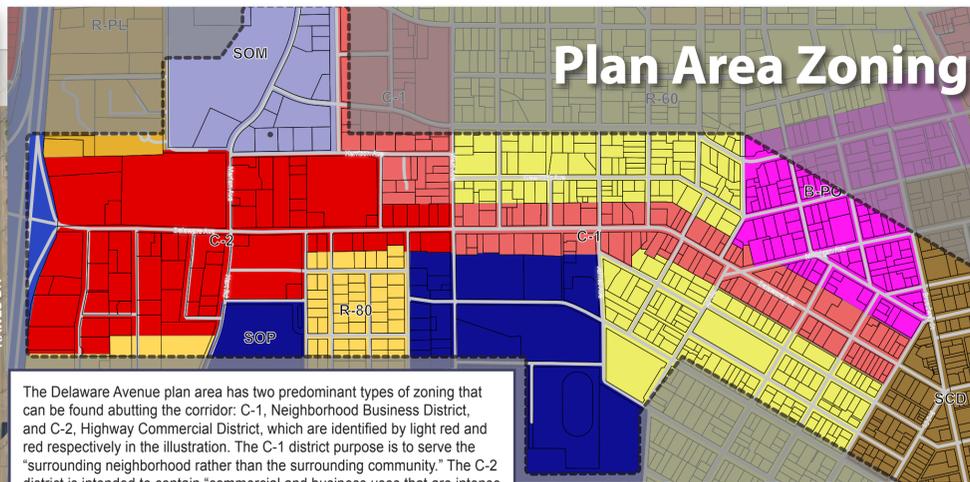


McComb, MS DELAWARE AVENUE CORRIDOR PLAN EXISTING CONDITIONS

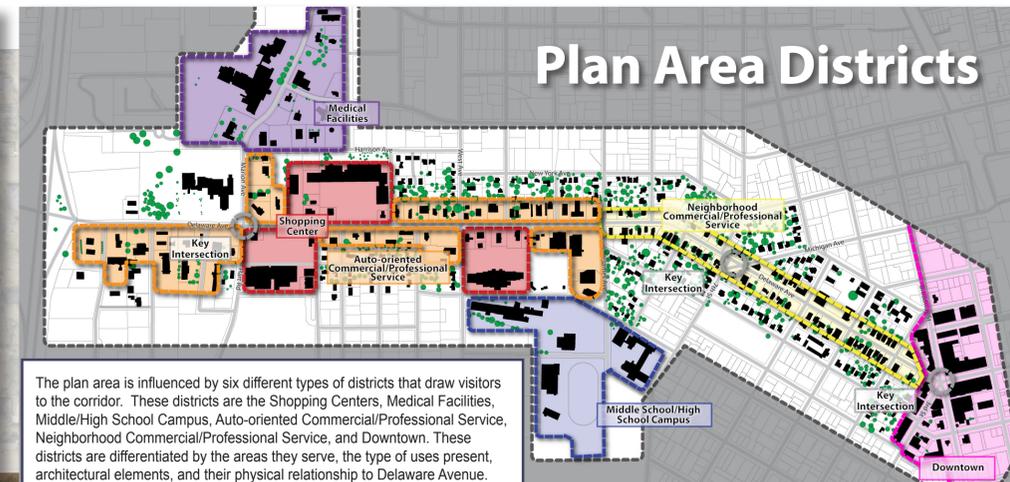
Delaware Avenue is a major gateway into the City of McComb. It is the most direct route from Interstate 55 to the City's Downtown. Along the street one will find multiple opportunities for shopping and dining, as well as professional services and places of worship. Delaware Avenue is also a primary access point to the Southwest Mississippi Regional Medical Center, which serves McComb and the surrounding region. The corridor is defined by its auto-oriented character and big box retail located in the western portion of the plan area, while the eastern portion of the plan area is defined by neighborhood commercial and professional services. This prominent

corridor into McComb is an important resource for the community although the corridor's built environment does not reflect its significance. The Delaware Avenue Corridor Study will advance the City's Comprehensive Plan by providing recommendations for enhancing the corridor's legibility, visual quality and character through the introduction of landscape enhancements and streetscape improvements, wayfinding signage, traffic calming techniques, and improved pedestrian safety and walkability.



Plan Area Zoning

The Delaware Avenue plan area has two predominant types of zoning that can be found abutting the corridor: C-1, Neighborhood Business District, and C-2, Highway Commercial District, which are identified by light red and red respectively in the illustration. The C-1 district purpose is to serve the "surrounding neighborhood rather than the surrounding community." The C-2 district is intended to contain "commercial and business uses that are intense and oriented to the automobile." These designations are appropriate for the areas to which they are applied. It is important to note that the C-1 district businesses within the corridor do in fact serve the "surrounding community," but they do so in a manner that focuses on personal service. These types of businesses do not require the same amount of land as other community or regional focused businesses.



Plan Area Districts

The plan area is influenced by six different types of districts that draw visitors to the corridor. These districts are the Shopping Centers, Medical Facilities, Middle/High School Campus, Auto-oriented Commercial/Professional Service, Neighborhood Commercial/Professional Service, and Downtown. These districts are differentiated by the areas they serve, the type of uses present, architectural elements, and their physical relationship to Delaware Avenue. The Medical Facilities and Shopping Center districts are regional draws and are predominately accessed by visitors using automobiles. The remaining districts serve the local community and are likely to have patrons that rely on the automobile as a primary means of access, but accessing these areas by walking or bicycle is also a likely possibility. Once a visitor has reached the plan area, pedestrian travel within and to the adjacent districts is also a common occurrence. The surrounding residential neighborhoods are the most likely to capitalize on their close proximity to retail and dining opportunities, by utilizing non-motorized travel options.

A Entering Delaware Avenue from the West

- Prominent entry feature absent
- Lack of landscaping and street trees
- Traffic lane delineation needs improvement



B Intersection of Delaware Avenue and Marion Avenue

- Access point to Southwest Mississippi Regional Medical Center
- Aesthetics and signage do not reflect significance of the intersection
- Pedestrian crossing needs improvement

C Parking Lot of Shopping Center

- Large swaths of parking without landscaping and shade trees
- Pedestrian connection to Delaware Avenue sidewalk not delineated

D Landscaping Obstructing Sidewalk

- While landscaping next to sidewalk is ideal, improper maintenance can have adverse effects
- Plantings should not block walkways or interfere with overhead utilities

E Sidewalk Directly Abutting Delaware Avenue

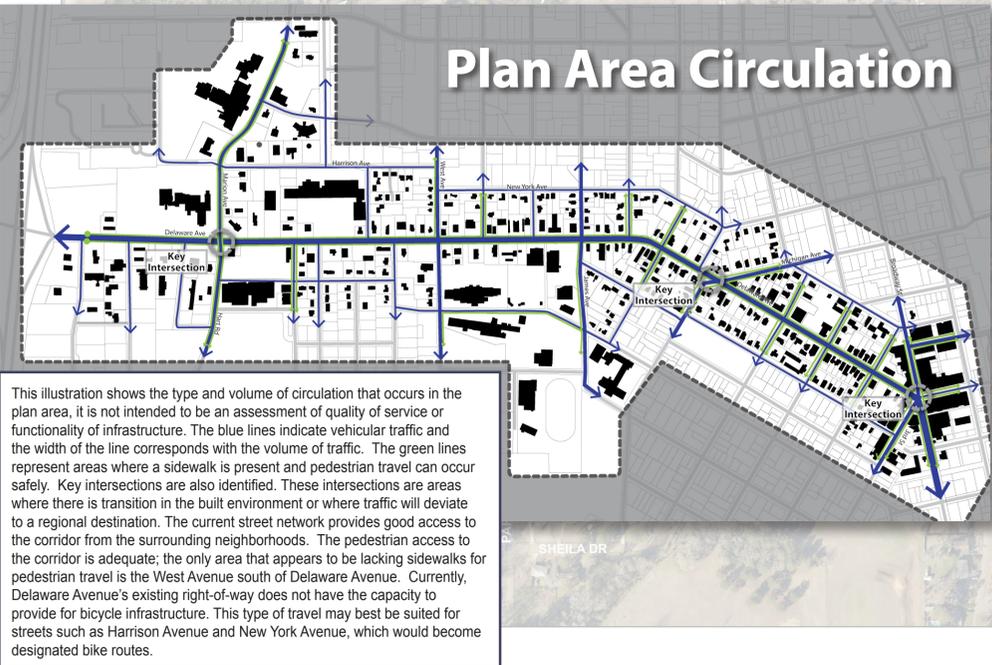
- Sidewalk environment is unwelcoming
- Recommended 6 feet minimum, with 8 feet being preferred
- Create a minimum buffer zone of 2 feet

H Michigan Ave, 7th St, and Delaware Ave Intersection

- Current intersection has traffic signal
- The intersection is an appropriate westbound transition from four travel lanes to two travel lanes
- Opportunity for gateway element to downtown neighborhood

I Commercial in Single-Family Structure

- The aesthetic environment is a strength to this part of the plan area
- Changes to streetscape should enhance the built environment not change it
- On-street parking and pedestrian crossing should be more clearly defined.



Plan Area Circulation

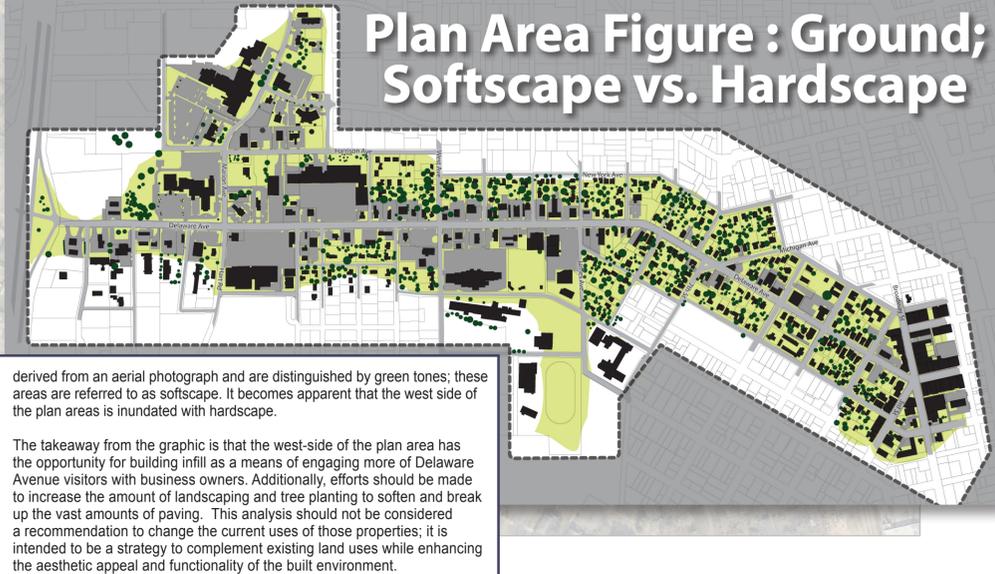
This illustration shows the type and volume of circulation that occurs in the plan area, it is not intended to be an assessment of quality of service or functionality of infrastructure. The blue lines indicate vehicular traffic and the width of the line corresponds with the volume of traffic. The green lines represent areas where a sidewalk is present and pedestrian travel can occur safely. Key intersections are also identified. These intersections are areas where there is transition in the built environment or where traffic will deviate to a regional destination. The current street network provides good access to the corridor from the surrounding neighborhoods. The pedestrian access to the corridor is adequate; the only area that appears to be lacking sidewalks for pedestrian travel is the West Avenue south of Delaware Avenue. Currently, Delaware Avenue's existing right-of-way does not have the capacity to provide for bicycle infrastructure. This type of travel may best be suited for streets such as Harrison Avenue and New York Avenue, which would become designated bike routes.

F Utility Pole Disrupting Sidewalk Path

- Utility placement should not block sidewalk path
- Designated areas for utility infrastructure will reduce incompatibilities
- Sidewalk surfaces are not uniform and present difficulties for insuring handicapped accessibility

G Sign Clutter Along Delaware Avenue

- Is Delaware Avenue an appropriate place for billboard signage?
- Commercial signage should be visible, but not compete with Delaware Avenue's sense of place



Plan Area Figure : Ground; Softscape vs. Hardscape

A figure : ground analysis of the corridor shows the pattern of the built and unbuilt space. The illustration highlights that the east end of the plan area consist of buildings that abut and engage Delaware Avenue. This is also the case for much of the west side of the plan area. The exception being two shopping center parking lots. The spaces are void of structures and because of that the built environment's engagement with the corridor is diminished in these stretches. The illustration to the right is intended to inform the viewer about the plan area's relationship of softscape verses hardscape. The plan area's parking lots, streets, and other paved areas are identified in gray tones; these areas are referred to as hardscape. Elements of landscaping, lawns, and trees were

derived from an aerial photograph and are distinguished by green tones; these areas are referred to as softscape. It becomes apparent that the west side of the plan area is inundated with hardscape. The takeaway from the graphic is that the west-side of the plan area has the opportunity for building infill as a means of engaging more of Delaware Avenue visitors with business owners. Additionally, efforts should be made to increase the amount of landscaping and tree planting to soften and break up the vast amounts of paving. This analysis should not be considered a recommendation to change the current uses of those properties; it is intended to be a strategy to complement existing land uses while enhancing the aesthetic appeal and functionality of the built environment.

McComb, MS

DELAWARE AVENUE CORRIDOR

PLAN CONCEPT

Redevelopment Goals

- Goal 1:** Enhance Transportation Efficiency.
- Goal 2:** Improve Transportation Safety.
- Goal 3:** Synchronize Land Development Regulations with Planning Policies.
- Goal 4:** Manage the Delaware Avenue Corridor as a District.
- Goal 5:** Improve the Visual Appearance and Engender a Sense of Place.
- Goal 6:** Foster a Diverse Business Climate.

Goal 4: Manage the Delaware Ave. Corridor as a District

Principles

- A. Ignite Leadership, Engage Stakeholders, and Nurture Partnerships
- B. Be consistent with statewide and regional visions and plans.
- C. Structure an ongoing planning process

Strategies

1. Coordinate transportation corridor decisions with land use, economic development, environmental stewardship, water management, and other public and private decisions and identify opportunities to accomplish multiple objectives
2. Develop an ongoing public engagement program.
3. Develop an ongoing public engagement program through which the City of McComb leadership is the caretaker of the vision for the Delaware Avenue Gateway District, and has the responsibility of building consensus around implementing the vision.
4. Reach consensus, with the active participation of public and private stakeholders, on the community's vision of what the Delaware Avenue corridor should become.
5. Consider the creation of a parking management district to bring multiple facilities under common management in order to create greater efficiencies.
6. Promote the Delaware Avenue Gateway District as a regional health care corridor for Southern Mississippi.
7. Work with Southwest Mississippi Regional Medical Center to promote the Delaware Avenue Gateway as the major healthcare provider in Southern Mississippi.
8. Facilitate marketing and promotion of the Delaware Avenue Gateway District. Identify the market forces that will drive value and become catalysts for change. Coordinate the collection and dissemination of market, economic, social, demographic, and traffic data and information to prospective investors, developers, retailers, consumers, and public agencies.
9. Stay on top of traffic issues and manage parking efficiently so that its presence does not dominate the landscape.
10. Coordinate and participate in real estate development and infrastructure financing. Work with the real estate community to advance redevelopment initiatives within the Delaware Avenue Gateway District.



Food Truck Court

Recommendation: Food Truck Court

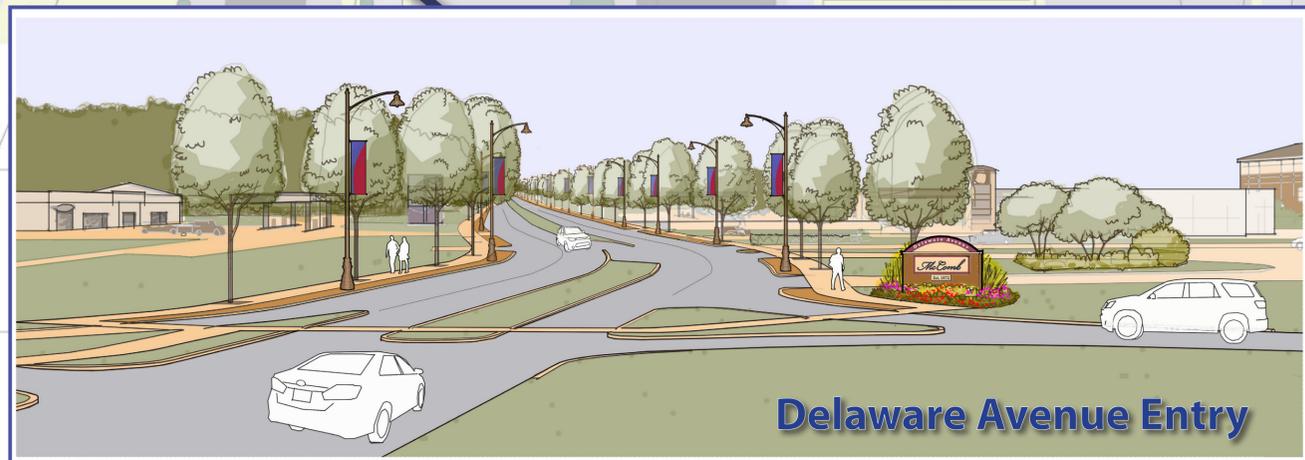
To stimulate community entrepreneurship, as well as provide Medical Center employees with a convenient place to dine outside, develop a food court where local food trucks offering a variety of ethnic and American cuisines, can congregate and provide high-quality, locally sourced fare. The food truck court would be accessible from both the Medical Center and shopping areas along Delaware Avenue.



Food truck courts on Barton Springs Road in Austin, Texas.

Recommendation: Gateway / Entrance Treatments at Key Interchanges

Incorporate gateway and entrance treatments at key interchanges along Delaware Avenue, principally at Interstate 55, Marion Avenue, W. Michigan Avenue and 7th Street, and S. Broadway Street. Design attractive corners and gateways to proposed development and redevelopment nodes.



Delaware Avenue Entry

Recommendation: Parking Lot Enhancements / Building Infill

Design and provide landscape treatment to parking areas so that cars appear to be in a park rather than a few trees that are located in a parking lot. Look for alternative parking and building configurations that provide convenience and avoid visual blight. Parking should be located in courtyards, behind buildings, and in innovative arrangements as properties are redeveloped in new and denser configurations; this will reduce the visual blight of endless parking lots. Work with the Pike County Economic Development District to stimulate infill development by aggressively marketing vacant outparcels within the Delaware Avenue Gateway District.



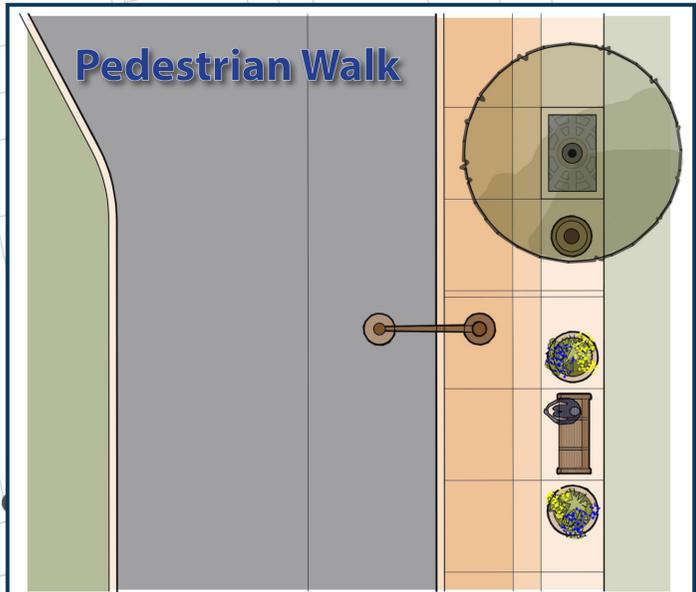
Parking Lot Infill & Trees

McComb, MS DELAWARE AVENUE CORRIDOR PLAN CONCEPT

Guiding Principles

- A. Tame the Traffic, Improve Walkability**
Many activities of daily living should occur within walking distance, allowing independence to those who do not drive, especially the elderly and the young. Interconnected networks of streets should be designed to encourage walking, reduce the number and length of automobile trips, thereby conserving energy and reducing emissions.
- B. Limit the Number of Driveways and Other Conflict Points**
Reducing the number of conflict points a motorist must address improves traffic operations and reduces collisions. Separating conflict areas helps to simplify the task of driving and contributes to improved traffic operations and safety.
- C. Match Driveway Design and Placement with Operational and Safety Needs**
In that driveways accommodate a wide range of vehicle types, traffic volumes, and vehicle turning speeds, driveway design should be tailored to meet the needs of the vehicles using the driveway. The driveway placement should be such that drivers approaching from the main roadway will have sufficient sight distance to ascertain the driveway's location in order to safely decelerate and complete the entry maneuver. Also, the driveway placement should be such that an exiting driver will have sufficient sight distance to judge a safe gap in oncoming traffic. Service driveways should be designed considering the vehicle type and frequency of use, current and future traffic operations on the highway, and other local conditions.
- D. Provide a Supporting Local Street System and On-Site Circulation Systems**
Interconnected local street systems and on-site circulation systems provide alternative routes for bicyclists, pedestrians, and drivers alike.
- E. Provide a Variety of Transportation Alternatives.**
The physical organization of transportation systems within the Delaware Avenue Gateway District should be supported by a framework of transportation alternatives. Plan for a pedestrian-friendly environment with appropriate signalization and crosswalks along the arterial and secondary streets; make sure sidewalks are wide enough for outdoor cafés. Public transit, pedestrian, and bicycle systems should be developed to maximize access and mobility throughout the area while reducing dependence upon the automobile.
- F. Create the Place**
Create attractive walkways and continuous street front experiences to maximize the quality of the pedestrian environment and afford opportunities to increase retail spending.

Pedestrian Walk



Recommendation: Traffic Circle at Delaware Ave. and W. Michigan Ave.

To reduce traffic conflicts, improve pedestrian safety, and establish a signature gateway entrance feature into Downtown McComb, evaluate the feasibility of developing a traffic circle / roundabout at the intersection of Delaware Avenue, Michigan Avenue, and 7th Street.



Traffic Circle - Plan

Recommendation: Address Unsightly Overhead Utility Lines

Work with the local utility and cable companies to determine the financial feasibility of either placing all power lines underground; or, relocating power lines to the rear of parcels. Beyond the enhanced visual appearance, utilities maintenance, weather-related repair, and service disruption costs would be reduced. If placing overhead utility lines proves to be cost prohibitive, consider alternating the location of utility lines from one side of the road to the other. Develop a street tree planting plan that specifies smaller trees directly under the utility lines as a means of reducing their visual impact (as illustrated on Boards 2 and 3).

Recommendation: Enhanced Pedestrian Circulation

Narrowing the traffic lanes slightly provides more area with which to expand the width of adjacent sidewalks. Wider sidewalks enables to placement of streetscape furnishings, such as benches and ornamental street lights and gives the pedestrian a greater sense of safety.



Recommendation: Design Guidelines for Delaware Ave.

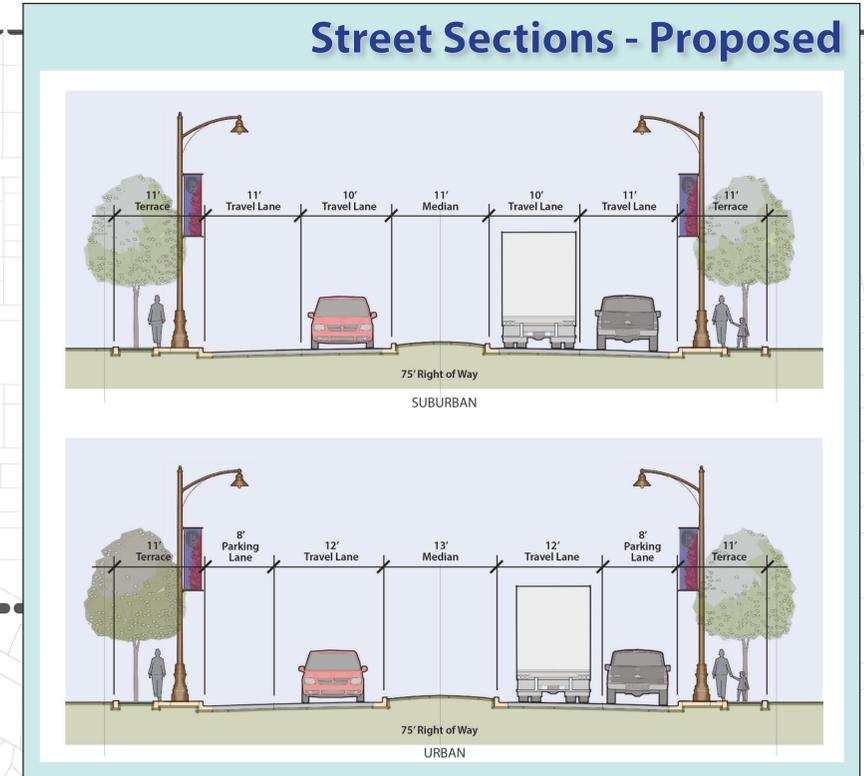
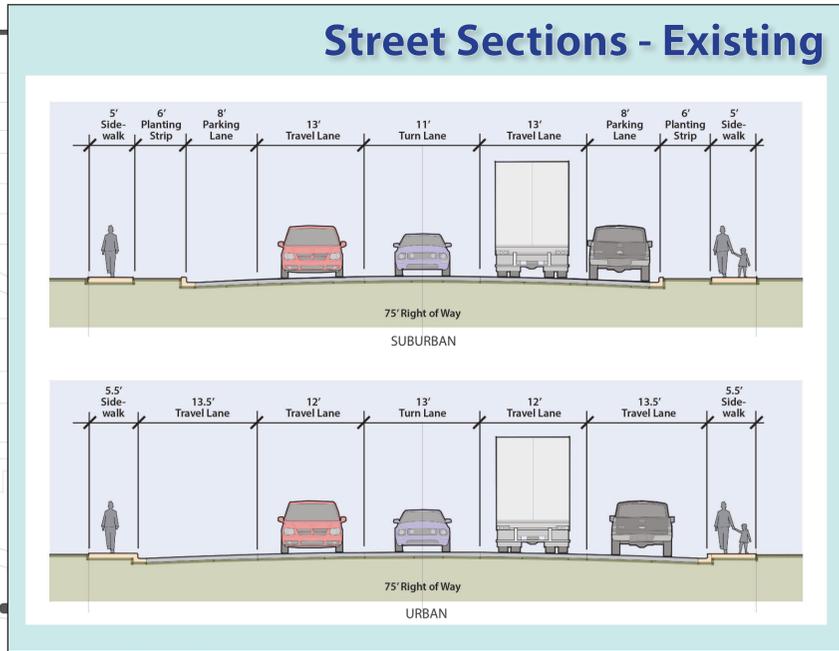
Develop design guidelines for architecture and landscape sitework improvements within the Delaware Avenue Gateway District. Create more sophisticated development standards to accompany new zoning regulations for the corridor. Developing design and development regulations and engineering standards are fundamental for ensuring the desired quality and character of development within the Delaware Avenue Gateway District. It is often under-appreciated, but private investment decisions account for the more substantive aspects of any city's physical form. Consequently, zoning and subdivision regulations and associated development criteria and technical engineering standards are the basic keys to ensuring that the form, character and quality of development reflect the City's planning objectives. Design guidelines should reflect the community's desire for quality development outcomes while recognizing economic factors. They should not delay or interfere unnecessarily with appropriate new development or redevelopment that is consistent with corridor plan goals and policies.



Traffic Circle - Perspective

McComb, MS

DELAWARE AVENUE CORRIDOR SUPPORTING ELEMENTS



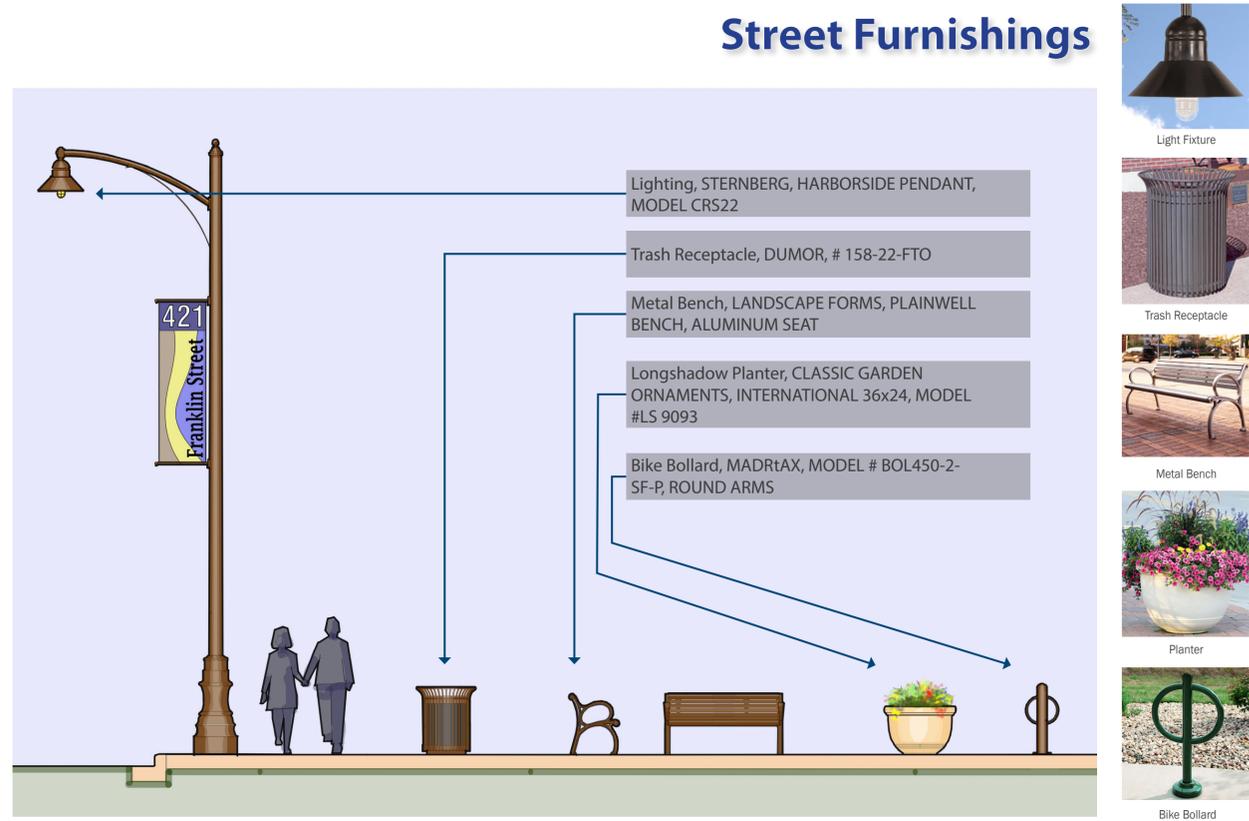
Recommendation: Improved signage for the corridor

Develop a unique brand for directional, wayfinding, advertizing, and interpretive signage, and decorative banners for the Delaware Avenue Gateway District. McComb's rich cultural and artistic history can provide inspiration for branding, including the influence of the railroad and musical transitions.



Signage

Street Furnishings



Recommendation: Enhanced Streetscape Furnishings along Delaware Ave.

Identify and utilize a suite of streetscape furnishings types (e.g., ornamental street light, bench, bollard, waste receptacle, bike rack, planter, signage stanchion) that can be used to further brand the Delaware Avenue Gateway District. The suite of streetscape furnishings should acknowledge and relate to existing and recommended fixtures in and around the area.