



Pass Christian Resource Team

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This week, we observed:

Confidence

You're glad to see rebuilding in your downtown. As you see examples of construction, you are finding architectural styles to replicate, modify, and expound upon.

Frustration

The ways of establishing and carrying on business that worked in years past don't seem to be working as well today. As businesses emerge, you want to be sure of their long-term success.

Optimistic Expectation

Pass Christian has an identity all it's own. You are excited to share your accomplishments of the past years and position yourself for future prosperity through marketing approaches that are uniquely Pass.

Three Themes

- ✦ Design & Planning:
 - ✦ Building on Momentum
- ✦ Market Analysis:
 - ✦ Responding Creatively to Economic Realities
- ✦ Branding & Marketing:
 - ✦ Defining “The Pass” Identity



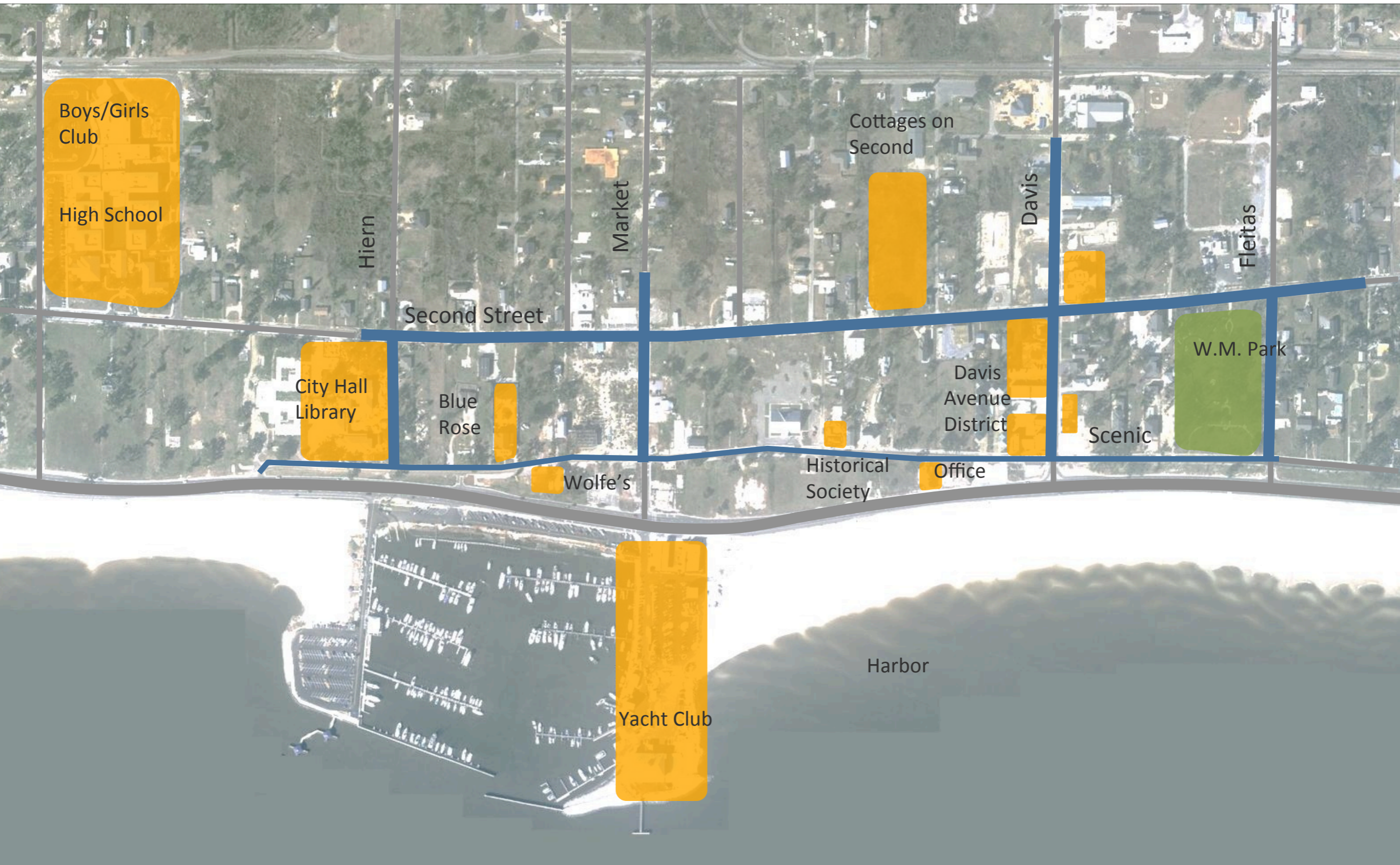
Design & Planning

Building on Momentum

Physical Development

- Desire to maintain historic character and scale
- Pedestrian and bike-friendly streets
- Much has been accomplished, particularly highly visible projects





Boys/Girls
Club

High School

Hiern

Market

Cottages on
Second

Davis

Fleitas

Second Street

City Hall
Library

Blue
Rose

Wolfe's

Historical
Society

Office

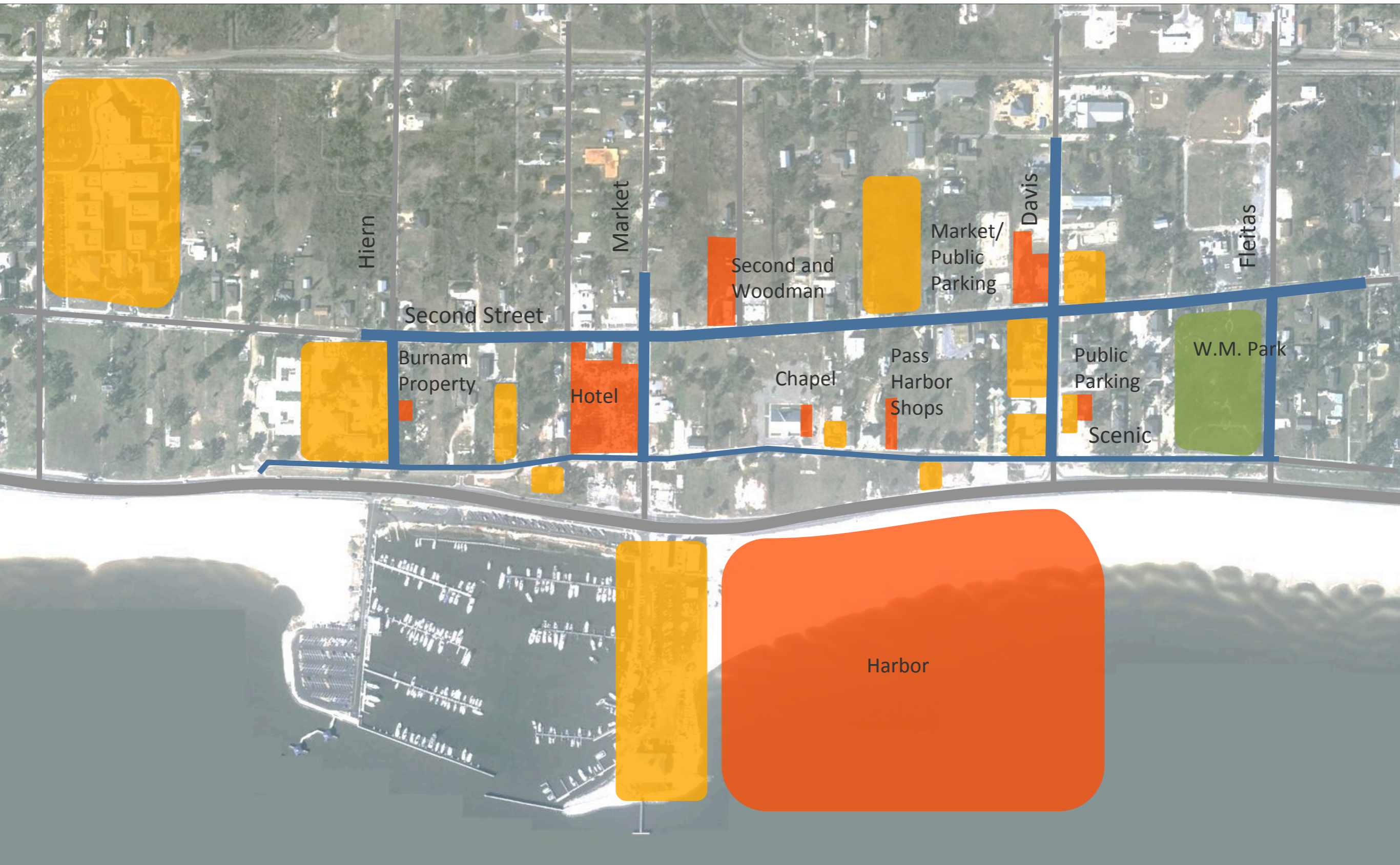
Davis
Avenue
District

Scenic

W.M. Park

Harbor

Yacht Club



Hiern

Market

Second Street

Burnam
Property

Hotel

Second and
Woodman

Chapel

Pass
Harbor
Shops

Market/
Public
Parking

Davis

Public
Parking

Scenic

W.M. Park

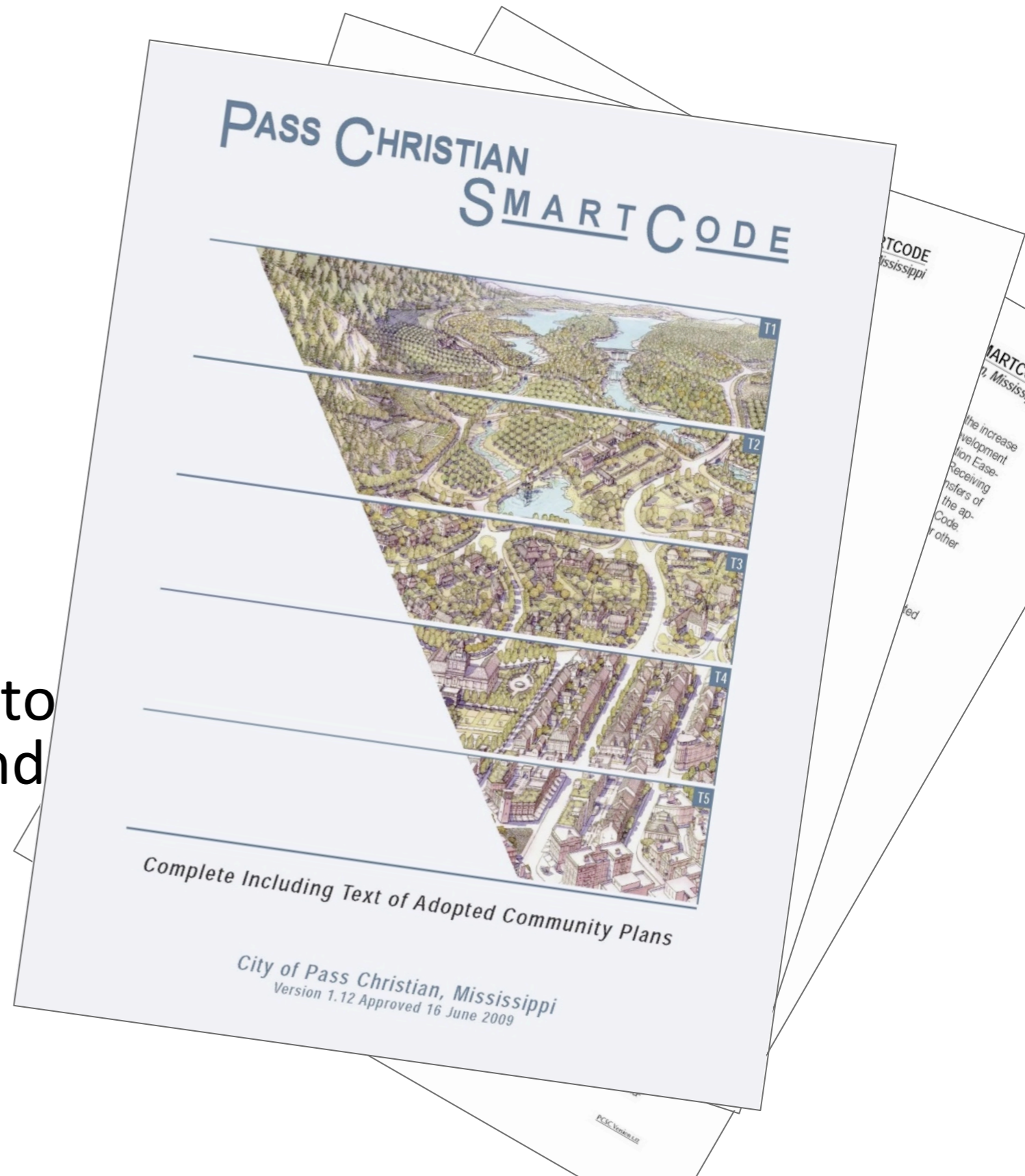
Fleitas

Harbor

SmartCode

Emphasis on physical form (character) over land use

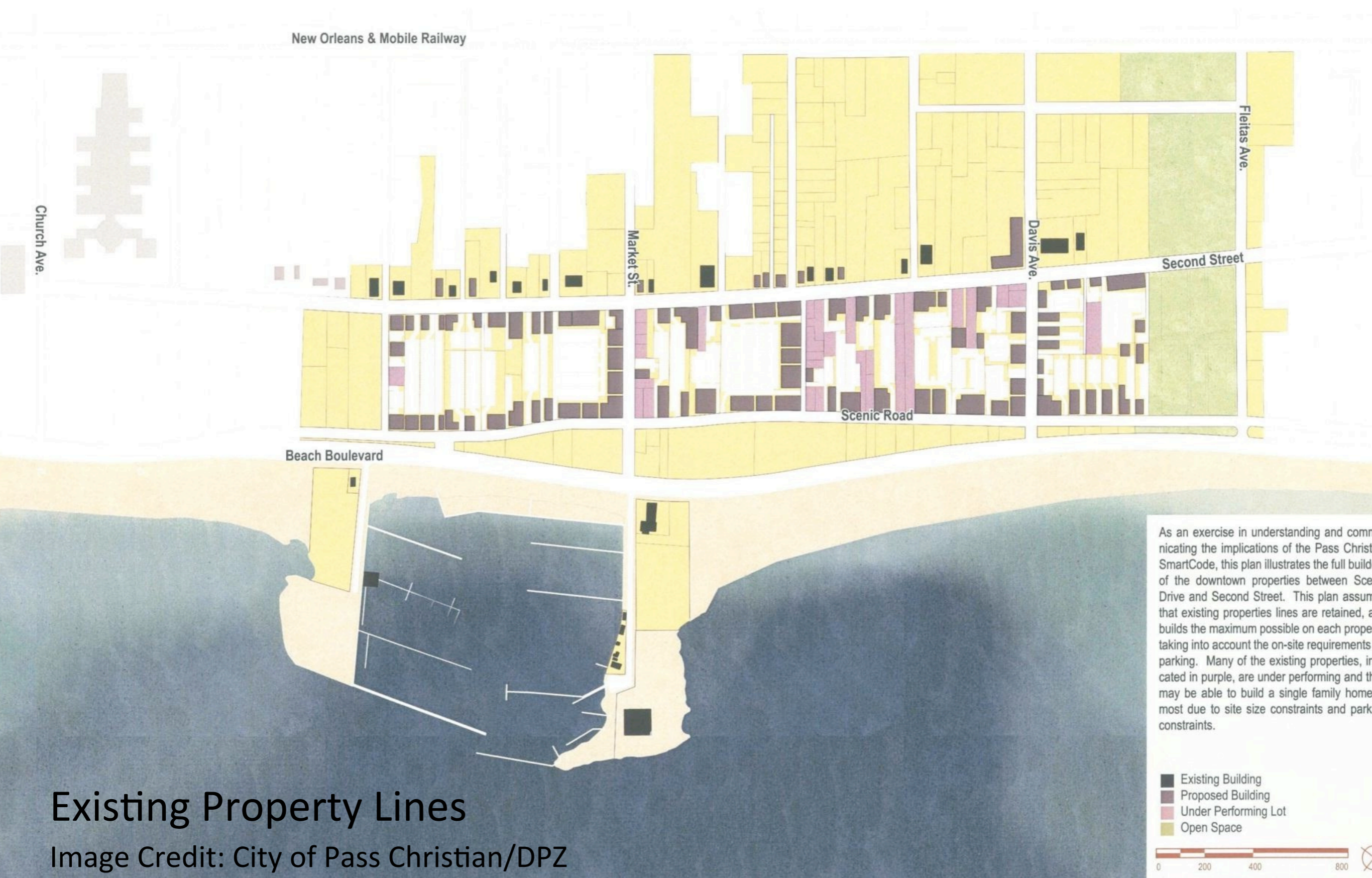
- Hybrid
- Compact, pedestrian-oriented, mixed-use
- Network of streets/blocks
- Civic uses and civic spaces
- Building forms contribute to physical form of streets and civic spaces
- Protection of historic character



2009 Downtown Plan

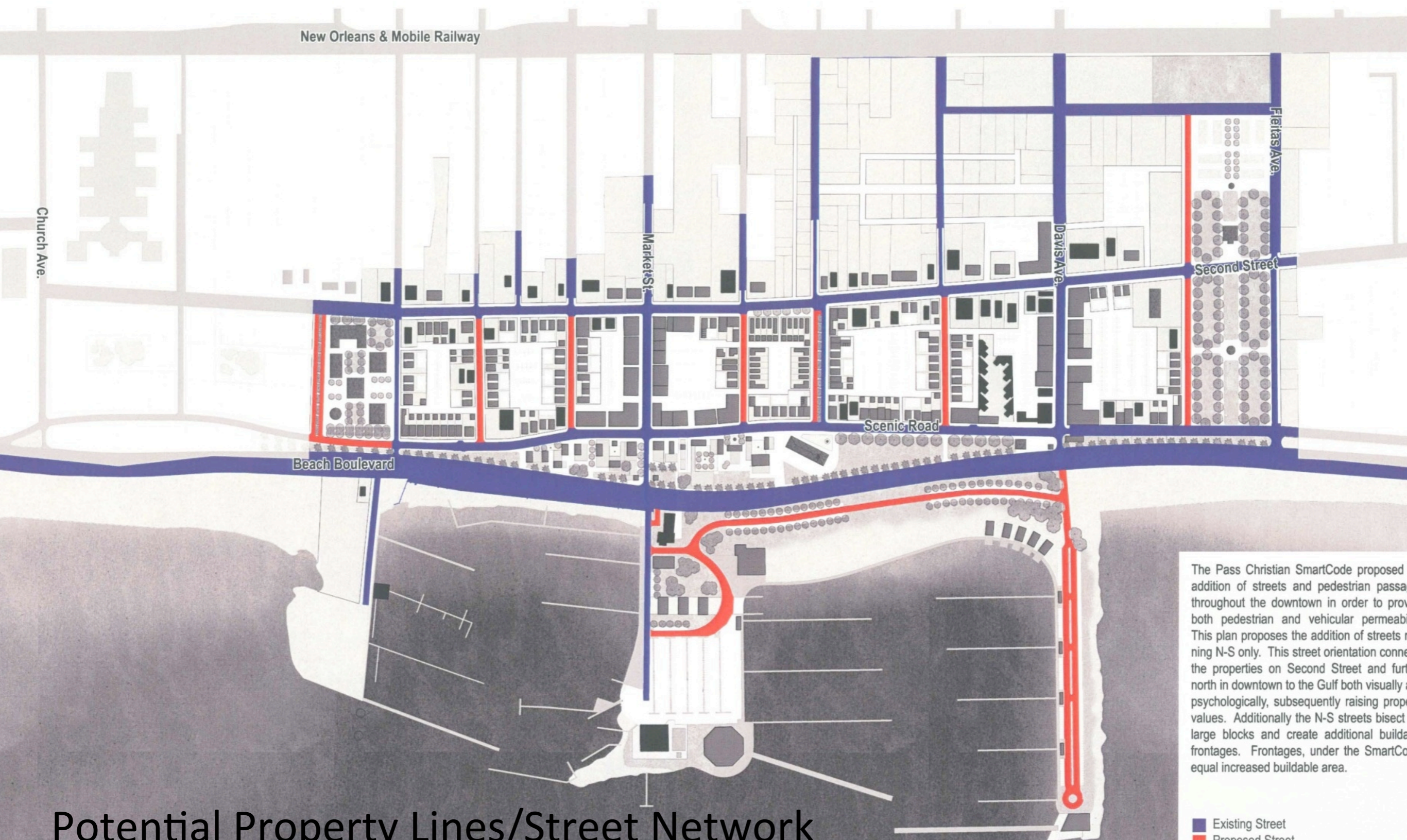
Long-range plan

- Citizen-led
- Roadmap for incremental growth grounded in economic realities
- Led to SmartCode text amendment “8 Year Plan”
- **Heavily dependent upon cooperation among property owners**
- Awareness of plan has faded (for average person)



Existing Property Lines

Image Credit: City of Pass Christian/DPZ



The Pass Christian SmartCode proposed addition of streets and pedestrian passageways throughout the downtown in order to provide both pedestrian and vehicular permeability. This plan proposes the addition of streets running N-S only. This street orientation connects the properties on Second Street and further north in downtown to the Gulf both visually and psychologically, subsequently raising property values. Additionally the N-S streets bisect large blocks and create additional buildable frontages. Frontages, under the SmartCode, equal increased buildable area.



Potential Property Lines/Street Network

Image Credit: City of Pass Christian/DPZ

Frustrations

- Misunderstandings about the SmartCode
- Interpretations of SmartCode
- Flood elevations as a barrier to commercial development
- Parking – realities and perceptions

Recommendation:

Pre-planning meeting with City Planner – City and Code as a Resource

- Walk through the SmartCode requirements
- Understand development intent
- Understand interpretation of Code
- Explore options



Market St.

Second Street

Hiern

Market

Scenic

boulevard
Image Credit: City of Pass Christian/DPZ

HIERN AVENUE

WEST SECOND STREET

WEST SCENIC DRIVE

MARKET STREET



HIERN AVENUE

WEST SECOND STREET



WEST SCENIC DRIVE

MARKET STREET

HIERN AVENUE

WEST SECOND STREET

WEST SCENIC DRIVE

MARKET STREET



HIERN AVENUE

WEST SECOND STREET



MARKET STREET

WEST SCENIC DRIVE

HIERN AVENUE

HUNTER STREET

WEST SECOND STREET

MARKET STREET

WEST SCENIC DRIVE



WEST SECOND STREET

HIERN AVENUE



WEST SCENIC DRIVE

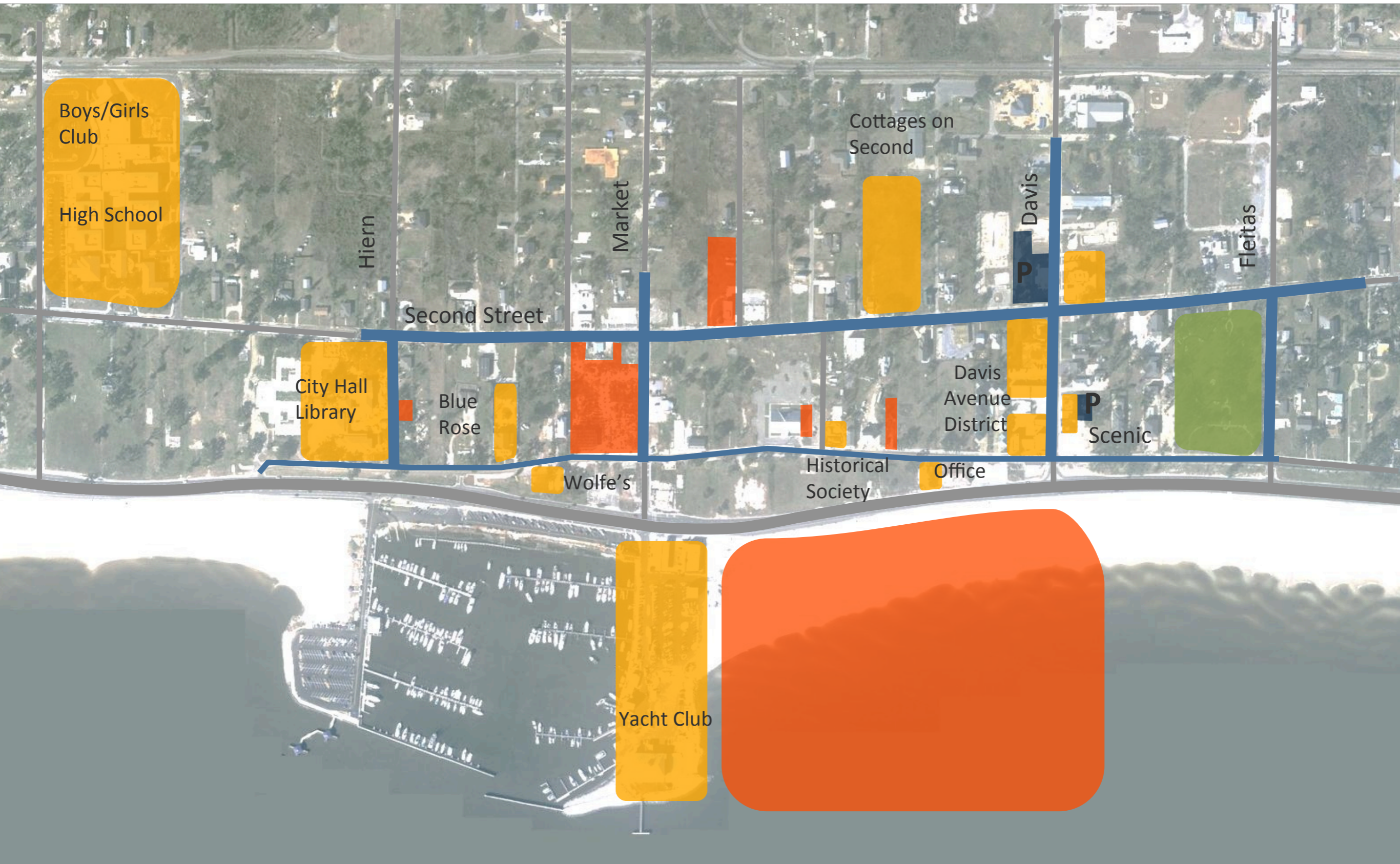
MARKET STREET

Parking

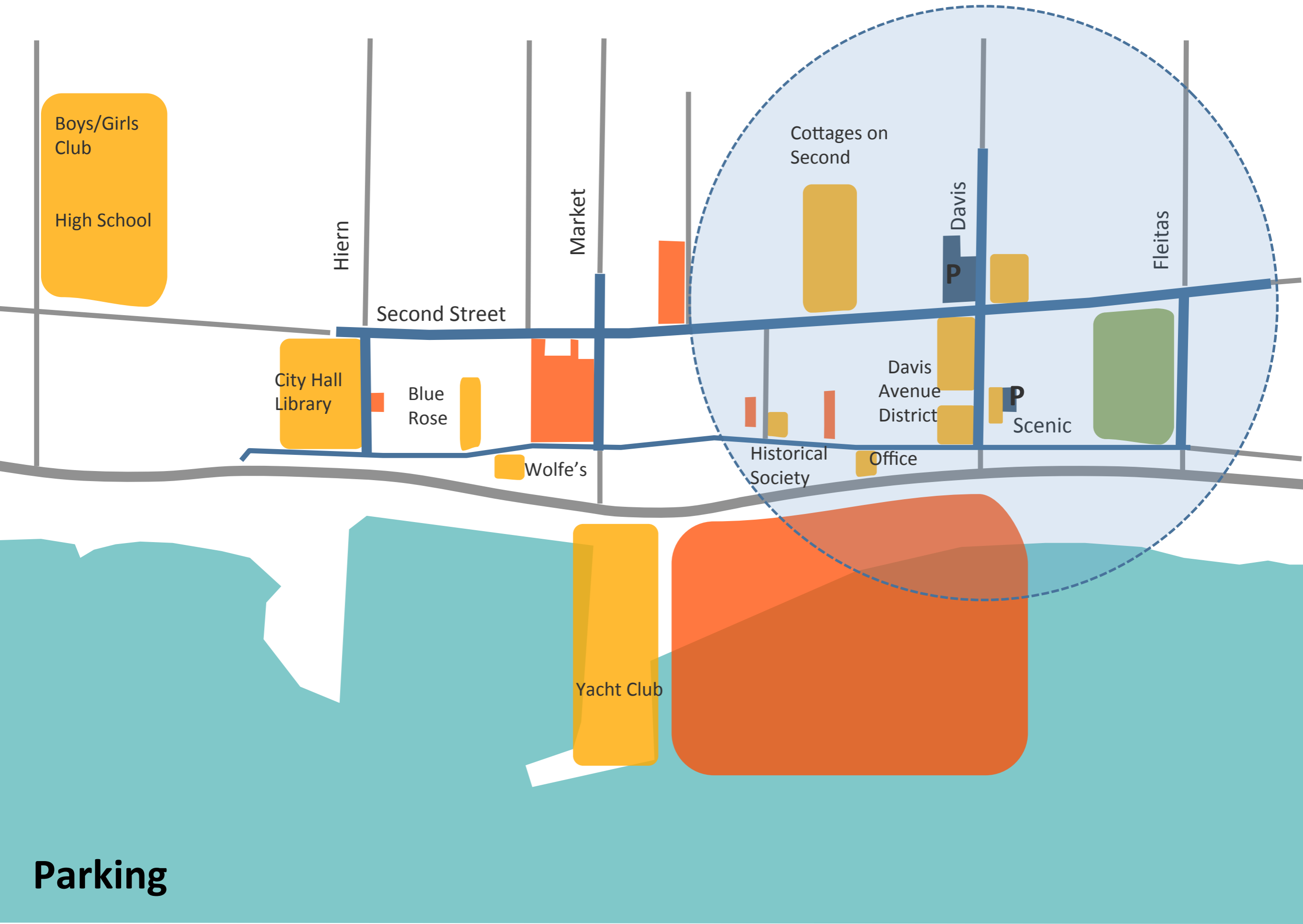
- **Off-Street Requirements**
 - On street parking counts toward requirement along frontage
 - Planning office determine if parking on one side only
 - Parking resource within ¼ mile counts...subject to approval by warrant
- **Convenience, Access and Comfort**
 - Walking along undeveloped frontage
 - Limited shade
 - Limited way-finding signage/directions to resources

Recommendation

- Continue to Utilize Shared parking
(Example: Trinity Church/School)
- Encourage cooperation among property owners
- Partnerships between City and property owners
- Provide wayfinding signage and identify public parking resources



Parking



Boys/Girls
Club

High School

Hiern

Market

Second Street

City Hall
Library

Blue
Rose

Wolfe's

Yacht Club

Cottages on
Second

P Davis

Fleitas

Davis
Avenue
District

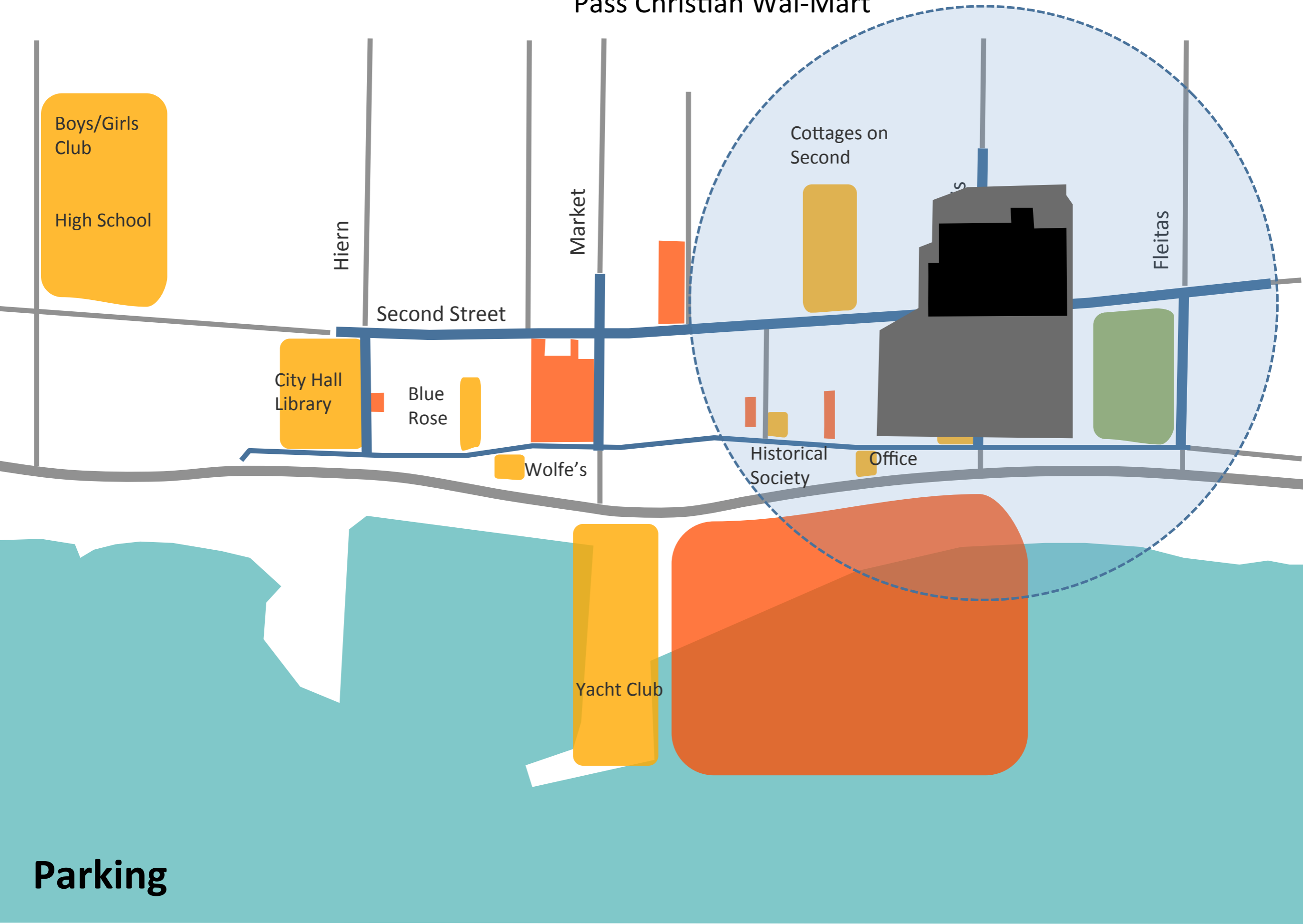
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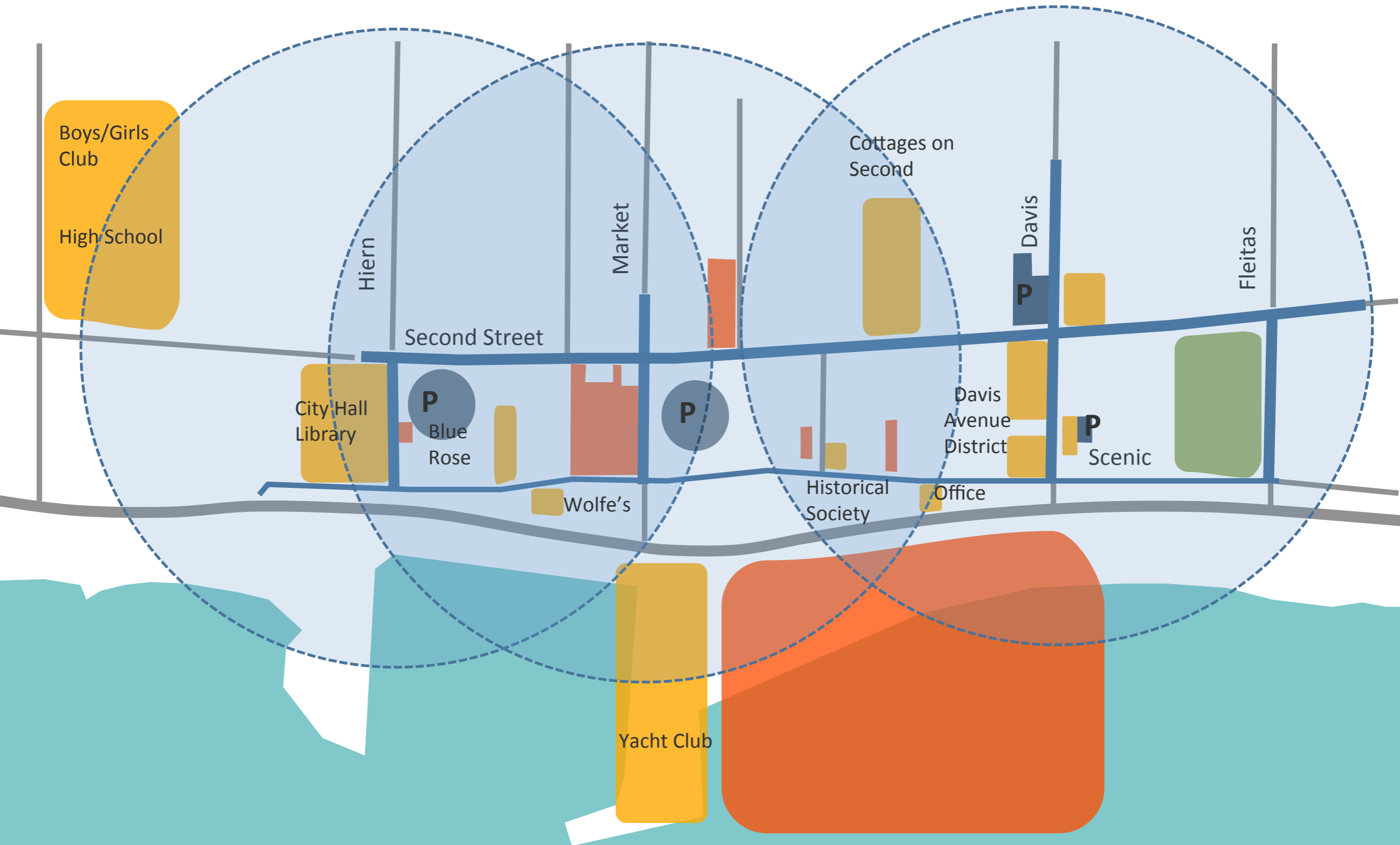
Historical
Society

Office

Parking

Pass Christian Wal-Mart

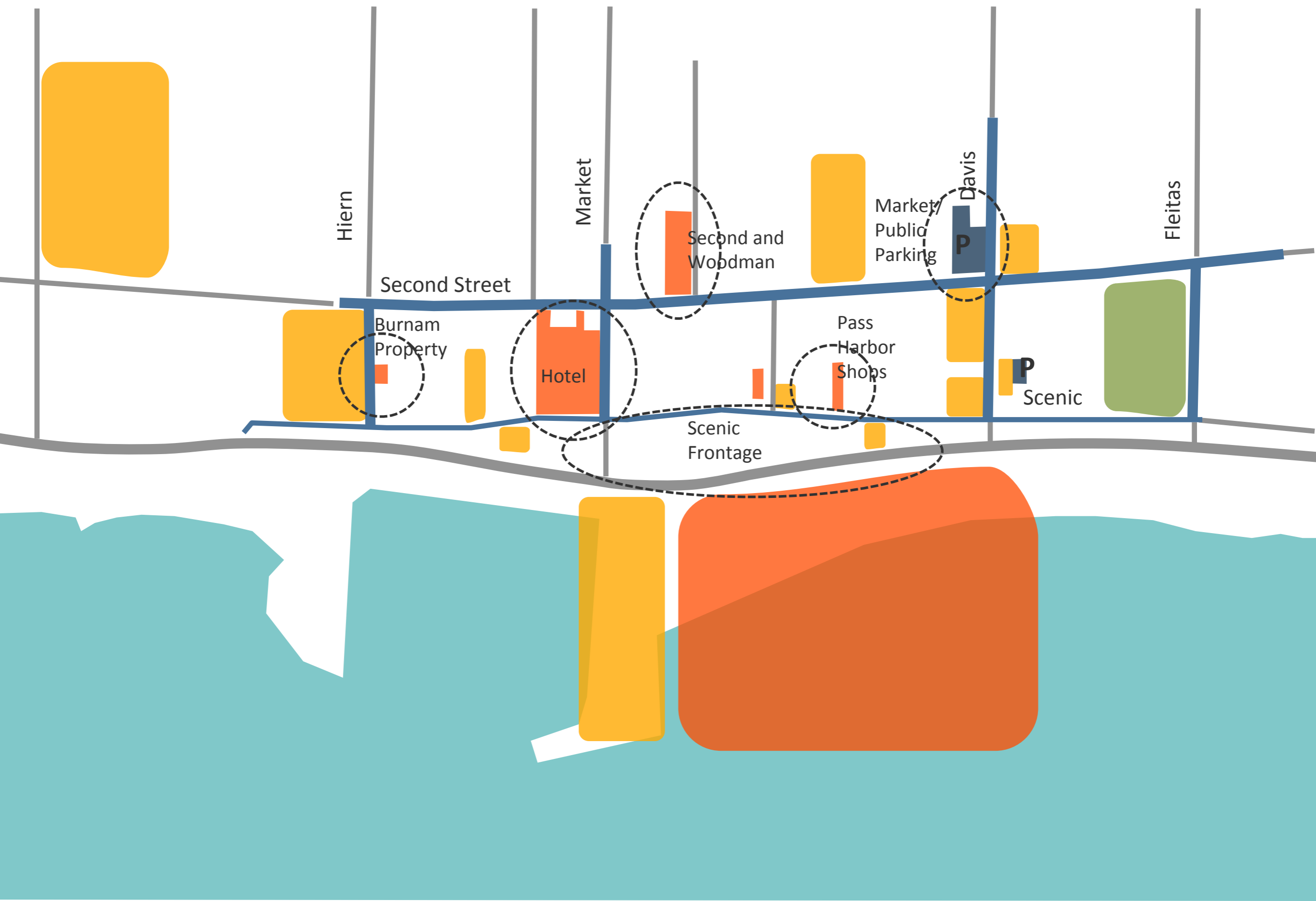




Parking

Project-Specific Opportunities

Based on Conversations with Property Owners/
Representatives



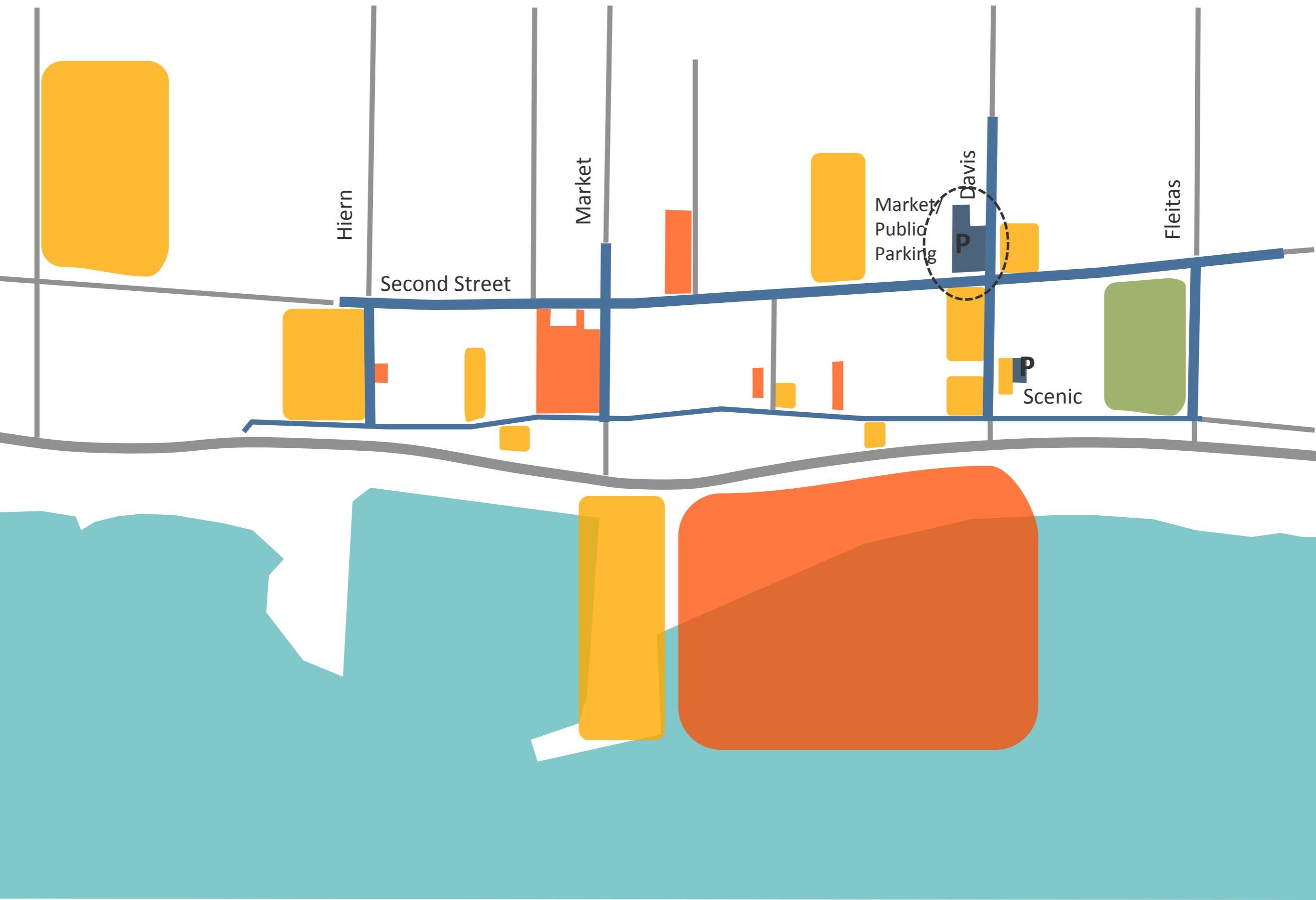




Image Credit: City of Pass Christian/DPZ



Image Credit: Students of
SouthCoast Design/Build



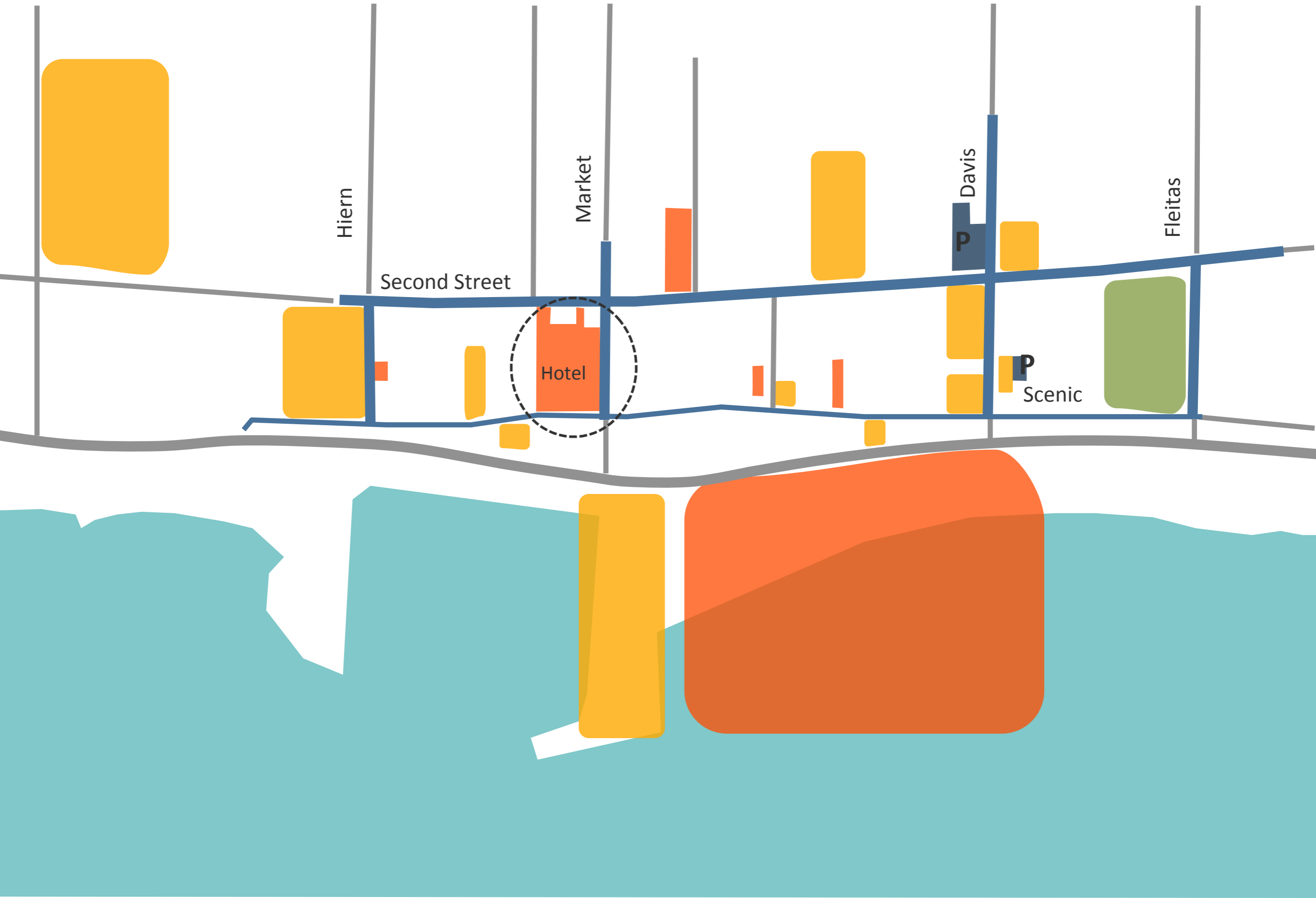
Image Credit: Students of
SouthCoast Design/Build



Blacksburg, VA



Blacksburg, VA



Hiern

Market

Davis

Fleitas

Second Street

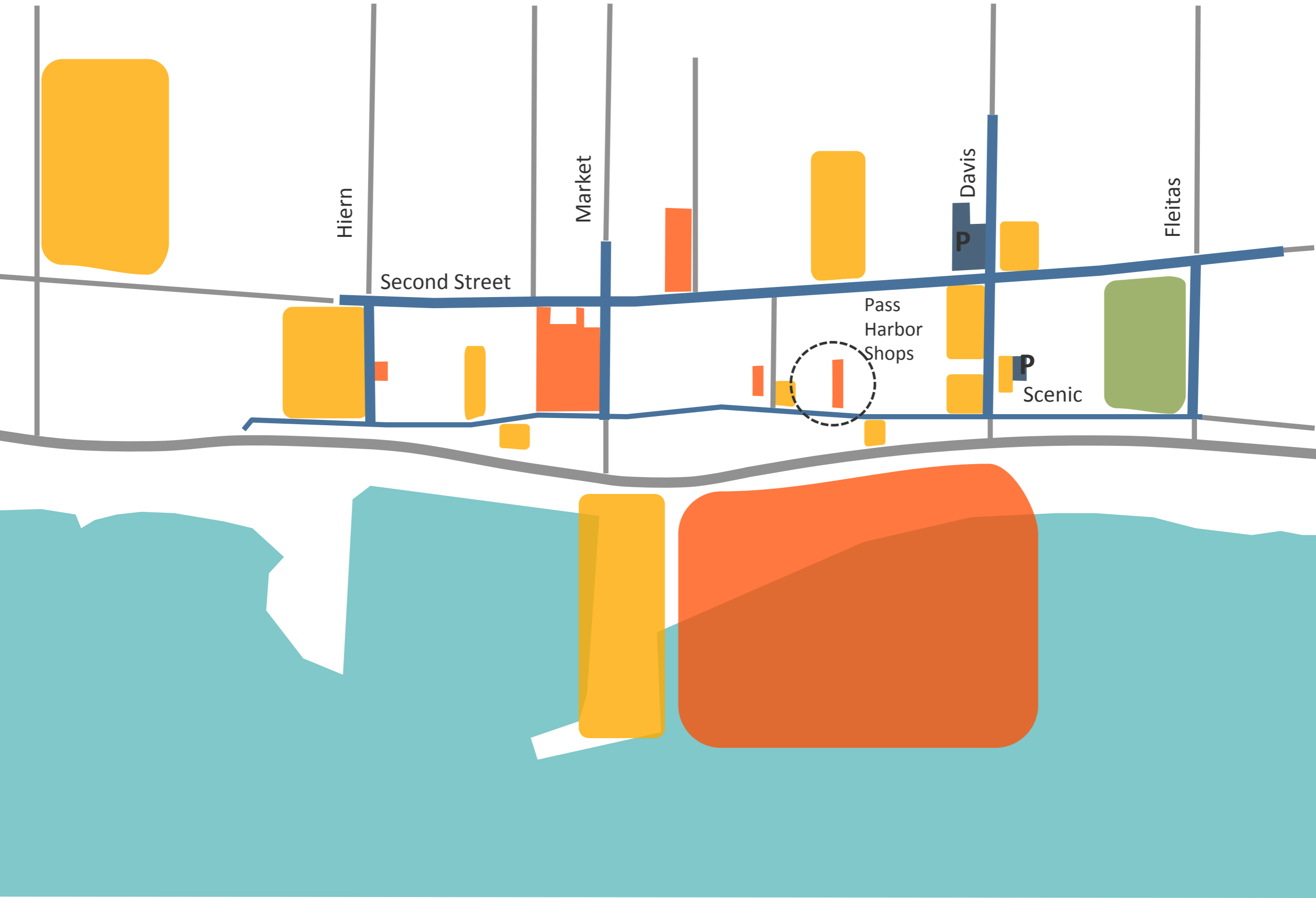
Scenic

Hotel

WEST SECOND STREET



MARKET STREET





Pass Harbor Shops
Creative Business Incubator

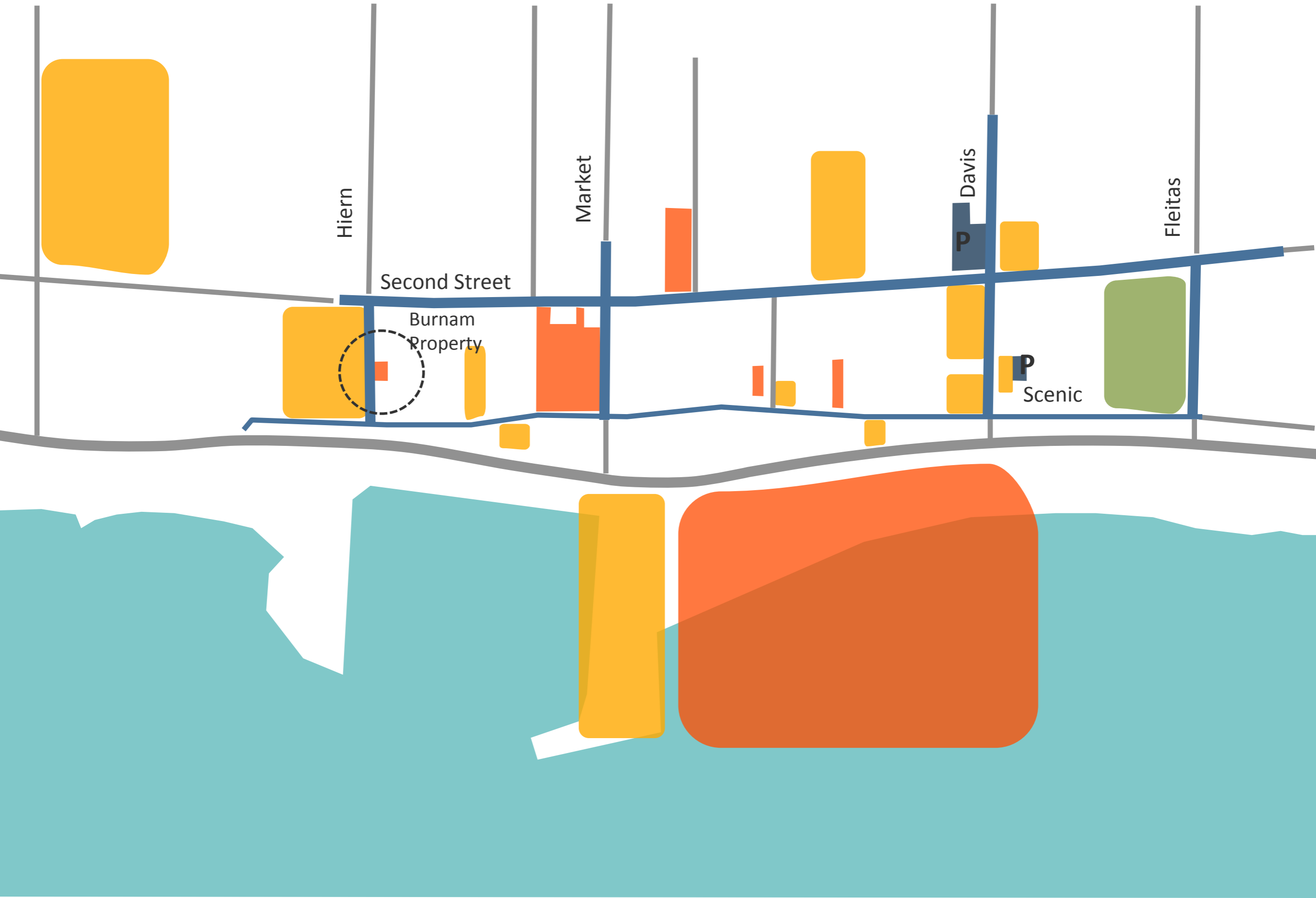






Dekalb Market
Container Market, Brooklyn, NY





HIERN AVENUE

Parking

Future Access

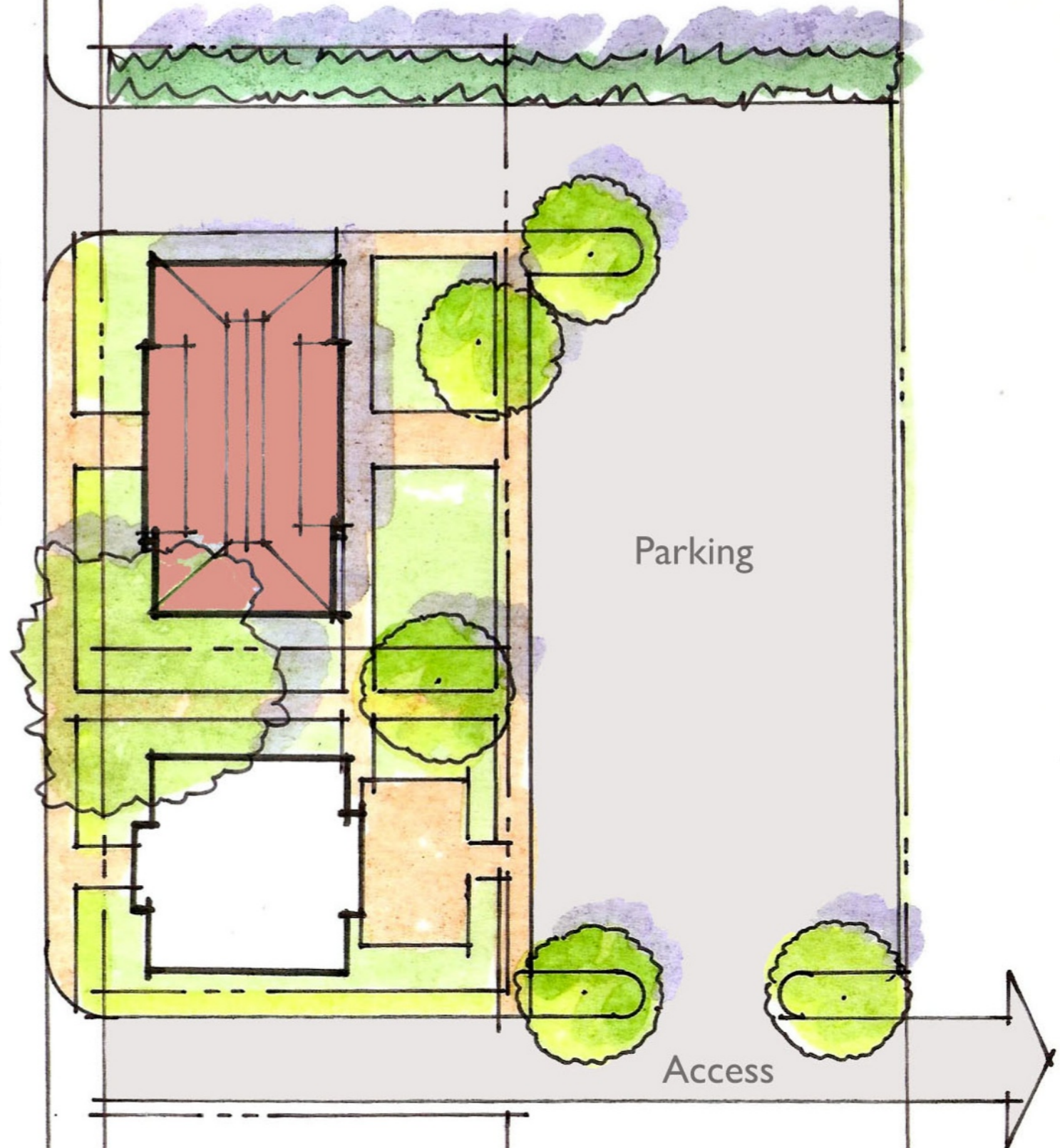
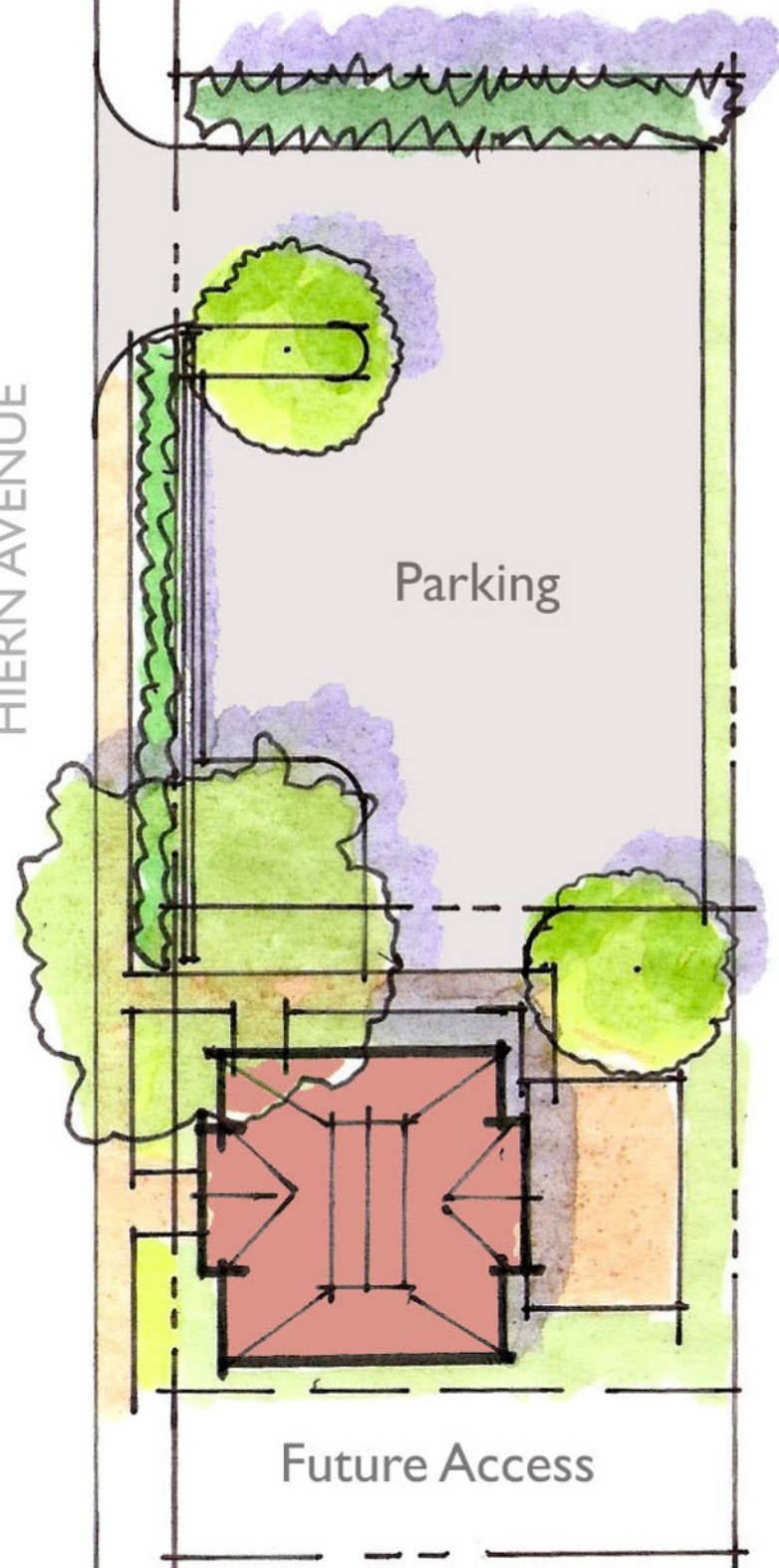
Initial Phase

HIERN AVENUE

Parking

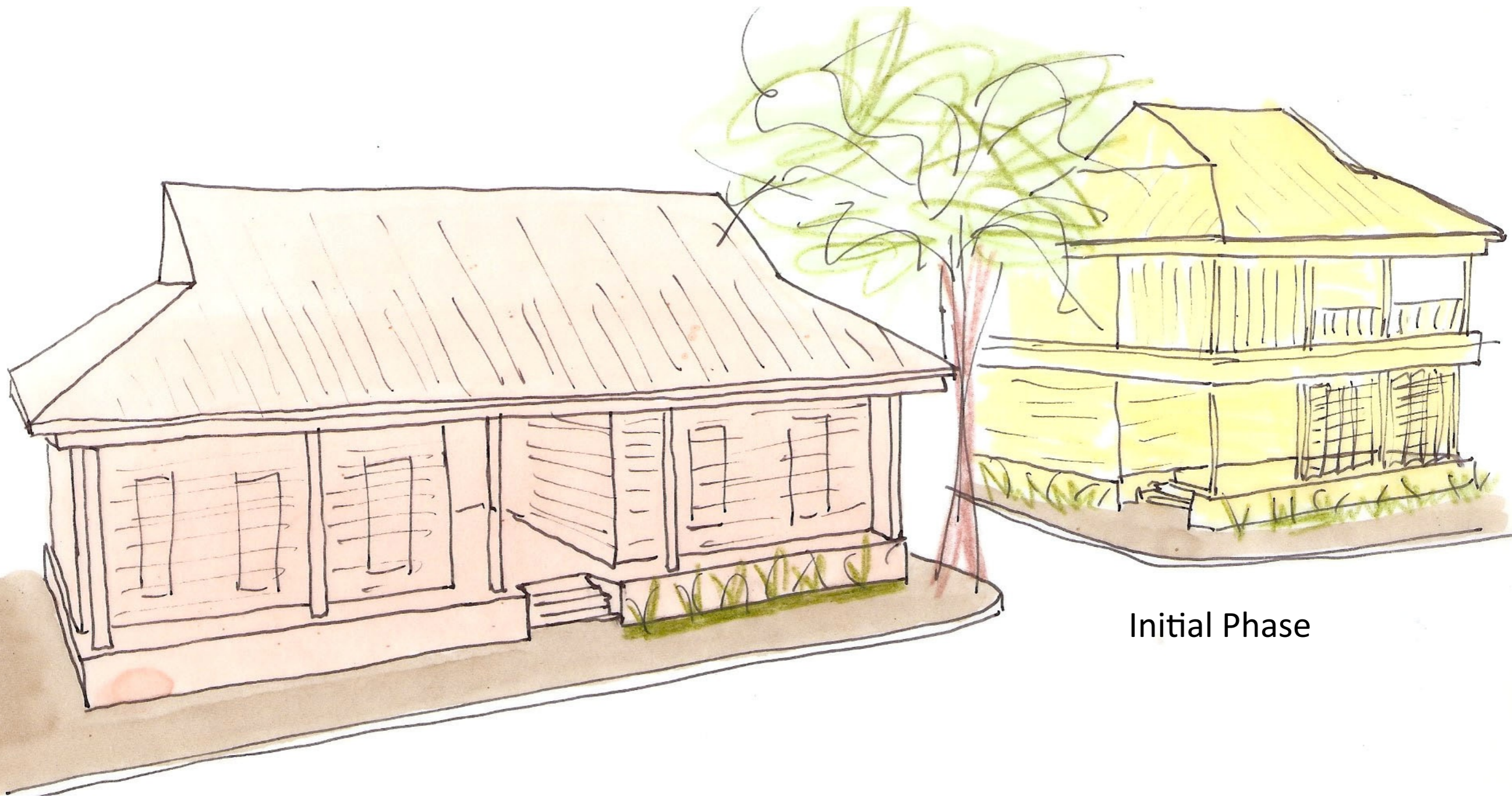
Access

Future Phase



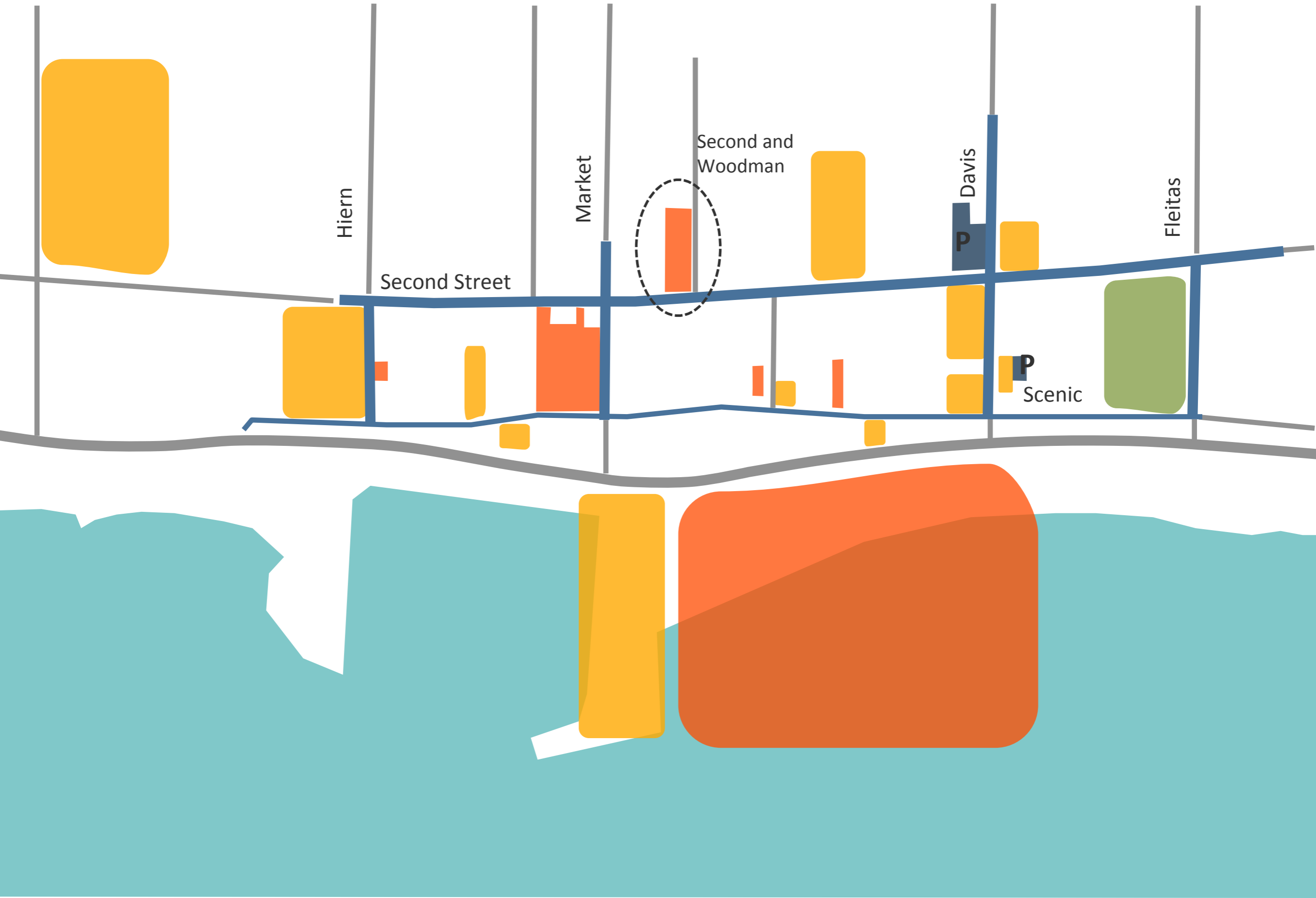


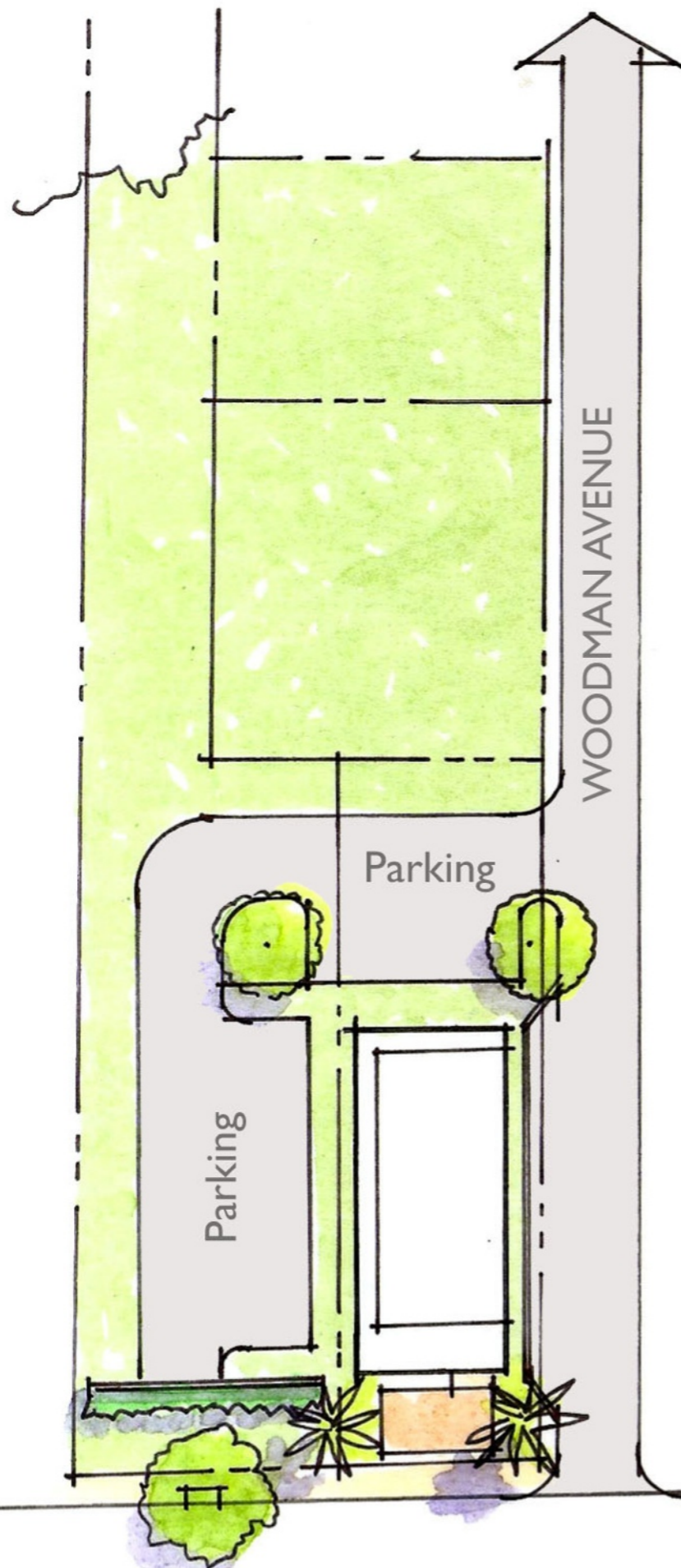
Initial Phase



Future Phase

Initial Phase





Initial Phase

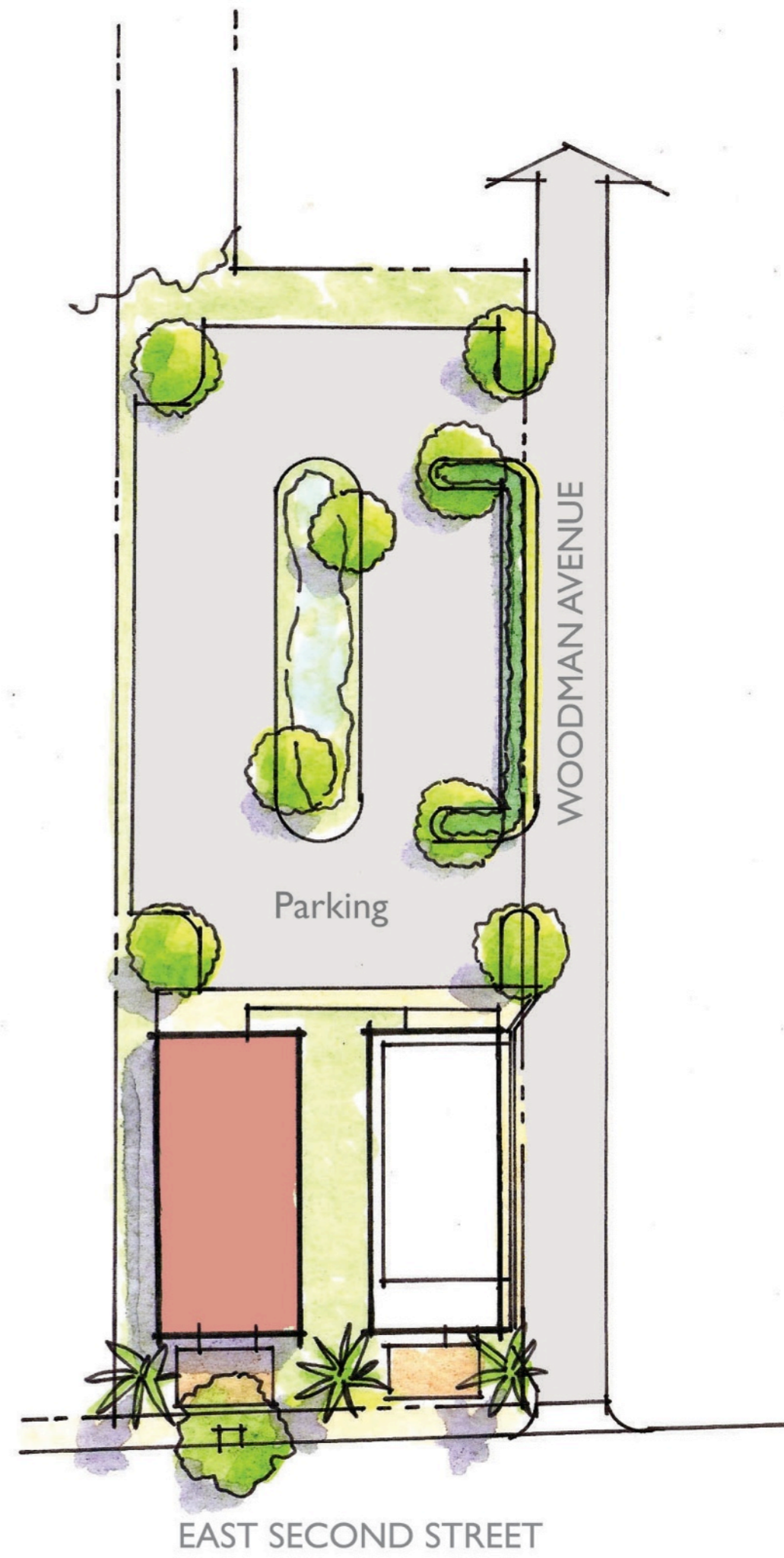
EAST SECOND STREET

WOODMAN AVENUE

Parking

Parking

Future Phase



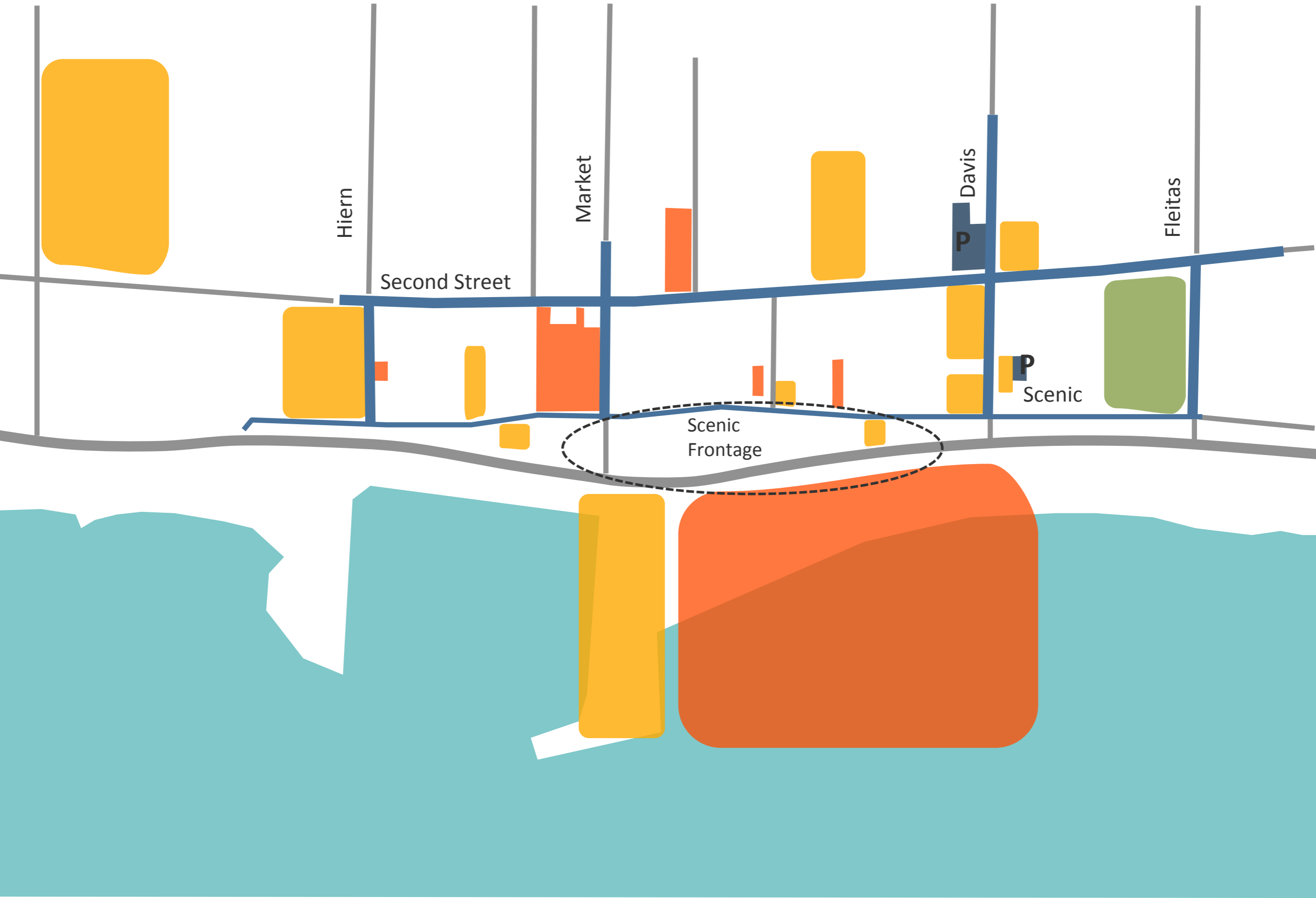
EAST SECOND STREET

WOODMAN AVENUE

Parking







Hiern

Market

Davis

Fleitas

Second Street

Scenic
Frontage

P
Scenic







Easement-Based Clean-Up Strategy

- Facade Master Plan
- City/Non-Profit Facilitation
- Public-Sector Funding Sources: CDBG, etc.



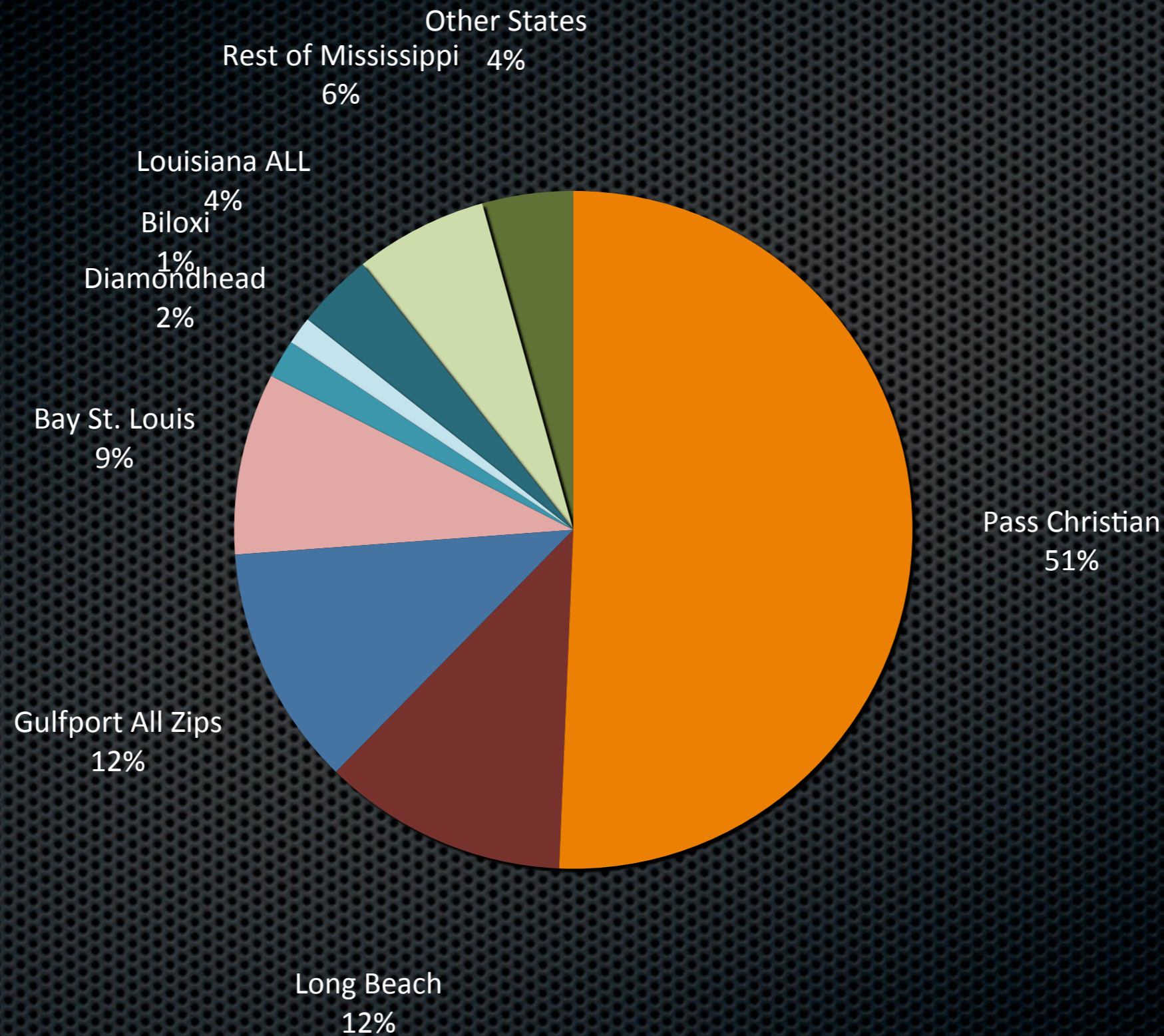
Market Analysis

Responding Creatively to Economic Realities

Market Analysis - Zip Code Survey

- ✦ Survey Held in February/March 2012
- ✦ 10 Participants
- ✦ 600 Recorded Visits
- ✦ 56 Unique American Zip Codes
- ✦ 11 States

Where are they from?



The Trade Area Definition

Zip	Area	Population	Visits	Visits/1000 Pop
39571	Pass Christian	13551	304	22.43
39560	Long Beach	16967	70	4.13
39520	Bay St. Louis	14892	52	3.49
39525	Diamondhead	8405	11	1.31
39507	Gulfport	16274	20	1.23
39501	Gulfport	22251	21	0.94
39503	Gulfport	45278	28	0.62
39532	Biloxi	33416	8	0.24

Trade Area Demographics

- ✦ Primary Trade Area 39571

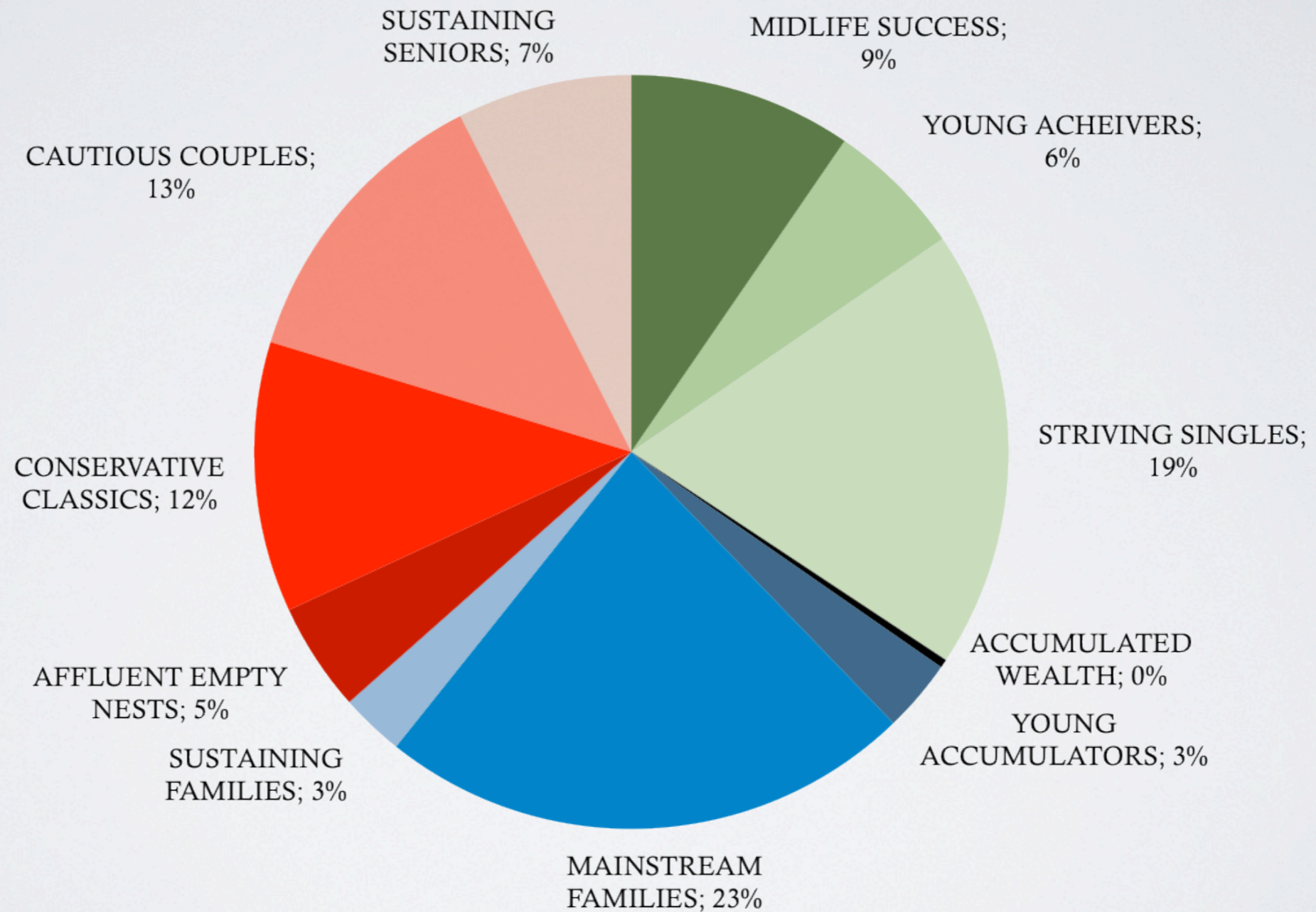
- ✦ 2012 estimate is 13,551 population (11% below 2000 census numbers)

- ✦ Expected to grow slightly in 5 years.

- ✦ Mississippi Gulf Coast has grown in population since 2000.

- ✦ Median household income is \$47,738 (compared with \$37,881 for Mississippi and \$43,945 for the MS Gulf Coast)

MARKET SEGMENTATION



Trade Area Statistics

- ✦ This data EXCLUDES Wal-Mart
- ✦ PTA Selected Store Sales \$91.7 million
- ✦ PTA Consumers spent \$161.2 million
- ✦ Primary Trade Area is LEAKING \$69.5 million annually overall each year.

Gulf Coast Regional Retail Trade

- ✦ This includes General Merchandise Categories.
- ✦ Gulf Coast Region IMPORTS sales to the tune of nearly \$871.6 million.
- ✦ PTA represents 3.6% of the regional population but only 1.5% of the sales.
- ✦ Every .1% increase in market share sales would result in another \$5.9 million in sales for 39571.

Market Data in Detail

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	161,202,112	91,658,211	69,543,901
Motor Vehicle and Parts Dealers-441	37,607,902	1,909,329	35,698,573
Automotive Dealers-4411	31,269,971	669,527	30,600,444
Other Motor Vehicle Dealers-4412	3,760,969	1,000,936	2,760,033
Automotive Parts/Accsrs, Tire Stores-4413	2,576,962	238,866	2,338,096
Furniture and Home Furnishings Stores-442	3,973,966	344,644	3,629,322
Furniture Stores-4421	2,148,712	190,488	1,958,224
Home Furnishing Stores-4422	1,825,254	154,156	1,671,098
Electronics and Appliance Stores-443	4,276,642	35,916	4,240,726
Appliances, TVs, Electronics Stores-44311	3,170,966	0	3,170,966
Household Appliances Stores-443111	765,950	0	765,950
Radio, Television, Electronics Stores-443112	2,405,016	0	2,405,016
Computer and Software Stores-44312	909,089	35,916	873,173
Camera and Photographic Equipment Stores-44313	196,587	0	196,587
Building Material, Garden Equip Stores -444	18,939,351	17,106,305	1,833,046
Building Material and Supply Dealers-4441	16,975,611	14,347,286	2,628,325
Home Centers-44411	6,792,708	6,826,699	(33,991)
Paint and Wallpaper Stores-44412	422,495	0	422,495
Hardware Stores-44413	1,697,156	2,061,347	(364,191)
Other Building Materials Dealers-44419	8,063,252	5,459,240	2,604,012
Building Materials, Lumberyards-444191	3,132,785	2,134,560	998,225
Lawn, Garden Equipment, Supplies Stores-4442	1,963,740	2,759,019	(795,279)
Outdoor Power Equipment Stores-44421	433,651	0	433,651
Nursery and Garden Centers-44422	1,530,089	2,759,019	(1,228,930)

Market Data in Detail

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Food and Beverage Stores-445	25,406,412	6,870,083	18,536,329
Grocery Stores-4451	23,259,090	5,969,987	17,289,103
Supermarkets, Grocery (Ex Conv) Stores-44511	22,064,777	5,613,667	16,451,110
Convenience Stores-44512	1,194,313	356,320	837,993
Specialty Food Stores-4452	714,679	45,077	669,602
Beer, Wine and Liquor Stores-4453	1,432,643	855,019	577,624
Health and Personal Care Stores-446	12,846,650	6,615,798	6,230,852
Pharmacies and Drug Stores-44611	11,147,643	6,097,148	5,050,495
Cosmetics, Beauty Supplies, Perfume Stores-4461	469,860	9,228	460,632
Optical Goods Stores-44613	404,681	498,716	(94,035)
Other Health and Personal Care Stores-44619	824,466	10,706	813,760
Gasoline Stations-447	20,382,998	50,801,109	(30,418,111)
Gasoline Stations With Conv Stores-44711	15,215,738	38,573,284	(23,357,546)
Other Gasoline Stations-44719	5,167,260	12,227,825	(7,060,565)
Clothing and Clothing Accessories Stores-448	9,202,626	851,389	8,351,237
Clothing Stores-4481	6,559,715	9,969	6,549,746
Men's Clothing Stores-44811	399,587	0	399,587
Women's Clothing Stores-44812	1,667,867	0	1,667,867
Childrens, Infants Clothing Stores-44813	388,448	0	388,448
Family Clothing Stores-44814	3,501,184	0	3,501,184
Clothing Accessories Stores-44815	157,634	0	157,634
Other Clothing Stores-44819	444,995	9,969	435,026
Shoe Stores-4482	1,310,501	0	1,310,501
Jewelry, Luggage, Leather Goods Stores-4483	1,332,410	841,420	490,990
Jewelry Stores-44831	1,226,830	841,420	385,410
Luggage and Leather Goods Stores-44832	105,580	0	105,580

Market Data in Detail

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Sporting Goods, Hobby, Book, Music Stores-451	3,917,142	316,960	3,600,182
Sportng Goods, Hobby, Musical Inst Stores-4511	2,836,563	6,042	2,830,521
Sporting Goods Stores-45111	1,416,146	6,042	1,410,104
Hobby, Toys and Games Stores-45112	926,143	0	926,143
Sew/Needlework/Piece Goods Stores-45113	245,148	0	245,148
Musical Instrument and Supplies Stores-45114	249,126	0	249,126
Book, Periodical and Music Stores-4512	1,080,579	310,918	769,661
Book Stores and News Dealers-45121	712,700	0	712,700
Book Stores-451211	669,429	0	669,429
News Dealers and Newsstands-451212	43,271	0	43,271
Prerecorded Tapes, CDs, Record Stores-45122	367,879	310,918	56,961
Miscellaneous Store Retailers-453	5,575,793	2,047,152	3,528,641
Florists-4531	394,802	43,470	351,332
Office Supplies, Stationery, Gift Stores-4532	2,066,374	34,421	2,031,953
Office Supplies and Stationery Stores-45321	1,171,344	0	1,171,344
Gift, Novelty and Souvenir Stores-45322	895,030	34,421	860,609
Used Merchandise Stores-4533	425,839	721,467	(295,628)
Other Miscellaneous Store Retailers-4539	2,688,778	1,247,794	1,440,984
Foodservice and Drinking Places-722	19,072,630	4,759,526	14,313,104
Full-Service Restaurants-7221	8,529,177	2,300,361	6,228,816
Limited-Service Eating Places-7222	8,102,815	2,387,151	5,715,664
Special Foodservices-7223	1,593,144	0	1,593,144
Drinking Places -Alcoholic Beverages-7224	847,494	72,014	775,480

Observations and Conclusions

✦ Key market opportunities*

- ✦ Full and limited service dining cluster

- ✦ Clothing (small format focused)

- ✦ Books

- ✦ Sporting Goods

- ✦ Pass Christian has the opportunity to better capture regional traffic to the downtown and continue to play a pivotal tourism role.

- ✦ Pass Christian MUST have a regional marketing strategy targeted particularly to Hancock and Harrison Counties.

- ✦ Pass Christian should launch a bold and aggressive marketing strategy, claim your successes, and tell your story.

Beyond Marketing

- ✦ There is pent up demand and potential for growth but there are barriers to development: insurance, land cost, codes, limited traditional financing, site assembly.
- ✦ BUT, Pass Christian is home to two of the best examples of creative redevelopment along the Gulf Coast: Sazerac Square and the Cottages at Second Street.
- ✦ The community should explore non-traditional financing options:
 - ✦ Small Business Development Fund (Gulf Coast Renaissance)
 - ✦ Hope Credit Union
 - ✦ Community Economic Development Investment Fund



Branding & Marketing

Defining the Pass Identity

Brand Statement

We are Pass Christian, Mississippi.

“The Pass” is known throughout the region as a place of legends and lore, resiliency and history, a place where we live in relaxed splendor on the Mississippi Gulf coast.

Our history is constantly redefined as we reveal the echoes of our storied past: from our historic homes to magnificent oaks from boating to beaches. Our past is the story of resiliency: from devastating storms to heroic recovery, we never allow hard times to dampen our spirits or our commitment to prosperity for future generations.

The Pass defines a unique way of life: relaxed and resolute, casual and carefree, and not worried one bit about what other people think. The Pass is as much an attitude as it is a place. While there are many ways to do anything, there is a Pass way of doing things: a way that is laid back, friendly, and where a handshake is a promise.

The Pass is focused on the future. We boast the best schools in the State of Mississippi, the most beautiful beaches on the Gulf Coast, the freshest gulf coast seafood and boating in a stunning harbor, and a warm and welcoming place that you would be hard-pressed to find anywhere.

We are Pass Christian... “The Pass,” and we redefine what it means to be coastal, to be casual, to be real, to be welcoming.

Pass Christian, Mississippi, Relaxation Redefined.

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Relaxation. Redefined.

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Christmas
in the Pass | 2012



Pass
in the
Night

A decorative graphic featuring several stars of varying sizes and a crescent moon. The stars are in shades of yellow and gold, and the moon is a golden-yellow color. They are positioned around the text, with some stars appearing to be part of the 'Pass' and 'Night' words.

Historic *Pass Christian*
Relaxation. Redefined.

Historic *Pass Christian*
Relaxation. Redefined.

Historic *Pass Christian*
Relaxation. Redefined.

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Relaxation. Redefined.

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Historic *Pass Christian*
Relaxation. Redefined.



pass christian
Yacht Club | 1849

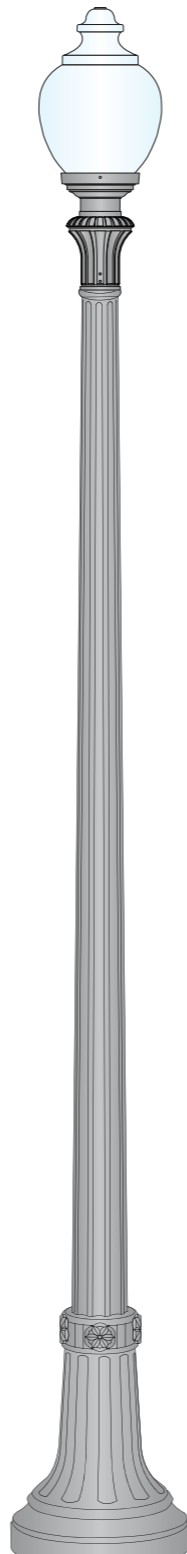


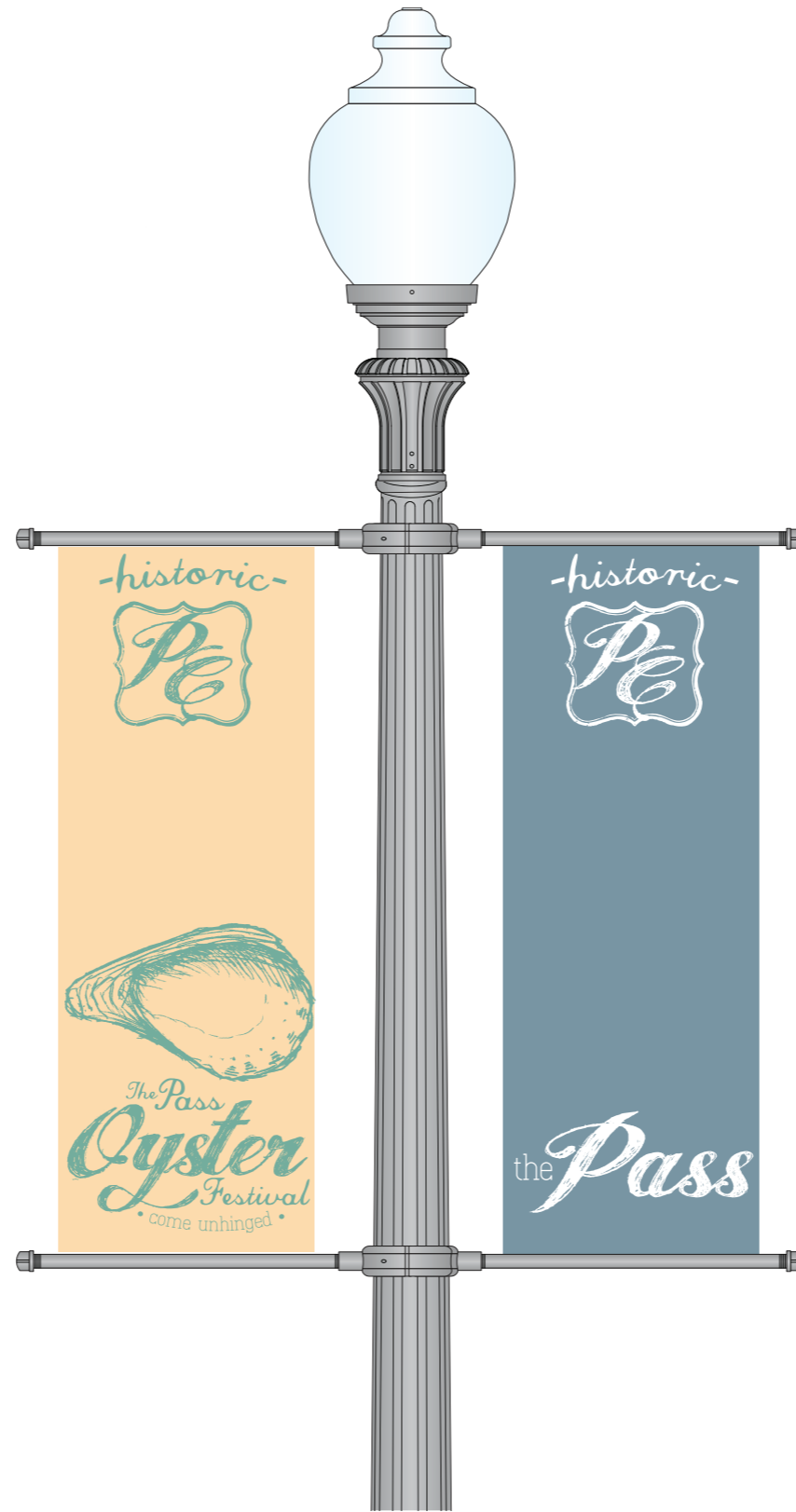
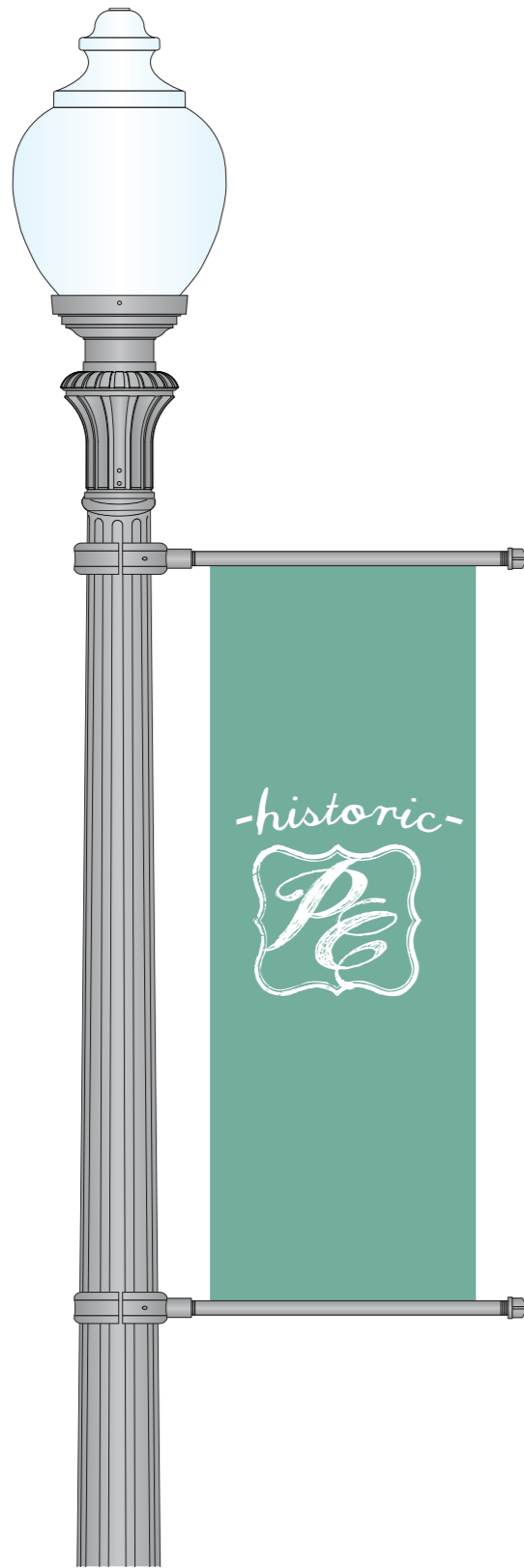
pass christian
Yacht Club



pass christian
Yacht Club









-historic-
Pass Christian
mississippi



shopping & dining
Redefined.

-historic- Pass Christian mississippi

HOME BLOG PORTFOLIO ABOUT US » TESTIMONIALS CONTACT US » FULL WIDTH SITEMAP SUPPORT PAGE

Advanced Features Give You Control

Sed nec eros orci, in facilisis mi. Cras lorem massa, viverra at dapibus id, posuere euismod elit. Mauris libero nisl, iaculis et tincidunt non, dapibus vitae ligula. In pharetra faucibus eros, at rhoncus leo sollicitudin quis. Vestibulum quis arcu non urna ultrices vestibulum. Fusce facilisis quam ut ipsum imperdiet eu ullamcorper orci volutpat. Vivamus vitae neque odio. Aenean convallis, augue...

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Nullam justo neque, malesuada vel rhoncus nec, pellentesque at velit. Sed



Advanced Features

Suspendisse consequat metus quis sem mattis lobortis. Ut eu tellus ullamcorper



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Suspendisse potenti. Mauris in orci eget risus condimentum tristique. Vivamus



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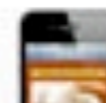
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A scenic view of a beach with palm trees and a large wooden sculpture of dolphins. The sculpture is on the left, made of weathered wood and depicts two dolphins leaping from a branch. The beach is sandy with several palm trees in the foreground. The ocean is blue and stretches to the horizon under a clear sky.

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A harbor scene with several large fishing boats docked at a wooden pier. The boats are white with blue accents and have various masts and rigging. A small white boat is in the water in the foreground. The water is calm and reflects the boats and the sky. The sky is a clear blue.

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Next Steps

From Idea to Implementation

Next Steps

- ✦ Presentation Download
- ✦ Strategy Board Development
- ✦ Follow-Up Presentation(s)
- ✦ Final Report
- ✦ On-going MMSA Follow-Up



Thank you!

For your time and interest.