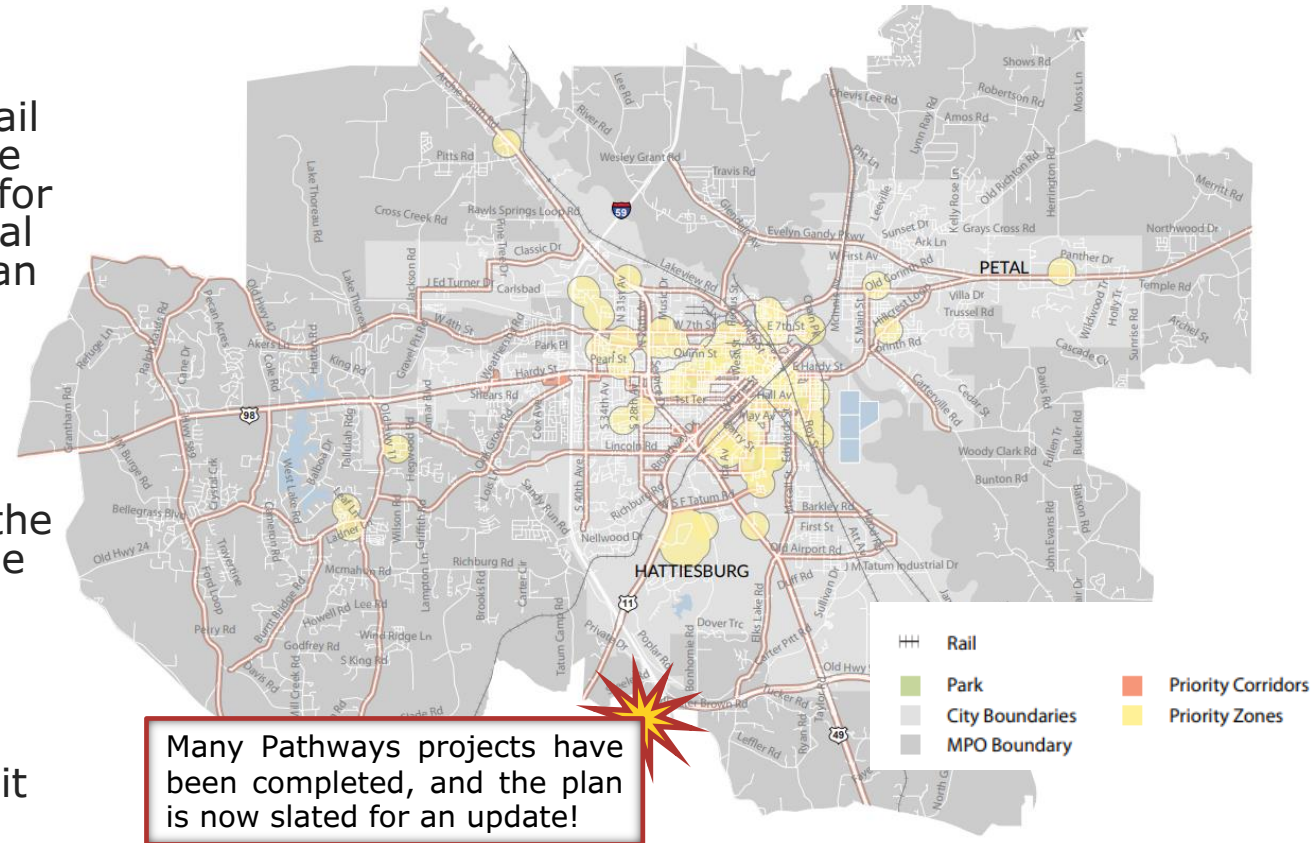
PLAN: Pathways Master Plan (2015)

Plan Summary

The Pathways Master Plan is a bicycle, pedestrian, and trail plan for the entire Hattiesburg MPO area developed by the Hattiesburg-Petal-Forrest-Lamar (HPFL) MPO. The vision for this plan is to make walking, transit, and biking an integral part of daily life for MPO area residents. The Pathways Plan is no longer up to date.

Key Takeaways

1. Goals include achieving bicycle friendly and walk friendly community designations by 2016, doubling the combined walking, biking, and transit commute mode share within 5 years, and connecting all schools to a sidewalk or on-street bikeway or off-street trail.
2. Priority programs include wayfinding, a bicycle and pedestrian resource website, launch parties for new bikeways, and heritage tourism walking/biking/transit maps and guides.
3. Priority infrastructure includes shared-use side paths along roadways, buffered bicycle lanes, bicycle-friendly intersections, and new sidewalks.



Pathways Pedestrian Priority Areas

City of Hattiesburg

Theme #8

- **Roads, Overpasses, and Infrastructure**
- **Current Upgrades and Maintenance**

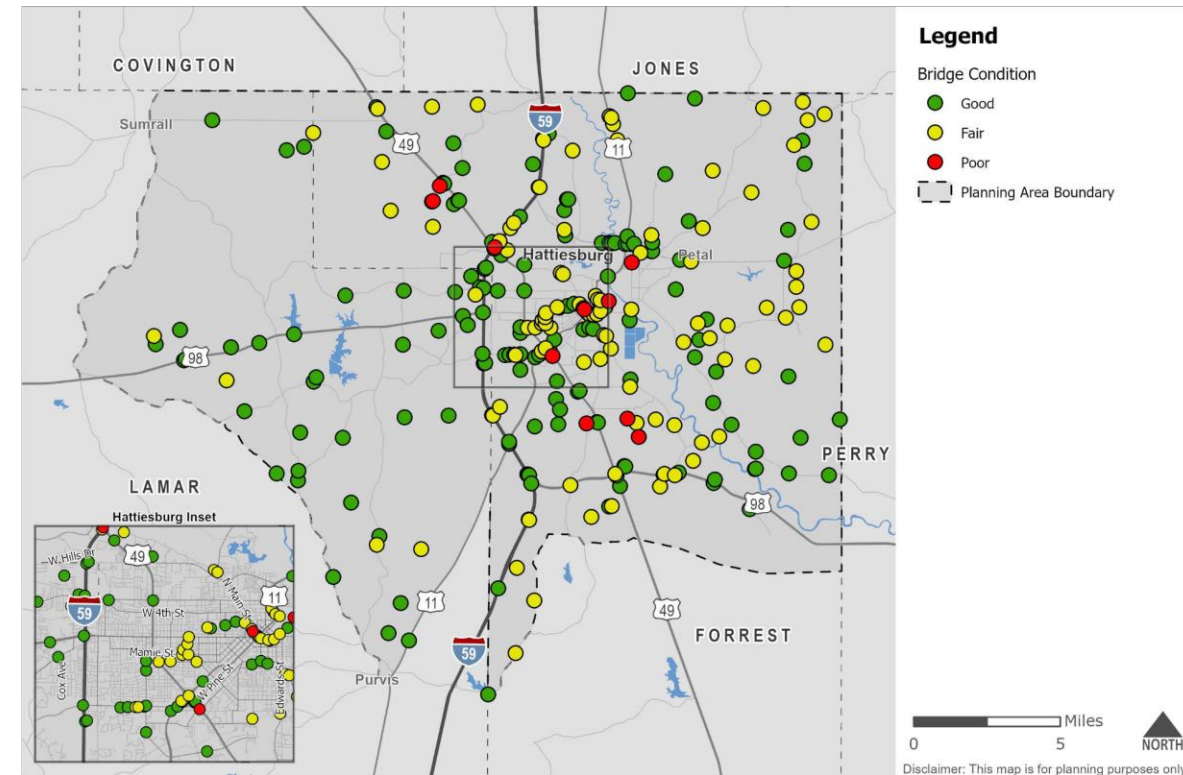


**Modernizing City Facilities,
Technology, Equipment, and Processes**

Road and Bridge Conditions

Current Upgrades and Maintenance

- While the Metropolitan Planning Area (MPA)—the federally designated transportation region for the Hattiesburg-Petal-Forrest-Lamar area—has 62.1% of roads in good pavement condition, 11.7 % of roads have poor pavement condition; the following significant roads have segments with poor pavement conditions: I-59, US-49, US-98, Hardy Street
- The MPA has over 280 bridges, less than 1% are rated in poor condition.



Bridge Conditions in the MPA

Neel-Schaffer

Improving Water and Sewer Infrastructure

Water and Sewer Recent Projects

- Edwards Street sewer replacement
- E 2nd/E 3rd/Jackson sewer replacement
- MLK neighborhood sewer/water replacement
- Fountainbleau sewer project
- W 7th/North Main sewer/water/drainage project
- W 7th/N 25th/Grace Ave sewer/water/drainage project

Additional Priorities

- Continue capital investments and improvements to operations and management in order to meet sanitary sewer overflow (SSO) consent decree requirements
- Continue upgrading undersized water lines
- Construct a new 1200-foot-deep water well and tower near the Industrial Park



New Utility Lines at W 7th & Eupora

Other Current Capital Projects

The City's been busy! The new overpasses and other projects help address old frustrations. What issues do you see that could be fixed by infrastructure investment?

Pedestrian Improvements

- Camp Street Rehabilitation and Multi-Use Path (Mostly Complete)
- Lillie Burney Neighborhood Sidewalk Project
- 38th Avenue Pathway (Mostly Complete)
- CE Roy Pathway & Museum District
- J Ed Turner Sidewalk
- Classic Drive Multi-use Path
- Downtown Wayfinding Signs

Paving and Bridges

- Martin Luther King Avenue Extension
- Country Club Road Reconstruction
- 28th Avenue Bridge Replacement
- Grace Avenue Bridge Replacement

Additional Priorities

- Tatum Soccer Field Lighting
- Highway 49 Landscape Improvements
- Bridging Primary Pedestrian/Cycling Networks where gaps exist



Hall Avenue Overpass

City of Hattiesburg

Improving Hattiesburg's Technology Infrastructure

Priorities

- Develop online city fee payment system for licensing, permitting, traffic violations, etc,
- Develop online building permit process that includes departmental reviews; Planning, Engineering, Building, and others as necessary.
- Update Information Technology servers and security software.
- Leverage evolving AI (Artificial Intelligence) technology to enhance customer experience and promote efficiency



Jackie Dole Sherrill Community Center

Neel-Schaffer

Theme #9

- **Development Starts**
- **Annexation**
- **Utility Providers**



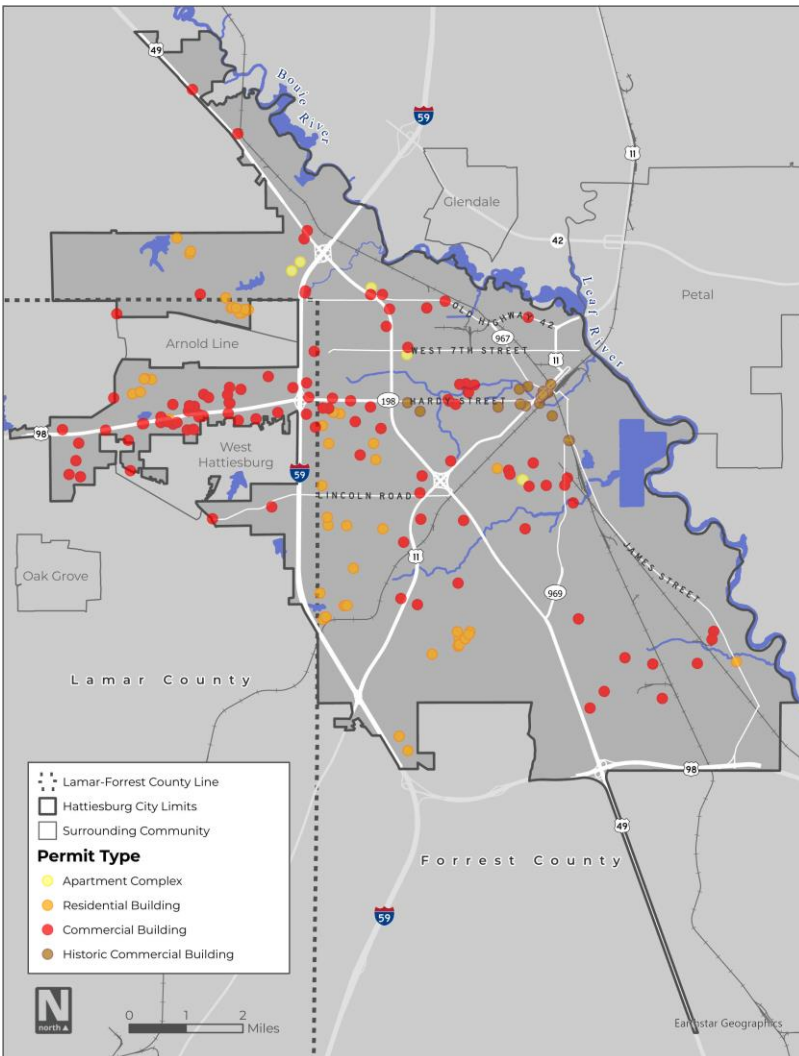
Planning Intentional Growth and Annexation

Development Investment

- Since 2023, noteworthy commercial development has continued predominantly along the US-98 corridor west of I-59, with more scattered commercial development elsewhere in the city.
- Downtown investment has been focused on redeveloping historic commercial buildings.
- New residential development has been heavily concentrated in the west and southwest parts of the city

*Building Permit Applications 2023-2025
(for self-reported projects >\$200k
and new buildings)*

City of Hattiesburg GIS

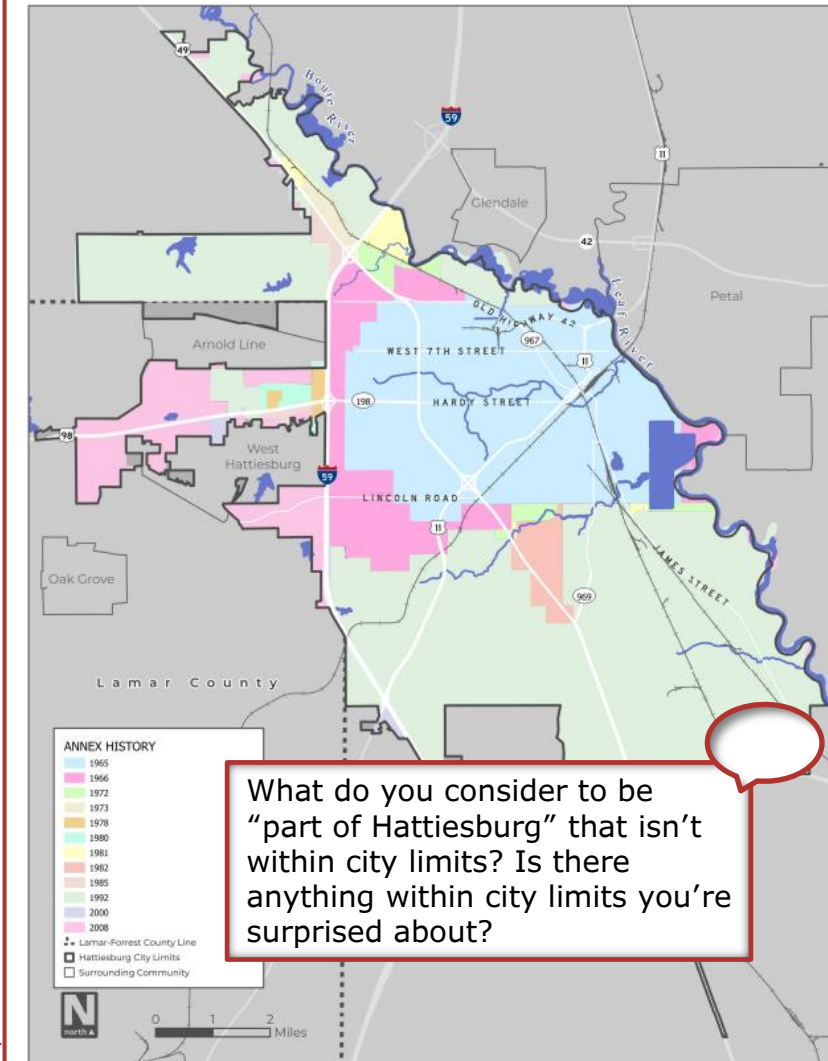


Annexation

- In 1992, Hattiesburg expanded north and south beyond its **core urbanized area**. In 2000 and 2008, the city annexed commercial development west of I-59 along the US-98 corridor.
- In 2024, the proposed 2016 annexation effort along the US-98 and US-49 corridors was not approved by a special appointed judge.
- The state considers 12 factors when assessing the appropriateness of an annexation, including how built-out current city land is, whether municipal services are needed in the proposed annexation area, and whether annexation benefits nearby residents.
- Growth continues west of the city in unincorporated Lamar County.

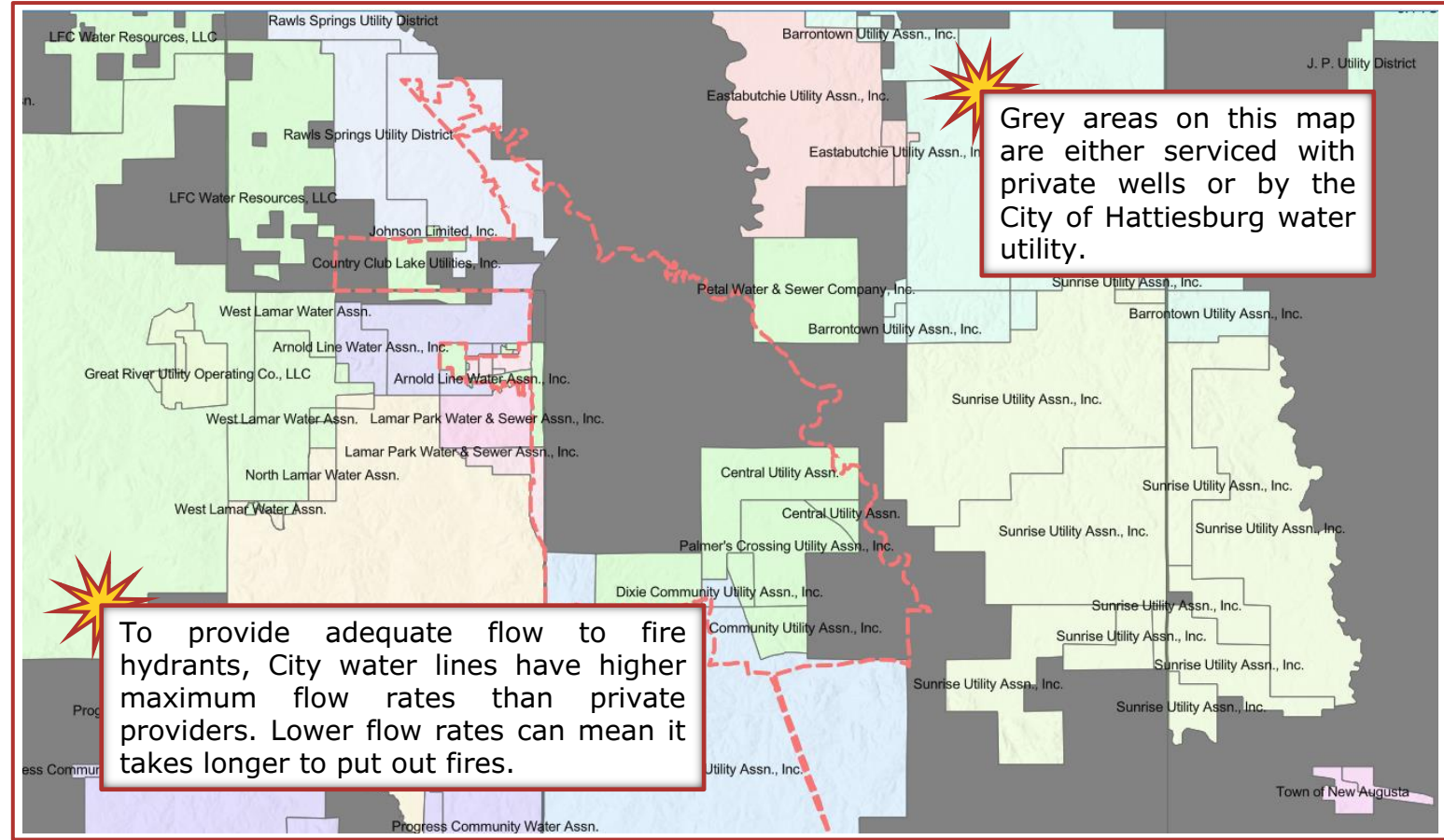
Hattiesburg Historical Annexation

City of Hattiesburg GIS



Water Utilities

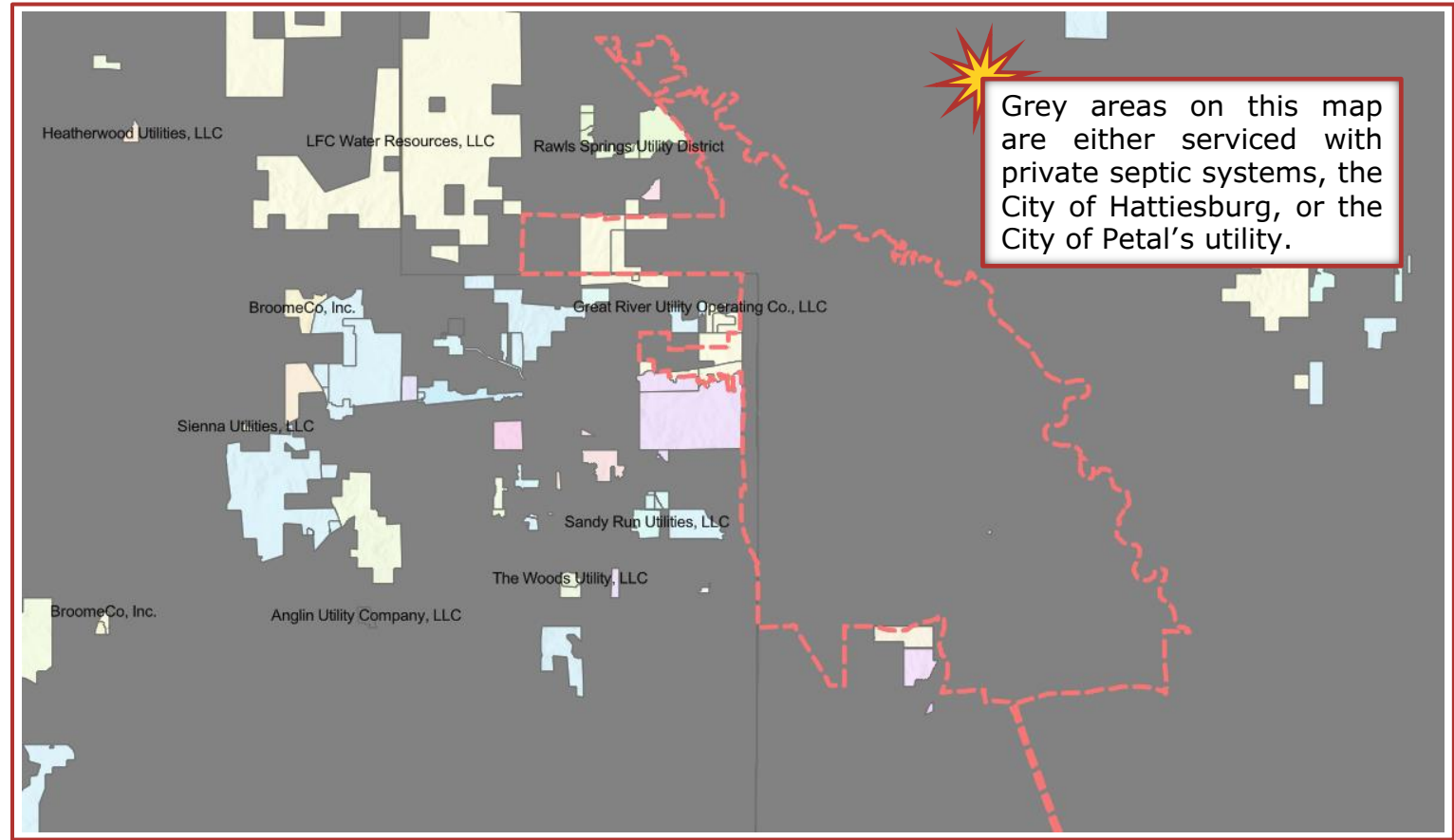
- The City of Hattiesburg provides Water & Sewer services in most of the city.
- 25,000,000 gallons of drinking water are used daily throughout the system.
- In West and South Hattiesburg, private utilities provide water to customers.
- State Health Department decides whether a parcel is assigned to the City or a private provider.



Hattiesburg Area Certificated Water Providers

Sewer Utilities

- The City of Hattiesburg provides sewer services in most of the city, and treats (but does not manage) the City of Petal's sewer.
- Multiple neighborhoods outside the corporate limits of Hattiesburg send wastewater to be treated at the City's sewage lagoons
- In West Hattiesburg, the City is developing interlocal agreements with six private sewer providers for sewer treatment.



Hattiesburg Area Certificated Sewer Providers

Theme #10

- **Infill and Redevelopment**
- **Housing Challenges**



Ensuring Appropriate Housing

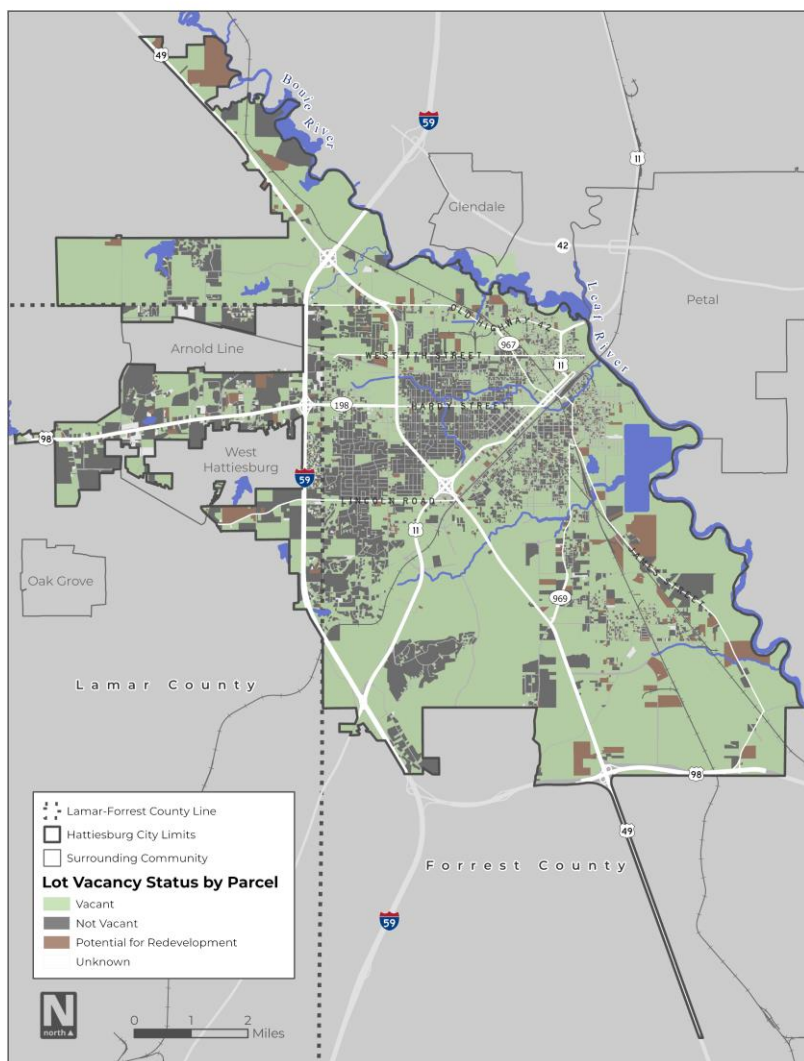
Infill & Redevelopment Capacity

- Natural disasters destroyed the bulk of several neighborhoods in the east side of the city, and multiple factors, including flood zones, have made it expensive to redevelop.
- West Hattiesburg and Midtown have the most developed parcels. South Hattiesburg has the **most vacant land available**. East Hattiesburg has the most parcels with potential for redevelopment and infill development.

The City has not conducted a street survey to evaluate parcel status. This map is developed from tax assessment data (parcels with improvements >\$10k), which is why areas like the USM and WCU campuses are tagged as "vacant". They are tax-exempt, and thus the improvements on the properties do not have taxable value.

Parcel Vacancy Inferences from Assessed Values (2023)

Forrest County, Lamar County Tax



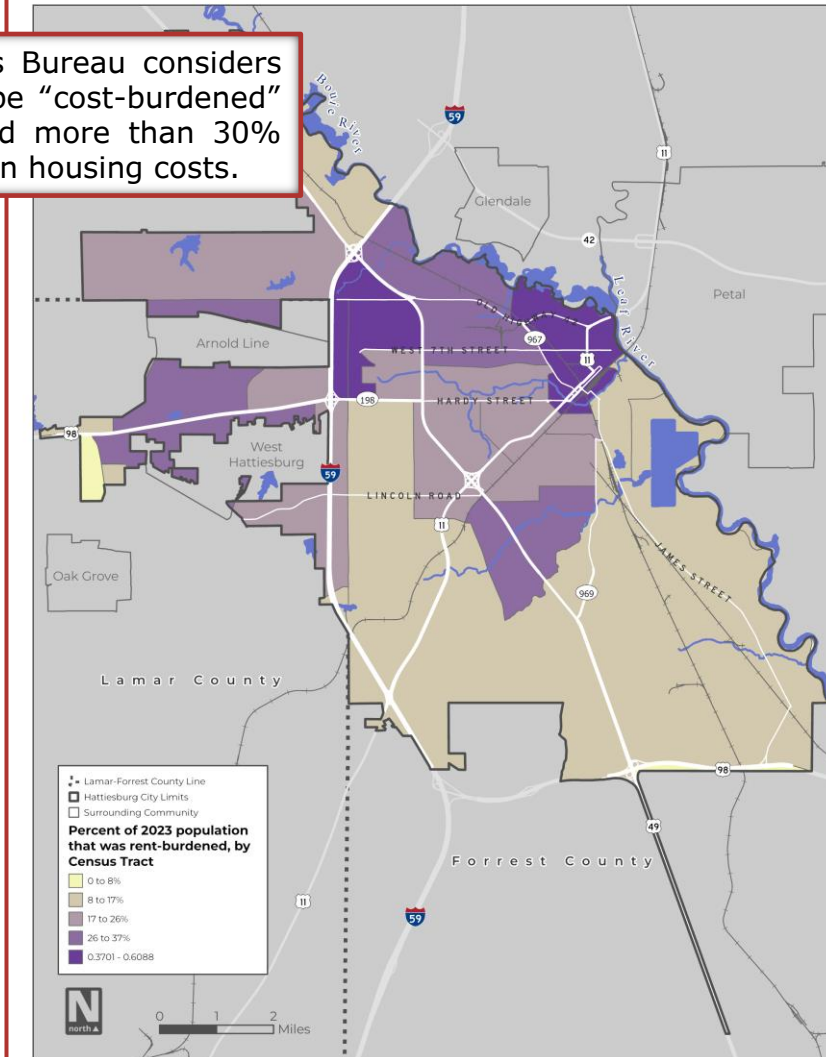
Housing

- Housing prices have risen **16.17%** in Hattiesburg since 2020.
- Inflation has increased by **25%** since 2020.
- The average rent for all units in Hattiesburg is \$1,150.
- The number of cost-burdened households in 2023 (31.36%) was **at a record low** over the past ten years.

The U.S. Census Bureau considers a household to be “cost-burdened” when they spend more than 30% of their income on housing costs.

Rent-Burdened Population by Census Tract

U.S. Census Bureau



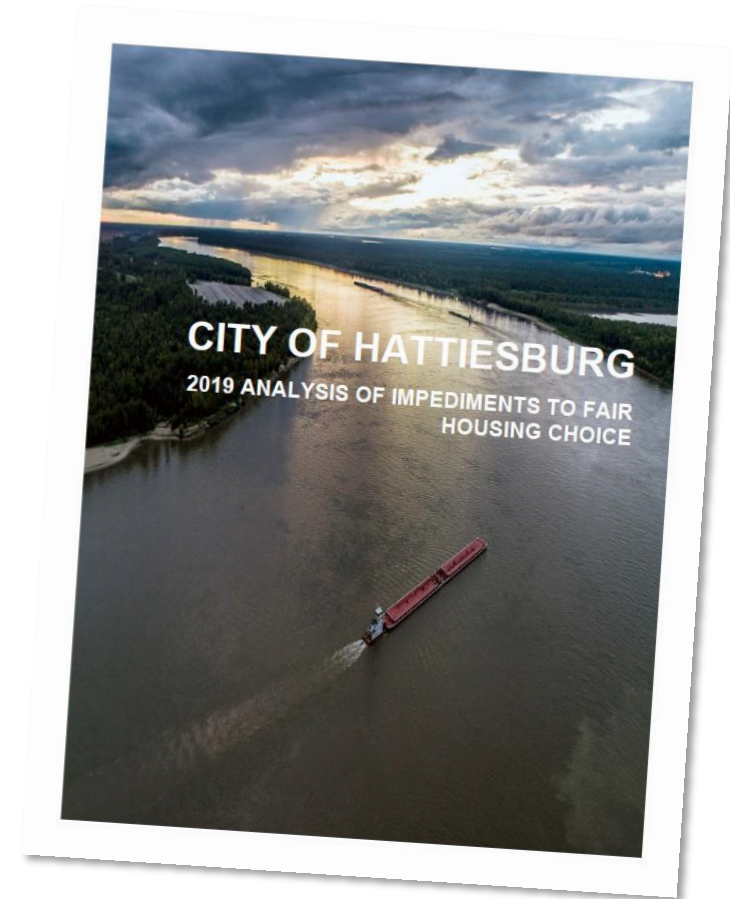
Analysis of Impediments to Housing Choice (2020)

What is it?

This analysis complies with the requirement to conduct a Fair Housing Analysis for communities receiving funding from the department. The analysis includes a socio-economic overview of the city, identification of homelessness and vulnerable populations, disparities, and concentrations of poverty.

What to know:

1. Fair housing survey results and public input indicated a continued need for fair housing education and consumers' insufficient understanding of credit.
2. Community engagement highlights a continued need for permanent supportive housing for persons with disabilities. Resistance to new development is a continued challenge for developing new units (especially group homes). There is also a significant need for transportation for persons with disabilities, and a lack of available accessible units.
3. In 2025, there were 145 unhoused individuals in Hattiesburg. This is an increase of 35 individuals since 2023.



Analysis of Impediments to Housing Choice Cover

PLAN: 2023-27 Consolidated Plan

What is it?

The Consolidated Plan is the community's roadmap for how it will use federal HUD funds (specifically the City's CDBG & HOME). The plan identifies the biggest local housing, homelessness, and community development needs, sets long-term priorities, and shows how funding will meet those needs. 'CAPER' reports provides a yearly update on the progress made toward the goals set in the Action Plan and Consolidated Plan.

What to know:

1. After housing, the greatest area of need for the city are homelessness and special needs populations.
2. The City set goals to launch 8 economic development projects, complete 25 housing rehabilitations, and create 100 affordable housing units through emergency repair, along with 5 rental rehabilitation projects.
3. In addition, the City committed to addressing and preventing homelessness by expanding emergency shelter and transitional housing capacity, while also increasing supportive housing services.



Hattiesburg Affordable Housing

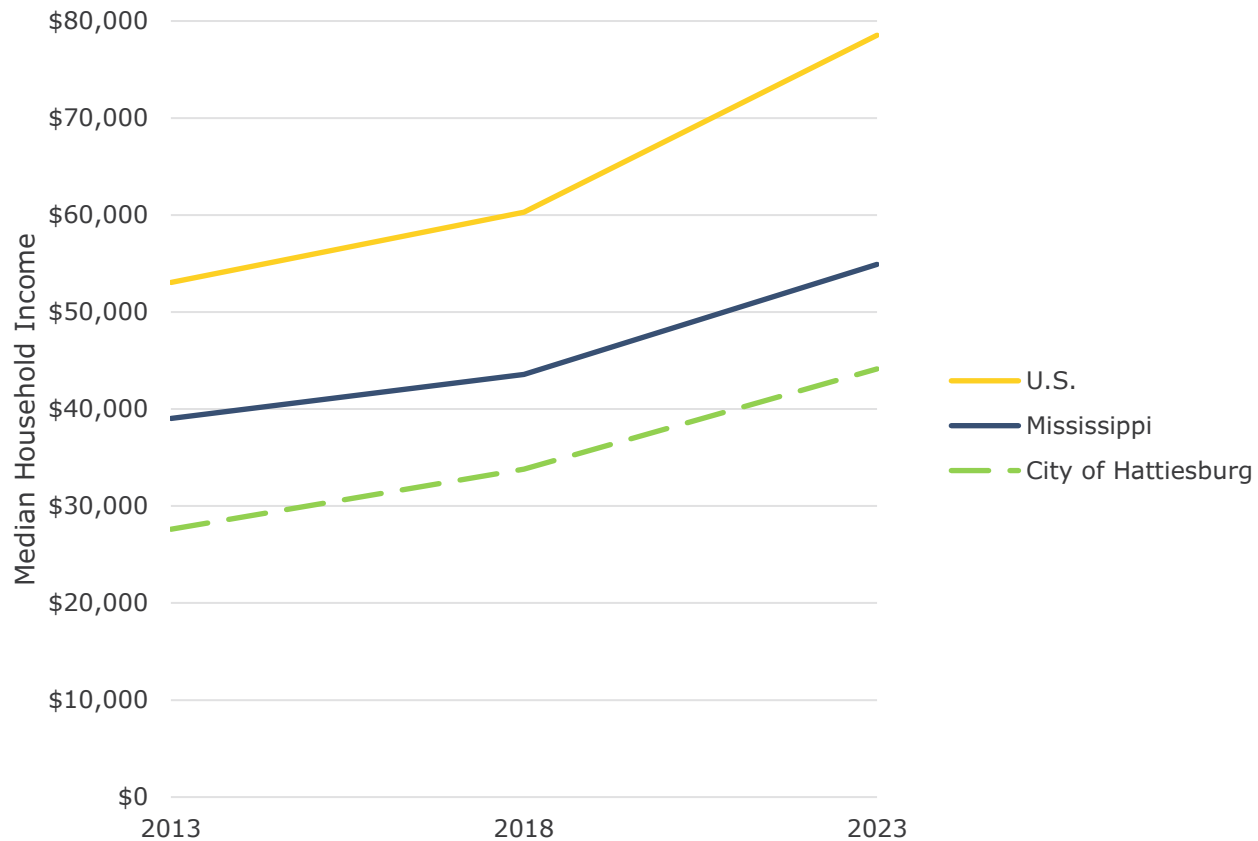
Theme #11

- **Area Median Income**
- **Cost of Living**
- **Recent Economic Trends**
- **Current Economic Drivers**
- **Tourism**



Maintaining and Expanding Economic Edge

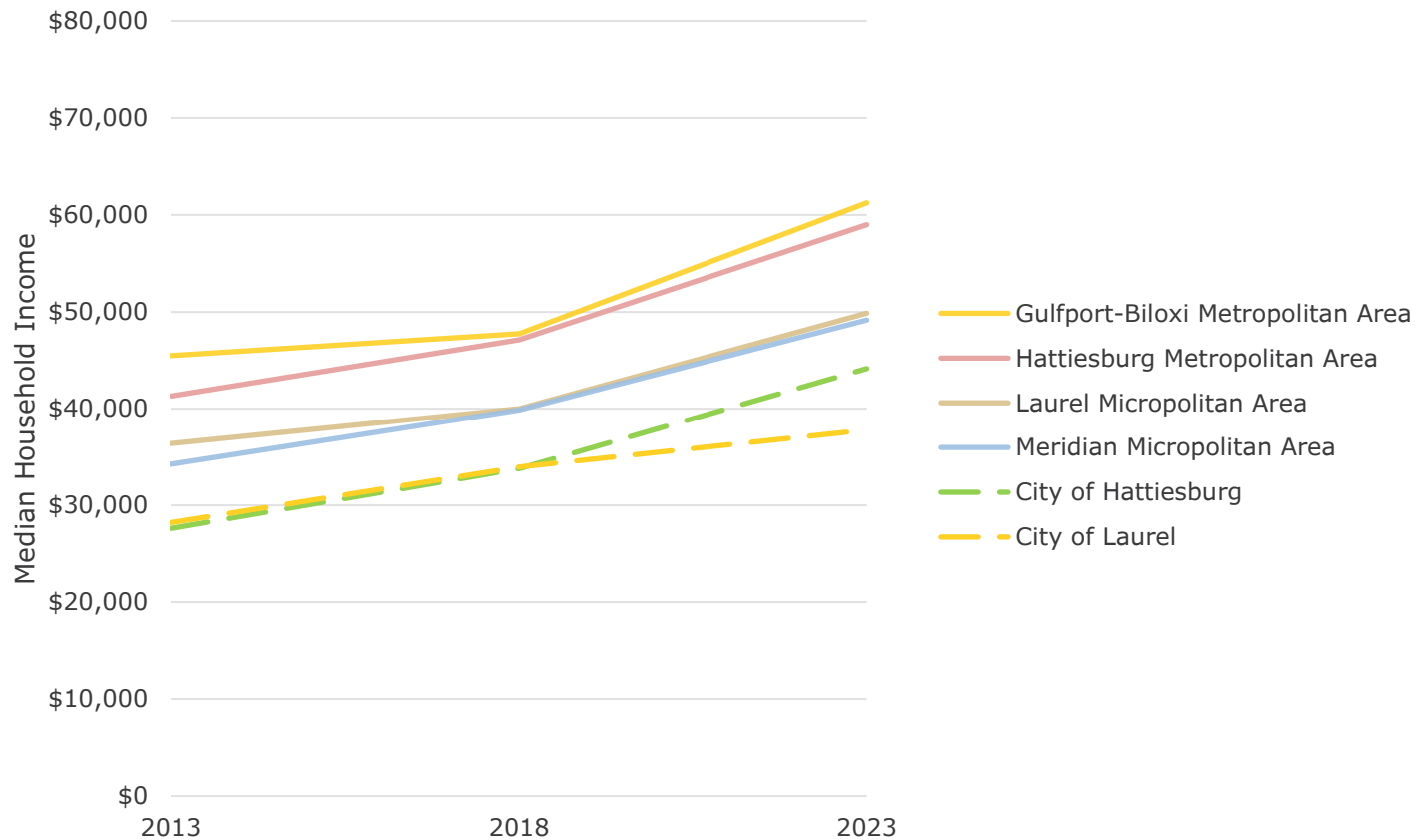
Area Median Income | National



While cost of living in Hattiesburg is **10.5% less** than the national average, median income is about **half** the national median and \$10,000 less than the Mississippi median.

Sources: Decennial U.S. Census via IPUMS
NHGIS at University of Minnesota; U.S.
Census American Community Survey 2023

Area Median Income | Regional



- The Hattiesburg Metro area, which includes Petal, Oak Grove, Purvis, Sumrall and Hattiesburg, is comparable to the Gulfport area by median income.
- Primary cities in Mississippi have **lower median incomes** than their surrounding areas.

Sources: Decennial U.S. Census via IPUMS
NHGIS at University of Minnesota; U.S.
Census American Community Survey 2023

Hattiesburg Area Economic Base

62,000 Jobs in Metro Area (Forrest-Lamar-Perry)

Hattiesburg has a relatively diverse economy, with no single industry or sector dominant. Education and health care anchor the local economy.

Key Sectors:

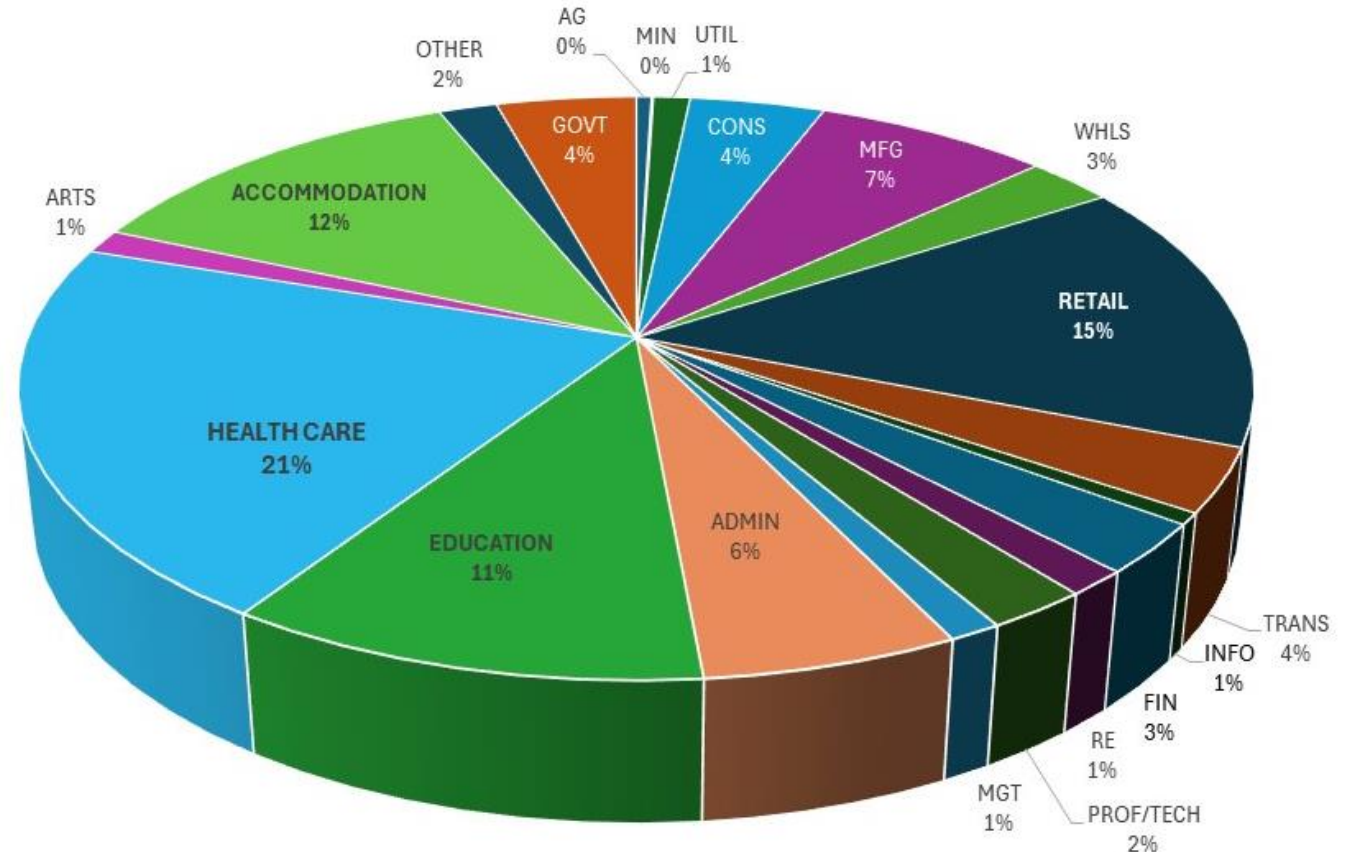
- Health Care
- Tourism
- Education
- Retail
- Manufacturing
- Administrative Services

Less Represented Sectors:

- Agriculture/ Extraction
- Management
- Arts, Entertainment, Recreation
- Information Services
- Utilities

HATTIESBURG MSA ECONOMIC BASE (2023)

Sources: Mississippi Department of Employment Security and Randall Gross / Development Economics



MAJOR EMPLOYERS

- **Howard Industries – 3,500**
- **Forrest General Hospital-3,500**
- **Colleges & Universities: 3,300**
(26,000 students within 30 miles)
 - USM & Polymer Institute – 2,300 Jobs
 - William Carey University – 370
 - Pearl River CC/ATC-590
 - (Jones County Junior College-Laurel)
- Hattiesburg Clinic – 2,220
- Camp Shelby – 1,800
- Mar-Jac Poultry-1,150
- Merit Health Wesley – 1,230
- Hood Industries/HQ – 1,100
- Walmart – 960 (2)
- Kohler Power – 800
- Rehlko – 650
- Maximus - 600
- **New Job Hubs:**
 - Regions Bank Ops Center-390
 - Jones Co: New HQ – 230 (450 total)
 - FedEx – 200
 - Idaho Forest Group sawmill - 130
 - Silicon Ranch - 75



EMPLOYMENT TRENDS

13,100 JOBS ADDED: 2002-2023

- **Growing Sectors**

- **Health care, tourism, retail, & administrative services** together added 10,200 jobs since 2002
- Other growth sectors include education, transport, & others
- Several sectors have turned around since 2010, with growth in transport, management and manufacturing

- **Declining Sectors**

- There has been consistent decline in **information services** but most others have increased since 2010.

Table.

AT-PLACE EMPLOYMENT TRENDS BY INDUSTRY SECTOR, HATTIESBURG METROPOLITAN STATISTICAL AREA, 2002-2023

				2002-2023 Change				
Sector	2002	2010	2023	Number	Percent	2002-10	2010-23	
Agriculture	324	132	284	(40)	-12.3%	-59.3%	115.2%	
Mining/Quarry	23	76	41	18	78.3%	230.4%	-46.1%	
Utilities	258	590	698	440	170.5%	128.7%	18.3%	
Construction	2,485	2,557	2,575	90	3.6%	2.9%	0.7%	
Manufacturing	4,601	3,366	4,501	(100)	-2.2%	-26.8%	33.7%	
Wholesale	1,246	1,502	1,681	435	34.9%	20.5%	11.9%	
Retail	7,138	8,458	9,307	2,169	30.4%	18.5%	10.0%	
Transport	1,671	1,410	2,173	502	30.0%	-15.6%	54.1%	
Information	678	515	393	(285)	-42.0%	-24.0%	-23.7%	
Finance	1,775	1,584	1,715	(60)	-3.4%	-10.8%	8.3%	
Real Estate	559	702	871	312	55.8%	25.6%	24.1%	
Prof/Tech	1,308	1,291	1,425	117	8.9%	-1.3%	10.4%	
Management	485	533	730	245	50.5%	9.9%	37.0%	
Administrative	1,976	2,487	3,550	1,574	79.7%	25.9%	42.7%	
Education	5,882	7,033	6,637	755	12.8%	19.6%	-5.6%	
Health Care	9,600	10,971	12,901	3,301	34.4%	14.3%	17.6%	
Arts, Entertainment	353	731	816	463	131.2%	107.1%	11.6%	
Accommodation	4,543	6,715	7,606	3,063	67.4%	47.8%	13.3%	
Other Services	1,465	1,111	1,111	(354)	-24.2%	-24.2%	0.0%	
Government	2,121	2,286	2,673	552	26.0%	7.8%	16.9%	
	458	370	371					
TOTAL	48,949	54,420	62,059	13,110	26.8%	11.2%	14.0%	
Sources:	Mississippi Department of Employment Security and Randall Gross / Development Economics.							

CITY OF HATTIESBURG

CENSUS 2018 (LATEST AVAILABLE DATA FOR MISSISSIPPI)

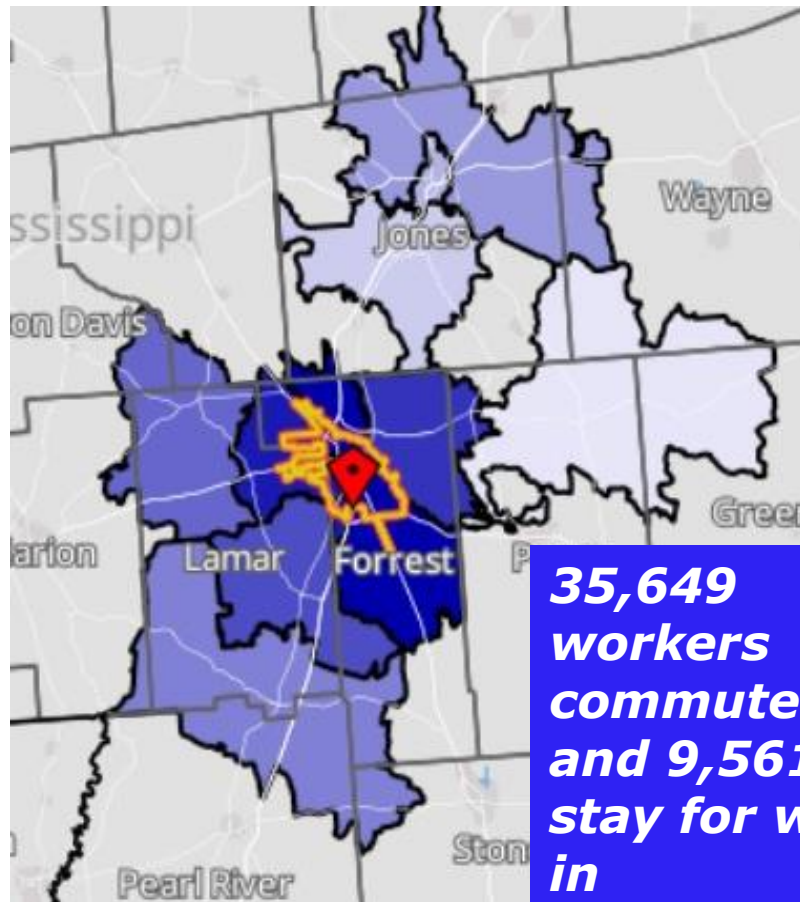
- **45,000+ jobs (2018)**
 - **Health Care** **22%**
 - **Retail** **16%**
 - **Tourism** **14%**
 - Education 8%
 - Manufacturing 7%
- **9,600 Jobs Added (26.4%)**
(686 per year, 2004-2018)
 - Tourism +2,400 (63%)
 - Admin Services +1,800 (156%)
 - Health Care +1,500 (17%)
 - Retail +1,400 (26%)
 - Transport +1,200 (202%)

***Hattiesburg Represented 73% of the Metropolitan Area's
Economic Base in 2018***

COMMUTING PATTERNS

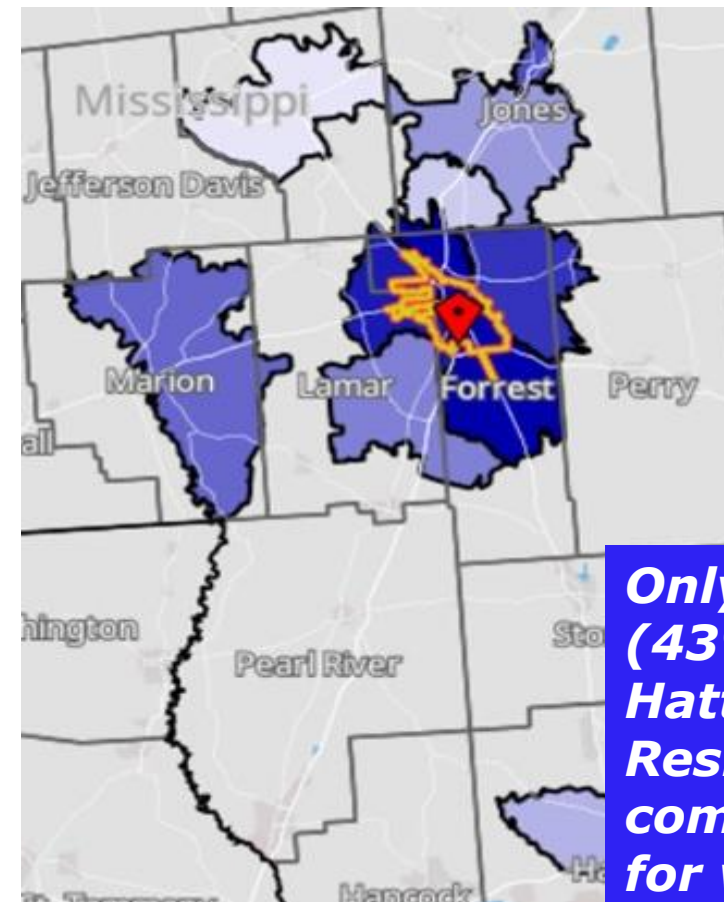
(US CENSUS BUREAU 2018 – LAST AVAILABLE DATA FOR MISSISSIPPI, UNLIKELY TO HAVE CHANGED MUCH)

*Where are Hattiesburg's
workers from?*



**35,649
workers
commute in
and 9,561
stay for work
in
Hattiesburg**

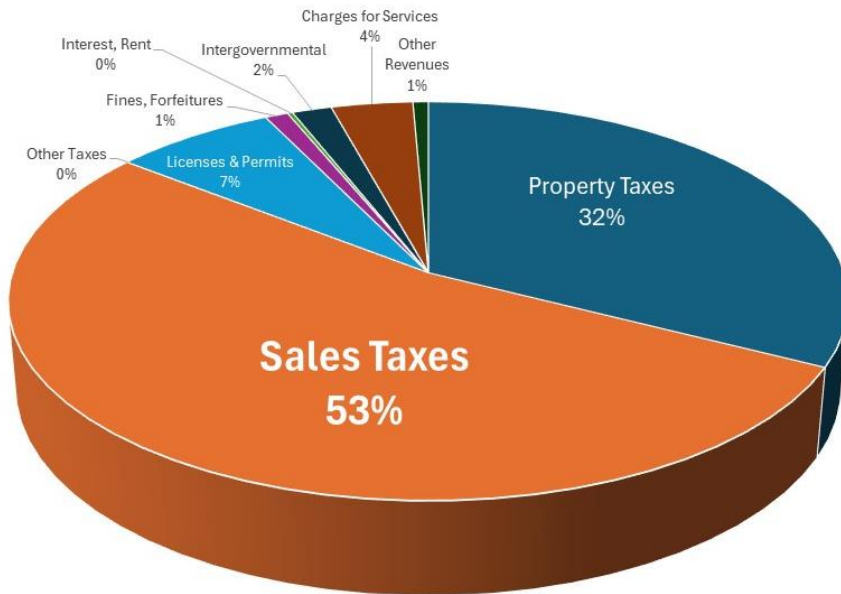
*Where are Hattiesburg's **residents**
commuting?*



**Only 7,065
(43%) of
Hattiesburg
Residents
commute OUT
for work**

FISCAL BASE

City of Hattiesburg General Fund Revenue Base (2023 Actual)
Sources: City of Hattiesburg CAFR and Randall Gross / Development Economics



Sources: City of Hattiesburg CAFR (2023 Audited) and Randall Gross / Development Economics.

- Hattiesburg Relies on Sales Tax
 - Retail Business & Sales Growth helps support City services and keeps property taxes low
 - Higher dependency than some cities
 - Jackson 33%
 - Gulfport 42%
 - Starkville: 44%
 - Impacts on land use policy: urgent need for commercial business use
 - Opportunities for diversification of tax base

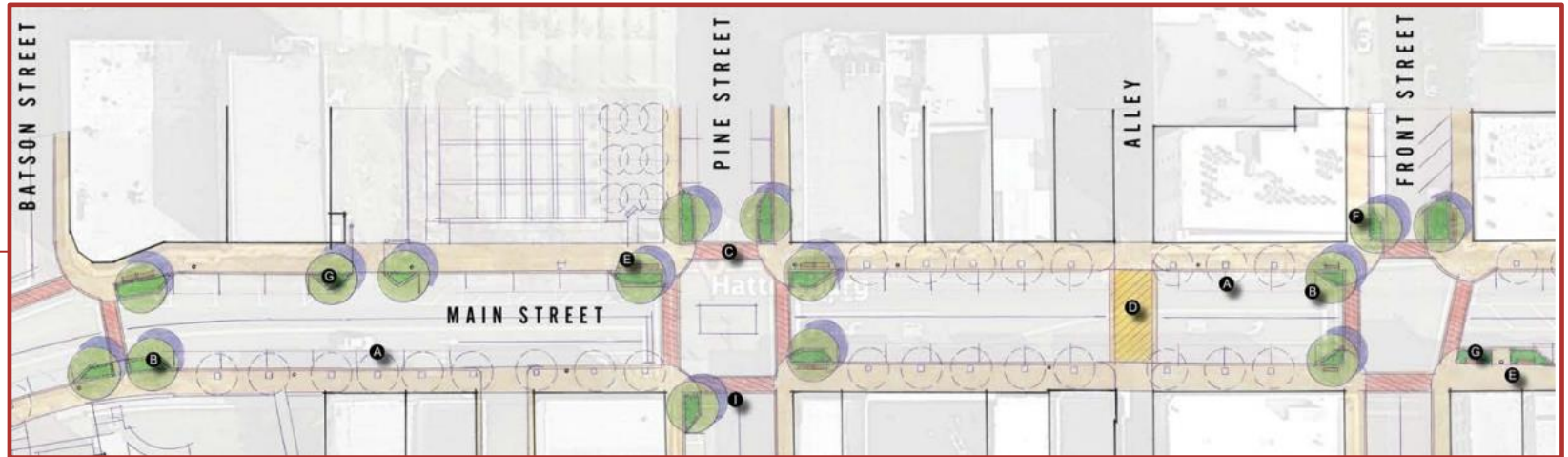
ECONOMIC DEVELOPMENT ASSETS



- Area Development Partnership
 - Industrial Park (full)
 - Commercial Sites/Buildings
 - Eagle One Mega Site (2166 ac)
 - I-59 Supply Chain Park
- USM Innovation Park “The Garden” (500 ac)
- Incentives
 - Property Tax Exemptions
 - Tax Increment Financing Districts
 - Midtown, N. 24th , Longleaf, Bradley & West
- Colleges & Universities
 - USM Polymer Institute
 - Skilled / Available Labor Force
 - Graduate Retention
- Accessible location, I-59, ports, airports
- Affordable (89% of US average)
- Downtown Hattiesburg
- Parks & Recreation; Art & Culture
 - Quality of Life Amenities
- Convention Center
- Growing Pop & Labor Force
- Hattiesburg-Laurel Regional Airport

PLAN: Downtown Hattiesburg Roadmap

*Comparative Illustrative
Main Street
Improvement Plan*
City of Hattiesburg



Plan Summary

The Downtown Hattiesburg Roadmap exists as a 'Visual Strategic Plan' to guide strategic partners near term with implementing plans, projects, and initiatives centered on downtown economic development and revitalization.

Key Takeaways

1. Key focus points and public spaces downtown for redevelopment include Town Square Park, Veterans Memorial Park, and Gordon Creek Linear Park.
2. Development of an art placement plan through selecting and installing artworks in public spaces is vital to community cultural and economic development.
3. Urban design recommendations include streetscape improvements, street tree planting, district gateways, alley enhancements, and other design techniques to improve placemaking downtown.

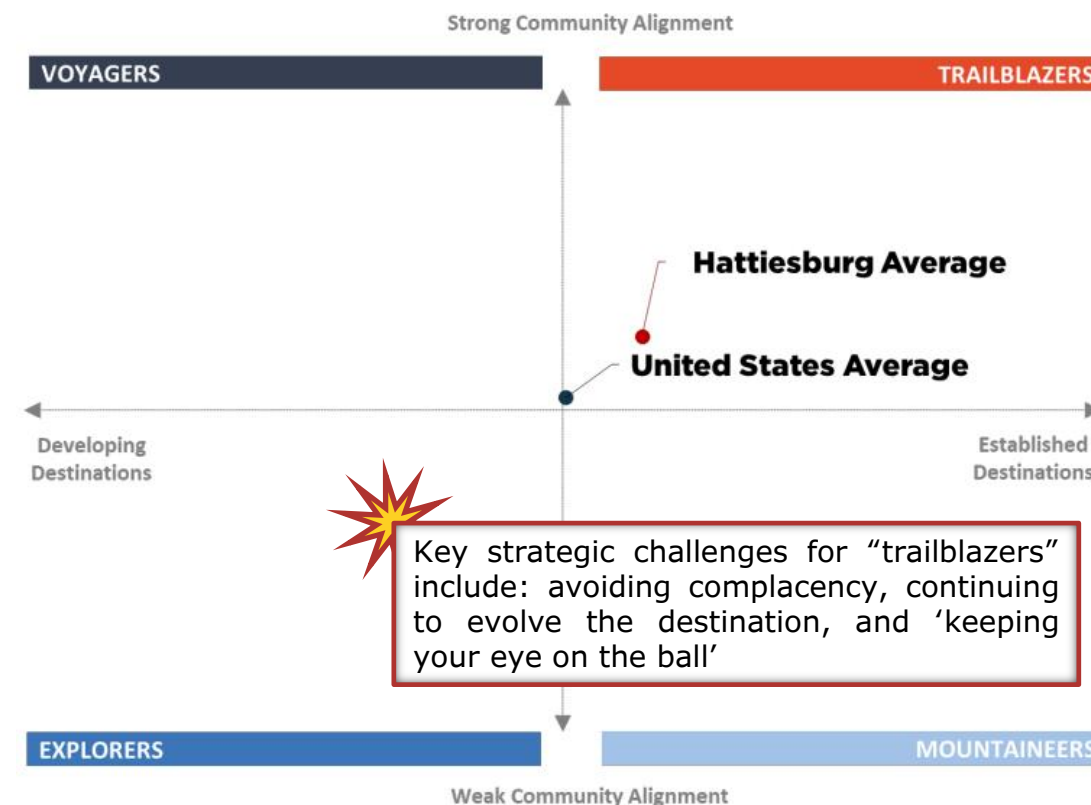
PLAN: Visit Hattiesburg Long Range Strategic Plan

Plan Summary

This plan is a compilation of data, analysis, and recommendations from three marketing consulting firms that give direction to Visit Hattiesburg, the city's tourism commission, about what to leverage to improve tourism in the city.

Key Takeaways

1. Existing tourists generally come away with a very positive experience of their time in the city.
2. Hattiesburg is a very popular place to "pass through" but it has not yet become a true "weekend destination" in its own right.
3. Improvement to key areas, like downtown, and "cosmetic improvements" connecting downtown to retail and hotel districts will allow for the city to better capitalize on demand.



DestinationNEXT Industry Comparison Chart

Hattiesburg, MS DestinationNEXT Assessment

The University of Southern Mississippi ICP Master Plan is an updated development strategy and land use plan for its Innovation and Commercialization Park. Since the site is currently zoned as residential within the city of Hattiesburg, the plan involves the development of an overlay district to rezone the park and an update to covenants and restrictions.

1. Community priorities for the area include connectivity within and outside the park, improvements at gateways within the park, development of 100 acres or more of new office/R&D and Light Advanced Manufacturing, sustainable site design, preservation of natural character, and the development of a “town center”.
2. A key goal of the Park and University is to generate both short term and long-term monetary returns. To do this, uses should address market needs which include: residential development, Lt. advanced manufacturing, R&D, and town center development.



Theme #12

- **Primary Corridors**
- **Small Area Plans**



Activating Hattiesburg's Corridors

Corridors

List of Corridors

Which corridor should the city plan for next?

- Main St. from US-42 to West 4th
- **Mobile St. from US-42 to East 4th** [[TFR](#)]
- **East Hardy St./River Ave.** [[BDBO](#)]
- **Edwards St. from James St to Barkley Rd.** [[BDBO](#)]
- North 38th Ave. from Hardy to West 4th
- West 4th St. from US-49 to Hutchinson St.
- South 40th Ave. from Hardy St. to Mamie St.
- South 28th Ave. from Hardy St. to McInnis Loop
- **Hardy St. Avenues from US-49 to Downtown** [[FSA](#)]
- **US-49 from Old Highway 42 to Edwards St.** [[LLVitA](#)]
- US-42 from Main St. Eastward
- Lincoln Rd. from 40th to Broadway
- Bouie St. from US-42 to East 4th
- **Hardy St. Midtown** [[MIM](#)]
- Lincoln Rd. from 40th Westward
- Classic Dr. from US-49 Northward
- **Broadway Drive from US-49 to West Pine** [[RDB](#)]
- US-11 from US-49 Southward
- Old Airport Rd. from Edwards to Tatum
- Edwards St. from US-49 to County
- James St. from Edwards to Tatum
- WSF Tatum Blvd from Highway 49 to Veterans Memorial Parkway

Corridors marked in **bold** have had small area plans prepared for all or part of their length. Click the [**text**] in brackets to see the plan.

The "Full Steam Ahead" (FSA) plan did not get adopted, but included guidance for strategic redevelopment of the Hardy Street corridor from US-49 to W. Pine St.

PLAN: Midtown in Motion (2013)

Midtown is beginning to develop as planned. Now that you've seen development in action, what changes would you make to the plan?

Plan Summary

This plan established the development plan for the Midtown area and prompted the creation of the form-based code that currently regulates development in the area.

Key Takeaways

1. This plan is foundational to the development of the other corridor plans that have come after it, setting precedents for visionary planning, creative rezoning and strategic reinvestment.
2. Three of the plan's 13 action items are dedicated to institutionalizing the plan so it does not "remain on a shelf."
3. Since the enactment of this plan, commercial elements of the plan have begun to be developed as planned, though large swaths of the area remain as they were before, especially south of the Chevy Chase Drive.

Midtown Concept Plan

City of Hattiesburg

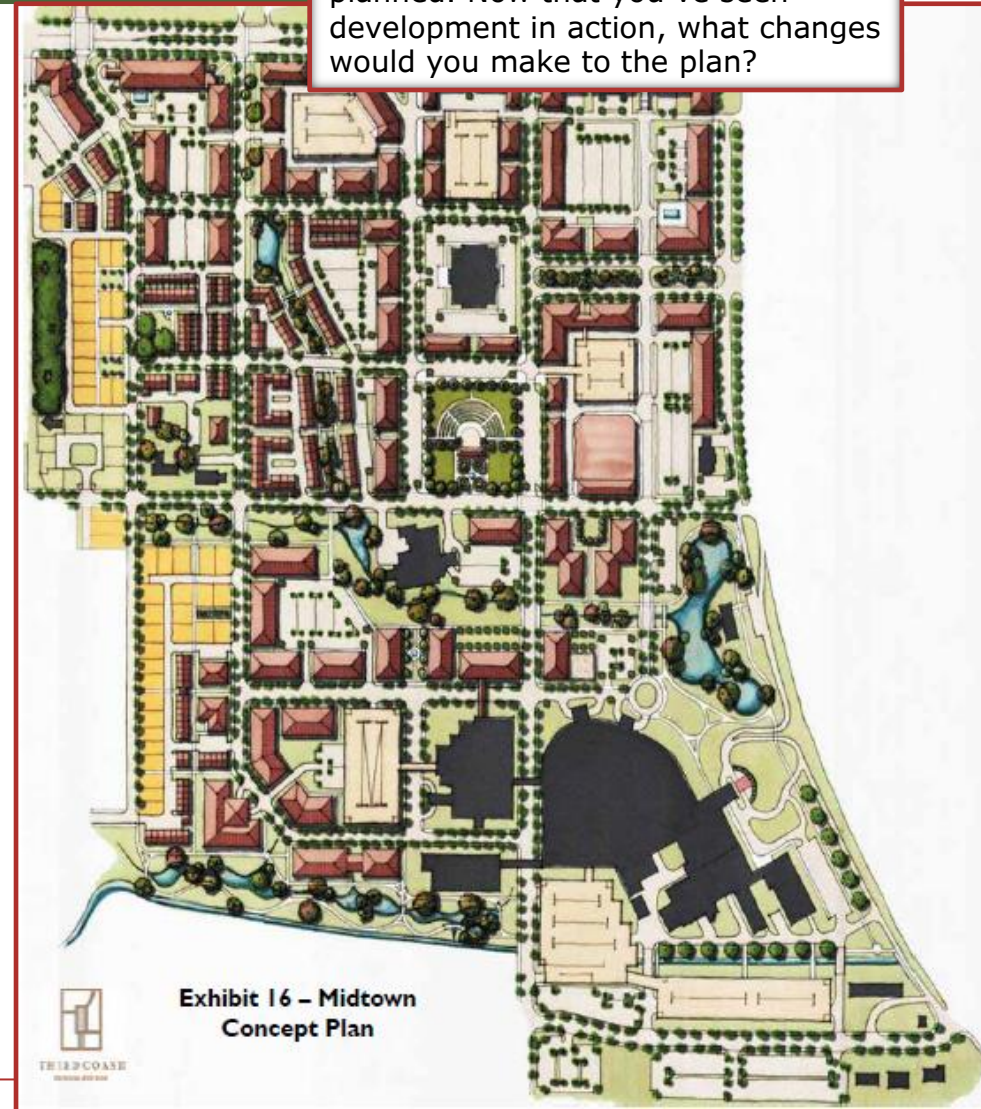


Exhibit 16 - Midtown
Concept Plan

PLAN: Twin Forks Rising Master Plan (2018)

Plan Summary

The Twin Forks Rising plan focuses on parts of Ward 2. Given historical disinvestment and vulnerability to flooding, Ward 2 was the focus of a comprehensive revitalization master plan, intended to leverage strategic assets within the area and envision resilient development mechanisms. This plan has multiple subareas that have received their own plans.

Key Takeaways

1. Primary goals are centered around infrastructure and commercial activity.
2. Recommends the local Community Development Corporation as the official manager of the master plan for the area.
3. Recommendations include leveraging the area's federal designation as an opportunity zone, promoting human capital, emphasizing urban design and historic preservation, and planning for resilience.

Twin Forks Rising is the city's largest subarea plan, by acreage considered.



*Rendering of
Cultural, Arts, and Innovation District*

City of Hattiesburg

PLAN: Bridging Divides, Building Opportunities (BDBO) (2023)

Plan Summary

This plan envisions revitalization of key commercial roadway corridors in East Hattiesburg, including East Hardy Street, Hall Avenue, and Edwards Street. While not yet formally adopted, the plan lays out land use, transportation, design, and placemaking strategies for the corridors while emphasizing historic and cultural heritage of the neighborhoods.

Key Takeaways

1. Designed to bridge economic and social divides in Hattiesburg through physical infrastructure and community planning.
2. Supports, complements, and implements prior plans such as Twin Forks Rising Master Plan, ADP Comprehensive Economic Development Plan, and Pathways Plan, and supports the Longleaf Trace and Leaf & Bouie Rivers.
3. Area is in the floodplain, which can hinder development.

Now that the Hall Ave. overpasses are complete, what should the City do to make sure these neighborhoods thrive?



BDBO Corridors of Focus

City of Hattiesburg

PLAN: Longleaf Village in the Avenues (2023)

Plan Summary

The Longleaf Village Master Plan outlines a vision for transforming a key corridor in Hattiesburg into a walkable and mixed-use district. The plan emphasizes safety, mobility, and economic development.

Key Takeaways

1. Key improvements include pedestrian and bicycle connectivity, complete streets, safer crossings, and addressing critical infrastructure issues like sewer and stormwater systems. The park follows along the creek and includes sustainability elements such as permeable paving systems, natural river banks with native plants, and bioretention ponds for stormwater.
2. Leverages strategies such as Tax-Increment Financing and form-based zoning to incentivize development, encourage local businesses, and create an urban environment.
3. Shaped by extensive public input, emphasizing the community's desire for a safer, walkable, and vibrant district with mixed-use development.

Longleaf Village Schematic

City of Hattiesburg



PLAN: Right Down Broadway (2025)

Plan Summary

This plan for the Broadway and West Pine Street corridors is the City's most recently adopted small area plan. It describes the conversion of a disinvested commercial corridor into a lively cultural mixed-use touchstone for Hattiesburg.

Key Takeaways

1. The plan considers capital projects as an integral part of implementing the plan and forecasts the relative budgets necessary to complete each improvement.
2. Comparisons to successful examples of similar projects in other communities are heavily used to support the 4 overarching plan recommendations.
3. The plan is concise, focusing on recommendations, comparisons, graphics, and implementation.

Community Workshop Feedback: Interactive Mapping Takeaways

Broadway Drive and West Pine Street Master Plan



Strengths, Opportunities, Weaknesses, Threats



Analysis

The following four slides separate facts from the 12 themes into the city's strengths, opportunities, weaknesses, and threats.

- **Strengths** include Hattiesburg's major 'selling points', as well as various tools and processes the city uses effectively to improve the quality of life for residents.
- **Opportunities** include currently underutilized elements, that, if leveraged, can help the city to jump to a new level.
- **Weaknesses** include subjects that are within the city's control but are currently detracting from the city's excellence.
- **Threats** include external forces that the city needs to prepare for and weaknesses that are severe enough to be considered critical.

Strengths

- Welcoming, Cosmopolitan City
- Creative, Driven Leadership; Governance, Communication, and Transparency
- Strong Support for Fiscal Mechanisms to Fund Desired Development
- Robust Framework for Engaging Residents and Resident Engagement (Neighborhood Associations)
- Parks & Recreation Department, Convention Commission, and associated facilities, amenities and events
- University and Community College Resources + Graduates
- A-Rated Public School System
- High Fire Department Rating (3)
- Infrastructural Capacity
- Regional Connectivity (Highways, Trains)
- Supportive and Generous Community Members and Stakeholders (Community Buy-In)
- Engaged and Innovative Business Community
- Diverse Economy

Opportunities

- Historic Downtown
- Large, Walkable, Preexisting Urban Grid placing most residential neighborhoods in close proximity to service areas (“Good Bones”)
- Comparatively high density and small overall urbanized footprint
- Riverfront as a Recreational Resource
- Longleaf Trace and Multiuse Bike/Ped Network
- Existing and Expanding Culture of Reinvestment
- Developer Community (+ new development incentives)
- Tourism (including Conferences and Tournaments) and History
- 4x3 mile rectangular urban core
- US-49 and US-11
- Regional Centrality

Weaknesses

- Vacant and abandoned lots, especially east of downtown
- Overextension of infrastructure, development, and services on the west side of town
- Downtown's non-central location
- Insufficient east-west arterial/collector capacity, resulting in frustrating congestion, especially on Hardy Ave.
- Insufficient conduits between university resources (faculty, amenities) and K-12 students
- Frequency, Reliability, and Legibility of Public Transit
- Insufficient Marketing for Public Schools, Emergency Readiness, Public Transit, other strengths
- Lack of Neighborhood Sidewalks
- Unaesthetic Gateways to Hattiesburg coming off I-59 and to a lesser degree US-98
- Insufficient Coordination/Engagement w/ Residents outside Neighborhood Associations

Threats

- Asymmetries in Code Enforcement with Neighboring Jurisdictions
- Continued development and state facilitation of development on the west side of town
- Potential overreliance on grant funding
- High Wind and Heat Events, Flooding, and other Natural Disasters
- Growth of Unhoused Population and Corresponding Housing/Shelter Management
- Unsafe Drivers
- Costs of Construction for Resilient Development
- Persistent Misconceptions about certain areas of the City (Safety, Cleanliness, Accessibility, etc.)
- Rising Costs of Living, including Housing
- Macro-scale Economic Shocks

Economic Development Analysis: Key Strengths and Opportunities

- Relatively diverse economy
- Good amenity base
- Education & Health Care: strong core sectors
- Tourism growth will support the retail sector & fiscal base
- Good labor force retention: only 43% commute out for work.
- Graduating college students provide ready, educated workforce. The region offers relatively affordable housing.
- City retains preeminent position in region, with 73% of all jobs
- The region has attracted new job-generators in diverse sectors

Economic Development Analysis: Key Weaknesses and Threats

- Retail leakage to growing suburban fringe; has resulted in higher retail vacancy rate and potential to dilute the fiscal base
- Economic development efforts could benefit from more targeted recruitment.
- Universities have not yet optimized R&D business spin-off, although progress has been made.
- Perceptions of crime can impact on economic development efforts, with Hattiesburg's overall crime rate higher than national averages (although this is mostly reflected in property crimes, rather than violent crime).