SEP 1987

PREPARED BY:

GULF REGIONAL PLANNING COMMISSION

AND

SOUTHERN MISSISSIPPI PLANNING & DEVELOPMENT DISTRICT

COASTAL ZONE

INFORMATION CENTER

MAJOR FUNDING PROVIDED BY:

MISSISSIPPI DEPARTMENT OF WILDLIFE CONSERVATION
BUREAU OF MARINE RESOURCES

HD
268
.B39
B39
1987
.c2

JUNE, 1987

Mississippi. Bureau of Marine Resources

BAY ST. LOUIS DOWNTOWN WATERFRONT STUDY

Prepared by:

GULF REGIONAL PLANNING COMMISSION &
SOUTHERN MISSISSIPPI PLANNING & DEVELOPMENT DISTRICT

Major Funding Provided by:

MISSISSIPPI DEPARTMENT OF WILDLIFE CONSERVATION,
BUREAU OF MARINE RESOURCES

June 1987

ACKNOWLEDGEMENTS

Numerous individuals have contributed to the preparation of this Study, including private citizens and public officials in Bay St. Louis and representatives of county and state agencies.

The Gulf Regional Planning Commission and Southern Mississippi Planning and Development District are most appreciative of the valuable assistance and guidance provided by Major Vic Franckiewicz, Councilmember Lisa Cowand, Hancock County Tax Assessor Eddie Murtagh and his staff, and numerous downtown merchants, professionals and residents.

A special thanks is also extended to the Bay St. Louis City Hall staff for their cooperation and assistance throughout the Study.

The Mississippi Department of Wildlife Conservation, Bureau of Marine Resources has once again demonstrated its commitment to the preservation and betterment of the Mississippi Coastal Area, and is commended for its provision of invaluable administrative and funding assistance.

US Department of Commerce
NOAA Coastal Services Center Library
2234 South Hobson Avenue
Charleston, SC 29405-2413

This document was financed in part through a Federal Grant from the Office of Ocean and Coastal Resources Management under the Coastal Zone Management Act of 1972, as amended.

FOREWORD

The Gulf Regional Planning Commission (GRPC) was employed by the City of Bay St. Louis to prepare this study of the downtown Bay St. Louis waterfront area. The purpose of this study is to provide Bay St. Louis with an accurate land use inventory and analysis, and to develop recommendations to promote the orderly and harmonious growth and revitalization of the downtown area.

Simultaneously, the City of Bay St. Louis contracted with the Southern Mississippi Planning and Development District (SMPDD) for the preparation of a study of the business/economic climate of the downtown area to be coordinated with this study with the Gulf Regional Planning Commission acting as study manager. Collaboration between planning staff members of both GRPC and SMPDD has been mutually beneficial and resulted in a broader perspective from which to develop a foundation for economic prosperity without detriment to the historical and environmental character and attributes of Bay St. Louis.

While some specific recommendations are presented in this study, primary capital improvement recommendations are necessarily generic, and detailed engineering and architectural renderings and cost estimates should be developed in a second study phase based on the principles presented herein and the preferences of the City.

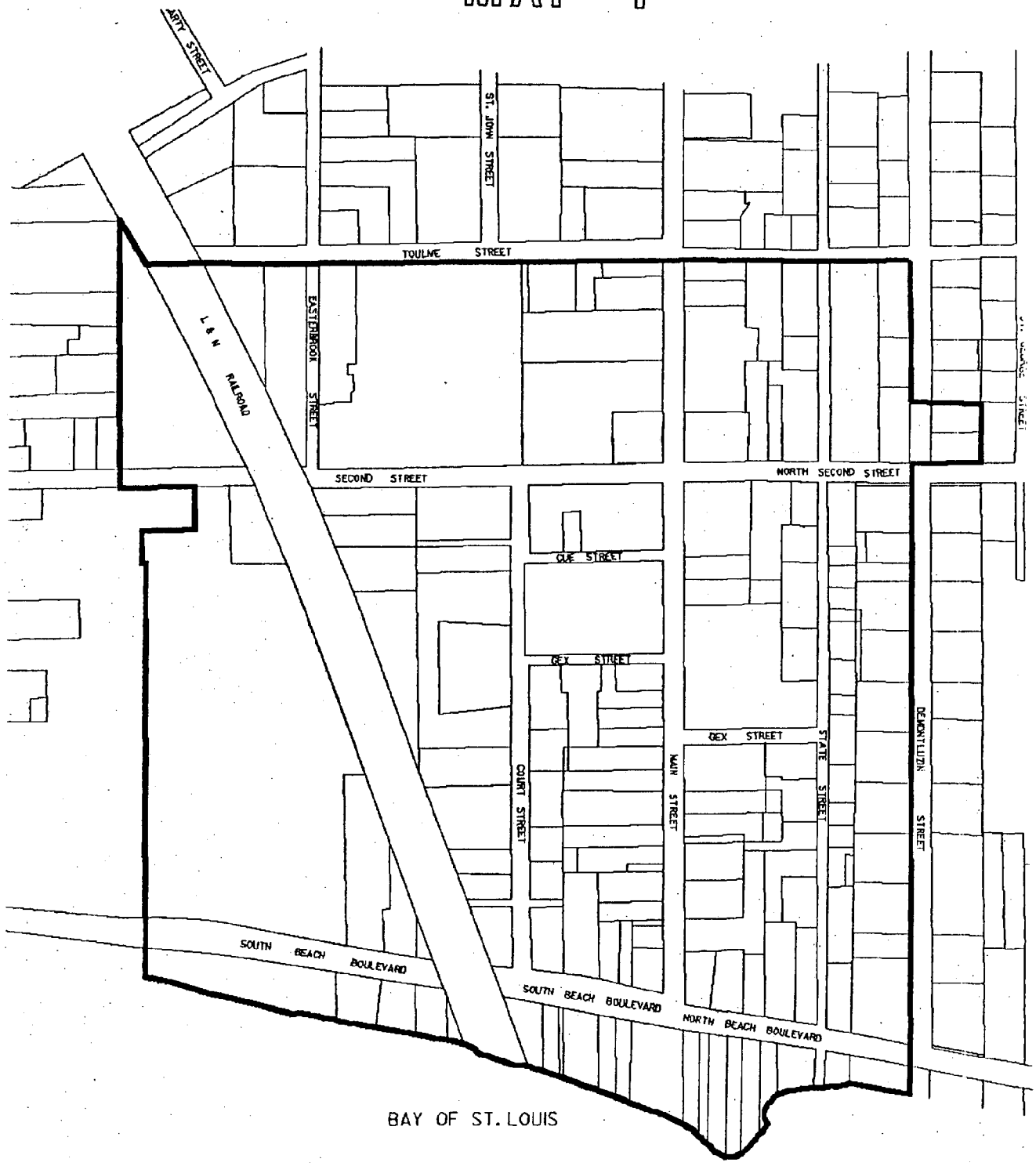
THE STUDY AREA

The primary study area includes that part of downtown Bay St. Louis bounded on the North by Demontluzin Street, on the west by Toulme Street, on the east by the Bay of St. Louis and on the south by City Park Avenue and the northern boundary of the Our Lady of the Gulf property (see Map 1).

This area forms the core of the downtown business district; it is dominated by local governmental, professional and commercial enterprises with the notable exceptions of the State Street and DeMontluzin Street corridors which are primarily residential. Oak-lined streets and numerous historic buildings embellish the downtown area with a quaint and unique charm. The physical and geographical attributes of the area afford considerable potential for economic growth through optimal utilization of these resources.

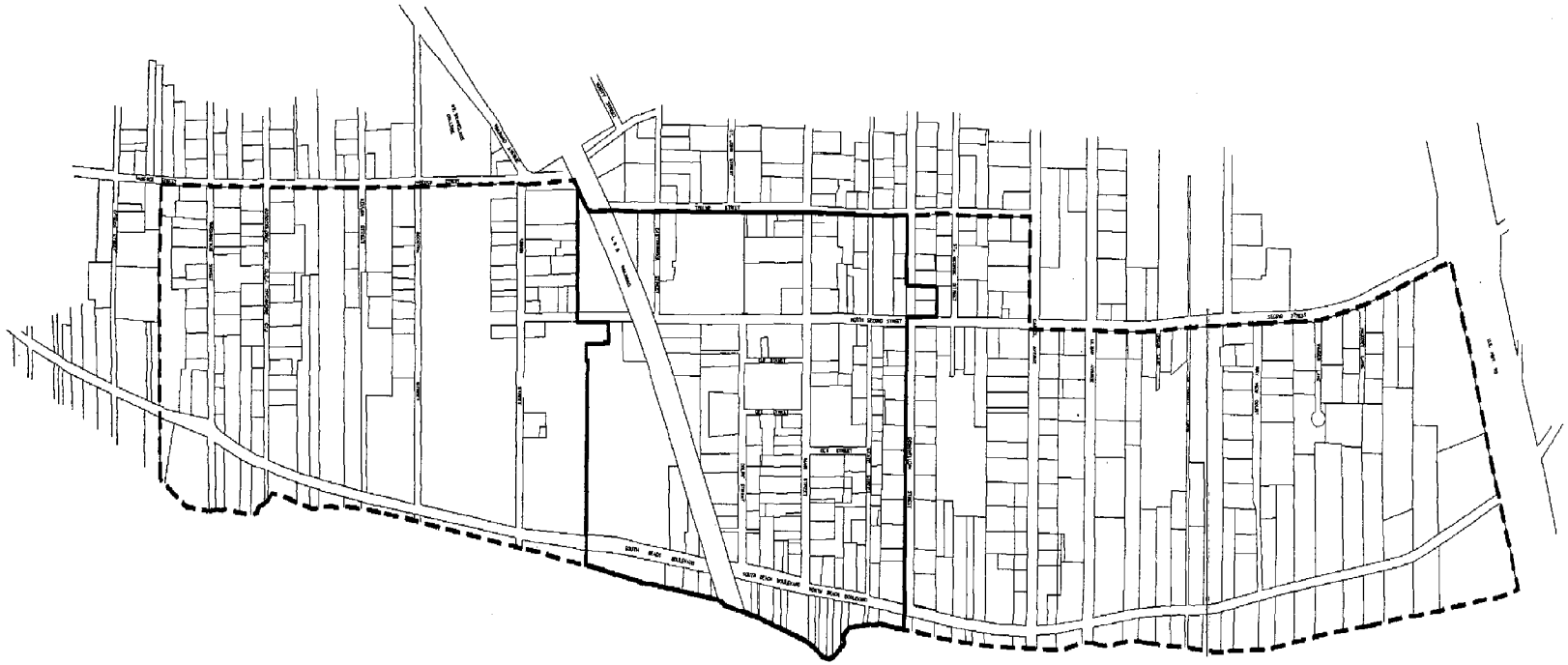
To assess the relationships between the downtown area and its environs, a secondary impact area was delineated. It includes all the area east of Second, Toulme, and Hancock Streets, not in the primary area from Highway 90 to Citizen Street and was surveyed and a digitized land-use map was prepared (see Map 2). This area is primarily residential in nature, and is dotted with numerous picturesque and historically significant homes situated along oak-lined streets.

MAP 1



PRIMARY STUDY AREA

MAP 2



PRIMARY STUDY AREA

IMPACT AREA

IMPACT AREA

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENTS	ii
FUNDING CREDITS	iii
FOREWORD	iv
THE STUDY AREA (Description and Maps)	v
TABLE OF CONTENTS	viii
SECTION ONE: LAND USE INVENTORY AND ANALYSIS	1.1
I. Introduction and Methodology	1.2
II. List of Maps and Tables	1.4
III. Summary of Significant Findings and Potentials	1.5
IV. Existing Land Use	
A. Summary of Categorical Land Uses	1.7
B Maps	
1. Primary Study Area Land Use map	1.9
2. Secondary Study Area Land Use map	1.10
V. Zoning	
A. Summary of Primary Study Area Zoning	1.11
B. Maps	
1. Primary Study Area Zoning Map	1.12
2. Secondary Impact Area Zoning Map	1.13
VI. Traffic Access	
A. Vehicular Access	1.14
B. Transit	1.15
C. Pedestrian Access	1.15
VII. Parking	
A. Inventory and Summary of Parking by Area	1.17
B. Parking Areas Map	1.20
VIII. Infrastructure	1.21
IX. Developmental Constraints	
A. Geographical Constraints	1.22
B. Insurance and Building Code Constraints	1.22
C. Zoning Constraints	1.23
D. Environmental Constraints	1.24
X. General Land Use Analysis and Recommendations	1.25
XI. Appendices	
A. Business Directory and Map	1.27
B. Commercial Structures Within The Study Area	1.30
C. Residential Structures Within The Study Area	1.35
D. Ownership Listing and Map for Property Within the Study Area	1.39
E. Structures Listed in the National Register of Historic Places and Locational Map	1.48
F. Traffic Count Summaries and Locational Maps	1.61

	PAGE
SECTION TWO: ECONOMIC/BUSINESS ANALYSIS	2.1
I. Introduction and Methodology	2.2
II. Historical Data	2.4
III. Summary of Significant Findings	2.5
IV. Socio-Economic Data	2.7
A. Population	2.7
B. Age	2.7
C. Education	2.9
D. Income	2.9
E. Employment	2.10
1. Labor Force	2.10
2. Employmentby Industry Group	2.10
3. Industrial Employment and Sales Chart	2.12
V. Public Revenue	2.13
A. Tax Revenues	2.13
1. Summary	2.13
2. Chart: 1984 Sales Tax Revenue	2.15
3. Chart: 1985 Sales Tax Revenue	2.16
B. Gasoline Seawall Tax	2.18
C. Building Permits	2.19
VI. Public Opinion Surveys	2.21
A. Shopper/Tourist Survey	2.21
1. Summary	2.31
2. Survey Form	2.22
B. Business Survey	2.22
1. Summary	2.32
2. Survey Form	
VII. Conclusion	2.28
VIII. Appendix	2.30
SECTION THREE: CONCLUSIONS, RECOMMENDATIONS AND SYNTHESIS	3.1
I. Introduction	3.2
II. Conclusions and Recommendations	3.3
III. The Challenge of Redeveloping the Area	3.8
IV. Synthesis	3.12

BAY ST. LOUIS
DOWNTOWN WATERFRONT STUDY

section 1

Land Use Inventory, Analysis and Recommendations

INTRODUCTION

The Gulf Regional Planning Commission has conducted extensive field research and surveys to compile data and gain insight and "feel" for the attributes, problems and potential of the Bay St. Louis downtown waterfront area. Studies and reports of downtown and waterfront development and/or revitalization activities and experiences of other areas were solicited and reviewed to broaden the perspective from which the conclusions and recommendations herein were drawn.

This Section of the Study attempts to present an accurate depiction and analysis of existing land use activities and patterns and to illuminate the potential and obstacles for the evolution of a more prosperous and publicly beneficial downtown area. While numerous specific and general conclusions and recommendations are presented, more in-depth and detailed study will be necessary to prepare specific developmental scenarios and plans once decisions regarding the most desirable type and direction for growth are concluded.

METHODOLOGY

In the process of research and analysis during the preparation of the Study, GRPC staff initiated a systematic and comprehensive investigation of the existing conditions of downtown Bay St. Louis and its waterfront area. The attributes and problems identified were correlated with those of other towns and cities which have encountered and sought to overcome similar obstacles to economic prosperity. This Study methodology included, but was not limited to, the following:

The specific project area was identified and computer digitized for reproduction in planimetric form.

A comprehensive land use inventory was conducted including:

Documentation of current land use types and frequencies.

Identification of use conflicts.

Inventory of existing structures and their users, square footages, historical value and physical conditions.

Survey of infrastructures including quantities, sizes and conditions.

Survey of on-street and off-street parking facilities including locations, quantities, conditions and vacancy rates.

Traffic counts on primary and secondary access roads.

Survey of traffic circulation and street conditions.

- Local, state and federal laws were researched to identify restrictions and determine their potential impact on the development of new or expanded facilities.

- Building code requirements for the City of Bay St. Louis and other cities with flood or storm prone areas were reviewed and insurance requirements and conditions were investigated.

- Literature pertinent to the Study, including similar planning studies and feasibility reports on development and revitalization programs in other areas was solicited, reviewed and analyzed for applicability in Bay St. Louis.

- Aesthetic and environmental concerns were identified.

- A comprehensive site analysis was prepared.

- Developmental recommendations based on the above-mentioned research and analysis were prepared.

LIST OF MAPS AND TABLES

MAPS

Map #	Description/Type	Page
1	Primary Study Area	vi
2	Impact Area	vii
3	Land Use (Primary Area)	1.9
4	Land Use (Impact Area)	1.10
5	Zoning (Primary Area)	1.12
6	Zoning (Impact Area)	1.13
7	Parking Areas	1.20
8	Business Directory	1.28
9	Ownership	1.47
10	Historical Sites	1.60
11	Traffic Counts	1.64

TABLES

Table #	Description	Page
1	Existing Land Use	1.8
2	Developmental Concepts Analysis	3.11
3	Compatibility of Concepts	3.12

SUMMARY OF SIGNIFICANT FINDINGS

EXISTING LAND USE: Vacant lands represent the single largest land use category. This is usually promising, except in this case over half of the vacant land is in one parcel south of the railroad. The second largest category is residential, which indicates that more land is dedicated to that use, especially single family, than should be. Third in line is Commercial use which indicates somewhat of a viable retail atmosphere, but unfortunately the individual stores and shops are scattered and separated from each other. This separation discourages the pedestrian from coming in contact with more than a few shops in one area without going back to the automobile. Governmental land use is the fourth category in size, and combined with light industrial use usually produces a fairly large daytime population of employees and clients to support specialty shops for impulse buying, restaurants and financial institutions. The remaining categories, Off-Street Parking and Other, coupled with Vacant comprise nearly forty percent of the prime study area and are not considered to be uses that would generate shoppers to the downtown area.

ZONING: Zoning does not seem to be a problem nor a hindrance to development and seems adequately dispersed to allow growth for a variety of uses in the future.

TRAFFIC ACCESS: Vehicular access is adequate, although not great, for the present. Upgrading and increased maintenance of the roadways could enhance not only the flow of traffic, but also give the motorists a more pleasing perception of the area. Proper traffic signing and striping can also add much to the drivers comfort.

Transit plays virtually no part in today's downtown life, but could be a viable alternative for travel in the future.

Pedestrian access is hampered by several factors both actual and perceptual, which deter leisure or convenient strolling among and between stores and shops.

PARKING: Parking, both on-street and off-street, is adequate to handle parking demand about ninety percent of the time.

INFRASTRUCTURE: Infrastructure in the area is basically adequate to accommodate future growth, but will need to have a program developed to insure proper and continuous maintenance.

MISCELLANEOUS: Bay St. Louis, probably more than any other community on the Coast, has a large number of houses placed on the National Register of Historic Places.

With exception of three restaurants/lounges that have pavilions overlooking the bay, the area presently is not making use of it's waterfront resource.

Property ownership in the downtown area is mainly by individuals with single lots. This does not lend itself to any large scale development or redevelopment prospects.

POTENTIALS

The potential for multi-family housing growth has been unrealized in the primary area.

A more compact commercial area with a greater variety of retail establishments adjacent to each other for ease of access to pedestrians could be developed.

Additional conveniently located off-street parking could be developed. One such possibility could be below the seawall at the foot of Main Street while another is behind the present post office, and a third is south of the railroad tracks in a portion of the large undeveloped tract of land.

Bay St. Louis needs to capitalize on its historic heritage. The more and better it can focus on historic buildings and the other aspects of this heritage, the more it will lend itself to adding credence to the antique markets in the area.

For both the physical and the economic development of the area, there needs to be a Downtown Management Association or District formed, adequately staffed and funded to be effective.

Authority to amass small parcels of land into larger tracts may have to be developed to attract developers of any size.

EXISTING LAND USE

The primary study area consists of about forty-five acres in downtown Bay St. Louis. For the purposes of this study, land use has been divided into eight categories: commercial, professional, governmental, residential, vacant land, major off-street parking, light industrial, and other (see Map 3 on page 1.9).

Approximately 7.36 acres or just over sixteen percent of the primary study area is occupied by commercial enterprises (see Land Use Table on page 1.8), including retail and wholesale establishments as well as restaurants and lounges. These businesses are grouped primarily in the eastern portion of the area along Beach Boulevard and Main Street, and in the western portion of the study area on Main Street and Second Street.

Professional firms including accountant, attorney, insurance, medical, newspaper and utility offices and banks occupy 4.33 acres or just under ten percent of the area. These firms, many of which are located in former residences, are generally scattered along the interior portions of Main and Court Streets.

Governmental uses account for 4.89 acres or nearly eleven percent of the area. This includes the Bay St. Louis City Hall, City Park, Hancock County Courthouse, Hancock County Tax Assessor/Collector and Reappraisal offices, Hancock County Justice Facility and the Post Office. Most of these uses are clustered in the central portion of the study area with the exception of City Hall and City Park which are in the extreme southwest corner of the study area.

Residential uses occupy 9.95 acres or approximately twenty-two percent of the area, and are primarily located along DeMontluzin and State Streets. These are mostly single-family dwellings with some homes having been converted to apartments.

Vacant land accounts for 10.54 acres or just over twenty-three percent of the study area. However, one large parcel at the southern extremity of the study area accounts for well over one-half of the vacant acreage and, combined with the vacant waterfront acreage, represents over ninety percent of the downtown's vacant acreage.

Approximately 1.3 acres or nearly three percent of the area is used for major off-street parking lots. This does not include the large primarily employee lots (117+ spaces) adjacent to the Bay Technical Associates building, but does include the lot across State Street from that building (49 spaces). Other major off-street parking areas included are: the parking lot immediately south of Mauffray's Hardware (38 spaces)

TABLE 1

EXISTING LAND USE

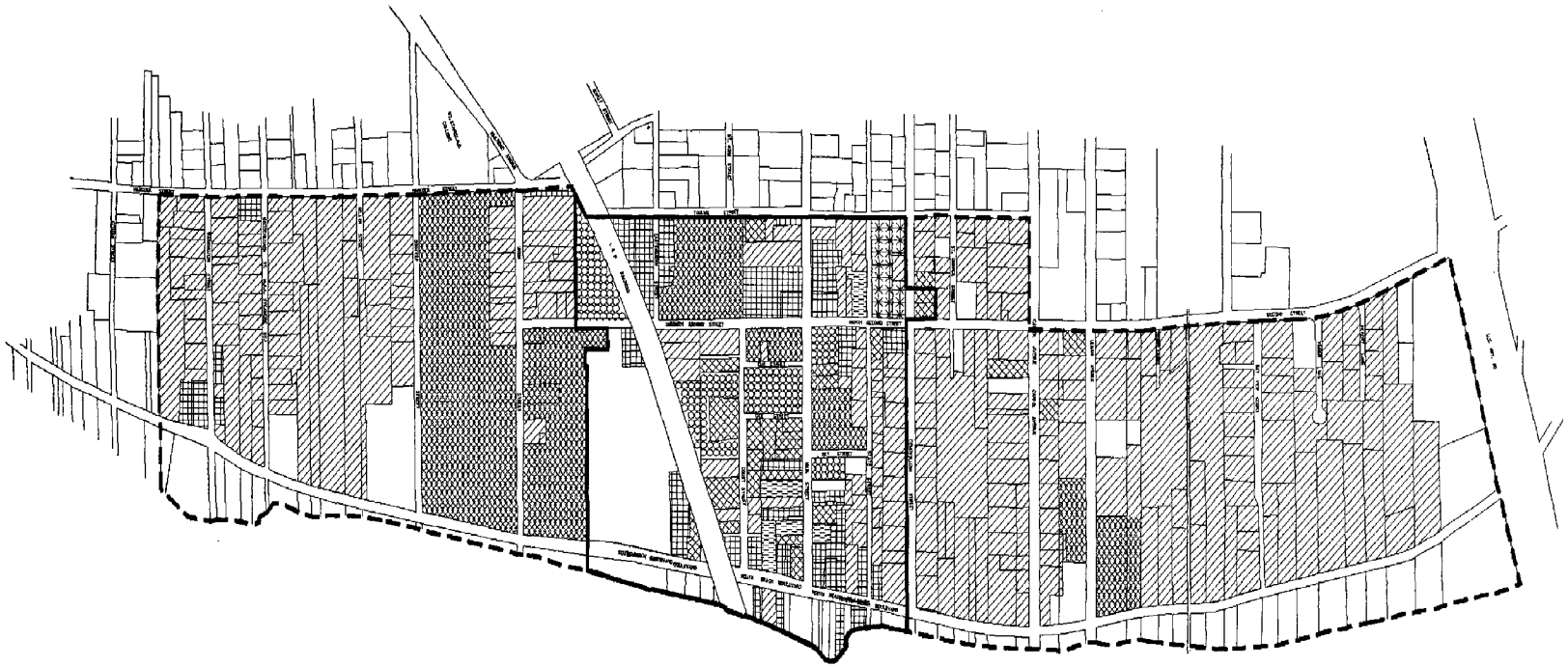
Category	Acres	Percent
Commercial	7.36	16.3
Professional	4.33	9.6
Government	4.89	10.9
Residential	9.95	22.1
Vacant Land	10.54	23.4
Major Off-Street Parking	1.30	2.9
Light Industrial	1.33	3.0
Other	5.33	11.8
TOTAL	45.03	100.0

MAP 3

LAND USE

- COMMERCIAL (RETAIL/WHOLESALE, RESTAURANTS AND LOUNGES)
- PROFESSIONAL (ACCOUNTANTS, ATTORNEYS, BANKS, INSURANCE, MEDICAL, NEWSPAPERS AND UTILITIES)
- GOVERNMENTAL (CITY HALL, COUNTY COURTHOUSE, POST OFFICE)
- RESIDENTIAL
- VACANT LAND
- MAJOR OFF-STREET PARKING AREAS
- LIGHT INDUSTRIAL
- OTHER (CEMETERY, SCHOOLS AND CHURCHES)

MAP 4



LEGEND

- COMMERCIAL (RETAIL/WHOLESALE, RESTAURANTS AND LOUNGES)
- PROFESSIONAL (ACCOUNTANTS, ATTORNEYS, BANKS, INSURANCE, MEDICAL, NEWSPAPERS AND UTILITIES)
- GOVERNMENTAL (CITY HALL, COUNTY COURTHOUSE, POST OFFICE)
- RESIDENTIAL
- VACANT LAND
- MAJOR OFF-STREET PARKING AREAS
- LIGHT INDUSTRIAL
- OTHER (CEMETERY, SCHOOLS AND CHURCHES)

- PRIMARY STUDY AREA
- IMPACT AREA

LAND USE

off Beach Boulevard; the parking lot immediately west of Hancock Insurance off Main Street (27 spaces); the People's Federal Savings and Loan parking lot (30 spaces) off Main Street; and the small parking area in front of the Old Town coffee Shop and Market (8-10 spaces) off Main Street. This acreage does not include the several small employee parking areas which are found behind various businesses nor the parking lots in front of the Hancock County Justice Facility and behind the Hancock County Courthouse which are not available for the other business patrons.

Light industrial uses (Bay Technical Associates) account for 1.33 acres or nearly three percent of the study area. This includes the building and adjacent parking lots between State and DeMontluzin Streets.

Other uses which consist of Churches and the cemetery between Second and Toulme Streets, occupy 5.33 acres or nearly twenty-two percent of the study area.

ZONING

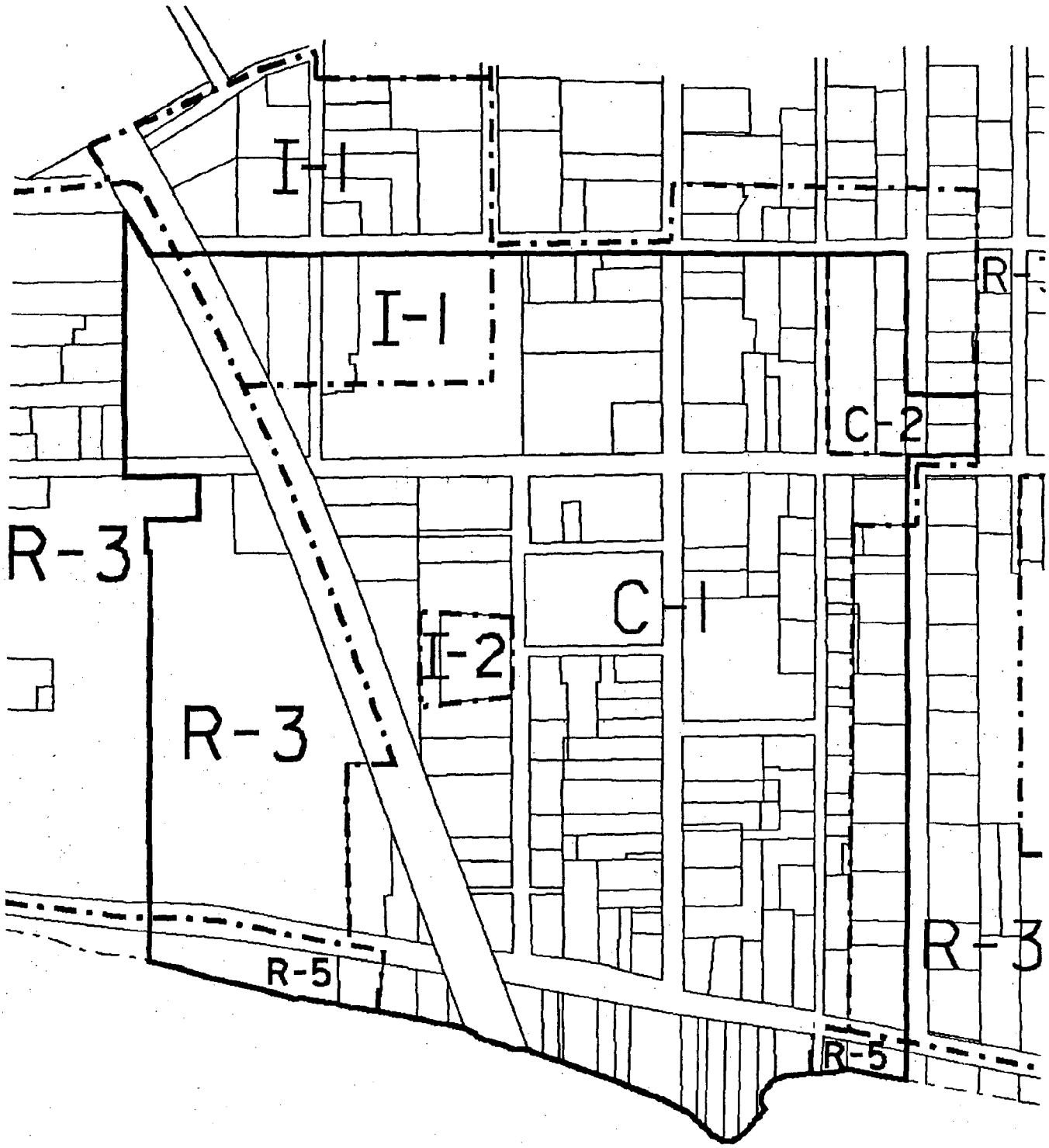
The downtown area is primarily zoned C-1 (Commercial Central Business District) and R-3 (Multi-Family Residential District) as shown on the Zoning Map on page 1.12. These two zones comprise over ninety percent of the study area with the remaining portion being zoned C-2 (commercial Neighborhood District), I-1 (Light Industrial District), I-2 (Heavy Industrial District) and R-5 (Residential Open Beach District).

The C-1 and R-3 Districts which comprise the bulk of the downtown area, are complimentary zones allowing for both the development of multi-family residences, two vital components of any downtown area. The small area zoned C-2 (essentially Bay Technical Associates) is also appropriately zoned, being the most restrictive zoning district able to accommodate such an industry.

The small area zoned I-2 (The Sea Coast Echo Newspaper), being near the heart of the downtown core and housing a newspaper office, is inappropriately zoned and should be changed to C-1.

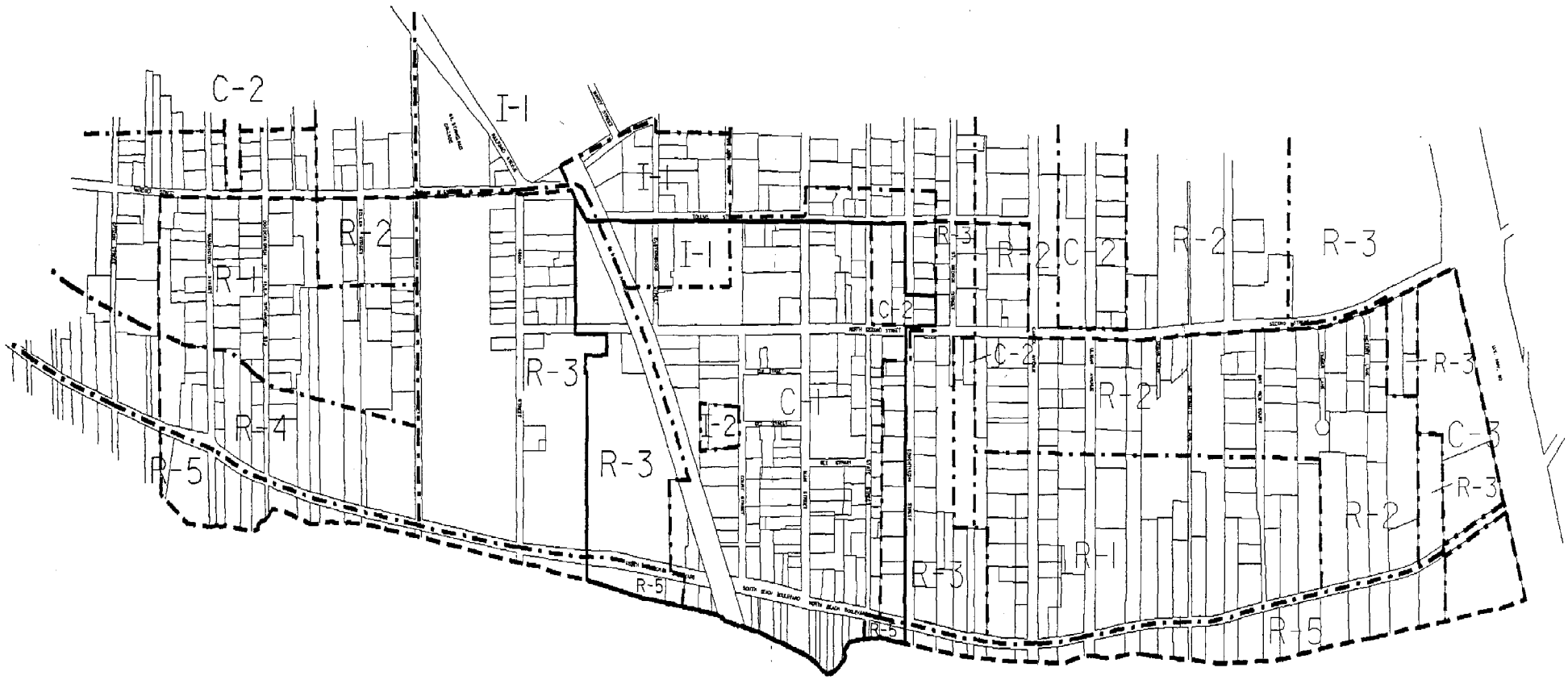
At this time, the downtown area is appropriately zoned to accommodate the commercial and residential mixture essential for a viable downtown economy. It may be necessary in the future, however, to extend the C-1 zoning into areas on and across the southern and western extremities of the study area to accommodate potential commercial development.

MAP 5



ZONING (PRIMARY AREA)

MAP 6



PRIMARY STUDY AREA

IMPACT AREA

ZONING

(IMPACT AREA)

TRAFFIC ACCESS

Convenient accessibility of any commercial area is essential for its economic viability. This includes good vehicular circulation, an organized transit network for job commuters as well as for disabled or elderly households, and convenient and safe pedestrian access.

VEHICULAR ACCESS: The primary access routes to the study area are two-laned, relatively narrow and deteriorating. North Beach Boulevard and Second Street provide access from the north and Highway 90. Main Street provides the primary access from the west, and South Beach Boulevard and Hancock Street from the south.

According to traffic counts taken by GRPC planning staff (see summaries in Appendix F), over two-thirds of in-coming traffic from the north use North Beach Boulevard. This two-laned street winds along the waterfront through a historic residential neighborhood and needs repair in some areas. Traffic along this route generally flows well and is seldom congested except in the downtown area at peak hours.

Additional access to the downtown area from the north is provided by Second Street, a two-laned street which runs from Highway 90 through the downtown area. This street is sometimes congested by traffic from the junior high school at the Ulman Avenue intersection.

Major access is provided from the west by Main Street, a narrow two-lane street running from Highway 90 west of town to Beach Boulevard. Traffic flow is somewhat impeded along this street by numerous intersections and on-street parking, but generally flows well.

Over seventy-five percent of in-coming traffic from the south use South Beach Boulevard, a two-laned street which runs along the waterfront providing access for vehicles from southern Bay St. Louis and Waveland. This street and the adjacent seawall are in need of major repair in several areas. Traffic flows smoothly with the exception of peak hours at the beginning and end of school days when some congestion is encountered in the vicinity of the St. Stanislaus School.

Significant access is also provided from the south by Hancock Street, a two-laned street running through and providing access for a primarily residential area of southeast Bay St. Louis. Traffic generally flows well along Hancock Street with the exception of peak school traffic hours near St. Stanislaus School.

While, with a few exceptions, traffic generally flows adequately along the major access routes to the downtown area, some congestion is often encountered upon reaching the downtown area during peak traffic hours. While some congestion occasionally occurs at the intersections of Court Street and Beach Boulevard, and Main Street at Second Street, the most frequent areas of congestion are at and immediately north of the intersection of Main Street and Beach Boulevard. This congestion is caused by the awkward intersection at Main Street and Beach Boulevard, the two most heavily traveled arterials, and by the on-street parallel parking on Beach Boulevard.

When the most appropriate developmental priorities and goals have been determined, a more detailed traffic analysis should be undertaken and specific recommendations for improving circulation developed.

TRANSIT: Transit services in Bay St. Louis are very limited. There is no regularly scheduled bus service and no taxi service. Special purpose transit services are available for the elderly and handicapped, however, with regularly scheduled buses providing transit to and from the Senior Citizens' Center in Bay St. Louis and the Hancock Industries Vocational Rehabilitation Center at Port Bienville. Transit is also provided for qualified senior citizens to downtown and other shopping areas on an intermittent schedule.

Coast Area Transit has recently implemented a Dial-A-Ride program providing transit upon twenty-four hour notice for residents in Bay St. Louis and Waveland. This service is provided Monday through Friday from 9:30 A.M. until 2:30 P.M. Although this service is limited and likely to remain so for sometime, public transit is a viable alternative and should be nurtured for the future.

PEDESTRIAN ACCESS: Pedestrian access is determined by the actual and perceived ease of walking between two points. Although actual distances may be short and safe, unless people feel this to be the case, they will either drive and seek parking in the immediate vicinity of their destination, or simply will not come. Therefore, in order to encourage pedestrian circulation within the downtown area, it is very important that both of these factors be considered.

Good pedestrian accessibility enhances commercial viability by attracting more customers to make more shopping stops per trip while leaving their car at one location. Pedestrian accessibility also usually results in more compact land development, which lends a more attractive visual image to the downtown area.

The Bay St. Louis downtown area has historically been oriented toward the automobile. Pedestrian accessibility is impeded by several factors including:

1. Lack of clearly marked crosswalks;
2. Narrow sidewalks frequently interrupted by driveways;
3. Lack of pedestrian amenities (benches, telephones, canopies, etc.); and
4. Lack of a unified image of businesses to give the impression of closeness.
5. Lack of visual contact between off-street parking and pedestrian destination.

PARKING

Business and shopper surveys in the core area of downtown Bay St. Louis revealed a variety of responses regarding the adequacy of downtown parking facilities. While approximately 40% of the respondents said that they thought parking amenities were poor, most rated them from fair to very good. Interestingly, merchant responses showed marked differences of opinion, even among immediate neighbors, regarding parking adequacy. However, the merchants in the two-block North Beach Boulevard area were in unison in rating parking facilities as poor.

In May of 1987, GRPC staff conducted parking counts throughout the downtown core area. Due to the lack of available sales volume data specific to the downtown business district, normally applied standards for computing short and long-term retail and customer parking demand based on such data were necessarily abandoned. Instead, a series of parking counts were conducted at various times in the Spring of 1987 to determine the adequacy of current parking facilities and to formulate recommendations for maximizing the availability of customer parking in the downtown area.

In order to evaluate parking on a specific area basis, the downtown core area was divided into six relatively homogeneous parking areas (see Map 7 on page 1.20). Following is a general analysis of customer parking facilities in each area.

AREA 1: This area includes the entire downtown Beach Boulevard area and the Main Street corridor east of the People's Federal Savings & Loan parking lot, and is primarily commercial and professional oriented.

There are 80 marked on-street parking spaces, 73 marked off-street spaces and the potential for 10 additional off-street spaces behind the Dante-By-The-Bay Restaurant in Area 1.

During peak parking demand hours, (11 a.m. - 1 p.m. and 2-4 p.m.) almost all of the on-street spaces are typically filled, particularly on Beach Boulevard from Hancock Bank north. Occasionally there is one hundred percent occupancy of these spaces for short periods. However, the public parking lot (38 spaces) south of Mauffray's Hardware store is seldom filled to capacity and offers relatively convenient parking as does the connecting parking lot (27 spaces) on the west side of Hancock Insurance off Main Street.

While there is certainly no abundance of parking in Zone 1, the installation of signs along Beach Boulevard directing incoming traffic to these off-street parking areas could maximize the use of existing spaces and serve to reduce traffic congestion. Additional (up to six) on-street parking spaces could be created on South Beach Boulevard south of The Good Life if marked. Also, the discouraging of all-day parking by downtown employees in prime parking areas would substantially increase available customer parking.

AREA 2: This area includes the Main Street corridor from the Post Office to Second Street and all of the Court Street corridor and is primarily governmental and professional in nature.

While there is available space for 77 on-street parking spaces only 15 are marked. Area 2 also has 122 off-street parking spaces of which 17 are unmarked. Additionally, there is a lot owned by Hancock County immediately west of the Sea Coast Echo building which, if paved and marked, could provide another 20 or more spaces.

Parking in Area 2 is generally adequate, but is occasionally taxed during meetings of the Hancock County Board of Supervisors and other functions at the Courthouse. By marking off-street parking spaces currently used at and near the Courthouse, more orderly and efficient parking would result.

AREA 3: This area is comprised of the residential State Street corridor from Beach Boulevard to Second Street. Within Area 3, State Street is a one-way street and has sufficient residential parking. There are three commercial and professional businesses on North Second Street which also have adequate off-street parking.

AREA 4: Area 4 is comprised of the State Street corridor from Second Street to Toulme Street and is dominated by the Bay Technical Associates, Inc. building and parking areas. There are 182 off-street parking spaces in Area 4, 66 of which are unmarked. According to current and projected employment figures from Bay Technical Associates, Inc., there is adequate parking for both commercial and residential needs in this area.

AREA 5: Area 5 is comprised of the Main Street corridor from Second Street to Toulme Street, and the Second Street corridor from Court Street to just north of Main Street. This area is primarily composed of small retail establishments and has approximately 42 off-street customer parking spaces, all of which are unmarked.

Another sixteen vehicles can be accommodated in on-street parking which is unmarked.

Customer parking in Area 5 is inadequate and could prove to be a serious problem to commerce in that area in the near future. Efforts should be made to mark and clearly identify existing parking areas and to utilize any available space for convenient customer parking.

AREA 6: Area 6 includes the remainder of the study area south of the commercial core. While this area includes a relatively large area, it is a non-critical area in terms of parking demand, with the exception of the City Hall vicinity.

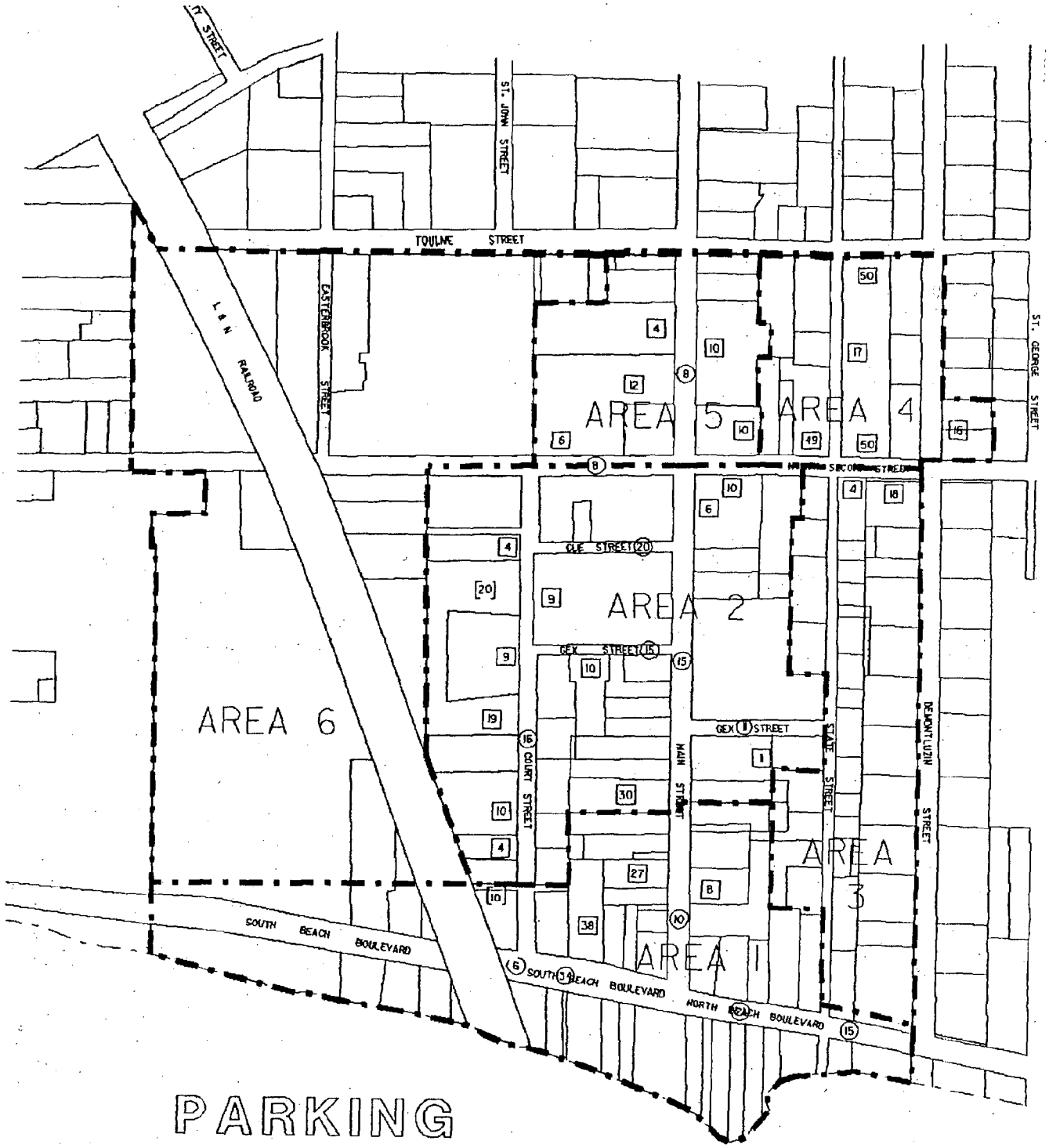
There are thirty-one unmarked on-street parking spaces in front and on the side of City Hall. These spaces should be properly marked to ensure maximum parking availability.

In general, the present parking capacity for downtown Bay St. Louis is adequate, but could be substantially improved by marking presently unmarked spaces and by the effective use of signs to identify off-street parking areas. Downtown merchants should encourage employees to refrain from parking in convenient customer parking areas, and all-day parking should be prohibited in prime parking areas.

While numerous merchants and downtown patrons have indicated that they felt downtown parking facilities were inadequate, available parking can usually be found within a short walk of downtown businesses. By widening sidewalks and installing canopies and making other aesthetic improvements to create a more people-oriented pedestrian environment, a more positive perception of downtown parking could be nurtured.

To meet long-term parking needs, the City of Bay St. Louis should consider acquiring vacant or under-utilized land on the outer fringes of the downtown area for parking development. One area that may warrant investigating is the area below the seawall at the foot of Main Street. For special events, arrangements for public parking in church and other private parking areas should be sought and temporary portable signs should be deployed to inform and direct the public. Also, a feasibility study should be conducted on the subject of providing scattered public or shared parking areas throughout the downtown area to eliminate the need for on-street parking on Beach Boulevard and Main Street. It should include the designation of locations for these lots and a plan for financing.

MAP 7



PARKING AREAS

□ OFF STREET PARKING SPACES
○ ON STREET PARKING SPACES
[ ] ○ POTENTIAL SPACES

INFRASTRUCTURE

A brief examination of the basic infrastructure of the study area it indicates that water, sewer and natural gas service facilities are not only adequate to serve the present development, but could accommodate substantial growth without major upgrading. Storm sewers may require improvements in areas to accommodate increased run-off if the area experiences a considerable amount of additional building and surfaced areas.

Street lighting, landscaping and sidewalks currently need considerable upgrading to encourage increased pedestrian mobility in the downtown area. Streets, being a major infrastructure and the lifeline of the downtown area, are generally sound, but do need repairs and resurfacing in some areas. Signing and striping are in dire need of upgrading.

DEVELOPMENTAL CONSTRAINTS

GEOGRAPHICAL CONSTRAINTS: Developmental Opportunities in the downtown Bay St. Louis waterfront area are very limited in terms of available vacant space. While there are several un- or underutilized buildings in the area, there is very little vacant land in the downtown core. There is, however, a relatively large parcel of over 6 1/2 acres, (lot 145, see Ownership Map on Page 1.47) across the railroad tracks and south of the downtown core which offers prime developmental potential.

Most of the undeveloped land in the downtown core is waterfront property east of Beach Boulevard which slopes dramatically (within a few yards of the street) to very low elevations extending only from approximately 75-230 feet from the street to the waterline. There are approximately 1 1/2 acres of this undeveloped waterfront property, with the largest uninterrupted area consisting of just over one acre.

INSURANCE AND BUILDING CODE CONSTRAINTS: While this waterfront area offers significant developmental opportunity, the extremely low elevation and proximity to flood and storm prone waters dictate that construction follow the guidelines of the Federal Emergency Management Agency's (FEMA) National Flood Insurance Program (NFIP). Much of the undeveloped waterfront area is in the critical FEMA designated V-zone (velocity zone) in which the NFIP requires that the lowest horizontal structural member for any new construction or substantial improvements to existing structures be at a minimum of sixteen to eighteen feet above mean sea level, depending on V-zone designation. This equates to considerable construction cost and may well adversely impact the feasibility of a development project.

Structures in a V-zone must be securely fastened to adequately anchored pilings or columns to withstand hurricane force wind and waves. In addition, the space below the lowest floor may be used solely for parking of vehicles, building access, or storage and, if enclosed, it must be with non-supporting breakaway walls, open wood lattice work, or insect screening intended to collapse under wind and water loads without damaging the elevated portion of the building or the foundation.

Due to the difficulty experienced by many waterfront property owners in obtaining insurance coverage, in 1970, after Hurricane Camille, the Mississippi Insurance Commission initiated the Coast Plan for the three coastal counties.

All companies writing insurance in the state are required to participate in this Plan which is administered by the Mississippi Insurance Underwriting Association (MIUA).

The purpose of the Coast Plan is to make property insurance available to responsible applicants on eligible property in the coastal area of Mississippi who have been unable to secure such insurance in the normal insurance market. If a person or business cannot find a company to insure their property, they may apply to the Coast Plan and usually cannot be turned down unless the structure is below sea level or does not meet Southern Standard Building Code requirements.

The MIUA's Coast Plan rates are 12 1/2% over normally applied Rating Bureau rates. The Plan currently offers Fire and Extended Coverage and there is a $200,000 coverage limit for dwellings and a $1,000,000 limit on commercial structures. The MIUA has plans for implementing a Wind Only Pool Plan in the near future in which rates will be slightly higher for wind damage coverage, but fire and extended coverage will be handled separately and at normal rates. Buildings must meet general underwriting standards, including adherence to the Southern Standard Building Code.

ZONING CONSTRAINTS: Approximately two-thirds of the primary study area and nearly ninety percent of the downtown core area is zoned C-1 (Commercial Central Business District). The C-1 District was designed to accommodate a homogeneous commercial mixture which could include a wide variety of business enterprises and thus should complement development in the downtown waterfront area.

Nearly one-fourth of the primary study area is zoned R-3 (Multi-Family or high density residential). All of this R-3 zoned property is located on the fringes of the downtown core, and over half lies within one large undeveloped parcel at the southern extremity of the primary study area. The R-3 District allows for the high density residential development so vital to the economic viability of downtown areas. However, depending on the developmental preferences of the City, should additional space be needed for major commercial development in the future, some of this property may need to be changed to a C-1 District.

While the City may need to enact some zoning changes along the fringe of the downtown area in the future, the existing zoning places no serious constraints on downtown development.

ENVIRONMENTAL CONSTRAINTS: Environmental constraints to development in the Bay St. Louis Waterfront area primarily consist of compliance with the provisions of the Mississippi Coastal Program, Mississippi Wetlands Protection Law contained therein, and Section 404 of the Clean Water Act as administered by the United States Army Corps of Engineers.

A small area of tidal marsh located between the Dock Of The Bay restaurant and the water's edge represents the most environmentally sensitive area of potential development in the downtown waterfront area. The preservation of this wetland area and its eco-system is a matter of law which must be adhered to unless proposed alterations would serve a higher public interest.

Regardless of the legal environmental regulatory requirements, the City should give utmost priority to the preservation of water quality, shoreline protection and the natural scenic quality of the waterfront area when considering future developmental scenarios.

GENERAL LAND USE ANALYSIS AND RECOMMENDATIONS

Care should be taken regarding future zoning changes city wide to insure optimal utilization of available space. If there is too much commercial land, uses which should be concentrated will instead spread out over too large an area. They will not complement each other, as they should from an economic standpoint, and inefficient use of the land will be encouraged. It is very difficult to reverse inefficient use of land due to the capital investment which has been made. If, however, there is too little commercial land, uses which might locate in the area and provide benefits to the residents of the area as well as to the other businesses in the area, will locate elsewhere. While ample land should be available for commercial development, such development should be directed as efficiently as possible. Land not necessary for commercial development should be released for non-commercial uses which will complement and support the commercial development, such as high density residential uses.

A significant portion of the land in the Study Area is under- or unutilized. Some large buildings in the downtown area are currently used for storage or are vacant and contribute nothing to the vitality of the area. These include the old theatre building on South Beach Boulevard, which is vacant; the old Southern Mills building on Main Street, of which the bulk of the building is used for storing and restoring antique cars; and the soon-to-be vacant Post Office building on Main Street. The waterfront itself in and near the downtown core is virtually inaccessible to the public, thereby negating a major drawing card for the downtown area. A large tract of land south of the L & N Railroad, with tremendous potential for development and contribution to the downtown economy, remains undeveloped and would be an ideal location for high density residential development.

To allocate land efficiently for orderly and complimentary development, firm planning policies which subordinate individual needs to those of the whole community should be implemented and perpetuated. Sound planning principles dictate that intensive retail commercial uses should be grouped together in the core area, centrally located to the community, with easy vehicular access and convenient internal access, primarily pedestrian. More land extensive, auto related uses to which pedestrian access and concentration of uses are less important should be located around the fringes of this area, where land is less valuable and there are less problems with traffic flow.

High volume uses, which are specifically auto oriented or related should also be located on the fringes of the core area, and also adjacent to major auto access routes in and out of the community. Location of office uses do not need prime commercial exposure and can be located to the rear or on the second story of a development. High density residential uses complement commercial development by providing a large pool of consumers within a very short distance, preferably walking distance, from commercial uses. They, too, can be located to the rear of or above commercial development, or on some of the large parcels on the fringes of the area which are still vacant. Within all of these categories, development should be coordinated with the surrounding area to ensure the most efficient use of the available land.

Building and street patterns should be designed with the safety and comfort of the pedestrian in mind. Orienting downtown design towards pedestrians results in a denser retail area, a better utilization of downtown land and energy conservation. It also results in a shift from an auto-oriented scale of development relying on numerous large parking areas and distantly visible signs to a scale of development that must cater to the more evaluative eye of the pedestrian.

APPENDIX A

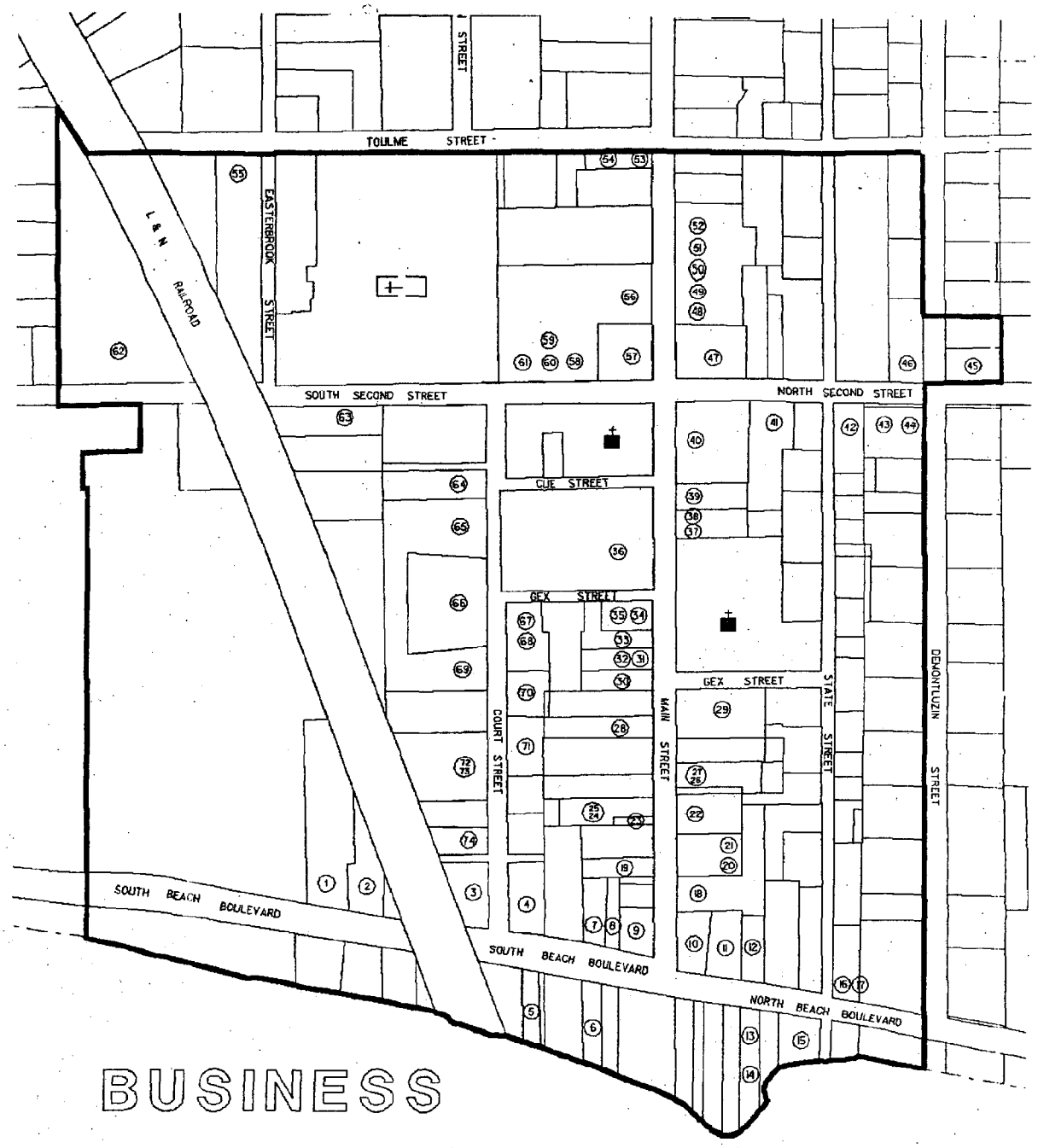
BUSINESS DIRECTORY AND MAP

BUSINESS DIRECTORY

1. The Family Tree
2. Merchants Bank
3. Dante By The Bay Restaurant
4. First Precinct Restaurant and Lounge
4a Gulf Radio Service
5. The Good Life Lounge
6. Dan B. Murphy's Bar
7. Mauffray's Hardware
8. Collette's Beach Palace
9. Hancock Bank
10. Dollar General Store
11. Ramsey's Dept. Store
11a Ramsey Beauty Shop
11b Dr. B. L. Ramsey, DDS.
12. The Eatery
13. Hairworks
14. Stewart-Sneed-Hewes Insurance
15. Dock Of The Bay Restaurant & Lounge
16. Toad In The Hole
17. Bay Liquor Store
18. Nadic Arts
19. Hancock Insurance Agency
20. Old Town Coffee Shop
21. Old Town Market
22. Stokoe Memorial Bldg.
    -John C. Chevis, Jr., Atty
    -George Lipscomb, Jr., Atty.
    -Bay Accounting
    -A. L. Williams
    -Masonic Temple
    -Carver Graphics
    -Design Studio (M. Gibbens)
    -American Restoration
    -Chartres Antiques
    -The Toy Train Shop
23. Cornelius Ladner, Atty.
24. Antique Shop
25. Serenity Books
26. Captain Garbo's Record Bar
27. Antiques & Goodies Galore
28. Charles Benvenutti, CPA
29. U. S. Post Office
30. W. M. Frisbie, Atty.
31. Tucker & Benvenutti, Attys.
32. Michael Reeves, Architect
33. David Necaise, Atty.
34. Deborah Williams, Atty.
35. William Stewart, Atty.
36. Hancock County Courthouse
37. Mississippi Power Co.
38. Sun-Herald Bay Bureau
39. Favre, Genin & Scafidi, Attorneys
40. Hancock county Tax Assessor/ Collector & Reappraisal
41. Mitchell's Furniture Outlet
42. Haas & Haas, Attys.
43. Bay Washers
44. Southern Distributers
45. Bay Crown & Bridge Studios
46. Bay Technical Associates
47. Jerom's Department Store
48. Early Attic Antiques
49. Olde Stuff Buy & Sell
50. Yesterday's Treasures
51. Second Time Around
52. Hair Expressions
53. Cycles Plus
54. Desert Gems
55. W. A. mcDonald & Sons Hardware
56. The Land Mark Restaurant
57. Jerome's Men's Store
58. Evergreen Antiques
59. Creations in Stained Glass
60. Side Porch Antiques
61. Village Square Mall
62. City Hall
63. Julie's Florist & Gift Shop
64. Chapman Business Service
65. Youth Court Center
66. The Sea Coast Echo
67. Ann Lazzara, Atty.
68. Thorton Bonding Company
69. Hancock County Justice Facility
70. Henry Cook, III, Atty.
71. People's Federal Savings and Loan
72. Treutel Insurance
73. Gene Woodrick Adjustors Inc.
74. Benvenutti Building

NOTE: Numbers refer to the map on the next page.

MAP 8



BUSINESS DIRECTORY

APPENDIX B

COMMERCIAL STRUCTURES WITHIN THE STUDY AREA

COMMERCIAL STRUCTURES WITHIN
THE STUDY AREA

Street Address	Business Name/Type	Area Sq. Ft.
100 N. Beach Blvd.	Dollar General Store (Discount Dept. Store)	5169
104 N. Beach Blvd.	Ramsey Dept. Store (Clothing, Beauty Shop & Dentist)	7088
107 N. Beach Blvd.	Hairworks & Stewart-Sneed-Hewes (Beauty Shop & Insurance)	1155
116 N. Beach Blvd.	The Eatery (Delicatessen)	1867
119 N. Beach Blvd.	Dock Of The Bay (Restaurant & Lounge)	3347
120 N. Beach Blvd.	Old A & G Theater (Vacant)	5354
200A N. Beach Blvd.	Toad In The Hole (Cards & Gifts)	2121
200B N. Beach Blvd.	Beach Liquor Store	1449
100 S. Beach Blvd.	Hancock Bank	4687
108 S. Beach Blvd.	Collette's Beach Palace (Arcade & Snack Bar)	2786
109 S. Beach Blvd.	Dan B. Murphy's Bar (Lounge)	1745
110 S. Beach Blvd.	Mauffray's Hardware	3521
115 S. Beach Blvd.	The Good Life (Lounge)	3601
120 S. Beach Blvd.	First Precinct (Restaurant & Lounge)	3539
120 S. Beach Blvd.	Gulf Radio Service (Emergency Dispatch & Radio Repair)	255
200 S. Beach Blvd.	Dante-By-The-Bay (Restaurant & Lounge)	3000+
200 S. Beach Blvd.	Welding Shop	2600+
205 S. Beach Blvd.	Merchants Bank	4383

Street Address	Business Name/Type	Area Sq. Ft.
210 S. Beach Blvd.	The Family Tree (Crafts & Gifts)	1142
111 Main Street	Nadic Arts (Art Gallery) (Also has Storage)	2100 7520
114 Main Street	Hancock Insurance (Insurance Agency)	1775
119A Main Street	Old Town Coffee Shop (Restaurant)	1130
119B Main Street	Old Town Market (Grocery)	1130
124 Main Street	Cornelius Ladner, Attorney (Law Office)	636
125 Main Street	Stokoe Memorial Building (Mixed Professional)	7745
126A Main Street	Antique Shop	1830
126B Main Street	Serenity Books (Book Store)	900
126C Main Street	Warehouse	2496
131A Main Street	Captain Garbo's Record Bar (Record Store)	650
131B Main Street	Antiques & Goodies Galore (Antique Shop)	864
131 Main Street	Storage	4732
136 Main Street	Charles Benvennutti, CPA (Accounting)	1221
139 Main Street	U.S. Post Office	Approx. 4400
140 Main Street	W.M. Frisbie, Attorney (Law Office)	837
142A Main Street	Tucker & Benvenutti, Attorneys (Law Office)	838
142B Main Street	Michael Reeves, Architect	838
144 Main Street	David Necaise, Attorney (Law Office)	1316

Street Address	Business Name/Type	Area Sq Ft.
146 Main Street	Stewart & Williams, Attorneys (Law Office)	1910
151 Main Street	Sun-Herald Bay Bureau (Newspaper)	858
153 Main Street	Mississippi Power Company (Utility Office)	1650
155 Main Street	Farve, Genin & Scafidi, Attorneys (Law Office)	2160
159 Main Street	Hancock County Tax Assessor/ Collector & Reappraisal	7881
200 Main Street	Jerome's Department Store (Clothing Store)	3281
201 Main Street	Jerome's Men Store (Clothing Store)	1615
207 Main Street	Early Attic Antiques	1284
209 Main Street	Old Stuff Buy & Sell (Antique Shop)	931
209 1/2 " "	Yesterday's Treasures (Antique Shop)	480
210 Main Street	The Landmark Restaurant & Lounge	3603
211 Main Street	Second Time Around (Antique Shop)	1262
213 Main Street	Hair Expressions (Beauty Shop)	610
220 Main Street	Cycles Plus (Bicycle Shop)	2184
108 Court Street	Benvenutti Building (Law Office)	1368
111 Court Street	Peoples Federal Savings & Loan	3682
112 Court Street	Treutel Insurance (Insurance Agency)	4226
112 Court Street	Gene Woodrick Adjustors (Insurance Adjustors)	N/AV
123 Court Street	Henry Cook III, Attorney (Law Office)	2406
124 Court Street	The Sea Coast Echo (Newspaper)	6926

Street Address	Business Name/Type	Area Sq Ft.
125 Court Street	Ann Lazzara, Attorney (Law Office)	4012
128 Court Street	128 Court (Court Reporting)	1535
130 Court Street	Chapman Business Service (Printing)	1300
111 N. Second St.	Mitchell's Furniture Outlet (Also has Warehouse)	2032 3674
200 N. Second St.	Bay Technical Associates, Inc. (Data Communications Mfg.)	22677
201 N. Second St.	Haas & Haas, Attorneys (Law Office)	1421
205A N. Second St.	Bay Washers (Washer Sales & Service)	1700
205B N. Second St.	Southern Distributors (Misc. Service & Sales)	1700
304 N. Second St.	Bay Crown & Bridge Studios (Dental Lab)	2670
106 S. Second St.	Evergreen Antiques (Antique Shop)	280
110A S. Second St.	Creations In Stained Glass (Stained Glass Work)	800
110B S. Second St.	Side Porch Antiques (Antique Shop)	800
112 S. Second St.	Village Square Mall (Antiques & Specialty Shops)	6790
211 S. Second St.	Julie's Florist & Gift Shop	150
101 S. Toulme St.	Desert Gems (Crafts & Gifts)	700
301 S. Toulme St.	McDonald & Sons Hardware (Hardware & Bldg. Materials) (Also has Warehouse)	7274 10354

APPENDIX C

RESIDENTIAL STRUCTURES WITHIN PRIMARY STUDY AREA

RESIDENTIAL STRUCTURES WITHIN
THE STUDY AREA

Street Address	Structure Area Sq. Ft.	Dwelling Type
104 DeMontluzin	1104	Single Family
110 DeMontluzin	1160	Single Family
112 DeMontluzin	1750	Single Family
116 DeMontluzin	3353	Single Family
120 DeMontluzin	2339	Single Family
122 DeMontluzin	2479	Single Family
124 DeMontluzin	1895	Single Family
126 DeMontluzin	599	Single Family
204 DeMontluzin	669	Single Family
206 DeMontluzin	976	Single Family
105 State Street	2358	Single Family
106 State Street	1421	Single Family
107 State Street	1397	Single Family
108 State Street	1780	Single Family
109 State Street	2687	Apartments (2)
110 State Street	4144	Apartments (3)
111 State Street	747	Single Family
112 State Street	1192	Single Family
113 State Street	915	Single Family
115 State Street	1057	Single Family
117 State Street	1136	Single Family
119 State Street	1023	Single Family
121 State Street	923	Single Family

Street Address	Structure Area Sq. Ft.	Dwelling Type
124 State Street	1165	Single Family
125 State Street	1406	Single Family
127 State Street	762	Single Family
128 State Street	1336	Single Family
133 State Street	1412	Single Family
135 State Street	1164	Single Family
136 State Street	1224	Single Family
144 State Street	2534	Apartments (3)
201 State Street	1511	Single Family
128 Main Street	1558	Single Family
138 Main Street	2754	Single Family
155 Main Street	1213	Apartments (2)
206 Main Street	1736	Single Family
212 Main Street	3178	Apartments (4)
107 Court Street	2864	Single Family
109 Court Street	1815	Single Family
* 110 Court Street	1164	Single Family
122 Court Street	1477	Single Family
132 Court Street	2399	Single Family
125 Railroad Street	1336	Single Family
127 Railroad Street	1600	Single Family
129 Railroad Street	1731	Single Family
118 N. Beach Blvd.	2159	Single Family
200 N. Beach Blvd.	2506	Apartment
208 N. Beach Blvd.	3983	Single Family-(plus 2 Apts.)
113 S. Beach Blvd.	1221	Single Family

Street Address	Structure Area Sq. Ft.	Dwelling Type
115 S. Beach Blvd.	429	Apartment
*108 Cue Street	813	Single Family
110 N. Second St.	1719	Single Family
112 N. Second St.	995	Single Family
113 N. Second St.	1146	Single Family
300 S. Second St.	1408	Single Family
105 S. Toulme St.	688	Apartment
*107 S. Toulme St.	935	Single Family
109 S. Toulme St.	3508	Single Family

* Vacant

APPENDIX D

OWNERSHIP LISTING AND MAP

MAP # 14-09-L

LOT #	OWNER	PARCEL #
1	Gladys S. Leaumont	23635
2	George diBenedetto	23634
2.01	W. S. Kamminga	23633-10
3	Clarence Ladner	23633
4	Clarence Ladner	23632
5	Margaret Hayden	23630 & 23629
6	Maurice Colly	23628
7	Maurice Colly	23629
8	Jerry D. Fisher	23930
9	Norbert W. Kohnke, II	23931
10	Daisy Bordages	23932
11	Margaret Hayden	23929
12	Arnold Van Peski	23928
13	Venda Mae Ladner	23927
14	Anthony Benvenutti	23926
15	Anthony Benvenutti	24011
16	Joseph T. Parillo	24013
17	Joseph T. Parillo, Jr.	23925 & 24013
18	First Baptist Church	23924
19	Reliable Electronics	24020
20	Hancock County	24022
21	Patricia Favre	24021
22	Dan Russell	24019
23	First Baptist Church	23922
24	U. S. Post Office	24014
25	Lamar A. Ladner	24012

MAP # 14-09-L

LOT #	OWNER	PARCEL #
26	Lamar A. Ladner	24009
27	Masonic Lodge	24010
28	Laurice V. Cox	24007
29	Magnolia State	23936
30	H. W. Osoinach, Jr.	24005
31	B. L. Ramsey	23939
32	Wm. Frisbie	23935
33	Hancock Realty	23934 & 24003
34	Gerald Seuzeneau	23937
35	Cornelius J. Ladner	23938
36	Mark Ohman	24002
37	Hancock Realty Co. Inc.	24003
38	Charles W. Rogers	25201
39	On The Beach, Inc.	25207
40	Helen Murphy	25206
41	Sherman B. Reynolds	25210
42	City of Bay St. Louis	25719-10
43	Edward Dear	25736
44	Sherman B. Reynolds	25209
45	Lawrence A. Mauffray	25208
46	Lamar A. Ladner	25204
47	Hancock Bank	25203
48	Hancock Bank	25205
49	Leo W. Seal	25211
50	Hancock Bank	25212

MAP # 14-09-L

LOT #	OWNER	PARCEL #
51	Bonelle P. Ladner	25215
52	George F. Stevenson	25214
53	John F. Cowart	25213
54	Veronica & Drott Ione Manieri	25216
55	Peoples Federal Savings & Loan	25217
56	Lawrence Jacobi	25218
57	Lizana Delta Jacobi	25219
58	Henry J. Cook	25220
59	William M. Frisbie	25221
60	Emile J. Gex, Jr.	25223
61	Robert L. Genin	25224
62	Deborah Williams	25225
63	McDonald Realty	25222
64	Hancock County	25229
65	Main St. Methodist Church	25230
66	Kate Lobrano	25232
67	Harold Carver	25233
68	David O'Leary	25236
69	Donald L. Brown	25238-10
70	Delores C. Haas	25303
71	Emory Pendergraft	25304
72	Ronald H. Murray	25302
73	Bernard A. Mutter, Jr.	25301
74	August Scafidi	25238

MAP # 14-09-L

LOT #	OWNER	PARCEL #
87	Cedar Rest Cemetery	25735
88	Donald L. Brown	25821
89	Frank A. Hille	25820
90	Hancock County	25818
91	Bay St. Louis Newspaper Inc.	25817-10
93	Jules A. Legarde, II	25815
94	Truetel Ins. Agency, Inc.	25813
95	Joseph H. Benvenutti	25811
96	Dante By The Bay Inc.	25810
97	Dante By The Bay Inc.	25809
98	McDonald Realty	25806
99	Henry J. Cook	25805
100	Peoples Federal Savings & Loan	25804
101	John P. Cowart	25803
102	Linda D. Casanova	25802
103	Phillip J. Nami Jr.	25801
104	Ernest Beckemeyer	25824
105	Joseph Buccola	25828
106	L. & N. Railroad Co.	25829
107	L. & N. Railroad Co.	25829-10
108	E. J. Lacoste, III	25836
109	Merchants Bank & Trust	25835
110	Mrs. W. J. Gex	25901
111	Ethel L. Gex	25838
112	Hancock County	25834

MAP # 14-09-L

LOT #	OWNER	PARCEL #
113	Inez K. Bouis	25833
114	Marion Beal	25832
115	Inez K. Bouis	25830
116	John McDonald	25734
141	John McDonald	25904
142	W. A. McDonald & Sons	26025
143	City of Bay St. Louis	26117
144	W. A. McDonald & Sons	25903
145	The St. Louis Ltd.	25839
146	Sisters of St. Joseph	25902

MAP # 14-09-F

LOT #	OWNER	PARCEL #
219	Book H. Hopkins	23539
220	Book H. Hopkins	23626-10
221	Tricon C. Sehest	23626
222	John F. Ohman	23625
223	John E. Dougher	23623
224	George diBenedetto	23622 & 23624
225	Octave Delph	23621
226	Wm. R. Pitcairn	23620
227	John Carter	23618
228	Lavonne Marble	23619
229	Maldrevyn Jones	23617 & 23701
230	J. C. Shubert	23616
231	Katherine White	23615 & 23703

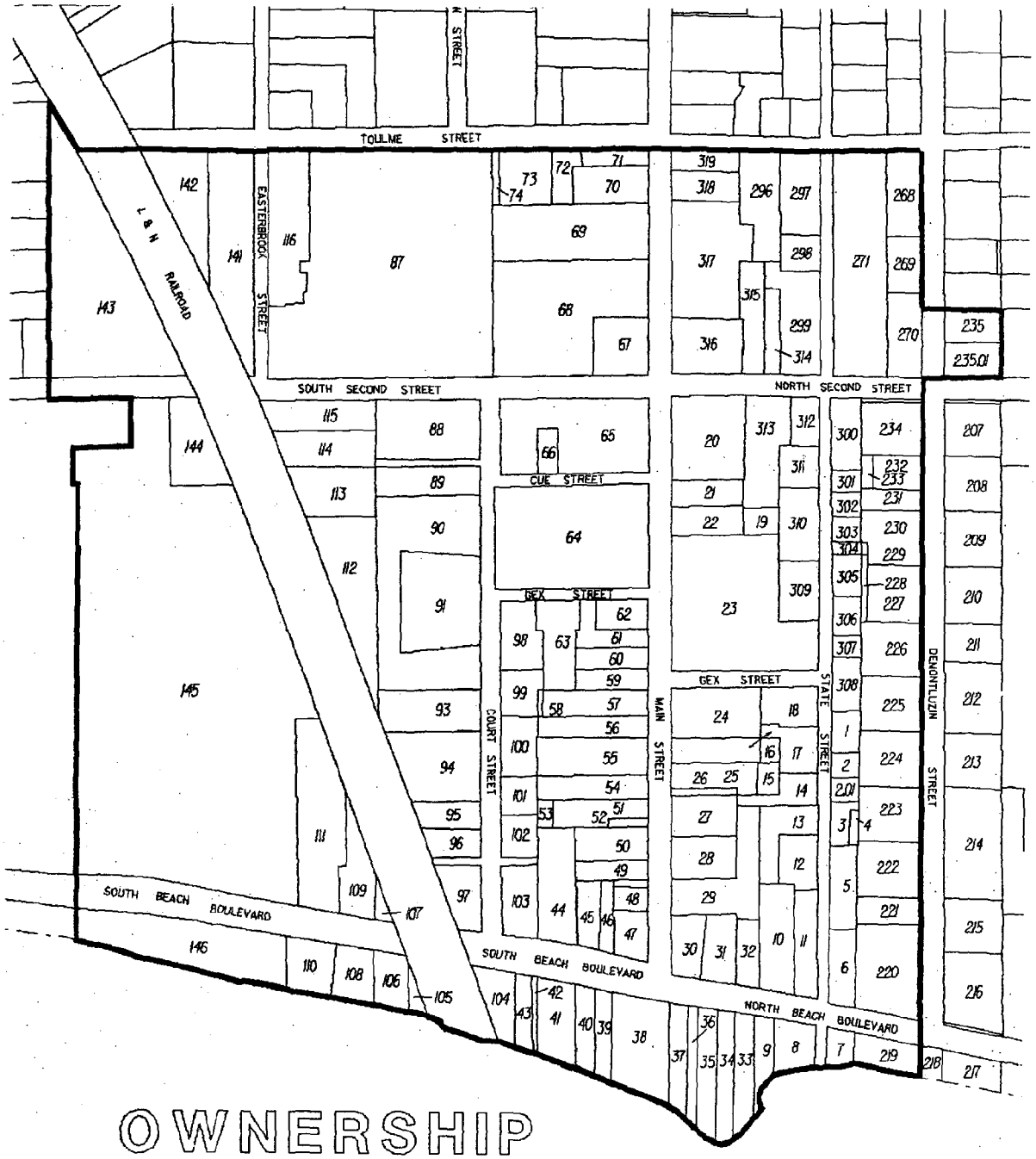
MAP # 14-09-F

LOT #	OWNER	PARCEL #
232	Willie Shubert	23613
233	Curtis M. Ladner	23614
234	Willie Marie D. Shubert	23612
235	M Bert Keel, Jr.	23136
235.01	Perry A. Elchos	23135
268	Bay Technical Associates	23410
269	Alice M. B. Brown	23408 & 23409
270	Bay Technical Associates	23407
271	Bay Technical Associates	23706
296	Margaret Caruso	23905
297	Bernard H. Farr	23908
298	Conrad L. Mauffray	23909
299	Bay Technical Associates	23910
300	Michael Haas	23705
301	Curtis M. Ladner	23704
302	Katherine L. White	23703
303	Willie Marie Shubert	23702
304	Maldrevyn Jones	23701
305	Lavonne Marble	23639
306	Margaret Caruso	23636
307	Jeanette Wiggins	23638
308	Rose Marie Cuevas	23637
309	J. W. Harrell	23920
310	Robert Christenberry	23919
311	Woodrow LaFontaine	23917

MAP # 14-09-F

LOT #	OWNER	PARCEL #
312	Ellen McDonald Kane	23918
313	Reliable Electronics	23915 & 24020
314	Elva L. Ward	23912
015	Burton D. Johnson	23914
316	Edwin Vairin	24024
317	Harold V. Carver	24025
318	Lois Maurigi	24029
319	David L. Caldwell	24031

MAP 9



OWNERSHIP

APPENDIX E

STRUCTURES LISTED IN THE HISTORICAL REGISTER OF HISTORIC PLACES AND MAP

This listing and map of buildings and houses within both the primary and secondary study areas which are listed in the National Register of Historic Places and deemed to be of primary significance in terms of having maintained their architectural integrity and being key elements of the streetscape has been prepared for future reference.

STRUCTURES LISTED IN THE NATIONAL REGISTER OF HISTORIC PLACES

618 North Beach Blvd. (Residence):

Ca. 1900. Queen Anne style. 1 1/2-story frame dwelling with gable roof polygonal bay. 5-bay facade with 4-bay undercut porch. 3 gabled dormers.

616 North Beach Blvd. (Breath House):

Ca. 1820 with Queen Anne style additions ca. 1880. Rectangular plan gable-roofed main block with added central gable polygonal bay and turreted porch. Bracketed undercut gallery. Shingle and scoll-sawn decoration.

600 North Beach Blvd. (Residence):

Ca. 1925. Colonial Revival style. 2-story 5 x 2-bay gable-roofed stucco house with central entrance and 1-story porch. Casement windows. Lattice between columns.

510 North Beach Blvd. (Residence):

Ca. 1935. 2-story stuccoed L-plan house with gable roof and second floor balcony. Segmental-arched door surround. Peaked ventilators and tile ridge coping.

502 North Beach Blvd. (McDonald House):

1889. Queen Ane style. 1 1/2-story 5 x 7-bay house with gable roof and central entrance. 3 dormers, 1 polygonal. Bracketed porch posts. Cut-out bargeboards. Single enrichment and patterned clapboarding.

216 North Beach Blvd. (Residence):

Ca. 1945. Mission style. 2-story irregular plan house, stucco-clad with tile hip roof and tile hip-roof projecting entrance porch. Casement windows. Arched porch supports.

212 North Beach Blvd. (Residence):

Ca. 1945. Spanish Colonial Revival style. 2-story 4 x 6-bay irregular plan house with parapeted walls. Tile shed-roofed porch supported by spiraled columns. Porch has arched openings. French door.

120 North Beach Blvd. (A & G Theater):

1927. Spanish Colonial Revival style. 1-story brick building with 2-story false front. Shaped and stepped parapet with ball finials. Recessed central entrance canopy.

205 South Beach Blvd. (Merchants Bank):

1907 with renovations in 1924. Mission style. 2-story 3 x 8-bay brick building with tile hip-roof. Curved parapet projects above the cornice in the center of the front facade. Corner entrance with arches supported on granite corner columns. Windows set in round-arched openings. Bracketed eaves.

222 South Beach Blvd. (Our Lady's Academy School building):

Ca. 1930. Colonial Revival style. 2-story 7 x 7-bay brick building with large round-arched windows on the front and side facades. Rectangular panels with patterned brick and elaborate ventilator grates in frieze area. Some double-leaf doors.

230 South Beach Blvd. (Our Lady of the Gulf Church):

Begun 1907, completed 1926. Romanesque Revival with Ionic portico. 2-story 3 x 6-bay brick church with 2 towers connected by a balustrade. Individual and groups of round-arched windows.

South Beach Beach Blvd. (Gymnasium at St. Stanislaus School):

1924. 2-story 7 x 4-bay brick building with truncated hip roof. Overhanging bracketed eaves. 2-tiered undercut gallery with wood bracketed posts.

South Beach Blvd. (Classroom building at St. Stanislaus School):

1929. Colonial Revival style. 2-story 4 x 8-bay brick building. Undercut side gallery on both floors. Flat parapet roof.

414 South Beach Blvd. (Swoop House):

Ca. 1853. Greek Rivival style. 1 1/2- story 5 x 2-bay clapboard house with undercut gallery and shotgun side addition. 3 pedimented gable dormers. Central entrance with eaved surround. Denticulated frieze. Boxed wood gallery columns with the exception of the 2 central columns which are Corinthian cast-iron columns.

416 South Beach Blvd. (Residence):

Ca. 1870. 1 1/2-story 5 x 2-bay frame house with undercut gallery and central entrance with sidelights and transom.

418 South Beach Blvd. (Residence):

Ca. 1890. 1 1/2-story 1 x 5-bay frame delling with jerkinhead roof, undercut gallery and polygonal front elevation. Shed-roofed dormers.

502 South Beach Blvd. (Hilltop House):

Ca. 1860. Greek Revival style. 1-story 5 x 3-bay frame house with high basement, hip roof, central entrance and undercut gallery. 2 stairways lead to central bay of the first floor. Paired posts.

504 South Beach Blvd. (Residence):

Ca. 1870. 1 1/2-story 5 x 2-bay frame dwelling with gable roof, undercut gallery and central entrance. Gable-roofed with finials at the peaks. Bracketed porch.

700 South Beach Blvd. (Residence):

Ca. 1895. 1 1/2-story 5 x 2-bay frame dwelling with gable roof, undercut gallery and central entrance. Gable-roofed dormer with Palladian window. Bracketed posts. Entrance has transom and sidelights.

706 South Beach Blvd. (Spanish Customs House):

Ca. 1790. 2 1/2-story 5 x 2-bay stucco over brick dwelling with gable roof and 2-tiered gallery on 4 sides. Original kitchen building in rear.

101 McDonald Lane (Residence):

Ca. 1870. 1 1/2-story gable-roofed 6 x 2-bay house with undercut gallery. 3 entrances onto porch.

113 McDonald Lane (Residence):

Ca. 1880. 1-story front-gabled shotgun with prjecting hip-roofed porch which is supported by curved brackets and wood posts. Turned balusters. Diagonal boards in gable ends.

117 McDonald Lane (Residence):

Ca. 1880. 1-story front-gabled shotgun with projecting hip-roofed porch. Curved brackets and wood posts. Diagonal boards in gable end.

116 Ulman Avenue (Residence):

Ca. 1905. 1-story 3 x 4-bay house with hip roof, undercut gallery and gabled dormers. Large gabled dormer with balcony projects from the roof of the front elevation. Central entrance. Paired columns.

203 Ulman Avenue (Residence):

Ca. 1925. Dutch Colonial Revival style. 1 1/2-story 5 x 2-bay gambrel-roofed house with shed-dormers and central entrance. Projecting front porch and side porch with attenuated rafter-ends.

103 Carroll Avenue (Residence):

Ca. 1935. Colonial Bungalow. 1 1/2-story brick house with gabled tile roof with 3 gables on the front elevation. Round-arched entrance. Segmental-arched porch opening is filled with screen with radiating muntin fanlight motif. Chimney with arched brick patterns.

105 Carroll Avenue (Residence):

Ca. 1930. 1-story stucco horse with flat parapet roofline, undercut porch and central entrance. Pyramidal columns at corners. Piers flank entrance to porch.

106 Carroll Avenue (Residence):

Ca. 1920. Bungalow style. 1-story front-gabled house with undercut gallery. 3-bay facade with central entrance. Tapered porch posts with decorated capitals rest on rusticated concrete block piers. Partial half-timbering in gable.

109 Carroll Avenue (Residence):

Ca. 1895. Queen Anne style. 2-story 3 x 2-bay house with a variety of roof slopes. Sliplap siding. Cut out verge board decoration. Projecting porch with turned and bracketed posts and turned valence. 3 doors open onto porch.

121 Carroll Avenue (Residence):

Ca. 1910. Bungalow style. 1 1/2-story gable-roofed house. Shed-roofed dormer and undercut gallery supported by pairs of box columns on brick piers. Exposed rafter-tails.

137 Carroll Avenue (Residence):

Ca. 1885. 1 1/2-story gable-on-hip-roofed dwelling with central gable and undercut gallery. 1911 addition extended the house with a polygonal corner bay. Palladian window in gable. 5-bay facade with central entrance under gallery.

304 Carroll Avenue (Residence):

Ca. 1890. 1 1/2-story 3 x 4-bay gable-on-hip-roofed house with undercut gallery, central entrance with sidelights and transom and a polygonal bay in the front and side elevations. Paneled columns with capital moldings. Diamond-shaped light in gable and front polygonal bay.

124 State Street (Residence):

Ca. 1860. 1-story 3 x 2-bay cottage with gable roof and undercut gallery. 3 double-leafed doors onto gallery. Scalloped vergeboards at gable ends. Stickwork valence between bracketed posts.

113 Main Street (Commercial building):

Ca. 1915. 1-story 5-bay brick commercial building with stepped parapet and raised-rectangular design in frieze. Pilastered walls. Transoms above large storefront windows. Modern side addition.

114 Main Street (Commercial building):

Ca 1905. Neo-Classical Revival style. 1-story concrete building with recessed glass facade and pilastered corners. Molded cornice.

125 Main Street (Stokoe Memorial Building):

1925. Neo-Classical Revival style. 3-story 5 x 3-bay building with recessed central entrance. Pilastered walls. Full entabulature.

138 Main Street (Commercial, Residential structure):

Ca. 1900. 2-story 4 x 2-bay hip-roofed house with carrara glass storefront on first floor.

142 Main Street (Offices):

Ca. 1900. Colonial Revival. 2-story hip-roofed house with central gable and undercut from the roofline a 2-bay, 2-story polygonal bay.

144 Main Street (Offices):

Ca. 1850. 1-story 2 x 3-bay gable-roofed cottage with undercut gallery. 2 double-leafed doors onto gallery. Paneled posts with capital moldings.

146 Main Street (Offices):

Ca. 1850. 1-story 4 x 2-bay gable-roofed Creole cottage with central chimney and 2 entrances in center bays. Undercut gallery supported by wooden posts with capital moldings. 1-story 4 x 2-bay cottage is joined at the rear.

Main Street (Hancock County Courthouse):

1911. Neo-Classical Revival style. 2-story stucco building with hip roof and monumental portico. Scamozi: capitals. Full entablature. 4-bay entrance way with transoms of diamond-shaped muntins.

Main Street at Second Street (Main Street Methodist Church):

1895. Gothic Revival. 1-story L-shaped church with gable roof. Steeple rises from the junction of the L. Cut-out verge screens. Gothic arched windows. Shiplap siding.

308 Main Street (Residence):

Ca. 1890. Queen Anne style. 1-story gable-on-hip-roofed shotgun with L-plan and 2-sided undercut porch. Cut-out porch posts with brackets. Sawn verge boards.

122 Court Street (Residence):

Ca. 1870 with later bungalow-style additions. 1-story L-plan house. Basically a Creole cottage with an added projecting section. Cut-out verge boards and pyramidal columns on rusticated concrete block piers.

125 Court Street (Residence, Office):

Ca. 1910. Western Stick style. 2-story hip-roofed house with casement windows stretching the perimeter of the house. Bays are articulated by paneled columns with capital moldings. Undercut gallery first floor. Colonial Revival door surrounded with sidelights and transom. Porte-cochere features rafters with attenuated ends. Other rafters exposed.

125 Railroad Street (Residence):

Ca. 1880. Queen Anne style. 1-story cottage constructed on an L-plan with a projecting polygonal bay which terminates in a gable roof. Canted corner windows, angled window brackets. Cut-out verge screens.

127 Railroad Street (Residence):

Ca. 1880. Queen Anne style. 1-story cottage constructed on an L-plan with a projecting polygonal bay which terminates in a gable roof. Canted corner windows, angled window brackets. Cut-out verge screens.

129 Railroad Street (Residence):

Queen Anne style. 2-story gable-roofed house with irregular plan. Gables are enriched with decorative verge screens. 1-story shed-roofed porch with turned posts and elaborate wood enrichment.

206 Union Street (Residence):

Ca. 1850. Greek Revival style. 1-story gable-roofed cottage with 5-bay facade. Main entrance is center, double-leafed with sidelights and transom. Eaved architrave splayed at bottom. 2 secondary entrances onto porch. Squared posts with capitals.

211 Union Street (Residence):

Ca. 1870. 1-story Creole cottage with gable roof, undercut gallery and 4-bay facade with 2 entrances in middle bays. Central chimney. Wooden posts with capital moldings.

102 Sycamore Street (Residence):

Ca. 1930. Mission style. 1-story 3 x 3-bay stucco house with stepped-parapet roofline. Central entrance with projecting entrance porch with segmental-arched openings. Tile window hoods. Triple casement windows.

120 Washington Street (Residence):

Ca. 1890. 1-story 5 x 2-bay frame house with gable-on-hip roof, central entrance and undercut gallery. Curved brackets. Turned ballustrade round-arched louvered gable opening. Segmental-arched light in door.

124 Washington Street (Residence):

Ca. 1860. 1-story 4 x 2-bay Creole cottage with gable roof. Undercut gallery. Double leaf doors.

128 Washington Street (Residence):

Ca. 1910. 1 1/2-story frame dwelling with 3-bay facade, central entrance, hip roof, gabled dormer and undercut gallery. Arcaded gallery treatment between box columns. Balustrade.

107 Citizen Street (Residence):

Ca. 1880. Queen Anne style. 1 1/2-story frame dwelling with projecting polygonal bays, recessed central entrance and front-gabled roof. Polygonal bays are also gabled. Main gable contains round-arched window. Entrance porch with turned valence and balustrade.

111 Citizen Street (Residence):

Ca. 1890. Queen Anne style. 1-story 5 x 3-bay dwelling with central entrance, gable-on-hip roof and undercut gallery. 3-bay porch supported on paired posts with capitals. Area between posts filled by arched-wood screens. Spool-turned verge screen. Polygonal bay on side elevation.

115 Citizen Street (Residence):

Ca. 1860 with later decoration additions. 1-story 6 x 1-bay house with gable roof and entrances onto porch in second, fourth and fifth bays. Main posts with scroll-sawn balustrade. L on rear.

119 Citizen Street (Residence):

Ca. 1870. 1 1/2-story 2 x 2-bay L-plan cottage and undercut L-shaped gallery supported by turned columns.

121 Citizen Street (Residence):

Ca. 1870. 1 1/2-story 2 x 4-bay L-plan cottage with gable roof and undercut L-shaped gallery supported on turned posts with stick style brackets.

518 North Second Street (Residence):

Ca. 1900. 1-story 5 x 2-bay hip-roofed house with central entrance, undercut gallery and central projecting gable which is topped by a finial. Rectangular posts with capital molding.

505 North Second Street (Residence):

Ca. 1935. 1 1/2-story 3 x 2-bay hip-roofed house with central projecting section which terminates in a steeply pitched gable and is stuccoed. Gabled door hood. Exposed rafter tails.

North Second Street (Old Bay St. Louis High School):

1926. Spanish Colonial Revival. 2-story 5 x 3-bay stucco building with shaped parapet roofline. Banks of windows on side bays. Central bay contains round-arched pairs of windows in round-arched recessions. This bay is further enriched with pilasters and columns.

108 Cue Street (Residence):

Ca. 1990. 1-story, gable-on-hip-roofed shotgun cottage with 2-sided undercut gallery. Multiple double-leafed entrances onto gallery.

108 South Second Street (Commercial building):

Ca. 1900. 1-story 2 x 2-bay gable-on-hip roof. Shotgun with undercut cantilevered canopy.

112 South Second Street (Commercial building):

Ca. 1885. 2-story 3 x 4-bay gable-on-hip roof frame building with 2-tiered undercut gallery. Diamond-shaped light in pediment.

200 South Second Street (Residence):

Ca. 1890. Queen Anne style. 1-story 4 x 3-bay gable-on-hip roof Creole cottage with undercut gallery. Two entrances in center bays. Segmental-arched transoms. Polygonal bay window on side elevation. Bracketed porch posts. Spool-turned valence.

South Second Street (City Hall):

1905. Georgian Revival style. 2-story brick building with hip-roof, topped by a balustrade front, gabled portico and central entrances. Main entrance on upper level from stairway at each side of portico. Classical detailing.

307 Hancock Street (Residence):

Ca. 1910. Bungalow style. 1 1/2-story 5 x 2-bay house with gable roof and undercut gallery. Central entrance with transom and sidelights. Porch supported on pyramidal box columns which rest on stuccoed piers. Curved porch openings

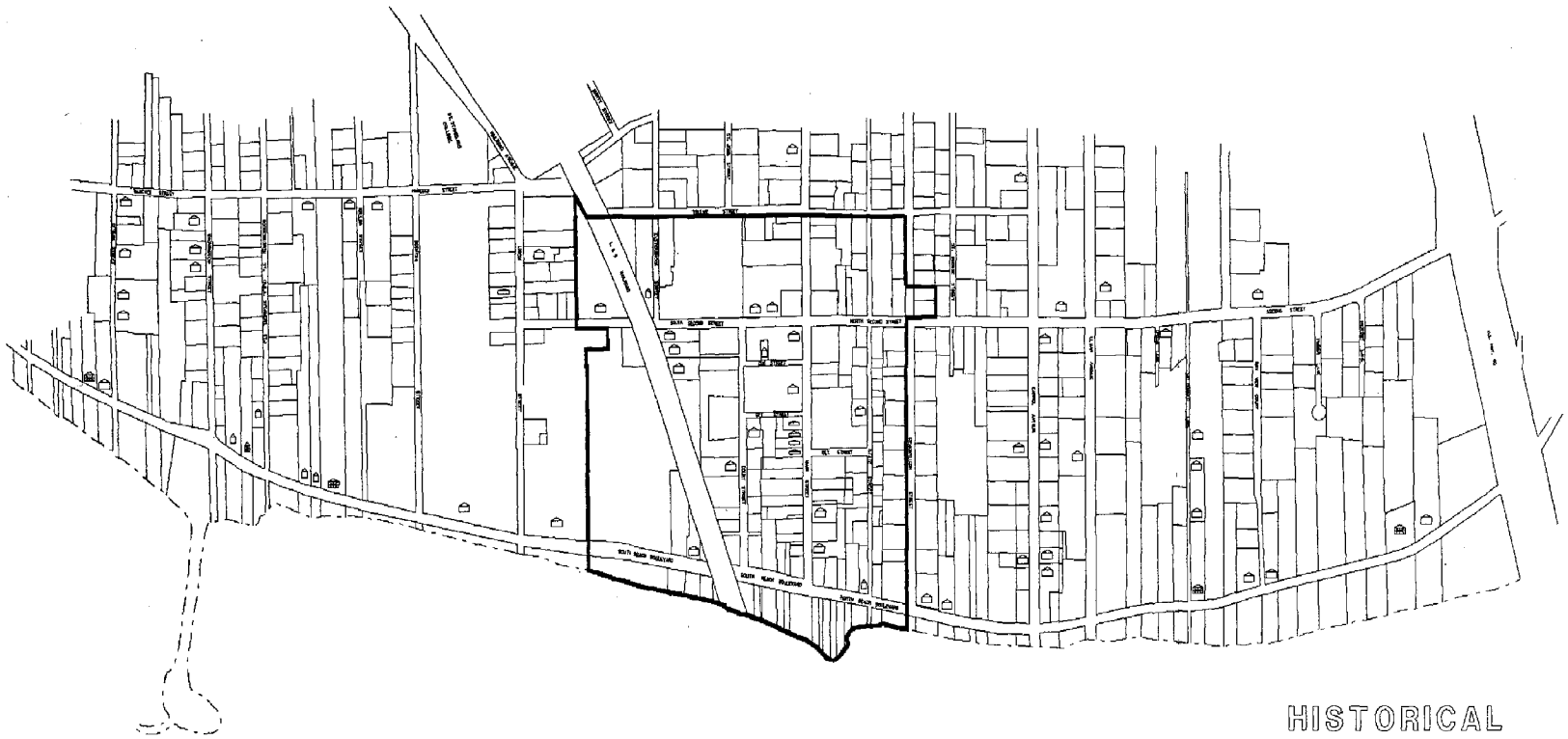
401 Hancock Street (Residence):

Ca. 1880. Queen Anne style. 1-story 2 x 3-bay shotgun cottage with gable roof, and 2-sided undercut gallery. Round-arched gable light. Decorated vergeboards. Shingled gable. Bracketed posts.

407 Hancock Street (Residence):

Ca. 1910. Bungalow style. 1 1/2-story 5 x 3-bay gable-roofed house with undercut gallery and shed dormer. Bracketed eaves. Paired pyramidal columns on brick piers.

MAP 10



PRIMARY STUDY AREA

HISTORICAL STRUCTURE

PRIMARY HISTORICAL STRUCTURE

HISTORICAL STRUCTURES

APPENDIX F

TRAFFIC COUNT SUMMARIES AND MAP

TRAFFIC COUNT SUMMARIES

Hancock Street (just south of railroad tracks):
Average daily total was 1521; peak hours were from 3-4 p.m. (220), 2-3 p.m. (137), 7-8 a.m. (135) and 8-9 a.m. (117).

2nd Street (at City Hall):
Average daily total was 1538; peak hours were from 2-3 p.m. (137), 3-4 p.m. (220), 7-8 a.m. (135) and 8-9 a.m. (117).

South Beach Boulevard (just south of railroad tracks):
Average daily total was 4819; peak hours were from 3-4 p.m. (562), 7-8 a.m. (449) and 8-9 a.m. (402). However, from 7 a.m. to 8 p.m., each hour averaged from nearly 300 to 400 vehicles.

North Beach Boulevard (just north of DeMontluzin):
Average daily total was 4136; peak hours were from 11 a.m. to 6 p.m. when each hour averaged from 285-350 vehicles. From 7 a.m. to 11 a.m. each hour averaged from 200-250 vehicles, and from 6-8 p.m. averaged just over 250 vehicles per hour.

North Beach Boulevard (just south of Highway 90):
Average daily total was 3543; peak hours were between 10 a.m. and 7 p.m., when each hour averaged between 225 and 290 vehicles.

2nd Street (just north of St. George Street):
Average daily total was 1975; peak hours were 11 a.m to noon (155), 3-4 p.m. (167) and 5-6 p.m. (162). However, from 7 a.m. to 6 p.m. traffic was fairly constant, averaging from 100 to 167 vehicles per hour.

2nd Street (just south of Highway 90):
Average daily total was 1624; peak hours were from 7-8 a.m. (132) and from 11 a.m. to 6 p.m. when each hour averaged between 107 and 139 vehicles.

St. George Street (just west of Toulme):
Average daily total was 125; peak hours were from 7-8 a.m. (13) and from 4-6 p.m. (12).

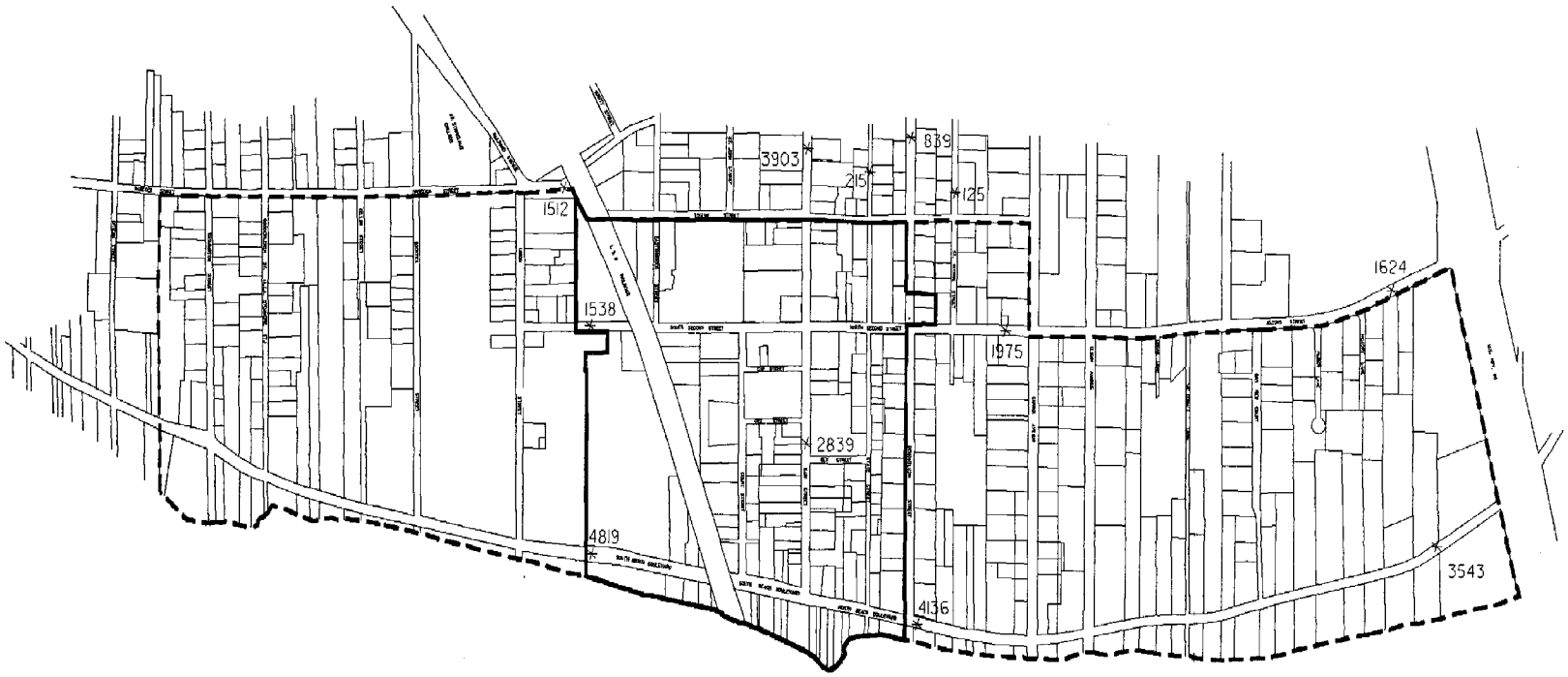
DeMontluzin (just west of Toulme):
Average daily total was 839; peak hours were from noon-1 p.m. (75), 1-2 p.m. (70) and 4-5 p.m. (73).

Main Street (just west of Toulme):
Average daily total was 3903; peak hours were from 2-3 p.m. (412) and from 3-4 p.m. (393). However, from 7 a.m. to 5 p.m. traffic was fairly constant, averaging from 255-324 vehicles per hour excepting the two peak hours listed above.

State Street (just west of Toulme):
Average daily total was 215; peak hours were from 3-4 p.m. (21) and from 5-6 p.m. (19).

Main Street (just west of Post Office):
Average daily total was 2839; peak hours were 9 a.m. to 5 p.m. when each hour averaged from 235-248 vehicles.

MAP 11



PRIMARY STUDY AREA

IMPACT AREA

* LOCATION OF COUNT
NUMBERS REPRESENT AVERAGE DAILY TOTALS

TRAFFIC COUNTS

BAY ST. LOUIS
DOWNTOWN WATERFRONT STUDY

section 2

Economic/ Business Analysis

BAY ST. LOUIS, MISSISSIPPI

INTRODUCTION

The purpose of this study section is to evaluate the major factors affecting the business climate of Bay St. Louis and develop a coordinated and systematic plan for the revitalization of the Central Business District (CBD). For the last few years, the CBD has steadily declined as the City's retail center due to an out-migration of business to other areas of the city, most notably the commercial areas along U.S. Hwy. 90. On the heels of this decline has been growth in antique shops, second-hand "flea-market" businesses and artists' outlets.

METHODOLOGY

The analysis of Bay St. Louis' business climate included a review of social, economic and commercial data to determine general statistical trends. Field surveys, interviews and public opinion polls were compiled to understand better the preferences and attitudes of area residents and tourists since public input is crucial in the success of any project.

The main sources of data used in compiling and formulating the business climate survey are listed below.

* The geographic limits of the CBD were delineated based upon the concentrated location of commercial activity within the older area of the city.

* A field survey was conducted to determine the types of businesses located in the CBD.

* Business owners within the CBD were surveyed to ascertain their ideas for the future development of the area.

* In addition to the survey of area business persons,a shopper/tourist questionnaire was distributed to enable individuals who work or visit in the area to reflect their own opinions about problems within the CBD and possible solutions.

* Physical factors such as land use, building location and size, traffic flow, parking facilities and overall appearance of the area were surveyed to determine the general adequacy, expansion potential and functional characteristics of the existing commercial resources in the CBD.

* Interviews were conducted with city officials and business leaders to determine existing community goals and preferences.

* Bureau of Census information and other statistical reports were reviewed to obtain pertinent socio-economic data.

* City financial indicators for past years were analyzed to determine probable future trends for commercial activity.

* Records of the State Tax Commission and the Mississippi Research and Development Center, among other sources, were reviewed to analyze the extent of retail and tourism trade in the area.

* Existing commercial structures in the CBD were examined to determine the condition, size, availability of developable floor space and vacancy rates for the area.

HISTORICAL DATA

Bay St. Louis was Hancock County's first settlement. This community was colonized by d'Iberville in 1699. Incorporated as Shieldsboro in 1818, the city became the Hancock County seat in 1860, and officially changed its name again to Bay St. Louis in the 1870's.

The early growth of the area was swift. Throughout the 1800's, the commerce and plantation gentry from Louisiana and Mississippi often moved their entire families to Bay St. Louis during the summer months to enjoy the moderate climate and cool gulf breeze, and the community eventually developed into a resort area. The small shorefront community grew steadily and enjoyed a relaxed way of life based primarily on the seafood, timber and resort industries in Hancock County.

Bay St. Louis' association with New Orleans is obvious and has been generally very beneficial to the local economy and way of life. New Orleans, being less than sixty miles away, induces a regular and consistent flow of visitors into Bay St. Louis. U.S. Highway 90 and U.S. Interstate Highway 10 makes the peaceful and enjoyable Bay St. Louis environment only an hour away from one million Louisianians.

Today's industries are substantially different. Governmental and high tech industries are thriving at NSTL and Port Bienville and Stennis International Airport are in place to support a manufacturing economy. Construction of the sand beach and the plans for its recreational development offer another facet of Hancock County's still underutilized economic base.

Review of the assets of Bay St. Louis reveals that the city is blessed with a rich heritage, a mild climate, a location which takes advantage of the beauty of the Bay of St. Louis, beautiful and stately live oak trees, and a potential for growth and progress. Many beautiful homes are found in the city which serve as ever-present reminders of a strong French influence. Above all, there is an air of quiet, gracious living in Bay St. Louis, an asset which can serve the city well in its future development.

SUMMARY OF SIGNIFICANT FINDINGS

Population

Bay St. Louis is located in one of the fastest developing regions in the state. Its population is on the rise and will continue to increase.

Age

A major portion of Bay St. Louis' population is under 18 years of age. These demographics indicate that Bay St. Louis is losing people in their prime earning years (18-54).

Education

The percent of Bay St. Louis' 25 and over population receiving a high school and college education has increased since the 1970 census. Bay St. Louis compares favorably with the rest of the state, achieving a higher rate of high school graduation and college attendance when compared to Mississippi's average.

Income

Bay St. Louis has experienced a substantial increase in median family income and per capita income between 1970 and 1980.

Labor Force

Bay St. Louis has experienced an increase in unemployment between 1970 and 1980. However, the employment pattern for Bay St. Louis is significantly better than the statistics for Hancock County as a whole.

Employment

Employment has risen between 1970 and 1980 among these industry groups: professional services, wholesale and retail trade, education services, manufacturing and construction. Service industries are responsible for the primary source of employment in Bay St. Louis according to 1982 census data.

Tax Revenues

The primary source of tax revenue in Bay St. Louis is from food and beverage sales followed by automotive, labor and building material, miscellaneous and retail trade.

Gasoline Seawall Tax

This additional source of revenue for Hancock County reflects automobile travel activity in the area. The amount of tax collected for Hancock County, three cents per gallon, measures the volume of gas purchased by both local and non-local consumers. Hancock county has a trend of declining sales over the past four years.

Building Permits

This information was collected to find out what type of improvements were done to the downtown area. The majority of commercial improvements consisted of roof repairs and remodeling.

Opinion Surveys

The shopper/tourist survey and business survey were utilized to obtain the consumer's perceptions and preferences regarding shopping in the downtown area.

The majority of people who responded to the shopper/tourist survey were married women from Louisiana. The primary reason for visiting Bay St. Louis was to be near the beach. Those who shopped downtown were satisfied with the diversity of shops and stores. The respondent's recommendations to encourage more tourists were varied although beach related ideas were mentioned the most.

The business survey was directed toward the merchants. The majority of the merchants enjoy working downtown because of the proximity to government services. The merchants attract customers from New Orleans to Mobile mostly during the summer months. They believe with improvements in advertising, a more varied selection of goods and successful promotional events, the downtown area will prosper.

SOCIO-ECONOMIC DATA

POPULATION

The 1980 Census puts Bay St. Louis' population at 7,891. The city contains approximately 32% of Hancock County's population of 24,531 and is the largest incorporated community within the county.

Bay St. Louis is located in one of the fastest developing regions in the state. According to all statistical indicators, the population will continue to increase. By the year 2,000 the population of Hancock County is projected to more than double and the city's population will rise to well over 11,000 persons. This will provide ample opportunity for downtown Bay St. Louis to generate activity from its' hinterland. (See population graph next page.)

	Census Population Estimates			
	1980	1985	1995	2000
HANCOCK COUNTY	24,531	33,000	47,100	54,200
Bay St. Louis	7,891	9,300	10,900	11,700
Waveland	4,186	4,200	5,200	5,700
Unincorporated Area	12,454	19,500	31,000	36,800
HARRISON COUNTY	157,665	193,200	224,500	240,300
Biloxi	49,311	54,200	58,700	66,179
Gulfport	39,676	51,800	54,600	56,000
Long Beach	7,967	10,400	12,100	12,900
Pass Christian	5,153	7,100	8,200	8,800
Unincorporated Area	55,558	69,700	90,900	96,423

Source: 1983 Shorefront Rehabilitation Action Plan For Hancock County

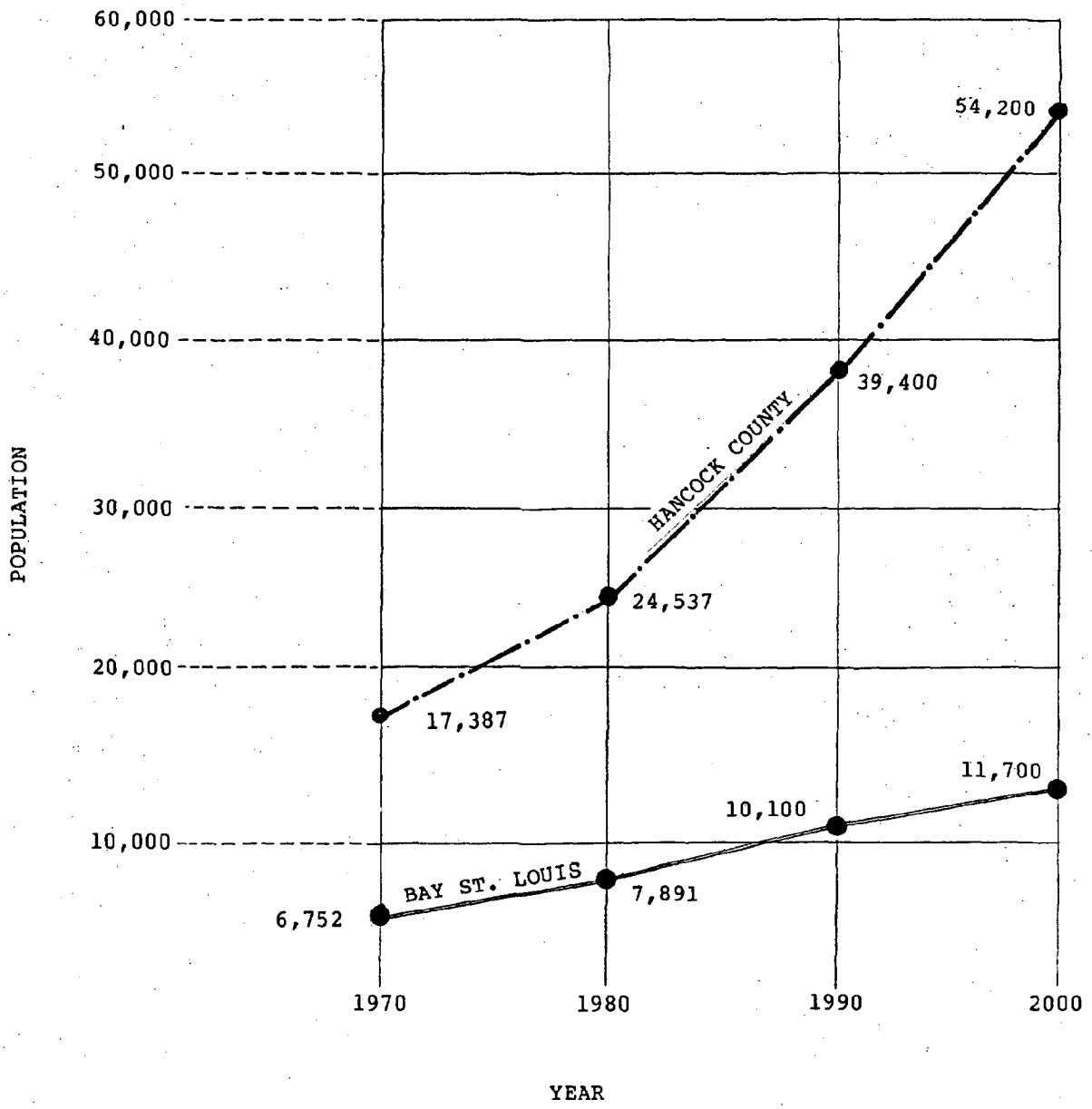
AGE

A major portion of the 1980 Bay St. Louis population (33%) was under 18 years of age. Residents 18-24 years old and 35-44 years old composed 12% and 13% respectively of the city's population. Residents between the ages of 35-44 and 45-54 each represent 9% of the population. The remainder of the population (24%) is 55 or more years old.

These demographics on population age indicate that Bay St. Louis is losing many natives in their prime earning years (18-54) and maintaining a population (1-17 and 55 and over) that is generally unemployed due to youth or retirement. The community should address this population loss to determine what occupational and social changes would be necessary to encourage native young adults to remain in the area and to increase immigration into the area by non-native young adults.

POPULATION PROJECTIONS

HANCOCK COUNTY/BAY ST. LOUIS



EDUCATION

In 1980, 34% of Hancock County's population over the age of 25 had completed four years of high school, with 10% of those residents completing four or more years of college. These statistics illustrate a slight increase from the 1970 census in which 27% of the 25 and over population had completed four years of high school, with only 9% of those residents completing four or more years of college.

In 1980, 33% of Bay St. Louis's population aged 25 and over had completed four years of high school compared to 28% in 1970. In 1980, 14% of those 25 and over had completed four or more college years compared to Bay St. Louis's 1970 figure of 12%.

These educational attainment statistics compare favorably with those for the overall state residents, with Bay St. Louis achieving a higher rate of high school graduation (64% compared to Mississippi's 55%) and college attendance (14% compared to Mississippi's 12%).

Bay St. Louis has a potentially good basis for competing economically due to the superior nature of its labor force. If this factor can be emphasized, it could be a useful tool for encouraging economic expansion.

INCOME

Bay St. Louis experienced an increase in personal income between 1970 and 1980. Median family income increased from $7,259 to $16,316. During the same period, per capita income increased from $2,388 to $6,578. When the changing value of the dollar is taken into account, this increase represents a reduction of the percentage of families below poverty level from 15.9% in 1970, to 12.3% in 1980, according to the Bureau of Census.

A useful tool for determining annual estimates of disposable (or "after tax") income is referred to as "Effective Buying Income" (EBI). The "Effective Buying Income" of a household is the amount of money available in the household for purchasing consumer goods, savings, and investments, after the household's fixed expenses have been paid. As such, it is an important indicator of the strength ot the retail market in a given area.

The Survey of Buying Power published by Sales and Marketing Management did not have any information for small cities. The Survey published information only on SMSA's and Counties throughout the United States. Following is a historical record of EBI for Hancock County.

EFFECTIVE BUYING INCOME

Hancock County	Total Households (thousands)	Median Household EBI
1983	9.6	$18,342
1984	10.0	18,152
1985	10.4	16,630

As the chart illustrates, between 1983 and 1985 the EBI has declined while the number of households within the county continues to rise. Thus, the median income per household must be decreasing. Among the reasons for this temporary decline is the slump in the petroleum industry which is affecting the county as well as the entire region. In time this situation should improve as the petroleum industry revives and unemployment is reduced.

EMPLOYMENT

Labor Force

In 1980, Bay St. Louis had 5,694 persons age 16 and over, of which 54% were in the labor force. The civilian labor force was made up of 3,085 persons, with 2,824 persons employed and 210 persons unemployed. The resulting unemployment rate was 6.9%. These statistics represent an increase in general unemployment since 1970 in the Bay St. Louis area when the umemployment rate was only 4.8%. Statistics for Hancock County are also included in the tabulation of labor force data for comparison purposes.

The employment pattern in the Bay St. Louis area is significantly better than the statistics for Hancock County as a whole. The county's unemployment rate was 5.5% in 1970 and 8.0% in 1980. (See the chart below for labor force characteristics for Hancock County).

Hancock County Labor Force Characteristics	1970	1980
Persons 16 Years and Over	11,537	17,687
Labor Force	5,869	8,964
Civilian Labor Force	5,851	8,852
Employed	5,525	8,137
Unemployed	356	715
Unemployment Rate	5.5	8.0
Not in Labor Force	5,668	8,723

Employment by Industry Group

According to Census Bureau data for Bay St. Louis, employment in the top five indicated groups has gradually increased from 1970 to 1980. Professional related services employed 602 persons in 1970, and 682 persons in 1980. Wholesale and retail trade employed 417 people in 1970, as compared to 541 in 1980, with retail trade employing the majority of the 1980 employees. In 1970, educational services provided 333 persons with jobs and increased employment slightly to 340 in 1980. Manufacturing industries employed 303 people in 1970, and 332 people in 1980. Lastly, the construction industry showed a slight increase from its 287 employees in 1980.

According to 1982 Census data, the primary source of employment in Bay St. Louis are service industries with 1,240 persons employed. This relatively high figure can be attributed to the hotel/motel, automotive repair, recreation services, health services (excluding hospitals) and legal services. Sales revenue in Bay St. Louis was higher in service industries than any other category (See employment table on page 2.12).

The 1982 Census of Manufacturing indicates that Bay St. Louis' present manufacturers are a major source of employment and will probably continue to be so in the future. However, new manufacturing jobs must be provided in order to insure the economic diversity and to continue economic expansion at a rate that is comparable to neighboring cities. Manufacturing in the target area is concentrated in technical fields. The five largest manufacturers in the city are as follows:

MANUFACTURING ESTABLISHMENTS	PRODUCT
ALCAN CABLE	600 Volt Underground Aluminum cable
BAY TECHNICAL ASSOCIATES . . .	Meteorological and Oceanographic Data Systems, Data Communication Products
GTEK	Eprom Programmers
HOT STIX MANUFACTURING COMPANY	Hickory Drum Sticks, plain and color coated
ADAMS IRON WORLD	Ornamental Iron Products (Burglar Bars, Stairs, Columns, Rails, Fences)

INDUSTRIAL EMPLOYMENT AND SALES
1982

	HANCOCK CO.	BAY ST. LOUIS	WAVELAND	BALANCE OF COUNTY
RETAIL				
Establishments	214	103	70	41
Sales (1000s)	84,366	39,222	32,783	12,361
Payroll (1000s)	8,168	3,681	3,482	1,005
Employees	988	431	452	105
WHOLESALE				
Establishments	14	7	3	4
Sales (1000s)	15,097	(D)	(D)	(D)
Payroll (1000s)	797	(D)	(D)	(D)
Employees	72	(D)	(D)	(D)
SERVICE INDUSTRIES				
Establishments	95	65	11	19
Sales (1000s)	50,840	43,414	2,489	4,937
Payroll (1000s)	21,721	18,694	709	2,318
Employees	1,453	1,240	77	136
MANUFACTURING*				
Establishments	11			
Sales	-			
Payroll (1000s)	19,900			
Employees	900			
TOTAL**				
Establishments	334	175	84	64
Sales	150,303	82,636	35,272	17,298
Payroll	50,586	22,375	4,191	3,323
Employees	2,513	1,671	529	241

* Some data unavailable for smaller geographical units.
** Figures may not equal total due to methodology of sampling in source.
(D) Withheld to avoid disclosing data for individual companies.

Sources: 1982 Census of Service Industries, Manufacturing, Wholesale Trade, and Retail Trade.

TAX REVENUES

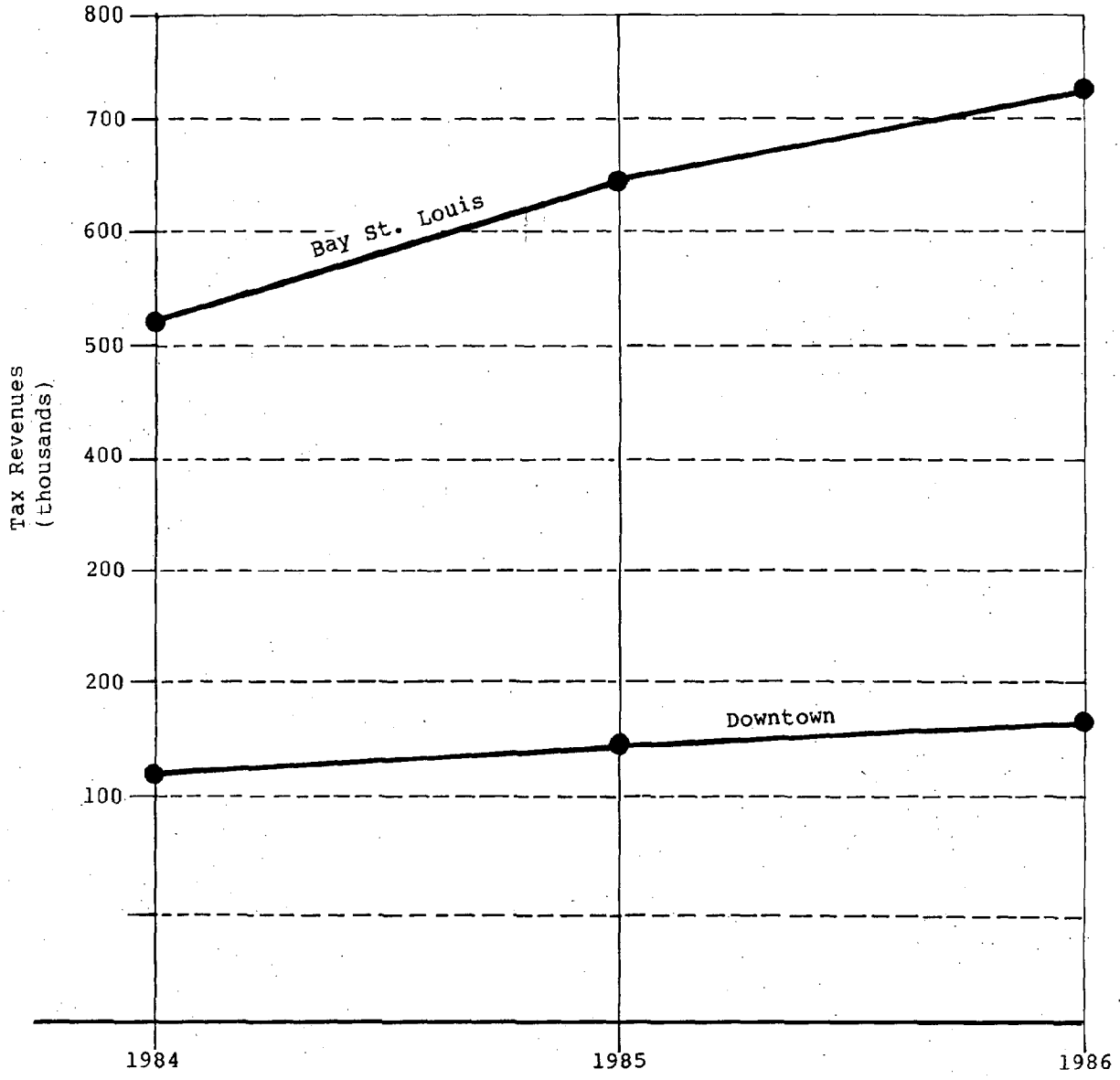
The primary sources of tax revenue in Bay St. Louis are food and beverage sales, bars, restaurants and grocery stores, representing 40% of the total area sales. Other significant industry groups are automotive needs (22% of total sales), labor and building material sales (11% of total sales), miscellaneous retail sales and apparel and general merchandise (8% and 7% respectively of total sales). Other industry groups which generate 5% or less of total sales are equipment and supplies, furniture and fixtures, public utilities and miscellaneous services. From these industry group categories there has been a 9.7% increase of the city's total sales between 1984 and 1985, while the overall county has had a 4.3% decrease. The city's economical gain was due to the substantial increase among these categories: automotive, food and beverages, and miscellaneous retail. The county's decline in gross sales was caused by the decreasing revenue from the categories of machinery, equipment and supplies, furniture and fixtures and natural resources. The charts on the following pages indicate revenue from sales for Bay St. Louis and Hancock County for 1984 and 1985.

The proportion of food and beverage sales in Bay St. Louis is unusually high when compared to the neighboring cities of Biloxi and Gulfport with respectively 27% and 25% of total area sales in this industry type.

Additional examination of food and beverage sales revenue reveals that restaurant sales for Hancock County increased by 11% from 1984 to 1985, with greatest expansion during the first and fourth quarters. However, related data indicates that during the same period, 1984 to 1985, hotel/motel sales decreased by 4%.

While it is true that hotel/motel sales have experienced a general decline over all the Mississippi Coastal area, the decrease in Bay St. Louis is greater than for the neighboring cities of Biloxi and Gulfport. Bay St. Louis should intensify community efforts to attract overnight visitors.

SMPDD submitted a list of the downtown businesses to the State Tax Commission in request for total sales collection of those businesses. From this information there is evidence of steady progress in the downtown. Total collections for the downtown area in 1984 were $136,250.60, and in 1985 and 1986 they were $145,484.00 and $154,935.80 respectively. The total sales tax collections for Bay St. Louis in 1984 was $537,812, and in 1985 and 1986 they were $655,108.07, and $726,822.58 respectively. The following chart graphically illustrates these figures.



Sales tax revenue from the downtown area for 1984 totaled $136,250.60, 1985 totaled $145,484, and 1986 totaled $154,935.80.

The total sales tax revenue for Bay St. Louis in 1984 was $537,812, 1985 $655,108.07, and 1986 $726,822.58.

Total Sales Tax and Industry Group
1984

	Hancock County			Bay St. Louis		
	Number of Taxpayers	Gross Tax	Gross Sales	Number of Taxpayers	Gross Tax	Gross Sales
1. Jurisdiction Total	808	6,900,585	155,190,996	337	2,822,365	52,469,494
2. Automotive	102	1,196,485	24,960,155	41	597,471	13,570,148
3. Machinery, Equipment & Supplies	19	87,047	2,175,979	8	66,135	1,168,308
4. Food & Beverages	263	2,674,600	44,576,754	88	1,171,208	19,520,169
5. Furniture & Fixtures	40	85,478	1,424,628	29	71,281	1,188,021
6. Public Utilities	6	224,585	5,819,385	3	143,502	3,776,671
7. Apparel & General Merchandise	63	811,387	13,523,138	33	210,158	3,502,635
8. Contracting & General Building	109	1,058,862	27,536,908	35	314,391	5,239,868
9. Miscellaneous Retail	153	462,360	7,754,617	81	178,802	2,998,016
10. Miscellaneous Services	42	263,171	4,386,188	17	68,971	1,149,522
11. Natural Resources	4	9,157	152,621	-	-	-
12. Total Retail	801	6,873,132	132,310,374	335	2,821,919	52,113,348
13. Wholesale	7	27,453	22,880,622	-	-	-

Source: Mississippi Statistical Abstract, 1985

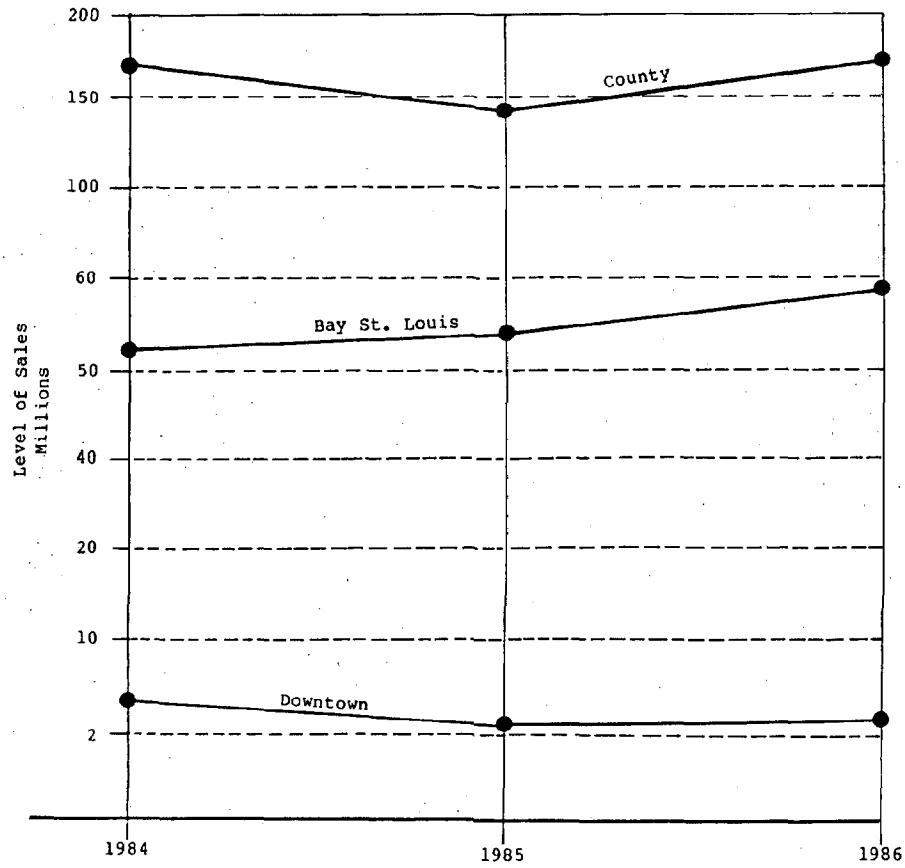
Total Sales Tax and Industry Group
1985

	Hancock County			Bay St. Louis		
	Number of Taxpayers	Gross Tax	Gross Sales	Number of Taxpayers	Gross Tax	Gross Sales
1. Jurisdiction Total	898	7,939,984	148,382,292	356	3,198,302	58,110,497
2. Automotive	121	1,381,054	28,484,251	47	688,309	15,227,371
3. Machinery, Equipment & Supplies	31	74,798	1,474,102	15	60,562	1,067,163
4. Food & Beverages	283	3,098,636	51,644,031	94	1,269,563	21,159,417
5. Furniture & Fixtures	33	77,013	1,283,550	21	62,462	1,041,037
6. Public Utilities	6	273,664	5,925,513	2	178,241	3,960,110
7. Apparel & General Merchandise	62	979,965	16,332,796	29	233,794	3,896,576
8. Labor and Building Materials	73	698,090	11,634,852	33	350,466	5,841,113
9. Miscellaneous Retail	191	602,543	10,066,600	97	260,163	4,340,314
10. Miscellaneous Services	45	300,685	5,011,427	16	90,147	1,502,453
11. Natural Resources	5	3,292	54,860	-	-	-
12. Contracting	46	425,571	16,059,095	-	-	-
13. Total Retail	898	7,939,984	148,382,292	356	3,198,202	58,110,497

Source: Mississippi Statistical Abstract, 1986

The economy of the downtown area is growing at a slower rate than that of the city as a whole. Based on total sales tax collections of six percent of which the city receives 20.5% sales for the downtown area decreased by eleven percent from 1984 to 1985, while the entire city experienced a two percent increase. From 1985 to 1986 the city experienced an eleven percent increase while the downtown area increased by only six percent. The graph below illustrates the sales for the various areas.

	1984	1985	1986
Hancock County	$155,190,996.00	$148,382,292.00	$155,883,883.00
Bay St. Louis	52,469,494.00	53,260,819.00	59,096,145.00
Downtown	2,725,012.00	2,424,733.33	2,582,263.33



GASOLINE SEAWALL TAX

An additional source of revenue for Hancock County is the seawall tax. The three coastal counties receive a special seawall tax from retail sales of gasoline. This report reflects automobile travel activity in the area. The amount of tax collected (two cents per gallon in Hancock County) measures the volume of gas purchased by both local and non-local consumers. The table below compares seawall tax collections for Hancock County and the Gulf Coast.

Gasoline Seawall Tax Collections

Quarter	1983	1984	1985	1986
Hancock County				
1	66,581	67,749	74,574	81,049
2	83,255	78,512	107,865	100,986
3	86,752	90,410	105,921	92,709
4	113,889	104,118	107,778	92,355
	350,477	340,789	396,138	367,099
Gulf Coast				
1	642,789	631,950	608,322	713,210
2	675,019	650,969	778,260	764,738
3	714,313	670,855	757,064	757,662
4	665,353	755,120	837,368	708,980
	2,697,474	2,708,894	2,981,024	2,944,590

(Source: Mississippi Gulf Coast Travel Industry: A Quarterly Report)

Revenue from this source for Hancock County is far below that of neighboring counties. While seawall tax revenue for the Gulf Coast on the whole has steadily increased, Hancock County's revenue has declined. Seawall tax revenue for the entire Gulf Coast area in 1984 increased by 13% from the fourth quarter of 1983, while Hancock County's seawall tax revenue declined by 9% during the same period. In 1985 fourth quarter gasoline sales for the Coast area were 11% greater than fourth quarter sales for 1984. During the same period Hancock County sales only increased by 4%. This trend of proportionally lower rates of sales or declining sales in Hancock County continued in 1986.

BUILDING PERMITS

SMPDD collected data on building permits issued since January of 1986 from the building inspection office in Bay St. Louis. The major commercial improvements of the downtown area consisted of the new jail, new roofs, remodeling and other additions which have totaled to $2,485,312. The Jail's valuation represented 92% of the total value of the improvements in the downtown area. Approximately $205,400 was spent in the residential sector on remodeling, new additions and general repair. The following page lists the building permits that have recently been issued within the study area.

Building Permits

Permit	Date	Permit Issued To	Address	Residential or Commercial	Type of Permit	Valuation	Permit Cost
1366	01/03/86	Hancock County Correction Center	Court Street	Commercial	New jail	2,299,000.00	2,079.00
1368	01/20/86	Ray Robinson	105 Carroll Avenue	Residential	1 Bath/1Room	25,000.00	105.00
1370	01/20/86	Kathryn Boh	125 Carroll Avenue	Residential	Repairs	600.00	5.00
1378	02/04/86	Harold Carver	213 Main Street	Commercial	Level house	500.00	5.00
1379	02/06/86	Rich Eagen	117 North 2nd Street	Residential	Repair Remodel	28,000.00	117.00
1401	04/02/86	Tucian Gex	104 Carrol	Residential	New house	70,000.00	200.00
1411	04/14/86	People Federal	112 Court	Business	Addition	15,000.00	75.00
1437	06/06/86	Margaret Hayden	State North Beach	Commercial	New roof	14,000.00	70.00
1440	06/19/86	Mike Babuchma	Bay View Court	Residential	New house	31,000.00	123.00
1448	07/22/86	Dollar General	100 North Beach	Commercial	New roof	65,000.00	55.00
1449	07/24/86	Methodist Church	2nd & Court	Commercial	New roof	3,800.00	20.00
1460	08/11/86	John McDonald	102	Residential	Repairs	2,000.00	10.00
1474	09/08/86	City of Bay St. Louis	2nd Street	Commercial	New porch	15,812.00	80.00
1486	09/26/86	Harold Carver	211 Main Street	Commercial	Storage Shed	1,000.00	5.00
1494	10/29/86	Teri Wyley	210 North Beach	Residential	Repairs	5,000.00	25.00
1504	11/25/86	McDonald Reality	2nd Hickory Lane	Residential	Repairs	12,000.00	60.00
1508	12/08/86	Mauffray Hardware	110 South Beach	Commercial	Repair	2,500.00	15.00
1512	12/23/86	Bay Tech Associate	204 North Street	Commercial	Roof repairs	1,500.00	10.00
1516	01/06/87	First Precint Restaurant	120 South Beach	Commercial	Repair remodeling	12,000.00	60.00
1519	01/12/87	Fred Wagner	Ulman & 2nd Street	Residential	Roof and repairs	5,000.00	25.00
1533	03/05/87	Hancock Bank	South Beach	Commercial	Roof repairs	2,700.00	15.00
1535	03/10/87	Hancock Insurance Agency	114 Main	Commercial	Addition	35,000.00	105.00
1536	03/10/87	Bay Tech Associate	200 2nd Street	Commercial	Remodeling	40,000.00	150.00
1555	05/04/87	John Cowart	109 Court Street	Residential	Close in carport	800.00	5.00
1559	05/06/87	George Proulx	213 Union	Residential	Add on small porch	1,000.00	5.00
1560	05/11/87	Merchant Bank	205 South Beach	Commercial	New roof	9,000.00	45.00
1564	05/18/87	Kathy Cuevas	107 Carroll	Residential	New roof Inside remodeling	25,000.00	105.00

PUBLIC OPINION SURVEYS

To obtain the consumers' perceptions and preferences regarding shopping in downtown Bay St. Louis, SMPDD utilized two different surveys, the Shopper/Tourist Survey and the Business Survey.

The Shopper/Tourist Survey sought information from outside sources. SMPDD staff spent a Saturday afternoon on the beach at Citizen Street surveying out-of-town beachgoers. The rest of the 200 surveys were distributed to four downtown businesses (three antique shops and one restaurant). Survey forms were placed in a prominent place in each business with a sign saying "Customers, Please fill out a Questionnaire and Return to Folder". Of the 200 surveys, 65 were filled out. The second survey conducted was a Business Survey which was targeted at 75 businesses in the downtown area. Only 53 surveys were distributed due to irregular business hours and business closures. Forty-one of the business owners completed the surveys. The results of the surveys follow.

SHOPPER/TOURIST SURVEY

Of the respondents to the shopper/tourist questionnaire, most were female, married and worked in professional related sales and service. The majority of people visiting Bay St. Louis had at least one to three people accompanying them. Income levels were generally higher among respondents than anticipated as the following table illustrates.

Household Income	Percent of Respondents
$10,000 or less	6
$10,001 - $20,000	17
$20,001 - $30,000	17
$30,000 +	52
No response	8

Sex: Male - 42%; Female - 58%
Marital Status: Married - 65%; Single - 28%; Divorced - 5%

The majority of the sampled population resided on the Mississippi Coast and in Louisiana, mostly the Greater New Orleans area. When visiting the Coast most of the people stayed on their own property or with friends and relatives.

Accommodations	Percent
Own Property	34
Friends/Relatives	22
Motel/Hotel	8
Campground	5
Not Applicable	29

The primary reasons for visiting Bay St. Louis were beaches (25%) and vacations (22%). Other reasons mentioned by the respondents for visiting Bay St. Louis were: seeing friends/relatives, pursuing work related activities, purchasing antiques, other shopping, dining, sightseeing and school.

The bulk of the respondents visit Bay St. Louis on a monthly basis. Of the persons surveyed, 54% said they shopped downtown while 45% did not shop in the downtown area. Those who did not shop the downtown suggested the following improvements: broadening the variety of stores available, construction of a mall, implementing more convenient store hours, and providing overnight accommodations in the downtown area.

Of the respondents who did shop in downtown area, 69% were satisfied with the diversity of shops and stores in downtown Bay St. Louis, while 18% were not satisfied and the other 12% did not respond.

The respondents most preferred attractions or events in Bay St. Louis as shown in the table below. Having fun in the sun and shopping the antique stores were at the top of the list.

Attractions or Events	Percent
Sun/Beach	26
Antiques	18
Festivals	14
Restaurants	12
Watersports	9
Sightseeing	8
Church	5
No preference	7

The recommendations by the respondents to encourage more tourism are similar to previously mentioned responses. The suggestions included improving the beaches, opening specialty shops and restaurants, and consducting festivals. The other respondents' recommendations are mentioned as food for thought: department stores, parks, sailboat/fishing rental, family entertainment, bed and breakfast establishments and no recommended change. A copy of this survey form may be found at the end of section two in Appendix A.

BUSINESS SURVEY

Of all the downtown businesses surveyed half of the merchants own the sites of their businesses and the other half lease. The following table illustrates the cost per month for leasing.

Lease Amount	Percent
$100 - $150	20
$250 - $275	20
$300 - $350	26
$400 - $500	33

More than half of the establishments have between 500 - 1500 square feet. Almost all the buildings in the downtown area are well over 20 years old as the table below illustrates.

Age of Building	Percent
1 - 20	14
21 - 40	14
41 - 60	14
61 - 80	23
81 - 100	23
101 - 150	11

Three quarters of the merchants surveyed have been downtown from a month to six years. The other 25% have been downtown for 10 years and more. They have existed this long due to their trade area that ranges from New Orleans to Mobile. The merchants say that their customers patronize most of the neighboring stores. Twenty-seven percent of the merchants surveyed mentioned that their customers patronized all of the stores. Their opinions are reflected on the chart below.

Type of Store Customer Patronizes	Percent of Merchant's Responses
All Stores	27
Antique	20
Restaurants	16
Banks	13
Dollar General	6
Jeromes	4
Dock of the Bay, Carvers, Sea Coast Echo, Liquor Store, and Mauffrays	2

Most of the businesses downtown are operated by one or two persons. The following table provides a breakdown of businesses by the number of persons employed.

Number of Persons Employed	Percent
1 - 2	70
3 - 10	12
10 - 15	16

Any structural improvement or renovation to the businesses will enhance the downtown appeal. Nearly half of the merchants surveyed have made improvements to their buildings. Most of the renovations were minor such as painting, installing new windows, air conditioning, ceiling fans, drapes and small-scale landscaping.

Several businesses had relocated to downtown. Some of the reasons for moving downtown were to get away from the hectic life of New Orleans, to be near government services, and to find more quality space.

Varied responses were given regarding the advantages and disadvantages of being downtown. Proximity to government services along with a pleasing atmosphere and view were the most frequently cited advantages, while the limited shopper volume and insufficient parking were the most commonly cited disadvantages.

The merchants listed promotional events that have been successful including: newspaper advertisements, Beachfront Festival, Christmas open house, anniversary celebrations, craft shows, community involvement, special sales, demonstration of a product, pilgrimage, art auctions and organized bicycle rides. It would be advantageous to the downtown if these events could be scheduled seasonally throughout the year. If these promotional events are well advertised, tourist-related business will increase.

The majority of merchants cited the summer as their seasonal sales highpoint, followed by spring, winter and fall. Over 33% of the merchants thought their business was approximately 10% tourist-related, while 14% of the merchants felt that only 5% of their business was tourist-related.

The following table illustrates the merchants' opinions of the downtown area.

	Poor	Fair	Good	Very Good	Excellent
Selection of Goods	28%	37%	25%	10%	-
Available Parking	37%	25%	18%	15%	5%
Places to Eat	0	18%	57%	15%	10%
Entertainment	23%	28%	28%	13%	8%
Prices	5%	25%	43%	9%	18%
Advertising	40%	35%	18%	7%	-
Appearance	18%	33%	30%	13%	6%
Surroundings	15%	28%	37%	10%	10%

Other recommendations received from the merchants for revitalizing the downtown are are listed on the following pages. The Business Survey form may be found at the end of Section two in Appendix A.

ADDITIONAL SUGGESTIONS FROM MERCHANTS FOR DOWNTOWN REVITALIZATION

Need grocery store, theater, better beaches, bed and breakfast

More tourist oriented - anything that helps sales tax base

More antique, good craft shops

Make sure it's family oriented

No more bars - they do not generate type of clientele which downtown shops thrive on

Highway signs which are very good

More family oriented shops and events

City government needs to keep streets and beaches clean

Sporting goods, gift shops, entertainment, (besides bars)

Tourist oriented activities

Beautification projects (flowers, garbage cans, park benches)
A fall festival (October Fest) - any special events for fall and spring

Less emphasis on bars and more on art and antiques - other attractions to promote a more cultural atmosphere where families would be comfortable and interested in spending time downtown

There is a definite need to route traffic down Main Street from Highway 90 to the beach and downtown areas. Emphasis should be placed on "Antique Row" as a tourist attraction.

The city needs to allocate funding to repair sidewalks on Main Street and add lamp posts and landscaping in downtown renovation plans, so that the street is well lit at night for people to walk safely.

Post Office

More advertising to Main Street and beaches

I would like to see the tennis courts fixed up - and play equipment for children in the park

Fast food facility, ice cream at a more reasonable price or more for the money, picnic shelters nearby

An art gallery, theater in old town area, a few more restaurants with unusual foods, unique gift shops, (i.e. old or new shipping items - gifts - reclaimed brass locks, etc. similar to "The Mariner" they have in French Quarter. Pottery and all art forms available for sale in a gallery. Clothing for modern times - from around the world.

This area has a unique, charming character similar to small New England coastal villages. Enhancement of the historical value of the area for residents and tourists could be very worthwhile. Creating a historical district similar to the Vieux Carre Commission could create pride and a desire to keep the area's unique character.

Any sound business - We have enough in the line of lounges or adult entertainment

More stores other than antique stores

Water sports, sporting shops

Development of a good sand beach recreation area

A movie theater

Restore theater(s) on beach for theater, concerts, meetings, for a broader variety of entertainment than now available, which is restricted to country and rock music. Coffee shop for office workers coffee breaks. Keep U.S. Post Office on Main Street. Improve beach road parking conditions, one side only. Playground equipment on beach at Washington Street. Bicycle path along beach. Flower beds in front of courthouse.

Street repairs - fix bad pot holes and Beach Blvd. (repaving)

More signs to business district and beachfront

Standardizing speed zones along Beach Blvd.

Reduction of taxes on business property and increase revenues with area wide sales taxes

Public restrooms, more parking on beaches, more and longer beach front festivals, plus block parties year round

Marina and gifts

We don't need any more bars

Businesses such as Bay Technical, employing literate, educated people, perhaps a drugstore, smalll movie theater, upscale clothing shops, events designed to attract individuals with significant discretionary income from Gulf Coast

No malls

No residential

More parking to encourage more businesses

Any special promotion to get traffic downtown

Sporting goods store, nice clothing store, pharmacy, bed/breakfast, hotels, children's playground, public toilets/showers

I would like to see a Christmas open day, shops and buildings decorated day/night judging for best decorations, clean streets

Where beaches have been improved, fence area, have recreation activities on beach and charge admission

Boat marina

Make Bay St. Louis the cleanest, neatest city in the south

Clothing, variety shops

Something other than flea markets, "antique" stores, bars or restaurants. People places that would give tourists something to do - miniature golf, amusements other than arcades, picnic areas
We feel there is really not much to accomplish - revitalization as most business seems to center in the areas around shopping centers

CONCLUSIONS

Clearly the downtown area is not experiencing economic growth at the same rate as the City of Bay St. Louis. From 1984 to 1985, sales tax revenue for the entire city area increased by twenty-two percent. During the same period, sales tax revenue for the downtown area increased by seven percent. This trend continued from 1985 to 1986 with the city experiencing an eleven percent increase, and the downtown area only increasing by six percent. Additionally the sales tax revenue for the downtown area has been declining proportionally with the total city sales tax revenue. In 1984, revenue from the downtown area represented 5.2% of the total city sales tax revenue. In 1985 and 1986, the proportional value of the downtown revenue was only 4.6% and 4.4% respectively. A corresponding decline between the sales tax revenue for the downtown area and total county from 1984 to 1986 is also recorded.

There has been consistent strength and growth in the service industry, particularly from the food and beverage sector of the local economy. Population growth can be expected to be well above the state and national average, which will continue to fuel employment and business opportunities. The resident market population is, on the average, getting slightly older and attaining a higher level of education. Personal income and household income is also increasing. The overall labor force has grown, but a moderate slowdown in the regional economy has resulted in a noticeably higher unemployment rate.

Although Hancock County and Bay St. Louis experienced strong economic advancement throughout the 1980's, the old downtown area of Bay St. Louis failed to capture a significant portion of the growth and development which occurred. Of the total retail sales growth of Bay St. Louis, the downtown area enjoyed only a small proportion. One of the primary reasons for the stagnation of the downtown area has been the out-migration of businesses to commercial strip developments along Highway 90. There is not enough traffic generated toward the downtown area to keep an anchor tenant and accompanying retail businesses. The downtown is missing that variation of business to attract customers.

The shopper/tourist survey responses indicated a general apathy and disinterest in the downtown businesses. Most of the respondents did shop in the downtown area, but only infrequently. The business surveys and the comments of business owners indicated that the existing customer volume was insufficient to support the number of businesses in the area. In order to encourage growth in the downtown area, efforts should be made to increase the number of persons who frequent the area for commercial purposes.

The primary purpose recorded in the shopper/tourist survey for visiting the area was to enjoy the beaches. Any economic development plan should use the presence of the beach as its keystone. If the pedestrian traffic to the beach can be increased, those visitors would be potential customers to the nearby shopping areas.

The data included in this analysis indicated that the declining economy of the downtown area can be attributed to several causes. Primarily, survey respondents complained about the variety of products available in the area. Residents were dissatisfied with the lack of availability of basic products such as groceries, clothing, and household goods. The existing antique and specialty shops offer some appeal to tourists already in the area, but not enough to draw additional tourists.

Bay St. Louis's downtown area has the opportunity to become a tourist haven. The town's attributes such as its rich heritage and its available waterfront enhances the appeal of the area. In order for the old town to prosper and to capitalize on those attributes, it must be effectively developed and marketed by the local businesses, governmental entities, civic and cultural organizations, schools and churches.

APPENDIX A

SURVEY FORMS

SHOPPER/TOURIST SURVEY

The city of Bay St. Louis is conducting a study of business activity for their downtown area. Can you please take a few minutes to answer the following survey which will be of great help to our community in promoting the future growth of Bay St. Louis?

1. Where do you live?_____

2. While staying on the coast, what type of accommodations do you use.
   not applicable ___ motel/hotel ___ campgrounds ___
   friends/relatives ___ own property ___

3. Your purpose for visiting Bay St. Louis? _____
   _____

4. Have you shopped in downtown Bay St. Louis? YES____ (Go to 5) NO__

5. If you do not shop downtown, what changes would make shopping or conducting business downtown more attractive?_____
   _____

6. How often do you come to Bay St. Louis? _____

7. Are you satisfied with the diversity of shops and stores in downtown Bay St. Louis? YES_____ NO_____

8. What are the most preferred attractions or events that you have visited while you were in Bay St. Louis?
   _____
   _____

9. What kind of businesses, shops, events, or other attractions do you recommend for Bay St. Louis to develop in order to encourage more tourists?
   _____
   _____

The following questions will be used for survey purposes only. All information will remain confidential.

10. Sex: Male_____ Female_____

11. Marital Status: Married_____ Single_____ Divorced_____

12. What line of work are you in?_____

13. How many people accompanied you on this trip?
    One ____ Four ____
    Two ____ Five or more ____
    Three ____ No Response ____

14. Approximate Household Income:
    $10,000 or less ____
    $10,001 - $20,000 ____
    $20,001 - $30,000 ____
    $30,001 - plus ____

BUSINESS SURVEY

The city of Bay St. Louis is conducting a study on the business activity in the downtown area. The city would appreciate if you as a merchant will take a few minutes to answer the following survey which will be of considerable assistance to our community in evaluating the future growth of downtown Bay St. Louis.

Name:_____ Store Name:_____

Store Address:_____

Goods or services provided:_____

1. Do you Lease___ or Own___?

2. a. If you lease, what is your approximate lease amount?_____

   b. How many square feet does your business occupy?_____

3. If you own, how many square feet are in your building?_____
   a. Is there any vacant space available for lease? If so how much?

   _____

   b. How old is the building?_____

4. How many employees do you have?_____

5. How long have you been downtown?_____

6. Have you moved downtown from another Bay St. Louis area? If so, why?

   _____

   _____

7. What are the advantages and disadvantages of being downtown?_____

   _____

   _____

   _____

   _____

   _____

8. What are the outer limits of your trade area?_____

   _____

   _____

9. Do you know if your customers also shop at other downtown stores?
   Yes___ No___ If so, which ones?_____

10. Have you had any improvements or renovations done to your store within the last three years? If so, could you please explain?_____

    _____

    _____

11. What type of promotional events have been successful in the past?

_____

_____

_____

12. Does your store have seasonal business? Rank in order of prevalence.
Spring_____ Summer_____ Winter_____ Fall_____

13. Estimate the percent of business that is tourist related?_____

_____

14. Please rate the following for the entire downtown area.(poor, fair, good, very good, excellent)

Selection of goods	_____	Prices	_____
Available parking	_____	Advertising	_____
Places to eat	_____	Appearance	_____
Entertainment	_____	Surroundings	_____

15. What kind of shops, businesses, events, or other attractions do you recommend for the revitalization of downtown Bay St. Louis? _____

_____

BAY ST. LOUIS
DOWNTOWN WATERFRONT STUDY

section 3
Conclusions and Recommendations

INTRODUCTION

Several conclusions can be drawn from the basic data collection efforts of this study:

1. While the downtown area has a number of physical assets, a limited supply of developable land and low traffic volumes will inhibit its development at some point. Despite these limitations, the current constraining factor in the development of the downtown area does not appear to be physical; a substantially larger business base could be sustained within existing physical limitations, if the area is promoted enough.

2. As the fastest growing county in Mississippi, Hancock County has enjoyed a generally upward economy; Bay St. Louis has generally mirrored this trend. There has been an expected recent downturn in the consumer economy, but this is probably transient, and already shows signs of abating. The general strength of the area has not been completely felt in the downtown area.

3. The area's greatest asset is also its least utilized...its waterfront. With the exception of a few businesses taking advantage of the views over the bay, the area's "link" to the waterfront is a historical accident. The shorefront areas of Bay St. Louis were first to develop and therefore were home to the city's business community before the massive land use changes wrought by the automobile in the mid-1950's. Were it not for this historical accident of location, the downtown area of Bay St. Louis could have as easily been inland.

4. The activity of the downtown area is diverse, but it is not "high volume." The area is characterized by small businesses, professional offices, and government activities. Any plan to promote the area will have to capitalize on this diversity; it cannot rely on volume alone.

5. During the next twenty years, Hancock County will experience unprecedented tourism, industrial, and residential growth if the present indicators persist. For Bay St. Louis to obtain its fair share of the accompanying commercial expansion, it must offer attractive, functional, and at times unique commercial development. The CBD has the potential to become such an area.

CONCLUSIONS AND RECOMMENDATIONS

In order to support the type of specialty shops that exist in the downtown area, economic development efforts must attempt to attract a specialized clientele. This clientele is attracted by the unusual. Community-wide marketing and promotional strategies must be used to inform persons in a marketing area that primarily includes the southern coastal states, with particular emphasis upon urban centers within one to two days travel. The use of coordinated techniques to advertise the presence of developed antique and art markets, ideally combined with other specialty ventures such as fine clothing shops, should be used.

In order to emphasize the existing atmosphere of the downtown area, promotional events should center on the history of the area and its old-time feel. Some possible ideas include festivals with tours of the historic homes on the beachfront, craft and antiques shows involving the total downtown area. In order to develop some continuity, it would be beneficial to repeat large promotional activities from year to year, and to time these activities so that they could capitalize on the summer tourist season without having to compete with activities in nearby coastal cities. The nature of promotional activities would have to be decided by the downtown area with guidance from the City officials since merchant cooperation would be essential to success.

One problem with this strategy is the absence of hotels or other lodging in the downtown area. Small establishments such as bed and breakfast inns would be most in keeping with the nature of the area as well as being most economically feasible due to the initial small volume of visitors. Survey results indicate that most visitors to Bay St. Louis came for only a day or stayed with friends. The absence of overnight accommodations is a deterrent to developing Bay St. Louis into a resort area. Visitors in the area must stay in other locations on the Coast thus depriving Bay St. Louis of revenue.

The city should also consider the feasibility of creating an interior block walking mall. This would not entail the closing of streets to traffic which often has the negative impact of creating distances both real and illusory, from the shopper in transit to the businesses within. An interior block pedestrian mall should ideally contain a central open space and lanes which link the open spaces with the sidewalks and streets. These open spaces and lanes serve to intensify pedestrian activity and parking space, both of which are essential to commercial development. The sense of containment generated by such a pedestrian mall is a common element of successful

marketplaces. By enticing the shopper inside the city block and by creating a pleasant environment, the commercial viability of the area is improved. Such an area would likely benefit a variety of shops and businesses from a resulting increase in casual shoppers lured and comforted by the pleasant surroundings.

The city should propose tax incentives in order to attract new businesses and to maintain the already established businesses in the downtown area. The Mississippi Power Company has a program in which it provides a utility break to qualified applicants to help alleviate some of the initial costs when starting a business.

In order to bring in appropriate businesses, the formulation of a small business development organization should be encouraged. This may be enhanced by soliciting the involvement of local banks to provide incentives to finance local projects , i.e. providing 504 Certified Development Company guaranteed loans. Participation by banking officials in the downtown development process will enhance the economic development of the downtown area.

Additionally, a system for inventorying vacant and available commercial buildings will be needed in order to locate the current vacancies for economic development. A portfolio of each vacant building available should be prepared including photographs, square footage property descriptions, and ownership. This portfolio should be regularly updated.

After creating a development organization, an economic development plan should be developed with input form merchants and citizens. This plan should be formally adopted by the city. The city will be able to counsel any potential developers on local governmental incentives that may be available. There are many recommendations that an active downtown program can implement such as:

Producing a calendar on a regular basis that illustrates the downtown's promotional activities.

Publishing promotional pamphlets or brochures that will describe:

- Recreational Opportunities
- Description of Services (i.e. schools, hospitals, churches)
- Environmental Resources (i.e. water, view, atmosphere)

These brochures need to be placed at all tourist-related businesses in and near the community. (i.e. surrounding chambers, welcome centers.)

Promote the old downtown atmosphere and ambience.

Campaign for store hours to be set uniformly.

Establish a small business assistance program.

Promote an image of the downtown area as a unique and attractive focal point of the community.

Strengthen the downtown area as a mixed-use center of retail spaces, offices, service centers, housing and public facilities. The concentration of retailers on the ground floor in the downtown core, with offices and apartments in upper levels and on the downtown fringes should be encouraged.

Promote seasonal festivals at least once per season. These events should be designed to have an impact broader than the community, attracting at minimum people from surrounding communities. The annual Beachfront Festival held in early July is an excellent example of such an event. Other such events could include:

- Heritage Day, involving a pilgrimage, pageant, antiques, restaurants, arts and crafts, etc.
- Farmer's Market
- Christmas Celebration
- Octoberfest
- Youth Activities
- Seafood Festivals
- Arts and Craft Shows

In order to provide a more attractive and comfortable downtown shopping area, numerous structural and infrastructural improvements should be undertaken. These include, but are not limited to the following suggestions.

FACADE IMPROVEMENTS: Storefronts and signs should be of similar design and scale to create an impression of a unified downtown area. A unique downtown theme should be developed, and improvements and new construction should be designed in accordance with it. To ensure complimentary storefront design, a design review board should be established to review and approve storefront development plans.

PEDESTRIAN IMPROVEMENTS: To make the downtown area comfortable, safe and pleasing to the pedestrian, several walking environment enhancement projects should be undertaken. Sidewalks should be repaired, and widened where possible, and should be designed with pedestrian convenience, safety and comfort in mind. Benches, canopies,

telephones, trash receptacles, information kiosks, public restrooms and other pedestrian amenities designed to promote the downtown theme would result in increased pedestrian circulation in the downtown and shopping area. Crosswalks should be clearly marked and strategically placed to maximize pedestrian safety as pedestrian traffic increases with more development.

STREET AND PARKING IMPROVEMENTS: Streets in the downtown area should be clearly marked, with particular emphasis placed on pedestrian crosswalks. Existing on-street parking spaces should be placed to adequately separate parking and pedestrian space. Off-street customer parking areas should be made highly visible to in-coming traffic to encourage their use. Further, more detailed study and analysis of current and projected traffic and parking conditions should be undertaken to develop specific and detailed solutions to current and anticipated problems. Further study of potential off-street parking areas would be essential to determine the most feasible means of accommodating additional parking needs resulting from both new development and the eventual reduction or elimination of on-street parking.

In addition to the aforementioned promotional, structural and infrastructural improvements, the City should give consideration to the possibility of supporting a major capital project(s) to underpin the economy of the downtown waterfront area. Two such projects can be recommended that would capitalize on the under-utilized assets of the shorefront environment.

BEACH RENOURISHMENT AND IMPROVEMENTS: In addition to the benefits of hurricane protection, the City and business community should actively support the Hancock County Board of Supervisors' plan to renourish and improve the sand beach for obvious economic development reasons. Public opinion surveys conducted during this study indicate a tremendous desire for an improved beach and associated recreational amenities. Once renourished, the shorefront area from Washington Avenue to Ulman Avenue could become a major focal point for public recreation. The resulting volume of people would help provide the "critical mass" necessary to sustain and expand the business opportunities adjacent and upland from the beach area. New services and businesses would likely result that could range from hotels/motels to general retail and possibly upscale specialty shops. Along with the expected year round flow of residents to support businesses, increased tourist trade will no doubt follow.

PUBLIC MARINA DEVELOPMENT: Considering the specific geographic location of the Central Business District to the shorefront area, a large pubic marina facility could become a major attraction and revenue producer. With the current

shortage of marina slips along the Coast, and the anticipated growth rate of the Hancock County area, the City of Bay St. Louis may be in the enviable position to connect downtown revitalization with the development of a new full service marina. A mixed-use marina complex could evolve to include restaurants, shops, pavilions and recreation areas. The influx of new persons associated with the marina along with local residents would provide the necessary volume for the downtown revitalization effort to succeed. Working in conjunction with each other, the marina and downtown improvements could produce some rather dramatic results.

THE CHALLENGE OF REDEVELOPING THE AREA

The looming question for Bay St. Louis is how to capture the potential of the area; how can the latent assets of the CBD be enhanced, coupled with the economic potential of the area, and converted into an active, viable environment fully integrated with the waterfront from which it draws its historical sustenance?

The question doesn't have a single answer. Multiple development concepts, each with its own package of assets and liabilities, are potential answers to the development question.

The potential development concepts for the downtown area are described below:

1. OFFICE DEVELOPMENT: This type of use is prevalent in the area already, and has the potential to expand.

2. ENTERTAINMENT AND LEISURE: The existing development in this category already makes the Bay St. Louis downtown area one of the most vibrant on the entire coast. Capitalizing on the existing bars and restaurants, the area could develop into an entertainment and leisure center to include more of this type of activity, a movie or community theater, and reception facility.

3. RETAIL SHOPPING: Development along these lines could fall into several categories:

a. Expand and augment the shopping opportunities around historic themes, antiques, crafts, and art. Developing under this theme would continue the existing autonomous trend in the area.

b. Specialty shops, promoting a development along the lines of Lee's Lane in Covington, Louisiana where the whole collection of shops becomes a sufficient grouping to attract from a larger market. While this has possibilities, it will have to be carefully crafted to compete with mass merchandising if it is to be successful.

c. Commercial development catering primarily to local trade. Opportunities in this area are limited.

4. RESIDENTIAL DEVELOPMENT: There is a particular opportunity for multi-family residential development which has been largely unexploited in the downtown area.

The waterfront location, the historic ambience, and convenient access to public facilities, schools and churches makes this an ideal development opportunity.

5. OUTDOOR ACTIVITY/EVENT CENTER: This concept would promote the area as the location for major events such as the existing Beachfront Festival, flea markets, regular farmer's markets, seasonal festivals, etc. The genesis of this concept is the highly successful "Festival Marketplaces" of larger waterfront cities. Considering the scale and market area of Bay St. Louis, the concept would have to be tailored to local conditions, and would have to rely on more "real life" events rather than a manufactured festival atmosphere.

6. WATERFRONT ORIENTATION: This could take several forms:

a. A relatively passive development centered around pedestrian access and views, and recreational fishing activities.

b. A beach development for sunbathing, swimming, and other traditional beach functions.

c. A boat launch facility, with customary adjacent commercial development.

d. A nautical and seafood theme commercial development with fresh seafood outlets, marine supply shops, etc.

e. A full-fledged marina development.

ANALYSIS OF DEVELOPMENT CONCEPTS

Taken together, the concepts discussed above provide a wide range of development types some options having more potential than others. Table 2 on page 3.11 provides a more detailed analysis of the pros and cons of each option.

Taken individually, these concepts will not work alone. In reality, the probable development path of the area will be a combination of these options. How to mix them depends on the extent to which the different concepts are compatible with each other. Ideally, choosing a group of development concepts which work together geographically and over time will hold the greatest potential for the area. Table 3 on page 3.12 illustrates the interrelationships among the various concepts.

SYNTHESIS

While the City of Bay St. Louis has significant and unique geographical, environmental and historical attributes to provide a foundation from which to launch its revitalization effort, the downtown area must overcome the tendency to look back at the "golden years" of the past and realize that there is no going back. The world has changed too much, and downtowners must seek to understand the present, look toward the future, realize their potential and make the dedicated commitment to achieve it.

The downtown waterfront area's efforts toward revitalization will only be successful if there is public and private sector cooperation. Only through a local consensus can the area marshal the coordinated effort necessary for economic development and revitalization. It is an incremental effort that must be sustained over a long period of time. The downtown area did not decline overnight and it will not be revitalized overnight.

In the past, some conspicuous downtown revitalization failures were caused by overly ambitious and misdirected efforts that outstripped the downtown's resources and markets. While it is beneficial to reach the optimum level of development, overdevelopment is an hazardous as underdevelopment. Careful planning is essential to ensure properly scaled development. Planning in the areas of organization, promotion, economic restructuring and design simultaneously is crucial to the success of the efforts.

Unique opportunities for a successful downtown waterfront revitalization and development program exist in Bay St. Louis, and with a sustained and coordinated public/private partnership and commitment, can lead to a substantial betterment of both the downtown area and the city as a whole.

TABLE 2
DEVELOPMENT CONCEPTS ANALYSIS

DEVELOPMENT CONCEPT	OPPORTUNITIES	PROBLEMS
1. Office Development	- Strong existing base of similar uses - Generally a growing sector of the economy - Can develop without intruding on the ambience of the area	- Generates little tax revenue - Occupies space which could be otherwise used for more vital commercial activity - Only active during weekdays, leaving "dead" time on evenings and weekends
2. Entertainment and Leisure	- Strong existing base to grow from - Expanding market - Would not compete with other development in town - Generates tax revenue	- Largely confined to weekends and evenings - Could intrude on area's character - Intrusion on tranquility of adjacent residential neighborhoods
3. Retail Shopping	- Brings in activities weekdays and weekends - Generates tax revenue	- Except for highly specialized shops, it is extremely difficult to compete with high-volume sales outlets - Traffic and parking volume - Could intrude on area's character
4. Residential Development	- Unexploited potential - Would bring additional people to the area on a full-time basis - Convenient location for multi-family development - If designed properly, could add to the character of the area	- Current market conditions are bad - Generates modest tax revenue if multi-family, very little if single-family
5. Outdoor Activity and Events Center	- Would build on the success of the Beachfront Festival - A unique development concept... would be a true addition to the community - Could be developed to "fill gaps" in the level of activities over time	- Traffic and parking - Sufficient open space may not be available
6. Waterfront Orientation	- Would utilize the area's most pronounced resource - The waterfront constitutes the largest undeveloped area - Could be designed to enhance the ambience of the area - Would intergrate with county-wide beachfront planning - Tax-generating potential with spin-off commercial development	- Access to the waterfront is topographically difficult - Major public investments are probably necessary - Traffic and parking congestion - Potential neighborhood opposition to large-scale development

TABLE 3
COMPATIBILITY OF CONCEPTS

	1. OFFICE	2. ENTERTAINMENT AND LEISURE	3. RETAIL A. HISTORIC	B. SPECIALTY	C. LOCAL	4. RESIDENTIAL	5. ACTIVITIES/ EVENTS	6. WATERFRONT A. PASSIVE	B. BEACH	C. BOAT LAUNCH	D. NAUTICAL THEME	E. MARINA
1. OFFICE DEVELOPMENT	✓											
2. ENTERTAINMENT AND LEISURE	✓	✓										
3. RETAIL SHOPPING A. HISTORIC/ARTS/CRAFTS	O	✓	✓									
B. SPECIALITY	✓	✓	✓	✓								
C. LOCAL TRADE	✓	O	✓	✓	✓							
4. RESIDENTIAL	✓	X	✓	✓	✓	✓						
5. OUTDOOR ACTIVITIES/EVENTS	X	✓	✓	✓	✓	X	✓					
6. WATERFRONT ORIENTATION A. PASSIVE DEVELOPMENT	✓	O	✓	O	O	✓	X	✓				
B. BEACH	O	✓	✓	O	✓	X	✓	X	✓			
C. BOAT LAUNCH	O	✓	O	O	✓	X	✓	X	✓	✓		
D. NAUTICAL/SEAFOOD THEME	O	✓	✓	✓	✓	O	✓	✓	✓	✓	✓	
E. MARINA	O	✓	O	✓	✓	✓	✓	✓	✓	✓	✓	✓

LEGEND
✓ - COMPLIMENTARY
O - NO SIGNIFICANT IMPACT
X - INCOMPATIBLE

NOAA COASTAL SERVICES CENTER LIBRARY
3 6668 14103 1965