envision DIAMONDHEAD 2040

Comprehensive City Plan

Adopted: 7.6.21

Recommended by
Planning and Zoning Commission
6.29.21

Leading the Process

Collaboration and teamwork produce excellent planning. The Envision Diamondhead 2040 Comprehensive Plan was developed within the framework of both. Input and direction was provided by an Advisory Group, extensive community and stakeholder involvement, and strong encouragement of the City's leadership. Those listed below are those who served in an official capacity. A host of citizens and other interested persons numbering in the thousands contributed as well. Envision Diamondhead 2040 is a product of their combined work.

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TABLE OF CONTENTS

The City and Its Plan: An Introduction 5
What is Envision Diamondhead 2040? 7
About the Plan 8
Mississippi Statutory Requirements 8
Diamondhead's Planning Process 8
Evolving Planning Practices 9
Current Planning in Diamondhead 9
Diamondhead Historic Overview 11
Diamondhead: The City Today 15
The Purpose of Discovery 17
Diamondhead's Environmental Context 18
Geography 18
Floodplains 18
Wetlands 18
Water Supply 19
Stormwater Control 19
Tree and Tree Canopy 20
Non-native and Invasive Species 22
Green Building 23
Future Environmental Risks 24
Diamondhead Development Patterns 26
Existing Land Use 26
Diamondhead Buildout Analysis 28
Expansion Opportunity 30
Demographic and Economic Overview 32
Introduction and Summary Findings 32
Demographics 32
Segmentation 33
Employment 36
Housing and Housing Market Overview 36
Retail Market Overview 39
Potential Retail Capture 40
Existing Mobility Network 42
Regional Connections 42
Local Mobility Framework 42
Assessing The Existing Network 42
Community Facilities 44
Public Water and Sewer Infrastructure 46
Public Parks and Recreation 46
Private Parks and Recreation Facilities 46
Public Safety 47
Discovery at a Glance 48
Environmental Context 48
Development Patterns 48
Economics and Demographics 48
Community Facilities 48
Diamonhead's Future Envisioned 49
Community Driven Vision 51
Engagement Structure 51
Envision Diamondhead 2040 Advisory Group 51
Planning Week 52
Community Futures Workshop 52
Focus Groups 52
Diamondhead's Community Input 52
Discovery Engagement 52
Diamondhead's Vision and Values 56
Preserving Diamondhead 56
Growing Diamondhead 56
Connecting Diamondhead 56
Celebrating Diamondhead 56
Diamondhead: Our City Tomorrow 57
The Planning Approach 59
Place Type Methodology 59
Composite Development Plan 59
Overall Future Development Map 60
Parks, Open Spaces, Amenities and Natural Waterfront 62
Parks, Open Spaces, and Amenities 62
Natural Waterfront 64
Residential Neighborhoods 66
First Diamondhead Neighborhoods 66
Suburban Neighborhoods 68
Traditional Neighborhoods 68
Commercial Centers 70
Suburban Redevelopment 70
Diamondhead's Aloha District 72
Town Center Mixed Use 74
Suburban Centers 76
Special Areas 78
Town Waterfront Redevelopment Concept 80
Resort Waterfront 82
Connecting Diamondhead 88
Future Mobility Network 88
Protected Multimodal Lanes 89
Greenways 90
Trails 91
Multimodal Routes 92
New Complete Streets and Retrofits 94
Complete Streets and Retrofits 95
Community Facilities 96
Implementing Envision Diamondhead 2040 97
Organizing for Implementation 99
Envision Diamondhead 2040 Implementation Matrix 101
Appendix 111
Appendix A - Envision Diamondhead 2040 Discovery Engagement 113
Local Economy Focus Group 113
Mobility, Streets, Parks, Trails, Greenspaces Focus Group 114
Natural Resources Focus Group 114
Infrastructure Focus Group 115

Governance Focus Group 116
Envision Diamondhead 2040 Community Meeting 116
Envision Diamondhead 2040 Advisory Group Meeting 118
Appendix B - Envision Diamondhead 2040 Discovery Engagement 120
Appendix C - Community Survey Results 132

THE CITY AND ITS PLAN: AN INTRODUCTION

envision DIAMONDHEAD 2040

Diamondhead was founded on a bold community vision and a master plan for active living with vibrant neighborhoods woven together in a rich tapestry of recreational and natural spaces.

One-half century in the making, Diamondhead has successfully transitioned from dream development to rapidly growing city and is on the cusp of emerging as a coastal community of true southern distinction - vibrant, resilient, strong and flourishing.

Driven by the passion and involvement of its citizens, recognizing its emerging position, understanding its challenges and ready to build on fresh opportunities, Diamondhead seeks to honor its beginnings and renew its vision by preserving, growing, connecting, and celebrating the City.

Renew the Vision.
Celebrate the Future.
Envision Diamondhead!

WHAT IS ENVISION DIAMONDHEAD 2040?

In the spring of 2020, Diamondhead initiated a city planning process to create a fresh vision and quality planning for a growing and changing city. A few of these changes have included creating new recreational amenities and a growing desire for a walkable, aesthetically pleasing downtown. Substantial growth has occurred in Diamondhead's neighborhoods.

New challenges have emerged as well. They range from the potential impact of expiring restrictive covenants to coastal environmental factors. To better understand the impact of these changes and challenges, explore the city's potential, and establish a plan to manage and guide the future, the city commissioned Envision Diamondhead 2040 to update its current plan.

Envision Diamondhead 2040 is a plan for the city's long term future development. Also, Envision Diamondhead 2040 intends to have a positive impact on multiple aspects of the community, including its economy, development patterns, health, sustainability, resiliency, and urban design. These factors are all addressed in Envision Diamondhead 2040.

Reflecting the input of thousands of participants in the process and hundreds of hours of in-depth discussion, Envision Diamondhead 2040 establishes a bold vision and a comprehensive action agenda designed to realize that vision. Envision Diamondhead 2040 renews the city's vision by providing for the preservation, growth, connection, and celebration of the city.

ABOUT THE PLAN

The City of Diamondhead is empowered to plan by authority granted by the State of Mississippi under Title 17, Chapter 1, of the Mississippi Code of 1972, as amended. In accordance with this enabling statute, land development within the incorporated area of Diamondhead is to occur in a manner consistent with an adopted comprehensive plan, as should all planning initiatives and regulations enacted or amended by the city..

MISSISSIPPI STATUTORY REQUIREMENTS

This section of the Mississippi Code defines the comprehensive plan as a "statement of public policy for the physical development of the entire municipality or county, adopted by resolution of the governing body and consisting of the following elements at a minimum:

- **Goals and objectives for the long-range (20 to 25 years) development of the county or municipality. Required goals and objectives shall address residential, commercial and industrial development; parks, open space and recreation; street or road improvements; public schools and community facilities.**
- **A land use plan which designates in map or policy form the proposed general distribution and extent of the uses of land for residences, commerce, industry, recreation and open space, public/quasi-public facilities and lands. Background information shall be provided concerning the residential densities, intensity of commercial uses, industrial and public/quasi-public uses; projections of population and economic growth for the area encompassed by the plan may be the basis for quantitative recommendations for each land use category.**
- **A transportation plan depicting, in map form, the proposed functional classifications for all existing and proposed streets, roads and highways. Functional classifications shall consist of arterial, collector and local streets, roads and highways, and these classifications shall be defined in the plan with minimum right-of-way and surface width requirements. All other forms of transportation pertinent to the local jurisdiction shall be addressed as appropriate. The transportation plan shall be a basis for a capital improvements program.**
- **A community facilities plan as a basis for a capital improvements program including, but not limited to, the following: housing; schools; parks and recreation; public buildings and facilities; and utilities and drainage.**

Envision Diamondhead 2040 fulfills these legal requirements and fulfills the definition of a comprehensive plan under Mississippi law.

DIAMONDHEAD'S PLANNING PROCESS

The comprehensive planning process is intensive and completed over an extended period of time. The process allows many voices and perspectives on the future of the city to be heard. Development of a comprehensive plan is carried out in phases. These phases typically consist of the study of exiting conditions, creation of development vision, establishment of long term direction, and creation of a program of implementation. These steps can be easily summarized under the headings of discovery, direction, design, and implementation and are summarized below.

Envision Diamondhead 2040 establishes a vision of the city within the framework of Mississippi planning law and establishes the foundation for implementation through policies, projects and administration.

Planning the future is based on a community's hopes and dreams. To be achievable, however, hopes and dreams must be rooted in fact based reality. Step one in the city planning process is the investigation and analysis of objective community development data to understand existing community dynamics. The discovery process is to be conducted with a goal of establishing and understanding fundamental dynamics that are at work in the community and the processes of change that are present.

Following discovery, the direction phase follows and is used to develop the overall long term community vision, values and goals. The development of vision, values and goals is based on the analysis produced in discovery and intensional and thorough community engagement. Engagement will typically pose questions to the community such as:

- **Where and how will growth occur in the future?**
- **How can neighborhoods be preserved or redeveloped?**
- **What mobility improvements are needed?**
- **What are priority development needs?**
- **How will the local economy be developed?**
- **What is need to preserve the environment?**

The final product of an effective direction phase is a long term vision for a better community. Successful visioning will include broad, meaningful and thorough engagement with as many citizens and viewpoints as possible. Effective approaches for engagement include intensive planning workshops, focus groups sessions, and citizen surveys. Each of these methods were used in Envision Diamondhead 2040 and are more fully described in later sections.

The third phase in the planning process is design. The design phase centers on the creation of the community plan itself and is based on the results of the previous phases. Creation of the plan includes a combination of narrative, graphic illustrations, and mapping illustrating planning concepts and goals on time horizon of 20 years. In addition to the required elements of land use, transportation, and community facilities, Envision Diamondhead 2040 addresses other important themes for the city's future including the environment, future expansion, and economic development.

Plans must be implemented to be successful and implementation is the focus of the final phase of the planning process. The implementation phase requires the creation of achievable strategies aimed at producing the intended results of the plans. These strategies will typically include development policies, public and

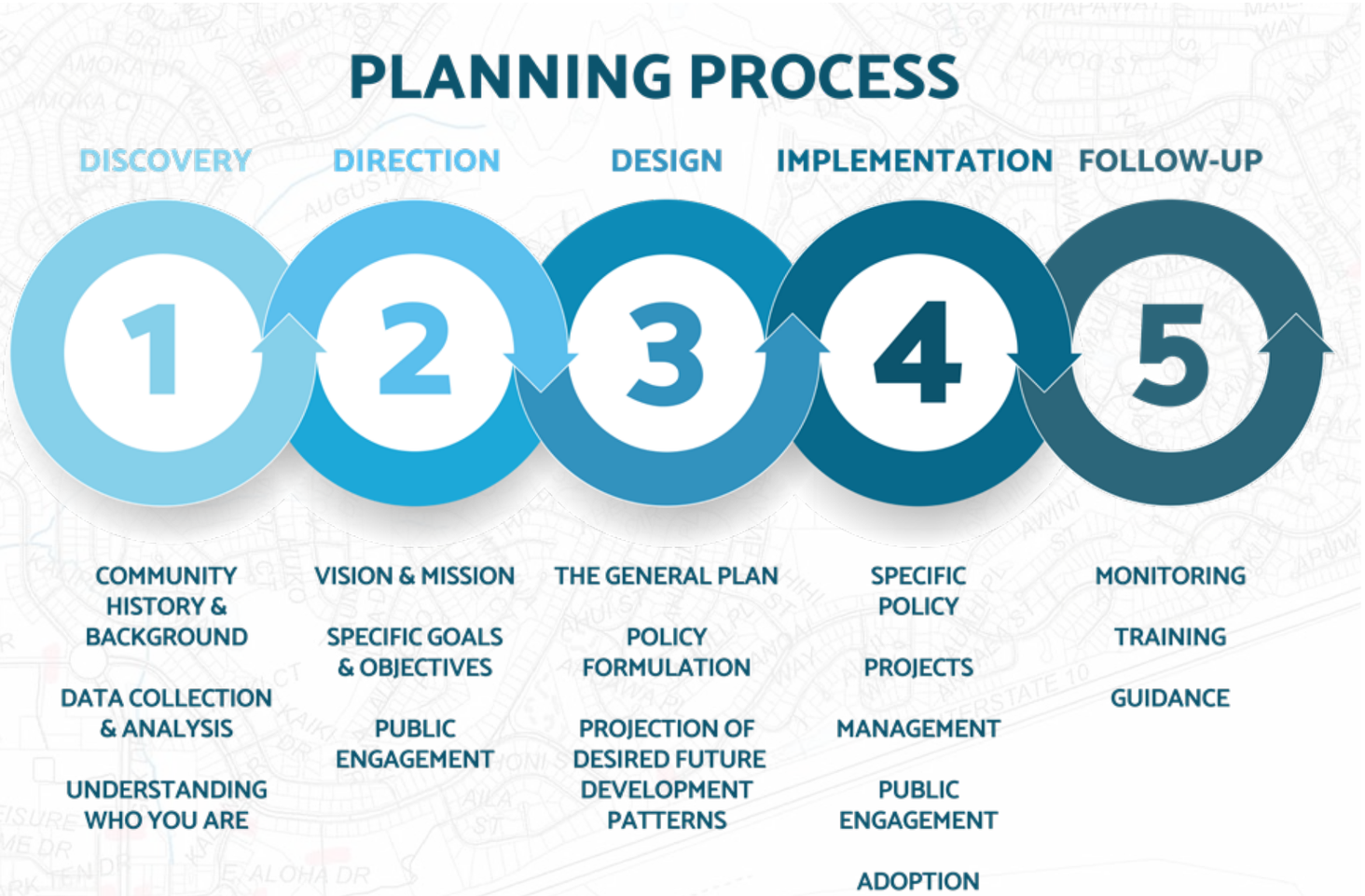
private project investments and administrative or management methods and procedures. Implementation should include community projects involving the investment of public funds in support of, and in coordination with, private sector efforts that align with community priorities. Capital improvement programming, for example, can provide clear and systematic guidance for public investments, eliminating the pitfalls of haphazard budgeting without a clear goal or conflicting with public priorities. Other initiatives may involve the administration and promotion of incentives to achieve development goals. Zoning is often the most misunderstood planning tool, but has the primary impact on the form and function of a community.

EVOLVING PLANNING PRACTICES

Throughout the history of modern city planning, plans have required the development of extensive population, economic and other data sets that were not readily accessible. Today, however, overwhelming volumes of data are electronically available from State and Federal sources and government agencies. This data is often organized and packaged by private companies packaged in ways that renders previous methods of detailed data reproduction obsolete. Where pages of data once provided a substantial amount of plan content, this data can now be summarized and primary sources cited.

Similar conditions exist regarding mapping in the planning process. Internet based services such as Google Earth, Apple, Bing Maps, and a variety of online geographic information systems available. These services make geographic-based inquiry into a community convenient and relatively simple. Planning energy and effort may now be concentrated on mapping and analysis in support of a community's planning values and vision and policy elements, rather than the production or reproduction of data. For Envision Diamondhead 2040, data has been reviewed and analyzed. Significant focus has been placed on the establishment of Diamondhead's development vision and goals, and their corresponding provision for implementation.

A comprehensive plan should not be a static summary of a community's past trends. A plan should serve as a dynamic guide to a desired future. This desire for forward momentum is captured in the Diamondhead Vision Statement and the plan establishes the foundation for community transformation through design, development policy and project initiatives aimed as achieving its vision. Taking into consideration Diamondhead's rich history and background, the following section will summarize the evolution of the community over time to establish the baseline for step one, discovery.



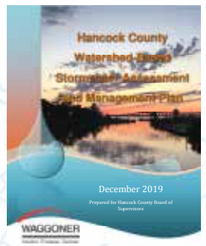
CURRENT PLANNING IN DIAMONDHEAD

Diamondhead's first comprehensive city plan was adopted in 2012 after the incorporation of the city. This 2012 plan, conducted by the firm of Bridge and Watson, provided the foundation for the adoption and administration of the city's first zoning code. Envision Diamondhead 2040 builds on this planning effort.

While the comprehensive plan is foundational, other important plans and studies have been completed that have influenced development conditions in Diamondhead. These plans are listed and described in the table that follows. Where appropriate, the influence of these plans has been summarized and elements carried forward in Envision Diamondhead 2040.

Daily planning administration in Diamondhead is conducted by the Department of Planning and Building which is responsible for administering all development regulations and serves as staff to the Diamondhead Planning Commission.

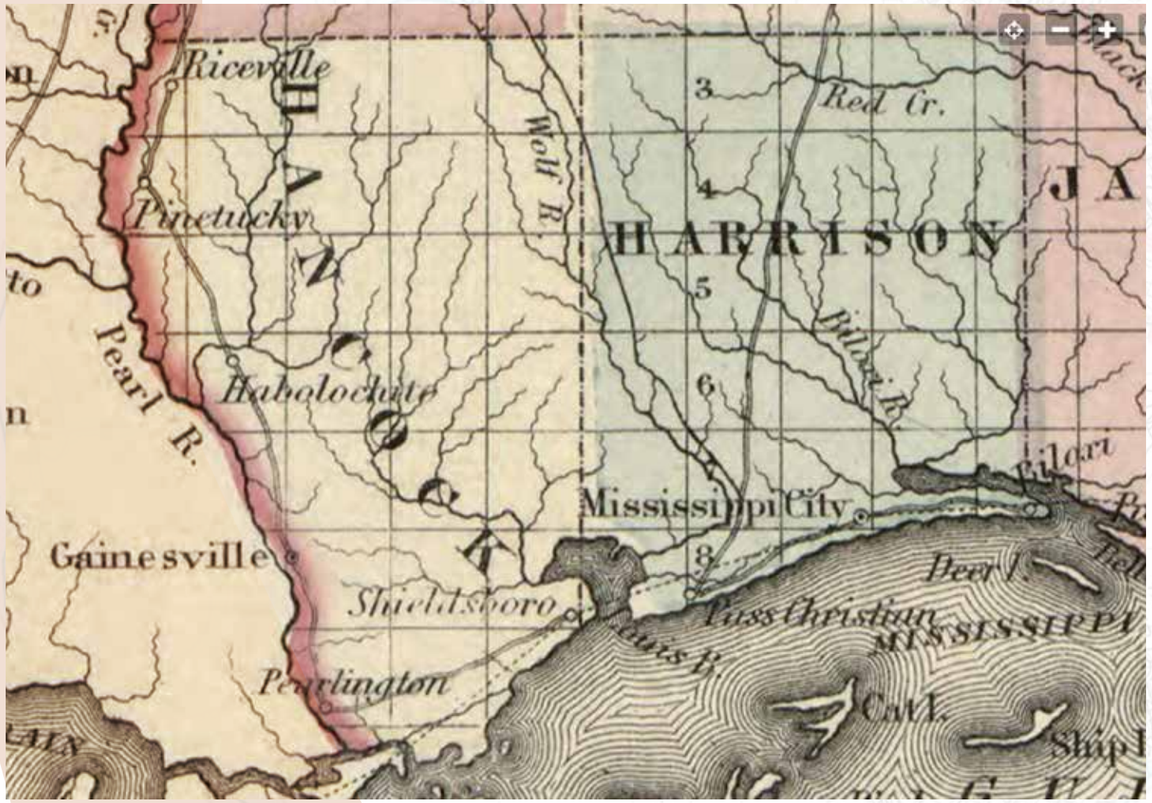
Diamondhead is a member of the Gulf Regional Planning Commission which provides planning support services for Diamondhead. These include support services include economic development, transportation, and GIS mapping.

Previous Planning in Diamondhead		
Plan or Study	**Influence**	
• **2012 Diamondhead Comprehensive Plan**	As the city's first comprehensive plan, it established the basis for DIamondhead's current development controls	Diamondhead, Mississippi 25 Year Comprehensive Plan Adopted by the Mayor and City Council Thursday, September 13, 2012 Prepared By:
• **2019 Opportunities Analysis for the Mississippi Gulf Coast**	This regional economic study sponsored by the Gulf Coast Business Council and the Gulf Coast Community Foundation established priority public investments in telecom infrastructure, downtown mixed-use development, and the innovation economy	NOVEMBER 2019 COASTAL MISSISSIPPI INVESTMENT OPPORTUNITIES ANALYSIS GULF COAST BUSINESS COUNCIL AND GULF COAST COMMUNITY FOUNDATION
• **2015 Rotten Bayou Watershed Partnership**	This environmental study by the Gulf Coast Community Design Studio for the Land Trust for the Mississippi Coastal Plain assessed environmental quality in the watershed and set out best environmental management practices for the area.	Watershed Implementation Plan Rotten Bayou September 2015
• **2019 Hancock County Watershed-Based Stormwater Assessment and Management Plan**	This study conducted by Waggoner Engineering for the Hancock County Board of Supervisors comprehensively assessed storm water issues for the county with specific attention to Diamondhead. Multiple projects identified are being constructed.	 Hancock County Watershed-Based Stormwater Assessment and Management Plan December 2019 Prepared for Hancock County Board of Supervisors WAGGONER
• **2016 Diamondhead Traffic Study**	This 2016 study commissioned by the city and conducted by Pickering Engineering evaluated traffic generation assuming city build-out under current zoning. It recommended a series of street projects to increase capacity as well as making trail alignment recommendations.	Traffic Study Prepared for: Pickering

DIAMONDHEAD HISTORIC OVERVIEW

Diamondhead is located on land that has been occupied by humans for thousands of years. Elevated topography adjacent to the diverse ecosystem formed by the East Pearl River and the Mississippi Gulf Coast with their riverine, wetlands, salt water marshes, open gulf and piney woods formed the environment for the earliest human occupation. Major prehistoric periods for the area are divided by anthropologists in four distinct periods.

- **THE PALEO-INDIAN CULTURE PERIOD (~12,000-8,000 B.C.)** This first culture, spanned a period from the last glacial age around 12,000 B.C. to about 8000 B.C. Temperatures averaged five to ten degrees cooler, the climate was drier and sea level had not reached its modern height, likely 30 to 100 feet below current levels extending to the edge of the continental shelf.. The colder climate resulted in more open grasslands and the southern extension of temperate types of trees like spruce and fir. People were organized in small bands and moved frequently to follow the large game.



- **THE ARCHAIC CULTURE PERIOD (~8,000-1,000 B.C.)** Over the course of time, populations settled in specific localities for longer periods of time. The warming climate encouraged more exploitation of woodlands and river valleys, while along the coast, fishing and shellfish harvesting became increasingly common economic pursuits.

- **THE WOODLAND CULTURE PERIOD (~1,000 B.C. - A.D. 700)** Among the perceived changes that are hallmarks of the Woodland is the increasing importance of corn agriculture, the advent of tribal organization replacing multi-family or clan organizations, larger, more permanent villages, an increased use of conical burial mounds.

- **THE PLAQUEMINE AND MISSISSIPPIAN CULTURE PERIODS (A.D. 1000- A.D. 1500)** This period of prehistory is characterized by the construction of large temple mounds that served as platforms for the houses of chiefs and for temples. The European invasion contributed to the depopulation of the region through the spread of disease and violence. Still Choctaws and affiliated groups like the Bayougoulas, Acolapissa, Pascagoula and the Siouan-speaking Biloxi Indians continued to live in the area,.

European Encounter and Settlement

In 1698, Louis XVI, King of France claimed Mississippi River and the territory it drained for France. The expedition of Bienville explored the claim and camped on the banks of the Bay of Saint Louis in 1699 naming it for Louis IX, the King of France In December Bienville established the first colony at Bay Saint Louis.

England later defeated France in the Seven Years War and all of Louisiana east of the Mississippi River except the Ile d'Orleans, was awarded to England. Louisiana west of the Mississippi and the Ile d'Orleans went to Spain. Spain declared war with Britain in June 1779 and as a result of the ensuing treaty, British West Florida Became Spanish West Florida.

In the period from 1780 to 1810 Spain moved quickly to recognize the property rights of persons who occupied their holdings in West Florida and who would swear allegiance to the Spanish crown and the Catholic Church.

In 1803, Napoleon Bonaparte sold the vast Louisiana Territory to the United States. Shortly thereafter, the people living between the Perdido and Pearl rivers declared their independence from Spain in 1810 as the republic of West Florida and was annexed by the United States shortly thereafter.

Creation of Mississippi and Hancock County

The Congress of the United States created the Mississippi Territory on April 7, 1798, which included all that land presently composing the states of Mississippi and Alabama. Settlers generally moved into the coastal areas, overwhelming the French and Spanish Catholic population until they reached the eastern shore of the Bay of Saint Louis where the migration ceased. Hancock County was created in 1812 by the Mississippi Legislature after statehood that same year. The area slowly developed over the ensuing decades with continued settlement and timber harvesting and wood processing dominating the economic activity.

The City of Diamondhead's beginnings date from 1969 and the initiative of real estate investor Malcolm McLean. Malcolm Purcell McLean (1913–2001) was a native of North Carolina and founded the McLean Trucking Company. McLean invented the modern intermodal shipping container during the 1950's and refit freighter ships to carry the containers. His company Sea Land Service Inc., became profitable steaming between New York and Europe.

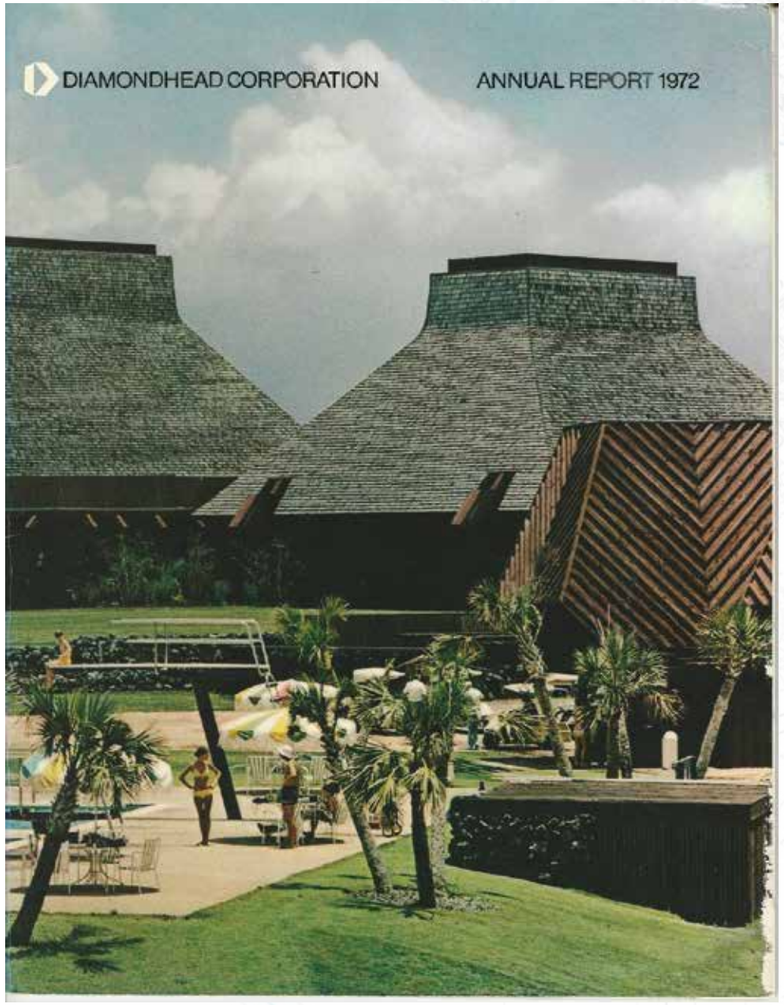
Diamondhead Beginnings

In 1969 Reynolds Tobacco Company bought Sea Land and McLean invested a portion of the proceeds forming the Diamondhead Corporation and created resort developments throughout the South from North Carolina to Texas with the first development being the master planned community of Diamondhead. The site is the highest elevation on the Gulf Coast and named after the volcanic cone in Hawaii. Diamondhead Corporation would eventually invest in the

communities of Pinehurst in North Carolina, Lake Forest (Mobile), Falcon Head (Oklahoma), Lake Arrowhead (Atlanta), Newport (Houston), Mile High (El Paso), and Sandpiper Cove (Destin).

McLean purchased the site of Diamondhead from the Gex family. The area consisted of 5,700 acres. Walter Gex, Sr. acquired the original Gex acreage in 1937 from the Gulf State Paper Co. and the Easy Open Bay Company. The original Spanish land grant was awarded to Noel Jourdan in the eighteenth century.

The master plan of Diamondhead provided for over 10,000 parcels.



Above: Diamondhead Country Club, 1972

By 1973, 3,700 lots had been sold and sixty houses had been built along with 100 hundred condominiums. The condominiums were factory built, embedded with plumbing and electrical, and furnished. The units were transported by water to Rotten Bayou and moved to the building sites using the expertise developed in the shipping container business.

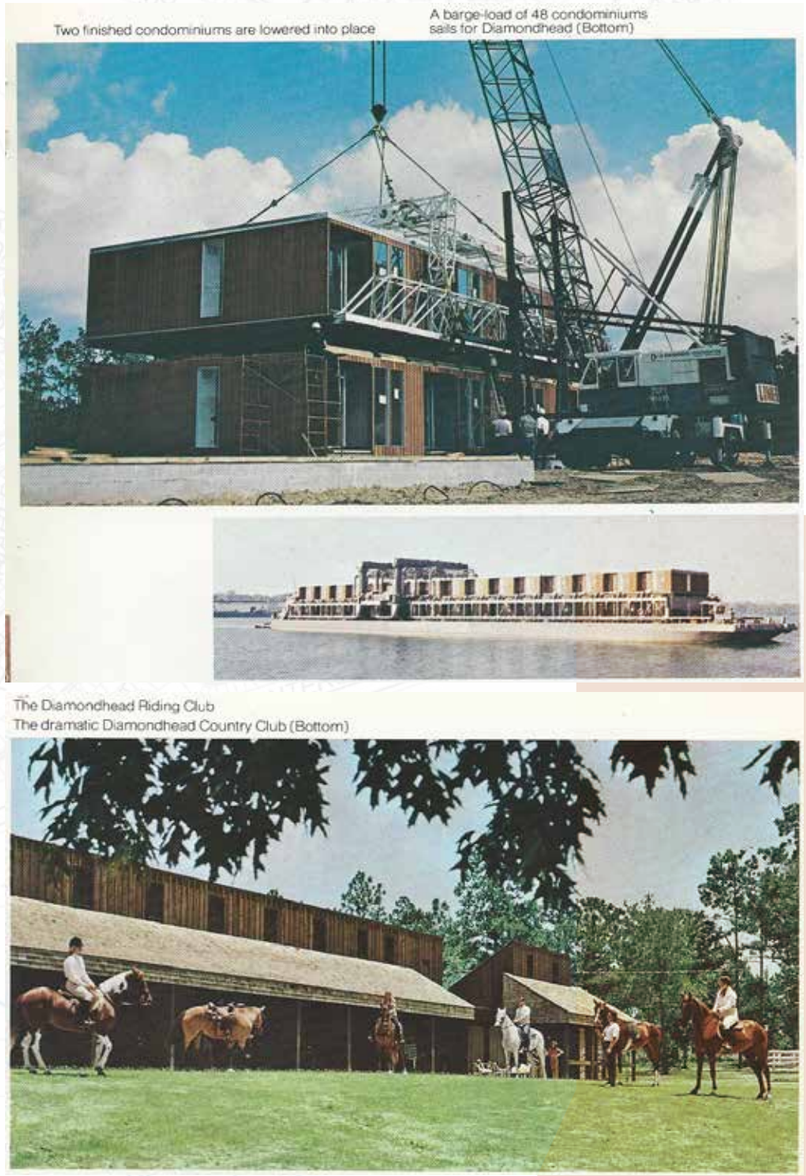
Infrastructure including streets, the Pines Golf Course, sewer, water, country club, yacht club and marina, airport/runway, and more condominiums were all built. By 1977, 361 condos units had been sold.. By 1980, the population of Diamondhead was 1,011.

Artis James became President of the Diamondhead Corporation in 1979 managing the development through many changes. The early village was essentially a resort/retirement community. The influx of employees from the Naval Oceanographic Office at the Stennis Space Center began the slow evolution Diamondhead into a bedroom community.

In 1985, the Diamondhead Corporation organized a property owners association (POA). A homeowner-elected board of directors was elected to manage the amenities such as the golf course, country club, tennis courts, yacht club and airplane runway. The name of the company was changed to the Purcell Company, Inc. in 1985. The developer published the Diamondhead News and new developments like The Oaks, Highpoint Townhouses, and the Harbor Houses were built in this time period. By 1982 McLean had made the Forbes 400 Richest Americans List with a net worth of $400M though various business ventures but filed for Chapter 11 bankruptcy owing a debt of $1.3B in 1987 after loans were called. In this era, a group of community leaders successfully managed the growth of Diamondhead. Houses continued to be constructed, the Diamondhead Sewer and Water District was created, and the overall master plan continued to be pursued.

During the 1990s, the Purcell Corp was reorganized as a private company. Casinos gambling was legalized resulting in two casinos opening in Hancock County. NASA expanded its operations. The population of Diamondhead grew to 5,912 by 2000. Development continued with the Glen Eagle neighborhood in 1995.

By the beginning of the twenty first century, call for incorporation as a city began to emerge. A 1994 incorporation petition failed, but the effort laid down the groundwork for the future.



Top and Middle: Diamondhead condominiums shipped to the site
Bottom: Diamondhead Riding Stables, 1972

Hurricane Katrina struck the Mississippi Gulf Coast on August 29, 2005. The initial onslaught included a thirty- foot surge flooding low lying areas via the Jourdan River and low areas in the Kiln and

Diamondhead. A twenty-seven foot storm surge that followed was even more destructive and destroyed 250 homes on the south side of Diamondhead. North of Interstate 10 the storm damaged 460 homes. Electrical service was eliminated for a month.

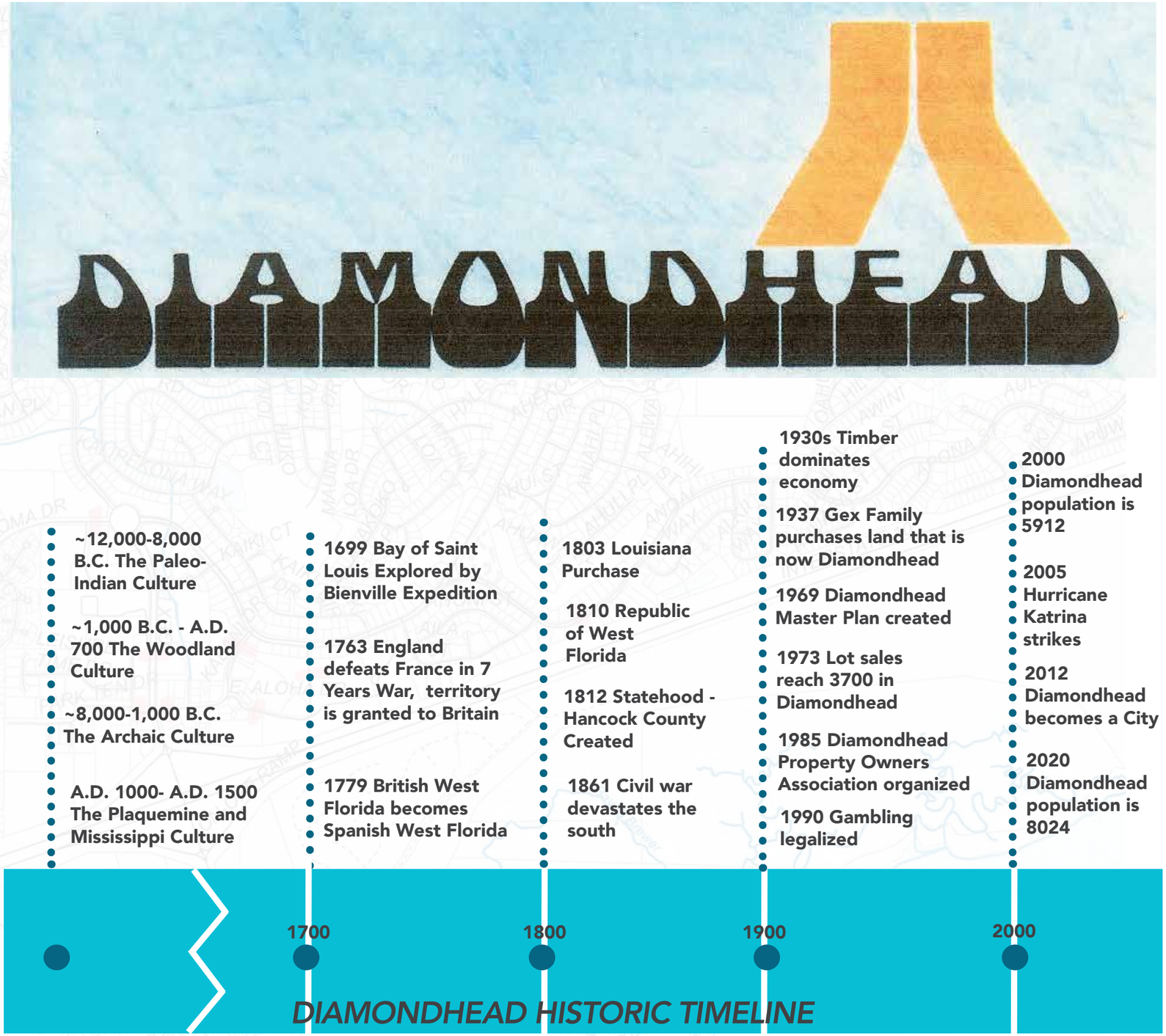
Diamondhead became a focus of the 'Mississippi Renaissance' that would represent the recovery in Hancock County after the storm. Within a few weeks, the population of Diamondhead swelled from 6,500 to 9,000 because there were no other communities in the immediate region on the coast that were habitable. Houses were built and priced at $300,000-$600,000 that were significantly different from the usual 'single tract' houses that had been built in Diamondhead since 1969. However, the boom post-Katrina in Diamondhead and in the rest of the United States evolved into an unsustainable housing bubble which burst as sub-prime mortgages collapsed triggering the Great Recession of 2007-2008.

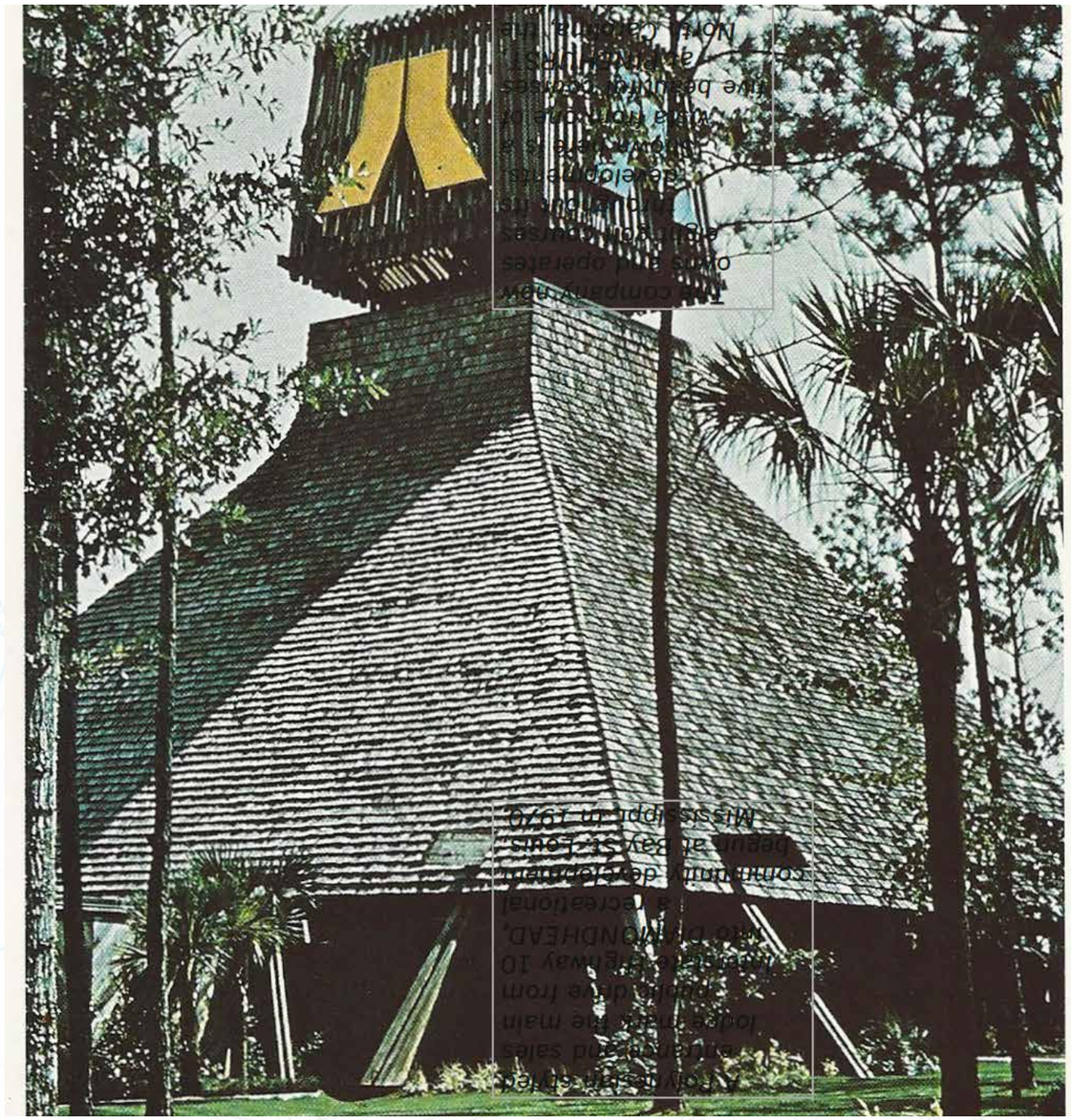
From Master Planned Development to City

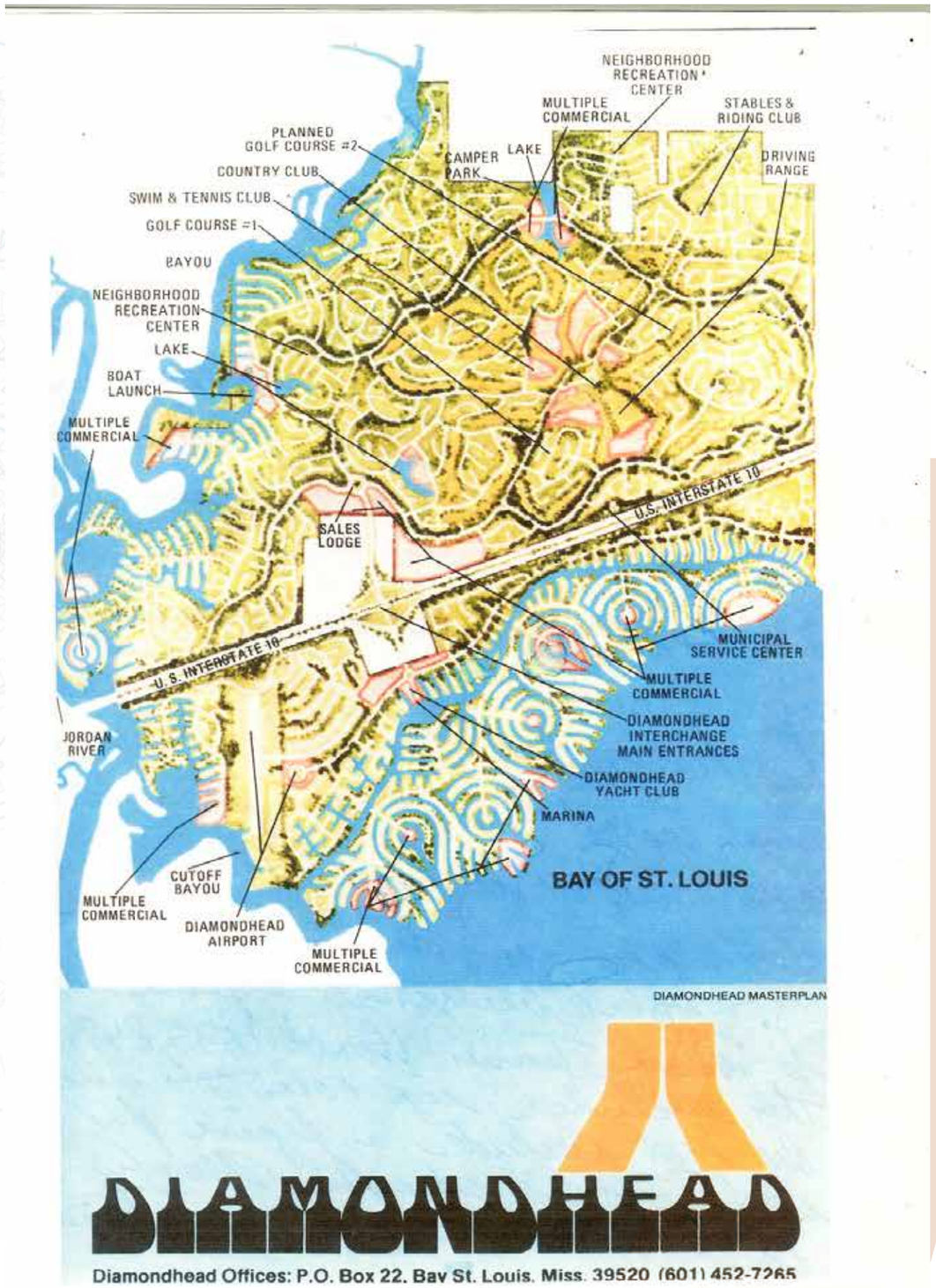
In June of 2006 a meeting was held at the Country Club to address the subject of Incorporation of Diamondhead as a city. Concerns about annexation by Bay St. Louis were voiced. A casino was considered a real possibility on Diamondhead's bay waterfront. And the prospect of the expiration of the covenants beginning in 2020 was looming.

In July, 2006, the Property Owners Association created a Government Information Committee to study Diamondhead's options. Incorporation was ultimately recommended. A petition for incorporation was filed with the court in 2008. After a lengthy legal battle, the Mississippi State Supreme Court authorized or confirmed incorporation in 2012. Diamondhead developed its first comprehensive plan and zoning code thereafter and began operation as the City of Diamondhead. Council-Manger form of municipal government was incorporated for Diamondhead. The mayor is the titular head and is on the city council with one vote.

There was minimal growth in Diamondhead after the great recession. The Purcell Company suffered during this time and in 2016 merged with the Larry Johnson Development Company in Houston. Substantial real estate holding were repossessed by financial institutions. However, economic recovery in the late 2010s has boosted Diamondhead's growth and development and renewed its prospects as a thriving community. Diamondhead is considered by many observers to be the most attractive and beautiful community on the Mississippi Gulf Coast.







Above: Diamondhead Community Center, 1972
Right: Original Master Plan of Diamondhead, 1970

DIAMONDHEAD: THE CITY TODAY

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"Know from whence you came. If you know whence you came, there are absolutely no limitations to where you can go."

James Baldwin

THE PURPOSE OF DISCOVERY

Realistic and achievable plans must be grounded in a thorough knowledge and understanding of existing community development conditions. The purpose of the discovery process is to establish and analyze city development dynamics and existing conditions. Discovery also includes projecting future conditions based on assumptions about the city's growth prospects. Discovery is developed by analyzing the natural and built environment, population characteristics and trends, economic characteristics, development patterns, the mobility system, and community support facilities.

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Each of these aspects of a community can be studied individually. However, they are all interrelated, with each element impacting the other elements in an overlapping system. The overarching goal is to understand these interrelated systems, grasp their dynamics, and \ understand the story they tell. Through the discovery process, key issues and opportunities are identified, analyzed, and discussed as a basis for considering future possibilities.

Each of the topics addressed in this discovery section can be studied at varying levels of scale and detail on a spectrum ranging from a general macro scale to specific and precise micro scale. Determining the level of study is based on an assessment of information and trends at macro level and a decision made as to whether more detailed study might be needed. The discussion of Diamondhead's community development systems that follows reflects this process. The discovery begins with Diamondhead's natural environment on which all else rests. It then proceeds to the city's development patterns, economics, mobility network, and concluding with community facilities.

DIAMONDHEAD'S ENVIRONMENTAL CONTEXT

GEOGRAPHY

Diamondhead is located at the southeastern edge of Hancock County and borders Bay of St. Louis. It is bisected by Interstate Highway 10 which runs east-west through the state.

Unlike much of coastal Mississippi, which is relatively flat and close to sea level, Diamondhead is characterized by diverse topography and rolling hills with elevations ranging from sea level to nearly ninety feet above. Diamondhead is located in the coastal meadows region of the state. This is a Gulf Coast physiographic region characterized by sedimentary rock created by eons of alluvial deposits and processes involving uplifting, subsidence, and sometimes wave action.

Underlying the coastal meadows region is the coastal lowlands aquifer system. This system is dependent on the region's permeable sedimentary rocks. The U.S. Geological Society noted in its Ground Water Atlas of the United States, Segment 5, Hydrologic Investigations Atlas 730-F, 1998, that withdrawals of large quantities of water from Coastal Plain aquifer systems during the last 90 years have lowered water levels, decreased the saturated thickness of several aquifers, caused encroachment of salt water, and even altered patterns of regional ground-water flow.

Hot humid summers and short dry winters are typical of the climate in Diamondhead. The average high temperature is 76 degrees Fahrenheit and the average low is 58 degrees. An average rainfall of 65 inches belies the fact that the area has been subject to extreme rainfall events and associated flooding, typically related to tropical storms and hurricanes.

FLOODPLAINS

Nearly every natural water body has an associated floodplain. In most cases, floodplains are low-lying areas next to rivers, streams, and coastal areas. A riverine floodplain consists of two main parts: (1) a floodway, which is the main channel of the river or stream, and (2) the floodway fringe or the area between the floodway and the bluff. Coastal floodplains tend to be flat, relatively broad, and contain some amount of marshland.

Floodplains have been used as highly productive farm land since the advent of agriculture. Too often floodplain areas in urbanizing areas are considered waste or underused land and filled for building development. But floodplains play an important role in the natural environment. Healthy floodplains supply critical habitat for plants and wildlife. They are an essential element of maintaining quality drinking water supplies. They also temporarily store floodwaters and reduce wave action protecting economic investments and public infrastructure.

Approximately 1,400 acres of Diamondhead is vacant land lying within a Special Flood Hazard Area, which is a FEMA-regulated floodplain. All of the floodplain is associated with the Jourdan River, Rotten Bayou, and the Bay of St. Louis. The coastal flood zone is bisected by the "Limit of Moderate Wave Action" line. This line demarcates the inland limit of the area expected to receive 1.5-foot or greater breaking waves during the 1-percent-annual-chance flood event. Structures built seaward of this line without consideration of coastal hazards can be expected to receive significant damage during such a storm event. Damage can come from the power of the waves hitting structures and causing land erosion to floating debris. The map on the following page indicates the extent of regulated floodplain within and around Diamondhead.

Successful floodplain management is a complex balance of flood hazard, economics, and private property rights. Although development within the floodplain is possible, resulting structures and fill dirt change the flood profile and can push flood waters into new areas impacting neighborhoods and other developed areas historically free of flood events. Development within the floodplain also reduces its capacity for stormwater infiltration resulting in faster rises in water levels and greater erosion downstream. But buffering rivers, streams, lakes, and coastal waters can help. Buffers are well known for their ability to protect stream banks, provide shade on water as well as plant and animal habitat, and allow natural stream meanders. Their ability to filter pollutants is dependent upon many factors including the terrain, the soils, and the vegetative cover, but in general wider buffers yield greater benefits.

WETLANDS

Wetlands in and around Diamondhead lie mostly within the floodplains although there are some within the uplands. The vast majority of wetland acres as shown on the National Wetlands Inventory managed by the U.S. Fish and Wildlife Service, are estuarine and marine, although there is a significant amount of freshwater forested/shrub

Figure 1: Land form regions of Mississippi

habitat and a very small amount of freshwater emergent wetlands as well.

Wetlands In and Around Diamondhead

All wetlands provide valuable plant and animal habitat as well storm protection in coastal areas. So many marine species either reproduce or spend the early part of their lives in estuarine and marine wetlands that these areas are referred to as the "nurseries of the sea." Around 75 percent of all commercially valuable marine fisheries, for example, are dependent on this environment. They provide important recreational benefits and a natural beauty that directly contributes to the economy of Diamondhead and its attraction to new residents. Estuarine and marine wetlands are also a first line of defense against damaging storm surges and wave action associated with storm events. But estuaries are fragile ecosystems easily impacted by natural and man-made events. Storms, pollution, and invasive species are common threats, but today they also face a grave risk from sea level rise.

Throughout the history of the earth, the relationship between the sea and land has evolved and changed. Gradual changes in sea levels are easy for wetlands to adapt to; they migrate with the waters. The relative rapid rise in sea levels today coupled with coastal development, however, means that wetlands may not be able to adapt and many will likely disappear.

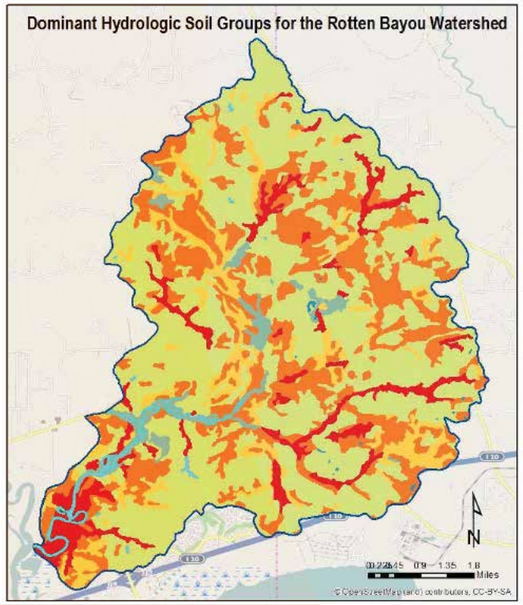


Figure 2: Rotten Bayou Watershed Implementation Plan

Many wetlands are protected by federal regulations and requirements from destruction, but local policies related to stormwater, construction, land use, and infrastructure can help protect their environmental integrity. Increased buffers and acquisition for perpetual conservation are two strategies that some local governments use.

MAP 3-1 ENVIRONMENTAL CONTEXT

WATER SUPPLY

Diamondhead Water and Sewer District provides drinking water for the City drawn from four deep water wells.

STORMWATER CONTROL

Stormwater runoff that does not result in widespread flooding can have a significant impact on nearby properties, public facilities, and natural systems. The first flush of stormwater can carry a large amount of pollutants picked up from the land and surfaces such as roof tops, streets, and parking lots. Stormwater from developed areas can also race towards streams, rivers, and lakes at speeds that cause erosion and channelization, and be so warm when it gets there that it changes the biology of the receiving waters. For these reasons, the U.S. Environmental Protection Agency has developed stormwater requirements that impact certain areas of Mississippi but do not yet include the City of Diamondhead.

For years most approaches considered stormwater as a menace to get off site as quickly as possible. This led to curb and guttering along streets, open ditches, and storm drainage systems that piped

untreated stormwater directly to rivers and streams. Today, other choices treat stormwater as more of a resource and allow natural flow and infiltration to occur on site. These methods are referred to as Low Impact Stormwater Design (LID) and are being used in some Mississippi cities and other places throughout the country to reduce the number of municipal storm sewers, and to improve the health of streams, lakes, and wetlands.

The use of low impact design in Diamondhead may be more restricted due to soils that impede natural infiltration, but it can be encouraged wherever feasible to create more natural stormwater solutions. Indeed, some demonstration projects have already been developed. In 2015, the Mississippi Department of Environmental Quality paid for a demonstration project at the Cardinal Golf Club by Mississippi State University's Gulf Coast Community Design Studio as part of the Rotten Bayou Watershed Project. The first photo below shows a dry swale. The second photo illustrates stream bank terracing. The third photo shows the use of native plantings in a low-lying area.

Another project more recently completed is the model home in the photo below. This home makes use of a small rain garden and a green driveway to reduce its stormwater impact.

Other examples of low impact design include larger rain gardens, often referred to as bioretention facilities, green roofs, and pervious pavers as demonstrated in the following illustrations from the Mississippi Department of Environmental Quality's Handbook for Erosion Control, Sediment Control, and Stormwater Management on Construction Sites and Urban Areas, Volume 2, 2011.

Some low impact strategies don't require additional investment as much as a rethinking of land development and infrastructure practices. These include reducing impervious surfaces by narrowing streets, protecting forested and vegetated areas along property boundaries and areas outside of active development and use, dispersing flows from downspouts and other concentrated stormwater sources, and the use of grassed swales in place of curb and gutter.

As previously stated, many of these strategies may not work in all areas within Diamondhead. Significant subsurface changes may be required in areas where soils do not naturally allow infiltration and could be cost prohibitive. Still, they deserve consideration wherever feasible.

TREE AND TREE CANOPY

Trees provide beauty and form in the landscape, but they also serve other vital functions. They provide cool shade on hot summer days. They turn carbon dioxide into oxygen making them one of the best greenhouse gas treatment systems. Trees buffer noise and screen unsightly areas. They provide habitat and food for myriad animal species, and anchor soils preventing erosion. Trees also break up wind patterns minimizing damage to buildings.

Some trees have added value due to their age, size, location, environmental contributions, or connection to history or local culture. Communities often identify and protect these trees commonly referred to as heritage or landmark trees. The Hancock County Historical Society maintains a Live Oak Tree Registry where trees that meet certain qualifications can be registered with the goal of protecting and conserving these resources. Of the 550 trees currently in the registry, 300 have been registered since Hurricane Katrina. There is currently an effort to geospatially locate and catalog significant trees in Diamondhead. Diamondhead still has a good tree canopy, but as seen on the following Google Earth image, buildings do reduce the amount.

The City of Diamondhead adopted a tree ordinance in 2012 and updated the ordinance in 2019. The stated purpose of the ordinance is to protect the tree canopy that currently exists by prohibiting the unnecessary removal of mature trees on private property. It mandates minimum residual trees by site area and establishes authority to require the relocation or replacement of trees. While this ordinance does not establish a plan for the planting and replacement of trees on public property, it does address the removal or destruction of such trees.

Trees are living organisms. They grow, they get sick, they heal, and they die. Recently, the City has planted 60 live oak trees within the

Far left: Permeable driveway surface creating a green driveway

Center: Grassed swale

Immediate Left: Tree planting

community such as those shown in the following photo.

Trees are living organisms. They grow, they get sick, they heal, and they die. Recently, the City has planted 60 live oak trees within the community such as those shown in the following photo.

Above: Erosion control demonstration projects

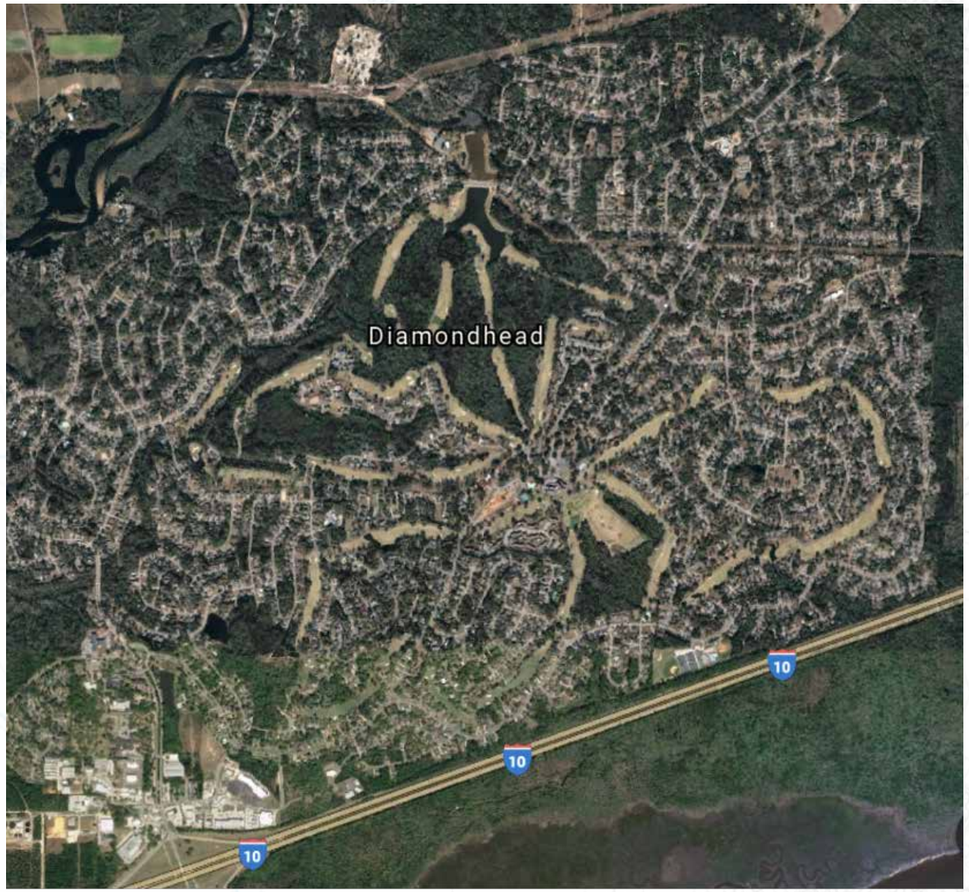
Right: Parking lot designed with bio retention. (MDEQ examples)

NON-NATIVE AND INVASIVE SPECIES

Native species of plants and animals evolved with their environments as important elements of the natural system. For example, plants that arose in areas that periodically flood often tolerate water extremes and normally do not require irrigation. Animal populations are regulated by increases and decreases in predators and food sources rarely requiring human culling or relocation. These are just two examples of the system of checks and balances constantly at work in the natural world to prevent imbalances requiring human intervention. But the balance changes when non-native species, often referred to as exotics, are introduced. The poster on the following page was created by the Mississippi Department of Marine Resources highlighting invasive species in the coastal area.

Most non-native species are harmless. The few that aren't, however, can create many problems that are very expensive to solve, if they can be solved at all. These noxious plants and animals may push native species out, they can change the composition and structure of soils, they may cause or contribute to erosion, and they can replace native habitats. More than 300 species of invasive plants are known to exist in Mississippi. Invasive animals include zebra mussels, cane toads, and fine ants. The Mississippi coastal waters Most Wanted list of invasive species include alligator weed, wild taro, water hyacinth and Chinese tallow tree. Nutria, large social rodents native to South America, were introduced to supply the fur trade. They damage vegetation and destroy wetlands. In August 2012, thousands of dead nutria washed ashore in Hancock County after suspected drowning during the storm surge created by Hurricane Issac.

Left: Tree planting opportunity in street median



Left: Diamondhead tree canopy

Below: Excerpt from Hancock County Live Oak Register

LOCATION	GPS COORDINATES	Circum. Inches	ESTIMATED AGE (YRS)	OWNER	PHONE	TREE NAME	DATE MEASURED
iamondhead Circle 5301 ast side of church	N30°.381035 W89°.379945	149	132	Community Church	255-5556	Isaac	11/6/19
iamondhead Circle 5301 ehind Back Parking Lot	N30°.380027 W89°.380089	197	174	Community Church	255-5556	Abraham	11/6/19
iamondhead Circle 5321 ehind Back Parking Lot	N30°.379949 W89°.380371	120	106	Community Church	255-5556	Jacob	11/6/19
iamondhead Circle 5300 ommunity Center	N30°.381562 W89°.379566	142	126	Diamondhead POA	255-2900	Born 1894	1/30/20
huawa Place 568 ront Left	N30°.381177 W89°.364870	197	174	Robertson Karen & Stephen	504-250- 6800	Memory of Alex Dennis	11/6/19
olf Club Drive 5510 olokai Condos Near 115	N30°.380455 W89°.365886	192	170	Molokai Owners Assoc, Bill Farrel, Mgr.	547-7804	Tree of Life	2/14/20
olf Club Drive 5510 olokai Condos Front of Pool Green Box on tree)	N30°.379809 W89°.366098	143	126	Molokai Owners Assoc, Bill Farrel, Mgr.	547-7804	Faith	2/14/20
olf Club Drive 5510 olokai Condos	N30°.380503 W89°.366319	150	133	Molokai Owners Assoc, Bill Farrel, Mgr.	547-7804	Soon-A-Pyle	2/14/20
olf Club Drive 5510 olokai Condos Front of 125G ear DH Drive East	N30°.380[illegible] W89°.366097	146	129	Molokai Owners Assoc, Bill Farrel, Mgr.	547-7804	Father Damien	2/14/20
olf Club Drive 5510	N30°.380776			Molokai Owners Assoc, Bill			

Tree Inventory

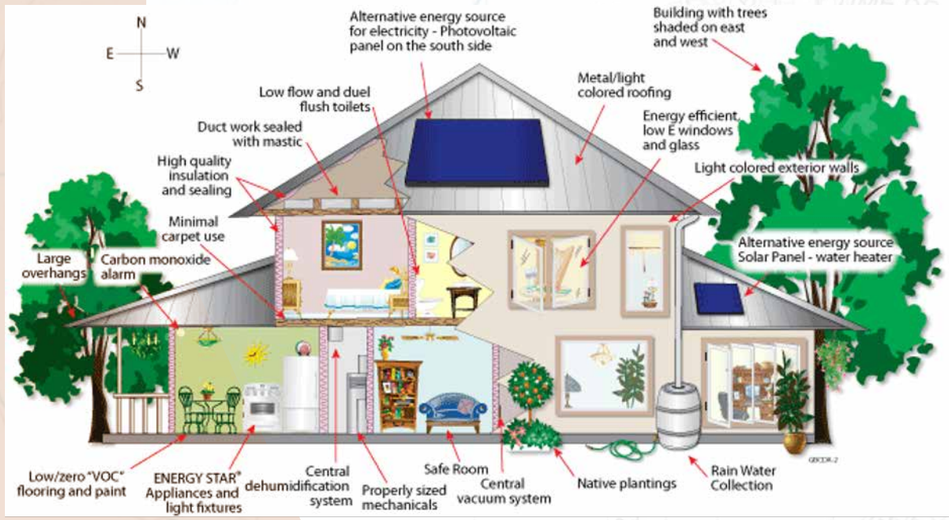
Many non-natives arrive by accident such as those carried in cargo, on boat propellers, or in firewood. Some, like kudzu, are deliberately introduced. Prevention is much easier and less costly than eradication. Cornerstones of prevention include public education and inspections.

GREEN BUILDING

Although green building is not in itself a natural resource, its purpose is to conserve natural resources. Green building simply means increasing the efficiency with which buildings and sites use energy, water, and materials. It also means reducing the impacts of construction on human health and the natural environment. Although automobiles receive the most public attention related to energy use, the fact is buildings consume nearly 40 percent of all energy resources in the United States accounting for nearly 70 percent of all electricity consumption and almost 40 percent of carbon dioxide (greenhouse gas) emissions.

According to the Mississippi Land Conservation Assistance, green building, at its best, is a whole-systems-approach to building that includes:

- Designing for livable communities
- Using sun and site to the building's advantage for natural heating, cooling, and daylighting
- Landscaping with native, drought-resistant plants and water-efficient practices



Right: Invasive Species education flyer

Below: Green building illustration

- Building quality, durable structures
- Reducing and recycling construction and demolition waste
- Insulating well and ventilating appropriately
- Incorporating durable, salvaged, recycled, and sustainably harvested materials
- Using healthy products and building practices
- Using energy-efficient and water-saving appliances, fixtures and technologies

FUTURE ENVIRONMENTAL RISKS

Hurricanes

Hurricanes are a fairly common event in the Gulf of Mexico. The National Oceanic and Atmospheric Administration (NOAA) estimates that a hurricane can be expected to occur within 50 nautical miles of the Bay of St. Louis once every eleven years based on historical records. The occurrence rate for major hurricanes in the same vicinity is once every 26 years. A major hurricane is defined as a category 3, 4 or 5 on the Saffir-Simpson Hurricane Wind Scale. The following map shows historic hurricane tracks as documented by NOAA from 1852 to 2020 that impacted the coast within 50 miles of Diamondhead.

Sea Level Rise

Sea level is rising globally due to the expansion of ocean water as it warms and melting glaciers and polar ice. Variations in local conditions mean that the increases aren't experienced the same along the world's coastlines. For example, the National Oceanic and Atmospheric Administration (NOAA) reports that the Gulf of Mexico is experiencing the highest sea level rise rates in the U.S. A factor influencing this phenomenon is land subsidence.

The U.S. Army Corps of Engineers (USACE) has projected sea level change at monitoring stations along the Gulf coast. The one closest to Diamondhead is Dauphin Island, Alabama. The estimated relative sea level change as shown in the graph below is presented as three possible scenarios: low, intermediate, and high.

The series of maps (opposite page) from NOAA's Digital Coast, a tool to help communities prepare for future sea level changes, shows the effects of potential sea level increase. The maps indicate the City of Diamondhead and its immediate surroundings based on the year 2100 projections shown in the graph below to the closest foot.

During the twenty-year horizon of this plan, the current worst-case increase is projected to be 1.32 feet, or somewhere between the levels shown in maps 1 and 2 on the opposite page.

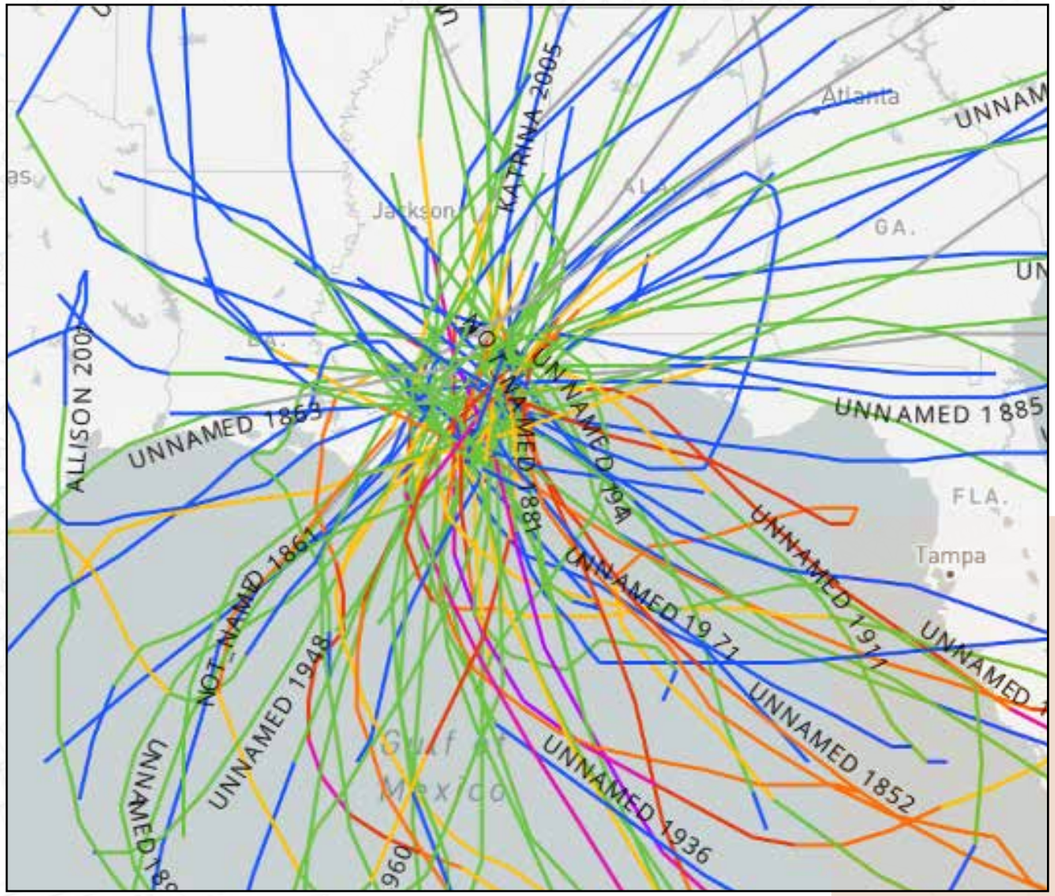


Figure 3: Historic tracking of major hurricanes in the Gulf of Mexico

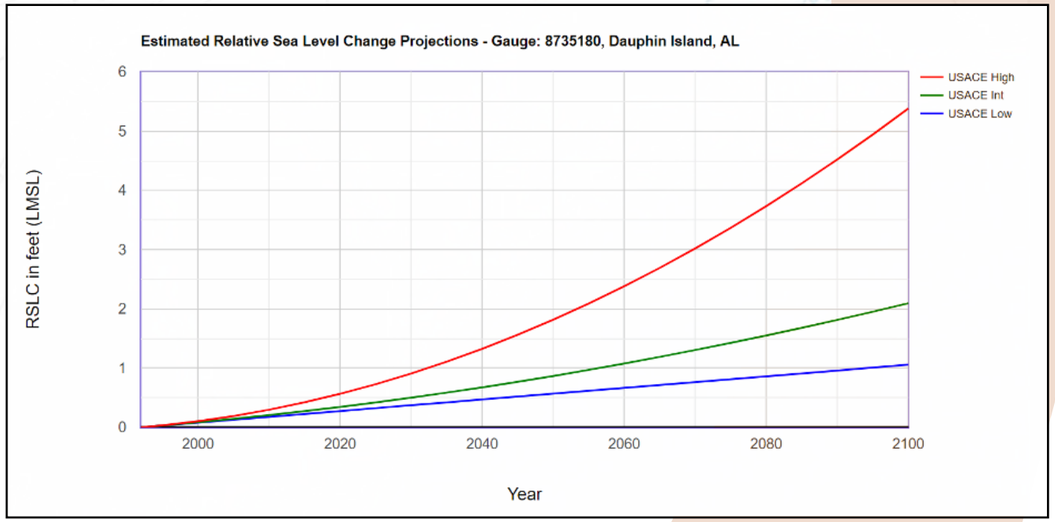
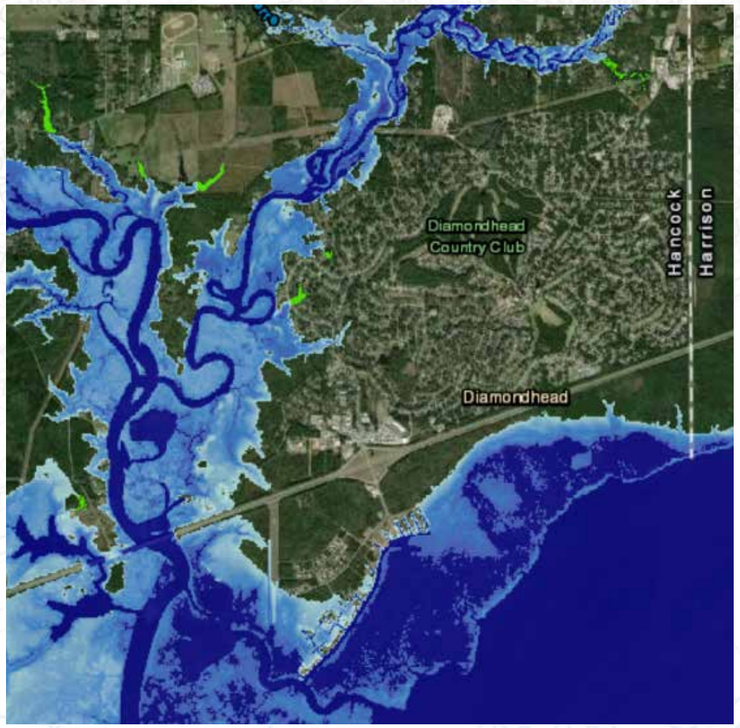


Figure 4: Sea level rise projections

IMPACT OF PROJECTED SEA LEVEL RISE

LOW - 1 FOOT INCREASE

MEDIUM - 2 FOOT INCREASE



HIGH - 5 FOOT INCREASE

DIAMONDHEAD DEVELOPMENT PATTERNS

EXISTING LAND USE

Existing land use and development were inventoried, mapped and analyzed in order to illustrate community development patterns and trends for Envision Diamondhead 2040. Data sources for existing land use included the 2012 Comprehensive Plan, current aerial photography, information from the Hancock County Tax Assessor and visual surveys of selected areas. The categories used to classify development patterns and their meanings are listed as follows:

Residential

- Single Family Residential - A single residential living unit of conventional (on-site) construction, designed to house only one family. These are "stand alone" units, opposed to townhomes or row houses. The density of units per acre may range from 1 to 4.
- Medium Density Residential - Medium-Density Residential development typically occurs at densities of 4 to 8 units to the acre in structures that are usually attached.
- Multifamily Residential – A structure designed with more than one separate living unit, such as a duplex or apartment complex, where such living units are attached at densities greater than 8 units to the acre. This category includes group homes.
- Manufactured Home Residential – A single residential living unit designed to house only one family and constructed or assembled off-site and transported to the site for placement.

Commercial

- Commercial establishments are considered to be those that are operated privately, for profit, and provide merchandise or services for retail trade. Examples include banks, grocery stores, barber shops, etc. Also, medical facilities and professional offices are included in the commercial category.

Office

- Offices are buildings used as places for professional, health care, or administrative activities .

Industrial

- Industrial establishments are those that are operated privately, for profit, and engage in manufacturing, reduction, warehousing, storage, or distribution of products or goods. Also included in this category are uses that may generate substantial amounts of noise, odor, light, traffic or other nuisances associated with industrial uses. At the time of this survey, Diamondhead had no industrial land uses within the current city limits.

Civic/ Institutional

- Municipal - Municipal uses are those which are exclusively used for the administration of local municipal government.
- Public/ Semi-public - These uses are operated primarily for the purpose of providing a public service or delivering a public utility, such as a fire station, post office or electric power sub station. This also includes non-profit organizations such as churches and cemeteries. Included in this category are facilities owned by the POA.
- Institutional uses are operated by a public or non-profit body and that involves the frequent assembly or housing of persons, such as a school, hospital or prison.

Parks and Open Space

- Open Space/ Park - Land that is used as active park space or otherwise reserved as open space.
- Property Owners Association - Land this is owned and managed by the Diamondhead Property Owners Association.

Infrastructure

- Maintenance -These lands include those uses devoted to community maintenance functions such as shops and storage yards for maintenance facilities and materials.
- Rights of Way - Rights of way are devoted primarily to the land that accommodates streets and other mobility infrastructure.
- Utility Easement - Utility easements accommodate community utility infrastructure such as water, sewer and power facilities.

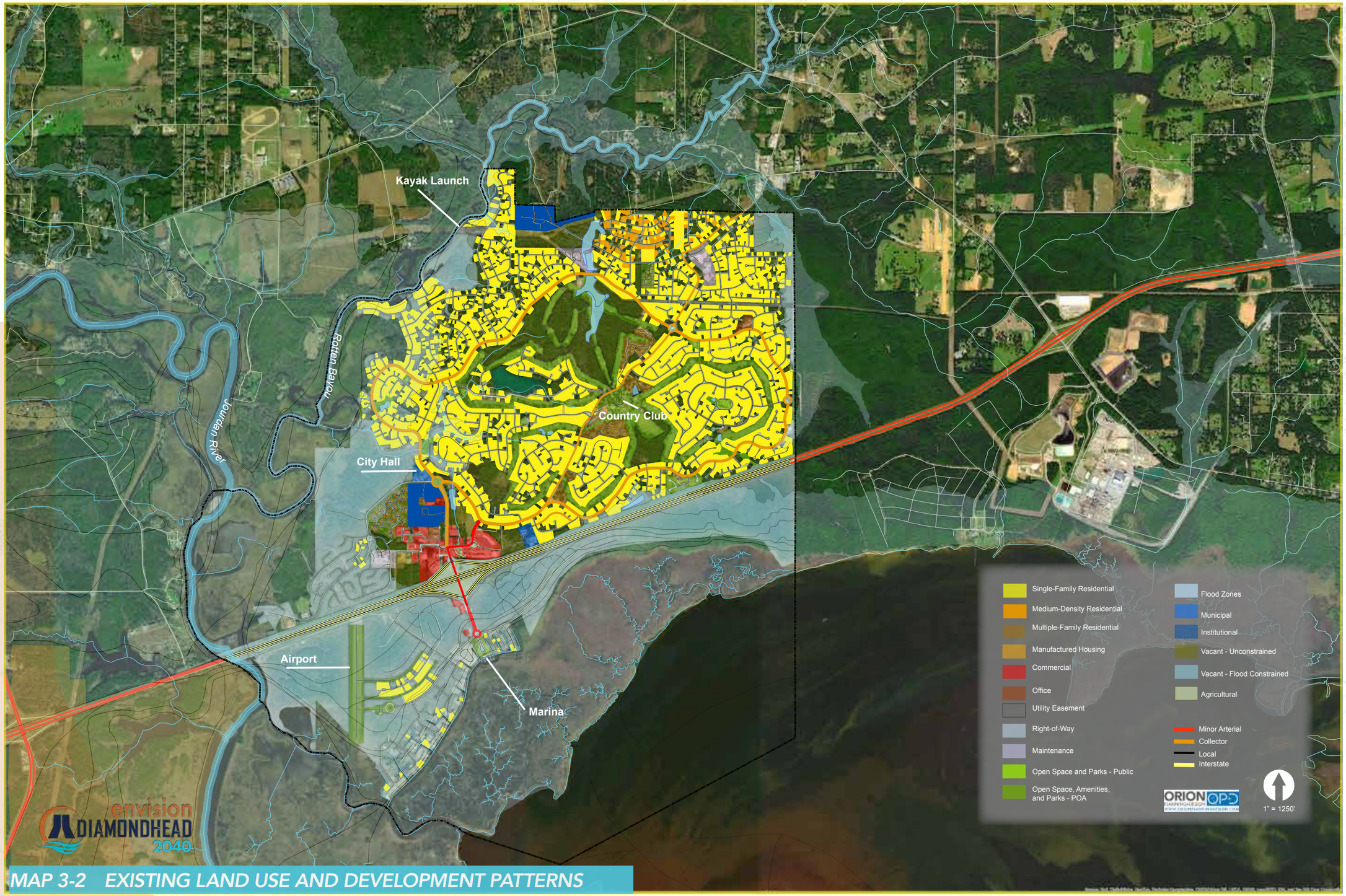
Vacant and Environmental

- Marsh Land - Land along the river, bayou, coast, and estuaries which floods and drains by the tidal movement of the adjacent water body.
- Vacant, Environmentally Constrained - Vacant constrained lands are lands that lie unoccupied but are constrained from development by environmental features such as flood plain, wetland or other environmental constraint.
- Vacant Environmentally Unconstrained - Vacant unconstrained lands are lands that lie unoccupied by development.
- Water - Water areas include the Jordon River, Bay St. Louis, Paradise Bayou, Rotten Bayou and canals.

Development patterns are illustrated on the map at right. The quantity of land in each land use category is listed in the table.

TABLE 1 - EXISTING LAND USE - 2020

LAND USE CATEGORY	CITY	EXPANSION AREA
	ACRES	
Agricultural/Forest	0	1672
RESIDENTIAL		
Single Family Residential	1226.66	223.00
Medium Density Residential	22.72	42.00
Multiple Family Residential	48.51	0.00
Manufactured Home	37.43	40.00
COMMERCIAL/OFFICE		
Commercial	63.51	42.00
Office	9.07	1.00
Industrial	0	18.00
CIVIC/ INSTITUTIONAL		
Civic	13.41	0.00
Public/ Semi-public	32.93	0.00
Institutional	64.78	18.00
PARKS AND OPEN SPACE		
Open Space/Park	19.12	0.00
Property Owners Association	518.25	0.00
INFRASTRUCTURE		
Maintenance	28.79	0.00
Rights of Way	726.93	22.00
Utility Easement	19.56	8.00
VACANT AND ENVIRONMENTAL		
Marsh	3014	0.00
Vacant Constrained	1425.29	0.00
Vacant Unconstrained	702.41	3.00
Water	371.2	0.00
Total	8325.01	2087.00



MAP 3-2 EXISTING LAND USE AND DEVELOPMENT PATTERNS

DIAMONDHEAD BUILDOUT ANALYSIS

Understanding and projecting the potential impact of growth is required for aligning growth to community vision. Consequently, the basic tool used to evaluate potential future growth is a build-out analysis.

Build-out analysis examines the carrying capacity of a given geography. Carrying capacity refers to the maximum number of residential dwelling units and the maximum intensity of non-residential development of that geography. Carrying capacity is developed from variables such as the number of dwelling units and floor area ratios permitted by current zoning, environmental factors such as flood constrained land and wetlands, infrastructure capacities, and other policies that affect density and intensity.

The build-out analysis answers critical planning questions such as:

- What are the likely community impacts if growth occurs to the maximum extent permitted?
- Is the community prepared to accommodate growth at the scale permitted?
- Are the growth patterns represented by permitted development desirable and do they align with community vision?
- Does the amount of planned development reflect current market realities?

These and other questions may be answered by a build-out analysis and future growth scenarios tested. The findings of a build-out analysis may be used to assess the community impacts of growth, determine whether current development patterns, plans, and codes align with a community's vision and actual market realities.

There are varying levels of precision of a build-out analysis. The analysis can be conducted at any point on a spectrum ranging from general macro-level estimates to precise, micro-level calculations. The variables used in Diamondhead's buildout analysis fall at the macro-level of current zoning and flood zone constraints. The analysis assumes that future growth permitted under current zoning will occur to the maximum extent permitted. Flood zone development is assumed to occur at fifty percent of maximum zoning.

Diamondhead's build-out analysis identified vacant land from the existing land use survey and the results are illustrated on Vacant Lands Map at right. The zoning classification of each parcel of the vacant land was then determined. These areas were aggregated, and the development intensity permitted by the zoning applied to calculate development carrying capacity units per acre for residential zones and square feet of building per acre in nonresidential zones. Finally, an environmental constraint factor was applied to land impacted by wetlands and flood zones at the rate of twenty-five percent.

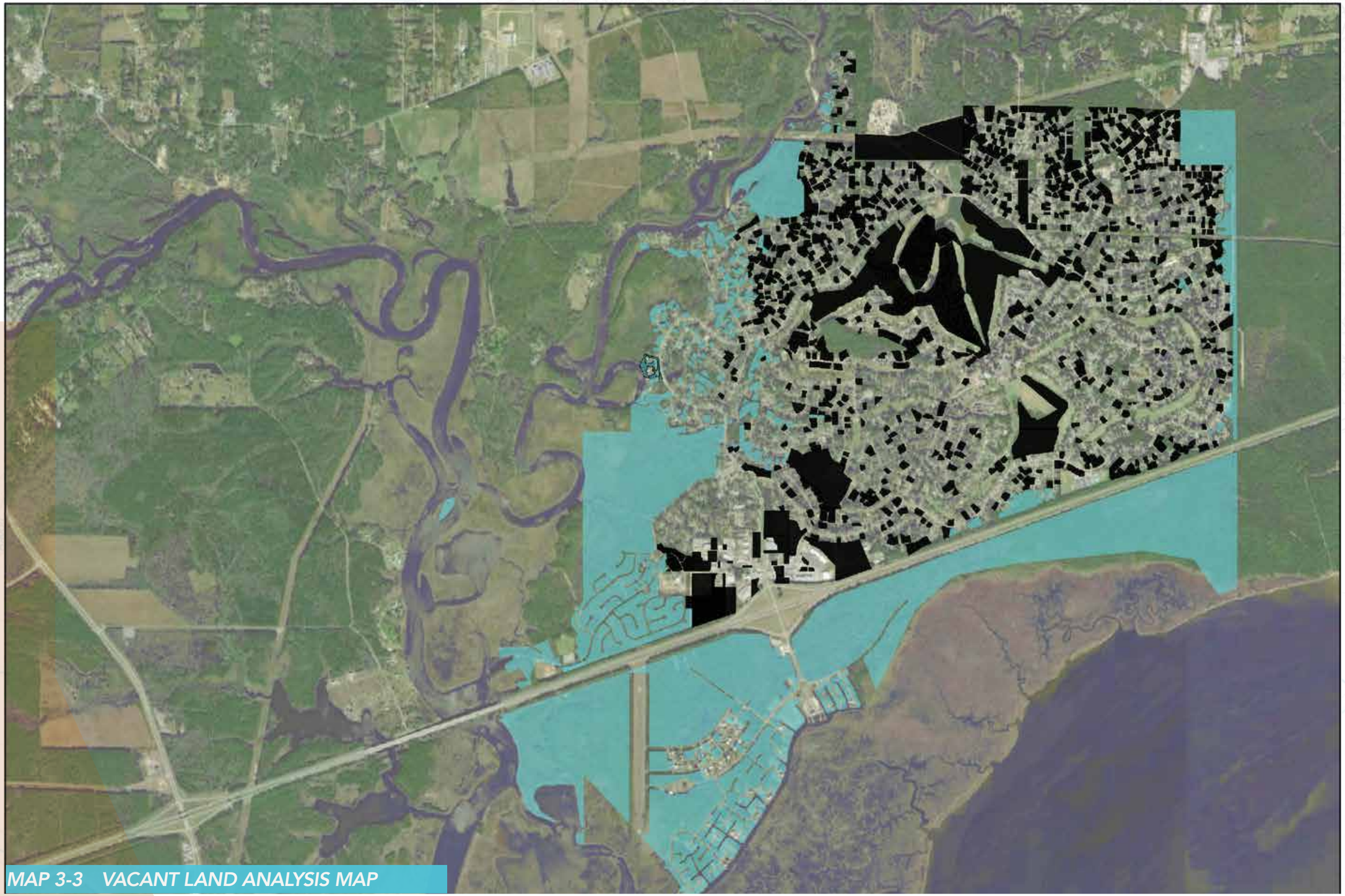
For example, the maximum permitted dwelling unit density of one hundred vacant acres of land zoned R-1 is 5 dwelling units per acre. Therefore, the carrying capacity of the land would be calculated at 500 dwelling units (100 acres x 5 units per acre). Dwelling units can then be converted into estimated population by multiplying by the average household size in Diamondhead. In 2019, average household size was 2.3. Five hundred dwelling units multiplied by 2.3 persons per unit represents a population of 1,150.

Commercial building square footage is calculated by multiplying available acreage by either 11,000 or 21,780 square feet per acre. These figures represent an assumed building footprint area per acre of 25 percent in suburban areas or 50 percent in downtown or mixed uses areas respectively. These ratios are common rules of thumb for suburban commercial and urban commercial development intensity. Industrial intensities are left uncalculated.

Diamondhead's buildout analysis reveals the city can accommodate over 2800 dwelling units representing more than 5,800 persons in the future for lands in residential zoning. Commercially zoned land will accommodate nearly 2,000,000 square feet of additional space while industrially zoned land will accommodate over 650,000 square feet of floor space.

TABLE 2 - VACANT LAND BUILDOUT ANALYSIS

CURRENT ZONING OF VACANT LAND	VACANT UNCONSTRAINED	VACANT ENVIRONMENTALLY CONSTRAINED	TOTAL	DEVELOPABLE W/ 25% CONSTRAINT FACTOR	DEVELOPMENT INTENSITY	FUTURE FLOOR AREA OR DWELLINGS	PPH 2020	BUILDOUT FLOOR AREA AND POPULATION
C-1	68.4	43.0	111.3	79.1	0.25	861,335.4	0.0	861,335.4
C-2	0.0	411.7	411.7	102.9	0.25	1,120,851.8	0.0	1,120,851.8
I	0.0	249.0	249.0	62.2	0.25	677,858.6	0.0	677,858.6
PFR	137.7	0.0	137.7	137.7	0.0	0.0	0.0	0.0
PR	0.0	37.3	37.3	9.3	0.0	0.0	0.0	0.0
R-1	140.9	134.1	274.9	174.4	3.0	523.2	2.3	1219.0
R-2	262.6	538.6	801.2	397.2	4.0	1,588.9	2.3	3702.2
R-3	45.7	11.8	57.5	48.6	8.0	389.1	2.3	906.5
MH	47.2	0.0	47.2	47.2	4.0	188.9	2.3	440.1
Totals	702.4	1425.3	2127.7	1058.7	-	-	-	5827.8



MAP 3-3 VACANT LAND ANALYSIS MAP

EXPANSION OPPORTUNITY

The City of Diamondhead primarily encompasses the land that constitutes the original Diamondhead Master Plan. This section of Envision Diamondhead 2040 sets out the historic growth statistics of the city and projects that growth into the future. Based on this analysis, the City can be characterized as very constrained in its ability to grow in ways other than infill or redevelopment areas impacted by Hurricane Katrina in which development patterns are generally fixed.

In addition to Diamondhead's constrained ability to accommodate non-infill growth, development has, and is, occurring on the fringes of the City just outside its borders in Hancock County. The city has no formal planning control over this areas. These two factors combined indicate an increasing need to expand the City's borders. Expanded industrial activity, additional road access to the city, and guiding the development and redevelopment of land on the fringe of Diamondhead all require expansion.

Diamondhead has previously informally identified two areas for potential expansion and Envision Diamondhead 2040 incorporates these for consideration for future expansion. These areas lie entirely to the east and north of the existing city. Due to the natural confinement of the city by Rotten Bayou and the Jourdan River western expansion is a greater challenge. However, it is not the intention of this plan to exclude the possible future expansion to the west after further study. The two areas are briefly described and summarized below.

Area 1 – Kapalama Drive Entry Expansion Area

The Kapalama Drive Entry Expansion Area on the north side of Diamondhead is primarily commercial in nature and has developed under the planning and zoning standards of Hancock County. The commercial uses in the developed portion of this area provide Diamondhead and surrounding areas with community scale consumer goods and services. Development consists of numerous metal buildings sites with large parking areas between buildings and street. There is no site landscaping and area is generic in character.

Area 2 – Eastern Gateway Expansion Area

The Eastern Gateway Expansion Area lies directly east of Diamondhead in Harrison County. This area stretches from Interstate 10 to the intersection of Kiln-Delisle Road and Kapalama Drive. The area is predominantly rural in nature with a numerous larger undivided agricultural tracts, large rural residential lots and dwellings, and industrial activity located at the Interstate Exit. Potential Expansion Areas Map are shown on the next and labeled Area 1 and Area 2.

Criteria for Expansion

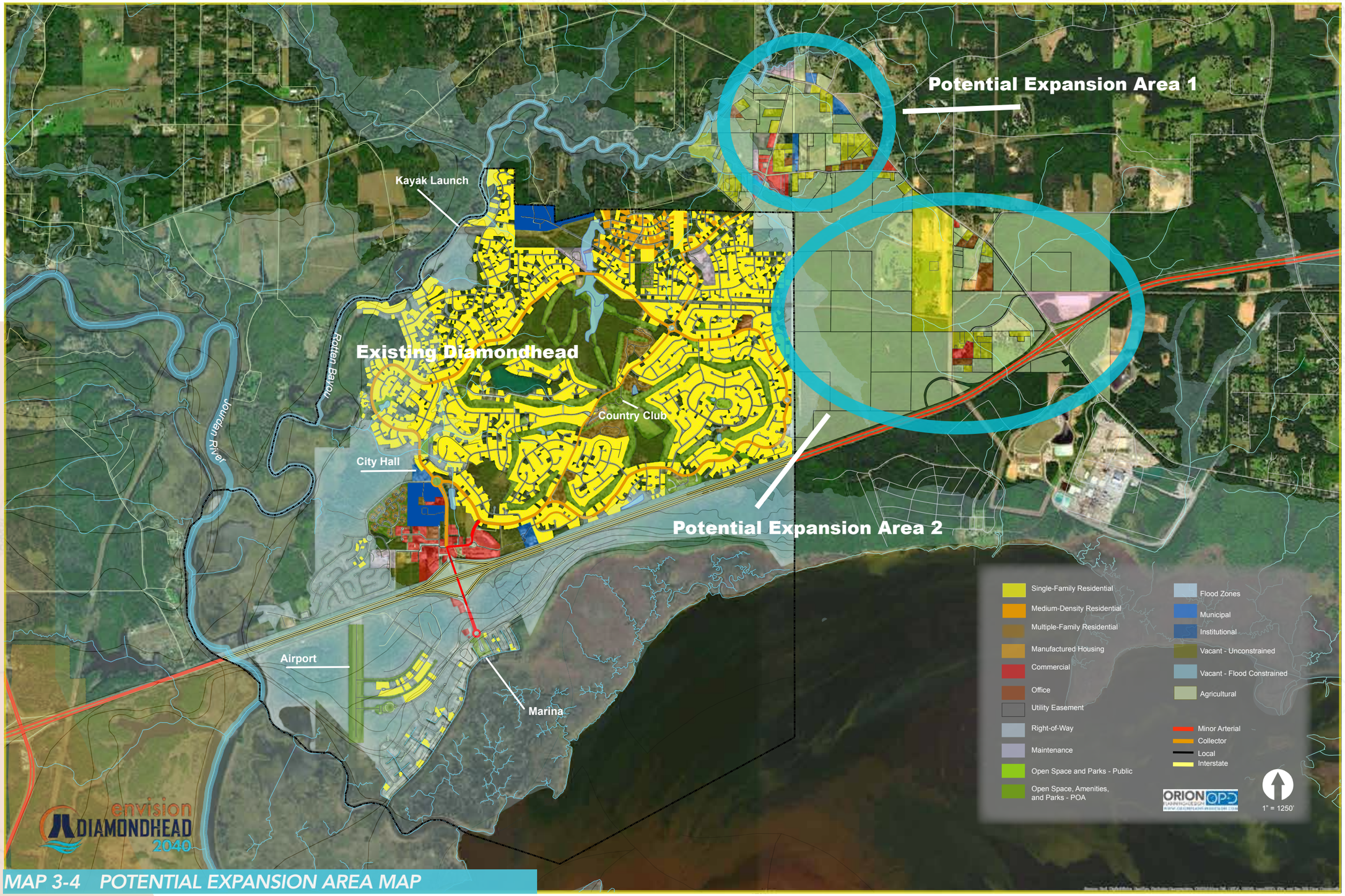
A municipality geographically expands its borders through the process of annexation. The annexation process is defined by Mississippi Law. The process may be initiated by a city or persons wishing to be included in the city boundaries.

An annexation is enacted by local ordinance and the annexation ordinance must be ratified by the applicable Chancery Court as being reasonable. Courts have developed twelve criteria that indicate the reasonableness of an annexation. These twelve factors have become known as the "twelve indicia of reasonableness" are listed below: It is beyond the scope of this plan to determine reasonableness. However, the twelve indicia of reasonableness are listed below for reference.

1. Whether or not the area sought to be annexed is reasonably within the path of growth of the municipality.
2. The potential health hazards from sewage and waste disposal in the area sought to be annexed.
3. The municipality's financial ability to make improvements and furnish municipal services promised.
4. The need for zoning and overall planning in the area sought to be annexed.
5. The need for municipal services in the area sought to be annexed.
6. Whether there are natural barriers between the municipality and the area sought to be annexed.
7. The past performance and time element involved in the municipality's provision of services to its present residents.
8. The impact (economic or otherwise) of the annexation upon those who live in or own property in the area proposed for annexation.
9. The impact of the annexation upon the voting strength of the protected minority population.
10. Whether the property owners or other inhabitants of the areas sought to be annexed have in the past, and for the foreseeable future unless annexed will, because of their reasonable proximity to the corporate limits of the municipality, enjoy the economic and social benefits of proximity to the municipality without paying their fair share of taxes.

12. Any other factors that may suggest reasonableness.

Above and Below: Typical commercial building character abutting Diamondhead to the north



MAP 3-4 POTENTIAL EXPANSION AREA MAP

DEMOGRAPHIC AND ECONOMIC OVERVIEW

INTRODUCTION AND SUMMARY FINDINGS

A comprehensive market analysis was conducted to inform the findings of the Envision Diamondhead 2040 Comprehensive Plan, providing context on market trends and opportunities for future growth and investment. The study included:

- A demographic profile outlining trends on population growth, income, age, and other indicators in Diamondhead, Hancock County, and the Mississippi Gulf Coast.
- A housing snapshot comparing Diamondhead's historic market statistics with current data on product, price point, and residential real estate.
- An employment snapshot presenting current year employment data.
- A commercial market analysis identifying opportunities for business recruitment based on the demand generated by the local customer base living in Diamondhead and the surrounding area.

The data shown on the following pages tell a story of a growing community with ample opportunities for economic development, while also identifying key needs based on the community's vision of the future. The research informed many of the design and development recommendations of the plan. Key findings included:

- Fast Growth: At 50 years old, the Diamondhead Community is much younger than its peers. The city continues to be a great place to live, and it has seen a tremendous amount of growth in the past twenty years with nearly 59% population increase from the year 2000 estimated to 2020. This growth has slowed in recent years, but the City is projected to see another 4% population growth over the next five years.
- Higher Income: When compared to the region and nearby communities, Diamondhead has highest overall median household income at over $69,000 per year, and its housing values are some of the highest in the region as well. The city has one of the largest densities of scientists and professionals who are employed at Stennis Space Center.
- Aging Community: Many of the City's original residents still call Diamondhead home and continue to enjoy its exceptional quality of life and unique amenities. As a result, the City's population is aging. The median age in the city is 51.1, which is nearly 8 years older than the average age of Hancock County (43.9), and more than a decade older than the Gulfport-Biloxi MSA (38.7). 68% of the city's households are considered to be in their "Mature Years" over the age of 55. Over the next five years, the age range of 65-74 is expected to grow by 15.2%.
- Demand for Growth: The demand for retail and commercial generated by local residents was $135 million in the previous year, and while some demand is likely absorbed in the nearby metropolitan areas, there is still substantial opportunity based on local needs. This study estimates a low-end demand of more than 67,000 square feet of retail generated by local residents, and up to 157,000 square feet if the community were to capitalize on some of the regional needs. Key opportunities include restaurants, furniture/home furnishings, clothing, sporting goods, and entertainment uses.
- Affordable living: As mentioned previously, the City has higher home values than the region, yet it is still an affordable place to live. The current for-sale market shows condominium products for as low as $51,000, to large waterfront estates for up to $850,000. Still, Zillow estimates an average market-value of Diamondhead homes to be $166,000.
- Limited Residential Options: Diamondhead started as a planned residential community, and it remains predominantly single-family detached. Similarly, it is estimated that just 12% of the housing stock is occupied by renters. There are few housing options for Diamondhead's aging residents to age in place, nor are there many choices for small families or young professionals to settle in a product that fits their lifestyle. Current trends estimate a demand for 405 additional housing units in the next 10 years, with up to 813 needed by 2040. There is opportunity to provide a larger variety of housing choice to meet the needs of the growing market.
- Opportunities for Growth: All of this points to opportunities in meeting the commercial demand of the local and regional market and developing "missing middle" housing types such as townhomes, live-work, cottage courts, and others. Moreover, with its new Town Center District and other potential developments, Diamondhead's true opportunity is defined by market demand plus the development vision identified in this plan.

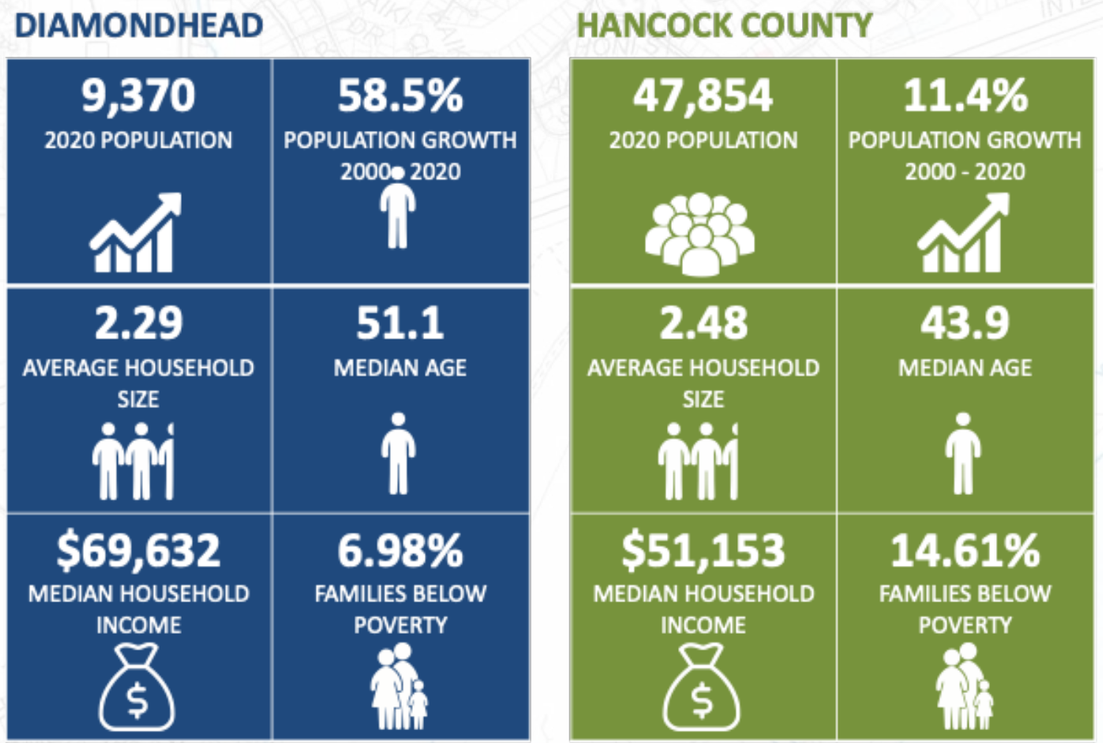


Figure 5: Key Demographic Indicators in Diamondhead and Hancock County, 2020 (Source: Environics Analytics)

These findings are described in more detail in the sections that follow.

DEMOGRAPHICS

The demographic analysis detailed below indicates that Diamondhead experienced rapid population growth between 2000 and 2020, experiencing a 58.5% increase in population compared to 11.4% growth in Hancock County. Overall, Diamondhead residents trend older than the region and tend to have higher household incomes than the larger area. As Diamondhead grows over the next five years, it is projected to continue to see an increase in the 64-75 year-old age group. However, Diamondhead is also projected to see growth in the age 25-34 year-old age range.

Population

Diamondhead has experienced significant population growth over the past two decades, growing by 42% between 2000 and 2010 and an additional 11.2% between 2010 and 2020. Diamondhead's growth has outpaced growth experienced in the surrounding region. The estimated population of Diamondhead in 2020 is 9,370 and is projected to grow by 3.8% over the next five years.

Longer-term population projections for Diamondhead were formulated by applying county-wide growth rates developed by the Gulf Regional Planning Commission. Using these figures, Diamondhead is projected to reach a population of 10,148 by 2030 and 10,929 by 2040. This growth would require an additional 405 housing units by 2030 and 813 housing units by 2040.

Age

The median age in Diamondhead is 51.1 years, which is significantly higher than the median age in Hancock County (43.9 years) and the Gulfport-Biloxi-Pascagoula metro (38.67 years). Population projections by age bracket, shown in the chart at right indicate that population growth in Diamondhead over the next 5 years is projected to be the greatest in two age groups: Ages 25-34 and Ages 65-74.

Income and Poverty

Diamondhead has some of the highest incomes in the region. The median household income in Diamondhead ($69,632) is significantly higher than that of Hancock County ($51,153) and the Gulfport-Biloxi-Pascagoula metro ($50,876). Similarly, Diamondhead has a lower percentage of families living in poverty (6.98%) compared to the county (14.61%).

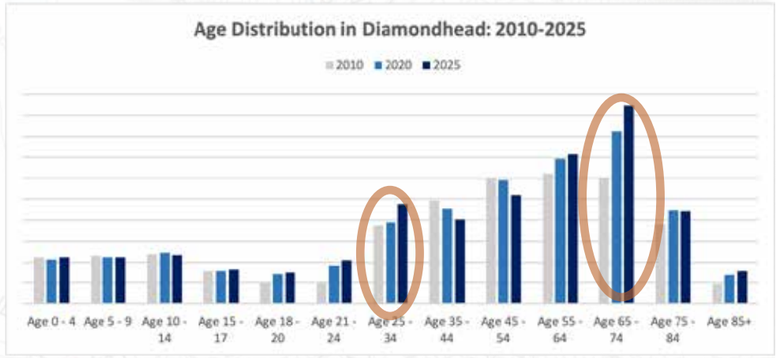


Figure 4: Age Distribution of Population in Diamondhead, 2010-2025 (Source: Environics Analytics)

Segmentation

A segmentation analysis takes the simple demographics above and describes the market in terms of consumer patterns and behavioral traits. Segments are demographic groupings based on life stage (age and

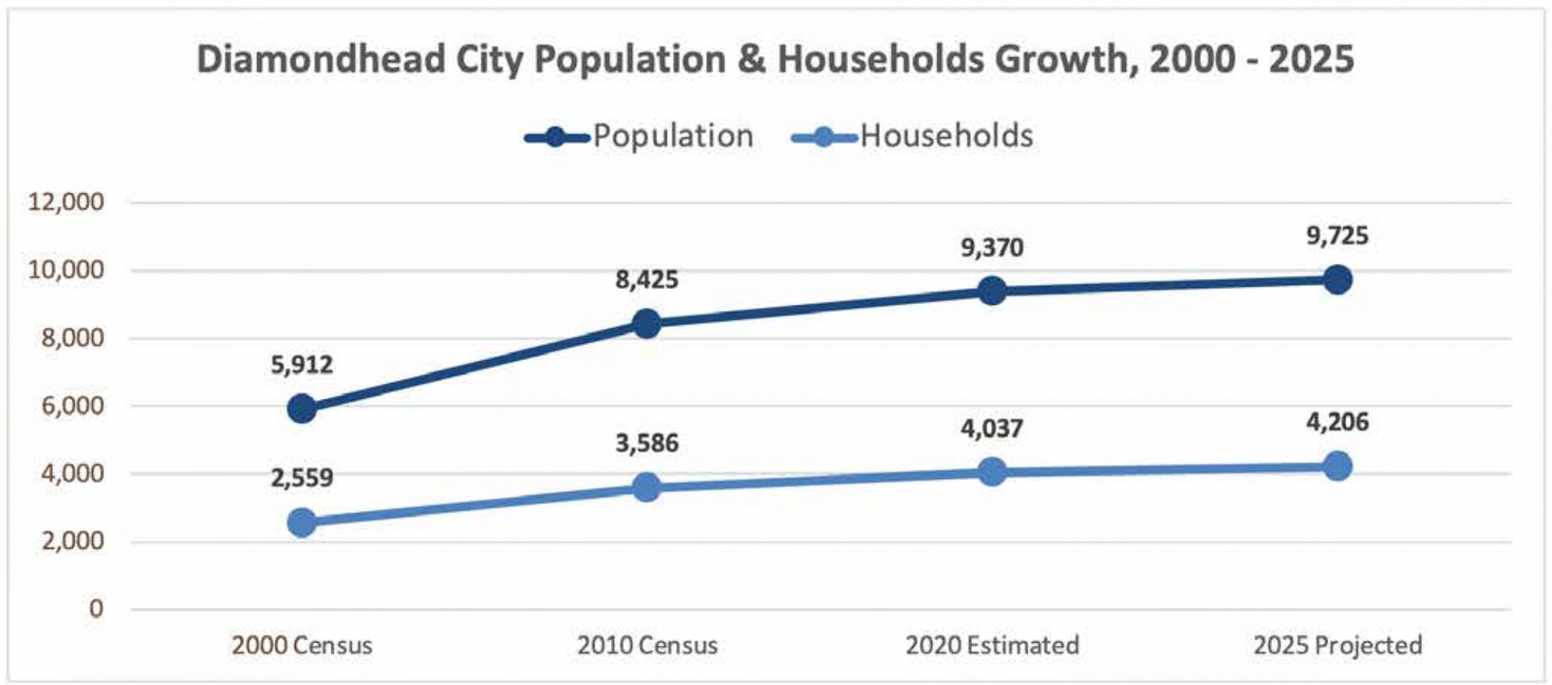


Figure 6: Population and Household Growth in Diamondhead, 2000-2025 (Source: Environics Analytics)

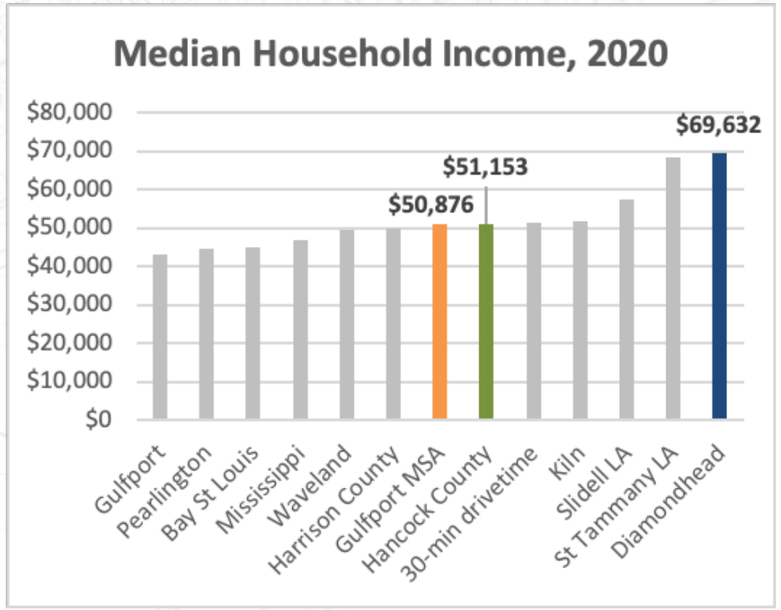


Figure 7: Median Household Income in Diamondhead and Surrounding Region, 2020 (Source: Environics Analytics)

Population					
	2000	2010	2020	2030	2040
Hancock County	42,967	43,929	47,854	51,826	55,816
Harrison County	189,601	187,104	209,737	226,726	233,754
Diamondhead	5,912	8,425	9,370	10,148	10,929

Population Percent Change					
	2000	2010	2020	2030	2040
Hancock County	35.3%	2.2%	8.9%	8.3%	7.7%
Harrison County	14.7%	-1.3%	12.1%	8.1%	3.1%
Diamondhead		42.5%	11.2%	8.3%	7.7%

Housing Units					
	2000	2010	2020	2030	2040
Hancock County	21,072	21,840	23,538	25,539	27,556
Harrison County	79,636	85,180	94,521	101,988	106,170
Diamondhead			4,764	5,169	5,577

Housing Units Percent Change					
	2000	2010	2020	2030	2040
Hancock County	27.2%	3.6%	7.8%	8.5%	7.9%
Harrison County	17.4%	7.0%	11.0%	7.9%	4.1%
Diamondhead				8.5%	7.9%

Figure 8: Population - Housing Projections 2000-2040 based on Gulf Regional Planning Commission County Projections (Source: GRPC 2040 Long Range Transportation Plan) Analytics)

presence of children) and social groups (urbanization and socioeconomics). All data comes from PRIZM NE cluster groups as calculated by Nielsen Claritas, Inc. The segmentation data provided in this report is based on the Diamondhead city limits and a 30-minute drivetime from Diamondhead.

Life Stage

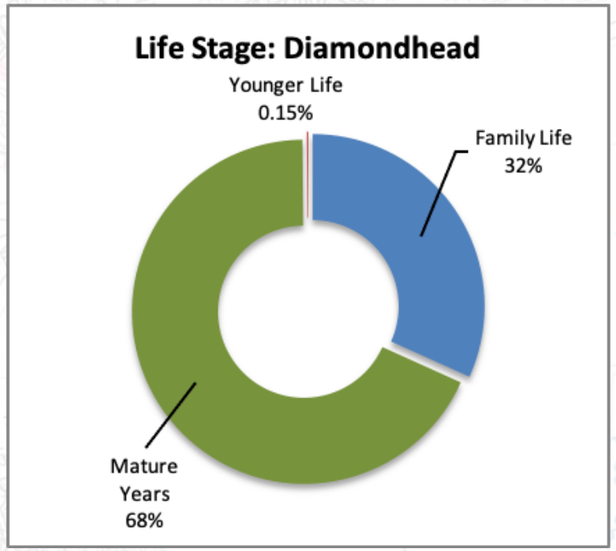
The Life Stage analysis indicates that approximately two-thirds of Diamondhead households are classified as Mature Years (68%), one-third are Family Life (32%) and less than 1% Younger Life. The 30-minute drivetime area has a more balanced mix of life stages, with 42% Mature Years households, 39% Family Life and 19% Younger Life.

Overall Segmentation

Of the 68 PRIZM segments identified by Nielsen Claritas, 14 segments are used to describe Diamondhead households. The largest segments include Traditional Times (22%), Hometown Retired (19%), Township Travelers (9%), Big Fish Small Pond (8%), and Kid Country USA (8%).

In the 30-minute drivetime area, 50 of the 68 Nielsen Claritas segments are represented, with no one segment representing more than 7% of the population. The largest segments in the 30-minute drivetime area include Golden Ponds (7%), Campers and Camo (6%), Hometown Retired (5%), Lo-Tech Singles (4%), Bedrock America (4%) and Toolbelt Traditionalists (4%).

The segments represented in the 30-minute drivetime area, but not in Diamondhead, represent target segments for retail markets and future growth and development. Each of the key segments are briefly described below. Full descriptions of all segments can be found at mybestsegments.com.



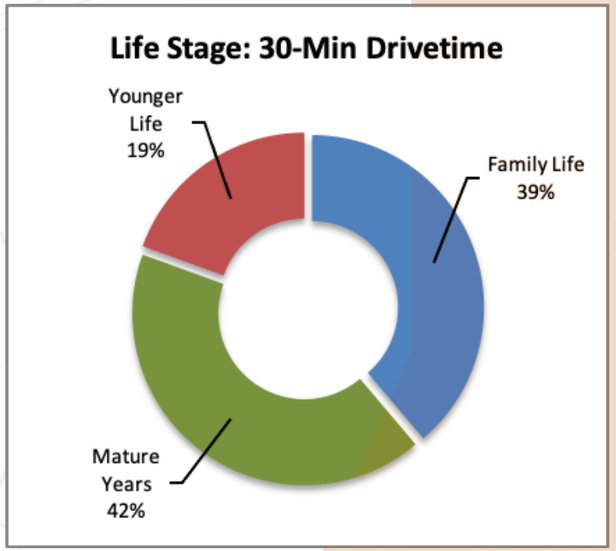
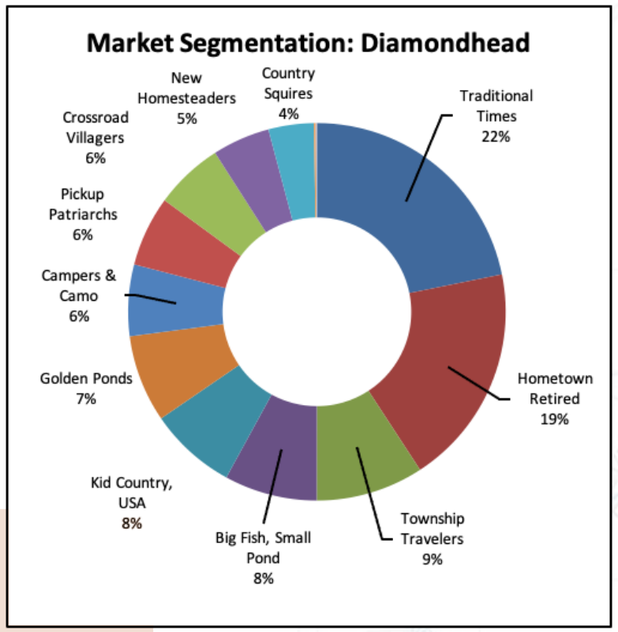


Figure 9: Life Stages of Households in Diamondhead (left) and the 30-Minute Drivetime (right) (Source: Claritas, Environics Analytics)



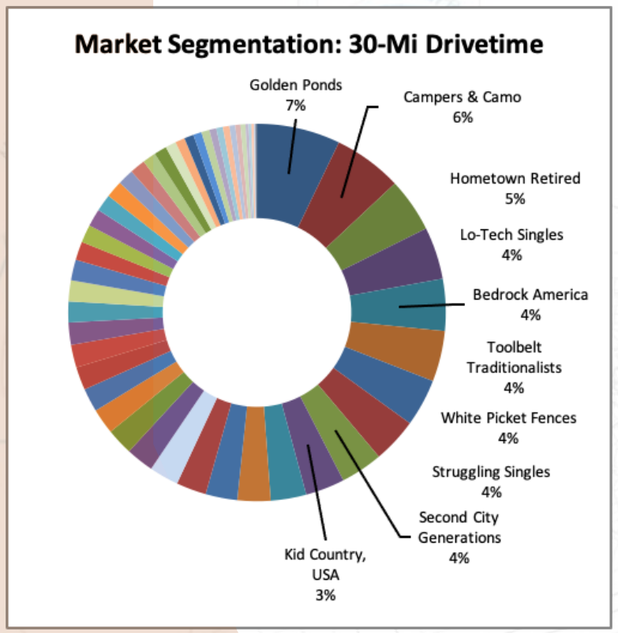


Figure 10: Overall Market Segmentation in Diamondhead (left) and the 30-Minute Drivetime (right) (Source: Claritas, Environics Analytics)

TABLE 4 - DESCRIPTIONS OF KEY MARKET SEGMENTS

Segment	% of HHs	30-Minute Drivetime	Income	Segment	Age Range
Traditional Times	21.82%	2.84%	Traditional Times is the kind of lifestyle where small-town couples nearing or entering retirement are beginning to enjoy their first empty-nest years. Typically age 65 and older, these upper midscale Americans pursue an active lifestyle. They spend their free time following golf, keeping current by reading the paper, and frequenting shops such as Chico's and Steinmart.	Upper Midscale	65+
Hometown Retired	18.97%	4.63%	Hometown Retired consists of older, midscale couples with no kids at home. Somewhat set in their ways, they are slow to adopt and below average in their use of technology. They enjoy pro rodeo and NASCAR, reading magazines and eating out occasionally at places that they deem to offer a good value.	Midscale	55+
Township Travelers	9.21%	2.27%	Homeowners in Township Travelers exhibit a blend of behaviors representative of their solid incomes and small-town environment. While this segment is tech savvy and likes to use the internet for things such as fantasy sports and online banking, they also enjoy listening to college sports on the radio, shopping at sporting goods stores, and attending minor league baseball games.	Upper Midscale	<55
Big Fish, Small Pond	7.95%	1.78%	Older, upper-class professionals with post graduate degrees, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including maintaining large investment portfolios, dining at upscale sit-down restaurants, and using travel agents to book frequent vacations to various destinations.	Upscale	55+
Kid Country, USA	7.48%	3.35%	Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by families living in small towns. These working-class households enjoy minor league hockey and monster trucks, and are likely to own boats and ATVs.	Midscale	25-44
Up-and-Comers	0%	0.81%	Up-and-Comers are younger families, some with children and some just beginning to get married. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, are college graduates who travel frequently for both work and pleasure, and also enjoy using the latest in technology. Many are planning for changes in the near future, including going back to school, buying a home, and paying off student loan debt.	Upper Midscale	25-44
Metro Grads	0%	2.71%	Metro Grads are middle-age singles and couples still establishing themselves in their careers and their lives. They are settled in suburban areas and second cities but are often out and about, attending everything from soccer and hockey games to on-the-go meals at quick service restaurants.	Lower Midscale	<55
White Picket Fences	0%	4.06%	Residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: midscale couples with children. But the current version reflects changing patterns, with some parents just beginning to start families while others approach the empty-nest stage as their children age. They enjoy grabbing a quick bite at Sonic or Zaksby's, attending college basketball games, and shopping at stores like Family Dollar and Dillards.	Midscale	<55

(Source: Claritas)

EMPLOYMENT

Of the approximately 1,038 jobs located in Diamondhead, 24% are in the Healthcare sector, 20% in Accommodation in Food Services and 15% in Retail Trade. An analysis of commuting patterns shows that 92% of workers living in Diamondhead commute to areas outside of the city limits. Approximately 16% commute to Gulfport and 10% commute to Bay St. Louis. Diamondhead serves as a home to workers in the region's large employment centers including the Stennis Space Center. Opportunities exist for Diamondhead to continue to attract young professionals employed at the Space Center and other regional employment hubs.

The unemployment rate in Hancock County was 9.6% in June of 2020, a significant increase since March 2020 (4.9%) due to pandemic-related job losses. Hancock County's unemployment rate has been slightly lower than the unemployment rate in the Gulfport-Biloxi-Pascagoula MSA.

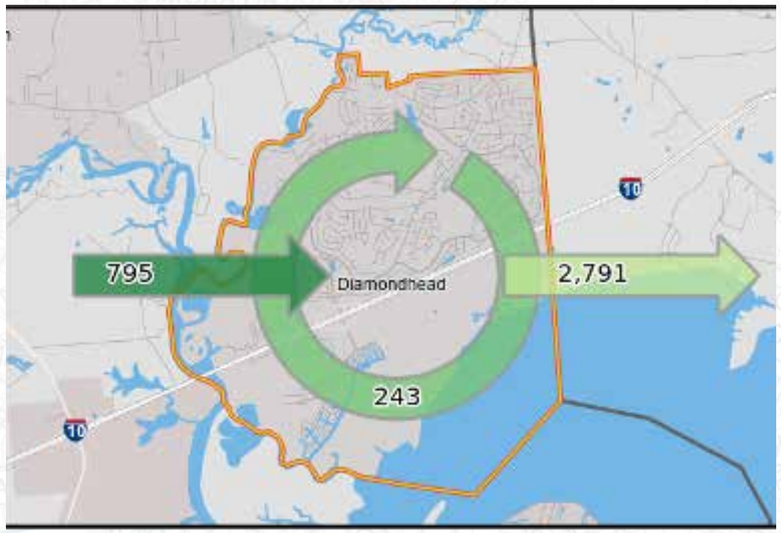


Figure 12: Inflow and Outflow of Workers in Diamondhead, 2017 (Source: US Census On the Map)

HOUSING AND HOUSING MARKET

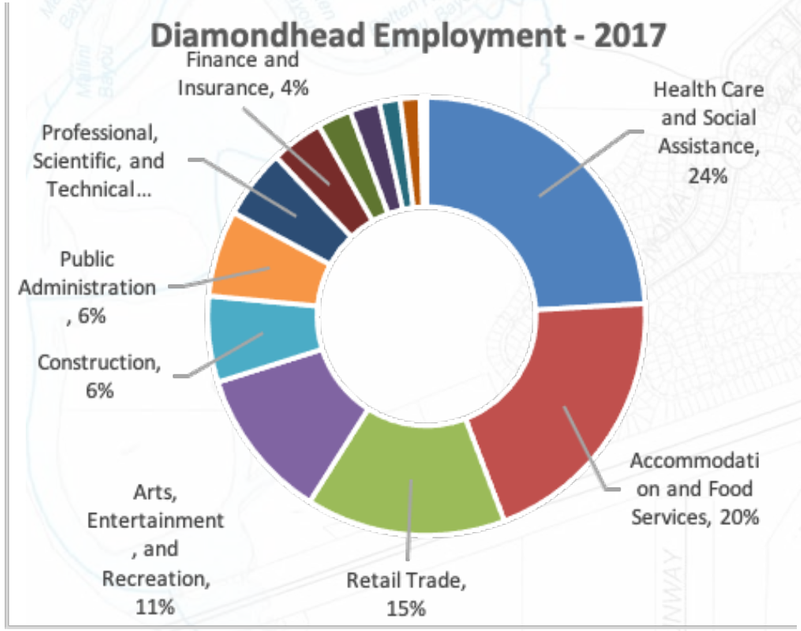


Figure 11: Diamondhead Employment by Sector, 2017 (Source: US Census On the Map)

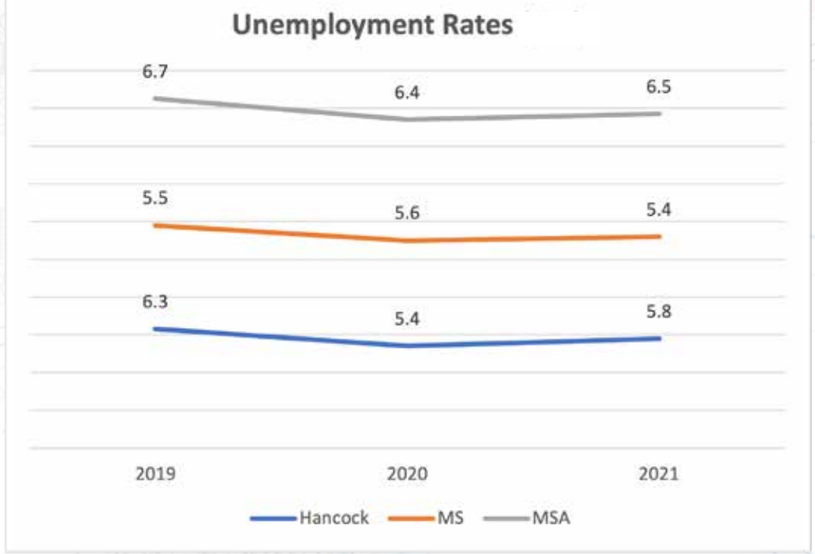


Figure 13: Unemployment Rates, January 2019 - 2021 (Source: Bureau of Labor Statistics)

OVERVIEW

Existing Housing Stock

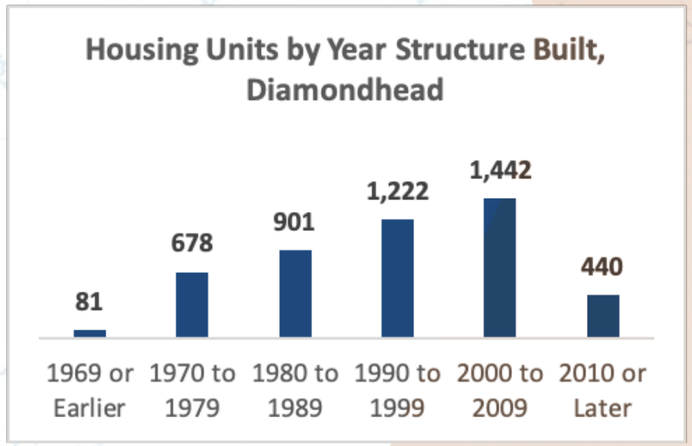
Approximately 88% of housing units in Diamondhead are owner-occupied and 83% are single-family detached housing units. However, approximately 11% of the housing units in Diamondhead are a range of multi-family housing units including condominiums, townhomes, duplexes, and apartments. Nearly 40% of Diamondhead's housing was built since 2000, representative of the high growth the area has experienced over the past two decades.

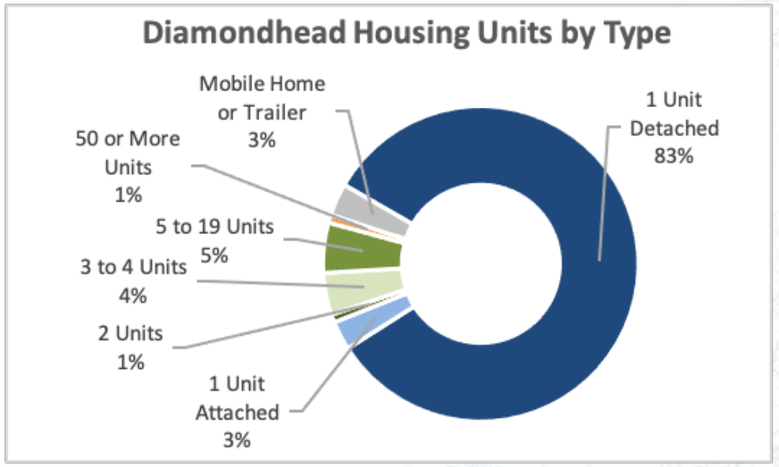
Housing Values

Housing values in Diamondhead are on the high end of the region, but still relatively affordable. The median value of owner-occupied housing in Diamondhead is $180,877 compared to $154,922 in Hancock County. Approximately 50% of owner-occupied housing in Diamondhead is valued between $100,000 and $200,000.

The Zillow Home Value Index (ZHVI) measures monthly changes in estimated home values. The ZHVI for Diamondhead was $163,805 in September 2020, a 3% year-over-year increase.

Figure 14: Age of Diamondhead Housing Stock, 2020 (Source: Environics Analytics





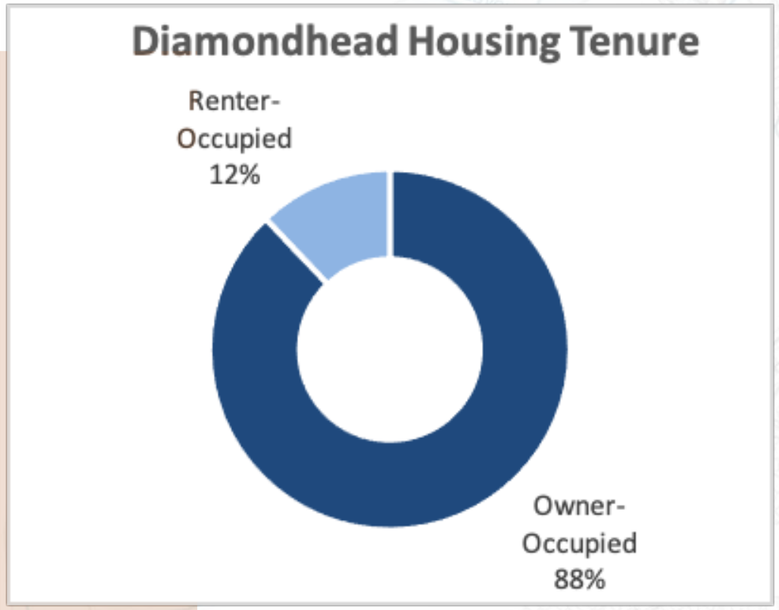


Figure 15: Diamondhead Housing Units by Type (top) and Tenure (bottom), 2020 (Source: Environics Analytics)

Residential Real Estate Market

Data from the Multiple Listing Services provides yet another insight into the residential market in Diamondhead. Median listing price is a measure of home values as they come on the market. The graphic to the right displays the median listing price in June 2020 by zip code for Diamondhead and surrounding communities. The median listing price in 39525 Diamondhead was $229,500. The 39571 Pass Christian had the highest median listing price at $339,050. The median number of days on the market for listings in the 39525 Diamondhead zip code was 84.

The number of new single-family permits in Diamondhead has been steadily increasing over the past five years, with 64 new single-family permits granted in 2019.

Opportunities for Future Residential Development in Diamondhead

The demographics analysis indicates continued growth in Diamondhead, particularly among two age brackets (Ages 25-34 and Ages 65-74). Housing will be an important component in accommodating this growth while shaping the community according to its overall vision, as population projections suggest an additional 800 housing units will be needed by 2040. Opportunities exist to develop a variety of housing product that meets the needs of the aging population in Diamondhead while also attracting young professionals and families in the region. Types of housing development in Diamondhead may include:

- Middle Housing: Multi-unit housing comparable in scale and form to single-family homes and located within a walkable neighborhood that includes neighborhood commercial uses, green spaces and amenities. Examples of middle housing include cottage courts, townhomes, duplexes, live-work spaces and mixed use buildings. .
- Senior Housing: Allows residents to age in place while providing easy access to retail, medical and professional services, fitness and wellness. This includes assisted living, group living, cottage homes and independent senior apartments.

Typical housing types in Diamondhead

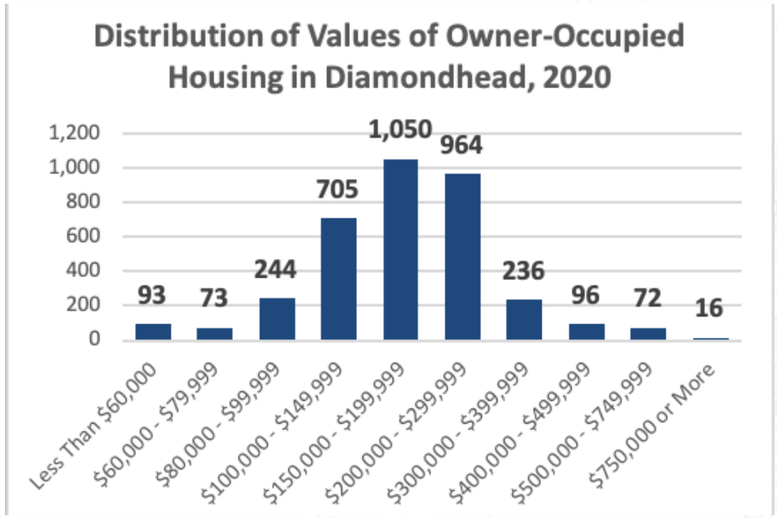


Figure 15: Distribution of Values of Owner-Occupied Housing In Diamondhead, 2020 (Source: Environics Analytics)

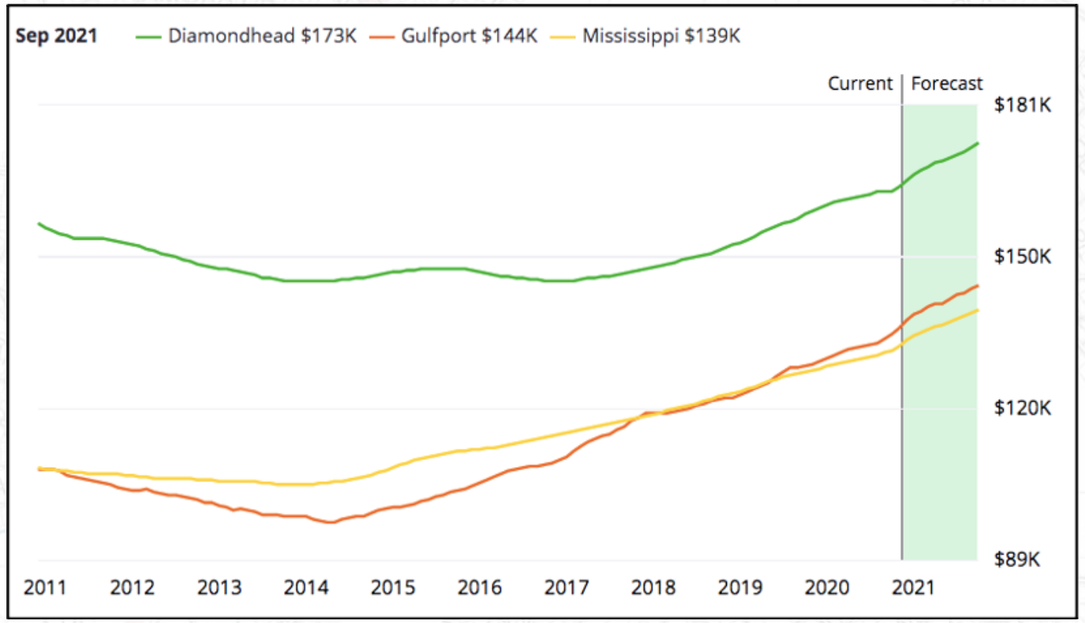


Figure 17: Zillow Home Value Index for Diamondhead, Gulfport, and Mississippi, 2011-2021 (Source: Zillow)

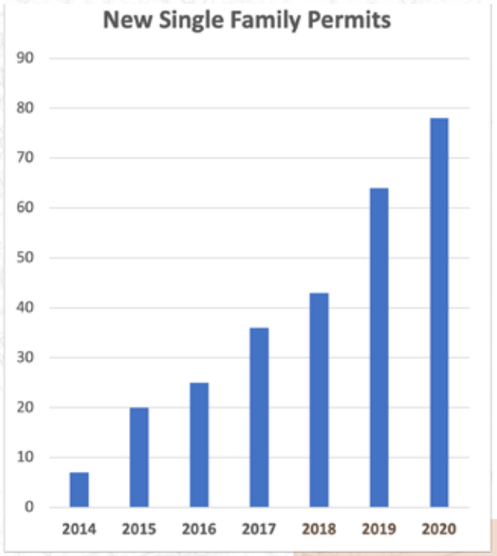


Figure 19: New Single-Family Permits in Diamondhead (Source: City of Diamondhead)

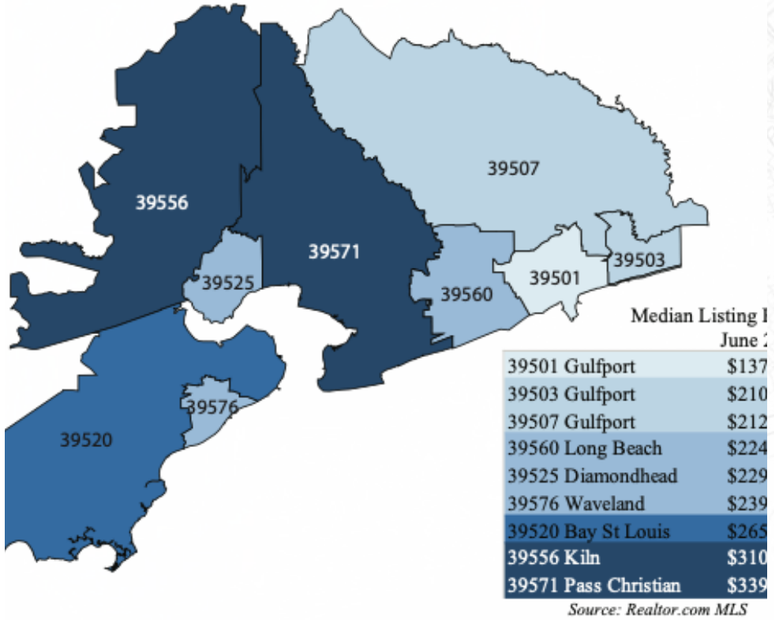


Figure 16: Median Listing Price 2016-2020 (Source: Realtor.com MLS Data)

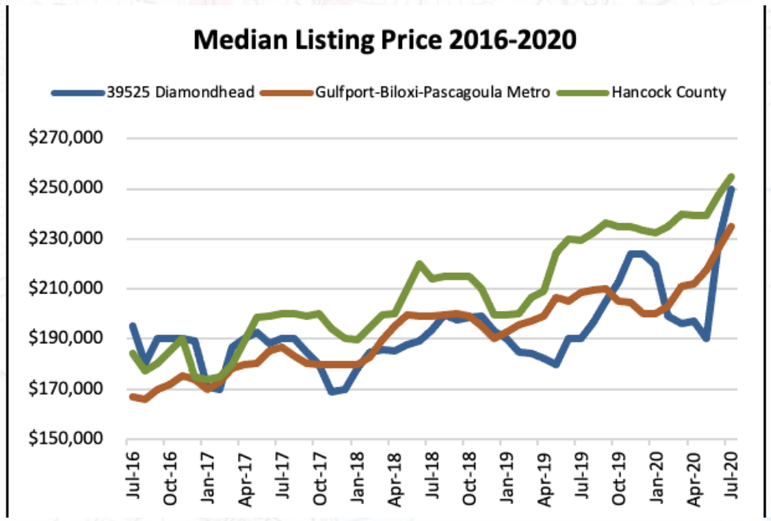


Figure 18: Median Listing Price 2016-2020 (Source: Realtor.com MLS Data)

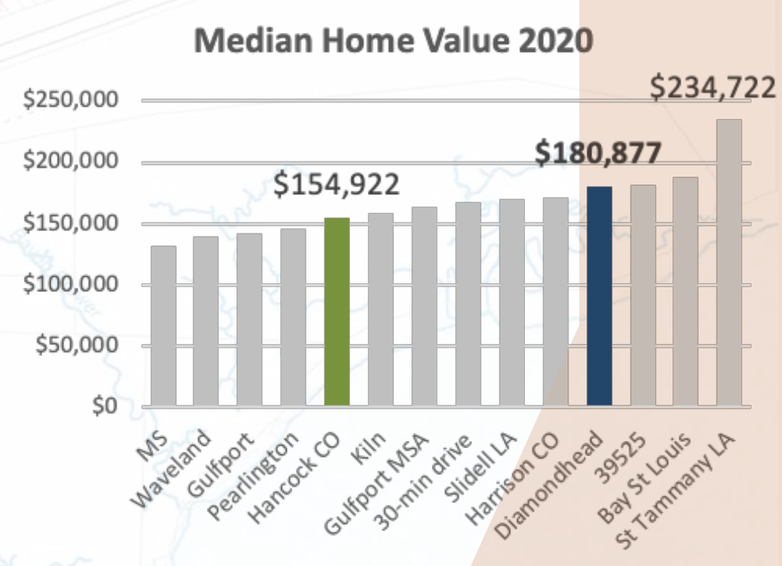


Figure 20: Median Value of Owner-Occupied Housing, 2020 (Source: Environics Analytics)

Housing Examples:

Top left - Diamondhead condominiums
Bottom Left - Cottage Court Homes

Top Right - Live Work Spaces
Middle Right- Senior Housing
Bottom Right - "Missing Middle Housing"

(Source: Zillow, MissingMiddleHousing.com and blakeatbaxtervillage.com)

Although Diamondhead has some examples of middle housing, many of the existing condominiums were built in the 1970s or early 1980s and are now rather dated. Opportunities exist to develop additional middle housing that is better connected to neighborhood commercial uses in a walkable environment and meets the needs of Diamondhead's existing and future residents.

RETAIL MARKET OVERVIEW

Market Definition

The retail analysis identifies opportunities for potential growth based on current and future demand in the market. For the purposes of this study, the primary trade area is defined as a 15-minute drive time from Diamondhead as shown in the map below.

Retail Leakage Analysis

"Retail Leakage" refers to the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores located in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, the dollars spent outside of the area are said to be "leaking."

Figure 21: 15-Minute Drivetime Trade Area

The data presented in the Retail Leakage Table comes from Nielsen Claritas, Inc., a national retail marketing service used by town planners, retail & restaurant site planners, and national chains for their market research. Claritas gets its data from a number of sources including: Census of Retail Trade; Annual Survey of Retail Trade; Claritas Business Facts; Census of Employment and Wages; Sales Tax Reports; and various Trade Associations.

The retail leakage analysis indicates that both Diamondhead and the 15-minute drivetime primary trade area leaked approximately $135 million in retail sales over the past year.

- Stores in Diamondhead sold $69.8 million in merchandise while consumers living in Diamondhead spent $204.9 million in merchandise. Therefore, Diamondhead leaked $135.1 million in sales last year.

- Stores in the 15-minute drivetime primary trade area sold $172.1 million in merchandise while consumers living in the 15-minute drivetime spent $308.1 million in merchandise. Therefore, the 15-minute drivetime area leaked $136 million in sales last year.

The chart below provides retail leakage in select categories experienced in the 15-minute drivetime. This leakage translates into opportunities to capture existing market demand. Key opportunities include grocery stores, restaurants (both full-service and limited-service), clothing stores, and pharmacies and drug stores.

Potential Retail Capture

The retail leakage analysis suggests that there is significant demand in both Diamondhead and the 15-minute trade area, but much of that demand is absorbed within the larger region. Therefore, it is not realistic to expect to capture all of the existing retail leakage experienced in Diamondhead and the trade area.

However, there are many opportunities for Diamondhead to capture a percentage of both local and regional demand, particularly if attention is given to recruiting businesses that match the local market. For example, if Diamondhead were to recapture 25% of the LOCAL demand generated by residents of the city limits, it could support approximately 67,436 sf of new retail. This is a conservative scenario.

A more moderate scenario shows that if Diamondhead were to recapture 15% to 25% of leakage from the 15-minute drive trade area, it could support approximately 94,614 to 157,690 square feet of retail space. Key retail categories include:

Restaurants

- 20,473 square feet of demand
- 5-8 restaurants depending on size
- Both fast food ($4.5m local demand) and full-service restaurants ($5.3m local demand)

Grocery

- 16,687 square feet
- A small format grocery store is typically 25,000 square feet
- Opportunity for expanding existing grocer, merchandising in retail store, farmers market

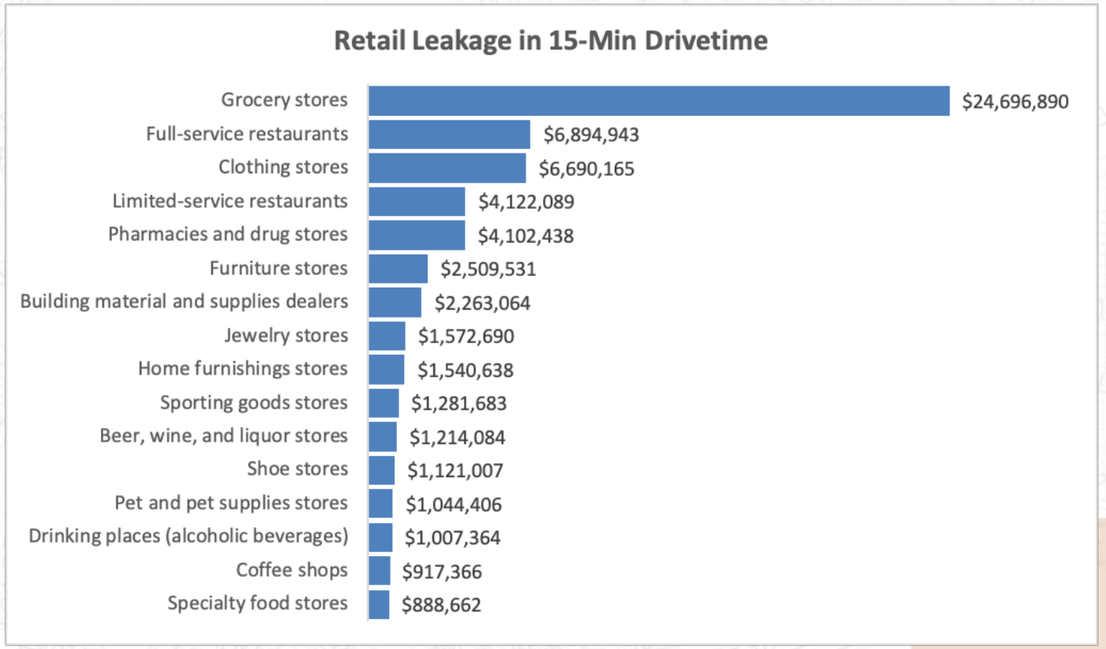


Figure 22: Retail Leakage in Select Categories in the 15-Minute Drivetime Trade Area (Source: Environics Analytics)

TABLE 5 - RETAIL LEAKAGE TABLE

	Diamondhead	15-Minute Drivetime	Gulfport MSA	30-Minute Drivetime
Consumer Expenditures	$204,946,102	$308,087,951	$1,143,545,703	$3,444,405,036
Retail Sales	$69,796,979	$172,093,540	$1,903,078,488	$4,204,953,376
Retail Leakage (Gain)	$135,149,123	$135,994,411	($759,532,785)	($760,548,340)

- 735,000 in local demand for specialty food (meat, fruits and vegetables, baked goods)

Furniture/Home Furnishings

- 6,148 square feet
- Small independent boutique or specialty shop with home decor
- Clothing
- 5,575 square feet
- 1 or 2 specialty stores
- Family clothing ($3.3m local demand) and Women's clothing ($1.2m local demand)

Sporting Goods

- 2,150 square feet
- Small independent / specialty store – golf, tennis, outdoor sports, etc.

Coffee Shop

- $625k in local demand, $917k demand in trade area
- Identified as a local need

Other categories that show a more limited amount of demand, but may provide opportunities for expansion of existing businesses, include beer and wine stores, drinking places, shoes, jewelry, books, gifts, hobby, pet and pet supplies, and automotive stores.

Mixed Use Opportunity

Projected population growth, coupled with local and regional retail demand, present an opportunity for Diamondhead to create a signature mixed-use development that meets the needs of local residents while also pulling in customers from the surrounding region.

TABLE 6 - POTENTIAL RETAIL CAPTURE

	15% Scenario	25% Scenario
Retail Sales Captured	$20,399,162	$33,998,603
Square Footage	94,614	157,690

The development vision is vital its success. The vision may include a walkable, mixed-use development that serves as a community gathering place and town center. Elements of the mixed-use development may include:

Retail, Dining and Entertainment

- Variety of options
- Local and unique

- Office Space

- Headquarters
- Creative Lofts

- Other Commercial

- Professional services
- Health and wellness

- Hotel

- Housing Options

- Apartments or condominiums
- Live-work units
- Townhomes
- Single-family housing
- Senior housing

- Green space

- Community gathering space
- Dog park
- Walkability

- Civic and Cultural Spaces

- City Hall
- Library
- Courthouse
- Performing arts center
- Amphitheater

Right, Above and Below: Suwannee Town Center in Suwannee, Georgia

EXISTING MOBILITY NETWORK

The existing mobility framework is an integral and support part of the development patterns reviewed in the previous section. The framework consists of mobility facilities for both vehicles, pedestrians and cyclists and provides Diamondhead' connectivity internally, to the broader region and ultimately the nation as a whole. The following section reviews key aspects of Diamonhead's existing mobility network.

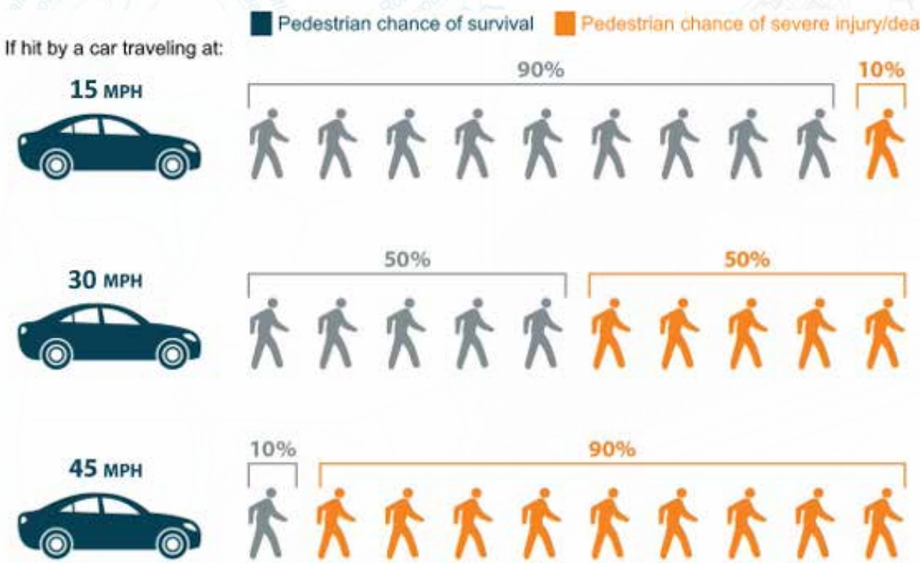
Regional Connections

Due to the proximity to St. Louis Bay, Interstate 10, and Rotten Bayou with its wetlands, the City is limited to two access points to connecting roads, Exit #16 on I-10 and Kiln Delisle Rd. The limited access is also due to its origins as a master-planned community, planned in the 1970's and 80's when providing two or three access points was common. The limited access has created traffic problems at the primary entrance and connecting streets at the I-10 exit.

With the clustering of municipalities on the Gulf Coast, travel distances to nearby cities and employment destinations are minimal, with Waveland and Bay St Louis less than 10 miles away, and Gulfport and the John C. Stennis Space Center less than 20 miles away. According to census data, 65% of Diamondhead residents drive to work outside the City. Annual vehicle miles traveled per household in Diamondhead is 24,030 miles, significantly higher than the national average of 17,800 miles per year. This is most likely due to the lack of employment centers and office space in the City, and the limited retail offerings

Hancock County is not currently served by Coast Transit Authority (CTA) buses, but the Mississippi Gulf Coast Transit Development Plan identified the need for fixed-route service to Diamondhead and Bay St. Louis, with the potential for 90-minute headway service and accompanying ADA paratransit service. The Coast Commuter program operated by CTA offers ridesharing services to major employers on the Gulf Coast, including Stennis Space Center.

Figure 24: Pedestrian safety and speed



Local Mobility Framework

Diamondhead is served by a local street network consisting of collector streets and local streets.

- Streets. The local street network can be described as an organic grid with moderate connectivity, measured as 70 intersections/mile, compared to 80 to 110 int/mi in neighboring coastal cities. Greater connectivity reduces traffic bottlenecks and promotes walkability and bikeability.

- There are no public sidewalks in the City, 800 linear feet of bike lanes, 700 l.f. of greenways, 1.1 miles of natural trails, and 7.2 miles of golf cart path on public ROW. The need for places to walk and bike is great with the greatest demand along Diamondhead Drive and Noma Drive as shown in the Strava heat map. Diamondhead was one of the first cities in the state to pass legislation to allow golf carts on city streets.

- The City has taken strides in providing water access in the rebuilding of the Diamondhead Harbor after Hurricane Katrina, and installing two canoe/kayak launches, at the harbor on Paradise Bayou and on Rotten Bayou at Bayou Dr.

- The Diamondhead Airport is owned by the Diamondhead Property Owners Association and reports an average activity of 96 aircraft operations per week, 80% of which is local general aviation, and 20% transient general aviation. Houses located on Coelho Way and Airport Drive have direct access to paved alleys that serve as taxiways to the airfield.

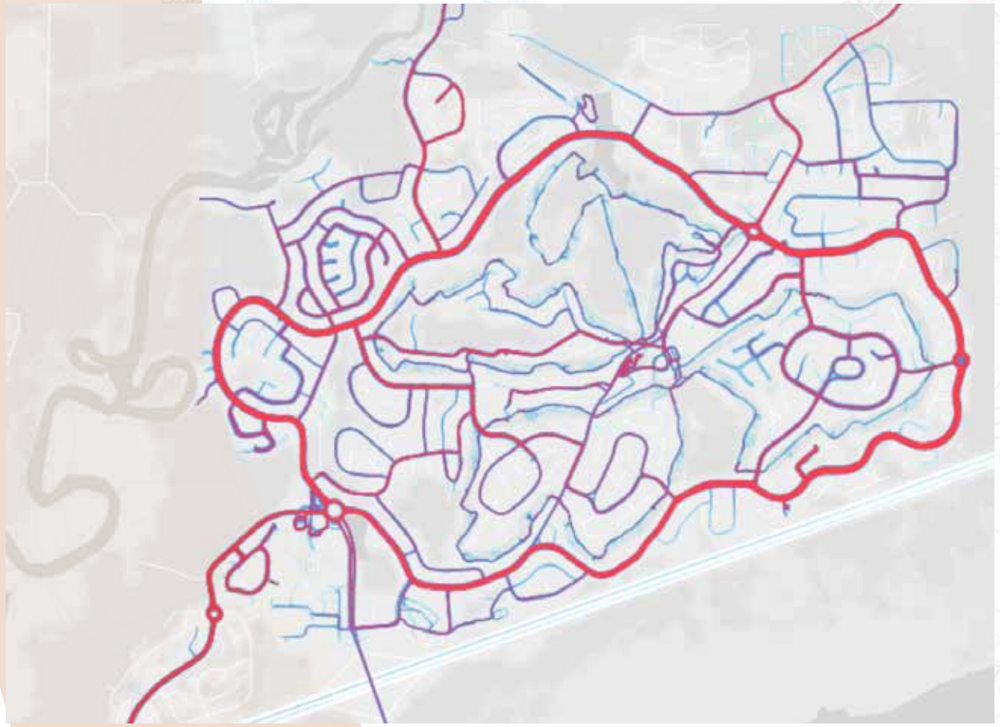
Assessing The Existing Network

Most streets in the City are rated as collector or local streets, and are operating within existing roadway capacity for vehicle traffic flow. Two-lane streets generally have capacity for 15,000 vehicles per day (VPD) and three-lane streets for 20,000 VPD. Most intersections are also operating within capacity, and are proposed to do so, with the exception of Gex Dr. and W Aloha Dr., and the I-10 Interstate ramp intersections. Also, according to the traffic analysis performed by the City in 2016, the intersection of W Aloha Dr. and Kalani Dr. may warrant a traffic signal in the future based on proposed growth patterns.

After receiving public input about high vehicle speeds on Golf Club Dr., a speed study was conducted between Ahui St. and Mauna Loa Dr. The measured 85th% speed on Golf Club Dr. was 37 mph, which is 7 mph over the 30 mph speed limit. This evidence of illegal speeding is problematic in the risk that it poses for pedestrians, bicyclist and cart drivers utilizing or crossing the roadway.

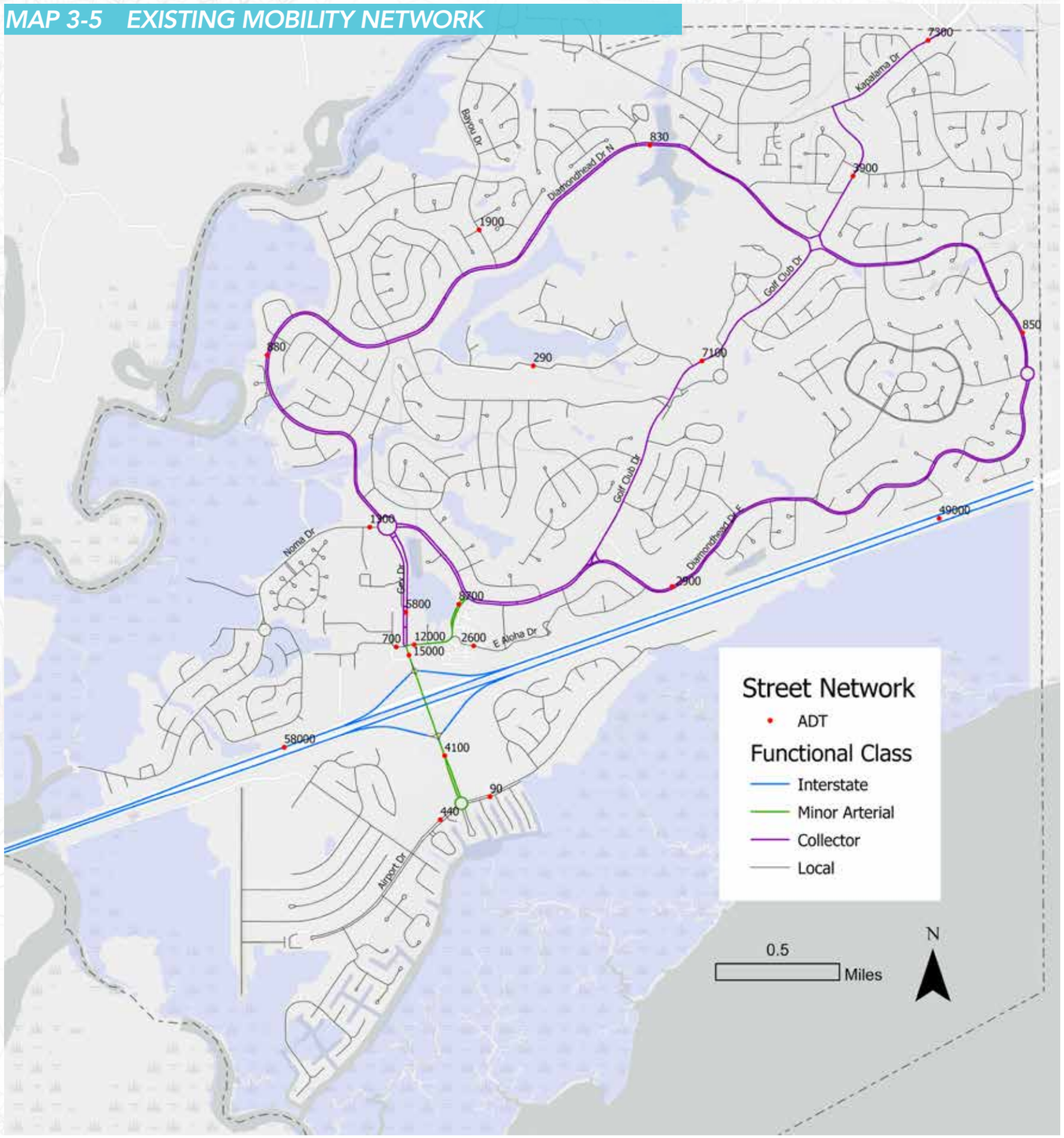
There are currently very few separated facilities for walking, running, or biking in the City. The golf cart lanes on Diamondhead Drive are often used by residents exercising, but they lack formal branding or physical protective separation from the vehicle lanes. Also the cart lanes are not present in the section of Diamondhead Dr. from Kalani Dr. to Golf Club Dr., creating an problematic gap in the 7-mile loop.

Diamondhead Marina



Above: Boulevard street configuration, Below: Strava Heat Map with red intensity indicating walking and cycling

MAP 3-5 EXISTING MOBILITY NETWORK



COMMUNITY FACILITIES

Diamondhead is a very young city and the circumstances of its incorporation are unique. The full history of the evolution of Diamondhead from private resort community to a local and legally constituted municipalities is provided in the introduction of this plan. That evolution has led to the unique combination of private, semi-public, and public entities all owning and managing specific parts of the overall set of Diamondhead's community facilities. Currently, the ownership and management of those facilities are facilities are dispersed among four entities.

- The City of Diamondhead
- Diamondhead Water and Sewer District
- Diamondhead Property Owners Association
- Diamondhead Fire District
- Hancock County Board of Supervisors

This community facilities section of Envision Diamondhead 2040 summarizes existing arrangements of management and ownership, assesses current levels of service, and identifies critically important matters related to the future of Diamondhead community facilities. The specific community facilities reviewed in this section are:

1. Water and Sewer Infrastructure
2. Public Parks and Recreation
3. Diamondhead POA Parks and Recreation
4. Public Safety
   - Law Enforcement
   - Fire Protection
   - Emergency Services
5. General Administrative Facilities
   - City Hall
   - Public Works and Maintenance

MAP 3-6 COMMUNITY FACILITIES MAP

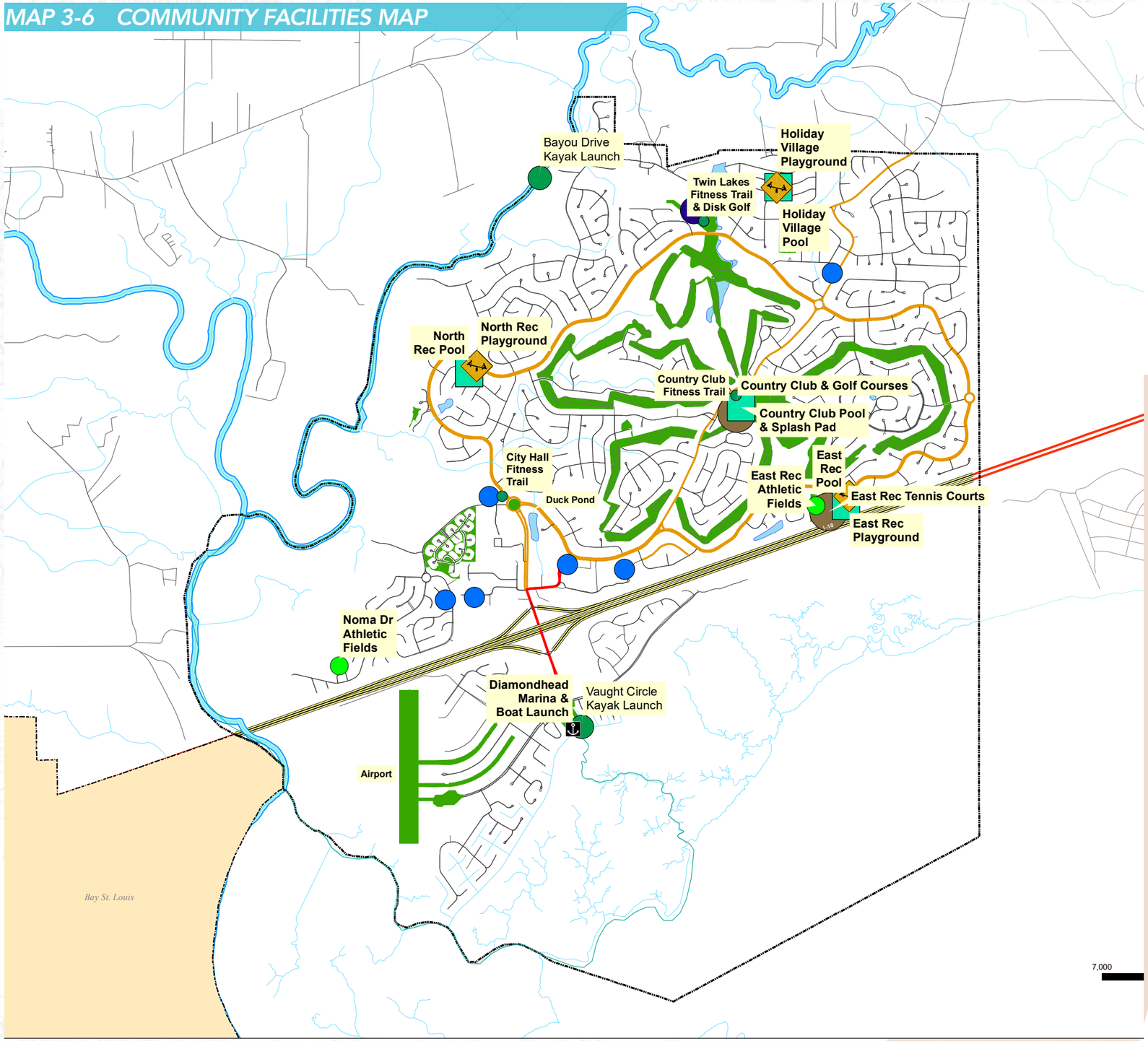


TABLE 7 - MAJOR COMMUNITY FACILITIES AND INFRASTRUCTURE

COMMUNITY SERVICE PROVIDED	MAJOR FACILITY OR BUILDINGS	LOCATION	PERSONNEL	EQUIPMENT OR SYSTEM DESCRIPTION	DESIGN CAPACITY OF SYSTEM	STANDARD OR BENCHMARK	LEVEL OF SERVICE PROVISION (SCALE OF 1 -10)
1. Community Facilities Governed by City of Diamondhead							
A. Diamondhead Administration							
General Governance, Justice, Community Functions	• City Hall - 25,000 Sqft Total • 4,300 Sqft Meeting Area • 18,200 Sqft Administrative Offices • 2,500 Sqft Community Meeting Area	• 5000 Diamondhead Drive East	13	n/a	72 Employees	250 Sqft/Person	10
Public Works Facility (site leased form POA)	• 2 Maintenance buildings, equipment yard	• 98910 Kapalama Drive	17	n/a	n/a	n/a	n/a
B. Public Safety							
Law Enforcement	Provided by local agreement with Hancock County Sheriff Department		n/a	n/a	n/a	n/a	n/a
C. Parks and Recreation - Public							
1 Kayak Launch	• 10 vehicle parking area • Floating launch deck	Access Kolo Way and Bayou Drive	n/a	Floating launch deck	Parking area for 10 vehicles	The typical park and recreation agency offers one park for every 2,281 residents served, with 9.9 acres of parkland per 1,000 residents. (NRPA, 2020)	Level of service must be viewed in light of the recreational amenities offered by the Diamondhead POA
2 Kayak Launch	• Shared parking • Floating launch deck	Marina	n/a	Floating launch deck	Parking in excess of 40 vehicles		
3 City Hall Park	• 1.3 acres, 1/3 mile track	5000 Diamondhead Drive East	n/a	Small park with asphalt track	n/a		
4 Maluhia Garden	• 1.2 acre, 900 feet of walkway, seating areas, gardens	Diamondhead Drive East and Alawaia Avenue					
2. Community Facilities Governed by Others							
Public Utilities							
Water and Sanitary Sewer Facilities	• Water System - Diamondhead Sewer and Water District Office	4425 Park 10 Drive	n/a				
Public Safety - Fire Protection							
Fire Protection Fire Rating - 5	• 2 Bay Fire Station and HQ	4440 Kalani Dr	n/a				
	• 2 Bay Fire Station	88159 Golf Club Drive					

TABLE 7 - MAJOR COMMUNITY FACILITIES AND INFRASTRUCTURE								
COMMUNITY SERVICE PROVIDED		MAJOR FACILITY OR BUILDINGS	LOCATION	PERSONNEL	EQUIPMENT OR SYSTEM DESCRIPTION	DESIGN CAPACITY OF SYSTEM	STANDARD OR BENCHMARK	LEVEL OF SERVICE PROVISION (SCALE OF 1 -10)
Parks. Recreation, Open Space - Property Owners Association								
1	Golf Course	• Cardinal Golf Course	See Map (p. 44)	The existing land use inventory indicates that there are 518 acres of land owned by the Property Owners Association. The vast majority of this land is devoted to recreational purposes. The typical park and recreation agency offers one park for every 2,281 residents served, with 9.9 acres of parkland per 1,000 residents. (NRPA, 2020)				
2	Golf Course	• Pine Golf Course						
3	Club at Diamondhead	• Latitude 30 Grill and Patio, Oak Room, 2 meeting rooms, banquet hall	7600 Country Club Circle					
4	Marina	• 2 piers with 31 slips, 2 piers with 22 slips to be reconstructed	3410 Yacht Club Dr					
5	Airport	• 3800' asphalt runway	1200 Airport Dr.					
6	Swimming Pool, Splash pad	• Country Club Pool and Splash Pad	7600 Country Club Circle					
7	East Rec Center	• Swimming Pool, Playground, 10 lighted tennis courts, 3 baseball fields	Anuaea St	The existing land use inventory indicates that there are 518 acres of land owned by the Property Owners Association. The vast majority of this land is devoted to recreational purposes. The typical park and recreation agency offers one park for every 2,281 residents served, with 9.9 acres of parkland per 1,000 residents. (NRPA, 2020)				
8	Holiday Village Center	• Swimming Pool, Playground	10721 Luawai Way					
9	North Rec Center	• Swimming Pool, Playground	7321 Ahi Dr					
10	Athletic Fields	• 2 multipurpose athletic fields and parking	Noma Drive					

Public Water and Sewer Infrastructure

The City of Diamondhead is served by the Diamondhead Water and Sewer District, a legal entity created by the Hancock County Board of Supervisors. The district consists of a defined geographic area for which it bears the responsibility of providing water and sewer services. The District holds the exclusive right to provide service within its boundaries, shown on the Community Facilities Map. As such, no service agreement is needed between the District and the City. Diamondhead does not have any authority over the district but that should not stand in the way of a cooperative working relationship to deliver high quality services to the City.

Water and sewer service is fundamental to the future development of the City. As illustrates on the Existing Land Use Map, much of original Diamondhead has access to this infrastructure. However, as future growth is forecast and planned beyond the bounds of existing infrastructure, water and sewer service must be expanded.

Public Parks and Recreation

The City of Diamondhead maintains the following public park and recreational spaces:

- City Hall Park and Fitness Trail
- Rotten Bayou Kayak Launch
- Paradise Bayou Kayak Launch

Private Parks and Recreation Facilities

Diamondhead was originally envisioned as a community of recreational amenities and these amenities are core to its quality of life and its identity. Originally constructed and managed by the developer, the Diamondhead Property Owners Association was created in 1985 and assumed responsibility for the amenities. The comprehensive system includes an airport, community parks and playgrounds, baseball fields, tennis courts, golf courses, pools, community center, a marina and are specifically listed as follows:

Right, Recreation field on Noma Drive

- Diamondhead County Club with 5,400 square feet of meeting and banquet space, restaurant and golf pro shop
- Two 18 hole golf courses
- Ten lighted tennis courts
- Four swimming pools
- Recreation areas including walking paths and athletic fields
- Marina with boat storage and access to the Bay of St. Louis
- Airport with airplane storage and tie downs
- Twin Lakes area and pavilion
- Miscellaneous

The POA currently has restrictive covenants in place that provide for funding of these amenities. However, these covenants and their legal authority begin to expire by development phase in 2020. The expiration of the covenants and the future of the amenities is one of the most fundamental issues facing Diamondhead.

Public Safety

Law Enforcement

The City of Diamondhead currently does not have its own police department. Public law enforcement in Diamondhead is provided by the Hancock County Sheriff's Department through an inter-local agreement. Ten officers are assigned exclusively to Diamondhead for law enforcement and first response duties.

According to the U.S. Department of Justice, Bureau of Justice Statistics, the average number of sworn law enforcement officers per 1000 population in the United States in 2016 was 2.16. Accordingly, Diamondhead could project a police force of about twenty law enforcement officers when a police department is organized.

Fire Protection

The Diamondhead Fire Department is a separate governmental entity established by the Hancock County Board of Supervisors under state law. As such, it holds the exclusive responsibility for fire protection within its geographical boundaries. Diamondhead Fire Department is a full-time, paid fire department.

The department operates from two stations. Station 1 is located at 4440 Kalani Drive. Station 2 is located at 88159 Golf Club Drive. It's service area covers approximately 12 square miles.

The Mississippi State Rating Bureau (MSRB) is a non-profit corporation that has leadership and membership comprised of the insurance companies that write fire protection policies. MSRB provides services related to the grading of public fire protection and services as the services relate to insurance rates in the state of Mississippi. MSRB has graded the Diamondhead Fire Department a Class 5 fire rating, improving from a rating of 6 when Diamondhead was incorporated.

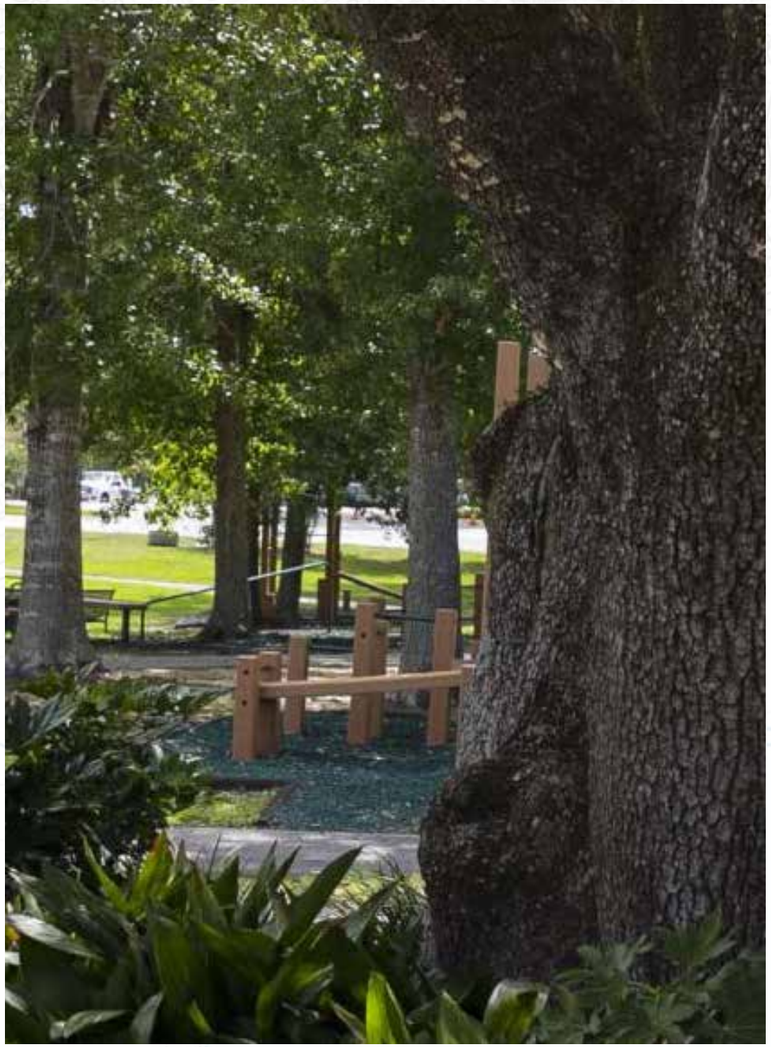
The inspection system is based on a point schedule with credit given in several categories related to fire fighting and protecting property from fire damage. These categories include the age and capabilities of fire fighting equipment, the quantity of water available to fight fires, the number of firefighters responding as an average per call, the distance the fire fighting equipment must travel in order to reach a fire (run distance), fire department communications and code enforcement.

The present location of the fire stations, and the compact geographic configuration of the City, allows for relatively short run distances. From a scoring standpoint, the Mississippi State Rating Bureau requires the station to be within 1½ miles of developed commercial areas, 2.0 miles of densely developed residential areas and four miles of scattered residential development.

The level of development expected to occur in Diamondhead should not demand an additional fire station, particularly if the city remains mindful of fire requirements when approving new developments. However, if the city were to expand its limits at some point, an additional fire station, equipment and personnel may be required to maintain the rating. The District has recently upgraded its engine equipment at both of its stations.

Future Options for Diamondhead's Community Facilities

While current arrangements have delivered required public services to Diamondhead thus far, the ongoing delivery of services by four separate entities in an efficient and cost-effective way will be an increasing challenge. The ongoing risk of fragmentation is high. Multiple management structures, budgeting systems and service delivery priorities expose the need for intense cooperation. An objective study and development of a plan of consolidation or the development of a shared governance and finance structure will be required to eliminate this risk. Collaborative effort must be made to determine if the community would be better served by a centralized provider – i.e. if the City took over responsibility of providing the various services. A specialized study of this type could address potential efficiencies gained through consolidation of services.



Above, View of City Hall Park

DISCOVERY AT A GLANCE

Environmental Context

The analysis of the community components in the previous sections show Diamondhead to be a dynamic and thriving community. It's environmental context is classically coastal and presents all the opportunities and challenges associated with the unique coastal Mississippi environment. While established on the highest elevation in the area, the community stretches to its Bay St. Louis waterfront and the waterfront of the Jordon River and Rotten Bayou and offer the city a rich natural environmental context.

The natural environment presents challenges as well. The ongoing threat of tropical storms and hurricanes, the need to preserve tree canopy and natural assets, and sea level rise are all factors that the city will continually face in the future.

Development Patterns

From a residential perspective, Diamondhead's development patterns represent the original intentions of the community's master plan. As Diamondhead approaches buildout, the need for expansion is increasingly important to continue vibrant growth. However, Diamondhead's land use does not include a walkable, attractive core downtown area. There are multiple opportunities to develop such a district and they include greenfield development as well as redevelopment and retrofit of existing commercial areas.

Economics and Demographics

Economically and demographically the city is very healthy and market assessment indicates multiple retail and business opportunities along with an opportunity to diversify housing choices.

Mobility

Diamondhead's mobility network provides well for vehicular traffic flows internally. However, there is a lack of external community connections. The system also lacks adequate connectivity and facilities for pedestrians and cyclists. Multiple opportunities for creating these facilities exist and Diamondhead, in partnership with MDOT, has initiated projects to improve circulation by means of roundabouts and street improvements.

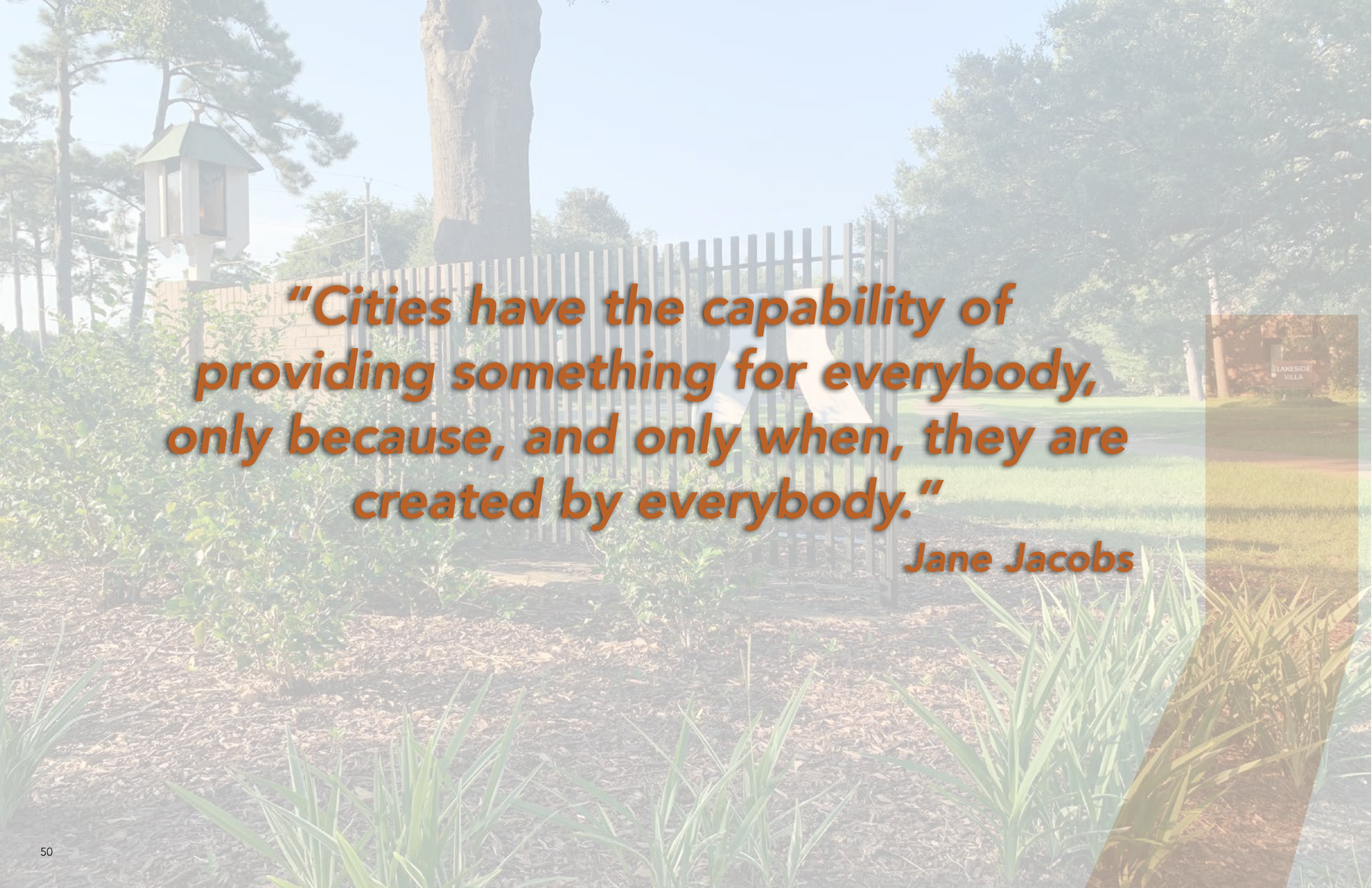
Community Facilities

Diamondhead, having been planned as a recreational community originally, is rich in recreational facilities. Facilities owned by the Diamondhead Property Owners Association serve the community well. These facilities are supplemented by municipal facilities that range from administrative offices to maintenance facilities to park spaces. There is increasing demand in the city for recreational programing, diversity in recreational offerings, and additional municipal park spaces.

Community facilities in the form of infrastructure such as water and sewer services are provided by entities other than the City of Diamondhead. Fire protection is independent of the City and law enforcement is provided under an agreement with Hancock County. The diverging nature of this aspect of Diamondhead's supporting community facilities presents unique challenges for the city as it seeks to be able to control its future.

DIAMONDHEAD'S FUTURE ENVISIONED

envision DIAMONDHEAD 2040



"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."

Jane Jacobs

COMMUNITY DRIVEN VISION

Vision is the foundation for planning and building an excellent community. Planning vision must be capable of motiving action by community leadership, citizens, organizations, and investors. Generating an inspiring motivational vision requires a realistic assessment of current circumstances and the development of achievable, yet challenging, aspirations for the best long term future.

This section provides an overview of the process used by Diamondhead to develop just its planning vision. More detailed results of the vision development process, which include survey results, focus group summaries and other interactions, are included to the Appendix of Envision Diamondhead 2040.

Engagement Structure

The first step in developing long term vision is community engagement. The underlying principle of Diamondhead's community engagement process was to solicit as much input as possible and from as broad a cross section of citizens as possible. To carry out this task, Diamondhead developed a multilevel strategy that involved a plan advisory group, topic oriented focus groups, the Diamondhead Planning Commission, and the community at large. Each of these engagement components is discussed below.

Envision Diamondhead 2040 Advisory Group

The Envision Diamondhead 2040 Advisory Group was appointed from a diverse array of community stakeholders ranging from businesses to neighborhoods to environmental interests, and more. The Advisory Group was charged with:

- Assisting the planning team with the identification of stakeholders
- Guidance Diamondhead engagement methods
- Providing input and feedback on process milestones
- Vetting overall planning themes as they emerged.

The Envision Diamondhead 2040 Advisory Group met on four different occasions to carry out its responsibilities and communicated electronically in between its meetings.

Above: Image of the home page of Envision Diamondhead2040.com. EnvisionDiamondhead2040.com provided updates and input opportunities throughout the planning process. The website had over 10,000 views.

Focus Groups

Based on initial study results in the discovery process of the previous section, focus group meetings were convened to assist the planning team in developing a precise framework for Envision Diamondhead 2040. Convened on August 8 and 9, 2020, the facilitated discussions were used to identify, explore, and document critical community development factors related to specific topics. Groups were convened around the following subjects:

- Local Economy
- Mobility, Parks and Trails
- Design Assessment
- Environmental Conditions
- Governance
- Infrastructure

These groups were invaluable in establishing the groundwork and organization for the plan, and in identifying key aspects of Diamondhead's vision and planning focus.

Diamondhead's Community Input

General community input in Diamondhead was achieved through multiple online engagement methods. These methods included crowd sourced mapping and broad community surveys. Public meetings were convened during the Envision Diamondhead 2040 kickoff on August 8, 2020 and twice during Planning Week which occurred the week of September 27 through October 2, 2020.

DISCOVERY ENGAGEMENT

As mentioned previously the initial community engagement in Diamondhead occurred in August of 2020. Focus Groups were convened on August 6 and a community meeting was held in the evening. The specific results of the focus groups are included in the appendix and were used to guide subsequent efforts of the planning team. Community input was also used to validate the specific information gather in the focus groups.

TABLE 8 - ENVISION DIAMONDHEAD 2040 COMMUNITY ENGAGEMENT

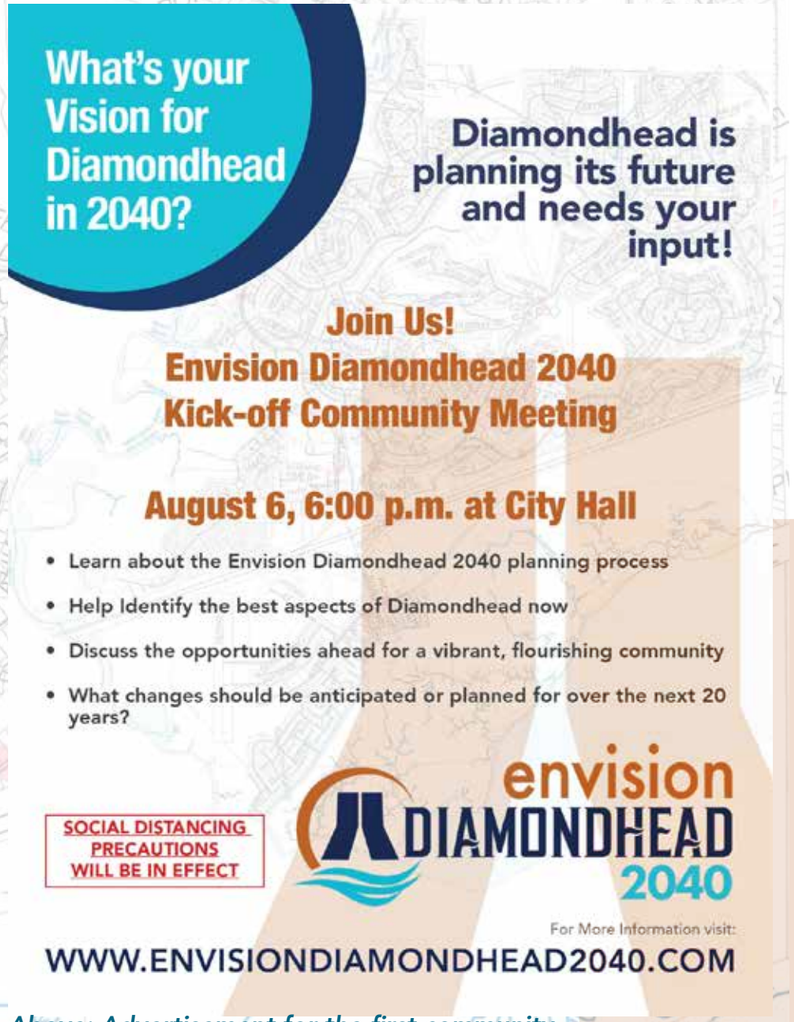
Venue	Participants
Website Visitors/Views	1500/3200
Online Survey #1	25
Discovery Engagement 8.5.20 - 8.7 20	
Community Kick-off Meeting	60
YouTube Participation	170
Focus Groups 8.6.20	30
Advisory Group 8.7.20	15
Online Survey #2	340
Focus Groups 9.8.20	20
Planning Week 9.27 - 10.2.20	
Futures Forum	70
Online Access	50
Framework Plan	60
YouTube	175
Total to Date (3.27.21)	2515/4245

PLANNING WEEK

The core element of the planning process for Diamondhead was Planning Week, conducted the week of September 27 through October 2. During this week the entire planning team was assembled on site with the specific purpose of identifying the specific elements to be included, developing a framework plan, vetting the framework plan with the community and launching into the final steps of plan production. Planning week began with a community "futures forum" and ended with the presentation of the framework plan.

Community Futures Workshop

During Planning Week the planning team engaged with stakeholders and citizens who took part in the Community Futures Workshop. In addition, online engagement was offered for those who could not or did not wish to be present on site. Meetings were held at the beginning of the week to gather specific planning input, and then at the end of the week to present the overall Envision Diamondhead 2040 concept plan.



Above: Advertisement for the first community meting

Five major theme areas identified by the advisory group were discussed at the Futures Forum. The five themes were:

Clockwise from right: Electronic results from the first community meeting; Community meeting participants; Advisory Group members discussing Envision Diamondhead 2040; Community meeting participants

- Coastal Stewardship - This area of input sought discussion and ideas related to Diamondhead's critical coastal and riverine environments and how they should be cared for in the future
- Infill and Connectivity - This theme area sought input related to issues of infill development into existing neighborhoods and connectivity throughout Diamondhead by means of streets, multi-modal facilities and blueways
- Downtown Development - The downtown development sought insight and discussion into ways of recreating the commercial core of Diamondhead into an attractive walkable downtown
- Waterfronts - The theme area sought input into the best development and redevelopment strategies and design for Diamondhead's waterfront
- Potential Expansion - This theme are sought input related to Diamondhead's potential area of growth and expansion

At left: Advertisement for the Community Futures Workshop
Below; Diamonhead's;s initial planning theme areas as served to the public on EnvisionDiamopnhead2040.com

Environmental Stewardship

Infill and Connectivity

Waterfront

Downtown

Potential Expansion

For online participation go to:

www.EnvisionDiamondhead2040.com

At right: Diamondhead residents participating in the Community Futures Forum

DIAMONDHEAD'S VISION AND VALUES

Community engagement in Diamondhead was robust. Thousands participated in the planning process either in person or online, and the input provided was excellent. From the total engagement activity, the planning team crafted two important features of the plan; the Envision Diamondhead 2040 Vision Statement and the Envision Diamondhead Planning Principles. These two statements express the overall guiding philosophy of the sections that follow. These sections lay out the planned future of Diamondhead.

DIAMONDHEAD 2040 VISION STATEMENT

"Diamondhead was founded on a bold community vision and a master plan for active living with vibrant neighborhoods woven together in a rich tapestry of recreational and natural spaces.

One-half century in the making, Diamondhead has successfully transitioned from dream development to rapidly growing city and is on the cusp of emerging as a coastal community of true southern distinction - vibrant, resilient, strong and flourishing.

Driven by the passion and involvement of its citizens, recognizing its emerging position, understanding its challenges and ready to build on fresh opportunities, Diamondhead seeks to honor its beginnings and renew its vision by preserving, growing, connecting, and celebrating the City."

Renew the Vision.
Celebrate the Future.
Envision Diamondhead!

ENVISION DIAMONDHEAD 2040 PLANNING PRINCIPLES

Preserving Diamondhead

- By honoring its unique community development history and heritage
- By stewarding its rich natural assets with best conservation and development practices
- By ensuring the ongoing integrity of Diamondhead's amenities, green spaces and open spaces

Growing Diamondhead

- With a mixed-use, walkable, and aesthetically pleasing downtown
- With sensitive waterfront development along the bay
- With enlarged territory to accommodate growth and expanded community opportunity
- With diversified housing choices accommodating all life stages
- As a prepared and resilient community in the face of coastal climate challenges

Connecting Diamondhead

- By enhancing bike and pedestrian pathways and linkages throughout the city
- By linking the original community to downtown for pedestrians, cyclists, and alternative vehicles, and by linking the downtown to the waterfront
- With selected connections to the river and bayou
- By creating additional entry points and access to and from the city

Celebrating Diamondhead

- With an impressive sense of arrival at Diamondhead's entryway through quality design of buildings and landscaping
- Through the use of community branding and identity markers
- Through high-quality design of sites and buildings
- With encouragement and support of community events and organizations
- With ongoing planning administration, code enforcement and community development actions

DIAMONDHEAD: OUR CITY TOMORROW

envision DIAMONDHEAD 2040

"Placemaking is about turning a neighborhood, town, or city from a place you can't wait to get through into one you never want to leave."

Fred Kent, Project for Public Spaces

"By far the greatest and most admirable form of wisdom is that needed to plan and beautify cities and human communities."

Socrates

THE PLANNING APPROACH

The planning approach selected for Envision Diamondhead 2040 was chosen after review of the 2012 Comprehensive Plan, the extensive public input that occurred throughout the planning process and the development of the planning principles through that input.

Another consideration incorporated in the planning approach was the experience, insights and planning philosophy of the planning team professionals who guided the development of the plan which included both the project consultant team and the City's staff. This group placed high value on the vision and effectiveness of community development outcomes under a place based or "place type" approach, rather than an exclusively land use based approach.

Place Type Methodology

The framework for planning the future of Diamondhead varies from a conventional land use focused approach used in the City's current plan. In contrast Envision Diamondhead 2040 recognizes distinctive types of places and is intentional in their treatment to ensure that future development reinforces the desired character of each well-defined place.

These place types exist along a continuum of development patterns. As illustrated on the following page, there are seven distinct continuum types ranging from the "Natural" to the "Urban Core", in addition to the "Special Districts" area. This framework has been used to develop the place types specific to Diamondhead and ultimately the overall plan for the City.

A Place Type is an urban design tool used to guide and evaluate development in terms of form, scale and function in the built environment. This includes descriptions, standards, and graphic examples of each place type along with its mobility characteristics.

Twelve place types have been created for Diamondhead and are described individually in the following sections in terms of their characteristics and intended application within the City. All areas of the City are designated as a specific place type according to their existing or their projected future character.

DIAMONDHEAD PLACE TYPES

1. ***Natural Waterfront, Parks, Open Spaces and Amenities***
   - a. **Parks, Open Space, and Amenities**
   - b. **Natural Waterfront**
2. ***Residential Neighborhoods***
   - a. **First Diamondhead**
   - b. **Suburban Neighborhood**
   - c. **Traditional Neighborhood**
3. ***Commercial Centers***
   - a. **Suburban Redevelopment**
   - b. **Town Center Mixed Use**
   - c. **Suburban Center**
4. ***Special Areas***
   - a. **Town Waterfront**
   - b. **Resort Waterfront**
   - c. **Rural Reserve**
   - d. **Technology and Industry**

Composite Development Plan

The Composite Development Plan synthesizes the major planning concepts for Diamondhead into one overall map. This representation of the plan, based on the planning approach, presents the ideal development characteristics for Diamondhead, as currently envisioned by the people of Diamondhead, as a series of place types.

Areas of Detailed Design

In addition to these general place type development patterns, other more specific considerations for several of Diamondhead's strategic places are included in some of the place types. These strategic places are provided with more detailed design treatment in order to convey design concepts that are vital to Diamondhead's development in the manner envisioned. These areas require specific policy treatment or specific investments. These places and their associated place types include:

PLACE TYPE	DETAILED DESIGN
Natural Waterfront	Noma Drive Access
Suburban Redevelopment	Downtown Diamondhead
Town Waterfront	Waterfront Mixed Use
Town Center Mixed Use	Town Center

Plan as a Guide

Envision Diamondhead 2040's purpose is to serve as a guide to future development decisions for the City. The plan is not a code, but rather a highly articulated guide to the formulation of appropriate policies, codes and development decisions required to achieve Diamondhead's planning vision.

Each place type sets out a range of place characteristics that can be achieved through Diamondhead's development policy, particularly its zoning and development codes.

Development policies adopted to implement this plan should in all cases align with the Diamondhead's Planning Principles generally and planning concepts expressed in Envision Diamondhead 2040 specifically.

PLAN COMPONENTS AND THE DEVELOPMENT PROCESS

Planning Continuum Framework as Basis for Place Types

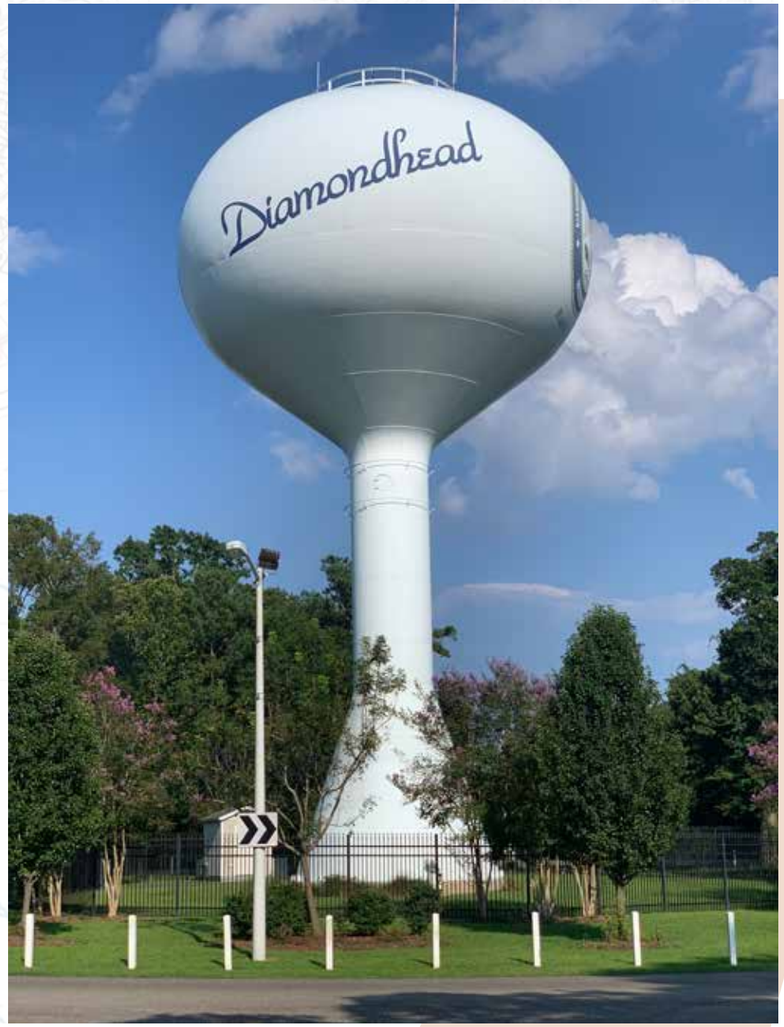
Conceptual Design Guides Design of Key Places in Greater Detail

Place Making Outcomes

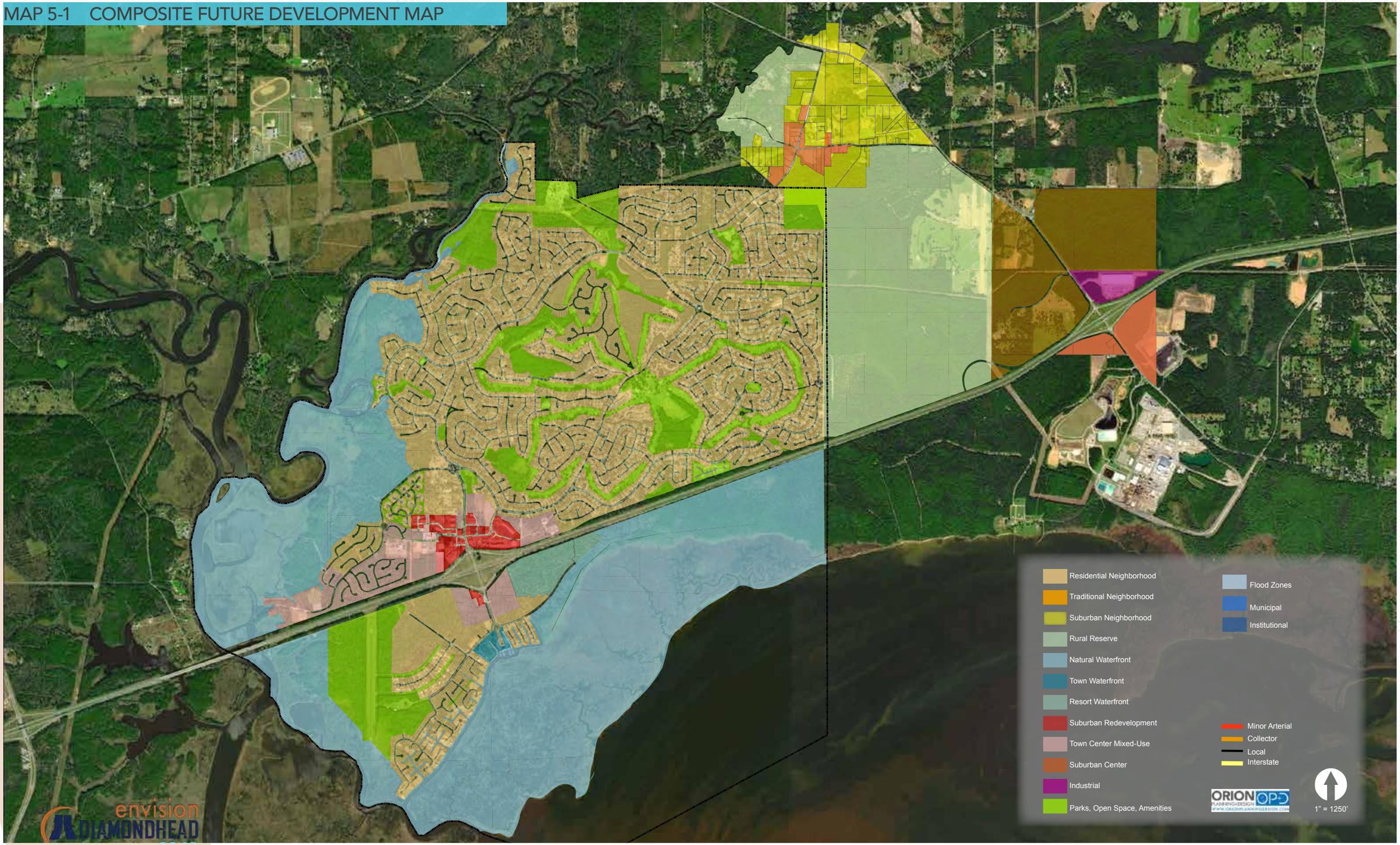
Place Making Outcomes flow from generalized place type concepts to specific development designs resulting in community development outcomes.

OVERALL FUTURE DEVELOPMENT MAP

The Overall Future Development Map is the core component of Envision Diamondhead 2040. It illustrates the fundamental place types developed for Diamondhead and their locations throughout the city. It also includes the overall future mobility network for the city. These overall components of the Future Development Map are each treated specifically in the sections that follow.



MAP 5-1 COMPOSITE FUTURE DEVELOPMENT MAP



PARKS, OPEN SPACES, AMENITIES AND NATURAL WATERFRONT

SECTION OVERVIEW

The very heart and identity of Diamondhead is its wealth of parks, open spaces, and amenities complimented by its waterfronts. This section sets out the overall character of these places. Diamondhead's existing parks, open spaces, amenities and natural waterfronts are intended for preservation and enhancement. Envision Diamondhead 2040 provides a vision of expansion of these places through acquisition of sensitive environmental areas and increasing access points.

PARKS, OPEN SPACES, AND AMENITIES

The Parks, Opens Spaces and Amenities Map on the next page designates these place types in Diamondhead. The areas include the existing amenities owned by the Diamondhead Property Owners Association and the City of Diamondhead. In addition to the existing amenities, additional amenities are projected to be developed over the planning period and include:

- Diamondhead Dog Park
- Outdoor facilities to include playgrounds, boat and kayak launch, fishing pier, and park with athletic fields
- Indoor facility to include volleyball, basketball, and pickle ball courts, and other facilities as determined by a recreational needs study.

Additional recreational facilities in the form of pedestrian and cycle trails are illustrated in the future mobility section.

Left: Hole and fairway on one of Diamondhead's two 18 hole golf courses

PLANNED CHARACTERISTICS PARKS, OPEN SPACE, AMENITIES	
Primary Land Uses	Parks, Open Spaces and Amenities
Secondary Uses	Accessory and Maintenance structures
Intensity Range	Not Applicable
Development Policies	Low Impact Design Resource Setbacks Tree Canopy Preservation
ESSENTIAL BUILDING CHARACTER	
Building Placement	Remote placement unless recreational in nature
Frontage and Height	No Requirement
ESSENTIAL SITE CHARACTER	
Parking and Access	As required
Landscape	Natural except abundant formalized planting at buildings
Amenities	Not applicable
MOBILITY	
Street Types	Street types will vary widely depending on the intensity of the recreational facility accessed and adjoining development
Bike/Pedestrian/Golf Carts	Bikeways, trails - See mobility section for plan

Above: Twin Lakes Park

Above: Youth football on the Diamondhead athletic field

PARKS, OPEN SPACES, AMENITIES AND NATURAL WATERFRONT

MAP 5-2 PARKS, OPEN SPACE AND AMENITIES

PARKS, OPEN SPACES, AMENITIES AND NATURAL WATERFRONT

NATURAL WATERFRONT

In addition to abundant parks, open spaces, and amenities, Diamondhead is rich in natural areas. These natural areas are predominately located along the land that fronts the Jourdan River, Rotten Bayou, and Bay Saint Louis though there are some natural wetlands areas in the interior of Diamondhead. Much of these lands are also designated as flood planes and are subject to significant tidal inundation during storms.

The Natural Waterfront Place Type is comprised of the riverine and salt water marsh environments described in more detail in the environmental discussion in the discovery section of Envision Diamondhead 2040. These natural waterfront lands are critical to the healthy environmental functioning of life sustaining ecological systems. Water quality, air quality, wildlife and aquatic health, and human thriving are all dependent on the ongoing natural ecological functioning of these lands.

These lands are also important to human mental and emotional well being. Studies increasingly show that access to nature is a vital part of human health. Envision Diamondhead 2040 plans for the responsible recreational access to the natural waterfronts and for the stewardship and conservation. This vision includes educational and interpretive facilities such as a nature center. This vision also includes the general goals of enhancing ecotourism opportunities related to birding, hiking, and kayaking.

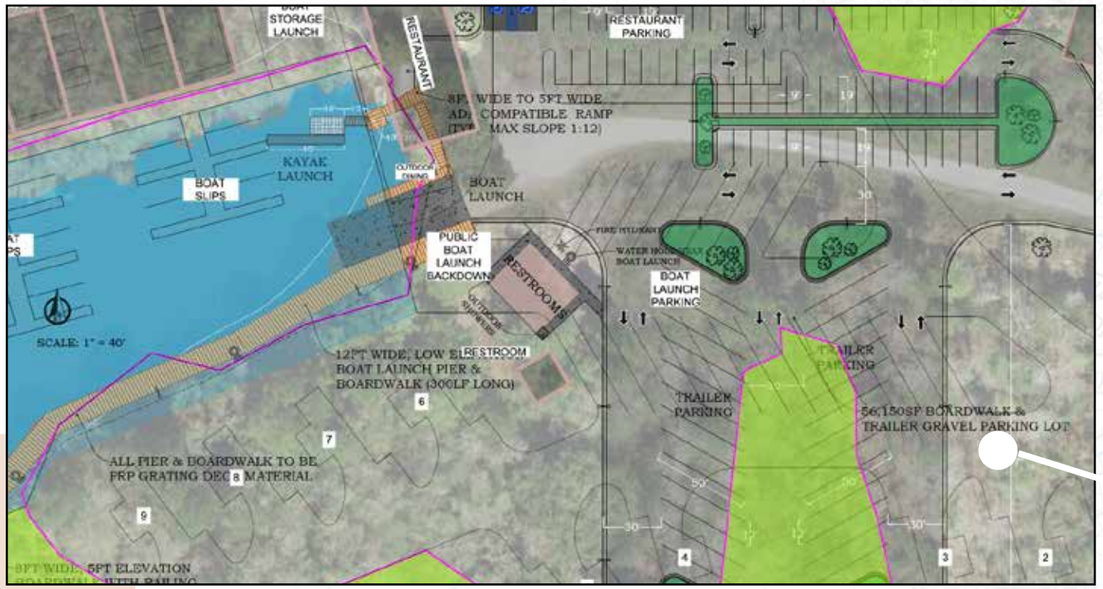
The map at right designates the Natural Waterfront place types in Diamondhead and a planned access to Jourdan River at the terminus of Noma Drive.

Above: A natural wetland area within Diamondhead

PLANNED CHARACTERISTICS NATURAL WATERFRONT	
Primary Land Uses	**Natural Coastal and Riverine Conditions**
Secondary Uses	**Access Structures**
Intensity Range	**Natural open space**
Development Policies	**Acquisition of Sensitive Areas Restoration of Ecological Function Preservation of Natural Conditions**
ESSENTIAL BUILDING CHARACTER	
Building Placement	**None**
Frontage and Height	**Not Applicable**
ESSENTIAL SITE CHARACTER	
Parking and Access	**Minimal access parking only**
Landscape	**Natural**
Amenities	**Formalized access facilities and trail connections**
MOBILITY	
Street Types	**Not applicable**
Bike/Pedestrian/Golf Carts	**Trail connections and access points**

Above: Diamondhead marsh interface with Bay St. Louis and the Diamondhead Marina.

PARKS, OPEN SPACES, AMENITIES AND NATURAL WATERFRONT



Above: Conceptual design for additional access to Jourdan River at the terminus of Noma Drive

Above: Path accessing The Rotten Bayou Kayak Launch

MAP 5-3 NATURAL WATERFRONTS

RESIDENTIAL NEIGHBORHOODS

SECTION OVERVIEW

This section sets out three types of residential neighborhoods:

- First Diamondhead Neighborhoods
- Suburban Neighborhood
- Traditional Neighborhood.

These neighborhood types are the places that accommodate Diamondhead's dwellings of all types and form the fundamental residential core of the City. Each neighborhood type has a distinctly different design character and each are described in the sections below.

FIRST DIAMONDHEAD NEIGHBORHOODS

The original Diamondhead Master Plan, illustrated in the introductory section of Envision Diamondhead 2040, was designed consistent with neighborhood design principles of the late 1960s and early 1970s. These principles included curvilinear street networks and cul-de-sacs, dwellings set away from the street, surface stormwater management, and long block lengths. In Diamondhead's case, extensive amenities in the form of recreational facilities and open spaces were woven in throughout.

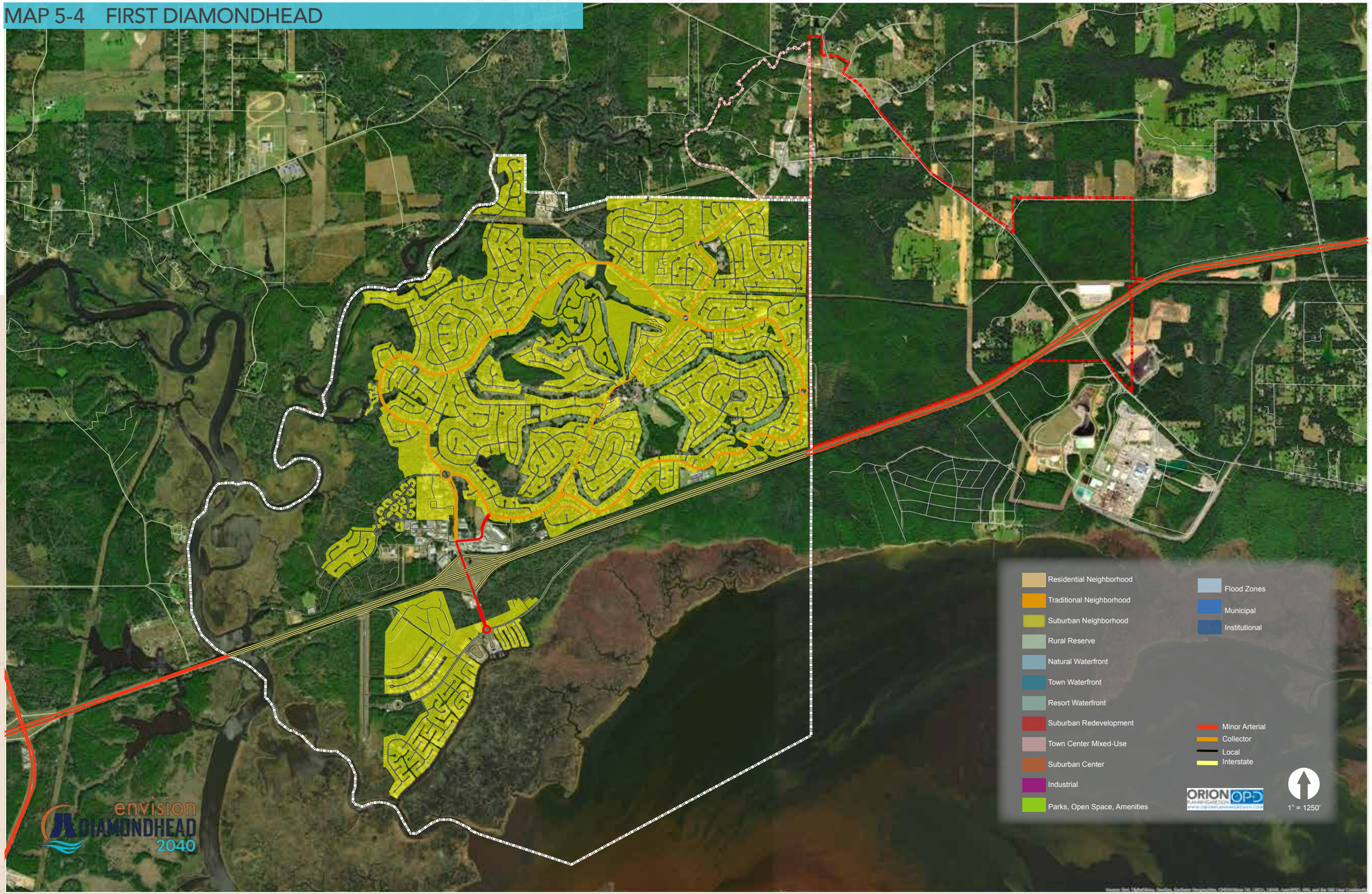
Above: Typical Diamondhead home

PLANNED CHARACTERISTICS FIRST DIAMONDHEAD NEIGHBORHOODS	
Primary Land Uses	**Single Family Dwellings**
Secondary Uses	**Condominiums, Townhomes, Multiple-family Dwellings**
Intensity Range	**4 to 8 dwellings/acre**
Development Policies	**Low Impact Design Resource Buffers Tree Canopy Preservation**
ESSENTIAL BUILDING CHARACTER	
Building Placement	**Buildings placed at varying setbacks, clustering for non single family units**
Frontage and Height	**No Requirement**
ESSENTIAL SITE CHARACTER	
Parking and Access	**Low impact parking preferred**
Landscape	**None prescribed but trees and foundation plantings are encouraged**
Amenities	**As provided in original Diamondhead Master Plan**
MOBILITY	
Street Types	**Local, Collector**
Bike/Pedestrian/Golf Carts	**Bikeways, trails - See mobility section for plan**

The First Diamondhead Neighborhoods Place Type recognizes the original intention of the Diamondhead Master Plan and preserve and maintain the neighborhood pattern into the future. The residential place type apply exclusively to the residential neighborhoods included in the original Diamondhead Master Plan.

Above: Post Katrina elevated home
Below: Diamondhead condominiums on the golf course

MAP 5-4 FIRST DIAMONDHEAD



RESIDENTIAL NEIGHBORHOODS

SUBURBAN NEIGHBORHOODS

The Suburban Neighborhoods place type applies to land in the expansion area identified as suitable and desirable for conventional residential development. Suburban Neighborhoods typically serve as a transition from the least dense natural and rural environment to the more dense urban environment while strategically incorporating natural features into site design and providing formal open spaces. Existing landscapes may be preserved to define curvilinear streets, common areas, parks and recreation opportunities associated with civic and institutional uses. Ideally landscapes, rather than buildings, are used to frame these neighborhoods. A range of lot sizes are encouraged to create opportunities for diverse housing choices. The suburban character of these residential areas is best maintained by preserving or adding to existing vegetation and a balance between buildings and open space.

TRADITIONAL NEIGHBORHOODS

The Traditional Neighborhoods place type applies to land in the expansion area identified as suitable and desirable for residential development. While higher density residential use is typically dominant, they often feature a core of commercial and civic activity such as a library, small scale store, coffee shop, bank or other neighborhood oriented businesses. They may feature parks, schools or other public features. They should be easy to navigate on foot with important features within a 20 minute walk for the average resident.

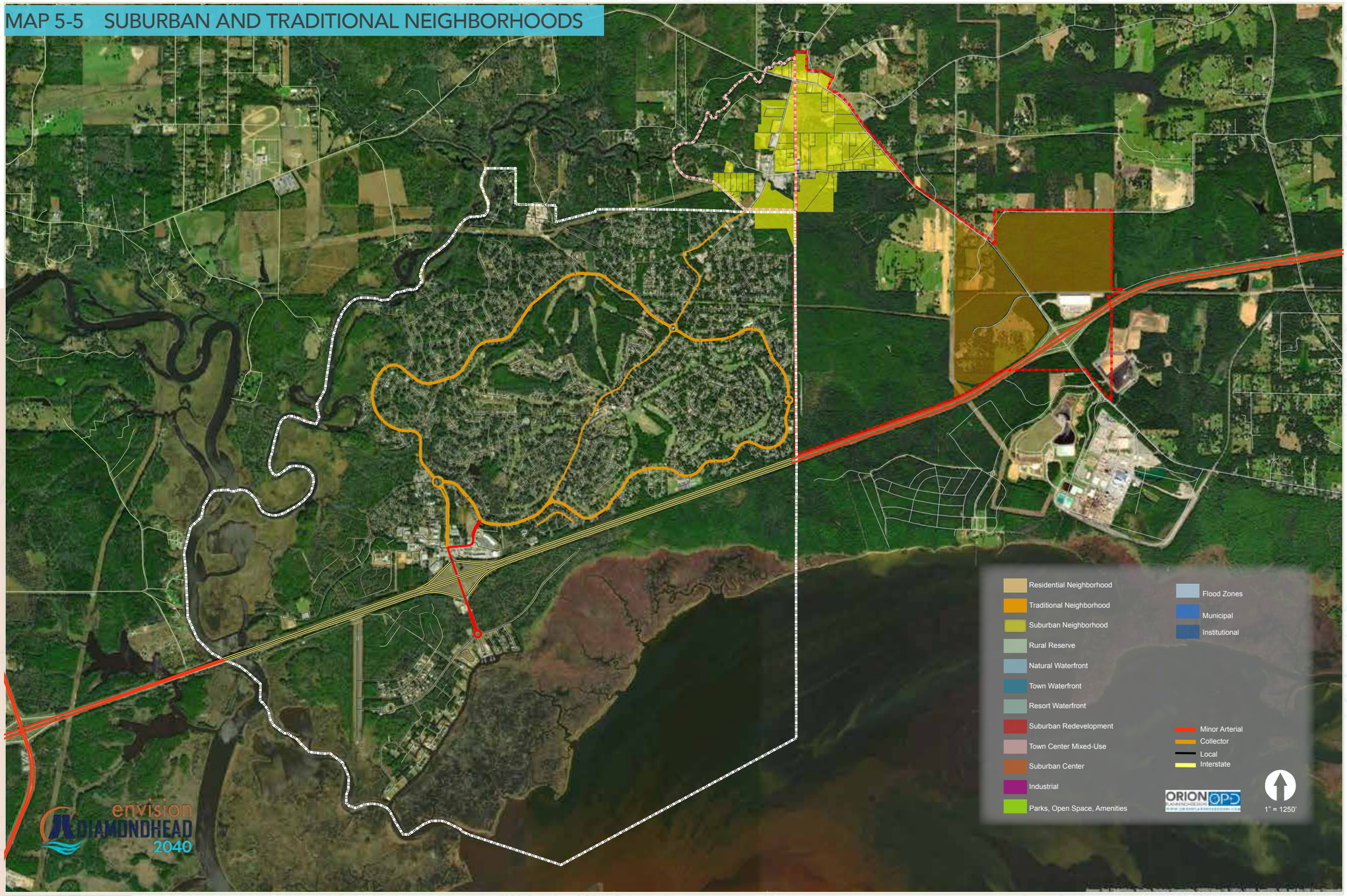
Above: Typical Diamondhead home

PLANNED CHARACTERISTICS SUBURBAN NEIGHBORHOODS	
Primary Land Uses	Single Family Dwellings
Secondary Uses	Condominiums, Townhomes, Multiple-family Dwellings, Institutional Uses
Intensity Range	4 to 8 dwellings/acre
Development Policies	Low Impact Design Resource Buffers Tree Canopy Preservation
ESSENTIAL BUILDING CHARACTER	
Building Placement	Buildings placed at varying setbacks, clustering for non single family units
Frontage and Height	No Requirement
ESSENTIAL SITE CHARACTER	
Parking and Access	Low impact parking preferred
Landscape	None prescribed but trees and foundation plantings are encouraged
Amenities	As provided in original Diamondhead Master Plan
MOBILITY	
Street Types	Local, Collector
Bike/Pedestrian/Golf Carts	Bikeways, trails - See mobility section for plan

PLANNED CHARACTERISTICS TRADITIONAL NEIGHBORHOOD	
Primary Land Uses	Single Family Dwellings and Commercial Mixed
Secondary Uses	Condominiums, Townhomes, Multiple-family Dwelling
Intensity Range	6 to 20 dwellings/acre
Development Policies	Low Impact Design Resource Buffers Vertically and Horizontally Mixed Uses
ESSENTIAL BUILDING CHARACTER	
Building Placement	Buildings placed very close to street
Frontage and Height	3 stories
ESSENTIAL SITE CHARACTER	
Parking and Access	On street and parking to rear in commercial areas
Landscape	Street trees, parking lot and foundation plantings
Amenities	10 to 20 percent open space
MOBILITY	
Street Types	Local, Collector
Bike/Pedestrian/Golf Carts	Bikeways, Trails, Golf Carts - See mobility section for plan

The context of a traditional neighborhood includes small blocks on a grid formation with a discernible center public space and an edge that transitions into different, less intensive uses. Traditional neighborhoods are pedestrian friendly and accessible for all modes of transportation. Buildings are built close to the street at a human scale, with abundant transparency on the ground floor of buildings. Buildings have minimal setbacks from the street, but allow for wide tree-lined sidewalks, as well as space for sidewalk uses like cafés and sales tables. Traditional neighborhoods provide parking that is on the street or within parking lots that are behind or underneath new buildings. Some buildings contain multiple uses. A wide variety of housing types are provided, both in size and affordability, with higher density housing types closer to the center of the neighborhood. Active public open space is located at or near the center. This space will be suitable to passive recreation as well as organized events, such as festivals, farmers markets and performances.

MAP 5-5 SUBURBAN AND TRADITIONAL NEIGHBORHOODS



COMMERCIAL CENTERS

SECTION OVERVIEW

Diamondhead contains four types of commercial places and activity centers. Each of these will be described in this section. The four classifications for commercial areas and activity centers are:

a. Suburban Redevelopment
b. Town Center Mixed Use
c. Aloha District and Suburban Redevelopment
d. Suburban Center

In addition to the general description provided for each of these types, detailed designs illustrating development principles more precisely are provided for the Aloha District.

SUBURBAN REDEVELOPMENT

As was mentioned in the historic context for Diamondhead in the introductory section of the plan, the primary area classified as suburban redevelopment in Diamondhead was not a part of the original master planned community. This area lies at the major entryway into Diamondhead at the intersection of Aloha and Gex Drives. Because the area was not master planned, it developed in unincorporated Hancock County under county zoning controls. These controls allowed for commercial development that was heavily automobile oriented, of minimal architectural character, and characterized by excessive parking areas devoid of landscaping and lacking pedestrian facilities.

Above: Example suburban redevelopment

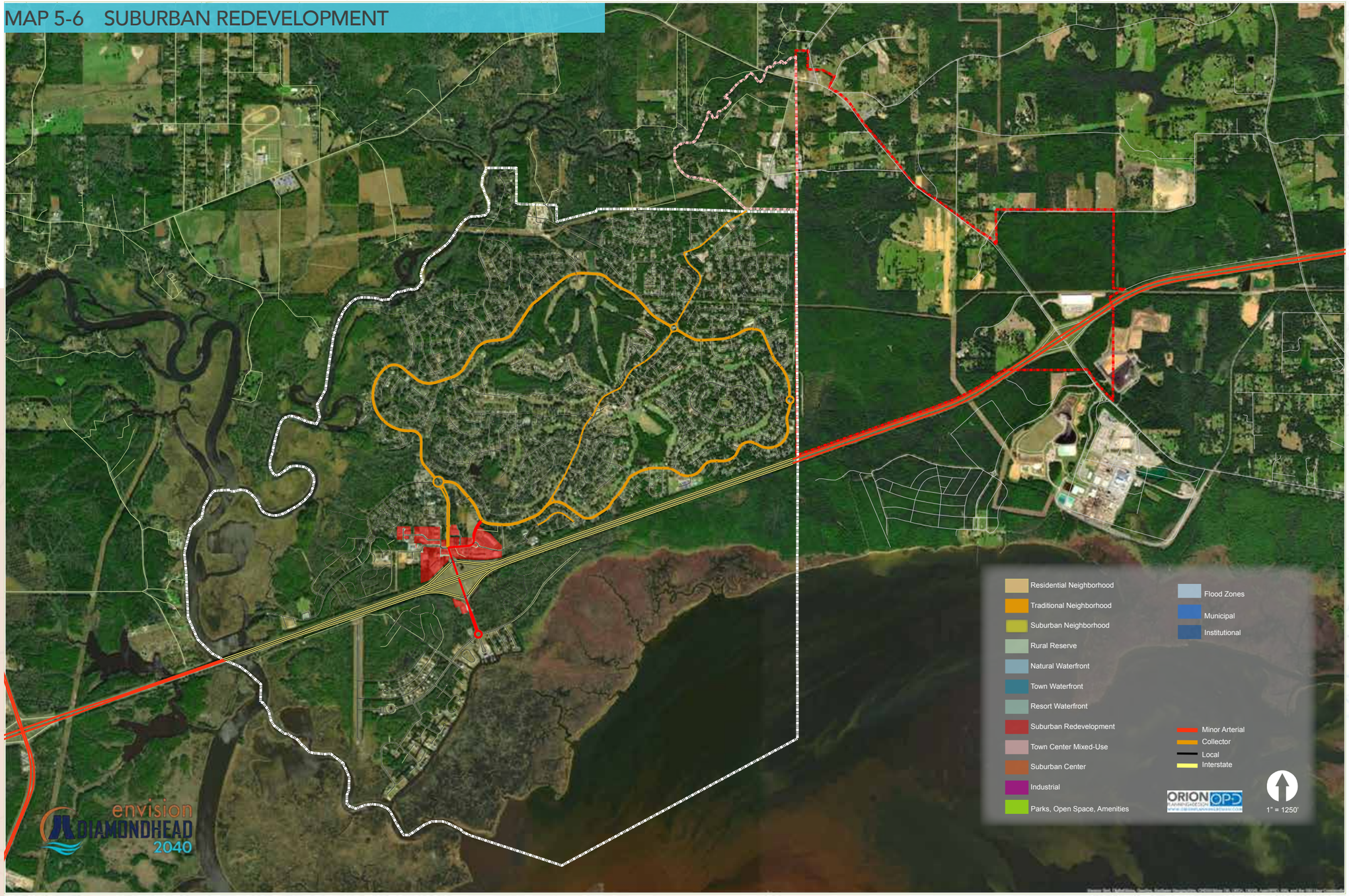
PLANNED CHARACTERISTICS OF SUBURBAN REDEVELOPMENT	
Primary Land Uses	**Retail, office, general commercial Uses**
Secondary Uses	**Upper floor residential, lodging**
Intensity Range	**Floor area ratio of 1**
Development Policies	**Low impact design required**
ESSENTIAL BUILDING CHARACTER	
Building Placement	**First generation buildings to maintain positioning** **Redevelopment buildings placed near the street to create enclosure of street spaces**
Frontage and Height	**1 to 3 stories typical, taller building are possible**
ESSENTIAL SITE CHARACTER	
Parking and Access	**As required**
Landscape	**Formalized street trees and parking lot landscaping**
Amenities	**Multi-modal pathway connections where planned (see mobility section)**
MOBILITY	
Street Types	**Local, Collector, Arterial depending on intensity and context**
Bike/Pedestrian/Golf Carts	**Bike lanes, bike parking, pedestrian facilities provided throughout as well as provisions for the circulation and parking of golf carts**

Above: Example town center mixed use development

Additional suburban redevelopment place types are designated in the expansion area with one being located at Interstate 10 and Delisle Road and the other located at the northern entrance into Diamondhead along Kapalama.

Envision Diamondhead 2040 seeks to implement policies that will promote redevelopment of these areas through the retrofit of parking lots with appropriate landscaping, the infilling of parking lots with buildings lined close to the streets, and complimented by ample pedestrian facilities. In addition, commercial and residential uses are intended to be mixed with residential uses permitted above ground floor retail and office uses.

MAP 5-6 SUBURBAN REDEVELOPMENT



COMMERCIAL CENTERS

DIAMONDHEAD'S ALOHA DISTRICT

Diamondhead's commercial district has developed in a strip commercial pattern which became common post World War II as the country became more vehicular dependent. This pattern is often unsightly, adversely affects adjoining neighborhoods and contributes to congestion. Overly large expansive parking lots, poor signage and cheap buildings are uninspiring and yet ubiquitous urban forms that can be found in nearly every community of any size across the country.

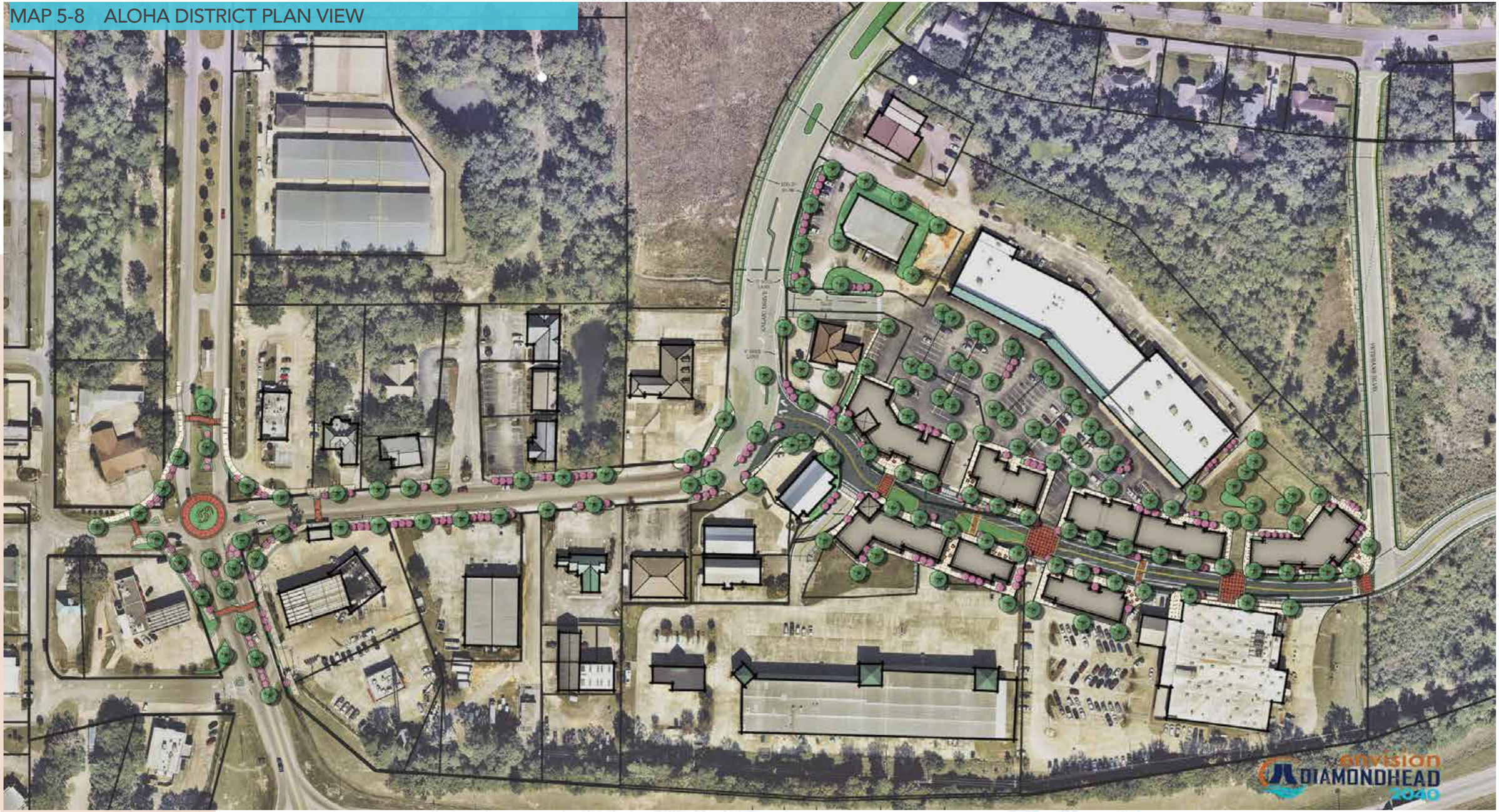
Better patterns are available for developing land along suburban arterials and East Aloha Drive is uniquely well positioned for a significant redevelopment and improvements known as a Suburban Retrofit. The proposed redevelopment of East Aloha Drive seeks to establish a 'Main Street' concept that has nearly always been successful in downtowns around the country. This pattern will help establish a strong sense of place which is vital to the health, prosperity and sustainability of downtown. It is comprised of mixed-use buildings of varying height, with retail shops, restaurants, civic uses, and offices lining each side of the street and residential dwellings located on the upper floors. Successful implementation will create pedestrian friendly, vibrant public places where residents and visitors gather, to live, work, and play and help to establish Diamondhead as a visitor destination.

To best enhance its distinct qualities, the main street should build upon its intrinsic historic, economic, natural, and cultural amenities to create a distinctive place that embodies a unique character, look, and heritage that are not found in other locations. Design elements will include public spaces for gathering and unique site amenities such as custom street pole lights with colorful interchangeable murals, sidewalks and pavers, street trees in tree grates, custom benches, bike racks, brightly colored café tables, strung lighting, local artists sculptures, creative three-dimensional signage and flowering landscape plantings. These interactive gathering spaces will give locals and visitors a reason to step out of their cars and onto the sidewalks of a vibrant commercial corridor and help establish East Aloha Drive and the downtown as the 'core' of the community.

The concepts designs at right illustrate the redevelopment of the Aloha District

MAP 5-7 ALOHA DISTRICT 3D MODEL

MAP 5-8 ALOHA DISTRICT PLAN VIEW



COMMERCIAL CENTERS

TOWN CENTER MIXED USE

Town Center Mixed Use is to provide for and promote the development of a compact mixed use town center reflecting the timeless building patterns of traditional downtowns. These characteristics include design features that prioritize pedestrian activity, human scales, outdoor environments, abundant landscape and natural features, and quality architecture. The district accommodates a range of commercial, residential, small scale production, open space and recreational activities. While land use is a very important element in the district, building form, lot placement, and streetscape take precedent in creating the desired environment.

The general development principles of the Town Center Mixed Use District are to:

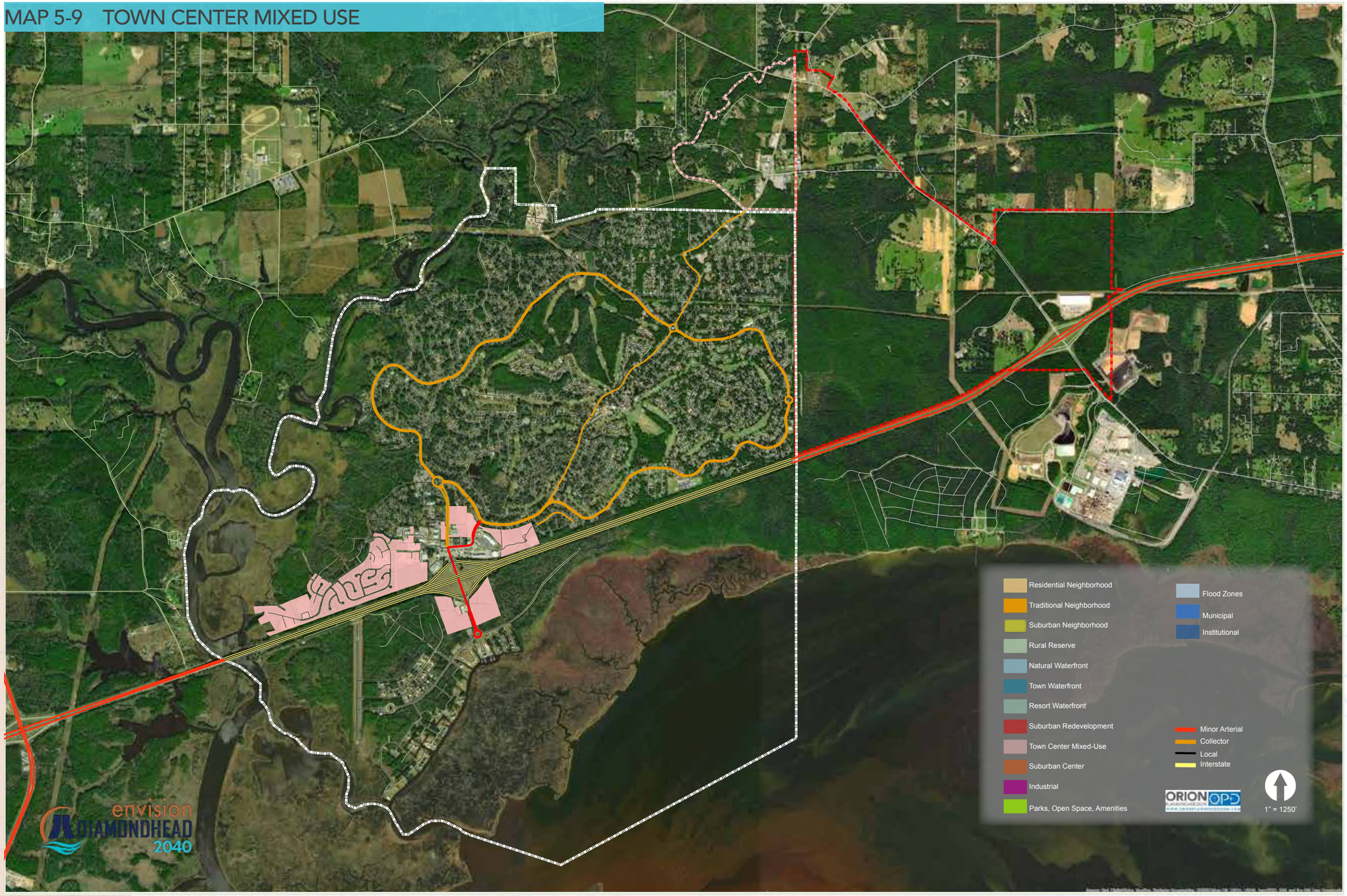
- Promote form-based development through form-based standards. In contrast to conventional zoning standards that emphasize on the regulation of land uses, form-based mixed-use development standards focus on promoting a walkable, urban form of development consistent with traditional downtowns and commercial centers.
- Require excellence in the design of the public realm and of buildings that front public spaces. The most successful and memorable urban environments are those in which walking down the street is appealing. Streets, plazas, parks, and other public spaces should be comfortable and inviting, and buildings fronting those spaces should be active and visually interesting at the pedestrian level.
- Encourage creativity, architectural diversity, and exceptional design.
- Promote high quality design, and the development review process for mixed-use projects is intended to promote flexibility. Standards and guidelines, as well as the development review process, are intended to support creativity and exceptional design while discouraging uniformity.

Above: Example of town center mixed use development

PLANNED CHARACTERISTICS OF TOWN CENTER MIXED USE	
Primary Land Uses	**Retail, office, general commercial Uses**
Secondary Uses	**Upper floor residential, lodging**
Intensity Range	**Floor area ratio of 1**
Development Policies	**Low impact design required**
ESSENTIAL BUILDING CHARACTER	
Building Placement	**First generation buildings to maintain positioning** **Redevelopment buildings placed near the street to create enclosure of street spaces**
Frontage and Height	**1 to 3 stories typical, taller building are possible**
ESSENTIAL SITE CHARACTER	
Parking and Access	**On street parking and parking to the rear of buildings**
Landscape	**Formalized street trees and parking lot landscaping**
Amenities	**Multi-modal pathway connections where planned (see mobility section)**
MOBILITY	
Street Types	**See mobility section**
Bike/Pedestrian/Golf Carts	**Bike lanes are provided along with bike parking , pedestrian facilities are provided throughout as well as provisions for the circulation and parking of golf carts**

Above: Example of town center mixed use development

MAP 5-9 TOWN CENTER MIXED USE



COMMERCIAL CENTERS

SUBURBAN CENTERS

Suburban Centers generally accommodate larger scale building footprints for commercial uses and serve as shopping destinations. While retail uses are often low-rise, office, and lodging uses they include mid-rise buildings. Residential development in these areas is limited to higher density building types that are integrated into the overall development rather than being separated or isolated. Suburban Centers are generally automobile oriented. However, buildings should be arranged to create a street wall to make walking and cycling possible, safe, and as desirable as possible. Suburban Centers require significant amounts of parking, but large parking lots should be located behind or to the side of buildings, with limited amounts of parking between buildings and streets. Parking lots must be landscaped for aesthetics, stormwater management and to reduce heat island effects. Cross-connections to adjacent properties should be provided. Parks and open spaces should be incorporated into Suburban Centers and serve as a focal point.

Above: Suburban Center development example

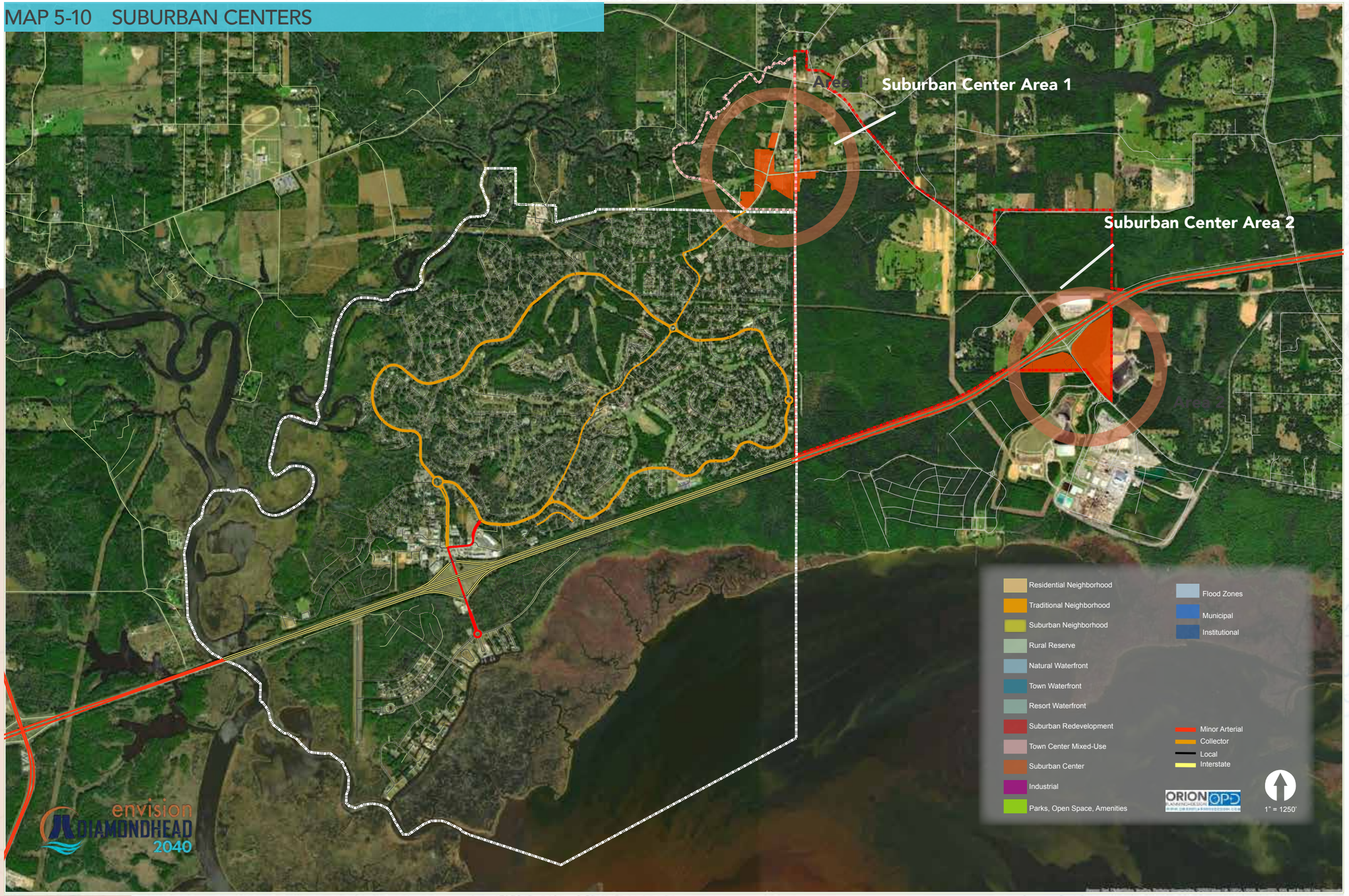
PLANNED CHARACTERISTICS OF SUBURBAN CENTER	
Primary Land Uses	Retail, office, general commercial Uses
Secondary Uses	Upper floor residential, lodging
Intensity Range	Floor area ratio of 1
Development Policies	Low impact design required
ESSENTIAL BUILDING CHARACTER	
Building Placement	First generation buildings to maintain positioning Redevelopment buildings placed near the street to create enclosure of street spaces
Frontage and Height	1 to 3 stories typical, taller building are possible
ESSENTIAL SITE CHARACTER	
Parking and Access	Parking to side and rear
Landscape	Formalized street trees and parking lot landscaping
Amenities	Multi-modal pathway connections where planned (see mobility section)
MOBILITY	
Street Types	See mobility section
Bike/Pedestrian/Golf Carts	Bike lanes are provided along with bike parking, pedestrian facilities are provided throughout

Above: Suburban Center development example

DIAMONDHEAD SUBURBAN CENTERS

Suburban Centers in Diamondhead are located in the expansion areas. Suburban Center Area 1, seen on the place type map on the opposite page, is informally referred to as the "back door" to the city and is located in unincorporated Hancock County. It has developed under Hancock County zoning code and lacks the appropriate gateway appearance and aesthetic quality envisioned by Envision Diamondhead 2040. Policies that achieve suburban center ideals must be applied as retrofits. Area 2 is shown as the area at the Interstate 10 Exit at Delisle Road. This area is currently undeveloped.

MAP 5-10 SUBURBAN CENTERS



SPECIAL AREAS

SECTION OVERVIEW

Diamondhead contains four types of special areas not otherwise classified. Each of these special areas will described in this section. The four classifications for commercial areas and activity centers are:

a. Town Waterfront
b. Resort Waterfront
c. Technology and Industry
d. Rural Reserve

TOWN WATERFRONT

The Town Waterfront place type for Diamondhead applies to Diamondhead's historic marina area. The map on the opposite page highlights the designated Town Waterfront and is envisioned to accommodate a variety of uses including commercial, office, civic, entertainment, cultural, residential and open space. Civic, entertainment and waterfront access are its focal points. This area is also intended to function as the connection linking Diamondhead's interior residential neighborhoods and older commercial areas to Bay St. Louis and Mississippi's coastal water beyond.

Above: Diamondhead's town waterfront today

PLANNED CHARACTERISTICS OF TOWN WATERFRONT	
Primary Land Uses	**Retail, entertainment, restaurants, dwellings, civic spaces, waterfront recreation**
Secondary Uses	**Institutional**
Intensity Range	**Floor area ratio of 1**
Development Policies	**Low impact design required**
ESSENTIAL BUILDING CHARACTER	
Frontage and Height	**Buildings placed near the street to create enclosure of street spaces**
	Some areas may respect original lot configuration
	See detailed design for development concepts
	1 to 4 stories typical, taller building are possible
ESSENTIAL SITE CHARACTER	
Parking and Access	**On street parking and parking to the rear of buildings**
Landscape	**Formalized street trees and parking lot landscaping**
Amenities	**Multi-modal pathway connections where planned (see mobility section)**
MOBILITY	
Street Types	**See mobility section**
Bike/Pedestrian/Golf Carts	**Bike lanes are provided along with bike parking, pedestrian facilities are provided throughout as well as provisions for the circulation and parking of golf carts**

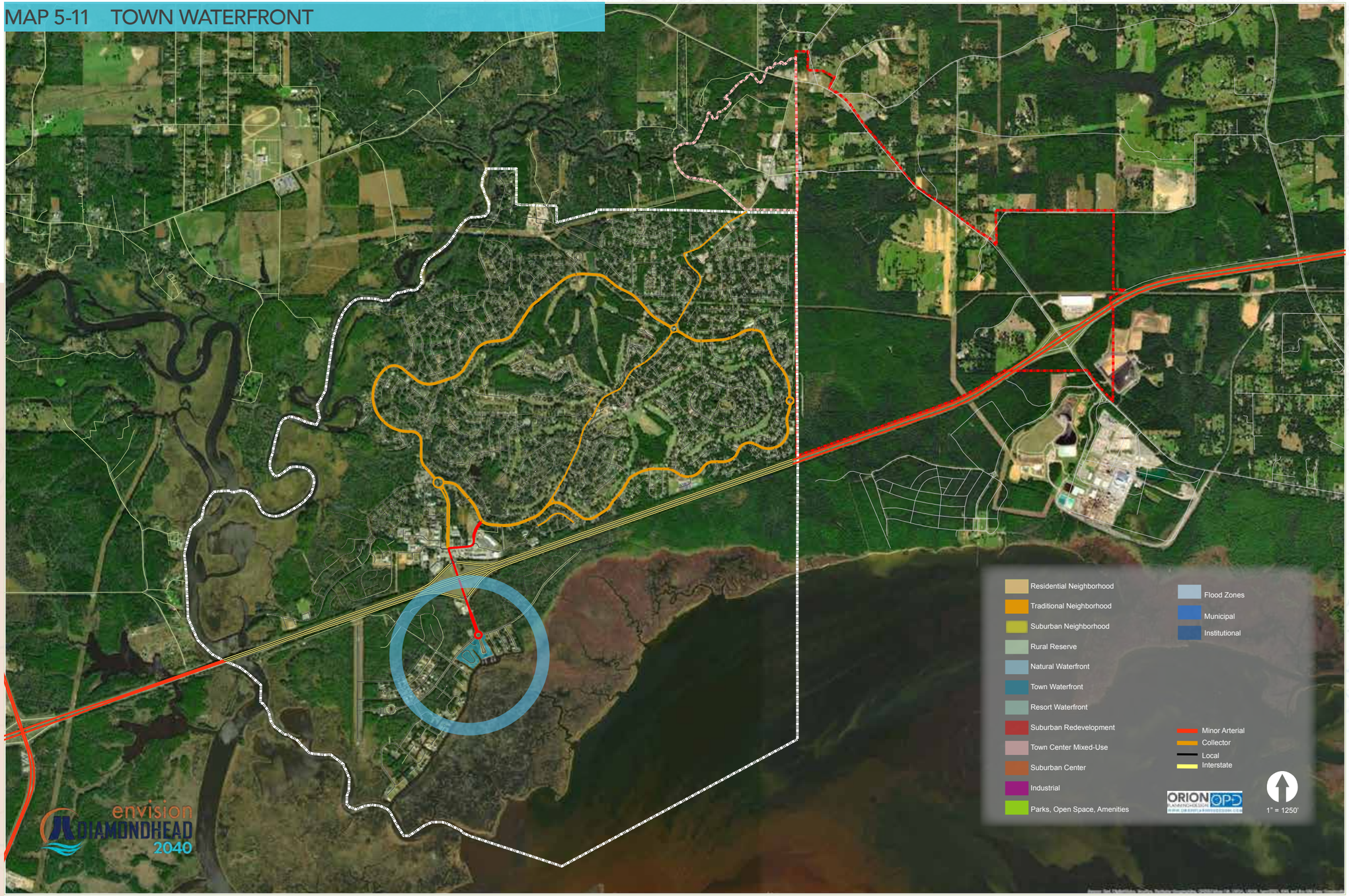
Above: Waterfront amphitheater

TOWN WATERFRONT DETAILED DESIGN

The Town Waterfront place type was originally designed with less of a mix of uses than is envisioned in this plan. The area was built to near capacity with residential use prior to the impact of Hurricane Katrina which destroyed most of the dwellings leaving only the lot patterns and streets.

The detailed Town Waterfront design concept illustrating the intended character and use of the place type is illustrated in the following pages. Its features include a prominent civic space as a key focal element west of the DIamondhead Marina. Mixed use buildings line the waterfront and the round about. Higher density housing is located nearest the water with less dense housing sited progressively inland. This detailed concept recognizes the constraints imposed by the requirements of flood zone construction.

MAP 5-11 TOWN WATERFRONT



SPECIAL AREAS

TOWN WATERFRONT REDEVELOPMENT CONCEPT

The concepts at right illustrate the redevelopment of Diamondhead's town waterfront. Features include:

A. Hotels
B. Expanded Marina
C. Amphitheater
D. Mixed product dwellings
E. Mixed Use
F. Condominiums

Town Waterfront Existing

Town Waterfront Proposed

Closer Perspective Town Waterfront Proposed

Town Waterfront Concept

SPECIAL AREAS

RESORT WATERFRONT

The Resort Waterfront is designated to accommodate a major tourist destination offering vacation and recreational accommodations in a substantially self-contained environment providing an array of amenities meeting the wants and needs of its patrons. On site elements include food, lodging, sports, recreation, gaming, entertainment, convention facilities and shopping, all of which are typically operated by a single entity.

Design within the Resort Waterfront place type establishes a major tourist destination, unified in theme and character and usually centered by an anchoring hotel as its central feature. The resort complex may include other dwellings including condominiums and vacation homes.

Above: Resort dwellings in a resort waterfront setting

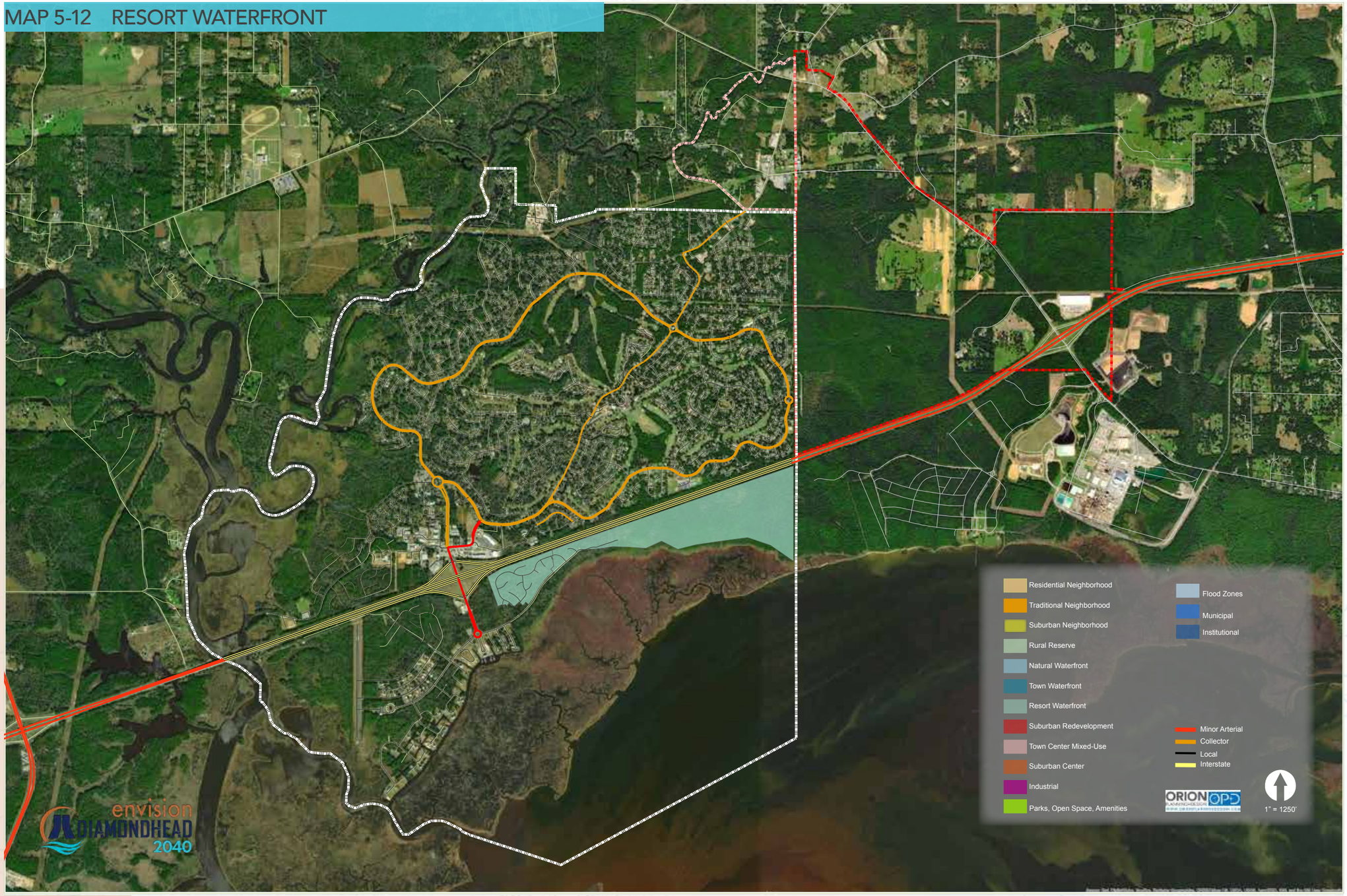
PLANNED CHARACTERISTICS OF RESORT WATERFRONT	
Primary Land Uses	**Resort complex**
Secondary Uses	**Vacation condominiums and vacation homes**
Intensity Range	**Development intensity varies widely by individual component**
Development Policies	**Low impact design required**
ESSENTIAL BUILDING CHARACTER	
Building Placement	**Varies widely based on building purpose**
Frontage and Height	
ESSENTIAL SITE CHARACTER	
Parking and Access	**Varies widely based on building purpose**
Landscape	**Formalized street trees and parking lot landscaping and site landscaping in support of design theme**
Amenities	**Multi-modal pathway connections internally and connected to external systems where planned (see mobility section)**
MOBILITY	
Street Types	**See mobility section**
Bike/Pedestrian/Golf Carts	**Bike lanes and bike parking, pedestrian facilities are provided throughout as well as provisions for the circulation and parking of golf carts**

Above: Resort lodging in a resort waterfront setting

DIAMONDHEAD'S RESORT WATERFRONT

Diamondhead has been a candidate for a casino based resort since the legalization of the gaming industry in the early 1990s and its subsequent growth. The area designated as Resort Waterfront in Diamondhead has been the subject of conceptual planning for this type of development. While no detailed design concepts are presented in this plan, Envision Diamondhead 2040 anticipates such development during the planning period located in the area indicated.

MAP 5-12 RESORT WATERFRONT



SPECIAL AREAS

TECHNOLOGY AND INDUSTRY

The place type designated as Technology and Industry Employment Areas is intended to support large scale employment uses and may take different forms based upon the specific use and intensity planned. Employment areas range in size but are generally located along primary transportation corridors and hubs, which can include rivers and rail lines. Commercial, light and heavy industrial activities are typical in employment areas; they tend to be locations where economic development is planned for and incentivized such as ports, industrial parks and similar large-scale development opportunities. Employment areas tend to be auto-centric but may incorporate pedestrian infrastructure internal to large employment campuses.

Above: Technology manufacturing facility

PLANNED CHARACTERISTICS OF TECHNOLOGY AND INDUSTRY	
Primary Land Uses	**Manufacturing and distribution**
Secondary Uses	**Service commercial and office uses**
Intensity Range	**Floor area ratio of 1**
Development Policies	**Low impact design required**
ESSENTIAL BUILDING CHARACTER	
Building Placement	**Varies widely depending on context but very large scale buildings in a campus like setting are anticipated**
Frontage and Height	**Varies widely depending on context**
ESSENTIAL SITE CHARACTER	
Parking and Access	**Varies widely depending on context**
Landscape	**Significant buffering from diverging uses and parking lot landscaping** **Structural screening (fences, walls)**
Amenities	**Multi-modal pathway connections where planned (see mobility section)**
MOBILITY	
Street Types	**See mobility section**
Bike/Pedestrian/Golf Carts	**Pedestrian facilities are provided along major street frontages**

Above: Industrial development

ACCOMMODATING TECHNOLOGY AND INDUSTRY IN DIAMONDHEAD

Envision Diamondhead 2040 designates two areas for the development of industrial and technology facilities. These areas are illustrated on the map on the opposite page. Area 1 surrounds the Diamondhead Airport with the airport serving as an anchoring amenity. Area 2 is located in Diamonhead's expansion area and takes advantage of the convenient access to Interstate - 10. It also lies in proximity to other major Harrison County manufacturing.

MAP 5-13 TECHNOLOGY AND INDUSTRY

SPECIAL AREAS

DIAMONDHEAD'S RURAL RESERVE

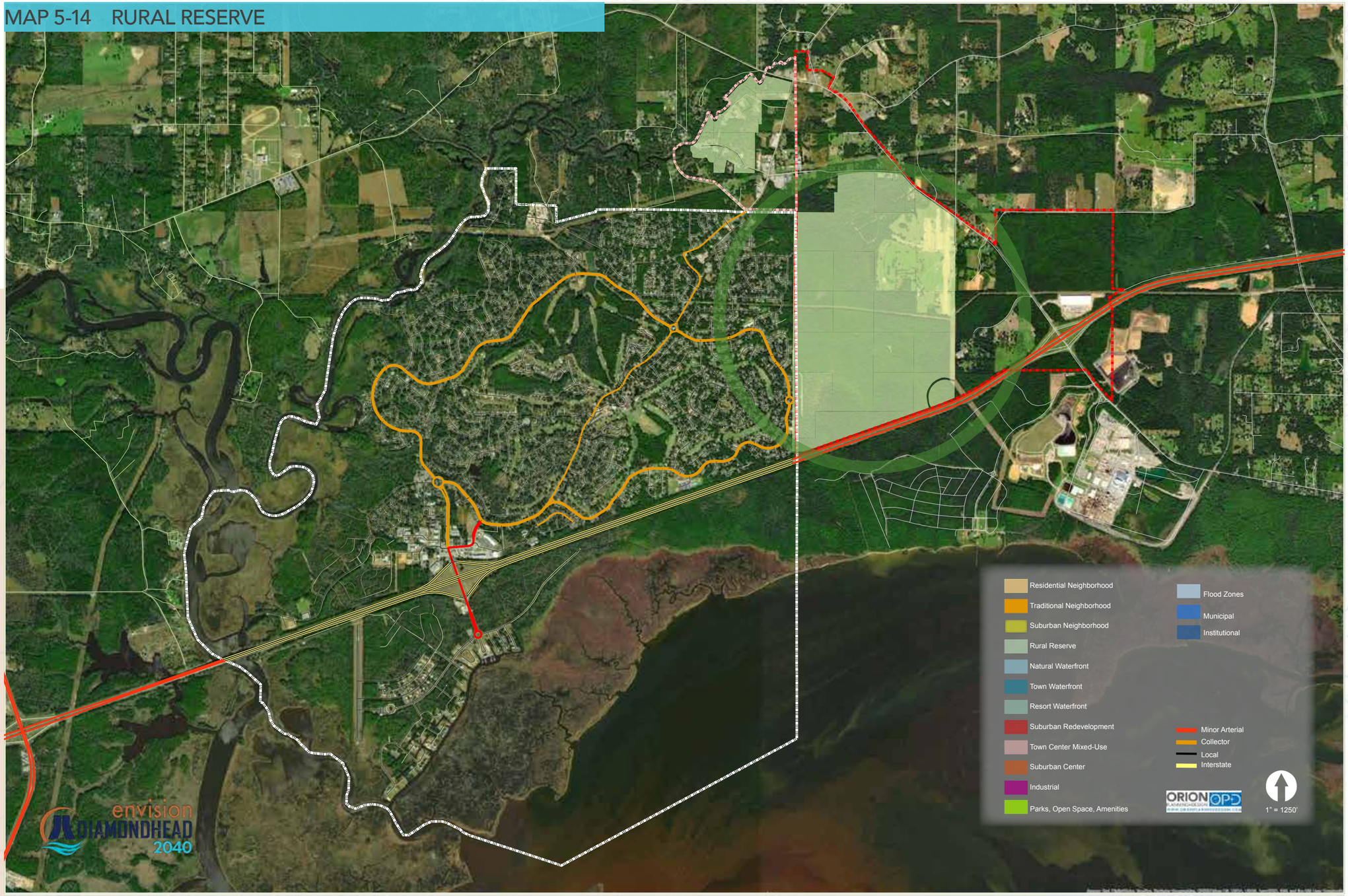
The Rural Reserve place type applies to working lands that are used primarily for rural living, agricultural productions, or forestry. The lands are typically large tracts in active agricultural use, managed forests, fallow ground or vacant land intended for agricultural expansion. In addition to agricultural activities, residences and accessory structures, outbuildings, infrastructure and operations that support agricultural production are appropriate, although minimal. The Rural Reserve is located in the expansion area of Diamondhead and represents its rural landscape.

PLANNED CHARACTERISTICS OF RURAL RESERVE	
Primary Land Uses	Agriculture, forestry, rural living
Secondary Uses	Institutional
Intensity Range	Very low intensity
Development Policies	Low impact design required
ESSENTIAL BUILDING CHARACTER	
Building Placement	Building facades have deep setbacks Encroachment on resource areas discouraged
Frontage and Height	Varies by context
ESSENTIAL SITE CHARACTER	
Parking and Access	Placed as required
Landscape	Landscape is naturally occurring. Formal landscape not applicable
Amenities	Multi-modal pathway connections where planned (see mobility section)
MOBILITY	
Street Types	See mobility section
Bike/Pedestrian/Golf Carts	None required

Above: Illustration of rural character in the Rural Reserve

Above and Below: Rural areas near Diamondhead

MAP 5-14 RURAL RESERVE



CONNECTING DIAMONDHEAD

Discovery analysis and community visioning concluded that future mobility elements should focus on connecting Diamondhead mostly within the framework of the existing mobility network with emphasis on enhancing and expanding facilities for cyclists, pedestrians, and water based movement. The Diamondhead planning principle of connection identifies four specific areas of connection:

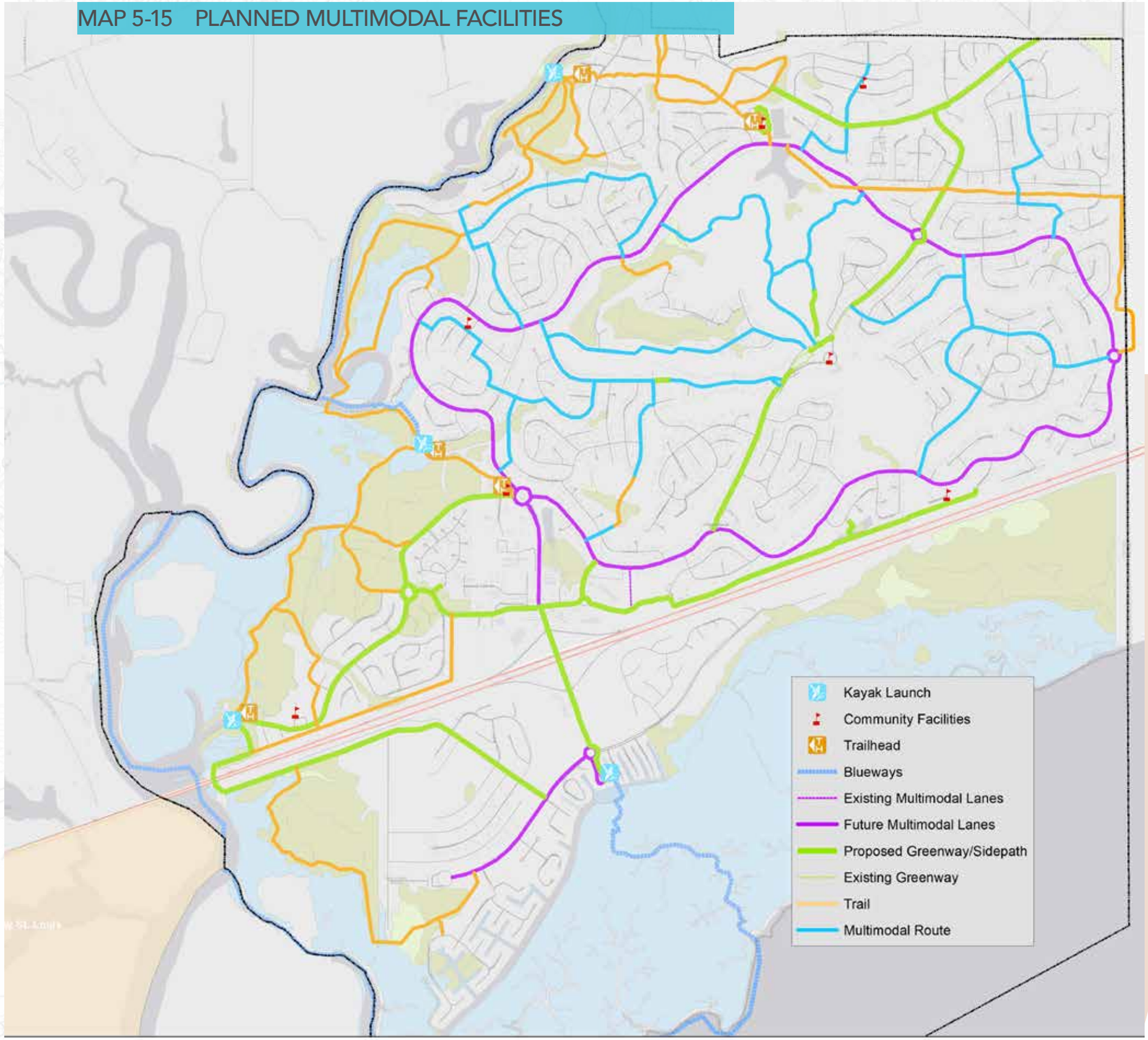
- By enhancing bike and pedestrian pathways and linkages throughout the city
- By linking the original community to downtown for pedestrians, cyclists, and alternative vehicles, and by linking the downtown to the waterfront
- With selected connections to the river and bayou
- By creating additional entry points and access to and from the city

FUTURE MOBILITY NETWORK

This section of Envision Diamondhead 2040 sets out a future mobility network that achieves these four connectivity goals. The system design is built with the following mobility network components:

- Multimodal protected lanes
- Greenways
- Trails
- Multimodal routes
- Blueways
- New complete streets and retrofits

MAP 5-15 PLANNED MULTIMODAL FACILITIES



PROTECTED MULTIMODAL LANES

The single most significant transportation asset to the City is Diamondhead Drive, for the following reasons:

- It touches every part of the City such that it is within a 10 minute walk of 90% of all residences.
- It creates a 7 mile loop, which is ideal for recreation.
- Most of the POA amenities and civic centers are located on Diamondhead Drive.
- A full tree canopy is enabled by boulevard format, and the paved lanes are already wide enough to accommodate new multimodal lanes

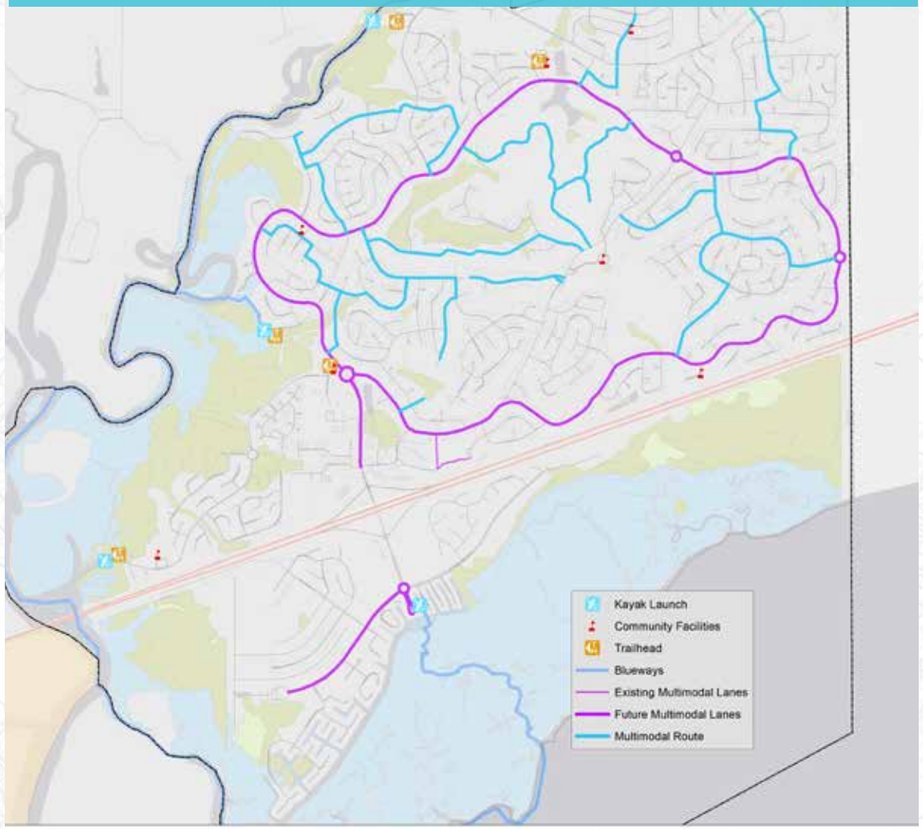
Protected bicycle lanes are growing in popularity as they have been installed in cities and towns across the country. The design principle is to create a buffer with a vertical physical element that gives more protection to cyclists from vehicles in the street.

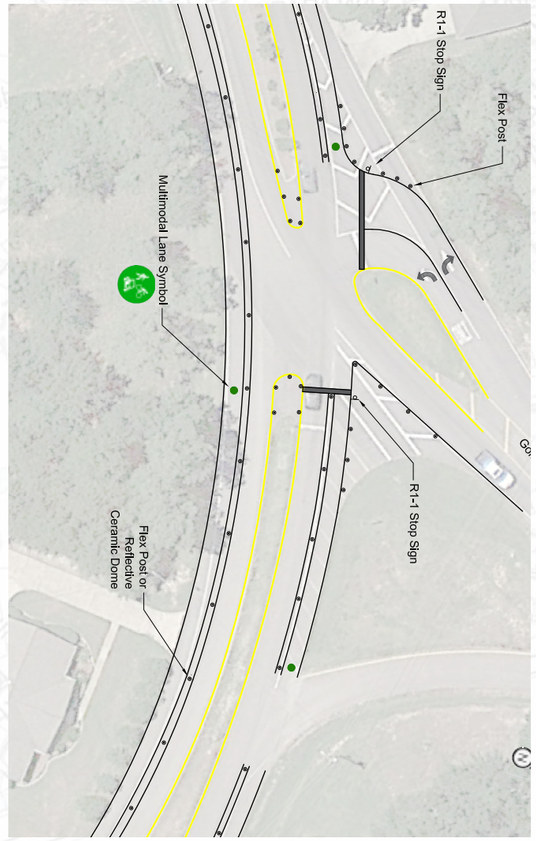
The recommended facility for Diamondhead Drive goes beyond the protected bike lane to a broader concept, the protected multimodal lane that can serve all non-vehicle users of the roadway. Simple flexible bollards or reflective traffic domes will be installed in the buffer between the multimodal lane and car lane so that people walking, running, biking, and carting can have a safe and inviting space in the street.

The cost for creating this facility is very low because the existing asphalt structure is already built, with installation consisting of traffic striping, bollards and/or domes, and signage. The resulting facility will serve as the multimodal spine for the city from which all other facilities types will branch.

Additional locations for protected multimodal lanes are Gex Drive from Diamondhead Drive to Aloha Drive West, and Airport Drive.

MAP 5-16 MULTIMODAL LANE





Above: Design detail for multimodal lane

Above: Street before cycle lane stripping

Above: Street after cycle lane designation

GREENWAYS

While multimodal lanes are the superhighways of the walking/biking network, greenways are the scenic routes that provide the most enjoyable experience because they are completely separated from the street and surrounded by natural elements. Greenways that are located in a street right-of-way are commonly referred to as sidepaths. Design principles for greenways and sidepaths include:

- Surface materials can be asphalt, concrete or packed aggregate. Concrete is more durable than asphalt, but is more expensive to build and often less preferred by runners and walkers due its stiffness on impact.
- Minimum 10' width, although 8' width may be necessary in constrained locations. Up to 14' width may be recommended where cart use is expected.
- Ideally 5' of separation between the path and the street is provided, with street trees and tall native grass plantings providing buffer.

The following greenways are proposed:

1. Waterfront Connector Greenway.

Constructing a greenway starting at the end of Noma Drive, passing under the I-10 bridge, and utilizing the existing gravel road that turns into Akoko Street will provide the first pedestrian/bike/cart access from City neighborhoods north of the Interstate to the harbor area. The section south of the Interstate is especially beautiful with an expansive view of the Jourdan River, framed by live oaks.

2. Noma Sidepath

Developing a sidepath along Noma Drive from Diamondhead Drive on the east to the Jourdan River boat launch on the west is an ideal first greenway project for the City in that no right-of-way acquisition is required, along with very little clearing and grading. The corridor is quiet and beautiful with towering pines on each side, very little car traffic, and is already a popular route for runners and casual bikers.

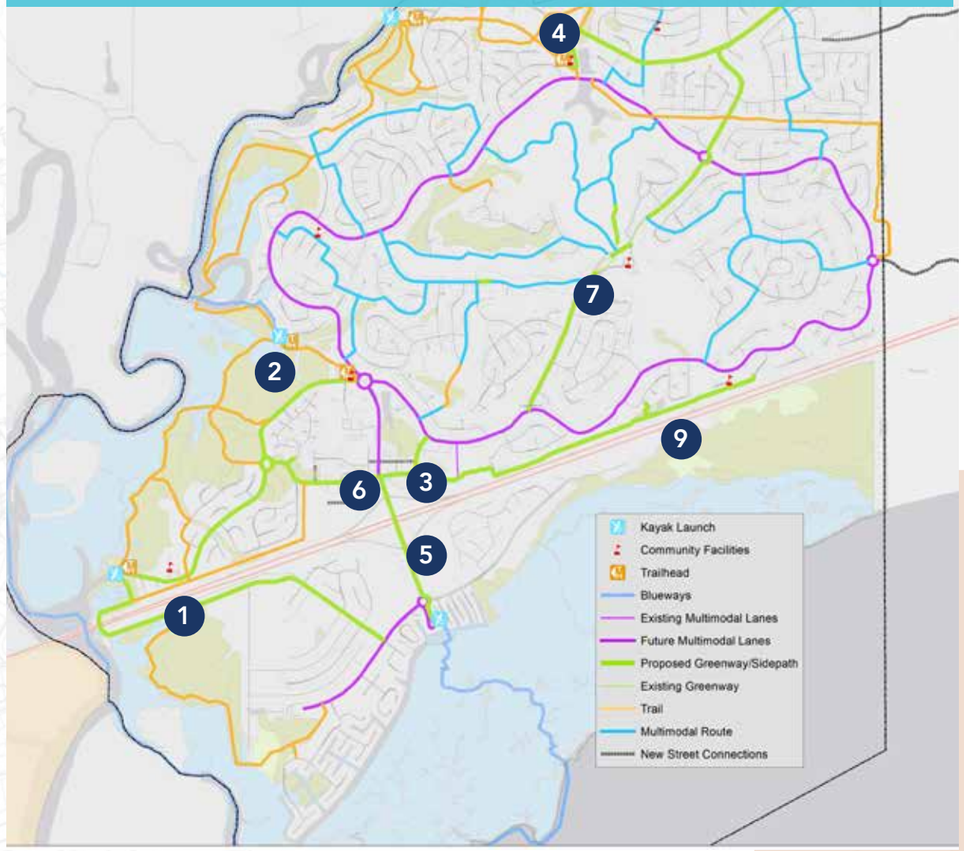
3. Aloha Drive Sidepath.

Street improvement projects are already funded and slated for Aloha Drive, with sidepath construction included for Aloha and Kalani Drive in the project scopes. The section of road east of Gex Drive will be retrofitted with a sidepath on one side of the street. West of Gex Drive, Aloha Drive will be extended all the way to the roundabout on Gex Drive. The sidepath included with the extension will connect to the sidepath on Noma Drive.

4. Twin Lakes Greenway.

Utilizing the existing powerline corridor, this greenway will start at the Bayou Drive blueway launch, connect to the existing paved walking track at the Twin Lakes recreation area, continue to the east along the powerline corridor, and finally track to the south parallel to the existing stormwater conveyance, tying in at the roundabout on Diamondhead Drive East.

MAP 5-17 PLANNED GREENWAY



Above: Noma Drive with unused right of way

Above: Noma Drive with sidepath

5. Gex Dive and Yacht Club Drive Sidepath.

The MDOT project to improve the interstate exit ramp intersections and the intersection of Gex Drive with Aloha Drive West will include a sidepath on the east side of the street. With this project the citizens of Diamondhead will finally have a direct and safe path for walking and biking between the town center and the harbor.

6. Town Center Sidepath.

As the mixed-use town center is developed west of Gex Drive a sidepath will be constructed, connecting Aloha Drive W to Noma Drive near the athletic field.

7. Golf Club Drive Sidepath.

A sidepath connection along Golf Club Drive is strongly desired by many residents of the City to provide cart, walking and biking connection to the Diamondhead Country Club. However this will be a challenging project due the need to acquire right-of-way replacement of roadside ditches with piped stormwater infrastructure, removal of trees, relocation of mailboxes, and interaction with multiple driveways. The sidepath would extend from Diamondhead Drive on the south to Kapalama Drive on the north.

9. East Rec Greenway.

This greenway would connect the East Rec center to E. Aloha Drive, the primary commercial street of the City. It would follow the path of the existing sewer line and easement, although additional easement rights for public access would need to be secured. The idea for this project came through the public input process, connecting potential future MDOT work along I-10 with the parallel construction of the greenway.

MAP 5-18 WETLANDS AND UPLAND TRAILS

TRAILS

Diamondhead is home to a scenic conserved estuary belt that typifies the Mississippi Gulf Coast area, but it is largely out-of-sight to most residents of the City. Developing natural trails and boardwalks to sensitively access these areas will enable residents to appreciate and enjoy these beautiful and wild places, and also become more conscious of the importance of preserving them.

The proposed trail locations on the western edge of town were field researched by the Diamondhead Geaux Hiking Club, and then location verified and modified with aerial photography and jurisdictional wetland boundary GIS data. Proposed trail ranges are organized into three groups.

1. Upland Trails.

Upland trails include loops paring off of the Twin Lakes Greenway, small links within existing neighborhoods connecting dead-end streets, and the loop off of Diamondhead Drive S.

2. Wetland Trails.

Starting at the existing Tiger Trail at the Bayou Drive kayak launch, this trail system will extend southward along the Rotten Bayou and Jourdan River estuaries, ending on the harbor side at Airport Drive, effectively spanning the entire length of the City. This trail system will be a truly picturesque experience, providing views of the rivers and their estuaries, and will also practically serve to connect neighborhoods together. Boardwalk construction will be required for many segments in this system to elevate the trail over wet areas, and also two bridges over Devil's Elbow near the confluence with Rotten Bayou.

Top: Boardwalk accessing nature area

Middle: Right of way fitted as a pedestrian pathway

Bottom: Existing right of way that can be converted to a pedestrian pathway

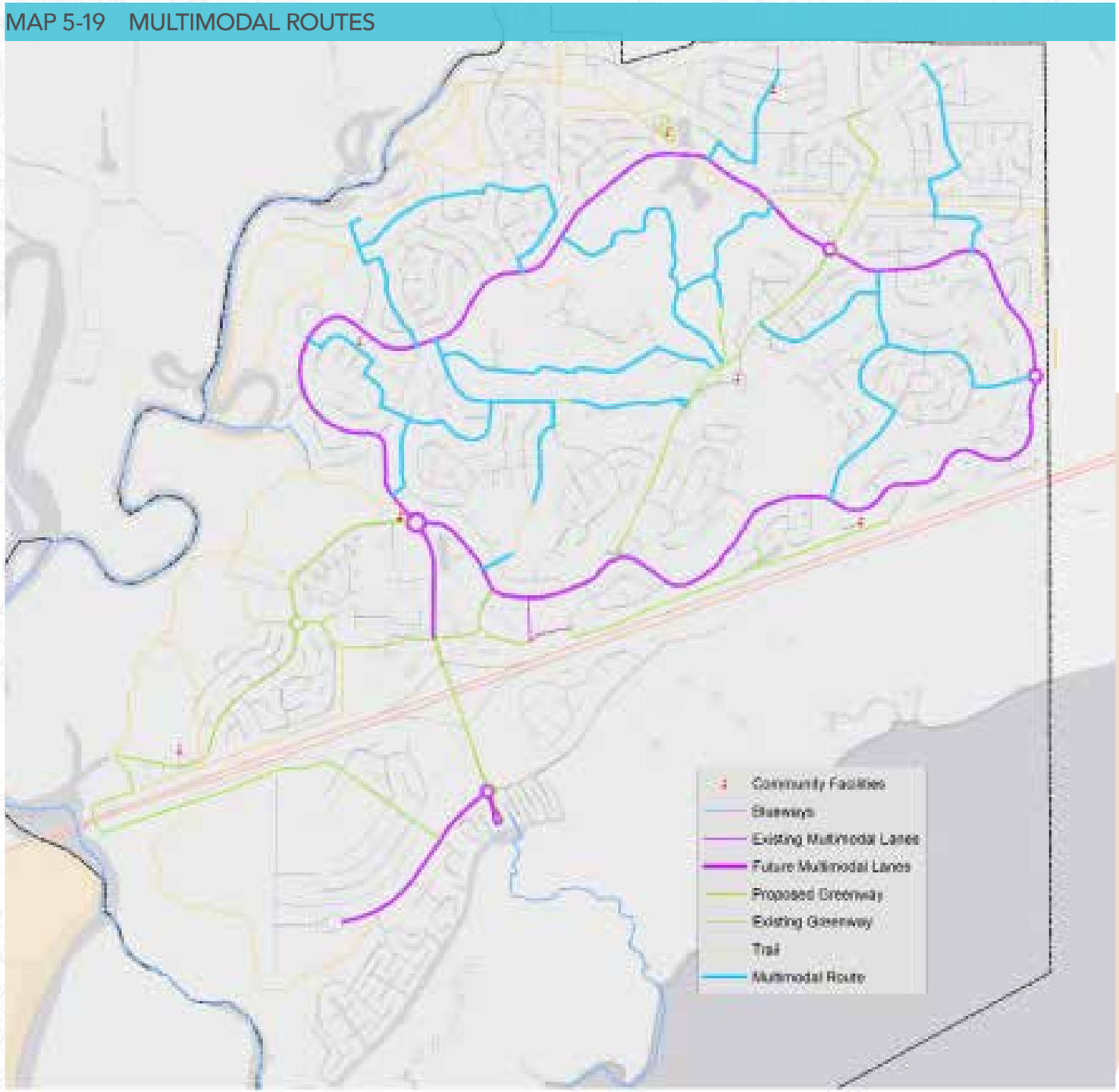
MULTIMODAL ROUTES

Multimodal routes are low-traffic, low-speed streets that are comfortable for biking, carting and walking. They are designed to connect neighborhoods to each other, to amenities and to the town shopping areas. They are simply designated by wayfinding signs and pavement markings that provide direction and distance information.

Many of the routes are focused on connecting residents to the Diamondhead Country Club, providing safe walk/bike/cart connection until the sidepath on Golf Club Drive can be funded and constructed. The proposed golf club subdivision developments will help create new routes from the northern neighborhoods to the club.

Above: Examples of wayfinding signage

MAP 5-19 MULTIMODAL ROUTES



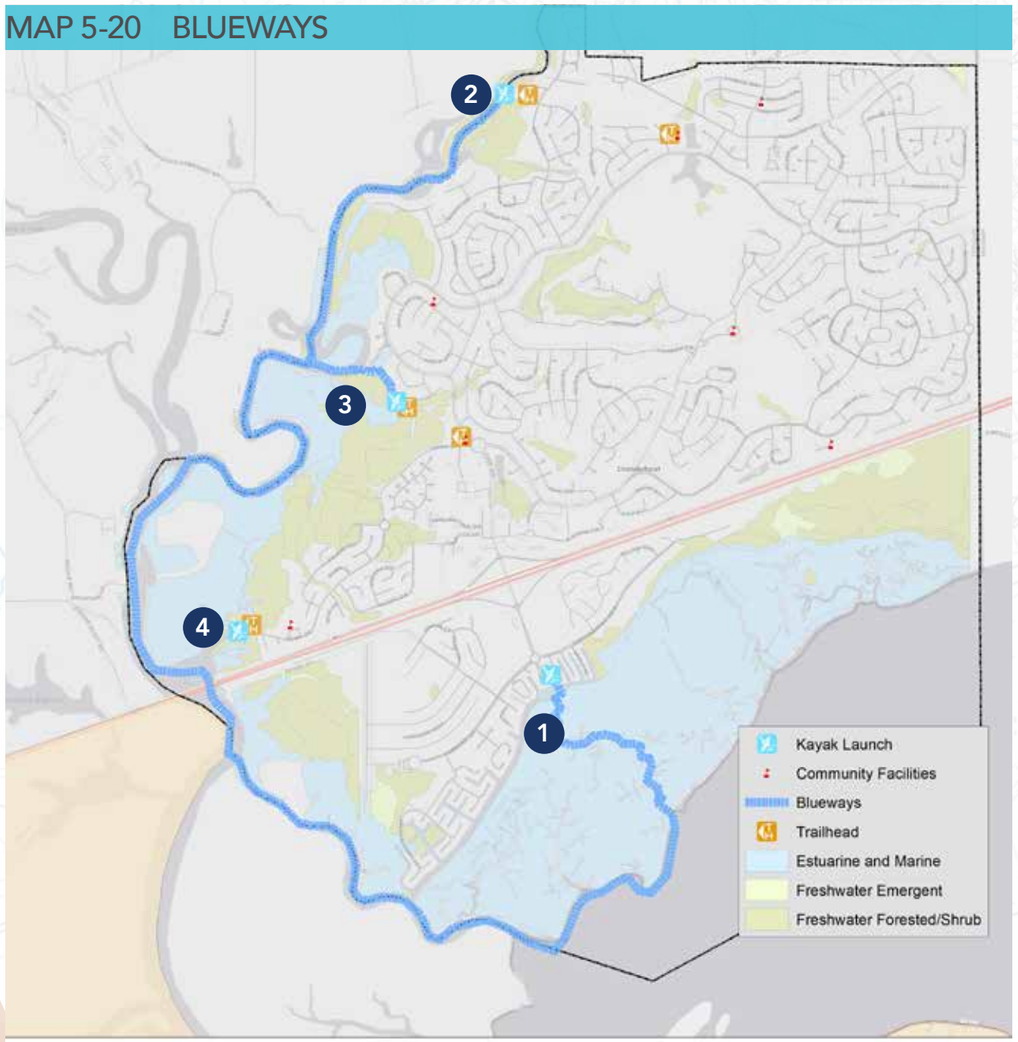
BLUEWAYS

The City has long pursued providing access to the rivers and bay through planning, funding and constructing boat launches, docks and kayak/canoe launches. Existing and proposed blueway access facilities include:

1. Existing Diamondhead Marina boat launch and kayak launch into St. Louis Bay. Marks the end of the Rotten Bayou Blueway and the start of the Grassy Point Blueway.
2. Existing kayak launch into Rotten Bayou and trailhead at Bayou Drive
3. Proposed Montjoy Creek kayak launch, boardwalk, and trailhead. Design and construction is funded by a GRPC and Tidelands grant.
4. Proposed improvements for the existing boat launch at the end of Noma Drive include a kayak launch, trailhead and parking areas. A Tidelands grant is being pursued for the project.

The currently established Rotten Bayou Blueway is 11 miles long from the Bayou Drive launch to the launch at the harbor. Wayfinding signs should be utilized to direct residents and visitors to the launch points, and can also be used to provide wayfinding within the blueway system.

MAP 5-20 BLUEWAYS



Top: Blueway signage examples

Middle: Kayaks after a local community event

Bottom: Access to the Rotten Bayou Kayak Launch

NEW COMPLETE STREETS AND RETROFITS

Multiple street projects are planned within the City of Diamondhead to provide new connections, reduce pressure at traffic pinch points, and transform existing streets into complete streets.

1. I-10 Interchange and Gex Drive/West Aloha Drive Intersection

MDOT is in design phase for a project that will build roundabouts at the relatively high traffic intersections of the I-10 exit ramps and at the intersection of Gex Drive and W. Aloha Drive, the primary entrance point for the entire City. A wide sidepath is included along the entire length of this project, from Yacht Club Drive south of the Interstate to all four corners of the proposed roundabout at Gex Drive and W Aloha Drive. Because this focal point is the primary gateway from the Interstate, all medians and islands will be landscaped to create a beautiful entrance into the City.

2. East Aloha Drive

To support the redevelopment of Aloha Drive as the City's walkable main street with mixed-use shopfront buildings, East Aloha Drive will be retrofitted into a complete street. It will feature on-street parking, wide tree-lined sidewalks, and a multimodal sidepath on one side to facilitate bicycles and 10' walks on both sides.

3. Golf Course Subdivisions

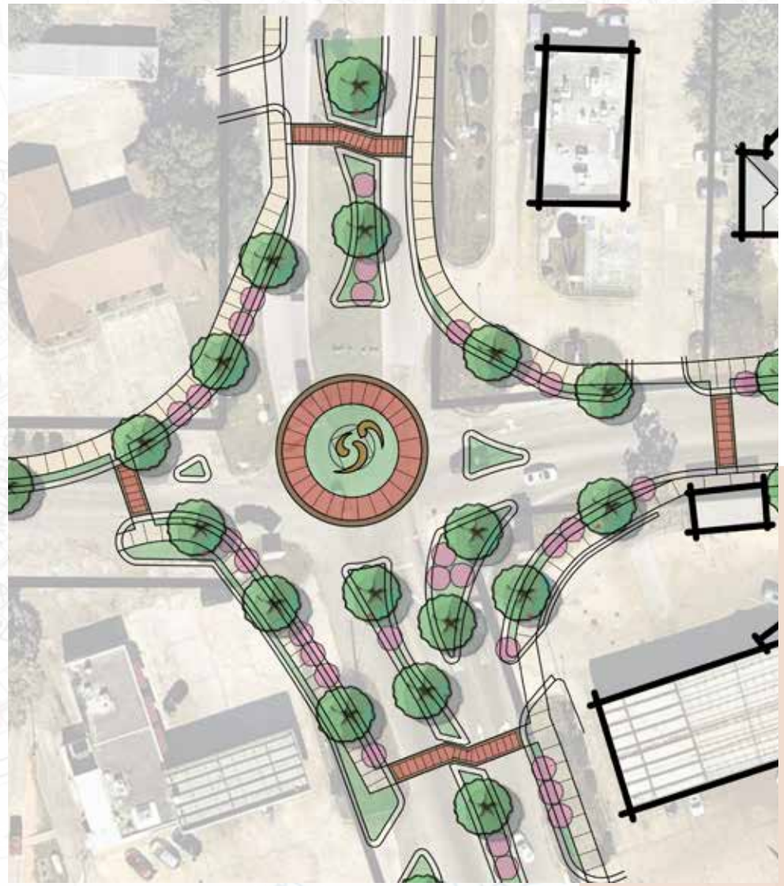
Proposed residential subdivisions in the golf course area will enable new street connections from Diamondhead Drive North to Golf Club Drive, which will enable safe pedestrian, bicycle and cart travel directly to the Diamondhead Country Club.

4. New Town Center

The area between Gex Drive and Noma Drive will be redeveloped into a mixed-use town center with residential units over retail, attached and detached residences, office space, hotels and civic space. A new grid of complete streets will form the framework of this new development providing for internal multimodal circulation and connectivity to surrounding neighborhoods.

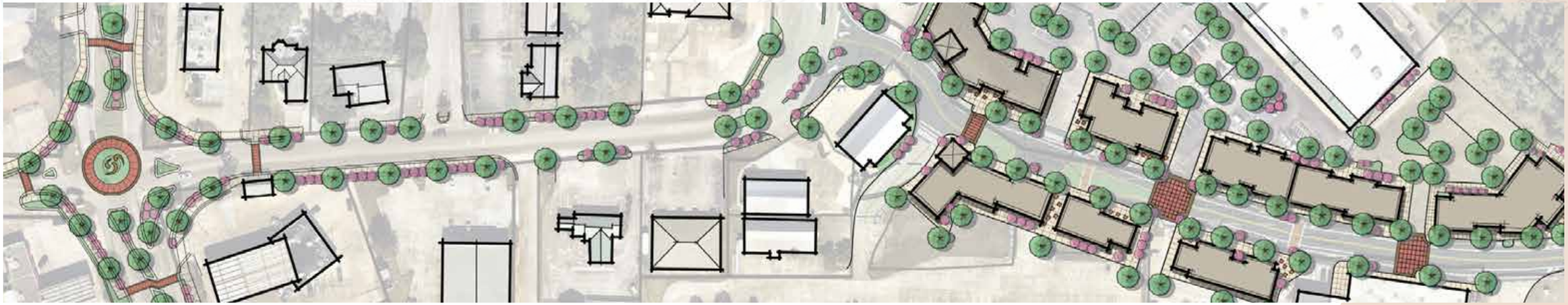
5. Expansion Area

Any proposed expansion to the east should be accompanied by new street connections that provide new access points to residents on the east side of the City and expand walking and biking routes for residents.



Right: Roundabout retrofit of existing intersection

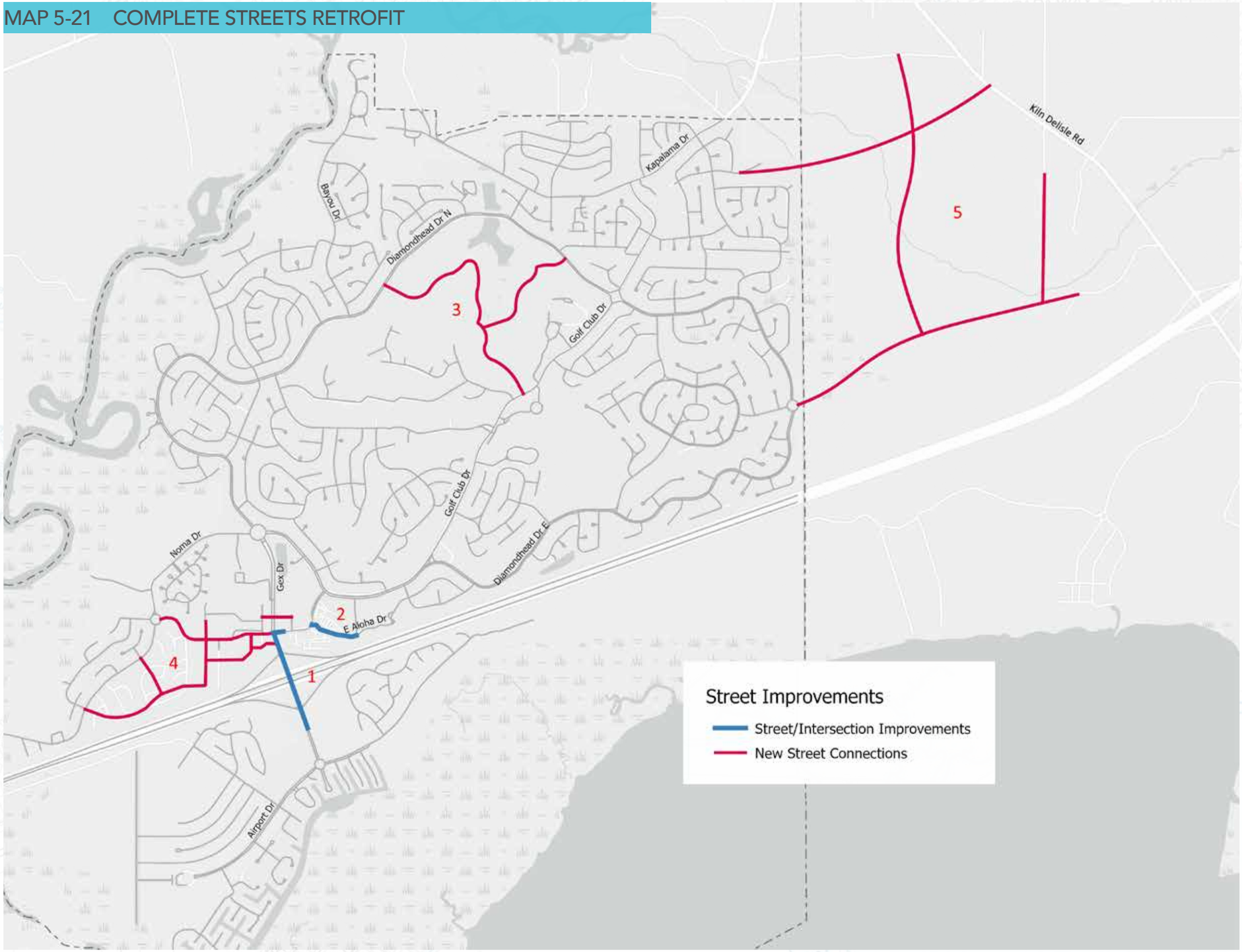
Below: The Aloha District retrofitted for a roundabout intersection and pedestrian access



COMPLETE STREETS AND RETROFITS

1. I-10 Interchange and Gex Drive/West Aloha Drive Intersection
2. East Aloha Drive
3. Golf Course Subdivisions
4. New Town Center.
5. Expansion Area.

MAP 5-21 COMPLETE STREETS RETROFIT



COMMUNITY FACILITIES

As was discussed in Discovery's Community Facilities section, Diamondhead has limited control over the full spectrum of community facilities on which it depends. Facility ownership and management is spread across four different entities; the City, the Water and Sewer District, the Property Owners Association, and Fire District. Envision Diamondhead 2040 presents a bold vision of development intended to create over time an excellent small coastal city. However, with limited ability direct the resources in support of the vision, Diamondhead must work promptly and diligently to formulate a course of action that will ensure long term plan implementation. Future community facilities are presented here under two headings, one of expressed demand for community facilities and the other of future options for community facilities.

Expressed Demand for Recreational Facilities

Community input from the general public and focus groups indicated a strong appreciation for Diamonhead's recreational assets and the desire to maintain and increase the types of park and recreational facilities available to the city. These facilities include:

- Parks and playground facilities to include a dog park and skate park
- Multi-modal paths, trails and greenways
- Indoor Recreation Facility with basketball, pickle ball, and volleyball courts
- Enhanced athletic fields

These facilities are addressed in the Parks, Open Space, Amenities and Natural Waterfront Place Type Section. Multi-modal paths are more fully addressed in the future mobility section. Additionally, there is growing need for a city sponsored parks and recreation programming.

Administrative Facilities

Administrative facilities appear adequate for the planning period under current administrative agreements. Should the city assume direct provision of law enforcement, rather than through the current arrangement with the Hancock County Sheriff's Department, substantial renovations to law enforcement space at City Hall will be required.

TABLE 10 - FUTURE MAJOR COMMUNITY FACILITIES AND INFRASTRUCTURE

	COMMUNITY SERVICE PROVIDED	LONG TERM CONSIDERATIONS
1. Community Facilities Governed by the City of Diamondhead		
A. Diamondhead Administration - City Hall		
	General Governance, Justice, Community Functions, Public Works	• No adjustment necessary under current plan assumptions
B. Public Safety		
	Law Enforcement	• Renovation of City Hall Space upon assumption of direct provision of services
C. Parks and Recreation - Public		
1	Dog Park	• Expressed demand for facilities listed and to increase the overall number and types of parks to include city sponsored recreational programing
2	Indoor Recreation Facility	
3	Athletic Field	
4	Pickle Ball Court	
5	Playgrounds, Skate park	
2. Community Facilities Governed by Others		
A. Public Utilities		
	Water and Sanitary Sewer Facilities	• Consolidation desirable pending fiscal impact study results
B. Public Safety - Fire Protection		
	Fire Protection Fire	• Consolidation desirable pending fiscal impact study results
C. Parks. Recreation, Open Space - Property Owners Association		
1	Pine Golf Course	• Option 1 - Maintain status quo pending resolution of covenant expiration • Option 2 - Develop partial acquisition plan should dues collection ability expire
2	Cardinal Golf Course	
3	Club at Diamondhead	
4	Marina	
5	Airport	
6	East Rec. Center - swimming pool, splash pad, tennis, fields	
7	North Rec. Center - Swimming Pool, Playground	
8	Holiday Village - Swimming Pool, Playground	
9	Twin Lakes and pavilion	
10	Athletic fields	

Community Facilities and Long Term Governance Considerations

While current arrangements have delivered required public services to Diamondhead thus far, the ongoing delivery of services by four separate and independent entities in an efficient and cost-effective way will likely be an increasing challenge. The ongoing risk of fragmentation among the four boards (Property Owners Association, Diamondhead Fire, Diamondhead Water and Sewer, and City Council) with twenty-six board members is high.

Multiple management structures, budgeting systems and service delivery priorities expose the need for intense cooperation. The City has recently commissioned a financial study to determine the fiscal impact of absorbing water and sewer services and fire protection services. Consolidation of public services has been discussed since incorporation in 2012. Consolidation is an ongoing consideration for Diamondhead.

The city has also reviewed the financial implications of creating a city police department in lieu of the current inter-local agreement with the Hancock Sheriff's Department. City Council determined that due to cost implications, it was not in Diamondhead's interest at this time.

IMPLEMENTING ENVISION DIAMONDHEAD 2040

envision DIAMONDHEAD 2040

"Vision without implementation is a hallucination

Thomas Edison

ORGANIZING FOR IMPLEMENTATION

Comprehensive implementation can be organized in a variety of ways. Recommendations can be organized by priority, type of strategy, plan goal, or developmental characteristic. The selected method for Envision Diamondhead 2040 is to organize recommendations according to Diamondhead' planning principles cross-referenced to functional systems of the city's urban functions. Recommendations are expressed in the implementation matrix that follows.

Plan implementation is the ultimate goal of the planning process. While identification of key strategies is important, the plan can only facilitate the achievement of Diamondhead' s development goals if tasks or actions are implemented. This implementation section is a working document used to implement the vision and strategies expressed in the previous sections. As a working document ,the expressed intention is that the plan be used regularly and frequently. The implementation section should be updated regularly and systematically by the following actions:

- Measuring and reporting the progress of implementation;
- Adding new tasks or actions which will help accomplish the overall goals of Envision Diamondhead 2040
- Refining tasks or actions already under way in order to enhance their implementation or improve their effectiveness; and
- Removing tasks or actions completed satisfactorily.

The process is intended to elevate the plan and the planning function in the overall budget, policy and management decisions of Diamondhead. For this approach to succeed, strategies, decisions, and policies must be periodically evaluated and revised to respond to changing conditions.

Implementation is an incremental process. Some recommendations will be carried out in a relatively short period of time. Others are long-term in nature. Policy strategies can range from cost neutral for some implementation actions, to those that may require more detailed study and significant budget commitments. Some recommendations will require the partnership, cooperation and action of other local boards and commissions. The Plan ultimately is to serve as a guide to all persons and entities interested in advancing the quality of life in Diamondhead.

Annual Work Programs

Using Envision Diamondhead 2040 as a basis for organizing the annual work programs of local departments, boards, and other agencies will help accomplish the goals and objectives of the Plan. If the activities of all municipal organizations can be coordinated, there can be significant benefits in efficiency, economy, and outcomes. The Implementation Matrix assigns responsibilities and priorities to implementing the recommended strategies and tasks. These recommendations can and should be used by other organizations when preparing and evaluating their capital planning and work programs.

As A Reference For Proposed Actions

Using the Comprehensive Plan as a basis for land use, zoning, development and other decisions within the City will help accomplish the goals and objectives of the Plan. All land use and development proposals will be evaluated in terms of compliance with Envision Diamondhead 2040.

Annual Operating Budget

The Annual Budget is the guideline for municipal spending over the coming fiscal year. Plan recommendations should be considered during formulation of the city's Operating Budget so that the overall objectives of the Plan will be accomplished.

Capital Improvement Programming

The Capital Budget (or Capital Improvement Plan) is a tool for planning the major capital expenditures of a municipality so that local needs will be identified and prioritized within local fiscal constraints that exist. The Plan proposes that recommendations be included in the City's Capital Improvements Plan and that funding for them be included as part of the Capital Budget.

Implementation Partners

The list of potential partners provided in the Plan identifies those individuals, groups, or organizations that can or should be involved in implementing the action. It should not be viewed as exclusive or comprehensive in that others who have not been listed may have an interest, skill, or responsibility for assisting with the action. New partners are always encouraged to play a part. It should also not be interpreted to be mandatory.

City as Prime Activator

Even with the listing of implementing partners for Envision Diamondhead 2040, it is stressed that the City of Diamondhead is the prime activator and motivator for plan implementation . It is intended that implementation be aggressively incorporated into and implemented through actions of the city and its appointed commissions and committees. These actions should include ordinance amendments, budget approvals, capital investments, similar activities and products.

Implementation Strategies

Implementation strategies are formatted in the form of a matrix in the following pages. Key features of the matrix include:

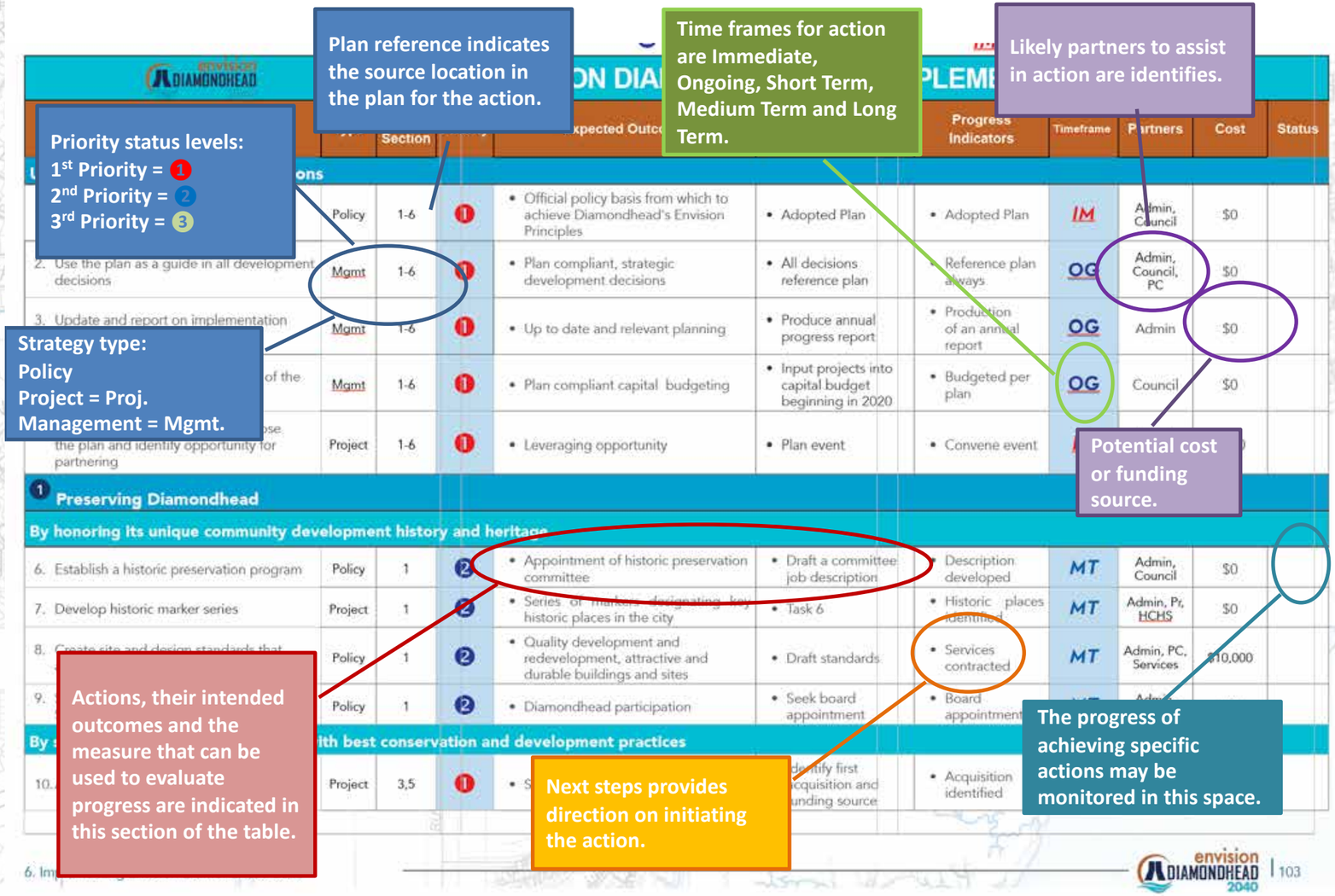
- Listing of the strategies
- Type of strategy (policy, project or management)
- Plan reference
- Prioritization
- Expected outcomes
- Next steps
- Progress metrics
- Intended time frame for action
- Status

The implementation matrix follows and represents the concluding section of Envision Diamondhead 2040.

THE IMPLEMENTATION MATRIX

Envision Diamondhead 2040 implementation recommendations and actions are organized into a matrix. The matrix sets forth key implementation strategies organized around the New Albany Next Planning Principles. The illustration at right provides an example of the implementation matrix with comment and interpretation of its features.

Key features of the matrix include the prioritization of strategies, the type of strategy (policy, project or management), plan reference, action and intended time frame for action, next steps and status, intended outcomes and measures of progress.



ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX

Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
Universal Implementation Provisions										
1. Adopt Envision Diamondhead 2040	Policy	1-6	1	• Official policy basis from which to achieve Diamondhead's Envision Principles	• Adopted Plan	• Adopted Plan	IM	Admin, Council	$0	Open
2. Use the plan as a guide in all development decisions	Mgmt	1-6	1	• Plan compliant, strategic development decisions	• All decisions reference plan	• Reference plan always	OG	Admin, Council, PC	$0	Open
3. Update and report on implementation progress annually	Mgmt	1-6	1	• Up to date and relevant planning	• Produce annual progress report	• Production of an annual report	OG	Admin	$0	Open
4. Use the plan to guide preparation of the annual and capital budgets	Mgmt	1-6	1	• Plan compliant capital budgeting	• Input projects into capital budget beginning in 2020	• Budgeted per plan	OG	Council	$0	Open
5. Convene a Partners Forum to expose the plan and identify opportunity for partnering	Project	1-6	1	• Leveraging opportunity	• Plan event	• Convene event	IM	Admin, Council	$250	Open
6. Comprehensively revise the Diamondhead zoning code to reflect Envision Diamondhead 2040	Policy	1-6	1	• Comprehensively revised zoning code	• Authorize revision	• Authorization	IM	PC, Council	$100,000	Open
1 Preserving Diamondhead										
By honoring its unique community development history and heritage										
7. Establish a historic preservation program	Policy	1	2	• Appointment of historic preservation committee	• Draft a committee job description	• Description developed	MT	Admin, Council	$0	Open
8. Develop historic marker series	Project	1	2	• Series of markers designating key historic places in the city	• Task 6	• Historic places identified	MT	Admin, Pr.	$0	Open
9. Create site and design standards that address elements of Hawaiian architecture	Policy	1	2	• Quality development and redevelopment, attractive and durable buildings and sites	• Draft standards	• Services contracted	MT	Admin, PC	$10,000	Open
10. Support the Hancock County Historic Society	Policy	1	2	• Diamondhead participation	• Seek board appointment	• Board appointment	MT	Admin, Council	$0	Open
By stewarding its rich natural assets with best land, energy, water conservation practices										

ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX

Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
11. Acquisition of sensitive areas	Project	3,5	1	• Sensitive lands placed in trust	• Identify first acquisition and funding source	• Acquisition identified	LT	Admin, Land Trust, Council	$ TBD	Open
12. Establish low impact environmental design elements in the development code including	Policy	2,5	1	• LID design standards incorporated into development code	• Retain service	• Services retained	IM	Admin, PC	Part of Overall Code Revision	Open
13. Seek to preserve and expand tree canopy	Policy/ Project	2,5		• Coding standards to preserve and expande tree canopy	• Evaluate coding provisions	• Evaluation initiated	IM	Admin, PC	Part Code Revision	Open
14. Maintain and administer the most current building codes	Policy	5	1	• Current building standards	• Adopt Codes	• Propose for adoption	IM	Admin, Council	None	Open
15. Facilitate the growth of alternative energy sources through coding for solar power facilities and electric vehicle stations	Policy	2,5	2	• Energy appropriate development	• Retain service	• Services retained	ST	PC, Admin, Council	Part of Overall Code Revision	Open
16. Establish curbside recycling	Project	2	2	• Reduced waste stream	• Determine options	• Established program	MT	Admin	$ TBD	Open
By expanding and ensuring the ongoing integrity of Diamondhead's amenities, green spaces and open spaces										
17. Assess and plan for multiple scenarios related to expiring covenants and amenity preservation	Policy	1-6	1	• Achievable plan for ensuring the ongoing integrity of Diamondhead amenities	• Create a task force, retain guidance as needed, initiate process	• Task Force creation	ST	Council, Admin	$TBD	Open
18. Initiate a Recreational Master Plan	Project	6	1	• Master planned recreational faclities and network	• Retain services	• Services retained	ST	Council, Admin	$ TBD	Open
19. Design Dog Park as a Municipal Park	Project	5	1	• Conceptual Design	• Commission design	• Services retained	IM	Park Comm., Admin, Council	$3,000	√
20. Construct Dog Park	Project	5	1	• Creation of Dog Park	• Design park	• Project funded	ST	Park Comm., Admin, Council	$ TBD	Open

ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX

Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
21.Improve Athletic Fields	Project	5	1	• Improved and permanent athletic fields	• Task group	• Task established		Park Comm., Admin, Council	$ TBD	Open
22.Design Indoor Recreation Center	Project	5	2	• Conceptual Design	• Commission design	• Services retained		Park Comm., Admin, Council	$ TBD	Open
23.Construct Indoor Recreation Center	Project	5	2	• Creation of recreation center	• Commission design	• Project funded		Park Comm., Admin, Council	$ TBD	Open
2 Growing Diamondhead										
With a mixed-use, walkable, and aesthetically pleasing downtown										
24.Establish a Mixed Use District	Policy	2	1	• Mixed Use District established	• Draft district	• Adopted district	IM	PC, Admin, Council	Budgeted	√
25. Revise design for Aloha Drive consistent with Suburban Redevelopment Place Type	Project	5	1	• Revised plan for walkability	• Revise Plans	• Revised plans	IM	Admin	Budgeted	√
26.Develop incentive package of downtown economic incentives for development and redevelopment to include TIF Eligibility	Project and Policy	5	1	• Accessible information, motivated investors and investment activity	• Catalog, publish and promote	• Incentive package	LT	Admin	$0	√
27.Initiate a "Main Street" Program	Mgmt		2	• Main Street program organized as a 501(c)3	• Join MS Main Street Assn., Initiate program feasibility	• MMSA joined	ST	Chamber, Council, Admin	$5000 to initiate	Open
28.Actively mitigate nuisance properties through code enforcement	Policy	5	1	• Attractive properties in standard condition	• Administer policy	• # Of properties cleaned	OG	Council, Admin	Initial outlay with costs recouped	Open
With sensitive waterfront development along the Bay										
29.Implement public portion of the Town Waterfront development plan	Project	5	1	• Public amenity constructed, private development catalyzed	• Complete feasibility study	• Services retained	ST	Admin, Council	#10,000	Open

ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX

Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
30. Promote the development of the Resort Waterfront development place type	Policy	5	2	• Resort established	• Align development code to place type	• Code aligned	MT	PC, Admin, Council	$3,000	Open
With enlarged territory to accommodate growth and expanded community opportunity										
31. File for annexation	Policy	5	1	• Diamondhead territory is expanded	• Initiate annexation study	• Services retained	ST	Council, Admin	$50,000	Open
With diversified housing choices accommodating all life stages										
32. Enact mixed use zoning districts	Policy	3,5	1	• Zoning that facilitates diversified housing choices	• Align zoning code to Envision Diamondhead 2040 vision	• Code alignment	ST	PC, Admin, Council	$ 75,000	Open
33. Incentive and/or recruit a high quality retirement facility	Project, Policy	3,5	1	• Establishment of desired retirement facility	• Identify and contact developers	• Contacts	ST	Admin	$0	Open
34. Enact rental housing policy for short term and long term rentals	Policy	3,5	2	• Enacted policies	• Retain services	• Services Retained	IM	PC, Admin, Council	$3000	Open
As a prepared and resilient in the face of coastal climate challenges										
35. Establish low impact environmental design elements in the development code	Policy	2,5	1	• LID design standards incorporated into development code	• Retain service	• Services retained	IM	Admin, PC	$10,000	Open
36. Administer Flood Zone Provision of the Mississippi Emergency Management Agency	Policy, Project	2,5	2	• Flood resilient city	• Review requirements for compliance	• Review completed	OG	Admin	$0	Open
37. Monitor Sea Level Rise Conditions and promote issue awareness	Policy	3,5	1	• Ongoing awareness and adjustment as conditions change	• Review latest reports	• Reports reviewed, information decimated to public	OG	Admin	$0	Open
38. Maintain and administer most current building code	Policy, Project	3	1	• Resilient and storm damage resistant buildings	• Adopt latest building code	• Adoption	IM	Admin	Budgeted	√

3 Connecting Diamondhead

By enhancing bike and pedestrian pathways and linkages throughout the city

ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX

Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
39. Adopt Complete Streets Policy	Policy	5	1	• Policy Adoption	• Draft policy	• Services retained	ST	PC, Admin, Council	$0	Open
40. Designate, prioritize and design multimodal lanes, greenways, sidepaths, and trails according to mobility plan	Project	5	1	• Expanded trails, mulitmodal lanes, greenways and sidepaths	• Design	• Project authorization		Admin, Council	$15,000	√
41. Build multimodal lanes, greenways, sidepaths, and trails according to mobility plan	Project	5	1	• Expanded trails, mulitmodal lanes, greenways and sidepaths	• Build	• Project authorization		Admin, Council	$ TBD	*Open*
By linking the original community to downtown for pedestrians, cyclists, and alternative vehicles, and by linking the downtown to the waterfront										
42. Revise MDOT Roundabout design for pedestrian connections	Project	5	1	• Implementation of the Downtown core provisions of this plan	• Plan and initiate the project	• Strategy outline, MDOT support, tactical urbanism event	ST	Admin Council	$0	√
43. Design Way Finding System	Project	5	1	• Comprehensive way finding	• Retain services, establish design	• Services retained	IM	Admin, Council	$ TBD	Open
44. Build Way Finding System	Project	5	2	• Comprehensive way finding	• Retain services, establish design	• Services retained	ST	Admin, Council	$ TBD	Open
By creating additional entry points and access to and within the city										
45. Plan an eastern connection through the expansion area connecting to Delisle Road	Project	5	1	• Future connection to Diamondhead	• Retain services	• Services retained	LT	Admin, Council	$TBD	Open
46. Request Notification from Hancock County of any development proposed in the Reserve Area	Policy	5	1	• Input on development that might impede future connection to Diamondhead	• Advance request	• Request initiated	IM	Admin	$0	Open
47. Request Hancock County adopt the plan for the reserve area	Policy	5	1	• Reservation of land for future connection to Diamondhead	• Advance request	• Request initiated	IM	Admin	$0	Open
48. Establish street grid in the Town Center Mixed Use area	Project	5	1	• New street construction	• Design and engineering	• Retain services	IM	Admin	& TBD	√
With selected connections to the river and bayou										

ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX

Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
49. Design additional blueway access at the western terminus of Noma Drive	Project	5	1	• Additional blueway access plan	• Retain services	• Services retained	IM	Admin, Council	$0	√
50. Construct Blueway access at the western terminus of Noma Drive	Project	5	1	• Additional blueway access	• Retain services	• Services retained	ST	Admin, Council	$TBD	Open
51. Construct Montjoy Creek Kayak Access	Project	5	1	• Additional blueway access	• Initate construction	• Services retained	IM	Admin	$TBD	√
4 Celebrating Diamondhead										
With an impressive sense of arrival at Diamondhead's entryway through quality design of buildings and landscaping										
52. Create a Diamondhead Entryway Plan for gateway identity from Interstate 10	Policy	5	1	• Plan for landscaping, monumentation, signage and other key identity markers creating inspiring sense of arrival	• Retain Services	• Services Retained	IM	Admin, Council	$ TBD	Open
53. Implement the Diamondhead Entryway Plan	Project	5	2	• Inspiring arrival sequence into Diamondhead established	• Retain Services	• Construction initiated	ST	Admin, Council	$ TBD	Open
Through the use of community branding and identity markers										
54. Establish "identity markers" as an integral part of entryway plans, streetscape elements such as light fixtures, and wayfinding systems	Project	5	1	• Distinctively branded and memorable places in Diamondhead	• Retain services	• Services retained	ST	Admin	$ TBD	Open
Through high-quality design of sites and buildings										
55. Establish Diamondhead Design Standards as a part of the development code	Policy	5	1	• Enhanced aesthetics that produced increased investment and return on investment • Appropriate retention of Hawaiian elements	• Retain services	• Services retained	ST	PC, Admin Council	$ TBD	Open
With encouragement and support of community events and organizations										
56. Establish awards to recognizing high quality development	Project	3	2	• Recognition of exemplary projects and community pride	• Develop program	• Program developed	ST	Admin	$0	Open

ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX

Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
57. Create additional community events such as a Luau, Aloha Saturday, Jambalaya or Gumbo Cook-off, Taste of Diamondhead	Project	3	1	• Enhanced social, recreational and entertainment opportunities for the community, increased visitors, enjoyment	• Identify and organize a single event	• Organizing entity designated	ST	Admin, POA, Civic Groups	Defrayed by Sponsors	Open
58. Update and expand seasonal and holiday decor in the commercial core, Gex Drive, city hall, etc.	Project	3	1	• Enhanced social, recreational and entertainment opportunities for the community, increased visitors, enjoyment	• Determine decor	• Task assigned	ST	Admin, POA	Defrayed by Sponsors	Open

ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX

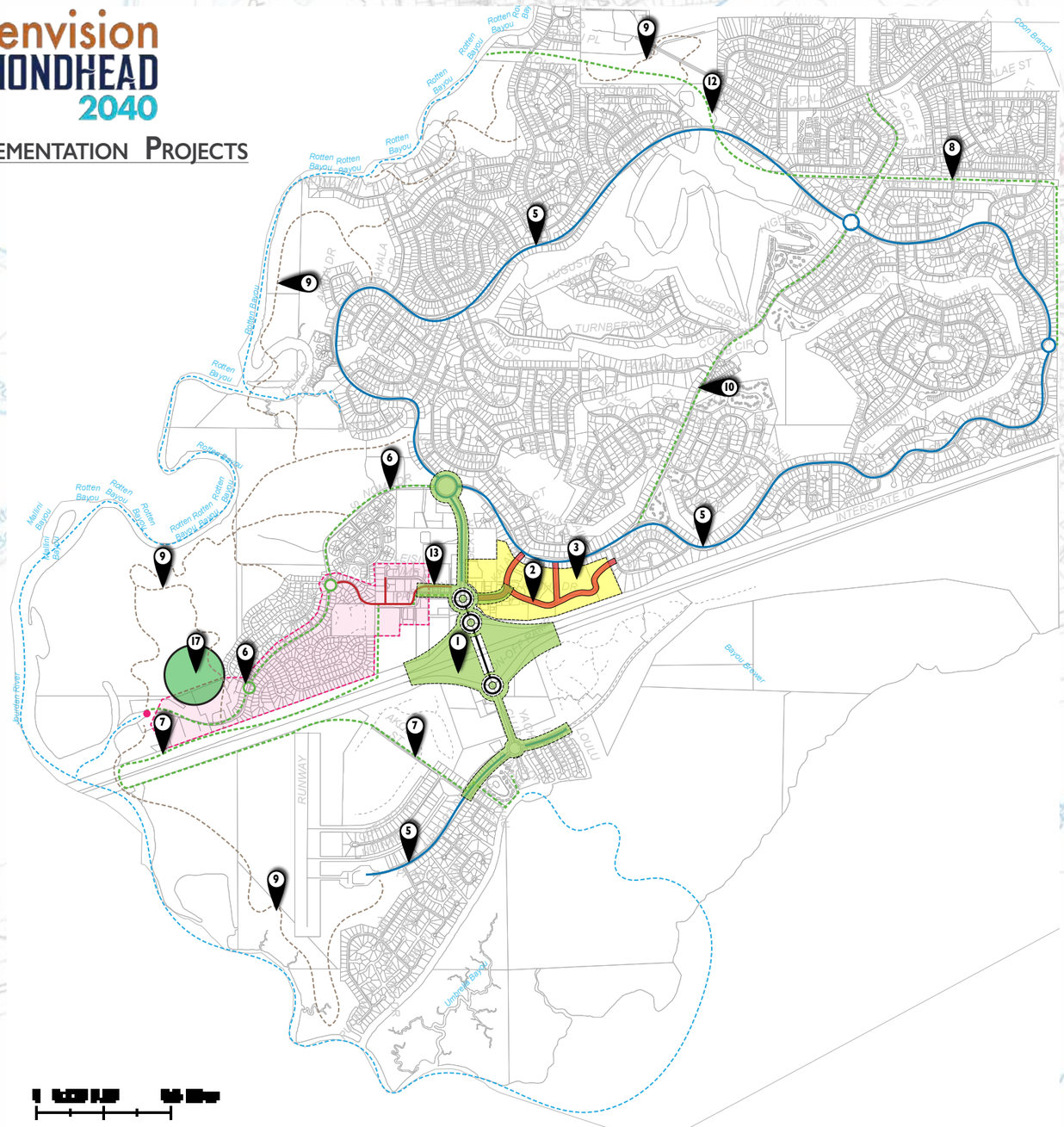
Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
59. Regularly recognize and celebrate the civic contributions and sacrifices emphasizing military and public service	Project	3	1	60. Enhancement of Maluhia Garden as an area to honor contributions	• Plan event	• Conduct event	ST	Admin	$0	Open
With ongoing planning administration, code enforcement and community development actions										
61. Align the zoning code to place types through comprehensive revision and update	Policy	5	1	• Revised development code	• Draft provisions	• Drafted code	IM	Admin, PC, Council	$ TBD	Open
62. Firmly and consistently enforce development codes	Project	1-6	1	• Community excellence in both function and appearance	• Ongoing	• Ongoing	OG	Admin, Council	Budgeted	√

PROJECT PLANNING MATRIX

Matrix Stragey #	Project Map Key	Project Title	Project Types / Elements: Professional review of ongoing designs	Master planning / Visioning	Site Design	Community / Project Branding	Codification	Design Guuidelines / Standards	Cost Estimating	Economic Studies / Feasibility	Multi-Modal Services: Roadway Design	On-street bike facilities	Off-street paths/ sidewalks/greenways	Off-street Trails (nature-based)	Blueways	Site Oriented Design Services: Site Layout	Landscape Design	Hardscapes / Materials	Walls / Fences / Structures	Furnishings / Lighting	Architectural	Wayfinding/ Signage	Monuments / Identity	Other Services: On-site investigation	Public Outreach	Online Engagement (website)	Stakeholder relations	Municipal presentations	Design Phases to be Included: Concept Design	Schematic Design	Design Development	Construction Documents	Bidding	Construction Observation	Anticipated Timeframe for Formal Proposal to be Submitted	Potential Project Start Date	Estimated Fee Range	Funding Avail.
48	1	Gateway to Diamondhead	X		X	X			X				X			X	X	X	X	X		X		X				X	X	X	X	X	X	X	Immediate	3/21	in progress	
24	2	Aloha Commercial District Urban Design (Right-of-way)	X								X	X	X				X	X		X								X	X						Immediate		in progress	
24	3	Aloha Commercial District Code & Design Standards		X		X	X	X			X	X	X			X	X	X	X	X	X	X	X	X			X	X	X	X						Immediate		in progress	
6	4	Citywide Code Update					X				X	X	X	X											X	X	X	X	X								Immediate		in progress	
39	5	Protected Multimodal Lanes / Update Parking Ordinance			X		X				X	X	X												X					X	X	X	X	X	X		Immediate		in progress	
39	6	Noma Drive Sidepath	X																																		*Hold for Town Center Project*		hourly	
39	7	Waterfront Greenway Connector	X																																		*Hold until_____*		hourly	
39	8	Twin Lakes Greenway		X					X				X			X									X			X		X							*Hold until_____*		5-12K	
39	9	Wetland & Nature Trail System		X					X				X	X									X		X			X		X							*Hold until_____*		5-12K	
39	10	Golf Club Drive Sidepath		X							X	X	X																	X							*Hold until_____*		5-12K	
44	11	Eastern Expansion Area Street Masterplan		X				X																						X							*Hold until_____*		5-10K	
18	12	Dog Park Design		X	X				X								X	X	X	X	X	X	X		X			X	X	X	X	X	X	X	X		*Immediate*		53K	
47	13	Town Center Streets ($1.5 mil)	X					X			X	X					X			X										X							*Hold until Engineer Selected?*		10-20K	
39	14	Recreation/Trails/Parks/Open-Space Masterplan		X				X	X			X	X	X	X										X	X	X	X	X								*Hold until_____*		50-75K	
53	16	Citywide Wayfinding Masterplan		X		X			X										X		X		X		X	X	X	X	X	X	X	X	X				*Hold until_____*		35-55K	
	17	City Park Design		X	X				X								X	X	X	X	X	X	X		X			X	X	X	X	X	X	X	X		*Hold until_____*		20K	

envision DIAMONDHEAD 2040

Initial Implementation Projects



Brief Synopsis of Project Phases

PHASE I: CONCEPT DESIGN

- Programmatic, problem-solving, and involves the creative visualization of an overall concept
- It is the beginnings of the "big idea!"
- Client / Consultant brainstorming sessions
- Fundamental relationships of space and layout are explored, and creative strategies are tested

PHASE II: SCHEMATIC DESIGN

- Preliminary drawing phase
- Project opportunities and constraints are discussed with the client and team
- Considerable onsite field reconaissance performed
- Research on regulatory issues (such as zoning and building codes) that could impact the project are identified and discussed
- Functional and spatial relationships defined and revised (Form & Function)
- Design options created for the client's consideration: Usually 2-3 options varying in approach to the design
- Size, locations, and aesthetics are introduced and vetted
- Considerable amount of sketching, modeling, and meetings
- Final direction / design alternative is selected and approved
- Rough Cost Estimate produced

PHASE III: DESIGN DEVELOPMENT

- Initial drawings revised based on the client's comments from the Schematic Design phase capturing more specifics and details
- Site layout is finalized and project elements' sizes, locations, and finishes selected
- Preliminary engineering / construction methodology begins
- Updated cost estimates provided for value engineering
- Drawings updated according to any value engineering necessary as directed by client
- Project design is finalized during this phase
- By the end of this phase, planning entitlements may occur and preliminary bids requested

PHASE IV: CONSTRUCTION DOCUMENTATION

- By now, client and architect will have settled on a final design and will begin preparing drawings, construction details, notes, and most technical specifications necessary for bidding, construction, and permit application.
- All the technical drawing and engineering including detailing occurs
- All products and materials are finalized scheduled.
- Multiple drawing sets produced for permitting and bidding
- Planning / Building Department comments will be addressed under this phase

PHASE V: BIDDING

- Client prepares to select the contractor for the job and sign contracts to proceed with construction
- Typically multiple contractors submit bids on the job
- Our role here will be to assist the client, answer contractors' questions provide any additional documentation if requested by or needed by the contractor.
- We aid you in developing a list of qualified contractors for your bid list as well as submitting bid packages to bidders
- We can also review submitted bids, provide analysis, and help you compare the cost figures that you receive from your bidders. This phase will ensure the contractors you are considering for your construction project are reading the blueprints correctly and are providing an accurate bid (apples to apples) for your project.

PHASE VI: CONSTRUCTION OBSERVATION

- Periodic and/or scheduled job site visits occur to see progress and ensure the contractor is following the plans per the design intent
- If requested, we can review contractor's monthly invoices to confirm percentage work completion. We will be available to answer questions and provide additional information to issues that arise.
- It is common that requests or change orders to address any unknown field conditions may arise.

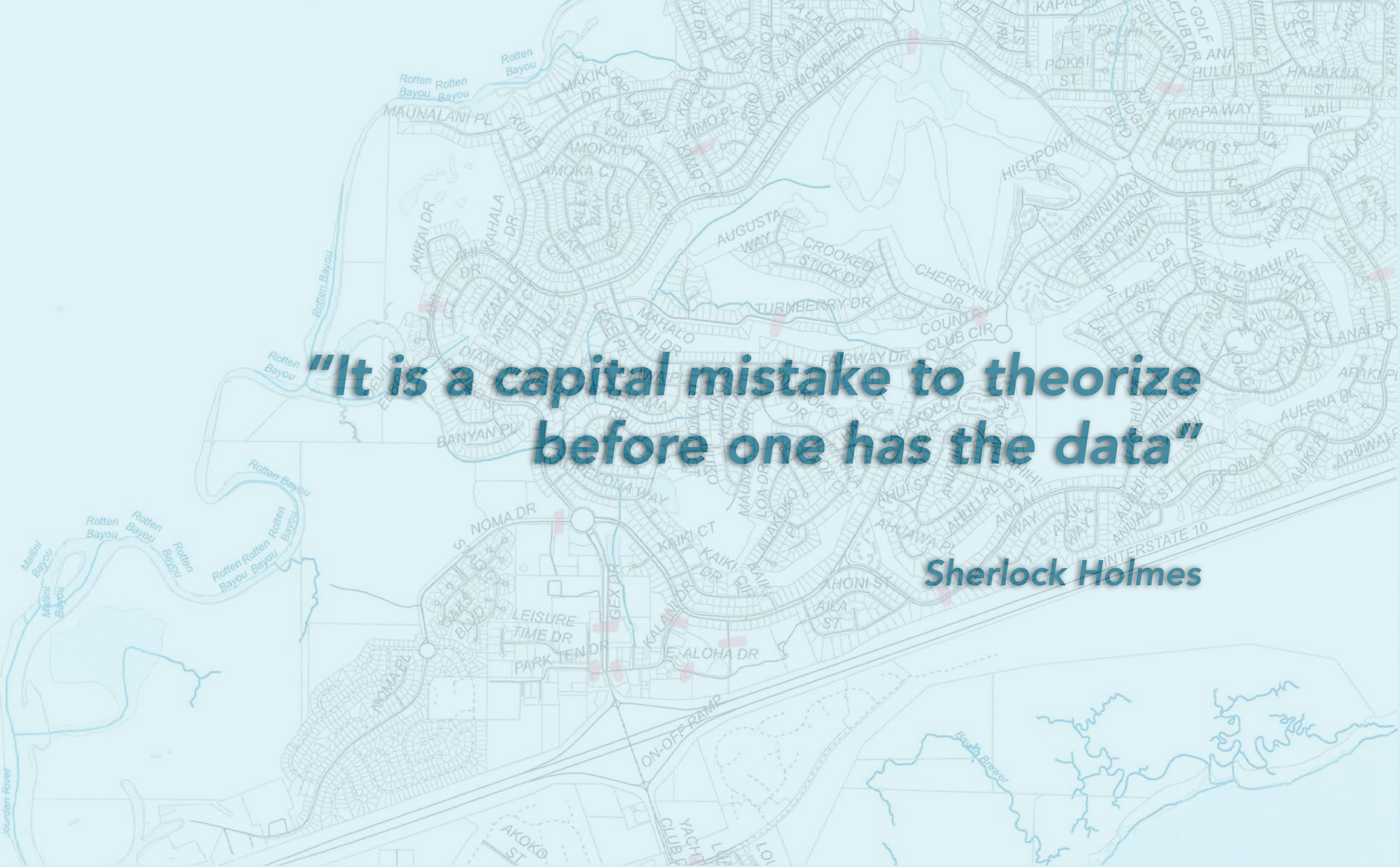
ORION PLANNING+DESIGN

Boulder, CO
Hernando, MS
Huntsville, AL
Missoula, MT
St. Simons Island, GA
Sheridan, WY

ORION PLANNING + DESIGN

APPENDIX

envision DIAMONDHEAD 2040



"It is a capital mistake to theorize before one has the data"

Sherlock Holmes

APPENDIX A - ENVISION DIAMONDHEAD 2040 DISCOVERY ENGAGEMENT

Report and Notes: 8.6.20– 8.7.20 | City Hall

The first phase of envisioning Diamondhead to the year 2040 is "discovery". Discovery provides the community its first opportunity to express itself in the planning process and allows the planning team the opportunity to begin its data research and begin onsite conversations through a series of discussion meetings. For ***Envision Diamondhead 2040***, the city established an Advisory Group to provide project input. The Advisory Group was surveyed, and a set of discussion topics was developed to explore in a series of focus groups. The topics chosen for discussion were:

- Local Economy
- Mobility, Parks, Trails and Greenspaces
- Design Assessment and Place Types
- Natural Environment
- Governance
- Infrastructure

Focus Group Meetings - Focus groups were convened on August 7 and 8, 2020. A simple conversational group interview technique was used to engage the groups for insights into the future of Diamondhead. Key points in these conversations have been noted and summarized by the facilitators with a primary goal of open input from the participants. Participant comments are summarized and recorded as understood by the facilitator. Some responses may reflect incomplete information or misperceptions of processes, policies, projects, or circumstances and the **results are unfiltered.**

Community Meeting - Focus group engagement was complimented with a general community meeting held on the evening of August 7. At this meeting, participants were engaged in an online exercise identifying the general assets and cautions for Diamondhead as it grows and changes.

Advisory Group Meeting - The Discovery visit concluded with a meeting of the Advisory Group on August 8. The results of the focus group engagements, the community meeting and the Advisory Group wrap up meeting are reported in the sections that follow.

Envision Diamondhead 2040 Focus Groups

Local Economy Focus Group

City Hall|8.7.20 10:30 – 11:30 a.m.

Summary of Comments

1. How would you describe the current economic climate?
    a. Seen a lot of growth since 1986; over the past few months, Rouse's business has been improving, going up, fewer people eating out so shopping for goods more, people have got to eat (and drink!)
    b. "Benefit" of the virus is people staying home and shopping local, doing more home improvements
    c. Did analysis on sales tax diversions to cities; Diamondhead in February 2019 was $46k compared to $51k this year; June 2019 was $61k compared to $69k this year
    d. More people shopping online and using Amazon, getting things delivered to their homes – necessitates local businesses having an online presence, but the problem is that local businesses don't always have ability to build and manage online content
        i. Idea for "Chamber of Ecommerce", assist local businesses in developing an online presence to sell products and services, especially those that don't have expertise or resources to do it
        ii. A lot have Facebook but not a website
        iii. Need to make local business disaster-proof by creating a global marketplace
        iv. Older people typically not computer savvy, websites need to be easily navigable
        v. Large number of retirees in Diamondhead
        vi. Those wary of tech may be becoming more comfortable with it? Community education is needed though
        vii. Older customers come in with cash, younger customers come in with their Apple Watch
2. Current needs, opportunities to serve customers, what is the customer profile in Diamondhead, what does the future look like? What do we not have in Diamondhead that we need?
    a. More chain restaurants, hotel, auto parts stores – underserved in these areas
    b. Only a handful of businesses have opened since 2010, and a lot have closed; not a lot are coming to the area and remaining successful
    c. Location of Diamondhead is both an asset and a threat – easy to get on the Interstate and go east or west, which creates a commerce vacuum
        i. Not everyone shops local; Diamondhead is almost 10k in population, there should be more business
        ii. Goodwill is now going to be the anchor of "downtown"; Goody's going out of business at the end of the month – people around here like bargains so maybe Goodwill is appropriate? (although COVID complicates used clothing swap)
    d. Chamber did feasibility study to turn guard shack into a Visitor's Center to address the feeling when you get off the interstate and think "where do I go now? "
        i. When sales reps come visit they have no clue what's beyond the guard station
        ii. Need hotel/resort facility at Diamondhead Country Club (like Point Clear); Jim has 40 acres that are available to build! Nancy should contact Marriott
        iii. When people come for golf and weddings there are no decent places to stay
    e. When people say they are staying at the Diamondhead Inn and Suites, Chuck automatically assumes that 80% are in his store to steal, pawn/sell
        i. This business is an eyesore, detriment to the community
        ii. Diamondhead has no city center, no main street feel, no appeal (like Bay St. Louis, Coleman) – how do you create that Main Street feel?
3. If we could create that town center in Diamondhead, what would it be?
    a. Needs to be carefully orchestrated so as not to mothball the existing businesses
    b. Landscaping alone would be a benefit, including sidewalks, lights
    c. Chuck – until he saw plans for Aloha Drive, hadn't even thought about the aesthetic value of these design elements
    d. Don't need to grow over in one place and let the existing commercial go away
    e. "Front door" to community needs significant attention
    f. Like the Pascagoula Strategic Plan – simple, straightforward
    g. By the time most comprehensive plans are complete they are old; want something that is strategic, easy to read and digest
4. When you think of mixed-use, provide a good example (comparable towns on the Gulf Coast)?
    a. Need lodging; need better hotels
    b. The water draws people to this community; have not seen south side of Diamondhead come back yet, Bay St. Louis is blowing up right now, people want to be on the water, be able to walk to restaurants and bars and shopping
    c. Market is doing better here in Diamondhead, some disagreement on south side activity
    d. Shopping center up front has never really met the needs of Diamondhead residents; need nice local stores (see Prominade as an example) – Diamondhead needs to be unique, fit the character of the community, not simply have a Target or a Walmart
    e. Diamondhead seen as kind of a "Bermuda Triangle" of franchise development, since these businesses already exist elsewhere; need to come up with some other niche because Diamondhead is not going to get those stores (and doesn't need them either)
5. What are the residential needs to the community?
    a. Senior living is needed, would like to see a senior community development
    b. When young people (scientists) are trying to move into the area, can't find a quality apartment to rent; only 12-13% of housing is renter-occupied
    c. Don't want low-income housing; prefer higher-end housing to attract professionals
    d. This is why you don't see much of a "rentable" market - people like the way Diamondhead is, don't want growth
    e. Some people need to "see" the community first and understand what they are getting into before committing to purchase; rentals are important
    f. Have condos but owners have never taken the time to update them (most are 1970's with shag carpet, etc.)
    g. People here are pretty satisfied, they have country club, golf courses, swimming pools, access to all, can drive their golf carts (business is booming, make Diamondhead golf-cart accessible) – easy to get lost!
6. Challenges? From a small business operational standpoint.

a. Everybody needs more customers
b. Diamondhead does not have a marketing plan or budget; Chamber serves the City by providing support managing website, social media platforms, but there could/should be more to promote the assets of the region
c. City should establish a fund with the Hancock Co. Foundation, to help seek grants to market the city, small business incentive programs (like Pascagoula), offer grants to developers to develop waterfront
d. As a business owner, don't see enough of the City, want a meeting, keep up to date with what is going on (only time City communicates it is because of taxes)

7. Main Street organization, dedicated staff person as conduit?
   a. None of the cities or the county has an economic development department, Port Harbor Commission won't do it (focused on industrial development and leasing lands), Chamber has offered to contract with County and be that arm but City has not taken up the offer; other cities could pool resources to assist with this
   b. POA is separate from the City; the sales and marketing that the POA does is separate from the City. Most like things just the way they are, which is a hard sentiment to overcome (not going to change); POA is in process with a marketing firm to do some marketing and branding for the community (although the priority is the marketing of their own facilities)
   c. Business retention and expansion, Synchronist software purchased by Port Harbor Commission, hard to find people to work
   d. Marketing tools for prospective employers/employees
8. What is our pitch? How do we convince people/business to come?
   a. Have to have data; need to prove we have a market (need "kit book" – important to be able to communicate the data, know how to use it, interpret it)
   b. I don't think we have a pitch – welcome aboard if you come on board, and if you don't, you don't
   c. Other towns have a "better than thou" attitude toward Diamondhead, look at it as where all the old rich people live, need to change that stigma
   d. Need younger families; Diamondhead is older than surrounding areas

Mobility, Streets, Parks, Trails, Greenspaces Focus Group

City Hall|8.7.20 10:30 – 11:30 a.m.

Summary of Comments

1. Many of the group members are in the Diamondhead Go Hike group
2. Interested in seeing more opportunities to walk around town
3. Interested in birding and bird counting
   a. There is a photo flyer of birds native to Diamondhead
   b. Riparian corridors important for bird habitat, birding
   c. Facebook page devoted to Diamondhead birds: https://www.facebook.com/DiamondheadMSWildlife
4. Keep natural beauty: want to see growth but in a sustainable way
   a. Preserve natural areas, don't want to see large trees removed
   b. Preserve greenspace
   c. Preserve urban forest not only in the riparian areas but also in the uplands
   d. Have identified 40+ legacy trees so far as part of a state-wide initiative, measured diameter
   e. Need a better tree protection ordinance
5. Want to see green space placed into conservation easements
   a. has been difficult due to POA restrictions, but that could change with expiration of covenants
   b. Have miles of cart paths that residents can't use for pedestrian trails
6. Would like to have a dog park, tie dog park to system of trails
7. Need a mix of trail types, spine of wider solid-surface (packed stone and boardwalk), then earthen single-track trails split off from that
8. Need more passive park space, bbq grills, picnic tables; Can utilize space just past bridge on river for passive park, good live oaks there and view
9. Need ADA accessible park and recreation opportunities
10. Golf club drive is too busy to walk along, or bike, or cart; would like to see a side path along golf club drive
11. Need a connection for walking/biking along Diamondhead Dr from the roundabout to Golf Club Drive
12. No pedestrian connection to the southside
13. MDOT to build Roundabout
14. Aloha Drive to be improved

Natural Resources Focus Group

City Hall|8.7.20 1:30 – 2:30 p.m.

Summary of Comments

1. What is Diamondhead's most valuable environmental asset?
   a. Natural wooded environment is a big draw, access to water, southern weather may be a draw for others (being from the south, it's great everywhere); surrounded by woodlands, water on one side – geographic location itself is an asset
   b. Loss of this natural environment is an issue; if we have to travel a little ways to access services that's ok. Disappointing to see this happen without a strong effort to save any of it
   c. Example given: new home constructed in Glen Eagle, 400' lot depth (really deep!), protected upland wetland on back portion but owner has plans to clear the site
   d. "Jurisdictional" term is relatively weak when looking at wetland delineation
   e. By any standard Diamondhead is a very unusual topography this close to the coastal plain; the elevation and the fall next to an estuary is very uncommon
      i. Rock, clay – not sand! Iron content in the rock, red gravel (similar to Franklinton, LA)
      ii. Wolk River, Jordan River
      iii. Most people don't realize the value of the natural resource set-asides; provides more variety in plant life, animal life – redfish, speckled trout, brown bass, catfish
      iv. Don't have subsidence, shifting – no foundation crack issues resulting from hydraulics from groundwater penetration
      v. Upland wetlands, artisan seeps, hilly environment
2. When first developed, Diamondhead was only a few homes; development remained pretty spotty up until the eighties.
   a. Most lots are 75x110, can do pretty much anything on this size of a lot (the building footprint per unit is too small to trigger many restrictions)
   b. Need education on the value of natural resources, what they "do" for the community; for instance, "shrub" properties that have been set-aside add value by providing shade, reducing cost of cooling adjacent homes, etc.
   c. If community wants to set these properties aside in perpetuity, need to establish a community-wide philosophy that this is of value
   d. Also have recognized Indian mounds in Diamondhead; these are protected and when found on a property owner can't build or bull-doze; in effect these mounds have more power than the wetlands
3. Wetlands are zoned agricultural
4. Monetary value translates to resource value and aides the purchase of property for permanent protections
5. Builders are buying up all remaining undeveloped lots
6. None of the prior plans focused on drainage; drainage issues in Diamondhead are significant. Sheetflow from impervious structures have overwhelmed the original system, never contemplated; topography exacerbates problem
7. There are three governance structures in Diamondhead (four if you count the county);
   a. There is no third-party non-profit or land trust helping to acquire properties
   b. Land trusts usually come in to support a more localized group, don't lead a process or a purchase
8. Genesis of what people like about Diamondhead does not translate into what needs to be protected (like the trees identified in the survey)
9. Infrastructure is as old as Diamondhead and is aging – needs to be considered as part of the plan because when improvements are required there are going to increase taxes and/or fees
10. Only way natural resources stay is if they are held in perpetuity (opinion).
11. If there are any properties mappable for trails to get off the beaten path and connect to the larger system, this would be an opportunity to explore
12. Stormwater management, LID?
13. Are permeable/pervious pavement options precluded in zoning? Need to look at this

Design and Placemaking Focus Group

City Hall|8.7.20 1:30 – 2:30 p.m.

Summary of Comments

1. What contributes to Diamondhead's sense of place, both in positive and otherwise?
    a. Golf Courses and amenities
    b. Cleanliness – City has invested in keeping the city clean
    c. Commercial area is a strong candidate for improvement
    d. Improvements in commercial could include sidewalks, street lighting, landscaping
    e. Lacking theme or continuity
    f. MDOT to build a roundabout.
    g. Need low signage, no neon lighting
    h. First impression is not good – Hilton Head and Woodlands are good examples of hiding the ugly
    i. Must improve entryway
    j. Must up the game on landscaping
    k. Needs an identity
2. Waterfronts and the Southside
    a. Lighting on the southside need improving
    b. Challenge on the southside is the flood issue
3. Hawaiian Architecture
    a. Is a distinction for Diamondhead and should continue
    b. General clean environment
    c. Security and amenities are key values – people are proud to be a part of Diamondhead
4. Trees and green spaces
    a. New tree policy just passed
    b. Parking lots need shade
5. Trails and Blueways
    a. Sometimes bike lanes don't feel safe
    b. Kayak launches are a great addition
    c. Need to increase golf cart mobility
6. Residential Neighborhoods
    a. Glen Eagle, Fairway Villas, Glen Eagle, The Oaks
    b. Some of the older residential areas will present opportunities for redevelopment
    c. Need to plan for the next generations and younger generation and balance older segments with younger segments
    d. Design should be universal to all generations
    e. The physical surroundings should support quality of life

Infrastructure Focus Group

City Hall|8.7.20 3:30 – 4:00 p.m.

Summary of Comments

1. Stormwater issues
    a. 2 or 3 drainage studies have been done in Diamondhead. 1 has been funded/implemented. Overall Diamondhead fares a lot better with drainage from others in region because of topography.
    b. Some of the issues they have come from random unchecked development they inherited from city. Good backbone. Needs upgrades.
    c. Significant amount of corrugated metal pipe - half of what I've seen, soil causing corrosion in invert
    d. Wasn't much foresight with piping, many undersized
    e. Ditches in better shape than culverts
    f. Require detention ponds now, didn't before
    g. Christina - have been reviewing sub plans, for what we've seen in the past, detention not required.
    h. Coastal cities aren't pursuing stormwater quality standards
2. Commercial stormwater?
    a. Don't even see many stormwater pipes in GIS system
    b. Review of Aloha drive, did find some piping on there, close to the roundabout. Not much anywhere else.
    c. Retention next to Rouse's market was put in with grocery store
    d. Some drainage goes across the interstate
    e. Have all pipes across interstate identified? Probably 4 or 5. Straight to south, wetlands & bay St Louis
    f. Don't know if there are issues with capacity.
    g. Basin C hydraulic analysis. Get from Mike Reso
3. General localized flooding?
    a. There are a couple of areas that have repetitive flooding in high intensity event.
    b. County has identified projects along Hancock County, several are in Diamondhead - Get Diamondhead inset from County report
4. Bigger Floods/Hurricanes/Preparing for effects of climate change
    a. Is there a study? No. Maybe Waggoner Engineer did the big drainage study. They may have gotten into that.
5. Most cities' stormwater ordinances are just 2 sentences. Not sure about DH. Most say to just match 25 year event, no requirement for detention. Lot of trust placed in engineering.
6. One part in DH that talks about detention with 3 inches of rain. Nothing about water quality
7. Hurricane preparedness?
    a. Don't think that much is being done. It's thought about. Requirements for over ground. Nothing utility wise.
8. Municipal requirement for flood elevation?
    a. Some post-Katrina houses in flood plain are on slab, with the rest on piers. People that had the cash rebuilt really quick before new flood requirements started a year after Katrina.
9. Water & Sewer
    a. Only serves inside City - The Water & Sewer District
    b. City responsible for roads/drainage
    c. Up into the county in NE part - some unincorporated areas that fall in sewer
    d. Don't think there are (m)any water lines outside the city
10. Land Use - how positioned for water sewer growth for future dev?
    a. Capacity left in the treatment plant. Looking at capacity of pump station
    b. Water - they have capacity
11. Town Center Mixed-Use area - right by hub of sewer network. - Any issues?
    a. Would likely need to be more infrastructure for water - tank or well - especially with commercial development
    b. Don't know really for sewer - probably not because it's nowhere near capacity at the moment
12. Proposed dev in Center of town - additional residential?
    a. Diamondhead lakes, Deer Crossing - just added them into the water model and there is adequate supply to that. Preserve is another one with 200 homes - not sure about that one but definitely something we need to look at.
13. Roadside ditches in neighborhood - any look at converting to bioswales? Are soils good for stormwater infiltrations?
    a. Not been looked at. Elliot homes Development using LID
    b. No concentrated effort on any city on coast to do that. Can be problematic with clay soils in the hilly areas and high groundwater in the lower areas.
    c. There is the issue with maintenance of green infrastructure. If the developer maintains during warranty period, afterwards will the HOA pick up maintenance duties, or the City?
14. Streets - is there a rating system?
    a. Yes. Was a visual survey.
15. Need to get soil map into report
16. What about gas?
    a. No gas in the city
17. Coast Electric is the power. Most is above ground. Only the Gleneagle part in center is below ground
18. Internet - C Spire fiber just came through. GIG City - 5G
19. Transportation
    a. Interchange studied in 2016. Improvements planned. Will be roundabouts at interchange and one at the 4-way stop - 3 roundabouts total
        i. Right turn bypasses in some of the roundabout
        ii. Will be pedestrian access through the interchange

iii. Street across bridge will have side path

b. Strava Heatmap - loop has much - needs to have improvements to make more comfortable

i. Connection section where it's currently 2-lane each direction - people think they can fly through there.

c. Go Hike group in DH

i. Big trail connection planned. Vision - could be a trail spine that connects entire arc. Smaller trails peel off - single track earthen trails to get you closer to Bayou.

ii. Proposed bike/walking plan - what can be done with buffering. Concept on Golf Club Drive = side path. Within new mixed-use area - sidewalks & side paths.

Governance Focus Group

City Hall|8.7.20 3:00 – 4:00 p.m.

Summary of Comments

1. Municipal Incorporation
   a. Started proceedings to incorporate in 2006 after Katrina. Former attempts had failed.
   b. Bay St. Louis was threatening annexation and storm relief through FEMA wasn't possible as a POA
   c. Initial purpose was to serve as back up to the POA
   d. From 2009-2012 in court over incorporation and then it was approved
   e. There have been funding deliberations and arrangements with the county since incorporation. Various fees and taxes were negotiated but couldn't be completed as projected.
2. Services
   a. City provides drainage, roads, and city services. They have contracted police with the sheriff and fire with county fire district. Fire rating is a 5
   b. Long-term idea discussed is create police department. There is an agreement in place now that works well.
   c. There's a heavy drain on talent concerning the pool of people qualified to serve in one of the 26 elected/appointed official representing the city.
3. Discussion of consolidation of services
   a. Need to study possible consolidation of services. Fire and W&S have to unanimously vote to dissolve in order to make consolidation possible without legislative action.
   b. The city did not join PERS (public employees retirement system). The Fire and sheriff are on PERS, the W&S and city are not.
   c. The city has a good 401k-type retirement plan for employees as does the water and sewer district.
4. POA Matters
   a. Post-Katrina population was different than pre-Katrina. The demographics changed. The community became younger. Desires are somewhat different. Diamondhead was the only community around with houses still standing. 20% of the population is now less than 18 (or 18 and under, unclear).
   b. Insuring transparency has been important. POA adopted same meeting policy as City.
   c. Property values vary by whether or not a property fronts the golf course.
   d. Concern over the future funding and quality amenities due to the expiration of the covenants.
5. Expiration of POA Restrictive Covenants
   a. The answers regarding how-tos change daily
   b. Architectural control and dues are open questions
   c. The expiration is somewhat phased with development phases
   d. 28-29 sets of covenants with amendments along the way
   e. Larry Johnson, the Johnson Group corporation, took over Purcell and has first right of refusal and a vote on turnover of all the amenities. They have to match the amount of the first offeror.
6. Other Items
   a. Home values in Diamondhead are flat and have been. The county and state system for valuing properties is "mind boggling." (Editor'"s note: Data does not indicate this)
   b. Residents can get caught between the city and the POA in the re construction etc.

Envision Diamondhead 2040 Community Meeting

City Hall|8.7.20 10:30 – 11:30 a.m.

During the community meeting of August 8, about 60 participants from throughout the community were asked to identify the areas and assets they "liked" about Diamondhead, and the areas of concerns as Diamondhead grows and changes over time. The results are listed below on the table and then mapped.

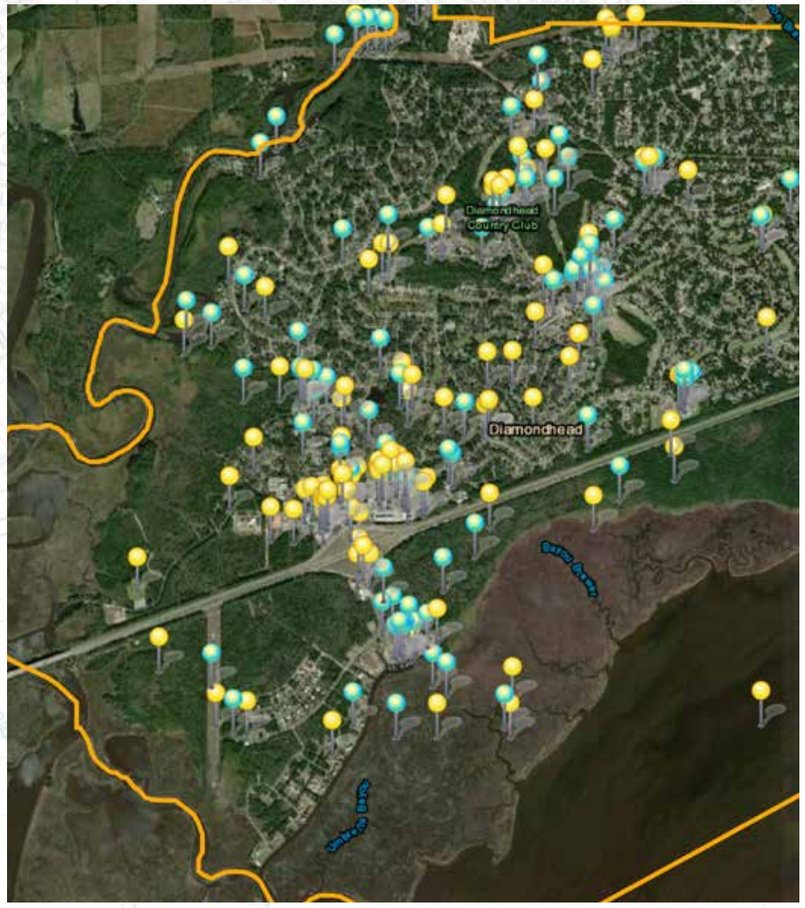


Figure 1Crowd Sourced Community Likes and Concerns Map

Likes		Concerns
The Montjoy creek trail will be an excellent addition to Diamondhead. Looking forward to the completion!		Airport is hardly used and the space could be repurposed
I like the Bayou Dr Kayak launch -great use of a natural area for public enjoyment and recreation. It needs to be maintained for appeal and safety.		Should look more upscale and inviting with shops besides dollar store and goodwill. Benches, large planters with flowers awnings.
Marina—we need to accent waterfront		The Canadian geese and ducks in the pond are creating a traffic hazard and destroying the pond and the landscaping. A management plan is needed.
Golf carts—can we get them to southside?		The 4-way stop causes delays and prevents traffic from flowing smoothly and safely. An improvement is needed.
The Hawaii theme		The exit from I-10 E needs to be improved. The detour during afternoons works, but requires a gate or barricades. A permanent solution is needed.
I love the trees and natural beauty and wildlife of DH. Please don't continue to cram small homes on small lots such as those next to the Country Club		POA & City must learn to work together and eliminate duplicate permits and enforce covenants/codes.
Twin Lakes area is lovely and inviting. Would love more community activity there		Clear cutting of lots for new homes is depleting our Tree Cover. New home sites should be required to have a min # of hardwood trees.
Like Diamond Head drive loop, but could use some additional safety improvement		Eyesore. Crackheads. Supposed to be a hotel but the owner has folks living in it. Cops are always called. It doesn't fit with the city's image.
Excellent fire department		too many lots are r1 or r2. 50-60 ft lots are why many of us moved out of New Orleans
Water - south side		No dog park - Limited opportunity to exercise large dogs
Bike paths on Diamondhead drive!		Twin Lakes. Was campground for residents' guests and place to walk dogs. Still used as dog walk but rarely used now
Country club		Existing Strip malls being incorporated into a more unified Diamondhead theme, more trees, and shaded areas making it more pedestrian-friendly.
Convenience to medical care (general comment, not location specific)		DH Inn
Trees, nature, beauty, waterfront		Managed traffic systems. The proposed development will overwhelm our existing infrastructure. A simple roundabout will not solve the problem.
Nature path on Purcell property near kayak launch. Please preserve!		Can we get to 90 over the bay more directly?
Amenities: golf course, pools, bike path		Commercial area could use some improvement
Golf Courses bring natural beauty as well as exercise.		Dredging in certain areas
Water access		services for aging home bound individuals, more accessible public transportation, welfare checks, delivery of groceries, medications, etc

My house		Lack of restaurants & wine bars
Marina is true asset for visitors and residents		Problems with flooding
Country Club		POA needs to be removed & disbanded.
Southshore waterfront has great potential but is not utilized well currently		Don't like removal of forest for harvesting
I like the recreation for the kids		Removal of forest near community center to build houses; was beautiful 1st impression.
Kayak launch is nice		DH inn
Golf courses		Current commercial center/entry into Diamondhead is very un-attractive.
Shopping and eating here		City entry is terrible, World class entry required. , Show folks we are excellent, vibrant, exciting community.
Waterfront development could add beauty and increased recreation		Traffic flow on Golf Club Drive
The fern covered oaks around the CC. It comes to life in the rain		Hotel needs help
Golf courses contribute to natural beauty.		Diamondhead Inn, Bad reputation
Diamondhead Country Club		Southside of I-10 (waterfront) should be more diverse and not depend on a casino(s).
The bayou		Frontage road and new crossing over I10
The medical facilities through Diamondhead		Store fronts. Please modernize business signs
Well maintained landscape		holiday residential area is a mess
I like the stores in the shopping area. I enjoy the restaurants there now		This should have been a roundabout. If you look at an aerial view it would have been perfect before the Liqour Store and Daquiri shop were built.
Swimming		Entrance into the City both on the north & south directions need improvement
Waterfront		Hotel is run down and dirty. Needs to be cleaned and better managed
The 4 pools are exceptional. They are well kept and for members and their guests only.		Needs to be developed.
I like the beautiful entry to the city.		Country club drive not bike/ pedestrian friendly
Tennis facility with rubico courts are a great asset to the community		No focus on expanding existing amenity by adding a resort hotel to the country club
The waterfront behind Lazy Gator		Vacant Commercial Center
The Hawaiian Theme. It was used more in the beginning but has faded over time.		what will happen to the amenities
Has potential to be highly developed.		Area of residential that has been clear cut
Swimming pools		Navigating the parking lots in commercial district is weird. Need arrows and stripes to prevent accidents.
Riding golf carts		Hotel is major weakness for our area
Marina area		Needs a sidewalk/bike path

Waterfront potential		Uses in zoning too restrictive—a lot require special process. Need more flexibility and by right uses.
Golf Course is major amenity. Great Courses.		Motel is a detriment to the city
Golf Course		Need a frontage road and new crossover
Kayak launch		Would like more walking and biking
Beauty of the Golf Courses		Drainage on golf course.
I like the water tower.		Residents do not abide by rules
Diamondhead POA and it's amenities		Hotel. Please restore
Golf courses. They provide beauty and recreation, value to community.		Hotel is a nuisance to our society
Strong faith based community		Food service at country club is less than desired. We enjoy eating out but rarely spend our $$ at country club.
Love the Hawaiin theme! Let's keep it. So unique. Many homes have the theme. Downtown can have the theme. Our branding. And elevation.		Lack of manufactured housing
reason we live here2		Facade of shopping area
Marina., Incredible asset. Draws responsible, respectable folks that spend money for food, gas, fishing, etc.		The condition of the hotel
City Hall		possible casino in marina area
I love the area around the marina. It is easy to access.		Residents do not abide by rules !
The two golf courses		I love the natural wildlife through DH. Ducks, Deer, Pelicans. We need to leave room for them throughout DH, North and South Side.
Marina...it's lovely. Would love to see more marketing /invitation and sharing of its beauty		Main entrance
Commercial area is ugly and not walkable. Need mixed use and more office space		Hotel needs to be torn down.
The marsh		Airport Min services/ammenities, Needs hangers, picnic area observation area.
country club		inability to navigate the area
kayak launch		DDE is a compromised road. Needs renewal
Kayak Launch		Need more restaurants
Marina is available for boaters. nice amenity.		I would like a larger variety of restaurants.
The cleanliness of Diamondhead		East rec
Country club		north commercial area is a mess
I like the beautiful Lilly pond.		When original buildings destroyed by Katrina the city lost its image of small town.
Golf course		Commercial area near rouses not very appealing

Excellent airport, Draws responsible, driven folks to community.		Needs to be more developed.
Wildlife including deer, geese, ducks, Hawks, turtles		4 way traffic stop is over burdened
Safe community		Turning left into Diamondhead off I10 is a nightmare. Route everything to the round-about.
Convenience of shopping area		Unattractive business area
		No downtown or main city center
Biking		Business district needs updating
Recreational		The business area is unattractive
Natural beauty of our home setting backing up to golf coarse with plenty of trees. Quite street		downtown
Love the water		City hall
Waterfront. Beautiful, water access, potential for condos, restaurants, bars, entertainment		Poor access to points east
Looks nice		Golf cart , pedestrian, bicycle, etc mobility on golf club drive
One of the best views on the Gulf Coast.		Getting rid of POA
Live oaks		I10 off ramp traffic conditions are terrible.
Like it		Not a good representation for the entrance of the city.
Water Sports		Hotel
Airport = Great asset		Bad walking and biking in city. Can be dangerous
		Needs more entertainment.
		We need to beautify, possibly redesign, the business area.
		Ugly shopping areas
		Shopping centers
		Commercial district is in shambles, No/poor organization, Not easily accessible to I-10, Stores are not always a good representation of Diamondhead.
		Unsafe mobility
		Traffic flow in shopping area.
		comercial area is haphazard
		Downtown shopping center
		Needs more development.
		Hotel
		Front entrance is ugly, disorganized and bad traffic
		Not a great intersection. More traffic daily then the intersection can handle.
		This should be a Roundabout
		Tree loss

Envision Diamondhead 2040 Advisory Group Meeting

City Hall|8.8.20 11:45 – 1:00 a.m.

Summary of Comments

The Advisory group met at 11:45 a.m. at City Hall. The results of the focus group engagement and the community meeting were summarized by Power Point presentation, along with an overview of community research and analysis to date.

The Advisory Group then reviewed the results of Survey that targeted to the Advisory Group, the Planning Commission and the City Council. At the conclusion of the presentation, the advisory group discussed the results. Key points in the discussion included:

Comments

1. Southside/Harbor Area: enhance and preserve
2. Three fundamental entities that are key to Diamondhead's future are POA, City and businesses
3. POA will face dilemma soon with meeting expenses with decreasing income
4. The unattractiveness of entryway into community must be addressed
5. Concern expressed that that the existing amenities may be taken for granted and the plan needs to address their preservation
6. Concerns about restrictions on private property
7. The business community needs to be expanded
8. Input must include business/developer interests of the community.

The team expressed that key focal areas needed to be chosen for special attention during planning week. The areas discussed were:

1. Downtown to waterfront area
2. Potential redevelopment areas (Existing commercial and older residential)
3. Mobility including bicycle and pedestrian ways throughout Diamondhead

Survey #1 Results (Advisory Group, Planning Commission, Council)

What is your favorite place in Diamondhead? Why?

1	Marina, because its on the water. Nice View
2	Tennis world. Like to play tennis
3	Twin Lakes. Enjoyable area. Peaceful.
4	I like the Country Club at dusk with the deer.
5	Our golf cart lanes. Our family uses them almost daily, and I think it is healthy to get out in the community and visit with friend and neighbors.
6	The golf courses because they are so peaceful and beautiful
7	The Red Zone. They always have great food and the owners do a great job.
8	The forested areas and green spaces.
9	My Southside community and the commercial areas. I have very hard time choosing "an area". I love most all of Diamondhead. I enjoy the peace and tranquility of my home community. Plus the airport activity, wildlife and walks at the waterfront. But I also enjoy our messy little growing commercial area. This is mostly due to the visits with our great people. There are so many other areas I thoroughly enjoy throughout our little city.
10	Waterfront on Southside
11	Golf courses--beauty,openness, deer, trees etc.
12	Golf courses and 19,th hole
13	Sitting on the back of the Lazy gator restaurant looking at the view over the marsh
14	East Rec Park. My kids love playing there, the open spaces, and the overall family environment.
15	Our back patio overlooking the fairway and green of #18 of the Pine golf course.
16	View of the marina, and Bay
17	The golf courses are my favorite place. The seclusion and serenity makes you forget you're in a populated city. It's an easy get away in our backyards.
18	The bike lane around Diamondhead Dr. because my wife and I are comfortable and enjoy biking.
19	Golf Courses. Provide a relaxing, beautiful atmosphere with ability to interact with good friends.
20	LazyGators/Marina It's on the water,live entertainment and good food.
21	Country Club

What are Diamondhead's 3 most positive qualities?

Golf courses	Marina	Pools/kayak launches
Golf	Tennis	pools
Community Center	Pools	Twin Lakes Pavilion area.
Friendly people	Lots of green space and trees	Water views on the south side
Golf cart Lanes	Golf Courses	Our business district
Golf course	Business district	Community support
Amenities	Waterfront	Interstate access
It's nature and peaceful surroundings	Safety and security	It's educated and diverse population
Amenities	Outdoor areas for recreation	Our location is a great asset
Friendly and safe environment	Recreation amenities	
Cleanliness	Openness and beauty	Safe
Safe community	Pretty community/beautification	Amenities (pools, golf, tennis, marina, kayaking, boating, etc.)
Quiet	Volunteers	Cleanliness
Golf courses	Country club	Pools
The social aspect of the various establishments in DH	Having a marina and airport	various activities available

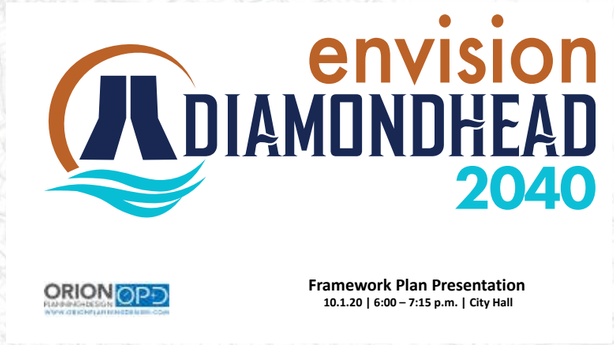
A diverse population	Vast amenities	Location and accessibility to 1-10
Access to fishing, boating, kayaking and hunting the marsh.	It's Safe	The residents take pride in the community.
Its Safety	Its Beauty	Its many Amenities
Pools/recreation	Walking/bicycling trails	Rouses/quality grocery store
Country Club	Golf Course	Marina

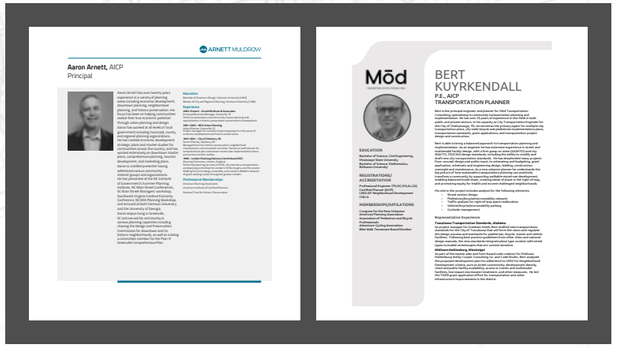
What is Diamondhead's greatest community challenge?	
1	The shopping locations in the front of Diamondhead. It can be better. It can be more robust. Old buildings (Goodys, bowling alley, and the Diamondhead Resort) need to go. A new facelift is needed for the whole commercial zone in Diamondhead.
2	getting the city gov and the Poa to work together.
3	Some sort of community unity.
4	Having some of the owners maintain their property
5	The transition from mandatory dues to a lot assessment or similar tax . The cost to run the community does not change , but how it is collected and distributed is crucial.
6	Dealing with overlaps with the POA
7	The expiration of the Covenants.
8	Developing a more open-minded, accepting, and welcoming environment. There is a definite resistance to accepting younger families and change by a large conservative older population. Progress in this small city is difficult and even as small as it is unfortunately there divisive politcal factions with their own political agenda.
9	The commercial areas north and south of interstate use and appearance.
10	Consolidation of public services, South side redevelopment
11	Expiration of Covenants
12	There are too many governing bodies (i.e. city, POA, fire district & DWSD). In addition, negativity on Facebook by small group of resident. We need more positive messaging about good things happening in the city.
13	Unity Opinions stated as fact in an effort to validate what DH does/does not need
14	The growth of the community
15	Lack of a city center, or downtown. There are limited commercial areas, which limit a tax base. There are no major commercial corridors. Without the ability to grow businesses, the residents remain the cities primary form of revenue.
16	We need more green space/ I would like to see more people out walking, biking, kayaking etc.
17	To avoid the loss of its many Amenities...Air Port, Tennis Facilities, Golf Courses, Air Port, Marina, Swimming Pools, Play Grounds, Community Center and many green spaces.
18	It needs to be more family oriented. More activities for teenagers. Healthier restaurants are needed. Drive thru coffee.

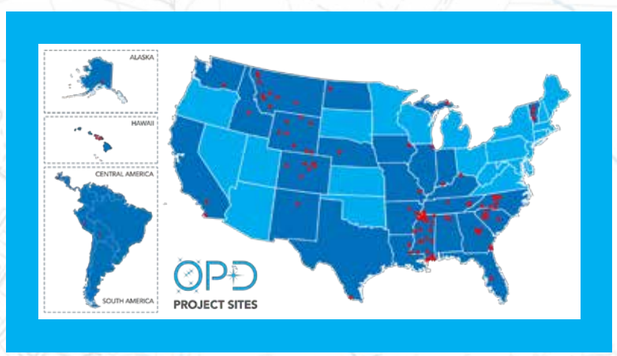
If you could change one thing?	
1	The commercial zone
2	get ride of the city gov.
3	Additional community functions
4	I would like a small downtown area.
5	Single government. I was anti city, because I don't work here and don't use Diamondhead as a source of income, I liked the privacy. But I am very pro Diamondhead and now that we are a city, The City should control the wealth, even if the POA or similar body runs the amenities.
6	More businesses
7	The layout of the commercial area.
8	A more pedestrian-friendly city with sidewalks, larger walking and bike paths. More street lighting for a safer and more secure environment. I believe this development plan will help Diamondhead have a more focus city-friendly atmosphere with greater shopping and entertainment venues.
9	Tighten restrictions on building, square footage and quality.
10	The Diamondhead Inn Hotel
11	Move water and sewer plus Fire under the city. That would eliminate 2 entries (total of 1 10 Commissioners) who can vote to raise fees without looking at the big picture.
13	Negativity on Facebook / need better commercial district to be able to shop local
14	More facilities/amenities for teens and special needs families to enjoy.
15	traffic flow definitely
16	It would be to have a walkable entertainment district of some type.
17	Off road bike / walking trails along the waterways and woods.
18	Establishing a means to assure the Amenities never go away thru establishing a permanent, stable financial support for them.
19	We need more Restaurants/Entertainment options.
20	Make the Commercial area more aesthetic and inviting

Summary of Comments	
1	The golf courses and the small town charm. I wouldn't mind the only two ways in and out being gated again.
2	golf course
4	The green space and golf courses even though I do not play golf
5	The two golf courses are what ties the community together. The amenities, as a whole, must be preserved and nurtured.
6	The amenities
7	Small and safe community feel - not to be mistaken with anti-growth. I think we have a lot of room to grow and can still maintain the small and safe community feeling.
8	It's natural surrounding green space.
9	I would never want to eliminate the "resort community" concept and feel.
10	Neighborhood character and beauty of common areas
11	Natural beauty and open spaces provided by the golf courses
12	Beauty of the community. It is well maintained.
13	The quaintness.
14	Need the growth but if managed right don't want to still loose the small town community feel
15	I want Diamondhead to remain beautiful. If every we abandoned protective covenants, it would be the down fall of property values and our identity.
16	Losing the amenities.
17	The Residents who are so friendly and social.
18	Small community feel.
19	Country Club and Golf Course

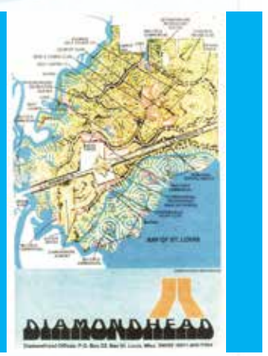
APPENDIX B - ENVISION DIAMONDHEAD 2040 DISCOVERY ENGAGEMENT

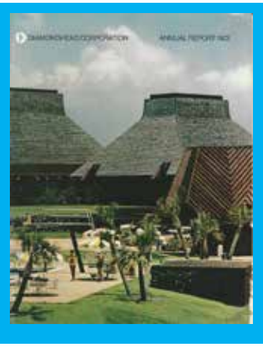


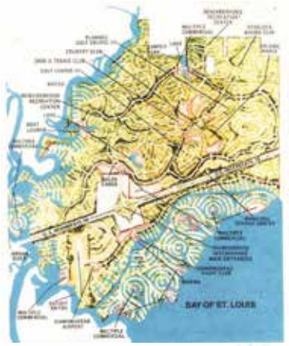


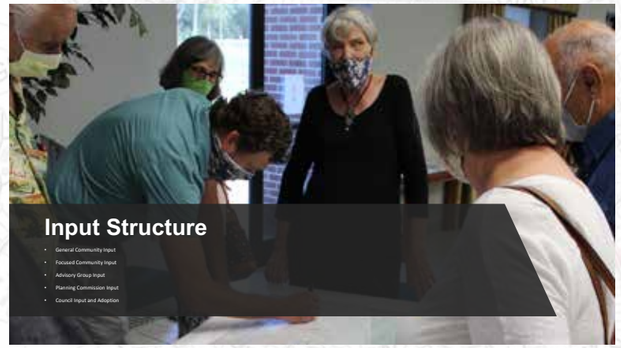


Diamondhead's Original Plan was established about 1970





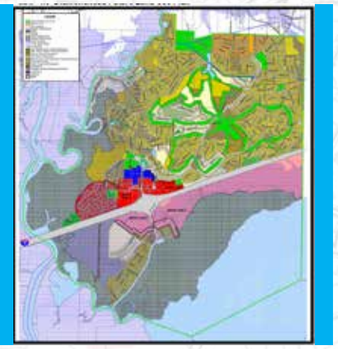




2012 Plan

- Established Diamondhead Initial Direction
- Established Diamondhead Planning Commission
- Established Diamondhead Zoning

Diamondhead, Mississippi
25 Year Comprehensive Plan



Onsite and Online Community Engagement

Effort	Participants
Website Visitors/Views	1200 - 2600
Online Survey #1	25
Community Kick-off Meeting	60
Focus Groups 8.6.20	30
Advisory Group 8.7.20	15
Online Survey #2	340
Focus Groups 9.8.20	20
• Planning Week 9.27 - 10.2.20 • Futures Forum – 70 • Online Access - 10 • Framework Plan - 60	140
Total to Date	1830 - 3230

- **Fact-Based**
- **Collaborative and Inclusive**
- **Vision-Driven**
- **Outcome-Oriented**

- Environmental Stewardship
- Infill and Connectivity
- Waterfront
- Downtown
- Potential Expansion

For online participation go to:

www.EnvisionDiamondhead2040.com

- **Preserving Diamondhead**
  - By honoring its unique community development history and heritage
  - By stewarding its rich natural assets with best conservation and development practices
  - By ensuring the ongoing integrity of Diamondhead's amenities, green spaces and open spaces
- **Growing Diamondhead**
  - With a mixed-use, walkable, and aesthetically pleasing downtown
  - With sensitive waterfront development along the bay
  - With enlarged territory to accommodate growth and expanded community opportunity
  - With diversified housing choices accommodating all life stages
  - As a prepared and resilient in the face of coastal climate challenges

Pr Gr Cn Ce

Envision Diamondhead 2040
Planning Themes and Principles

Framework Plan

1. Environment
2. Economics
3. City Overall
4. Infill
5. Waterfront
6. Downtown
7. Mobility
8. Implementation

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Environmental Context

- **Connecting Diamondhead**
  - By enhancing bike and pedestrian pathways and linkages throughout the city
  - By linking the original community to downtown for pedestrians, cyclists, and alternative vehicles, and by linking the downtown to the waterfront
  - With selected connections to the river and bayou
  - By creating additional entry points and access to and from the city
- **Celebrating Diamondhead**
  - With an impressive sense of arrival at Diamondhead's entryway through quality design of buildings and landscaping
  - Through the use of community branding and identity markers
  - Through high-quality design of sites and buildings
  - With encouragement and support of community events and organizations
  - With ongoing planning administration, code enforcement and community development actions

Pr Gr Cn Ce

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Surface Water Quality

Shellfish harvesting & recreation

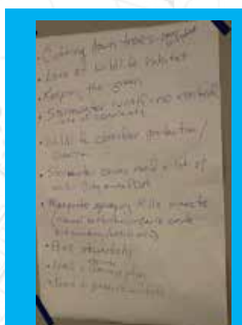
Recreation

Fish & wildlife

Source: MDEQ

envision DIAMONDHEAD 2040

FRAMEWORK PLAN



Soils

Highest rate of infiltration

Lowest rate of infiltration

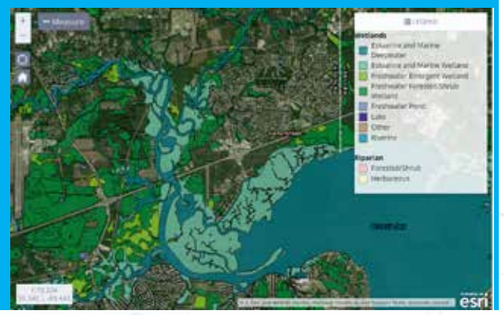
Source: MDEQ et. al. *Rotten Bayou Watershed Implementation Plan*

Low Impact Design

Diamondhead Cardinal Golf Club Demonstration Projects *Funded by MDEQ*

Trees

Wetlands



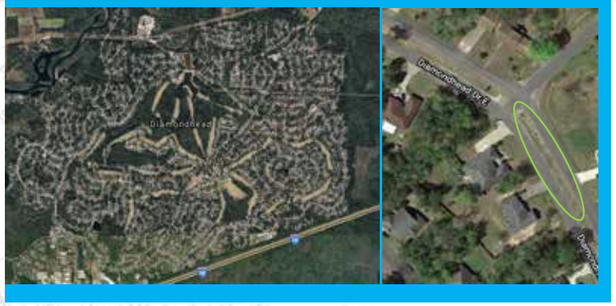
Low Impact Design

Green Building

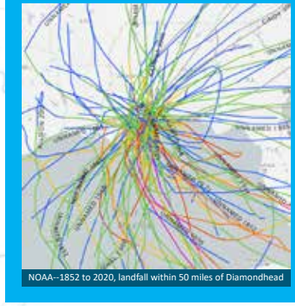
Source: Mississippi Land Conservation Assistance Network
http://www.mississippilandcan.org/Hills/Alternative-Energy-and-Green-Building-Resources

Low Impact Design

Trees



Hurricane Risk

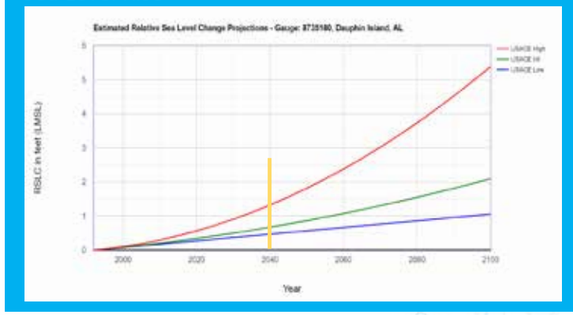


NOAA--1852 to 2020, landfall within 50 miles of Diamondhead

NOAA estimates based on historical data for hurricanes within 50 nautical miles of the Bay of St. Louis:

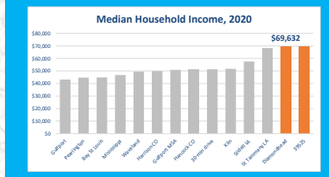
- All: 1 every 11 years
- Major: 1 every 26 years

Sea Level Rise



Demographic Snapshot

- Fast Growth
- Higher Income
- Higher Age



9,370 2020 POPULATION	58.5% POPULATION GROWTH 2000 - 2020
2.29 AVERAGE HOUSEHOLD SIZE	51.1 MEDIAN AGE
$69,632 MEDIAN HOUSEHOLD INCOME	6.98% FAMILIES BELOW POVERTY

Retail Opportunity

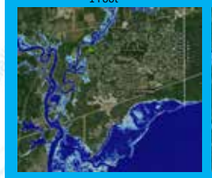
RESTAURANTS - 20,473 sf
- About 5-8 stores total
- BOTH Fast Food ($4.5m) & Full Service ($5.3m)

GROCERY – 16,687 sf
- 45k = industry average (25k small format)
- Specialty - $735k demand (meat, fruit/veg, baked)
- Expansion existing, merchandising, farmers market

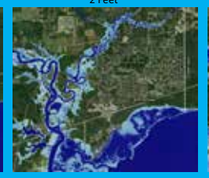
FURNITURE/HOME FURNISHINGS – 6,148 sf
- Diamondhead Pharmacy
- Small indy boutique/specialty w/ home decor

Sea Level Rise

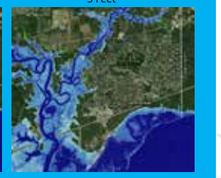
1 Foot



2 Feet

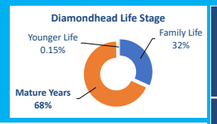


5 Feet



Demographic Snapshot

- Aging Population



51.1 MEDIAN AGE	68% MATURE YEARS
15.2% ↑ 5Y GROWTH AGE 65-74	23% ↑ 5Y GROWTH 25-34

Retail Opportunity

CLOTHING – 5,575 sf
- Old Navy = 15k
- 1 or 2 specialty
- Family ($3.3m) & Women's ($1.2 m)

SPORTING GOODS – 2,150 sf
- Hibbetts = 5.5k
- Small indy – golf, tennis, outdoors

COFFEE SHOP
- $625k demand local/ $917k trade area
- Identified as local need

Framework Plan

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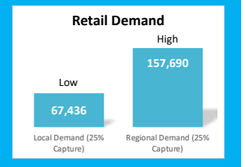
Retail Demand

- **$135 million in annual demand** above local offerings
- Some demand in likely absorbed in region

$135m LOCAL DEMAND	$4.2b REGIONAL INFLOW



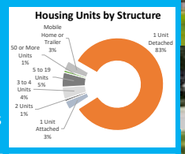
Retail Opportunity

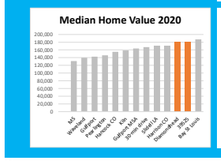
- Limited Demand
- Expansion/ Merchandising

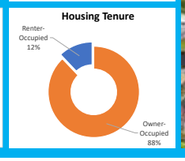
BEER & WINE STORES $1.2m Leakage	DRINKING PLACES $860k Demand	SHOES
JEWELRY	BOOKS	GIFTS
HOBBY	PET & PET SUPPLIES	AUTOMOTIVE

Residential Market

- **What we HAVE:**
  - 83% SF detached
  - 88% owner-occupied
  - Higher market values
  - Affordability
  - Limited product types







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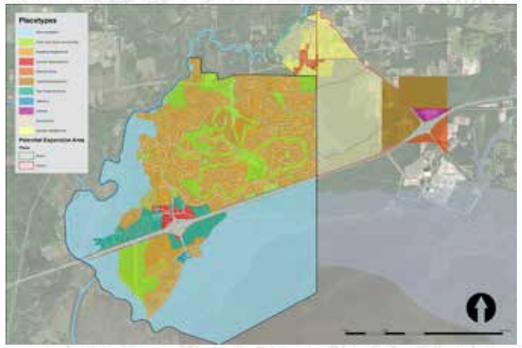


Residential Market

- **What we NEED:**

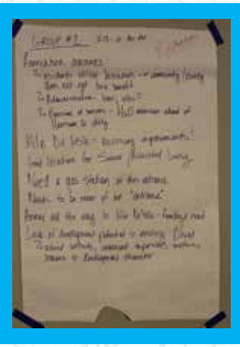
405 ADDITIONAL HOUSING UNITS BY **2030**	813 ADDITIONAL HOUSING UNITS BY **2040**

SENIOR/ AGE IN PLACE

YOUNG PROFESSIONAL

YOUNG FAMILIES

Opportunity = local/regional demand + development vision

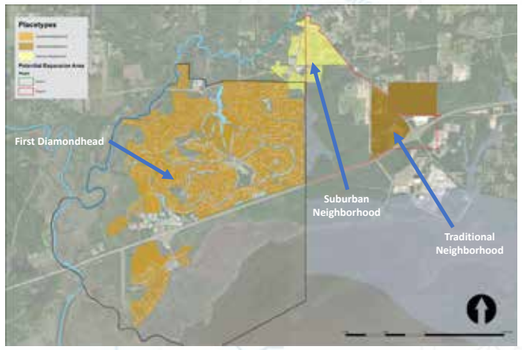


Natural Waterfront	Parks, Open Space, and Amenities
• Undisturbed, undeveloped • Rivers and streams, marshes and beach • Opportunities for passive recreation (hiking, picnicking) • Important habitat, conservation potential	• Can be natural or developed • Outdoor recreation including pools, golf courses, ball parks and stables • Natural, undeveloped open space and forest • Active waterfront, including boat launches • Greenways and trail systems

The Placetypes of Diamondhead

Category	Place Type
Natural Areas and Waterfronts	• Natural Waterfront • Parks, Open Space, and Amenities
Residential	• First Diamondhead (Residential Neighborhoods) • Suburban Neighborhood • Traditional Neighborhood
Commercial	• Town Center Mixed Use • Suburban Redevelopment • Town Waterfront
Potential Expansion	• Suburban Center • Rural Reserve • Industrial

First Diamondhead	Suburban Neighborhood	Traditional Neighborhood
• Original master plan, platted lots • 10,000-12,000 sq. ft. in size • Curvilinear street pattern • Houses front primary street • Shallow setbacks • Water and sewer service	• Expansion area • Estate-type lots typically larger than an acre • Large gridded street pattern or continuation of curvilinear streets from development • Houses set back from street • Water and sewer may be present but not required	• Mix of housing types • Mix of land uses • Pedestrian-oriented • May be served by transit • Compact scale – smaller lots, shallow setbacks (or none) • Sidewalks and street trees



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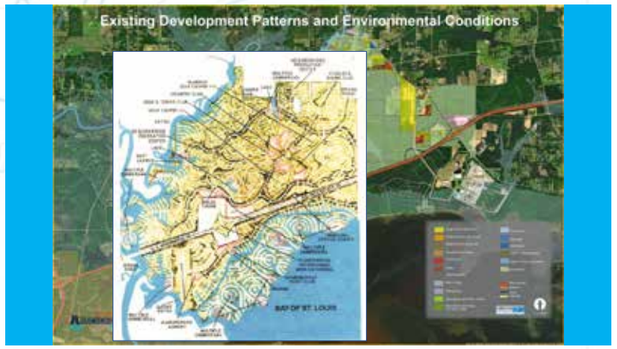
Suburban Center	Rural Reserve	Industrial
• Small-scale commercial • Retail services for convenience • Supportive of surrounding neighborhoods • Single-story, horizontal mix • Auto-centric • Expansion may require water and sewer service	• Undeveloped or developed at low densities • Infrastructure available to serve or be extended • Residential or agricultural uses currently • Future development requires master planning	• Existing industrial activities • Limited development potential • Availability of infrastructure, transportation determines location

Town Waterfront	Suburban Redevelopment	Town Center Mixed Use
• Redevelopment potential on vacant waterfront parcels • Architecture must respond to construction requirements, limitation • Mix of residential and commercial uses • Public spaces and access to marsh	• Redevelopment potential in existing commercial areas • Excessive paved parking converted to new business • Design character • Greater integration of mixed use horizontally • Landscaping and traffic flow • Auto-centric but pedestrian friendly	• Designed as a more traditional downtown destination • Mix of commercial and residential uses, vertically and horizontally integrated • Human-scale, pedestrian oriented • Quality architecture and design elements such as landscaping • Implements the Town Center form-based regulating plan



Highly Planned vs. Minimally Planned

Diamondhead Buildout

- About 450 Acres of residentially zoned vacant acres
- 75% = 337.50 acres

- 1000 dwellings
- 2300 persons

Highly Planned vs. Minimally Planned

Framework Plan

1. Environment
2. Economics
3. City Overall
4. Infill
5. Waterfront
6. Downtown
7. Mobility
8. Implementation

2040
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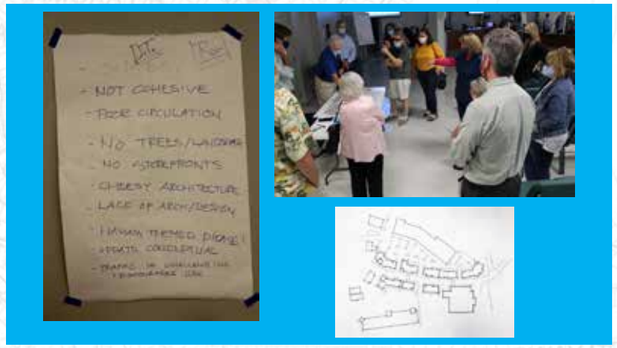

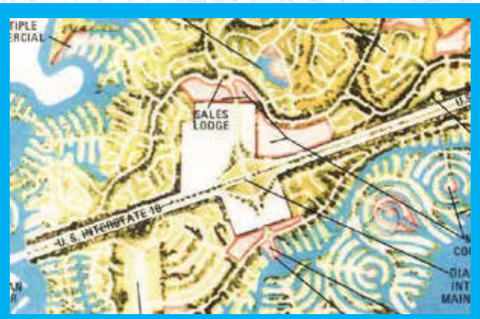

Framework Plan

1. Environment
2. Economics
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4. Infill
5. Waterfront
6. Downtown
7. Mobility
8. Implementation

Suburban Retrofit – North End – Sandy Springs, GA

Key Facts

- 90,000 SF Shopping Center
- Vacant Big Lots
- 4 concepts under development:
  - Mixed Use Town Center
  - Missing Middle Housing
  - Neighborhood Center
  - Neighborhood Center (density)

Framework Plan

1. Environment
2. Economics
3. City Overall
4. Infill
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8. Implementation

2040
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Suburban Retrofit – Mashpee Commons – Mashpee, MA

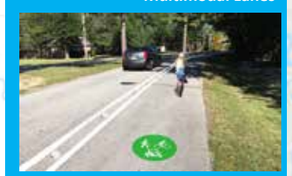
Key Facts

- 62,000 SF strip center built in 1968
- 1986 DPZ plan for mixed-use, walkable "downtown" district
- Today
  - 350,000 square foot retail/office
  - 77 residential units
  - Live-work spaces
  - Senior Center, Library, Church, Post Off.

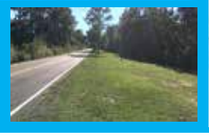
Street Network

- Limited connectivity: 2 points of access for entire city
- Collector and Local streets
- Relatively low traffic volumes
- High speeds on Golf Club Drive, 85th%: 37 mph
- MDOT Intersection capacity projects on Gex Dr.
- Potential for new street connections

Multimodal Lanes



Greenways/Sidepaths



Trails

Walkable/Bikeable/Cartable City Benefits

- Accessible to all ages
- Healthily lifestyle
- Access to beautiful, natural areas
- City amenity
- Tourism/economic draw
- Increased property values
- Lessened environmental impact
- Safety/slower car speeds
- Community identity and relationships
- Reduced car dependency
- Easier access to POA amenities

Greenways/Sidepaths

Blueways

Implementation

Diamondhead Drive Multimodal Lanes

Multimodal Routes

Implementation

- Diamondhead Drive Multimodal Lanes
- Noma Drive Greenway

Implementation

- Diamondhead Drive Multimodal Lanes
- Noma Drive Greenway
- Trail Connection to Waterfront

Thank You!

Framework Plan

1. Environment
2. Economics
3. City Overall
4. Infill
5. Waterfront
6. Downtown
7. Mobility
8. Implementation

Pr	Gr
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"Vision without implementation is a hallucination."
Thomas Edison

"Chance favors only a prepared mind"
Louis Pasteur

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Implementation Direction

Policies	Projects	Management	Partners

• Zoning Code Adjustments	• Leverage existing projects
	  ▪ E. Aloha Improvements
	  ▪ Noma Drive Waterfront
	  ▪ Montjoy Creek Improvements
	  ▪ Town Center entrance roads
	  ▪ MDOT Roundabouts
		• Ongoing Administration	• State and County Levels
			  ▪ MDOT
			  ▪ MDEQ
			  ▪ MDMR
			  ▪ MPO

• Preservation Policy	• Trails plan	• Site plan review	• Civic Partners
			  ▪ POA
			  ▪ Garden Club
			  ▪ Nature Groups

• Economic Development Policy	• Natural Area Acquisition	• Code Enforcement	• ED Groups
			  ▪ One Coast
			  ▪ Chamber

• Low Impact Design			• Future Partners?
• Urban Forestry			
• Evolved building and site design review			

"Diamondhead was founded on a bold community vision and a master plan for active living with vibrant neighborhoods woven together in a rich tapestry of recreational and natural spaces.

One-half century in the making, Diamondhead has successfully transitioned from dream development to rapidly growing city and is on the cusp of emerging as a coastal community of true southern distinction - vibrant, resilient, strong and flourishing.

Driven by the passion and involvement of its citizens, recognizing its emerging position, understanding its challenges and ready to build on fresh opportunities, Diamondhead seeks to honor its beginnings and renew its vision by preserving, growing, connecting, and celebrating the City."

Renew the Vision.
Celebrate the Future.
Envision Diamondhead!

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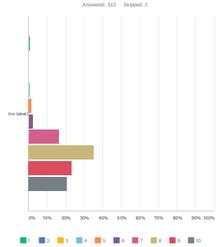
APPENDIX C - COMMUNITY SURVEY RESULTS

Diamondhead Community Survey

Q1 On a scale of 1 to 10 where 1 is very low and 10 is very high, how would you rate the quality of life in Diamondhead?

Answered: 313 Skipped: 2



1 / 25

Diamondhead Community Survey

	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
(no label)	0.32% 1	0.00% 0	0.00% 0	0.32% 1	1.60% 5	2.24% 7	16.29% 51	35.14% 110	23.32% 73	20.77% 65	313	8.36

2 / 25

Diamondhead Community Survey

Q2 In a few words, how would you describe Diamondhead to someone who has never been to the community?

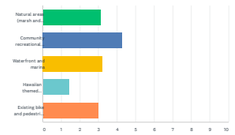
Answered: 301 Skipped: 14

3 / 25

Diamondhead Community Survey

Q3 At Envision Diamondhead's community meeting of August 6, participants identified community assets. The top five assets are listed below. Please rank their importance on a scale from 1 to 5 with 1 being most important.

Answered: 315 Skipped: 0



4 / 25

Community recreational facilities and amenities	63.16% 192	14.47% 44	13.49% 41	6.25% 19	2.63% 8	304	4.29
Waterfront and marina	11.84% 36	31.25% 95	28.29% 86	25.33% 77	3.29% 10	304	3.23
Hawaiian themed architecture	2.94% 9	1.96% 6	5.88% 18	12.75% 39	76.47% 234	306	1.42
Existing bike and pedestrian paths	10.32% 32	26.77% 63	23.23% 72	31.94% 99	7.74% 24	310	3.00

Diamondhead Community Survey

Q4 Is there an asset not listed in the ranking above that you believe to be very important to Diamondhead?

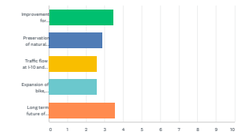
Answered: 251 Skipped: 64

6 / 25

Diamondhead Community Survey

Q5 At Envision Diamondhead's community meeting of August 6, participants also identified community concerns. The top five concerns are listed below. Please rank their importance on a scale from 1 to 5 with 1 being the most important concern.

Answered: 314 Skipped: 1



7 / 25

Diamondhead Community Survey

	1	2	3	4	5	TOTAL	SCORE
Improvement for Diamondhead's commercial district	22.33% 67	34.33% 103	19.33% 58	14.67% 44	9.33% 28	300	3.46
Preservation of natural areas and tree canopy	15.03% 46	19.93% 61	23.20% 71	22.22% 68	19.61% 60	306	2.89
Traffic flow at I-10 and commercial area	10.86% 33	14.14% 43	24.34% 74	23.68% 72	26.97% 82	304	2.58
Expansion of bike, pedestrian, and golf cart mobility	8.52% 26	17.05% 52	23.93% 73	23.93% 73	26.56% 81	305	2.57
Long term future of community amenities	43.69% 135	15.21% 47	10.36% 32	13.92% 43	16.83% 52	309	3.55

8 / 25

Diamondhead Community Survey

Q6 Is there a concern not listed in the ranking above that you believe to be very important to Diamondhead?

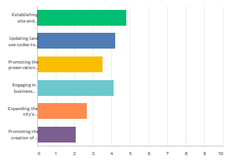
Answered: 231 Skipped: 84

9 / 25

Diamondhead Community Survey

Q7 Communities must manage their futures to achieve the best quality of life. Positive aspects must be identified, preserved and enhanced. Areas of concern can be viewed as opportunities for positive transformation. Below are some tools that are often used in community planning to improve overall community life, business development, mobility, heath and safety. On a scale of 1 to 5, with 1 being most effective, please rank the items in the list below that in your opinion might be most effective in enhancing Diamondhead quality of life.

Answered: 312 Skipped: 3



Diamondhead Community Survey

	1	2	3	4	5	6	TOTAL	SCORE
Establishing site and building design guidelines to improve the attractiveness of Diamondhead entryways and shopping areas	37.79% 113	29.43% 88	15.72% 47	9.70% 29	5.69% 17	1.67% 5	299	4.79
Updating land use codes to ensure quality growth and environmental integrity	21.96% 65	23.99% 71	23.99% 71	17.57% 52	7.77% 23	4.73% 14	296	4.21
Promoting the preservation of coastal marshes and marine resources through partnerships with conservation organizations or land acquisition	13.70% 40	16.44% 48	19.18% 56	18.49% 54	20.21% 59	11.99% 35	292	3.49
Engaging in business recruitment by extending needed infrastructure and the use of business development incentives	18.68% 57	22.62% 69	22.62% 69	24.26% 74	9.18% 28	2.62% 8	305	4.10
Expanding the city's territory to ensure quality and compatible growth on the edges	6.02% 18	5.02% 15	15.05% 45	17.73% 53	33.44% 100	22.74% 68	299	2.64
Promoting the creation of new neighborhoods with a range of housing choices and types	4.98% 15	4.65% 14	5.32% 16	10.63% 32	22.92% 69	51.50% 155	301	2.04

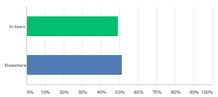
Diamondhead Community Survey

ANSWER CHOICES	RESPONSES	
Upscale hotel	77.33%	232
Economy hotel	15.67%	47
Short term rental such as Airbnb or VRBO	18.33%	55
Townhomes or Condominiums	29.00%	87
Multiple-family	8.67%	26
Mixed-use development with residential, retail and offices	44.67%	134
Senior or retirement housing	61.00%	183
Total Respondents: 300		

Diamondhead Community Survey

Q9 Do you do most of your routine household shopping for yourself or family in Diamondhead or elsewhere?

Answered: 314 Skipped: 1

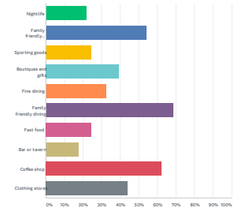


ANSWER CHOICES	RESPONSES	
In town	49.04%	154
Elsewhere	50.96%	160
TOTAL		314

Diamondhead Community Survey

Q11 What type of retail or restaurant business do you believe to be needed in Diamondhead? (check all that apply)

Answered: 302 Skipped: 13



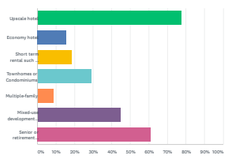
Diamondhead Community Survey

ANSWER CHOICES	RESPONSES	
Nightlife	21.85%	66
Family friendly entertainment	53.97%	163
Sporting goods	24.17%	73
Boutiques and gifts	39.40%	119
Fine dining	32.45%	98
Family friendly dining	68.54%	207
Fast food	24.50%	74
Bar or tavern	17.55%	53
Coffee shop	62.25%	188
Clothing stores	44.04%	133
Total Respondents: 302		

Diamondhead Community Survey

Q8 What type of lodging or housing do you believe to be needed in Diamondhead? (check al that apply)

Answered: 300 Skipped: 15



Diamondhead Community Survey

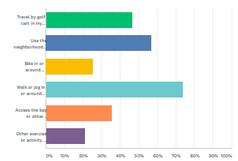
Q10 If you answered "Elsewhere" in the question above, please list the community where you do most of your routine shopping.

Answered: 191 Skipped: 124

Diamondhead Community Survey

Q12 Do you do any of the following activities on a regular basis (once or twice a week, or more)? Please check all that apply.

Answered: 297 Skipped: 18



Diamondhead Community Survey

ANSWER CHOICES	RESPONSES	
Travel by golf cart in my neighborhood or around town	46.46%	138
Use the neighborhood amenities (pool, golf, tennis, etc)	56.90%	169
Bike in or around Diamondhead	25.25%	75
Walk or jog in or around Diamondhead	73.74%	219
Access the bay or other natural areas around Diamondhead	35.35%	105
Other exercise or activity not listed (please specify)	20.88%	62
Total Respondents: 297		

Diamondhead Community Survey

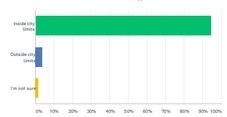
Q13 Do you have any additional comments that you believe would be helpful for planning Diamondhead's future?

Answered: 186 Skipped: 129

Diamondhead Community Survey

Q14 Do you live inside or outside the city limits of Diamondhead?

Answered: 311 Skipped: 4

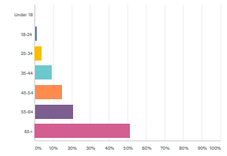


ANSWER CHOCIES	RESPONSES	
Inside city limits	94.53%	294
Outside city limits	3.86%	12
I'm not sure	1.61%	5
TOTAL		311

Diamondhead Community Survey

Q15 We'd like to compare answers by age group. Would you mind telling us how old you are?

Answered: 312 Skipped: 3



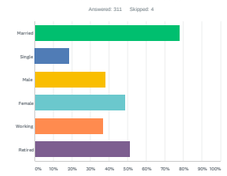
Diamondhead Community Survey

ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	0.96%	3
25-34	3.85%	12
35-44	8.97%	28
45-54	14.42%	45
55-64	20.51%	64
65+	51.28%	160
Total Respondents: 312		

Diamondhead Community Survey

Q16 This is the last question! If you wouldn't mind, could you tell us just a bit more about yourself? (check all that apply)

Answered: 311 Skipped: 4



Diamondhead Community Survey

ANSWER CHOICES	RESPONSES	
Married	77.81%	242
Single	18.65%	58
Male	37.94%	118
Female	48.55%	151
Working	36.66%	114
Retired	51.13%	159
Total Respondents: 311		