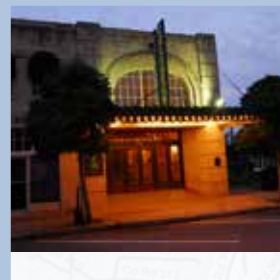


ENVISION

CORINTH 2040

COMPREHENSIVE CITY PLAN

ADOPTED 11.20.2018



ENVISION CORINTH 2040

PUBLIC INPUT NEEDED!

The first public meeting for the Envision Corinth 2040 Comprehensive Plan will be held on April 27th.

Envision Corinth 2040 is comprehensive city planning initiative designed to help establish the long-range vision and direction of the City of Corinth.

The yearlong process will offer multiple opportunities for citizen engagement through surveys, focus groups, workshops and public meetings. Envision Corinth 2040 will address this future in a four-step process by:

HOW DO YOU ENVISION CORINTH IN 2040?

- studying and understanding Corinth's current conditions including population, growth prospects, economy, natural environment, development patterns, attractiveness, preservation and mobility.
- establishing an inspiring vision of Corinth's future and establishing planning principles and goals to achieve it,
- developing the blueprint or plan to achieve future vision and,
- creating practical public and private implementation strategies and actions that will advance the City towards its desired future including updating the City's development code.

Flyer for a public input workshop during the planning process.

APRIL 27TH 6:00-7:30 PM
CORINTH ELEMENTARY SCHOOL GYM
1910 DROKE RD.

ACKNOWLEDGEMENTS

Mayor and Board of Aldermen

Tommy Irwin, Mayor
Andrew "Bubba" Labas, Ward 1
Ben Albarracin, Ward 2
A.L. "Chip" Wood, III, Ward 3
J.C. Hill, Ward 4
Michael McFall, Ward 5
Mike Hopkins, At-Large

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1. ENVISION CORINTH - INTRODUCTION



About the Plan

The City of Corinth exercises authority granted by the State under Title 17, Chapter 1, of the Mississippi Code of 1972, as amended, in the evaluation, administration and adoption of the comprehensive plan – Envision Corinth 2040. In accordance with Mississippi Code, land development within the incorporated area of Corinth should be consistent with an adopted comprehensive plan, as should all planning initiatives and regulations enacted or amended as implementation measures.

This section of the Mississippi Code also 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.

Planning Process for Corinth

The comprehensive planning process is intensive, conducted over a period of time allowing many voices and perspectives to be heard. The development of a sound comprehensive plan involves four key steps; Discovery, Direction, Design, and Implementation. Through **Discovery**, the community's history and background is unearthed, significant data collected, and a deeper understanding of development patterns and trends begin to take shape. These trends ultimately inform the goals and objectives for the community in the direction phase, and lead to designing the future of the community to meet those goals and objectives. The graphic on the opposite page illustrates the process as it occurs under the headings of Discovery, Direction, Design and Determination and is the process that was used to develop the Envision Corinth 2040 Comprehensive Plan.

Planning the future of a city is based in a community's hopes and dreams. But those hopes and dreams must be firmly grounded in facts and reality. The first step in the city planning process is discovering those facts by collecting and analyzing data to understand past and current realities. Discovery must be carried out with a truly insightful understanding of the fundamental identity of a community.

The Direction phase involves the critical step of creating a community vision and mission. From that vision of the future, informed by current realities, a community may establish measurable goals and objectives which answer the questions:

- Where and how will we grow?
- How can we preserve and redevelop our historic neighborhoods?

PLANNING PROCESS



- What transportation improvements and options are needed?
- What are the priority development needs of my community?

The ultimate product in this Direction phase is a vision for achieving a better community over time. Successful planning in this phase includes a meaningful and thorough effort to engage as many citizens – and viewpoints – as possible. Methods including intensive planning workshops, focus groups and surveys are just a few of the methods used to engage Corinthians in this planning process. Use of an interactive website and social media campaigns provided an increasingly effective avenue for public input.

Step three, **Design**, involves the writing of the plan itself, based on the outcomes, input and influence of the Discovery and Direction phases. Sound plan development uses a combination of narrative, graphics, and mapping. As mentioned before, the

minimum elements a plan must contain under Mississippi Planning Law are land use, housing, transportation and community facilities with a time horizon of 20 years. However, other topic areas including historic preservation, the natural environment and economic development were key elements when it came to envisioning Corinth’s future. In recent years, many communities have included community health as a topic area in their comprehensive plans, and goals and objectives supporting the health and well-being of Corinth’s residents have been similarly identified and incorporated herein.

To be successful, the comprehensive planning process does not simply end with the writing and adoption of a plan. Plans must be translated into policies and projects that can be successfully implemented. **Implementation** of a community’s plan includes the determination of specific actions, appropriate policies, definitive projects, and supportive management methods. Typically, implementation policies will include:

ZONING AND LAND USE CONTROLS

ARCHITECTURAL DESIGN

STANDARDS & FORM BASED CODES

HISTORIC PRESERVATION CODES

ENVIRONMENTAL CONTROLS

SUBDIVISION STANDARDS

HOUSING AND BUILDING CODES

Vital to the effectiveness of any of these tools is a fundamental understanding that their purpose is to achieve community goals. If a community cannot attribute positive outcomes to its planning tools – such as zoning or development regulations – those tools should be reformed, redrafted, or discarded.

Implementation should include community projects involving the investment of public funds in accordance with a plan's identified projects and goals, in support of and coordination with private sector efforts that align with community priorities. Capital improvement programs, for example, provide clear and systematic guidance in these investments over the long term, eliminating the frustration of haphazard budgeting without a clear long range goal or in conflict with public priorities. Other initiatives may involve the administration and promotion of incentives to achieve development goals. Community officials will have some familiarity with most of these methods of planning execution. Zoning is often the most misunderstood planning tool, but can have a significant impact on the form and function of a community in support of the comprehensive plan.

Finally, planning provisions must be managed and administered through appropriate management methods and techniques. To be effective, administration must be fairly and consistently applied, predictable and clear.

Changes in Planning Practice

Throughout the history of modern city planning it has been necessary to reproduce extensive population, economic and other data that was not readily available to decision makers as they considered a community's future. Today, overwhelming amounts of data are available via the internet directly from primary sources such as the U.S. Bureau of the Census. This data is frequently organized and packaged by local agencies and represented in a manner that renders much of the former detailed data reproduction unnecessary. Where pages of data once provided a substantial amount of plan content, this data can now be summarized and primary sources cited.

This is also the case with mapping. With services including Google Earth, Apple, Bing Maps, and a variety of online geographic information systems available, geographic based inquiry into a community becomes exceptionally simple. Efforts can now be concentrated on producing maps and conducting analysis to support key planning values and policy provisions of plans, relying on available resources to provide the baseline from which to launch the visioning process.

Such is the case with the Corinth comprehensive plan. While key data has been reviewed and summarized, a much greater focus and effort has been placed on the establishment of Corinth's development goals and objectives and their corresponding implementation measures. A plan should not be a static summary of the past but a malleable path toward future prosperity. This desire for forward momentum is captured in the Corinth Vision Statement, which sets the foundation for a community's transformation through design, policy and City-driven initiatives undertaken to achieve its vision. Taking into consideration Corinth's rich history and background, the following sections summarize the evolution of a community over time, in preparation for the prosperity to come.

Past Planning in Corinth

Comprehensive city planning has been carried out in Corinth since 1963, with the adoption of the Comprehensive Plan for the City of Corinth. Research has not revealed a comprehensive plan prior



to that year, although general planning efforts may have been in place. Subsequent plans were developed in 2003 focusing on the downtown area and gateways into the community. The current planning effort substantially revises and updates the planning work completed in 2003, utilizing a participatory community engagement process and a placetype approach discussed Section IV.

Early Corinth History

Established in 1855, Corinth was originally named Cross City for the junction of the Mobile & Ohio and the Memphis & Charleston railroads. As the town flourished, a local newspaper editor suggested the modest name be changed to something more auspicious; Corinth, a Grecian term for 'crossroads' was suggested, and the name stuck.

While Corinth served as a literal crossroads for many over the years, whether traveling by rail or car, the City's name represents the figurative crossroads in American history. The community played an integral part in the Civil War due to the military importance of the rail crossroads, although citizens were originally opposed to secession. Between 1861 and 1862 Corinth served as a mobilization center for Confederate troops, and a place of recuperation for General Beauregard and his men following the loss at the Battle of Shiloh twenty two miles north. In 1862 the Siege of Corinth and subsequent Battle of Corinth took place; often referred to as the bloodiest campaign in Mississippi during the Civil War, the Battle of Corinth is also noted as a turning point in the Western theater and war itself.

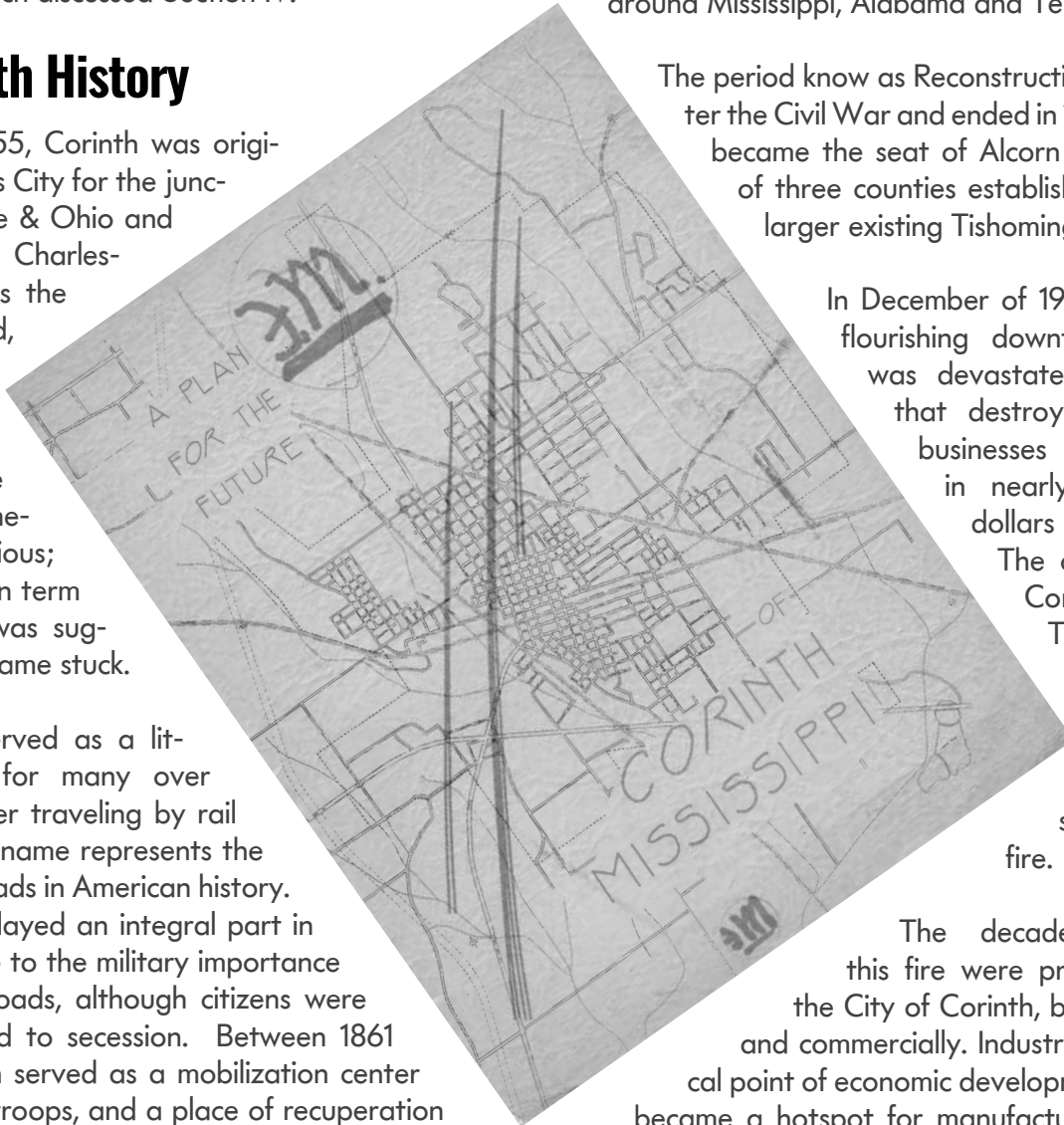
Following the devastation of the Civil War, it was imperative for Corinth to rebuild and recapture its lost prosperity. During this time Borroum's Drug Store was established, serving to this day as the oldest drug

store in continuous operation in Mississippi. It is also home to the infamous slug burger, a Depression-era meal of meat and soy celebrated at the Slugburger Festival each year. The Corinth National Cemetery was also established in 1866 and commemorates the final resting place of 5,700 Union soldiers who died in the occupation of Corinth, as well as in other battles around Mississippi, Alabama and Tennessee.

The period known as Reconstruction began after the Civil War and ended in 1875. Corinth became the seat of Alcorn County, one of three counties established from the larger existing Tishomingo County.

In December of 1924, Corinth's flourishing downtown district was devastated by a fire that destroyed over 30 businesses and resulted in nearly 1.5 million dollars in losses. The opera house, Corinth Bank & Trust Company and the Ford museum were destroyed in the fire.

The decades following this fire were prosperous for the City of Corinth, both culturally and commercially. Industry being a focal point of economic development, Corinth became a hotspot for manufacturing of wool and silk, forest products and dairy related industries. During wartime, Corinth served as a primary hospital center for wounded troops returning from battle. Today, Corinth remains a center for healthcare in the region, with Magnolia Regional Health Center establishing a community hospital in 1965, growing to become the largest employer in the County. Industrial growth has continued apace and is major component of the area's economy.



1855

Corinth is founded as Cross City. Months later, a name change is suggested to better reflect the community's position as a crossroads of the Mobile & Ohio and the Memphis & Charleston railroads.

1861

The Civil War begins. Corinth's is a mobilization center for Confederate troops and a strategic rail hub.

1862

Battle of Shiloh, April 6-7. The Siege of Corinth begins in May of 1862, followed by the Battle of Corinth in October, significant turning points in the war.



1865

Reconstruction begins. Borroum's Drug Store is founded, along with the Corinth Opera House, Corinth Bank & Trust Co., and numerous other establishments.

1866

Corinth National Cemetery is established.



1875

Reconstruction ends; Corinth becomes County seat of Alcorn County.

1899

The Daily Corinthian news paper is founded.

Daily Corinthian
Local News *First* in Print and Online

1918

The Corinth Depot constructed, serving over 30 trains daily in the 1930s and 40s.



1924

In December fire destroys over 30 businesses in downtown Corinth.

ENVISION CORINTH 2040

Current planning begins.

2017

The Corinth Civil War Interpretive Center opens.

2004

The Downtown and Connecting Corridors Plan created.

2003

Midtown Corinth is listed on the register of Historic Places.

1993

Magnolia Regional Health Center establishes a community hospital.

1965

Corinth develops the first comprehensive city plan

1963

Corinth hosts a Centennial Celebration to commemorate 100 years since the City's founding.

1954



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2. UNDERSTANDING CORINTH TODAY

CORINTH'S NATURAL ENVIRONMENT

Geography

Corinth is located in Northeastern Mississippi in the tip of what is known as the Black Prairie Belt region of Mississippi. At less than 500 feet above sea level, this region is relatively flat compared to the Appalachian Foothills and the Red Clay Hills regions to its east and West.

The underlying Selma Chalk of the Black Prairie Belt region supports a variety of plant life from prairie to oak-hickory forests. Although once a substantial feature running from Mississippi to Georgia, much of the prairie has been lost to farming and reduced to small remnants threatened by erosion, development, and other human activities.

Black Prairie Belt—Lying immediately to the west of the region of hills just described is a broad low-lying belt of land of slight relief. In all its characters this region is the antipode of the other. Its surface is nearly level, consisting of open prairies almost devoid of tree growth, but having a rich herbaceous flora of prairie-loving species, like the prairie clovers, mellilotus, compass plant, and milk weed, besides an abundance of good grasses. The soils are black calcareous clay loams, that in the flatter areas do not drain perfectly but are very strong and productive. Throughout the region are areas of gentle elevation. Though the eye could scarcely detect the elevation these areas can be easily noted miles away because of the stunted growth of black jack and post oak that usually crown them. The soil is an infertile red or yellowish clay or gravelly loam, entirely different from the characteristic soil of the region. The Black Prairies lie at a considerably lower level than the eastern hills, the altitude in the northern part being upwards of 400 feet. The surface slopes southward, and has an altitude at Macon of 179 feet. The region is a broad belt running from the northern border of the state southward and turning slightly eastward, touching the eastern line of the state in Noxubee and the northern half of Kemper counties. Less than ten miles wide in the northern part it broadens southward, reaching

its greatest width west of Aberdeen where it is more than 25 miles wide. This whole region marks the outcrop of the Selma Chalk, or Rotten Limestone of the Cretaceous, which forms the bed rock from which the black prairie soils are derived. The region is one of fine farms, prosperous towns, and rapidly growing wealth. --- *Mississippi State Geological Survey, Bulletin No. 16, Road-Making Materials of Mississippi, March 1920.*

With an average temperature of 60 degrees Fahrenheit, it is no surprise that summers in Corinth are long and hot and winters are short and mild. The city averages more than 200 days of sunshine and nearly 57 inches of rainfall each year. Corinth lies within USDA Zone 7b, a zone shared by Tupelo and Oxford as well as Huntsville, Alabama and Chattanooga, Tennessee. The USDA Plant Hardiness Zones are used by gardeners and growers to determine which plants are most likely to thrive in a given place. They are based on the average annual minimum winter temperature.

Corinth's location at the junction of two railroads made it strategically important to the Confederacy during the American Civil War. After the Union victory at Shiloh, approximately 45,000 troops fought in or near Corinth in what has become known as the Battle and Siege of Corinth. Lying only a little more than twenty miles from the Shiloh battleground, Corinth is part of the Shiloh National Military Park and home to the Corinth Civil War Interpretive Center.

Creeks and Regulated Floodplains

Corinth is the largest city located in the Tuscumbia River watershed and is transected by four significant creeks with a history of flood events. This history tells us that Corinth is subject to flooding during any season, but floods are more likely to occur in the winter and spring. Drainage basins in and around the city are relatively small making flash flooding a more significant possibility.

Turner Creek, Elam Creek, Bridge Creek, and Philips Creek along with their tributaries carve the city into multiple upland islands from north to south. Each creek and most tributaries have regulated floodplain associated with them.

The City of Corinth was originally sited at the crossing of two major rail lines: the Mobile and Ohio, and the



Memphis and Charleston. The Mobile and Ohio line closely followed Elam Creek, one of several drainage creeks in the area. The first settlement of the city was largely situated on high ground between Elam Creek and Phillips Creek. Elam Creek (and its tributary Turner Creek) and Phillips Creek drained into Bridge Creek which ultimately drained into the Tuscumbia River. At the start of the 20th century, these creeks were surrounded by swampy lands that were suitable only for agricultural uses, and were basically beyond the corporate boundaries of Corinth.

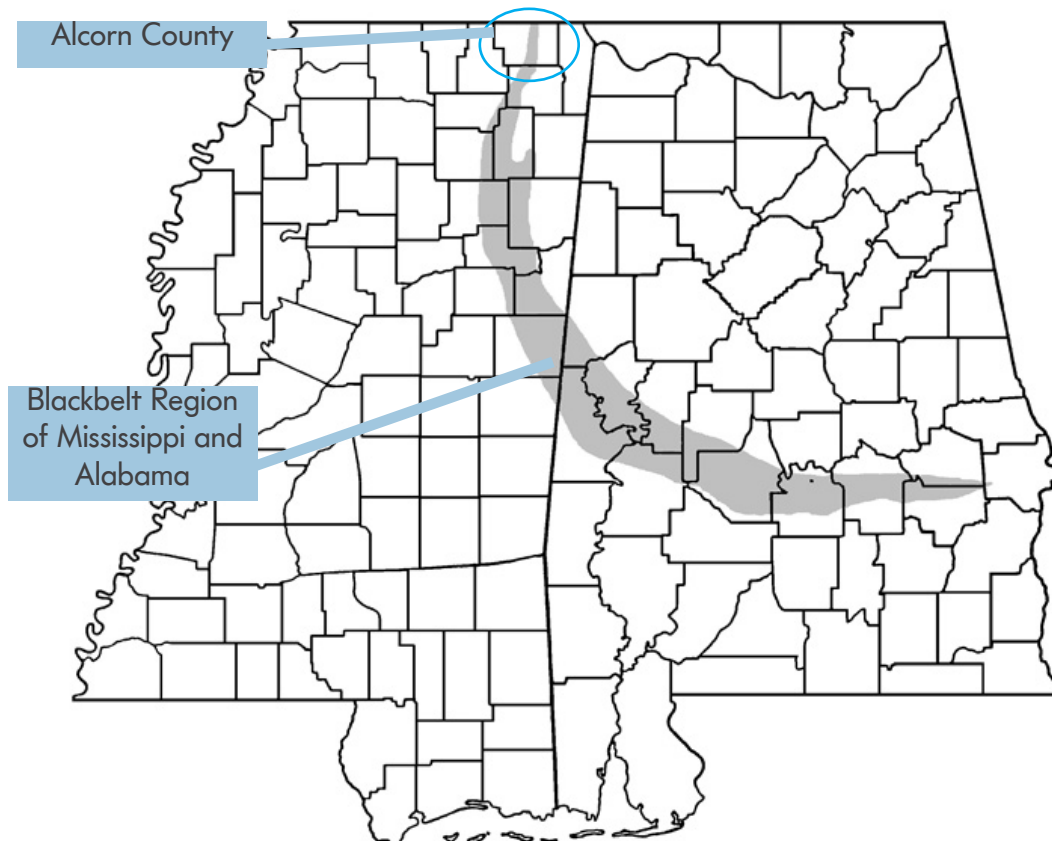
In 1906, legislation was passed which allowed property owners to form drainage districts which became permanent legal independent agencies of the state and with powers to plan, build, and issue bonds for the construction of drainage. When the districts were formed, landowners gave permanent property easements to the drainage districts along the route of the proposed drainage canal. Property owners paid a drainage tax assessment on their property to pay off the bonds.

Eighteen drainage districts were organized in Alcorn County with a 119 miles of canals constructed. The

oldest and largest was the Tuscumbia River Drainage District. Three districts - Bridge, Phillips and Elam - were among the earliest organized. The canals constructed by these three districts are now the primary way stormwater exits the City of Corinth.

On Sunday, May 2, 2010, major flooding occurred in Corinth and Alcorn County following a two-day rain event in which 10.86 inches of rain was recorded within a 24-hour period in the Corinth area. The rain event affected large areas of Tennessee, North Mississippi and Kentucky causing the event to be declared a major disaster by the Federal government. Following the disaster, a request was made to the Alcorn County Board of Supervisors to reactivate the dormant Bridge, Phillips and Elam Creek Drainage Districts which were then able to secure major assistance from the TRVWMD to clear problem areas on the lower end of the Bridge Creek drainage basin.

Meanwhile, the City spent approximately \$1 million on a major effort to clear vegetation from the drainage creeks within the City limits and address other drainage issues. Additionally in 2013, the City applied for and was awarded \$4.1 million from the Economic De-



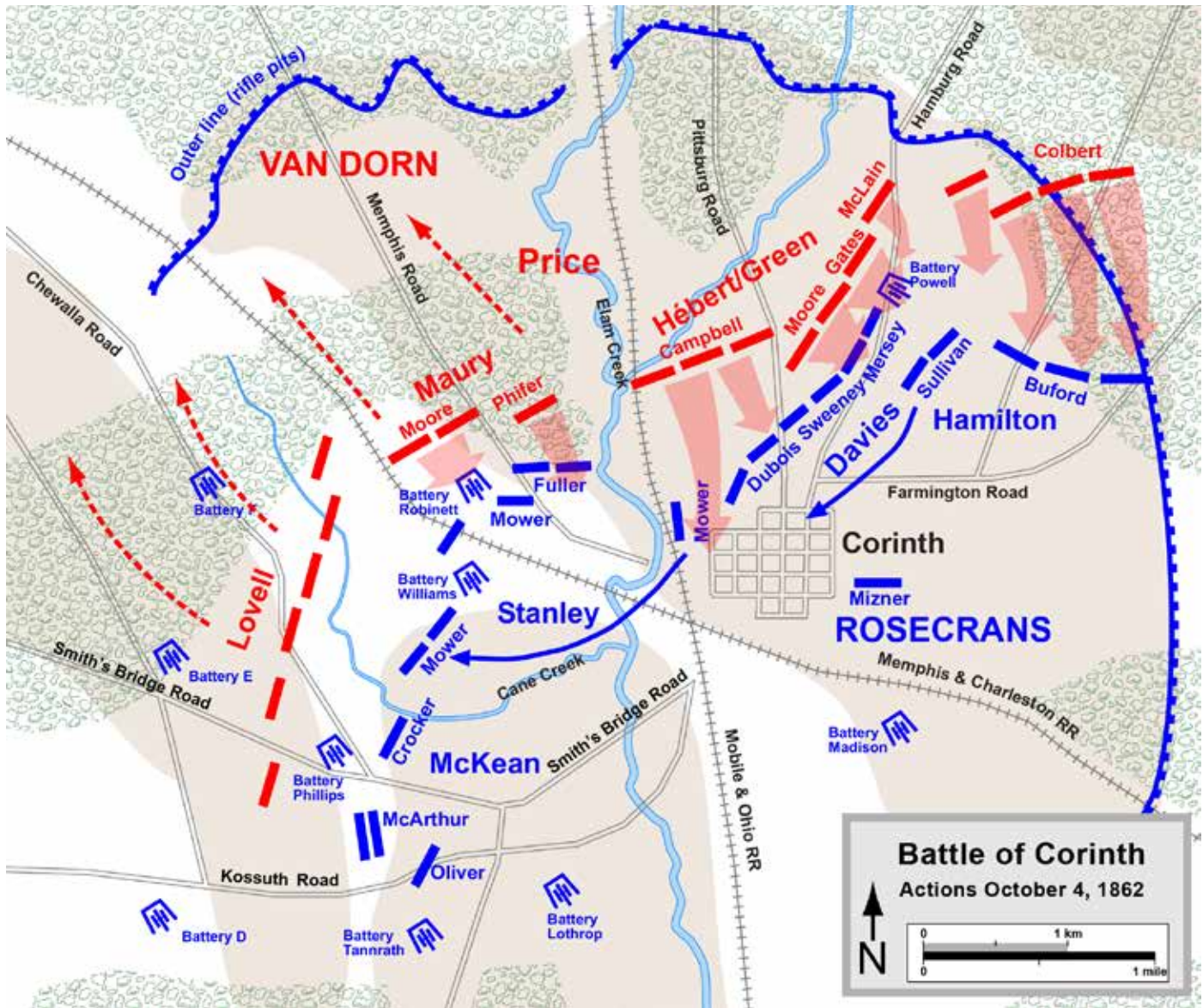
velopment Administration toward a \$5.6 million project to relieve flooding in two of the drainage basins that empty into Elam Creek and Phillips Creek.

Agency has developed stormwater guidelines that impact certain areas of Mississippi, but does not yet include the City of Corinth.

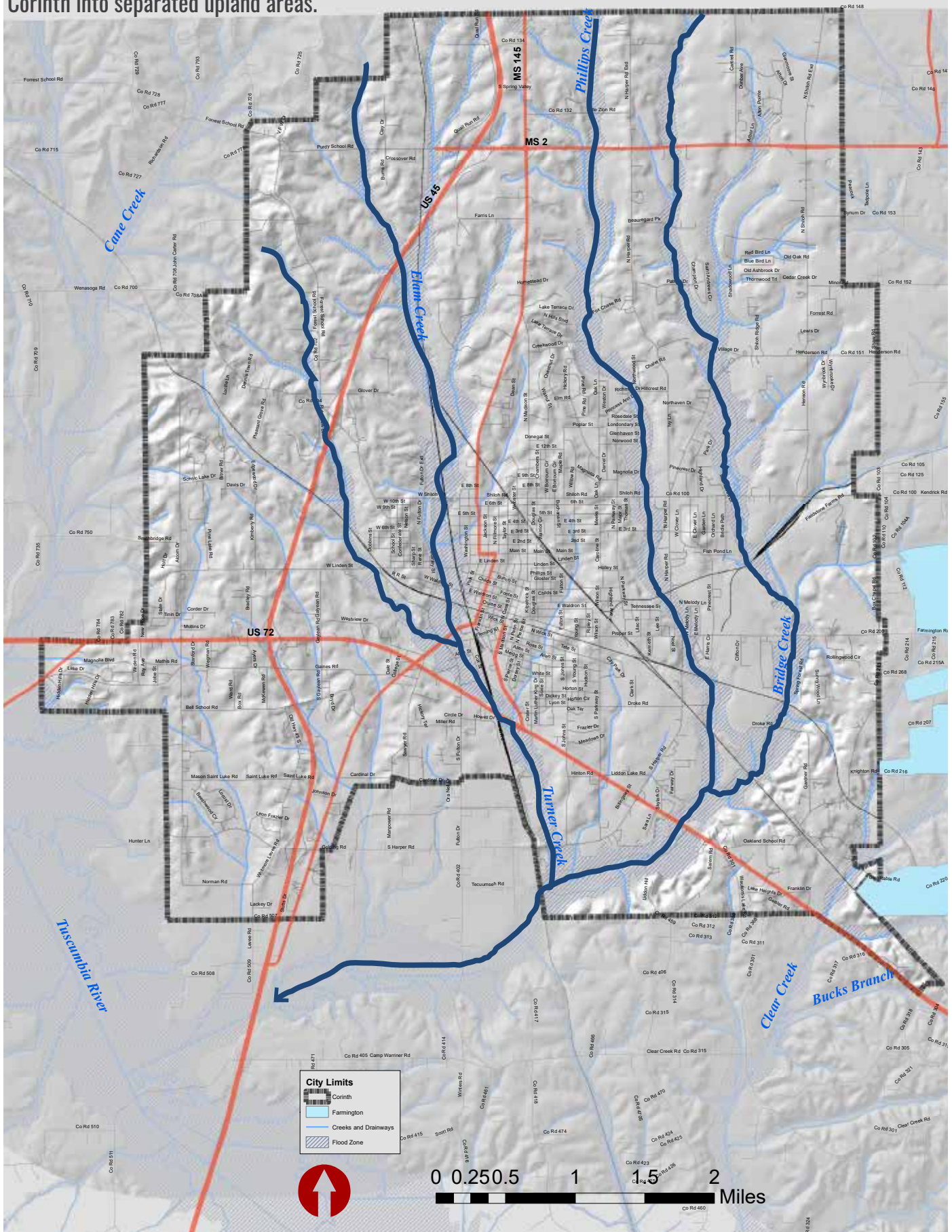
Stormwater Control

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

For years most solutions treated 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 there are other choices that 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 in other places throughout the country to reduce the number of municipal storm sewers, and to improve the health of streams, lakes and wetlands.



Four creeks and their tributaries divide the City of Tennessee Corinth into separated upland areas.



Water Supply

In May of 2013, Corinth dedicated the \$50 million dollar Clifford G. Worsham Surface Water Treatment Facility on U.S. Highway 72, about 1.5 miles east of Central School Road to supply the city's water needs. Corinth utilizes the Tennessee River via the Tennessee-Tombigbee Waterway as the water supply source. The system has a capacity of 10 million to 16.5 million gallons of water per day for Corinth Gas & Water system's approximately 7,000 customers. The city previously used a series of deep, water wells to draw water from the Paleozoic aquifer below the city. The deep water wells are now maintained as a backup water source. Corinth's water system and Fire Department provide the City with excellent fire ratings.

Wetlands

Along with the rivers and the forests, wetlands are a vital element of the natural ecosystem and provide

valuable habitat for many types of plants, animals and migratory birds. Until the 1970's, the destruction of wetlands, usually through fill, was not regulated. Of the almost 10 million acres of wetlands believed to exist in Mississippi prior to statehood, close to 60% have been destroyed by conversion to farmland and development sites.

Wetlands are natural water filters serving to remove pollutants picked up on the land by stormwater before they are washed into rivers and lakes. Development adjacent to wetlands may be outside the jurisdiction of Federal agencies and can have significant impacts. For this reason, many local governments now provide some protection through wetland buffer requirements in their land development regulations. There are some designated wetlands along all rivers in Corinth, but the most extensive wetland is located along Davidson Creek.

Phillips Creek divides retail areas along Shiloh Road.



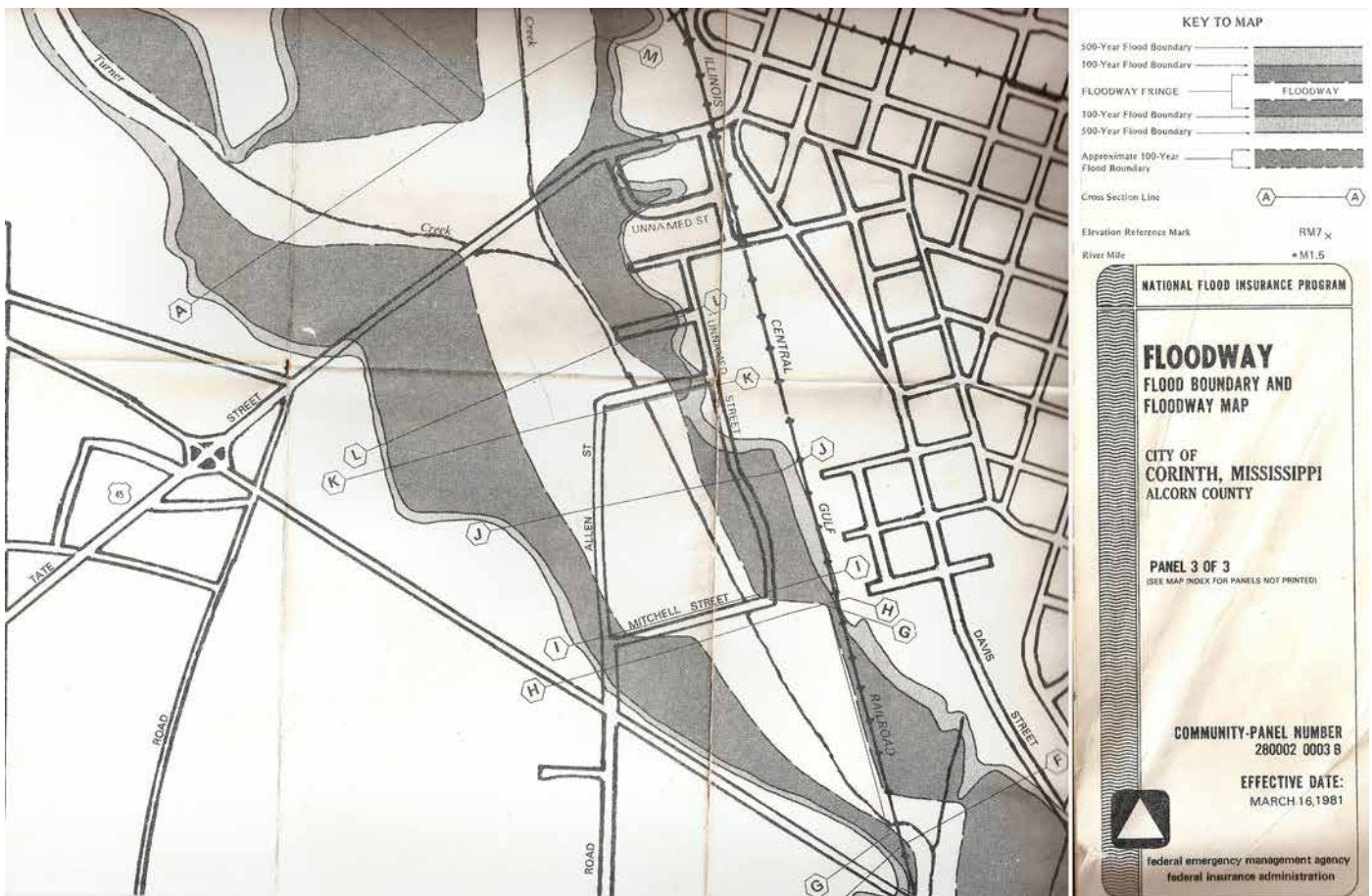
Green Building

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% of all energy resources in the United States accounting for nearly 70% of all electricity consumption and almost 40% 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;
- 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; and
- Using energy-efficient and water-saving appliances, fixtures and technologies.





Scene from the May 2010 flooding of Corinth.





Untreated stormwater funnels off Shiloh Road into Phillips Creek.

“Today there are other choices that treat stormwater as more of a resource and allow natural flow and infiltration to occur on site.”

Stormwater treatment area used as an amenity.



DEMOGRAPHICS

Population

Corinth's population was estimated to be 14,866 in 2015 (Table 3-1). Corinth's population grew by 3.11 percent from 14,134 in 2000 to 14,573 in 2010; this represented an absolute population increase of approximately 439 persons over the 10-year period.

Population change within Corinth must be understood within the context of population change at the state level and within other Mississippi municipalities. For example, over the period from 2000 to 2010, the state of Mississippi's population living within municipalities increased by approximately 4.31 percent (122,543 persons), and among the 297 Mississippi municipalities contained within the U.S. Census Bureau's database, only 104 municipalities (35%) experienced a population increase over the 10-year period while the balance of municipalities exhibited a population decline. It is also useful to note that only 11 Mississippi municipalities exhibited a population increase of 2,000 persons or greater from 2000 to 2010; among these were two Mississippi college towns (Oxford and

Starkville), four municipalities in northwest Mississippi close to the border of Tennessee (Hernando, Horn Lake, Olive Branch, and Southaven), and four municipalities lying within the outskirts of the City of Jackson (Brandon, Ridgeland, Madison, and Byram).

Table 3-1, right, portrays selected Mississippi municipalities sorted by population size in 2015 with related changes in population size for specific time periods. The populations of Corinth and Laurel exhibited similar absolute growth over the period from 2010 to 2015 with an increase of 293 persons and 297 persons, respectively. It is also shown that some municipalities that had similarly sized populations to the City of Corinth in 2015 have exhibited significant population declines over the period from 2000 to 2010 (e.g. Natchez and Greenwood) while others have seen significant and steady population increase (e.g. Oxford, Brandon, and Madison).



TABLE 3-1 Population for Selected Mississippi Cities

City	Population Cencus 2000	Population Cencus 2010	Population Estimate 2015	Absolute Change 2000-2010	Percent Change 2000-2010	Percent Change 2000-2015	Absolute Change 2010-2015	Percent Change 2010-2015
Indianola	12,063	10,683	9,943	-1,380	-11.44%	-17.57%	(740)	-6.93%
Picayune	10,502	10,878	10,675	376	3.58%	1.65%	(203)	-1.87%
West Point	12,179	11,307	10,990	-872	-7.16%	-9.76%	(317)	-2.80%
Yazoo	12,305	11,403	11,245	-902	-7.33%	-8.61%	(158)	-1.39%
Bay St. Louis	11,438	9,260	12,030	-2,178	-19.04%	5.18%	2770	29.91%
Cleveland	13,898	12,334	12,327	-1,564	-11.25%	-11.30%	(7)	-0.06%
Brookhaven	13,044	12,513	12,414	-531	-4.07%	-4.83%	(99)	-0.79%
McComb	13,374	12,790	12,661	-584	-4.37%	-5.33%	(129)	-1.01%
Grenada	14,874	13,092	12,900	-1,782	-11.98%	-13.27%	(192)	-1.47%
Moss Point	15,760	13,704	13,654	-2,056	-13.05%	-13.36%	(50)	-0.36%
Canton	12,232	13,189	13,676	957	7.82%	11.81%	487	3.69%
Corinth	14,134	14,573	14,866	439	3.11%	5.18%	293	2.01%
Natchez	18,459	15,792	15,128	-2,667	-14.45%	-18.05%	(664)	-4.20%
Greenwood	19,477	15,205	15,431	-4,272	-21.93%	-20.77%	226	1.49%
Hernando	7,914	14,090	15,503	6,176	78.04%	95.89%	1413	10.03%
Long Beach	17,302	14,792	15,555	-2,510	-14.51%	-10.10%	763	5.16%
Ocean Springs	17,231	17,442	17,636	211	1.22%	2.35%	194	1.11%
Gautier	16,739	18,572	18,570	1,833	10.95%	10.94%	(2)	-0.01%
Laurel	18,522	18,540	18,837	18	0.10%	1.70%	297	1.60%
Oxford	13,574	18,916	22,314	5,342	39.35%	64.39%	3398	17.96%
Brandon	16,870	21,705	23,529	4,835	28.66%	39.47%	1824	8.40%
Madison	18,737	24,149	25,799	5,412	28.88%	37.69%	1650	6.83%

Source: U.S. Census 2000 and 2010

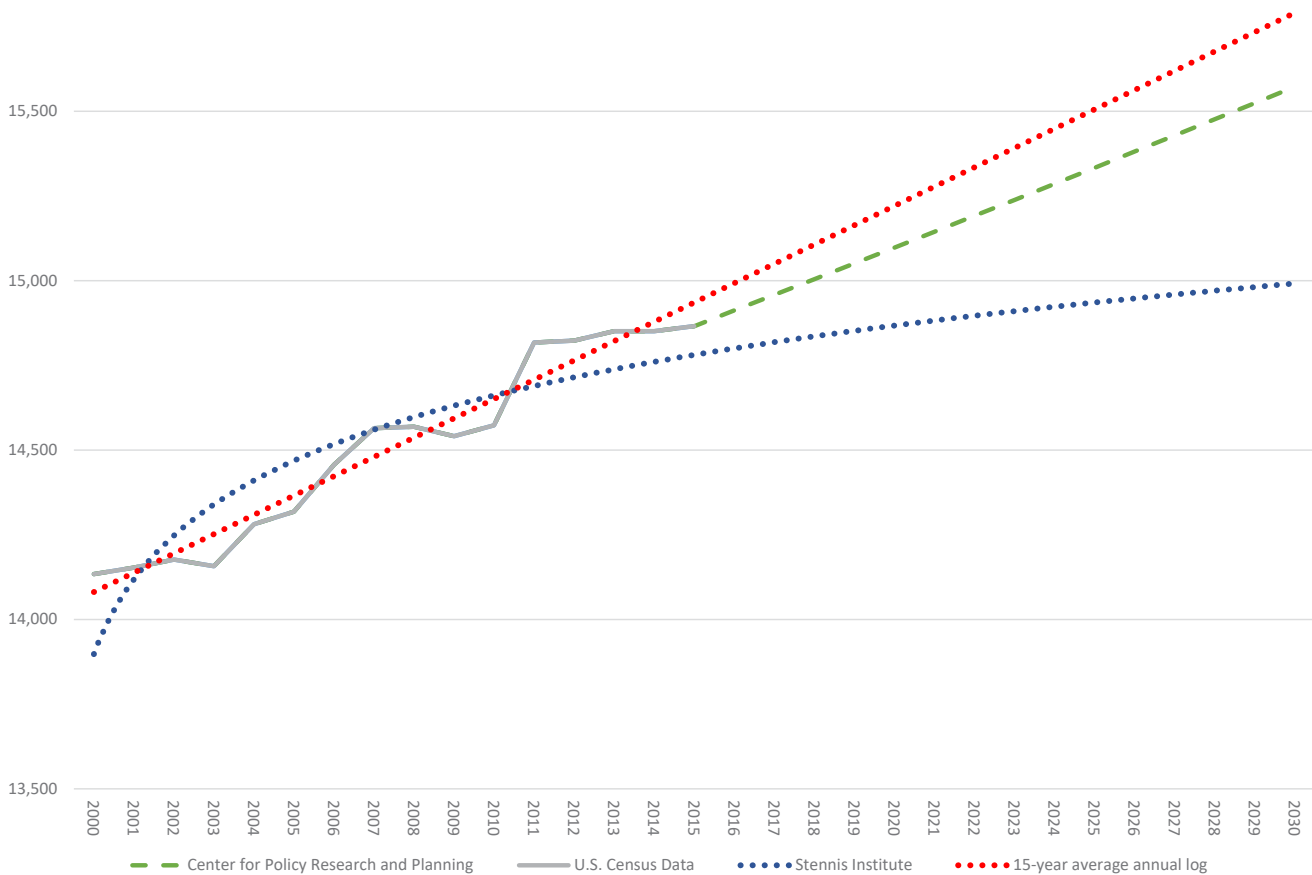
Growth Forecasts

The Great Recession (which technically began in the 4th Quarter of 2007) and subsequent slow economic recovery has detrimentally impacted population growth and resulted in population decline in many of Mississippi’s municipalities. The City of Corinth has been relatively resilient to the population decline experienced by many municipalities within the state. Corinth exhibited a small, but steady, population growth throughout the period from 2000 to 2015, with the exception of a minor population decline of 0.14 percent from 2002 to 2003 and a decline of 0.19 percent from 2008 to 2009.

Population projections are based upon a set of assumptions about current and future trends in birth rates, mortality, and migration into and out of a geographic area. Migration trends may change dramatically based upon the presence or absence of economic and employment opportunities. Special consideration and care must be taken when using population projections. Special considerations specifically apply to the time span and the size of the area for which population size is projected; the longer the projection period and the smaller the geographic area, the greater the potential for error. Three data sources were used to develop the range of population estimates shown in **Figure 3-1, below**:

- 2000 and 2010 U.S. Census data
- U.S. Census Bureau Intercensal Population Estimates for annual time periods from 2000 to 2015
- The Mississippi Institutions of Higher Learning, Office of Policy Research and Planning, Population Projections for 2015, 2020, and 2025

FIGURE 3-1 Projected Population Growth through 2030

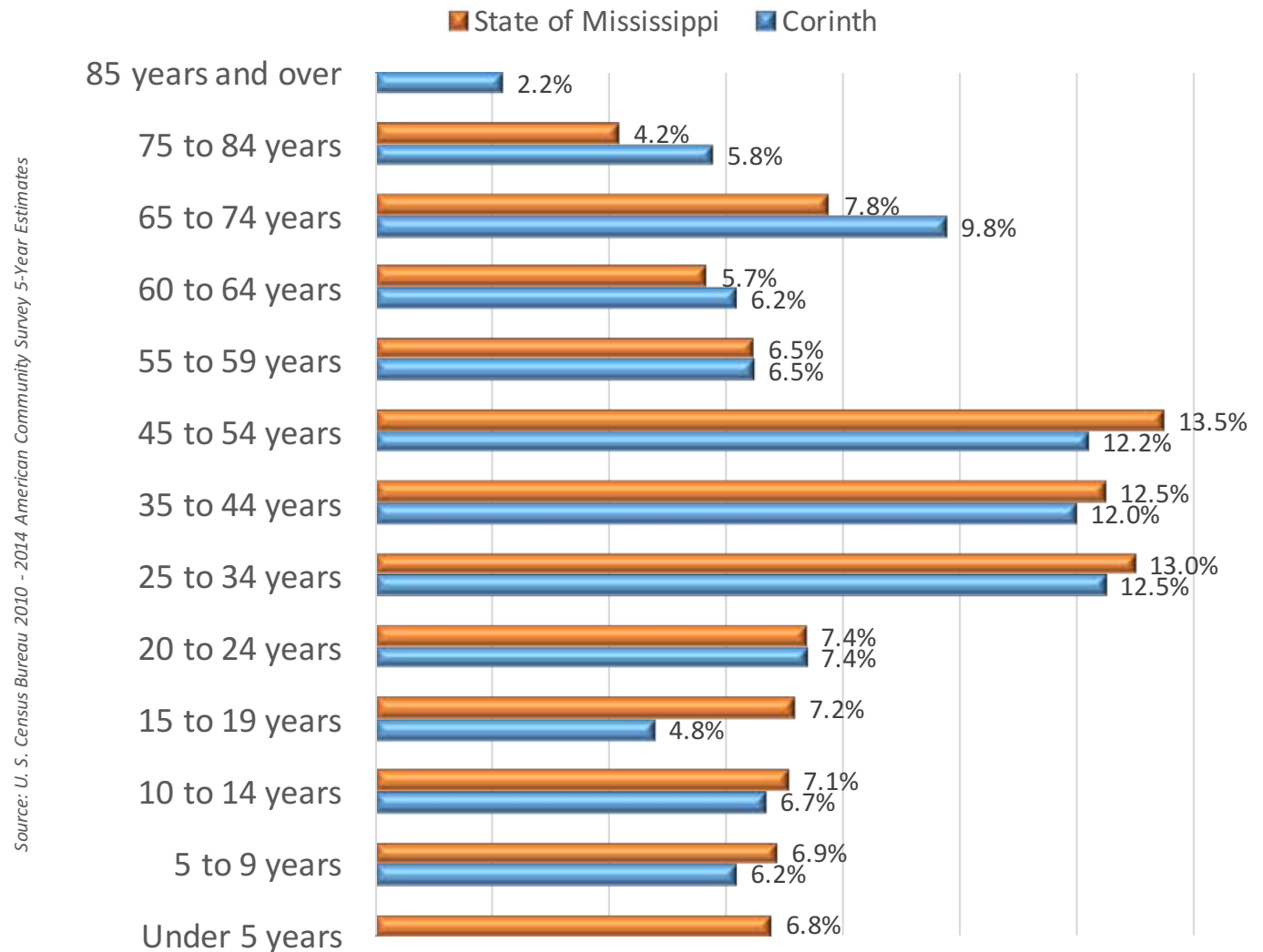


These projections indicate that Corinth’s population may increase by as few as 134 and as many as 706 people between 2015 and 2030. This results in a rounded average increase of approximately 420 people over the 15-year period. Major macro- or micro-economic changes may impact the validity of these projections.

Population Characteristics

Based upon 2010 – 2014 American Community Survey 5-Year Estimates from the U.S. Census Bureau, 50.2 percent of Corinth’s population is male and 49.8 percent of the population is female; the median age of the male population is 36.7 years and 42.5 years for females. As a basis of comparison, 48.5 percent of Mississippi’s population is male and 51.5 percent is female. Statewide, the median age for males is 34.5 and the median age for females is 37.5 years of age. When compared to the state of Mississippi, the City of Corinth has a higher percentage of the total population in every age group 60 years old or above (**Figure 3-2**).

FIGURE 3-2 Population by Age



Source: U. S. Census Bureau 2010 - 2014 American Community Survey 5-Year Estimates

Corinth has approximately 10 percent fewer family households and nine percent more nonfamily households when compared to the statewide averages (**Table 3-2, below**). The age and household composition of Corinth’s population are integrated with planning for future development and the amenity requirements of residents. With an estimated 2,635 persons aged 65 years and older living in Corinth, meeting the amenity, service, and accessibility needs of Corinth’s older population is an essential consideration.

Approximately 28.1 percent (4,024 people) of Corinth’s population lives below the poverty level; the poverty rate for children under 18 is 43.9 percent and the poverty rate for those 65 and over is 9 percent.

TABLE 3-2 Percentage Distribution of Households

Household or Family Typology	Corinth	State of Mississippi
Family households (families)	59.9	69.0
With own children under 18 years	25.3	30.1
Husband-wife family	37.7	45.4
With own children under 18 years	13.3	17.8
Male householder, no wife present	4.8	5.2
With own children under 18 years	2.1	2.4
Female householder, no husband present	17.4	18.5
With own children under 18 years	10.0	10.0
Nonfamily households	40.1	31.0
Householder living alone	36.2	26.3
Male	13.8	12.0
65 years and over	4.0	2.7
Female	22.3	14.4
65 years and over	12.0	6.8
Households with individuals under 18 years	29.7	35.8
Households with individuals 65 years and over	31.5	25.1

Source: U.S. Census 2010 Table DP-1

“With 2,635 persons aged 65 years and older, meeting the amenity, service, and accessibility needs of Corinth’s older people is an essential consideration”

Educational Attainment and Poverty

In the City of Corinth, 79.2 percent of the population 25 years and older has a high school diploma or higher and 21.3 percent of this population has attained a bachelor’s degree or higher; these educational attainment levels are approximately equivalent to the statewide average. As shown in **Table 3-3, opposite page**, poverty rates and median earnings vary significantly based upon educational attainment levels and also vary significantly across municipalities that were identified as having a population size that was similar to that of Corinth in 2015 (excluding the city of Madison).

For example, in the City of Corinth approximately 32.2 percent of the population aged 25 and older with less than a high school degree lives in poverty as compared to a poverty rate of 48.4 percent in Greenwood for

those without a high school degree. Another example of the variance in median earnings as a function of educational attainment is provided by comparing the City of Corinth with the City of Natchez. In Corinth, workers aged 25 and over with less than a high school degree have median earnings of \$12,579 as compared to \$12,533 in Natchez; however, workers aged 25 and over with a graduate of professional degree have median earnings of \$50,000 in the City of Corinth as compared to \$43,750 in the City of Natchez (**Table 3-3, below**).

TABLE 3-3 Educational Attainment Level for the Population 25 Years and Older

Variable	United States	Mississippi	Corinth	Canton	Greenwood	Grenada	Hernando	Long Beach	McComb	Moss Point	Natchez	Madison (a)
Less than 9th grade	5.8%	6.2%	7.4%	9.8%	10.1%	9.8%	3.4%	3.9%	8.8%	3.8%	5.4%	0.6%
9th to 12th grade, no diploma	7.8%	11.9%	13.4%	20.1%	14.6%	15.1%	8.0%	7.1%	17.1%	11.5%	12.6%	1.4%
High school graduate (includes equivalency)	28.0%	30.2%	31.0%	23.9%	33.4%	31.3%	25.2%	23.3%	29.1%	41.8%	30.4%	10.3%
Some college, no degree	21.2%	22.8%	19.8%	20.4%	18.7%	20.9%	27.1%	28.3%	21.1%	22.3%	22.5%	17.2%
Associate's degree	7.9%	8.5%	7.1%	5.0%	3.9%	6.7%	9.4%	11.0%	6.5%	6.7%	7.3%	6.2%
Bachelor's degree	18.3%	12.9%	13.8%	13.1%	12.6%	10.5%	18.0%	16.7%	10.4%	9.4%	13.6%	36.8%
Graduate or professional degree	11.0%	7.5%	7.5%	7.7%	6.6%	5.7%	8.9%	9.8%	7.0%	4.5%	8.3%	27.6%
Percent high school graduate or higher												
Percent high school graduate or higher	86.3%	81.9%	79.2%	70.1%	75.2%	75.0%	88.6%	89.0%	74.0%	84.7%	82.1%	98.0%
Percent bachelor's degree or higher												
Percent bachelor's degree or higher	29.3%	20.4%	21.3%	20.8%	19.2%	16.2%	26.8%	26.5%	17.3%	13.9%	21.9%	64.4%
Poverty Rate for the Population 25 Years and Over for whom Poverty Status is Determined by Educational Attainment Level												
Less than high school graduate	27.6%	33.9%	32.2%	38.3%	48.4%	37.2%	35.7%	36.4%	32.9%	23.4%	38.3%	22.9%
High school graduate (includes equivalency)	14.2%	19.2%	27.0%	22.6%	40.6%	14.2%	9.4%	12.0%	19.6%	19.5%	34.7%	7.2%
Some college or associate's degree	10.5%	14.3%	17.7%	15.3%	21.3%	22.2%	6.5%	7.7%	21.2%	16.0%	22.2%	5.9%
Bachelor's degree or higher	4.5%	5.3%	3.9%	2.5%	10.2%	6.5%	0.0%	2.7%	4.4%	7.5%	7.0%	2.6%
Median Earnings in the Past 12 Months (in 2014 Inflation-Adjusted Dollars)												
Population 25 years and over with earnings	\$36,034	\$30,412	\$25,150	\$27,411	\$27,917	\$24,708	\$44,196	\$36,080	\$27,247	\$30,276	\$28,756	\$52,805
Less than high school graduate	\$19,954	\$18,435	\$12,579	\$16,962	\$17,009	\$13,256	\$17,019	\$28,458	\$21,477	\$19,292	\$12,533	\$37,045
High school graduate (includes equivalency)	\$27,868	\$25,722	\$20,661	\$19,459	\$22,595	\$19,583	\$32,091	\$32,032	\$21,016	\$27,098	\$22,879	\$33,500
Some college or associate's degree	\$33,988	\$29,536	\$27,884	\$28,914	\$25,181	\$27,661	\$46,755	\$32,399	\$29,579	\$31,040	\$26,759	\$43,670
Bachelor's degree	\$50,515	\$41,076	\$28,322	\$43,295	\$44,042	\$38,162	\$50,740	\$42,896	\$45,135	\$33,988	\$43,240	\$52,063
Graduate or professional degree	\$66,944	\$51,739	\$50,000	\$56,193	\$44,125	\$50,699	\$61,875	\$53,512	\$42,123	\$51,204	\$43,750	\$70,639

Source: U.S. Census Bureau, 2010 - 2014 American Community Survey 5-Year Estimates, Table S1502

(a) City of Madison added at request of Mayor

ECONOMICS AND EMPLOYMENT OVERVIEW

The Civilian Labor Force

As of October 2016, Alcorn County's residence-based civilian labor force contained approximately 15,950 persons; of these, 15,100 were employed and 850 were not employed. Over the period from 1990 through 2016, the size of Alcorn County's resident civilian labor force has remained relatively stable, increasing at an annual average rate of 0.16 percent per year. There have been three 3-year periods when Alcorn County's civilian labor force has experienced relatively rapid growth:

1. From 1998 to 2000, when the civilian labor force reached a peak of 16,750, representing an increase of 13.5 percent over the 3-year period. During this period, the largest absolute increases of establishment-based employment in Alcorn County occurred in the Wholesale and Retail Trade sectors (310 jobs were created) and in the Government sector (210 jobs were created); manufacturing employment declined by 100 jobs during this 3-year period.
2. From 2009 to 2011, when Alcorn County's civilian labor force increased by 1,330 (or 8.9 percent). Over this 3-year period, the Administrative Support and Waste Management sector made the largest contribution to increased employment in Alcorn County (an increase of 330 jobs) followed by an increase of 220 jobs in the Professional, Scientific, and Technical Services sector. During this 3-year period, establishment-based employment in the Government sector increased by 140 jobs, while employment in the Manufacturing sector declined by 430 jobs; and
3. From 2014 to 2016, when the civilian labor force in Alcorn County increased by 800 jobs (or 5.3 percent). During this 3-year period, the greatest employment increase was experienced in the Administrative and Waste Management sector (260 jobs). The Transporta-

tion and Warehousing sector grew by 80 jobs, as did the Government Sector, and the Manufacturing sector saw a gain of 70 jobs over the 3-year period.

In 2016, the Government sector and the Manufacturing sector represented the two largest employers in Alcorn County. With employment of 3,080 (including 880 public education employees), Government sector employment accounted for 21.4 percent of total establishment-based employment, and the Manufacturing sector represented 17.1 percent of total employment in Alcorn County (2,460 jobs). Similar to many local economies throughout the U.S., Alcorn County has experienced a transition from a manufacturing based economy; in 1990, establishment-based employment in the Manufacturing sector represented 44.3 percent of employment in Alcorn County and the sector employed 5,700 employees — 3,240 of these jobs were lost between 1990 and 2016. As shown in **Figure 3-3**, the Manufacturing sector experienced an increase of approximately 200 jobs from 2013 to 2015, followed by a slight decline of approximately 30 jobs from 2015 to 2016.

Employment in the Transportation and Warehousing sector represented approximately 2.5 percent of total establishment-based employment within Alcorn County and employed approximately 430 people as of October 2016 (**Figure 3-3**). Although this sector represents a relatively small share of total county employment, employment in this sector increased by 80 during the 3-year period from 2014 through 2016; this 3-year employment increase of 22.9 percent in the Transportation and Warehousing sector was significantly higher than the 4.4 percent increase in total establishment-based employment that occurred in Alcorn County over the same period. As a basis for comparison, the 3-year employment increase statewide for the Transportation and Warehousing sector was 5.6 percent and total establishment-based employment increased by 1.78 percent from 2014 to 2016.

Employment in the Administrative Support and Waste Management sector represented approximately 10.3 percent of total establishment-based employment in Alcorn County in 2016; employment within this sector increased by 21.4 percent (260 jobs) over the 3-year period from 2014 to 2016.

Historically, Alcorn County's unemployment rate has tended to be slightly higher than that of the state of Mississippi during the period from 1990 through 2011 (with the exception of 2000 and 2005). During the 3-year period from 2009 through 2011, the number of unemployed persons in Alcorn County's civilian labor force reached historic highs, ranging between

1,760 unemployed persons in 2009 and 2011 to 1,820 unemployed persons in 2010 — unemployment rates during this 3-year period were approximately 11 percent or higher. From 2011 to 2012, the number of unemployed persons in Alcorn County's resident civilian labor force decreased by 250 people with a corresponding unemployment rate of 8.7 percent. As

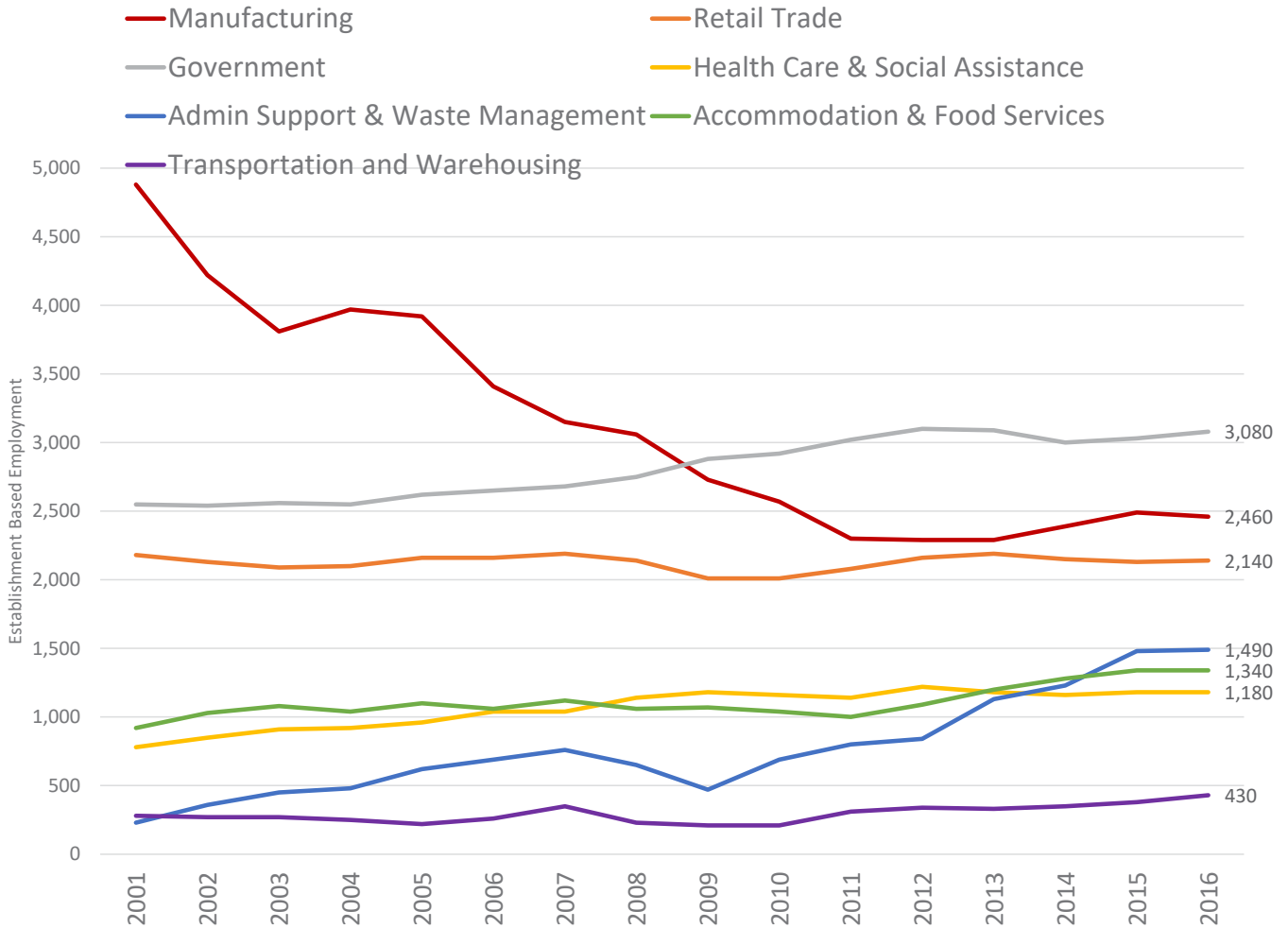


FIGURE 3-3 Alcorn County Employment in Selected Sectors, 2001 - 2016

“In 2016, the Government sector and the Manufacturing sector represented the two largest employers in Alcorn County.”

shown in Figure 3, beginning in 2012, and continuing through 2016, the unemployment rate in Alcorn County has been lower than that of the state of Mississippi. As of 2016, there were an estimated 850 unemployed people in Alcorn County's civilian labor force and the unemployment rate was 5.3 percent.

Average Annual Wage by Industry

Based upon data from the Mississippi Department of

Employment Security's 2015 Annual Report on Covered Employment and Wages, the average annual wage for all workers across all reported industry sectors was \$33,311 in Alcorn County; this compared to a statewide average of \$36,975. Generally, the average annual wage paid by business establishments within Alcorn County tend to be lower than Mississippi's statewide average annual wage across multiple industry sectors; however, there are specific industry sectors and subsector that run contrary to this pat-

TABLE 3-4 Comparison of Average Annual Wage by Industry for Alcorn County and the State of Mississippi in 2015

Industry NAICS Code	Alcorn County				State of Mississippi	Average Annual Wage Differential	Alcorn Employment Percent of Total	Mississippi Employment Percent of Total	Alcorn Percent of Total Annual Wages	Mississippi Percent of Total Annual Wages
	Reporting Units	Average Monthly Employment	Average Annual Wage	Total Annual Wages	Average Annual Wage					
TOTAL	803	13,743	\$33,311	\$457,793,073	\$36,975	(\$3,664)	100.00%	100.00%	100.00%	100.00%
22: UTILITIES	5	139	\$52,986	\$7,365,054	\$69,727	(\$16,741)	1.01%	0.84%	1.61%	1.59%
23: CONSTRUCTION	52	344	\$39,748	\$13,673,312	\$45,613	(\$5,865)	2.50%	4.52%	2.99%	5.57%
238: Specialty Trade Contractors	30	223	\$42,199	\$9,410,377	\$43,180	(\$981)	1.62%	2.36%	2.06%	2.75%
2381: Foundation, Structure, & Building Exterior Contractors	8	89	\$47,335	\$4,212,815	\$39,856	\$7,479	0.65%	0.35%	0.92%	0.37%
31 - 33: MANUFACTURING	46	2,479	\$45,681	\$113,243,199	\$46,297	(\$616)	18.04%	13.02%	24.74%	16.31%
42: WHOLESALE TRADE	39	481	\$40,947	\$19,695,507	\$54,305	(\$13,358)	3.50%	3.17%	4.30%	4.66%
44 - 45: RETAIL TRADE	167	2,088	\$24,107	\$50,335,416	\$24,638	(\$531)	15.19%	12.70%	11.00%	8.46%
445: Food & Beverage Stores	16	320	\$19,305	\$6,177,600	\$18,820	\$485	2.33%	1.71%	1.35%	0.87%
4451: Grocery Stores	7	277	\$19,760	\$5,473,520	\$18,674	\$1,086	2.02%	1.55%	1.20%	0.78%
446: Health & Personal Care Stores	16	174	\$42,248	\$7,351,152	\$36,777	\$5,471	1.27%	0.87%	1.61%	0.86%
451: Sporting Goods, Hobby, Book & Music Stores	6	42	\$20,213	\$848,946	\$17,000	\$3,213	0.31%	0.44%	0.19%	0.20%
452: General Merchandise Stores	17	564	\$20,255	\$11,423,820	\$20,643	(\$388)	4.10%	3.38%	2.50%	1.89%
4521: Department Stores	4	133	\$14,841	\$1,973,853	\$17,583	(\$2,742)	0.97%	0.66%	0.43%	0.31%
4529: Other General Merchandise Stores	13	432	\$21,917	\$9,468,144	\$21,379	\$538	3.14%	2.73%	2.07%	1.58%
453: Miscellaneous Store Retailers	16	110	\$23,093	\$2,540,230	\$22,834	\$259	0.80%	0.56%	0.55%	0.35%
4539: Other Miscellaneous Store Retailers	8	49	\$27,005	\$1,323,245	\$24,306	\$2,699	0.36%	0.20%	0.29%	0.13%
48 - 49: TRANSPORTATION	28	355	\$40,084	\$14,229,820	\$41,937	(\$1,853)	2.58%	4.01%	3.11%	4.55%
484: Truck Transportation	16	70	\$43,756	\$3,062,920	\$42,855	\$901	0.51%	1.74%	0.67%	2.02%
4842: Specialized Freight Trucking	4	13	\$63,736	\$828,568	\$40,016	\$23,720	0.09%	0.60%	0.18%	0.65%
493: Warehousing & Storage	5	186	\$38,942	\$7,243,212	\$37,672	\$1,270	1.35%	1.03%	1.58%	1.05%
51: INFORMATION	15	127	\$27,378	\$3,477,006	\$42,047	(\$14,669)	0.92%	1.38%	0.76%	1.56%
52: FINANCE & INSURANCE	63	345	\$47,049	\$16,231,905	\$54,538	(\$7,489)	2.51%	2.87%	3.55%	4.24%
522: Credit Intermediation & Related Activities	45	273	\$42,058	\$11,481,834	\$47,548	(\$5,490)	1.99%	1.85%	2.51%	2.37%
5222: Nondepository Credit Intermediation	23	109	\$48,111	\$5,244,099	\$43,986	\$4,125	0.79%	0.41%	1.15%	0.49%
53: REAL ESTATE	27	229	\$25,779	\$5,903,391	\$34,402	(\$8,623)	1.67%	1.13%	1.29%	1.05%
54: PROFESSIONAL AND TECHNICAL SERVICES	45	162	\$36,967	\$5,988,654	\$56,021	(\$19,054)	1.18%	2.88%	1.31%	4.37%
55: MANAGEMENT OF COMPANIES & ENTERPRISES	3	28	\$45,121	\$1,263,388	\$81,591	(\$36,470)	0.20%	0.97%	0.28%	2.15%
56: ADMINISTRATIVE AND WASTE SERVICES	28	1,336	\$22,622	\$30,222,992	\$26,485	(\$3,863)	9.72%	5.87%	6.60%	4.21%
61: EDUCATION SERVICES	6	881	\$32,052	\$28,237,812	\$37,531	(\$5,479)	6.41%	10.25%	6.17%	10.40%
611: Educational Services	6	881	\$32,052	\$28,237,812	\$37,531	(\$5,479)	6.41%	10.25%	6.17%	10.40%
6111: Elementary & Secondary Schools	3	857	\$32,501	\$27,853,357	\$31,936	\$565	6.24%	7.18%	6.08%	6.20%
62: HEALTH CARE	119	2,467	\$42,109	\$103,882,903	\$40,582	\$1,527	17.95%	15.49%	22.69%	17.01%
621: Ambulatory Health Care Services	92	826	\$58,637	\$48,434,162	\$54,778	\$3,859	6.01%	4.60%	10.58%	6.82%
6211: Offices of Physicians	37	355	\$81,767	\$29,027,285	\$73,246	\$8,521	2.58%	1.97%	6.34%	3.90%
6214: Outpatient Care Centers	4	50	\$55,100	\$2,755,000	\$37,826	\$17,274	0.36%	0.49%	0.60%	0.50%
623: Nursing & Residential Care Facilities	5	292	\$27,416	\$8,005,472	\$25,963	\$1,453	2.12%	2.84%	1.75%	2.00%
71: ARTS, ENTERTAINMENT, AND RECREATION	7	68	\$9,623	\$654,364	\$20,056	(\$10,433)	0.49%	1.12%	0.14%	0.61%
72: ACCOMMODATION AND FOOD SERVICES	77	1,344	\$13,287	\$17,857,728	\$16,425	(\$3,138)	9.78%	11.00%	3.90%	4.88%
81: OTHER SERVICES, EXCEPT PUBLIC ADMINISTRATION	48	181	\$37,046	\$6,705,326	\$31,538	\$5,508	1.32%	2.02%	1.46%	1.73%
811: Repair & Maintenance	20	95	\$45,308	\$4,304,260	\$38,014	\$7,294	0.69%	0.88%	0.94%	0.90%
8111: Automotive Repair & Maintenance	18	64	\$29,849	\$1,910,336	\$33,724	(\$3,875)	0.47%	0.58%	0.42%	0.53%
812: Personal & Laundry Services	15	57	\$27,193	\$1,550,001	\$22,561	\$4,632	0.41%	0.70%	0.34%	0.43%
8122: Death Care Services	5	22	\$43,017	\$946,374	\$30,600	\$12,417	0.16%	0.13%	0.21%	0.11%
92: PUBLIC ADMINISTRATION	19	655	\$27,117	\$17,761,635	\$33,399	(\$6,282)	4.77%	5.11%	3.88%	4.61%

Source: Covered Employment & Wages, Annual Report 2015, Mississippi Department of Employment Security

tern. For example, the average annual wage within Alcorn County's Health Care sector is approximately \$1,537 higher than the statewide average of \$40,582 and the average annual wage in the Outpatient Care Center subsector of the Health Care sector is \$17,274 higher than the state wide average annual wage of \$37,826 (Table 3-4).

Analysis of employment, average annual wage, and total annual wages (total annual wages = employment x average annual wage) provides a measure of the importance of specific industry sectors to the local economy and the economic multiplier effects of these business activities; these variables also provide a measure of the relative importance of specific industry sectors to the local economy as compared to the state economy. For example, as shown in Table 3-4, the Manufacturing sector represented 18.04 percent of total employment and 24.74 percent of total annual wages in Alcorn County as compared to 13.02 percent of total employment and 16.31 percent of total annual wages statewide in 2015; this demonstrates the relatively greater magnitude of economic contribution and importance of manufacturing to Alcorn County's economy as compared to the state's economy.

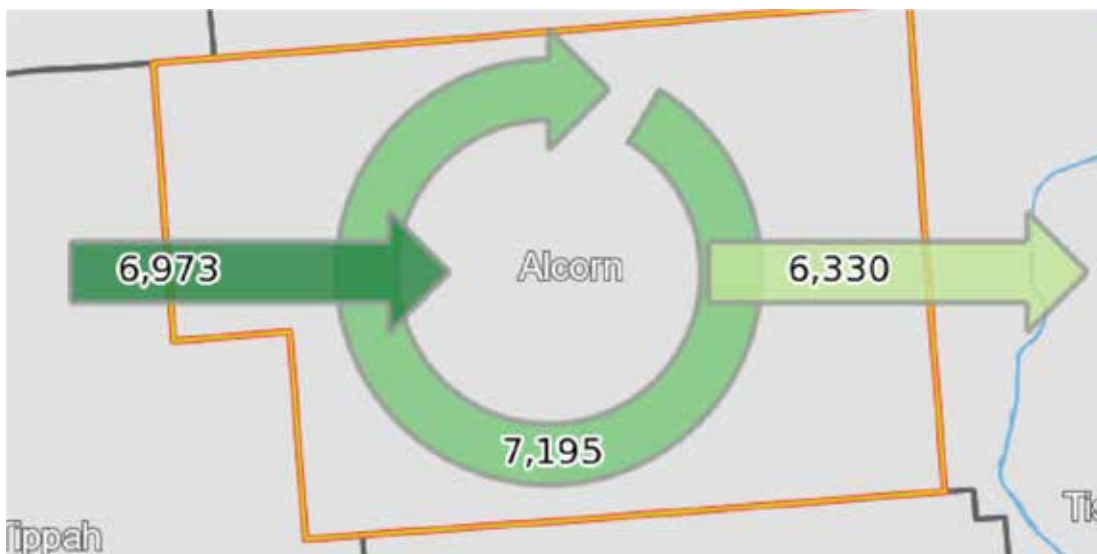
Alcorn County Commuting Patterns

Approximately 7,195 workers in Alcorn County's residence based civilian labor force are employed within

"6,973 workers commute into Alcorn County to work."

Alcorn County and 6,330 workers travel to destinations outside of Alcorn County to work. Among workers residing within Alcorn County but commuting to other counties within the state of Mississippi, approximately 751 people work in Prentiss County, 701 people are employed in Lee County, 297 workers commute to Tishomingo County, and 207 work in Tippah County. Of the 874 workers living in Alcorn County and commuting to work within the state of Tennessee, an estimated 301 workers are employed in McNairy County and 266 are employed within Shelby County. The balance of workers traveling to destinations outside of Alcorn County work in other locations throughout Mississippi, Tennessee, and the United States.

There are approximately 3,662 workers residing outside of Alcorn County that commute into Alcorn County to their place of employment. Among those workers living outside of Alcorn County but commuting to work at establishments within Alcorn County, an estimated 1,134 workers live in Tishomingo County, 568 workers live in Prentiss County, approximately 905 workers commute from McNairy County, Tennessee, and an estimated 331 workers travel from Hardin County, Tennessee to work in Alcorn County.



Retail Market

Retail trade areas are defined as “a geographical area containing potential customers of a particular firm or group of firms for specific goods or services.” There are three primary types of models that are used to analyze trade areas. Corinth’s retail trade area was defined using Converse’s (Converse, 1949) revision of Reilly’s Law of Retail Gravitation (Reilly, 1931). An explanation of these models is contained in the appendix.

The length of time or distance that consumers are generally willing to travel varies based upon the type of product or service that a business offers and the proximity of businesses offering that product or service.

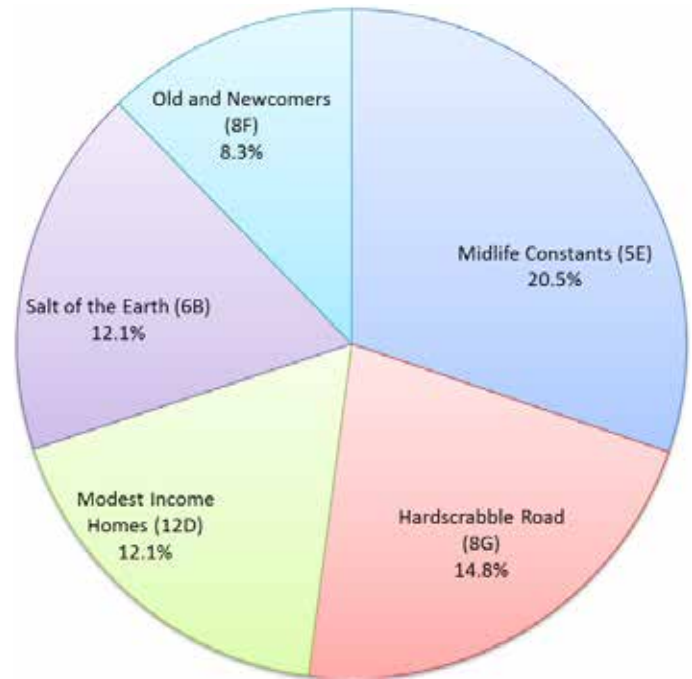


FIGURE 3-4 Tapestry Segmentation 10 Minute Drive Time Radius

Major market areas and “competing” cities were defined as: Tupelo and Olive Branch, Mississippi; Florence, Alabama; and Jackson, Tennessee. Breaking point distances were then further modified based upon drive-time analysis and market activity within the geographic area was determined at the 10-minute, 30-minute, and 45-minute levels of drive time.

Market activity within a retail market was measured by supply and demand. Demand was determined by an analysis of consumer spending (retail potential) and supply was measured by an examination of business revenues (retail sales). The difference between potential consumer spending and retail sales was used to measure the difference between supply and demand

to determine the leakage/surplus factor within the specified trade areas at the three levels of drive-time. Estimates of consumer demand or retail potential were based upon the amount that was expected to be spent by consumers on products within the three geographically defined retail drive-time markets for over 700 products consumed by households. Estimates were derived from the Bureau of Labor Statistics’ annual Consumer Expenditure Surveys and modified based upon ESRI’s Tapestry™ Segmentation system, which enhances differentiation of consumer spending based upon a typology of consumer lifestyle and preferences (Figure 3-4). Complete tapestry segmentation is provided in the appendix.



From Myles, A. E. *Understanding Your Retail Trade Area*, 2001

Retail business supply or sales to households within the geographically specified region, as defined by drive-times in this report, used census block point inventories of existing businesses in 27 industry groups within the defined trade area (e.g. a 30-minute drive time); the 27 industry groups included are those as defined by 2012 North American Industry Classification System (NAICS 44 – 45) retail sector and three industry groups within the Food Services and Drinking Places subsector (NAICS 722). Estimates of retail sales were derived from the U.S. Census Bureau’s 2012 Census of Retail Trade data, the Bureau’s Monthly Retail Trade Survey, and Infogroup’s business database; these estimates of the receipts of businesses were net of sales taxes, refunds, and returns.

A comparison between supply (estimated retail sales by businesses within the selected areas) and demand (estimated spending by households within the selected areas) within the drive-time areas provided a measure of the leakage/surplus factor within an area. Leakage in an area indicates that market supply is less than demand, i.e. retailers outside of the market area are meeting demand. Surplus in an area indicates that supply exceeds demand, i.e. retailers are attracting shoppers that reside outside of the trade area. The existence of leakage within a trade area indicates an opportunity for new retailers to enter the market or for existing retailers to more effectively penetrate or capture the potential sales within an existing market. Leakage/surplus Factors range in value from “-100” to “+100”.

Positive leakage/surplus factors represent market areas that are losing sales to other geographic areas; higher values represent greater opportunity to capture potential demand. Negative leakage/surplus factors represent market areas with a surplus of retail sales, e.g. markets that are attracting consumers from outside of the market area. The Leakage Chart in the Appendix presents an abbreviated overview of this analysis; retail categories that exhibit leakage are highlighted with red font.

Primary Trade Area

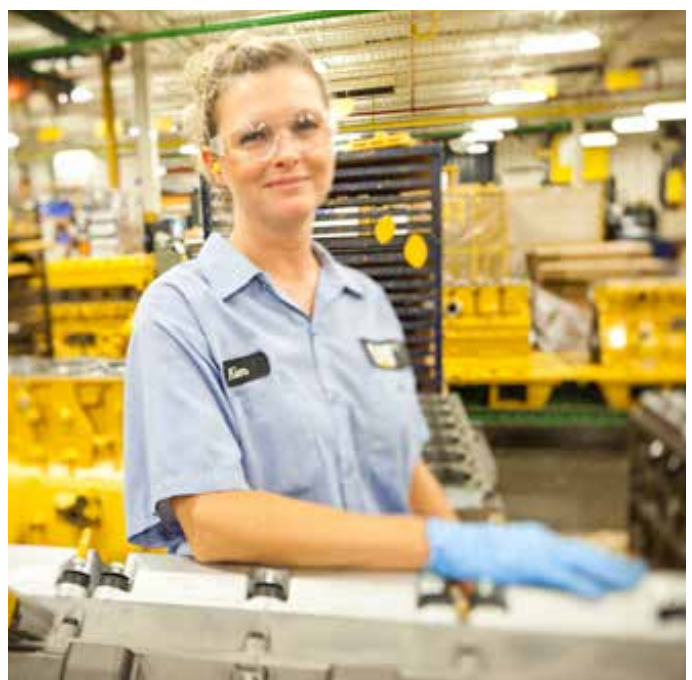
Corinth’s primary trade area was defined as being within a 10-minute drive-time; within this market area, retail sales exceeded projected demand by an estimated \$261.7 million (Drivetime Map, Page 38). In

2016, consumers within Corinth’s primary trade area spent \$154.2 million on merchandise and food or drink; stores within the primary trade area sold \$415.9 million in merchandise and food or drink. Within this primary trade area, retail sales in the Corinth market exceed projected consumer demand in every retail category except Furniture Stores and Electronics and Appliance Stores. Sales in the Food Services and Drinking Places category exceeded projected demand by approximately \$19.2 million within the primary trade area. These findings indicate that the City of Corinth is drawing a significant level of consumer purchasing from outside of its primary trade area and is an important retail magnet within the region.

Secondary Trade Area

Stores in Corinth’s secondary trade area (within a 30-minute drive time from the City of Corinth) sold \$1.09 billion in merchandise and food or drink and consumers spent \$809.4 million on merchandise and food or drink. Again, relatively limited leakage in the Retail categories or within the Food Services and Drinking Places category (Leakage Chart, Appendix) was found to exist.

To further investigate the existing potential demand that might be captured by businesses within the City of Corinth, an analysis of supply and demand outside of Corinth’s primary trade area (10-minute drive time) but within a 30-minute drive time was conducted,



hereinafter referred to as the secondary trade area. This analysis found that businesses within the City of Corinth are capturing a high percentage of existing demand within this trade area. Some unmet demand (leakage) of potential sales in the Furniture and Home Furnishing Stores category and in the Electronics and Appliance Stores category was found to exist. The Leakage Chart in the Appendix also provides an estimate of the percentage of demand within the secondary trade area that is captured by businesses within Corinth's primary trade area.

Some unmet consumer demand exists within Corinth's secondary trade area; however, multiple factors determine the ability of businesses within the City of Corinth to capture this demand and these factors are unique to each business depending upon the type, cost, and quality of products or services that are offered by each business and the customers they serve.

Individual stores will have unique trade areas; consumers prefer to shop locally for low order/low-priced/convenience goods (e.g. gasoline, groceries, toiletries) but are willing to travel farther to purchase high order/high-priced/comparison goods (e.g. appliances, furniture, or more costly items). Businesses also cater to the needs of different consumer market segments; the most common consumer segments are local resi-

dents, daytime employees, and tourists/visitors. The ability of local businesses to capture potential expenditures by daytime employees who work within the community but reside outside of Corinth will be dependent upon store location and the travel patterns of these employees; for example, daytime employees may elect to purchase groceries based upon which stores are most convenient to their route of travel.

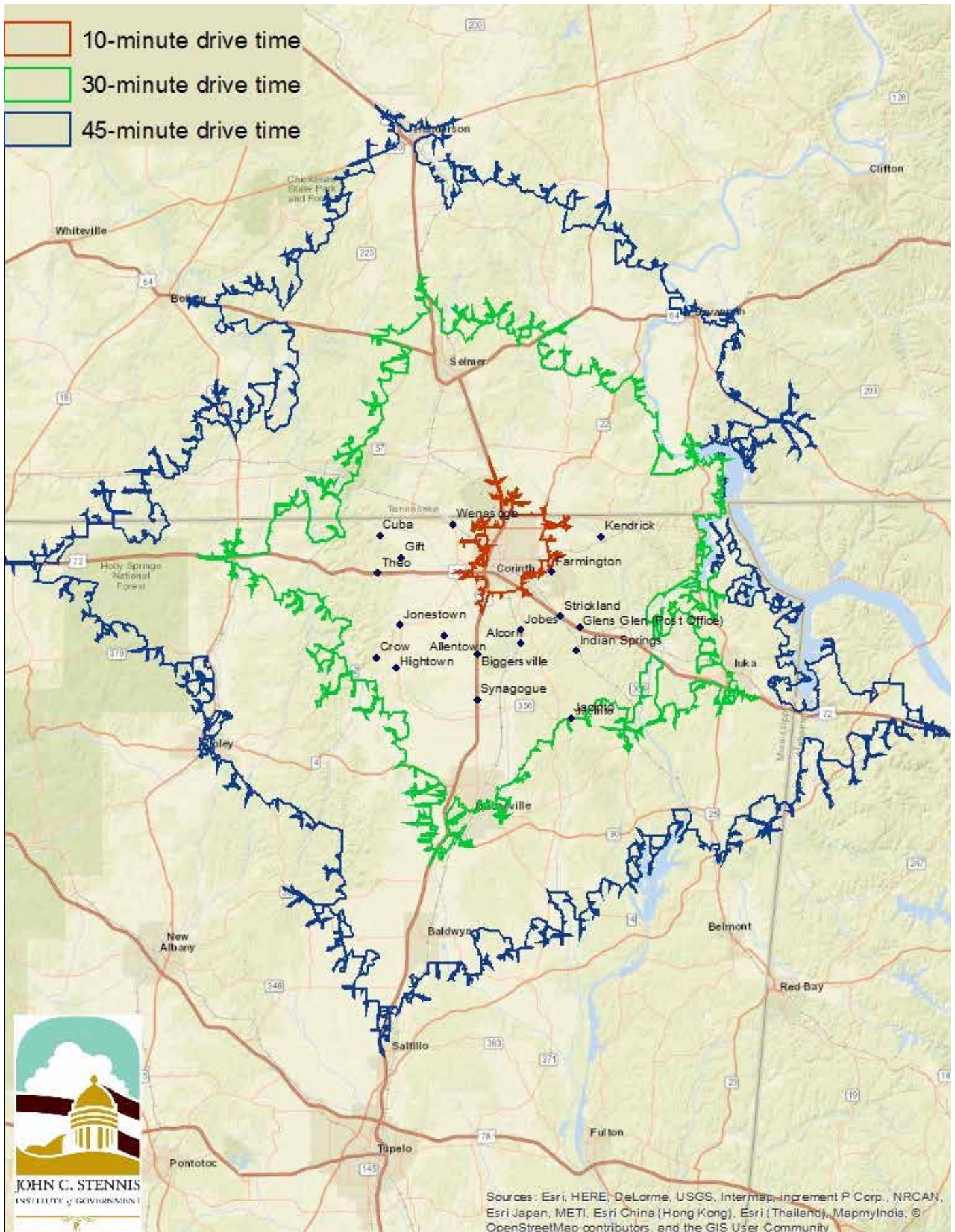
Capturing potential expenditures by tourists or visitors to the community who are attracted to the community for purposes other than shopping, will be reliant upon a combination of the convenience of location and/or awareness (e.g. advertising or marketing activities) of the goods and services that are available within Corinth. For example, visitors who come to Corinth for the purpose of obtaining health care or tourists who visit the Corinth's Civil War Interpretive Center may represent a significant potential market if these visitors are made aware of the range of products or services offered within Corinth through the use of effective advertising or marketing strategies or if the businesses they may patronize are conveniently located (e.g. restaurants or drug stores in close proximity to hospitals).

Future Demand

Population growth may also represent opportunities

Primary Trade Area





Drive Time Map - 10-Minutes, 30-Minutes, and 45-Minutes from Corinth

for future growth in consumer expenditures and related sales. Historically, demand for retail space has been approximately 25 square feet of retail space per capita in the United States (or 50 square feet when small shopping centers and independent retailers are included). Excluding unknowable events, this study projected that Corinth's population will increase by less than 1,000 persons through 2030; this indicates lower demand for generalized retail space and highlights demand for redevelopment of existing spaces. Any potential increase in future demand will be tempered by the significant increase in on-line shopping trends and current reports of the advent of the "Retail Ice Age," as exhibited by significant

"Future retail demand will be tempered by the significant increase in on-line shopping trends..."

of visitation to Corinth's Civil War Interpretive Center and of the Magnolia Regional Health Center's market service area indicates that opportunities may exist to develop new strategies related to these potential markets. There may also be niche opportunities to utilize Federal and state Historic Preservation Tax Credits and/or Federal New Market Tax Credits to revitalize specific buildings within the City of Corinth or to attract investments into the community by leveraging private investment with tax credit instruments. Specific to the use of New Market Tax Credits, census tract 28003950500 is a qualifying census tract that encompasses geographic area within the City of Corinth. These opportunities will require additional research.

	10-Minute Drive Time		30-Minute Drive Time		45-Minute Drive Time	
	2016	2021	2016	2021	2016	2021
Population	13,947	13,969	70,002	71,153	149,009	151,940
Households	5,823	5,829	28,113	28,570	59,168	60,266
Families	3,538	3,510	19,001	19,176	40,251	40,719
Median Age	39.9	40.7	41.7	43.4	41.4	43.0
Median Household Income	\$32,205	\$35,188	\$34,783	\$36,569	\$34,067	\$35,689
Total Household Expenditures 2016	\$239,978,150		\$1,196,555,723		\$2,458,964,562	

Source: ESRI Forecasts for 2016 and 2021; Consumer Spending data derived from the 2013 and 2014 Bureau of Labor Statistics Consumer Expenditure Surveys

TABLE 3-5 Demographic Characteristics by Drive Times

"The City of Corinth is drawing a significant level of consumer purchasing from outside of its primary trade area and is an important retail magnet within the region."

declines in "brick and mortar" retail sales that are impacting industry retail giants to include Macy's, L Brands, Staples, Neiman-Marcus, or Barnes & Noble.

These trends may result in the loss of traditional anchor stores at shopping malls and result in changes to traditional consumer shopping patterns. Communities need to plan for the potential impact of these changes by considering strategies that will protect existing retail sales and/or by developing strategies that will attract new consumers.

Although a comprehensive study of specific strategies is beyond the scope of this plan, a preliminary analysis



Sales Tax

Sales tax revenues and the change in these revenues over time may be used as one measure of the strength of business within the local economy and the ability of a local economy to capture consumer expenditures within a specified geographic area. Sales tax and property tax revenues are the two greatest sources of revenue to municipal governments within the state of Mississippi used to fund public safety, health, education, and other public services; for example, sales tax revenues represented approximately 62.3 percent of General Fund revenue to the City of Corinth

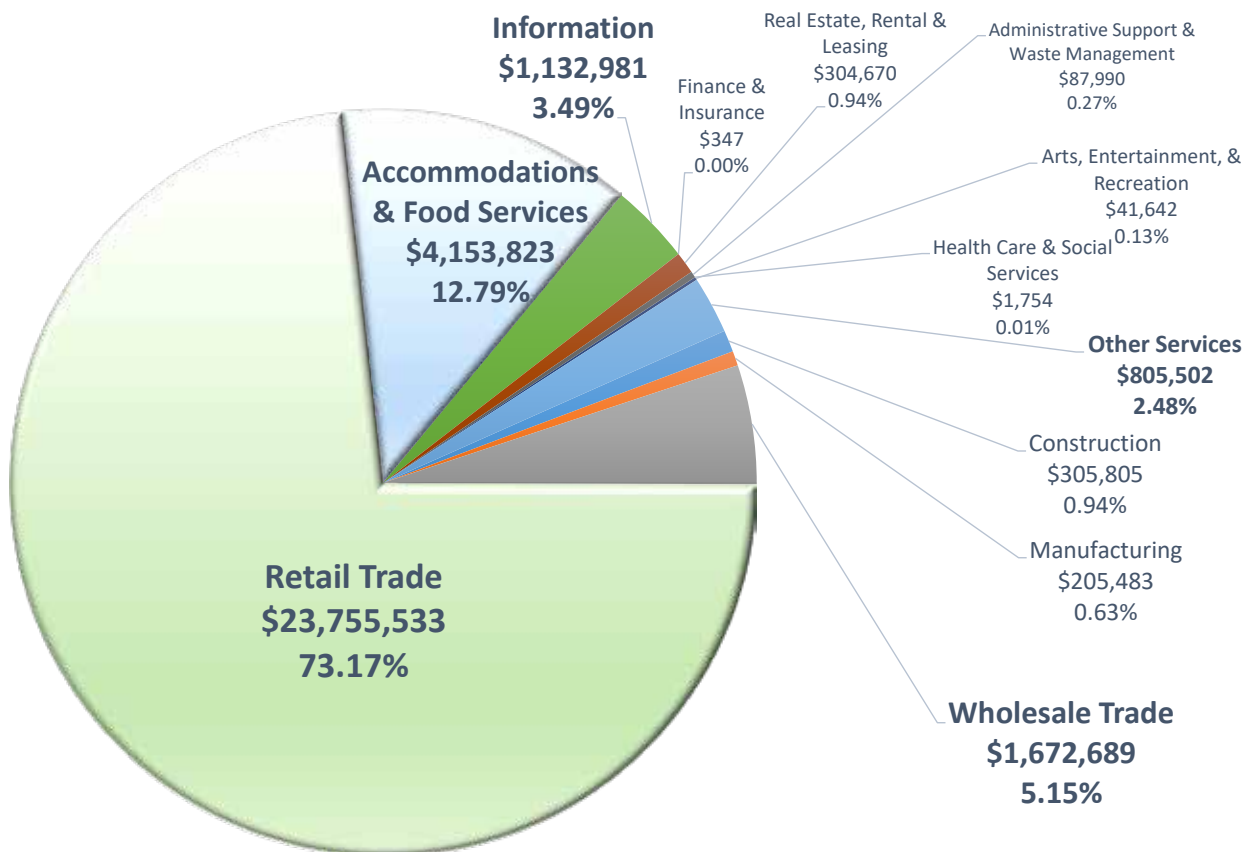
in fiscal year 2015.

The 8.2 percentage rate of growth in Corinth’s sales tax diversions from fiscal year 2014 to 2015 exceeded the statewide average percentage rate of growth of 3.43 percent over the same period, this was during a period when 87 municipalities (28%) experienced a decrease in revenues from sales tax diversions.

When compared to municipalities with a population size that is within $\pm 2,000$ of the city of Corinth in 2015, total sales tax diversions to the city of Corinth are shown to be higher than those of similarly size mu-

“ Sales tax revenues represented approximately 62.3 percent of General Fund revenue to the City of Corinth in fiscal year 2015.”

FIGURE 3-5 Sales Volume by Trade Sector



municipalities (Sale Tax Comparables Chart, Appendix). For example: Corinth's revenues from sales tax diversions were \$367,592 greater than those of Natchez which has a population that is 262 higher than that of Corinth; Corinth's percentage rate of growth in diversions from 2014 to 2015 was higher than that of Natchez (8.20 percent as compared to 5.27 percent in Natchez); and Corinth's sales tax diversions per capita of \$414.33 were higher than those of \$382.86 per capita in Natchez during fiscal year 2015 (Table 1). As a point of comparison it is notable that sales tax diversions averaged \$276 per capita for populations living within Mississippi municipalities during fiscal year 2015.

businesses located in Corinth that generated gross sales tax revenues (prior to deductions and adjustments) of \$33,327,410 with estimated taxable gross sales of \$506,473,074; this represented an increase of \$32.9 million (6.95%) in taxable gross sales over the one year period from 2014 to 2015. The Retail Trade sector generated approximately 73 percent of gross sales tax revenue and the Accommodations & Food Services sector generated approximately 13 percent of gross sales tax revenue within the city of Corinth (Figure 3-6 Below).

In fiscal year 2015, there were approximately 714

“Sales tax growth exceeded the statewide average by 4.77% in 2015”

FIGURE 3-6 Retail Sales Tax Trends



Income

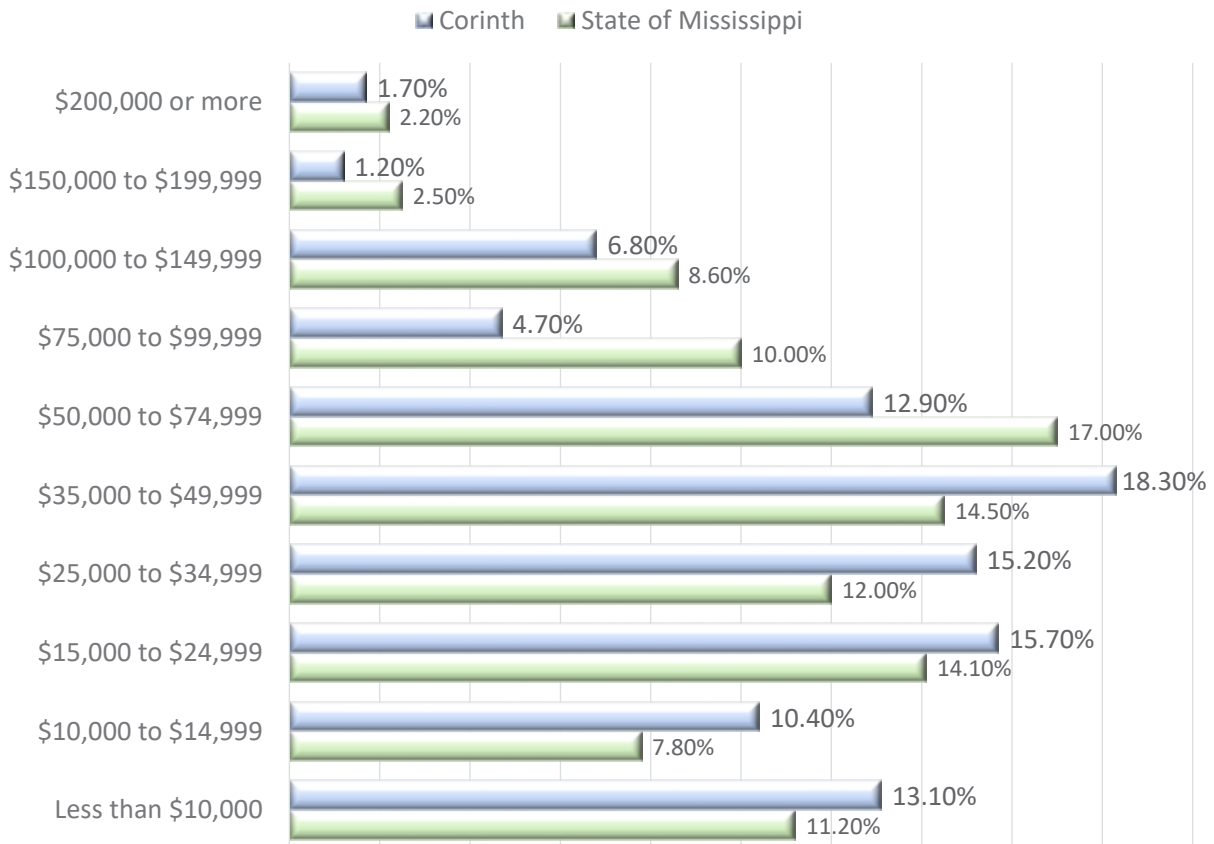
This section provides a comparison household income within the City of Corinth's income within the context of municipalities with similarly sized populations in 2015 (approximately ± 2,000 persons) and a comparison of household income within the City of Corinth to that of the state of Mississippi.

“With a median household income of \$30,944, Corinth’s household income was lower than the statewide median income of \$39,464.”

With a median household income of \$30,944, Corinth’s household income was lower than the statewide median income of \$39,464. Corinth’s household income is roughly equivalent to median household income in Greenwood, Grenada, McComb, and Natchez. In Corinth, median household income is approximately \$7,000 lower than income in Canton and Moss Point and is significantly lower than income in Hernando and Long Beach.

Approximately 31.2 percent of Corinth’s households have a median household income between the range of \$35,000 to \$75,000; this is equivalent to the statewide percentage rate of households within this income range. Approximately 8.0 percent of households in Corinth have a median income of \$100 or higher.

FIGURE 3-7 Corinth Income Levels



The Health Care Sector

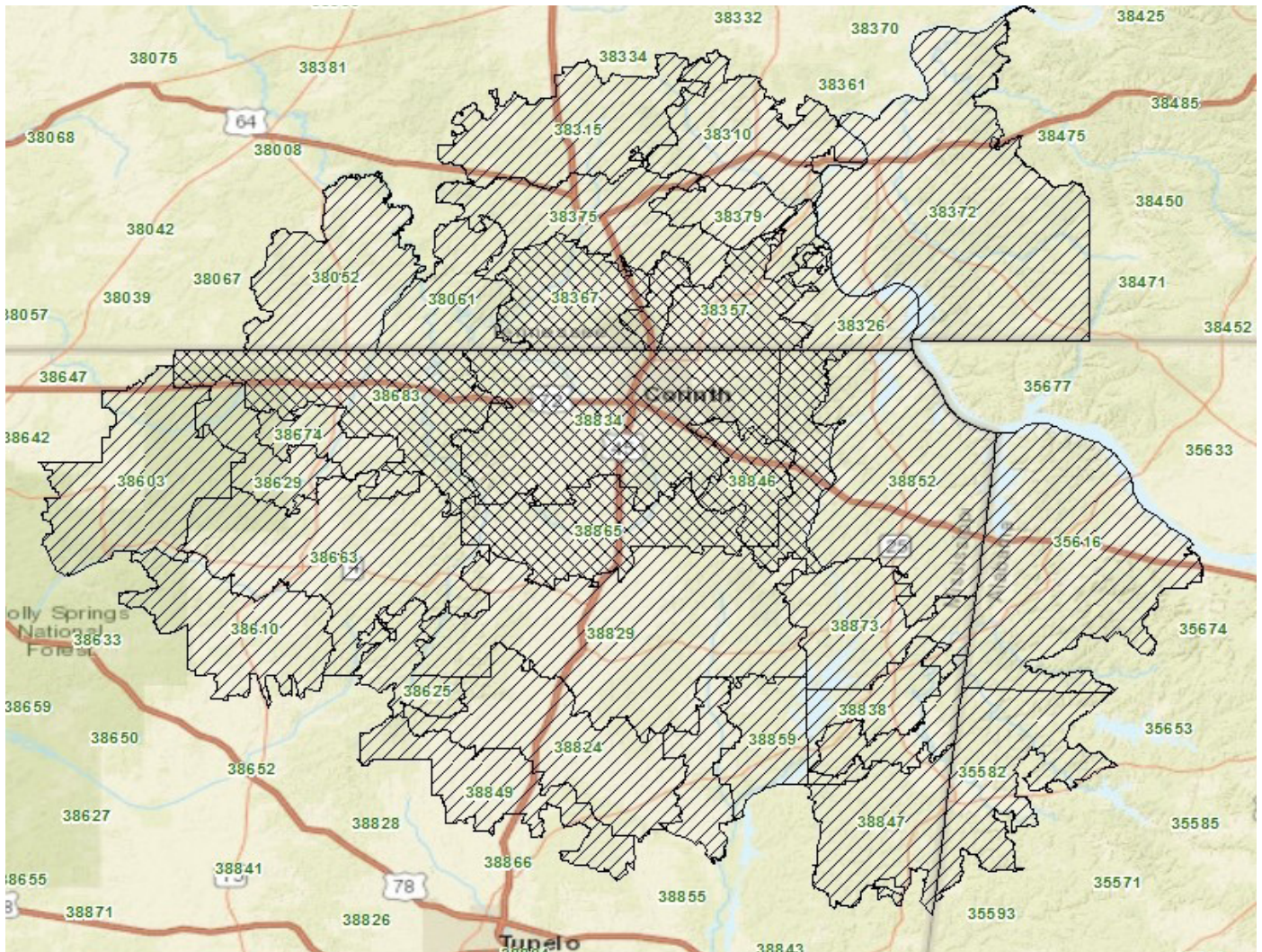
Because health care drives a substantial portion of the local economy, this section summarizes the sectors characteristics and importance. The Health Care sector of the local economy includes ambulatory health care services (e.g. offices of physicians, dentists, or outpatient care centers), hospitals, nursing and residential care facilities, and social assistance providers (e.g. vocational rehabilitation services or emergency relief services). In the City of Corinth there are approximately 125 health related businesses plus an estimated 26 stores that provide health and personal care retail products within the Corinth market. These 151 businesses employ approximately 2,354 people and represent approximately 20.3 percent of total employment among the business establishments located within the City of Corinth.

“151 businesses employ approximately 2,354 people and represent approximately 20.3 percent of total employment.”

Hospitals are the epicenter of the health care industry. Hospitals provide health services, education, act as an anchor for the health care infrastructure, and play a central role in improving the health outcomes of the population. Over the last decade, there is growing recognition of the interconnection between the economic health of a community, the physical health of the population within the community, and the health supporting infrastructure that exists within a community. Hospitals create permanent jobs, related labor income, and make purchases of products and services. Hospitals are also important destination locations and attract visitors into the community. Visitors to hospitals include individuals who visit patients, visitors who provide transportation to hospital patients, salespersons and vendors who conduct business with the hospital, and visitors who meet with staff members for non-medical related purposes. Visitors to the hospital spend money in the local economy; they may eat at local restaurants, make purchases from local retailers, or may stay overnight at local hotels. A study conducted by the American Hospital Association found that each hospital job in the state of Mississippi supports an additional 1.86 jobs and every dollar of hospital spending supports an estimated \$1.55 of additional business activity.

Magnolia Regional Health Center





Magnolia Hospital Market Area

Magnolia Regional Health Center is a 200 bed acute care community hospital that is jointly owned by the City of Corinth and Alcorn County with net patient revenue of \$170,371,000 in fiscal year 2015. Continuous investments have been made in this facility to update and provide new services, to offer new and enhanced clinical technologies, expanded clinical services, improved diagnostic capabilities, and to institute best-practice procedures that streamline inpatient and outpatient care thereby increasing the scope and quality of services offered. Magnolia Regional Health Center is the largest and most technologically advanced health care option within a 45 mile radius. Magnolia Regional Health Center was ranked 13th highest among the top 20 Mississippi health care facilities in terms of the number of discharges in 2010.

A comprehensive market analysis of the Magnolia Regional Health Center is beyond the scope of this

report. However, data derived from the Centers for Medicare and Medicaid Services' Medicare Hospital Market Service Area File; which provides Medicare inpatient hospital fee-for-service claims data; was used to examine the service area for the Magnolia Regional Health Center.

This analysis found that the hospital provides services to five Mississippi counties, three counties in the state of Tennessee, and two counties in the state of Alabama (see Map 1, on page 1). Data in the Table on the next page shows the 10 ZIP codes with the highest number of Medicare discharges; the percentage increase or decrease in Medicare discharges was calculated by a comparison with the hospital's discharges during the prior year. Market share was calculated by a comparison with all other hospitals having Medicare discharges from the ZIP code based upon 100 percent of all Medicare claims within that ZIP code.

Medicare Hospital Market Service Area

ZIP Code of Residence	Percentage Increase or Decrease in Market Share	Market Share
38834	3.40%	76.10%
38829	27.80%	27.80%
38683	11.40%	61.80%
38852	-5.60%	33.00%
38865	6.30%	55.60%
38663	38.40%	19.00%
38846	36.10%	71.40%
38833	14.20%	54.70%
38835	-9.60%	66.70%
38357	31.30%	43.00%
Total	7.70%	N/A

Source: Centers for Medicare & Medicaid Services' Medicare Hospital Market Service Area File for Fiscal Year Ending 9/30/2015

As shown in Map 1 on page 1 and in Table 1, at right, Magnolia Regional Health Center's primary service area falls within a 30-minute drive time and its secondary market area generally falls within a 45-minute drive time. There is also evidence that the hospital is generally capturing an increased market share within its service area; overall, its market share of all Medicare inpatients across the more than 35 ZIP codes from which Magnolia Regional Health Center draws patients increased by 7.7 percent in a one-year period, and in some ZIP codes, the hospital saw its market share increase by more than 30 percent.

The Health Care Expenditures Table in the Appendix shows average household out-of-pocket (not paid for by insurance) medical expenditures of approximately \$107.9 million by households within a 30-minute drive time from Corinth and \$223.6 million by households within a 45-minute drive from the city.

Hospitals and the health care infrastructure are an important component of the future economic development of Corinth. Magnolia Regional Health Center hires employees from the community, provides a career ladder and training opportunities, and enables residents to achieve a higher standard of living. Hos-

pitals also serve as a magnet to attract businesses into the community; the quality of health care is a site selection criteria during the business relocation decision-making process and hospitals also attract health care related businesses. Multiple retail and service businesses also benefit from the expenditures made by visitors who come to the community for health care related purposes. Strategies designed to increase the market share of the Magnolia Regional Health Center, to increase awareness of health care products and services offered within the community, and to enhance marketing efforts to health care related visitors represent a significant opportunity for the city of Corinth.

“\$223.6 million is expended in the health care sector by households within a 45-minute drive.”



HOUSING CHARACTERISTICS

This section examines the housing market in Corinth and the primary trade area in order to determine potential opportunities for residential growth and new housing investment within the community.

The median purchase price of homes in the Corinth/Alcorn County area was \$121,000 in 2014; the median listing price of the 233 single-family homes listed for sale as of August 2017 was \$158,000 (Realtor.com). The median value of owner-occupied housing Corinth was approximately \$89,900 (U.S. Census Bureau, 2011 – 2015 American Community Survey 5-Year Estimates).

There are approximately 7,337 housing units in Corinth; of these, 56.5 percent (3,478 housing units)

are owner occupied and 43.5 percent are occupied by renters. Approximately 9,923 people live in owner-occupied housing and 6,498 people live in rental housing within the city of Corinth. Over time, the city of Corinth has experienced a shift in homeownership; in 2000, 73.5 percent of the housing units in Corinth were owner-occupied and 26.4 percent of housing units were occupied by renters.

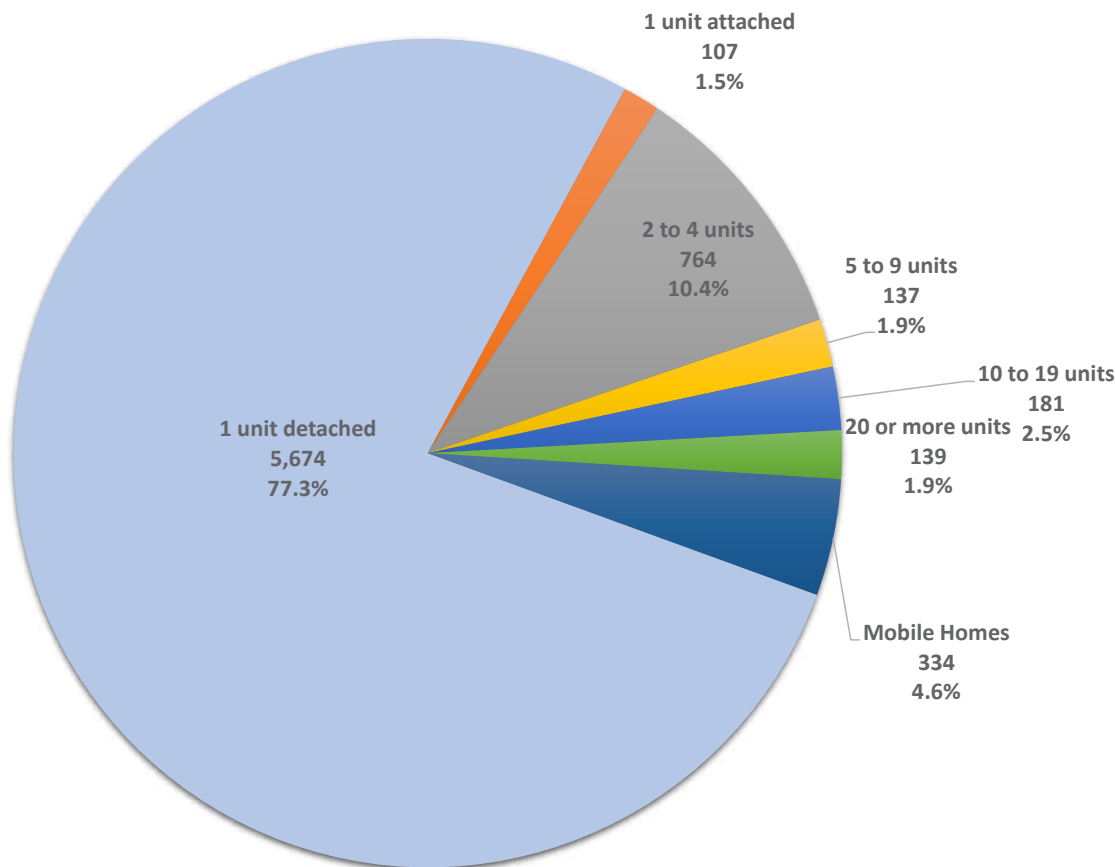
Approximately 83.2 percent of the housing units within the city of Corinth are single-family units and 16.8 percent are multifamily units.

Approximately 16.5 percent of the housing units in Corinth are vacant; the vacancy rate for housing units that are owner-occupied is approximately 3.2 percent and the vacancy rate for rental housing is approximately 10.2%.

There are three retirement homes located within the area: Whitfield Nursing Home (44 certified beds, 80% occupancy), Cornerstone Health and Rehab of

FIGURE 3-8 City of Corinth Units in Structure

Source: U.S. Census Bureau, 2011 - 2015 American Community Survey 5-Year Estimates





Corinth (95 certified beds, 91% occupancy), and Mississippi Care Center of Alcorn County (125 certified beds, 92% occupancy).

There are approximately 673 units of public housing within Corinth; 343 public housing units are managed by the Tennessee Valley Regional Housing Authority and the balance (330 units) are managed by the City of Corinth Public Housing Authority. One facility, Tinin Terrace Apartments, has 100 units designated for elderly and disabled residents and is managed by the City of Corinth. Reports from the U.S. Department of Housing and Urban Development indicate that there may be an overabundance of subsidized housing units and that the vacancy rate in these units is approximately 11 percent.

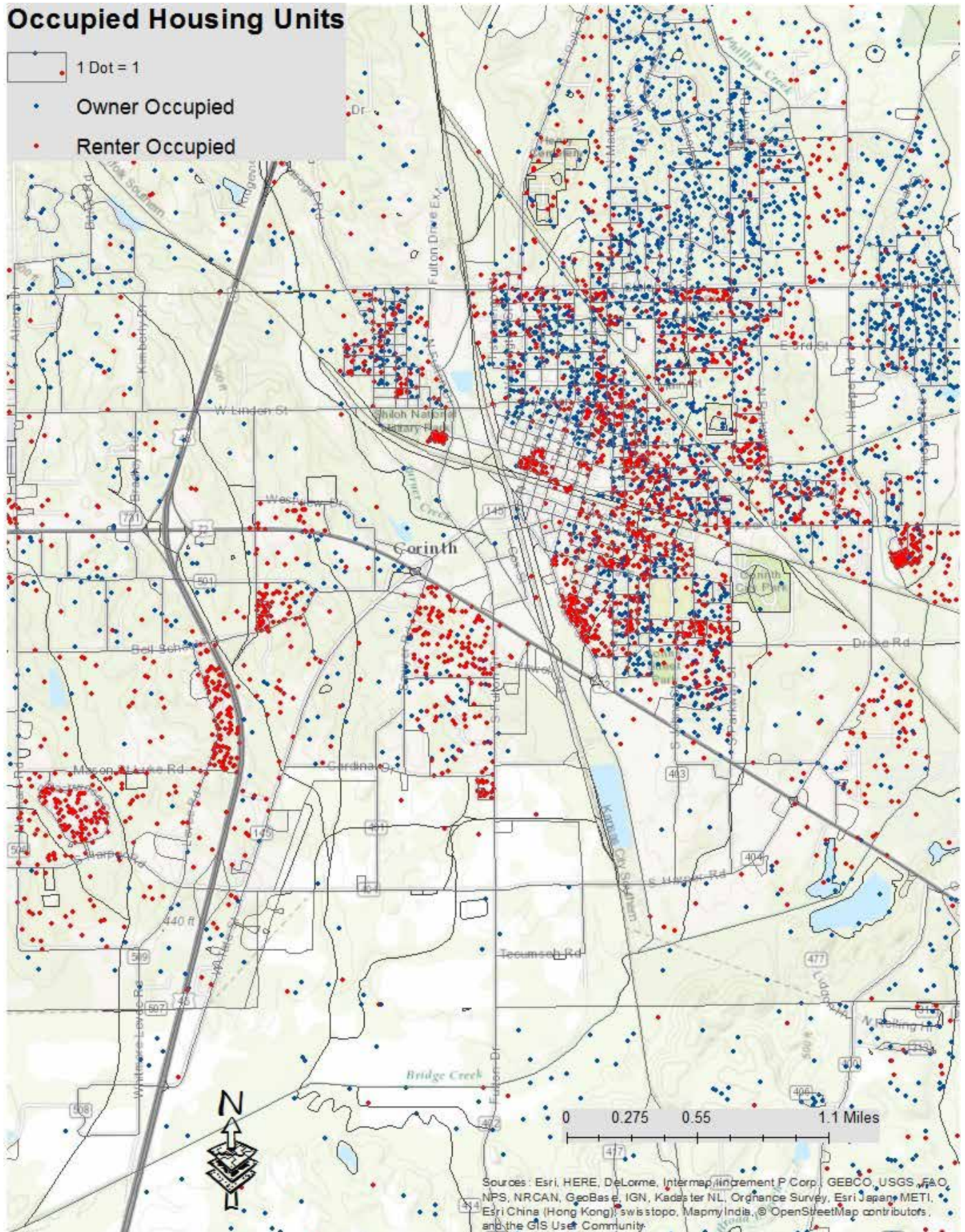


Occupied Housing Units

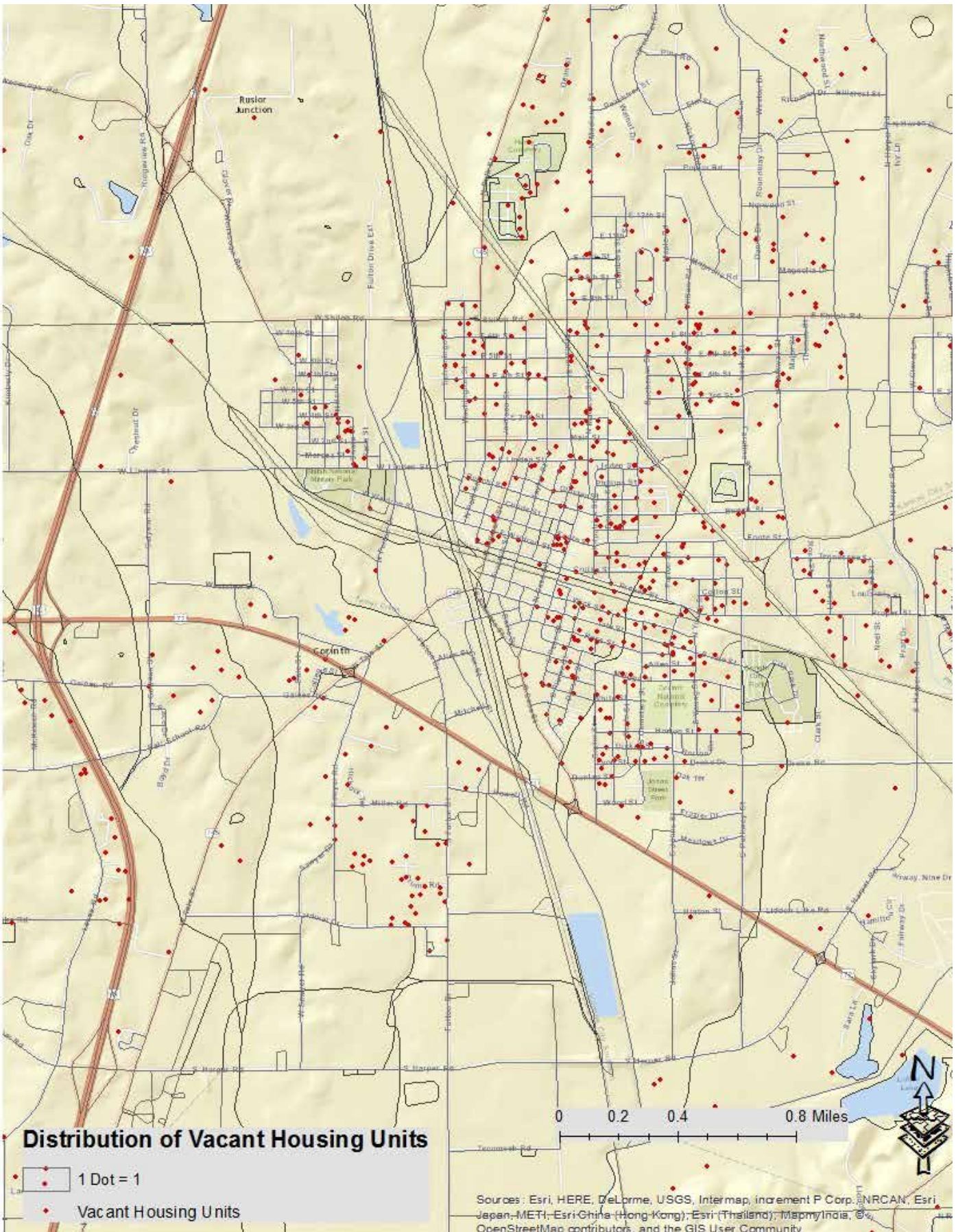
1 Dot = 1

• Owner Occupied

• Renter Occupied



Map of Occupied Housing Units



Map of Vacant Housing Units

EXISTING DEVELOPMENT PATTERNS

Existing land use was inventoried, mapped and analyzed in order to determine community development patterns and trends for Envision Corinth. Data sources for existing land use included current aerial photography, information from the Alcorn County Tax Assessor and visual surveys of selected areas. The categories used to classify development patterns and their meanings are:

Agriculture and Forest

Agricultural-Cultivated - These areas accommodate crops and livestock from a farm or ranch. They may be described as farms, ranches, dairies, greenhouses, nurseries, or orchards. When homes are present, they are typically on tracts greater than 5 acres.

Forest - Forest areas are dominated by either natural or planted stands of timber. When homes are present, they are typically on tracts greater than 5 acres.

Residential

Estate Residential

Low-Density Residential – Low-Density Residential refers to residential development accommodating individual dwelling as a single unit or attached dwellings such as condominiums and townhouses in individual lots. 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.

High-Density Residential – High-Density Residential development occur in the form of attached dwellings at densities greater than 8 units to the acre. This category includes group homes.

Manufactured Home Parks - These areas accommodate manufactured housing either on individual lots or within rental communities on smaller lots.

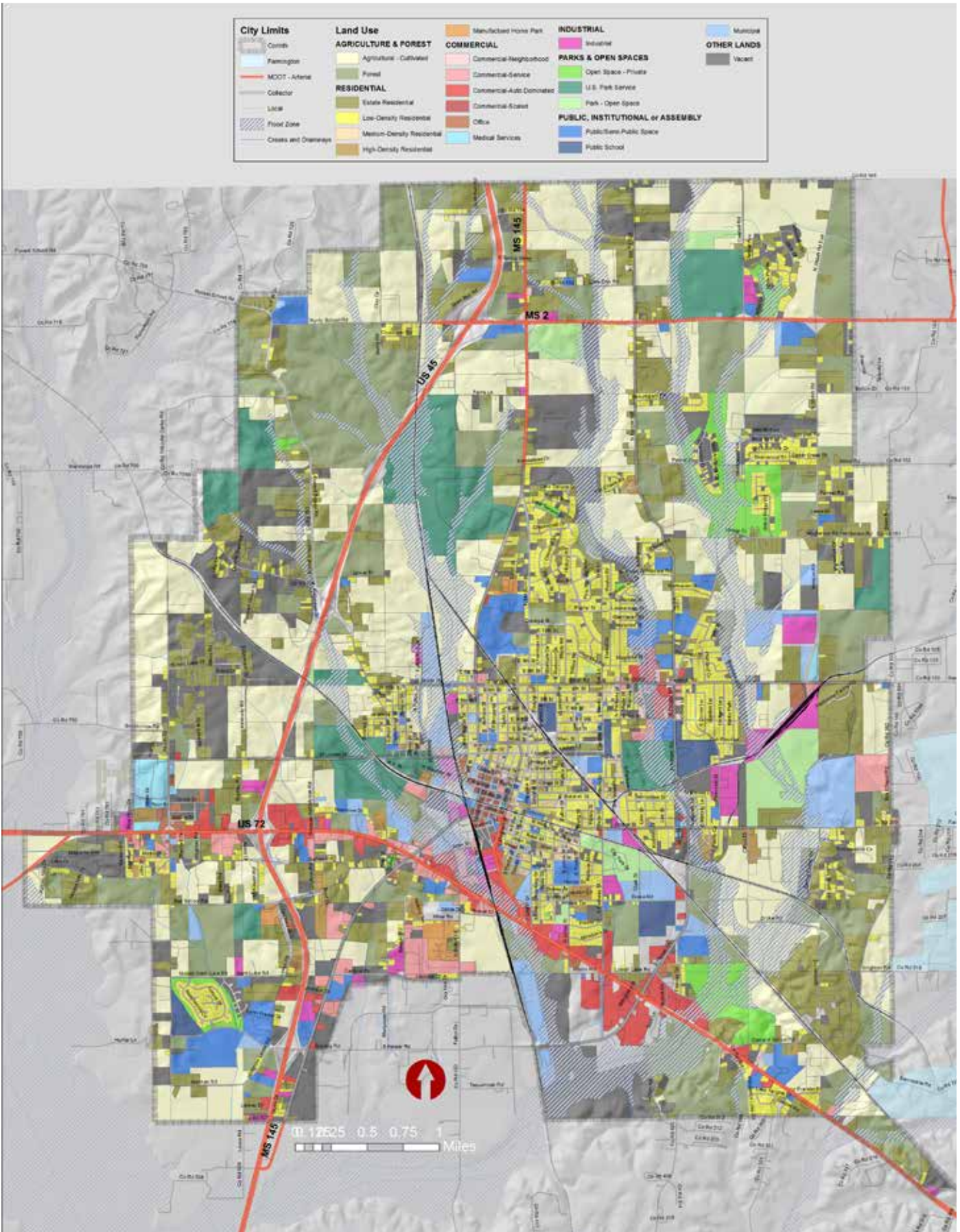
Commercial

Commercial - Neighborhood - This category of commercial activity describes commercial activity that is oriented to nearby neighborhoods, providing light retail goods and services to meet the ordinary requirements of daily life. Buildings are smaller in scale.

Commercial - Auto Oriented – These commercial areas include stores as fixed point-of-sale locations designed to attract a high volume of customers. These establishments exist in built environments that are dominated by automobiles and characterized by large on-site parking areas between streets and buildings. Auto-dominated commercial areas are often referred to as suburban in character.

Commercial-Service - The category of commercial activity describes commercial activity that is oriented to providing repair, outdoor storage, contracting or machinery and equipment sales including automobiles. As such, these establishments require outdoor work and storage spaces that often do not blend well with the other land uses.

Commercial - Scaled – This category describes commercial activity that takes place in environments that are scaled to pedestrians and less dominated by automobiles. Traditional downtowns most exemplify



Existing Land Use Map

these areas. Buildings in this category are typically in close proximity to the street and parking areas are off-site or to the side and rear of buildings.

- **Office** - Offices are buildings used as a places for professional or administrative work.
- **Special Area - Medical Services** – Medical services refers to any medically related office or institution.

Industrial

- **Industrial land** uses include manufacturing, warehousing and assembly of goods.

Parks and Open Spaces

- **Open Space - Private** - This places consists of private open space typically associated with the private developments and subdivisions.
- **U.S. Park Service** - This category identifies lands owned by the United States Government and that are typically are associated with Civil War activity.
- **Public/Recreation - Public** - These areas include passive or active space devoted to public enjoyment and recreation use and are generally publicly owned.

Public/Institutional/Assembly

- **Public/Semi-Public Space (Public and Private)** - These uses are facilities that accommodate the assembly of people such as auditoriums and churches. Assembly does not include schools.
- **Public Schools** - These designations indicate both the class room facilities as well as associated support buildings and areas.
- **Municipal Land - This category identifies the municipal lands of the City.**
- **Vacant** - Vacant lands are lands not otherwise categorized as Agricultural that lie unoccupied.

Existing Land Use - Corinth, Mississippi May 2017	
Land Use	Acres
Agricultural - Cultivated	5851.5
Forest	3596.3
Estate Residential	2303.1
Low-Density Residential	1514.0
Medium-Density Residential	91.1
High-Density Residential	148.7
Manufactured Home Park	55.4
Commercial-Auto Dominated	400.3
Commercial-Neighborhood	33.0
Commercial-Scaled	11.6
Commercial-Service	283.3
Office	70.1
Medical Services	67.9
Industrial	263.2
Municipal	711.7
Public School	120.3
Public/Semi-Public Space	554.9
Open Space - Private	560.3
Open Space - Private	586.2
Vacant	2169.1
Total Land Area	19392.0

TABLE 3-6 Existing Land Use Acreage

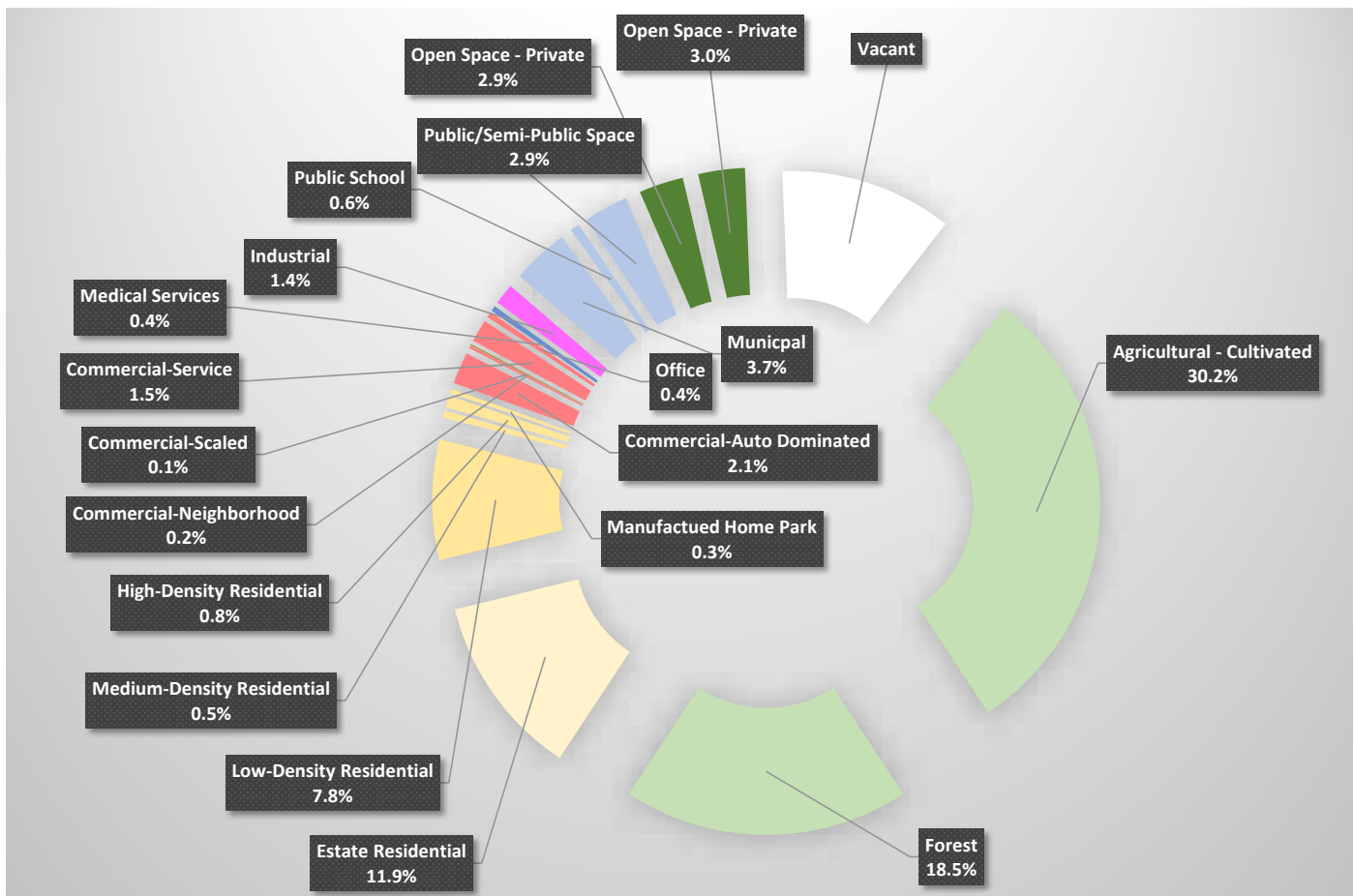
Corinth's Build-out Model

Build-out analysis is a critically important tool for planners and other decision makers wanting to understand the potential scale and likely impacts of future growth and development. This analysis can be carried out in varying levels of detail, but whether general or specific, the underlying motivation for conducting the analysis is to understand the broad implications of future growth and change. Build-out analysis looks ahead to the planning horizon in order to project

the amount and location of growth allowed under existing community development policies. The resulting findings of the analysis can be used to assess the community impacts and to determine whether current plans, strategies and development codes align with community vision and goals. Where forecasted development outcomes are incongruent with community vision, corrective adjustments can be formulated and proposed. Results can then be judged against planning goals and market realities to determine if resulting development patterns are desirable and what changes should be made if they are not.

“There is abundant vacant and developable land in the City of Corinth.”

FIGURE 3-9 Breakout of Land Categories



Build-out analysis proceeds from the concept of carrying capacity of land. Carrying capacity is the maximum number of units that a land area can accommodate, or carry, given a set of constraints and assumptions about the area. In its most basic form, build-out analysis answers the question of what is likely to happen if the community grows to the full extent allowed under present development regulations and plans.

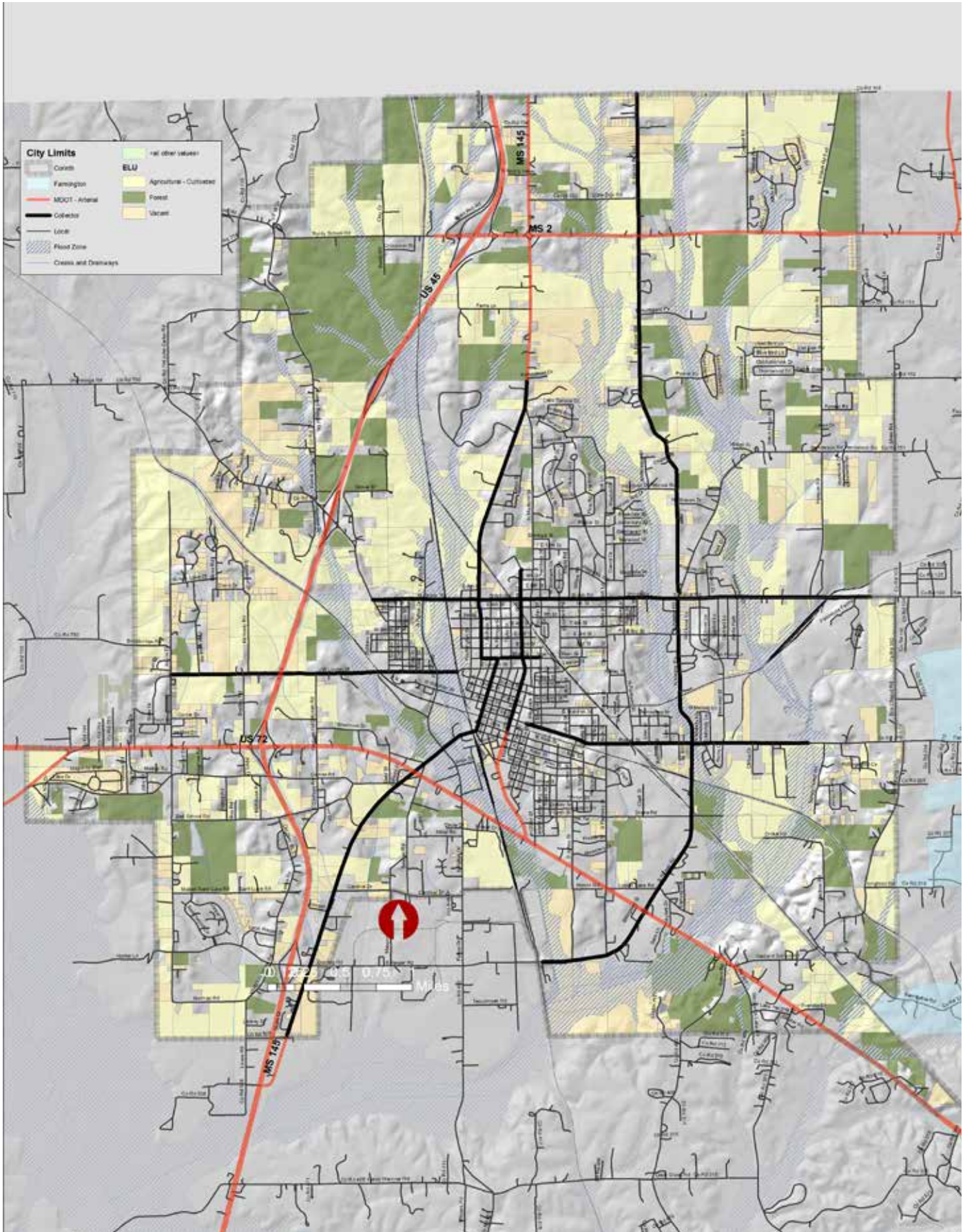
The primary constraint typically used to determine city build-out is current zoning. The analysis assumes that all the growth permitted under current zoning will occur to the maximum extent permitted. The zoning of vacant land was identified and is shown on the Vacant, Agricultural and Forest Land Map.

The map clearly indicates a large amount of vacant, agricultural and forest land in the City of Corinth. Measurements indicate this amount to be 11,616 acres or more than half of the entire land area of City.

In a more constrained environment, carrying capacity would be calculated by applying a carrying capacity measured in permitted unit density per acre for residential zones and likely square feet of building per acre in commercial zones. Some combination of these two measures would be used for mixed use zones. Environmental constraints may be accounted for. However, with such a vast amount of land available for development, conducting the calculations is moot. There is abundant vacant and developable land in Corinth.



Vacant, Agricultural, and Forest Land



MOBILITY

Existing Network

Corinth is accessed by two main regional roadways: US Highway 72 runs east-west and connects Corinth to Muscle Shoals, AL to the east and Memphis, TN to the west; and US Highway 45 runs north-south as a limited access highway and connects the community to Jackson, TN to the north and Tupelo to the south. The roadway network also includes major state roads such as MS 2, MS 145/Tate Street-Polk Street and Shiloh Road that connect to the Shiloh area of Tennessee. The regional network is further supported by a dendritic network of county roads that radiate out from the center of Corinth. These major facilities are supported by a network of city-maintained streets to provide access to neighborhoods, shopping, schools and churches, parks, businesses, and services. Downtown and the historic neighborhoods around downtown also exhibit a robust grid of streets that provide a good interconnected street network.

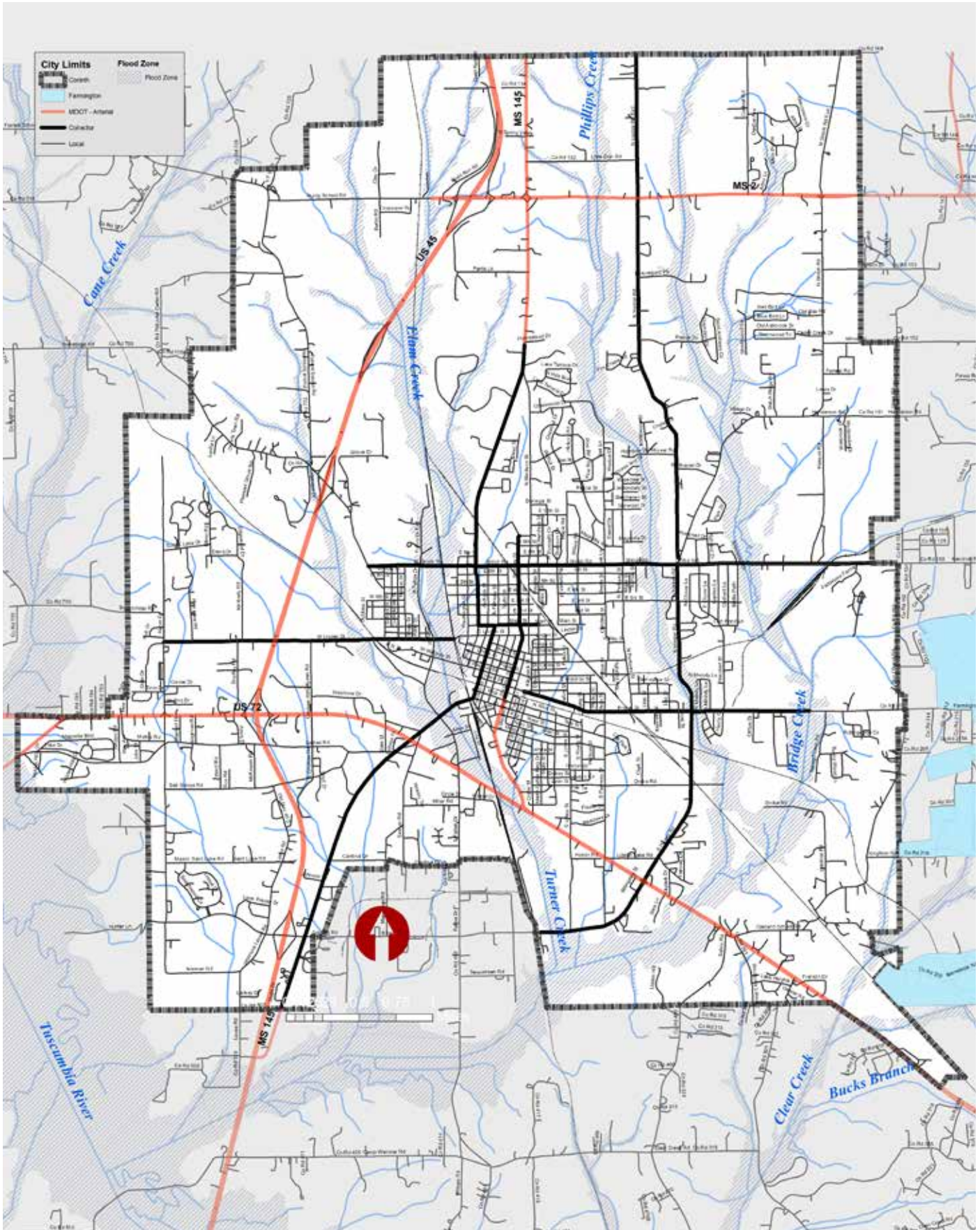
Current Level of Service

The current street network is depicted on the **existing mobility framework map**. Existing traffic counts show that US Highway 72 carries the highest traffic volumes in the city, mostly due to it being the major east-west artery for local and regional traffic. Further study of the MDOT counts suggest that traffic volumes on Corinth's streets can be accommodated by the current street network as it exists today. Furthermore, the historical trend shows that traffic volumes have been stable and in many cases declining over the past ten years; the notable exception to that trend is along US Highway 72 where volumes have increased slightly for most of the highway with a sharper increase between Cass Street and South Harper Road due to new automobile-oriented development on the highway and newer industrial development on South Harper Road. The conclusion is that Corinth does not need to invest heavily in widening existing roadways to accommodate current or future vehicular traffic, but should invest in maintaining and improving existing street infrastructure.

“Corinth does not need to invest heavily in widening existing roadways to accommodate current or future vehicular traffic, but should invest in maintaining and improving existing street infrastructure.”



Existing Mobility Framework



Opportunities to Balance the Network

Stakeholders involved in the process voiced a desire to create a more walkable and bikeable community, one in which residents would not be required to get into a car for every single trip. Many of the streets are so geared toward moving cars that they form barriers to walking or bicycling; either facilities do not exist or the vehicular traffic speeds make walking and bicycling along them feel unsafe. The poor condition of the streets and sidewalks due to improper installation or poor maintenance is also an impediment to encouraging walking and bicycling. Corinth does have a few dedicated facilities to bicycling, a combination of on street routes/shared lanes and off-street bikeways as shown in the existing mobility map.

“Stakeholders involved in the process voiced a desire to create a more walkable and bikeable community”

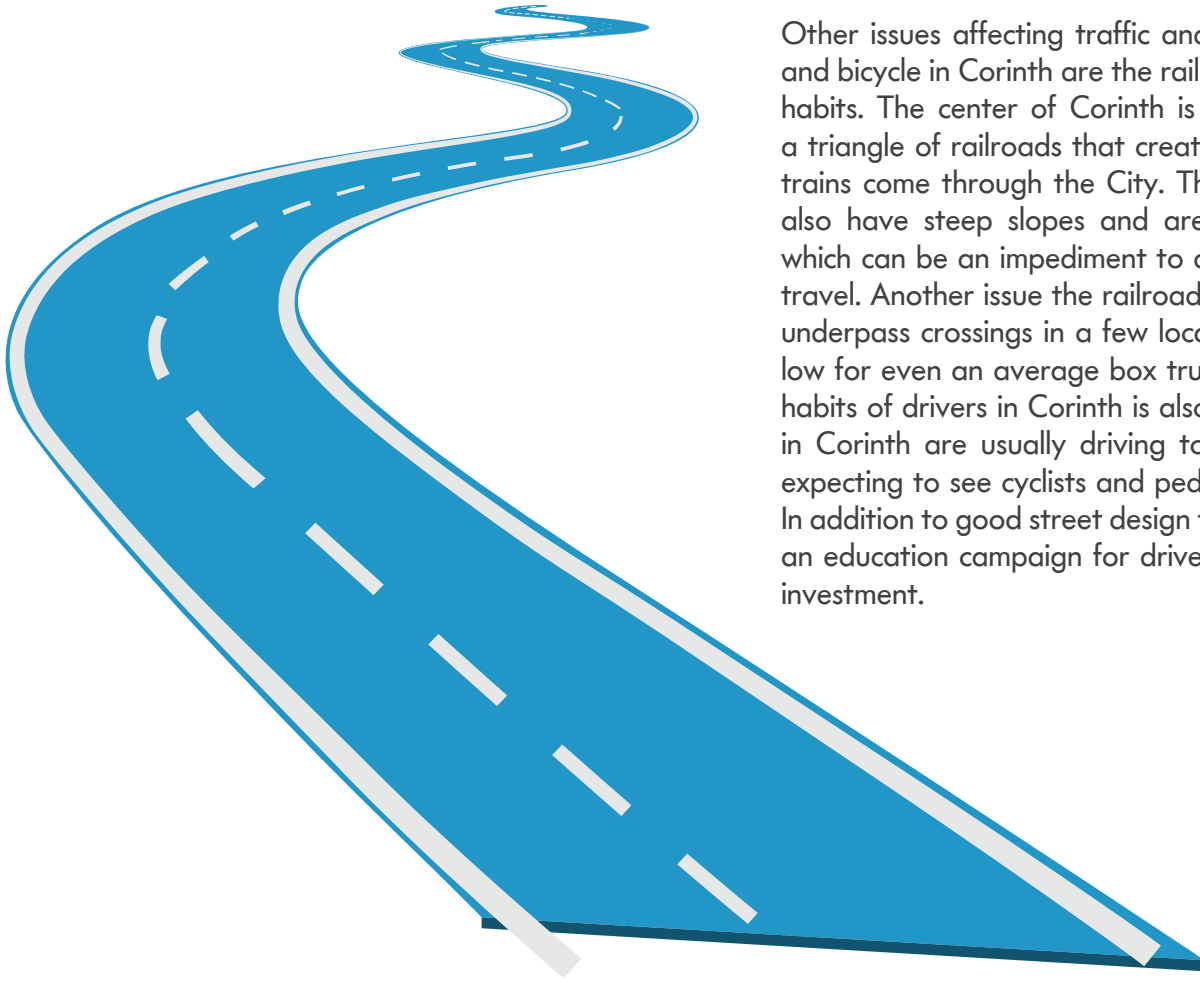
The biggest example is Corinth’s Civil War Trail, also called the Hiking & Biking Trail. However, this trail has little use due to a conflict in map routes, few comfortable bicycling facilities along the route, and a lack of proper markings and signage along the route. On large roads such as Highway 72, there are no provisions for people to walk at all due to the absence of sidewalks and the existence of slip lanes that further make walking less comfortable and more unsafe. Additionally, trying to walk or bicycle from Downtown or nearby neighborhoods to commercial areas on Highway 72 is near impossible.

Walking and bicycling from the neighborhoods to Crossroads Regional Park, Corinth Elementary School, and any of the Civil War sites is also a challenge few are willing to attempt due to lack of facilities and issues of comfort. Where space allows, a rebalancing of the streets to offer opportunities for on-street facilities while preserving acceptable vehicular access can not only provide true modal choices to the community, but can also be used as a way to implement complete and attractive streets. Where existing street widths are too narrow for on-street bicycling facilities,



wider sidewalks and multi-use paths running along the street may be advisable.

Other issues affecting traffic and the ability to walk and bicycle in Corinth are the railroads and the driver habits. The center of Corinth is basically cut off by a triangle of railroads that create traffic issues when trains come through the City. The railroad crossings also have steep slopes and are poorly maintained which can be an impediment to alternative modes of travel. Another issue the railroads create are the low underpass crossings in a few locations which are too low for even an average box truck or work van. The habits of drivers in Corinth is also a big issue. Drivers in Corinth are usually driving too fast and are not expecting to see cyclists and pedestrians in the road. In addition to good street design that narrows streets, an education campaign for drivers would be a good investment.



COMMUNITY CHARACTER

Complementing the analysis in the preceding sections is a community assessment of a different nature. Obviously, Corinth is far more than its descriptive statistics and numbers, as important as these facts are in drawing conclusions. Corinth is a unique place represented by its unique collection of visual, cultural, social and environmental qualities that provide deep meaning to the people and community of Corinth's and its geographic location.

These qualities combine to form what is often referred to as "community character". Community character is the quality that makes one location (e.g., Corinth) different from another location (e.g., Tupelo). Community character consists of the unique physical qualities that engender love, affection and care for the community.

Community character in Corinth was assessed by considering the following four categories in relation to the built environment:

- Key Iconic Features
- Strong and Positive Character
- Undefined Character
- Character Defining Districts

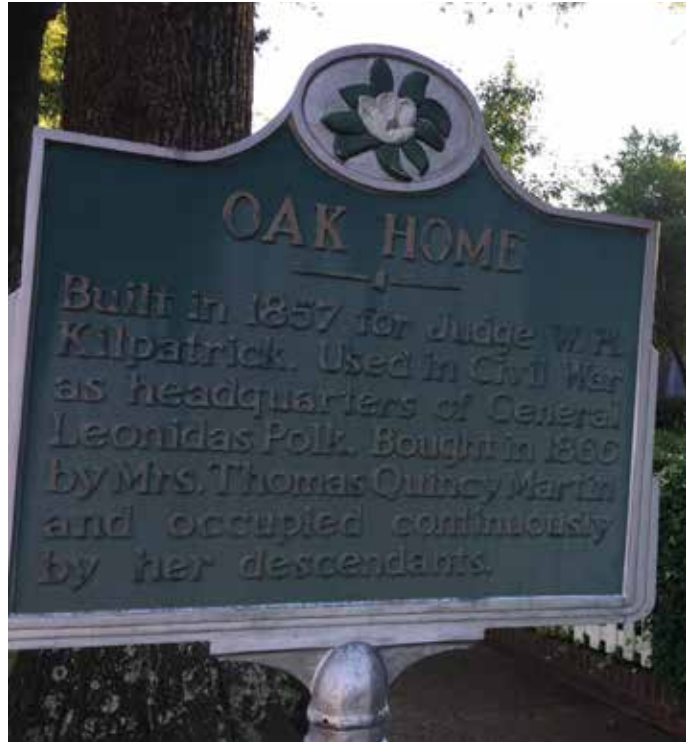
Key Iconic Features

A community's architectural vocabulary is a reflection of a community of people, their regional identity, and the point in time in which they live. Much of the character of Corinth is birthed out of its legacy as a railroad center its Civil War history. Railroads dominate the downtown environment to the point that the Corinth is known as the "Crossroads". Classically built neighborhoods lie to the north and east of the Downtown area.

Although Corinth's strength derives from these attributes, it is not well reflected in newer parts of the City, particular along Highway 72 and the gateway areas that lead to Downtown. The character of these areas is seems undefined in nature. Many of the buildings display little or no character and do not represent the qualities of a particular place, people or culture. Although the people and culture of Corinth are distinctive, many of the buildings and built places in these newer areas are not, and do not contribute to the overall character of the community.

Our goal is to assist the people of Corinth in bridging the gap in their built environment. We will identify those places and architecture that represent the identity of this community and build open those characteristics.





Community character consists of the unique physical qualities that engender love, affection and care for the community.



Strong and Positive Character

The character of a City is visible through its constituent parts. Streets and sidewalks, greenspaces and buildings shape the physical environment. Like people in a community, the collection of individual homes and businesses that form the City. Buildings should express an identifiable character that is meaningful, inspiring, and memorable to the citizens and visitors. After all, this is where residents make their homes and should reflect the communities distinctiveness and best qualities.

Many qualities contribute to a building's character. Strong and positive character can be achieved through thoughtful planning and execution of several design principles. These principles include:

- Order, symmetry or asymmetrical composition. These qualities reflect How will the building be organized visually?
- Rhythm and arrangement. These qualities address repetitive elements that should be aligned and spaced.
- Proportion & Scale. This reflects design that can make a building look squatty, spindly, or stately. This is determined by the ratio of width and height of a building, as well as the elements on its façade.
- Color, texture, and materials. These elements compose the surface of the building.
- Historic precedence or innovative expression. This address the question of what and whose set of guidelines will lead the design.
- Context. This addresses surroundings and whether a site and building fits the surroundings, locale,

and vision of the neighborhood.

- Local vernacular. The buildings and spaces exhibits traits convey a sense of belonging in coastal Mississippi.
- Good craftsmanship. This speaks to the quality of construction.

Three distinct principles, that were identified nearly two thousand years ago, remain sound benchmarks of "good" architecture:

- Durability - It should stand sturdily and remain in good condition. Building codes help with the minimum requirements for this principle, while good design and craftsmanship produce higher quality.
- Utility - It should be useful and function well for all occupants. Often, the primary reason for a building's conception is to meet a certain function.
- Beauty - The built environment should bring delight. This is where buildings become architecture. Without beauty, a building may be durable and functional, but it is simply utilitarian. This is also the more subjective and sometimes more challenging principle to meet.

The examples shown here are examples of local buildings and spaces exhibiting strong character. Architecturally, each exemplifies set traits and features that bring delight to those who use them or even to those just passing by. They are memorable and inviting. People are attracted to beautiful places. The value of a place grows exponentially when the design is more than functional. The value of strong character may be tough to measure, but it unquestionably can help the bottom line.





Undefined Character

In contrast to strong and positive character, the City also exhibits areas of what could be termed as undefined character. By undefined character, a certain indistinct featurelessness or generic quality is exhibited by a building or collection of buildings. An example of a place with undefined character is shown here. The design of these buildings do not meet the criteria of the aforementioned design principles.

These sprawling corridors do provide a certain function but its appearance is devoid of aesthetic appeal or architectural distinction. Consequently, it does not attract vibrant activity and support community life. In addition to the lack of architectural expression, sites have become bleak by over-paving. Lack of greenspace or landscaping yields a landscape that is harsh, austere and unwelcoming and that retains and reflects excess heat through the “urban heat island effect” in the summer, which can be mitigated through landscaping and design.

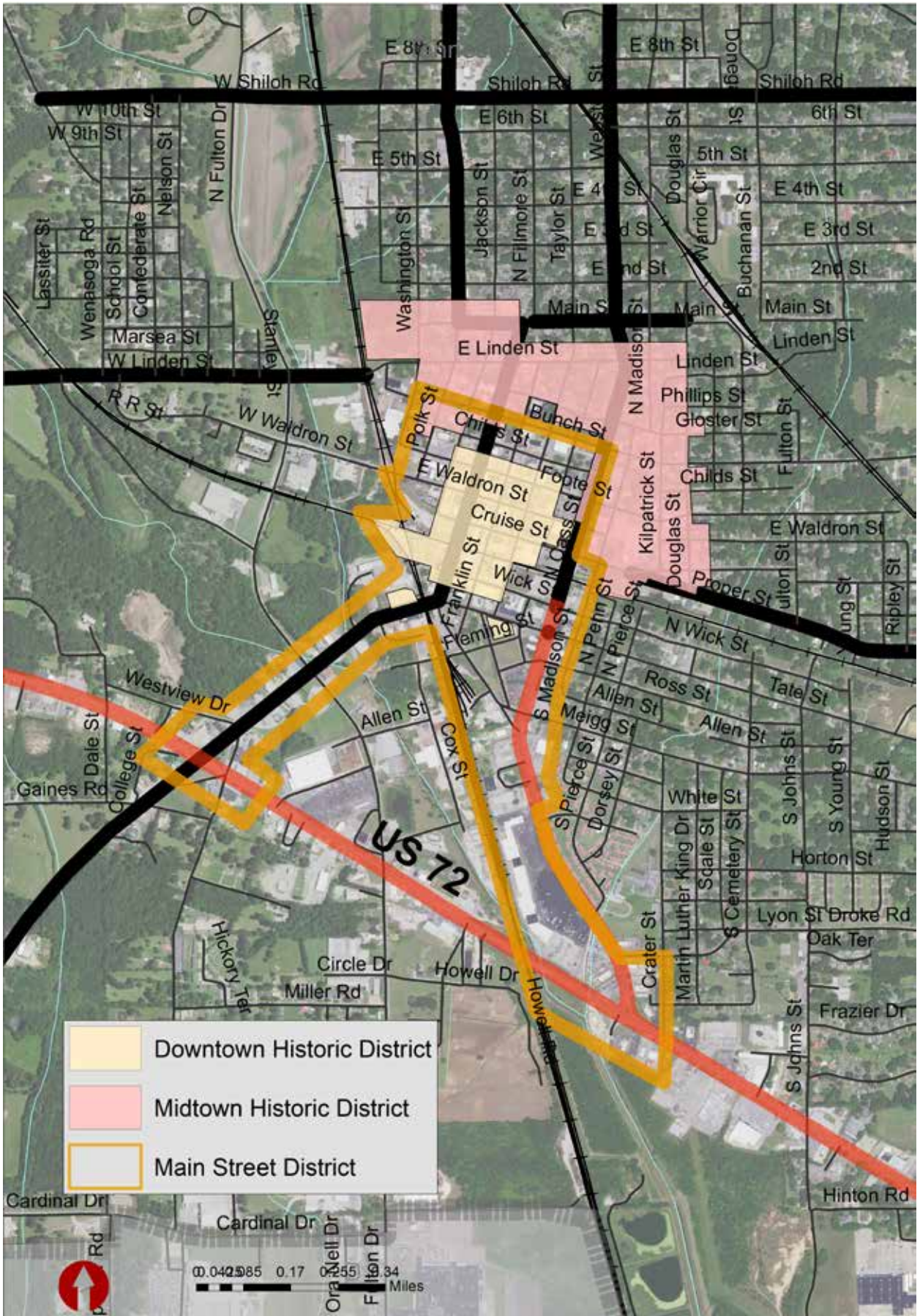
With thoughtful rebuilding or renovation, properties with undefined character can undergo transformations that make these places attractive, inviting, more valued, and far more successful.

Later sections of the plan will express redevelopment possibilities more thoroughly but the example at right provides a preliminary visual concept of how areas of undefined character may be redeveloped into major community assets that reinforce the character of Corinth.

Many sites are bleak due to over-paving. Lack of greenspace or landscaping yields a landscape that is harsh, austere and unwelcoming and that in summertime, retains and reflects excess heat







Historic Districts of Corinth

Character Defining Districts

In addition to individual buildings and sites, there are certain areas or districts in the City of Corinth that contribute strongly to the identity of the City. These key areas of Corinth that contribute to the character of the City in this way have been recognized and designated as such. They are inventoried and illustrated here and influence later plan recommendations. These districts comprise Corinth’s Historic Districts and its Main Street District.

Currently there are two districts listed on the National Register of Historic Places. The two currently recognized are:

- Downtown Historic District
- Midtown Historic District

Corinth’s Main Street District *encompasses the heart of the City* consider its downtown and its surrounding areas and neighborhoods.



CORINTH'S INFRASTRUCTURE AND COMMUNITY FACILITIES

Access to cost efficient infrastructure enables community growth and development. However, the mere presence of such infrastructure is insufficient to induce quality development. The infrastructure controlled by the City of Corinth was evaluated at a broad community wide scale to determine its reach and general capacity. This broad evaluation focused on understanding how this development support infrastructure may influence areas of future development and its long term ability to accommodate Corinth's growth, development and redevelopment.

Corinth is supported by exiting community facilities and infrastructure that meets the fundamental needs of the community today and provides capacity for the foreseeable future. If this infrastructure becomes deficient either in its quality or its quantity the health and prosperity of the City's growth will be impeded.

The purpose of this section is to briefly document and summarily assess Corinth's major infrastructure components, assessing its overall condition and determining the components' ability and adequacy to support Corinth's future community development expectations. The major components inventoried and mapped are listed in table that follows.

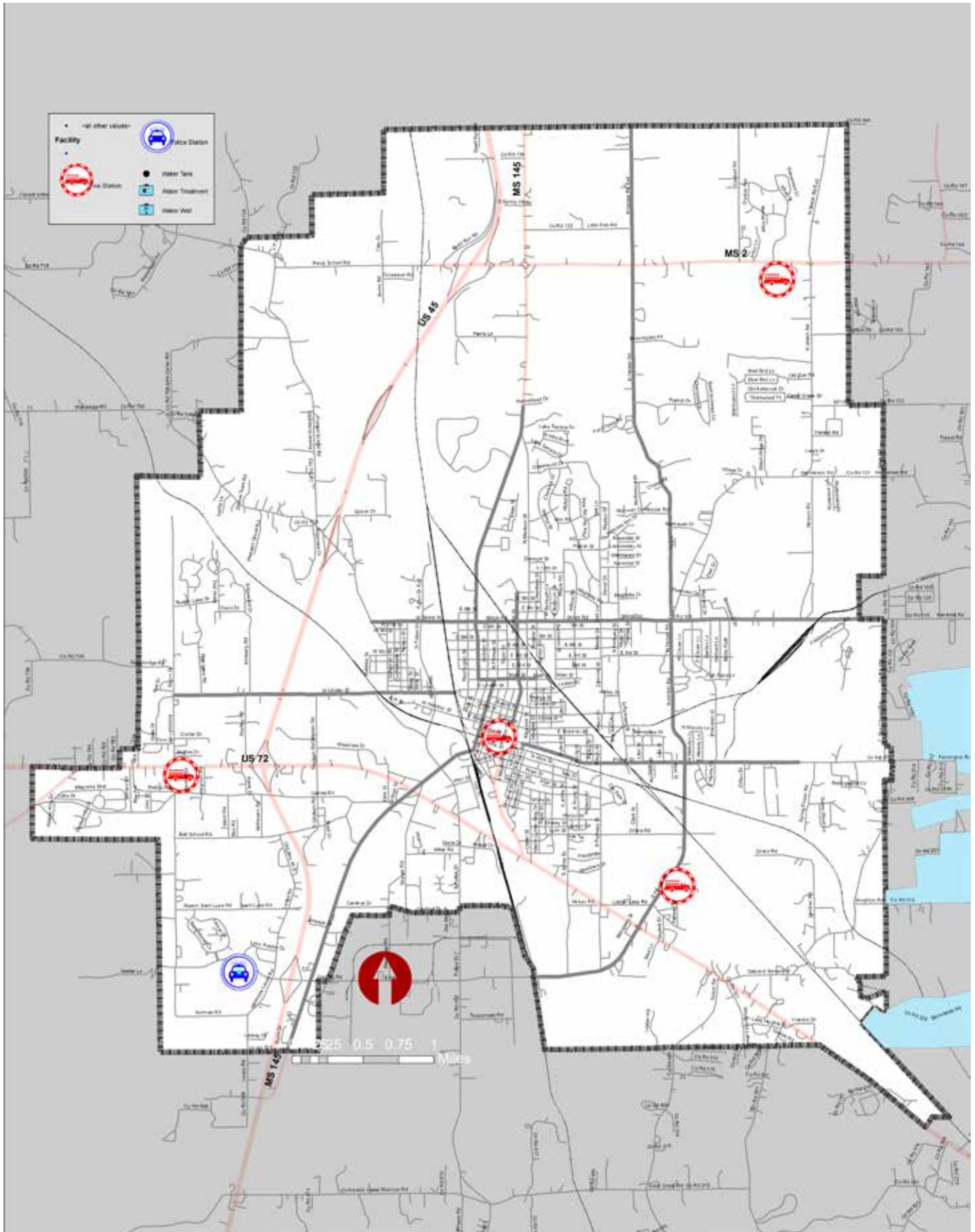
Development requires the provision of other municipal services such as police protection, fire protection and recreational services. In addition, development support services beyond Corinth's municipal authority must also be provided. These services include electricity, natural gas, communication, and schools. Mississippi Power supplies Corinth's electrical services. The City is the provider of natural gas.

Major Community Support Facilities and Infrastructure				
Facility	Buildings	Location	Personnel	General Description
Public Safety and Law Enforcement				
Police Stations		2837 S. Harper Rd.	40	Cruiser Fleet
Fire Stations and equipment Fire Rating - 5	Station #1	300 Childs St.	49	80' E-One aerial 1994 E-One pumper
	Station #2	240 MS-2		E-One pumper
	Station #3	203 Norman St.		E-One pumper
	Station #4	1011 S. Harper Rd.		E-One pumper
Public Health and Utilities				
Sanitary Sewer Facilities	Treatment Plant	2643 South Harper Rd.	-	-
	Office			
Water System	Treatment Plant	2710 Highway 72 W	7	Treatment plant commissioned in 2014. 10 to 16.5 million gpd capacity sourced from the Tenn-Tom Waterway
	Office	305 West Waldron		
Natural Gas System	Office	305 West Waldron	7	328 miles of distribution lines 7900 customers

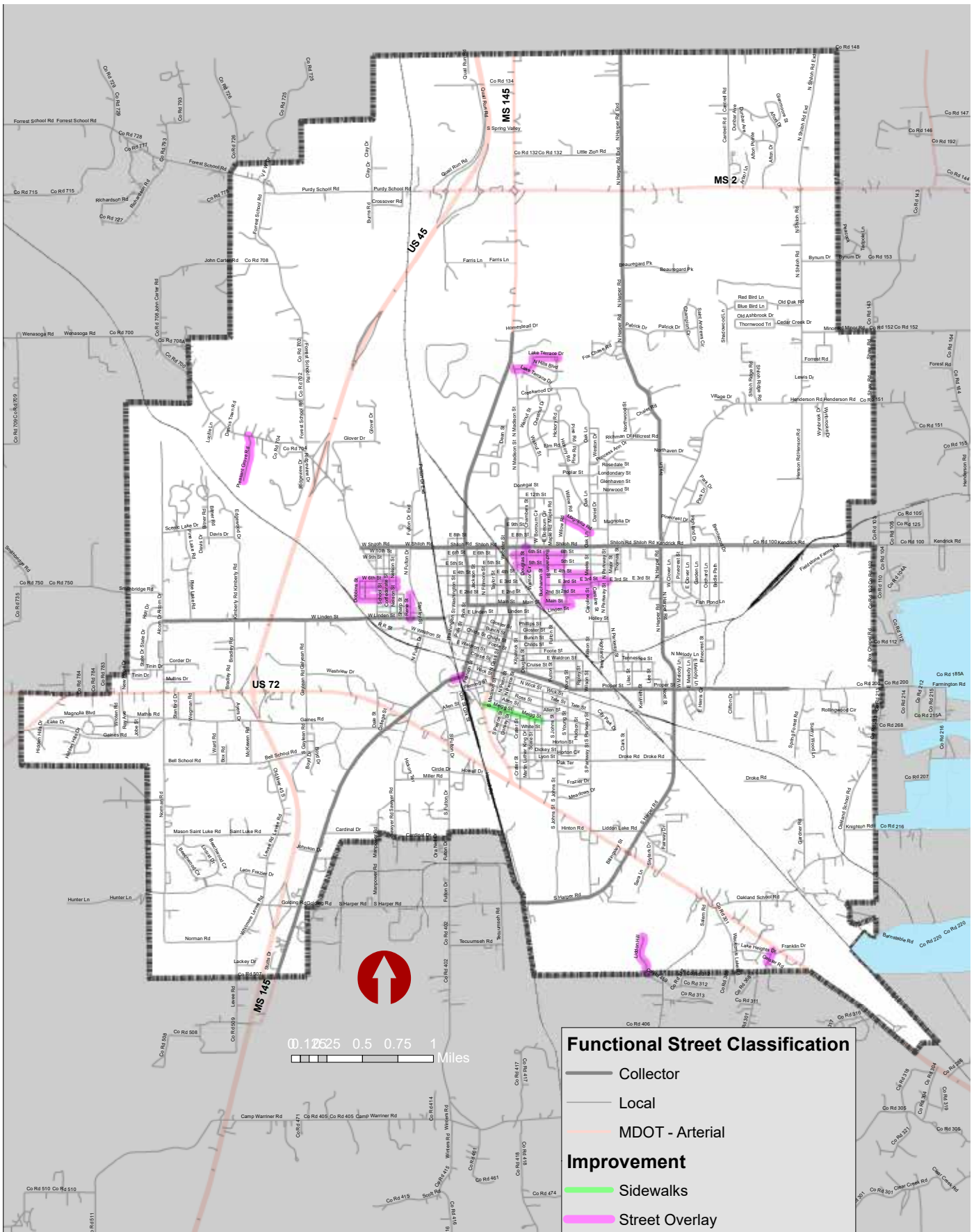
Major Community Support Facilities and Infrastructure

Facility	Buildings	Location	Personnel	General Description
Electrical	Alcorn County Electric Power Association	1909 South Tate Street	-	ACE Power purchases wholesale power from the Tennessee Valley Authority
Local City Parks and Recreation				
Crossroads Regional Park	68 Acres	1 mile paved walking/jogging trail, multiple soccer fields, 8 tennis courts, 2 baseball fields, 2 adult softball fields, 5 baseball/softball fields, 3 pavilions and playground		
E. S. Bishop Park	7 acres	Basketball courts, a field for baseball or softball, a playground, and a picnic pavilion		
Trailhead Park				
Primary Administrative Facilities				
Corinth City Hall	300 Childs St.	Local Government Offices of the Mayor, City Clerk and Community Development,		





Community Facilities Map



Recent Public Investments Map



3. COMMUNITY VISION AND DIRECTION



COMMUNITY ENGAGEMENT AND COLLABORATION

Community engagement for **ENVISION CORINTH 2040** was accomplished by providing multiple opportunities for both focused input and general community input into the overall planning process. The goal of this input was to identify desired key directions for community development and to identify key community concerns that should be addressed. The mechanisms for this input included the following:

1. **PLANNING COMMISSION AND STAFF DIRECTION** - The Corinth Planning Commission and Staff provided initial direction and overall supervision of the planning process based on the plan's scope of activity.
2. **ADVISORY COMMITTEE** - The Advisory Committee function was carried out by an appointed group of community leaders. They provided guidance, input and broad oversight for the project through periodic meetings and electronic communications.

3. **CONVENTIONAL AND SOCIAL MEDIA OUT-REACH** - Communication regarding the planning process was conducted through the social media outlets of Facebook, Instagram and Twitter. In addition, notices regarding media were posted on Corinth's web site. Conventional media covered the planning process through local print and broadcast outlets.
4. **FOCUS GROUPS** - The formation of eight focus groups to provide targeted input to the plan. Subject areas for focus groups included:
 - **Neighborhoods (old and new)**
 - **Downtown and Preservation**
 - **Infrastructure (water, sewer, streets)**
 - **City Appearance, Gateways, Corridors**
 - **Mobility, Trails, Parks**
 - **Natural Environment**
 - **Local Economy, Education, Jobs**
5. **PLANNING WEEK** with numerous individual and group meetings and **two key community meet-**



PUBLIC INPUT NEEDED!

The first public meeting for the Envision Corinth 2040 Comprehensive Plan will be held on April 27th.

Envision Corinth 2040 is comprehensive city planning initiative designed to help establish the long-range vision and direction of the City of Corinth.

The yearlong process will offer multiple opportunities for citizen engagement through surveys, focus groups, workshops and public meetings. Envision Corinth 2040 will address this future in a four-step process by:

- studying and understanding Corinth's current conditions including population, growth prospects, economy, natural environment, development patterns, attractiveness, preservation and mobility.
- establishing an inspiring vision of Corinth's future and establishing planning principles and goals to achieve it.
- developing the blueprint or plan to achieve future vision and,
- creating practical public and private implementation strategies and actions that will advance the City towards its desired future including updating the City's development code.

HOW DO YOU ENVISION CORINTH IN 2040?

APRIL 27TH 6:00-7:30 PM
CORINTH ELEMENTARY SCHOOL GYM
1910 DROKE RD.
WWW.ENVISIONCORINTH2040.COM



Community Futures Workshop

Envision Corinth 2040 is comprehensive city planning initiative designed to help establish the long-range vision and direction of the City of Corinth.

During the Community Futures Workshop, Corinthians will discuss and map their visions of the City's future from community input developed to date including:

- Improving entryways and corridors
- Revitalization and infill of vintage neighborhoods, both commercial and residential
- Working with the natural environment for both recreation and stormwater management
- Accommodating all modes of mobility when possible (vehicles, cyclists and pedestrians)
- Planning for trails and other non-motorized connections
- Ensuring that commercial areas remain attractive and viable over time
- Strengthening and preserving downtown and historic areas
- Cultivating entrepreneurship, education, economic development, and the arts

HOW DO YOU ENVISION CORINTH IN 2040?

PARTICIPATE!

JUNE 5TH 6:00-7:30 PM
CORINTH ELEMENTARY SCHOOL GYM
1910 DROKE RD.
WWW.ENVISIONCORINTH2040.COM

Various Media Methods used for Public Notification of the Community Input Sessions.





Images from the Focus Group Sessions.





Above: Images from a session with young professionals of Corinth.

Below: "City Appearance, Gateways, Corridors" Focus Group Session.



ings.

Through these meetings and input mechanisms, the current development circumstances of Corinth were discussed, desired future directions identified and specific planning principles for stewarding the future of the community created. Summary results of these meetings are included in the Appendix. The methods of input were supplemented and supported by ongoing consultation with Corinth's Planning Department.

Kick Off Meetings and Focus Groups

The first in-depth series of meetings occurred on April 27th and 28th, 2017. These meetings sought the input of the focus groups listed previously. Each focus group met with the planning team in a format of facilitated discussion. These meetings and discussions identified Corinth's assets and concerns to provide an initial basis upon which to draft Corinth's planning principles. Notes and summaries of these discussions can be found in the appendix of this plan.

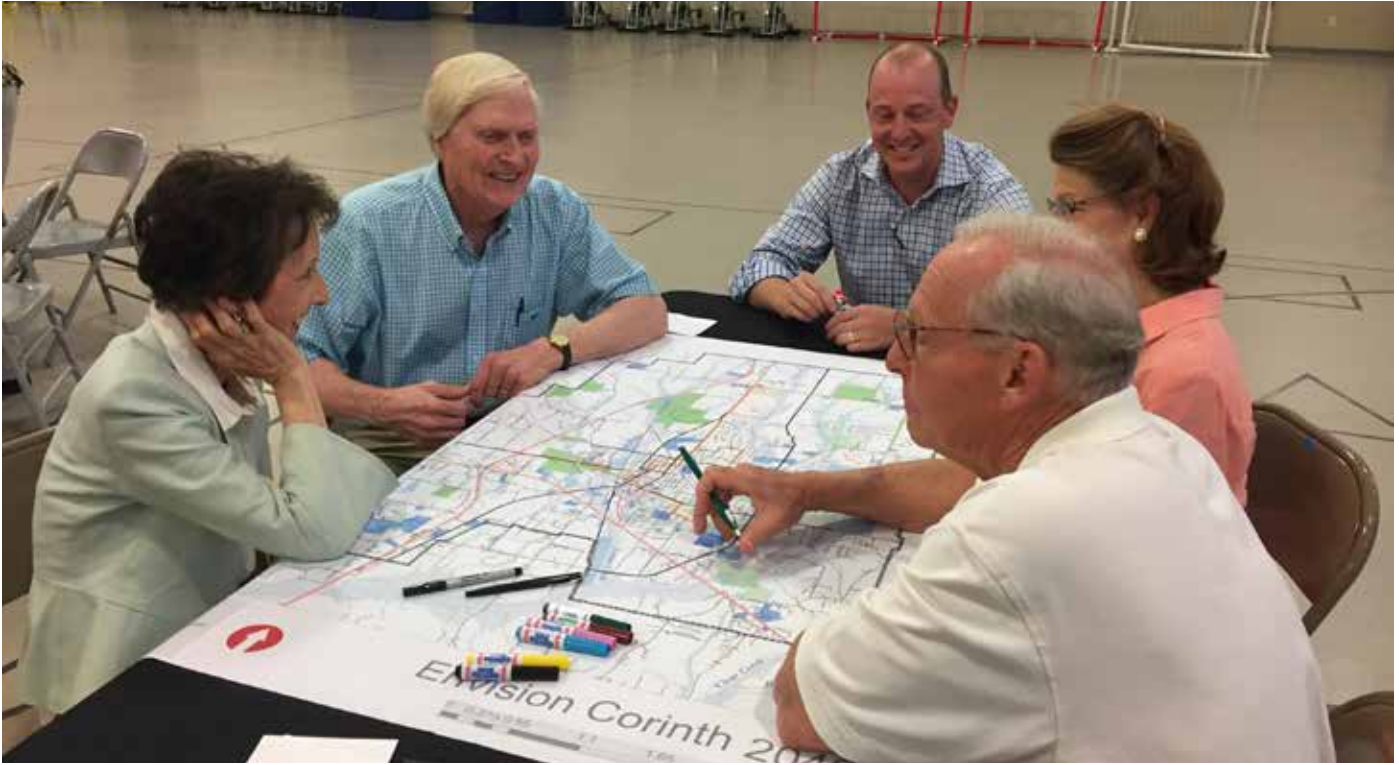
Planning Week (June 5 -9, 2017)

During this planning week, the entire planning team was present in Corinth to develop the initial concept plan of **ENVISION CORINTH 2040**. An opening meeting was held at which participants were provided background information and given instructions for designing the future development of Corinth. This facilitated exercise was based on the results of information developed in the discovery phase of the project and the first round of community and focus group meetings. The planning team members synthesized the results of these exercises to develop the major planning concepts and the initial concept plan.

These concepts were presented to the Planning Board and City staff, which discussed and ratified the emerging planning direction. After working through the remaining portion of the planning week, the team concluded with a Town Hall Meeting at which the results of the community's work were displayed and discussed. This presentation served as the concept plan for further refinement into a final plan for Corinth.

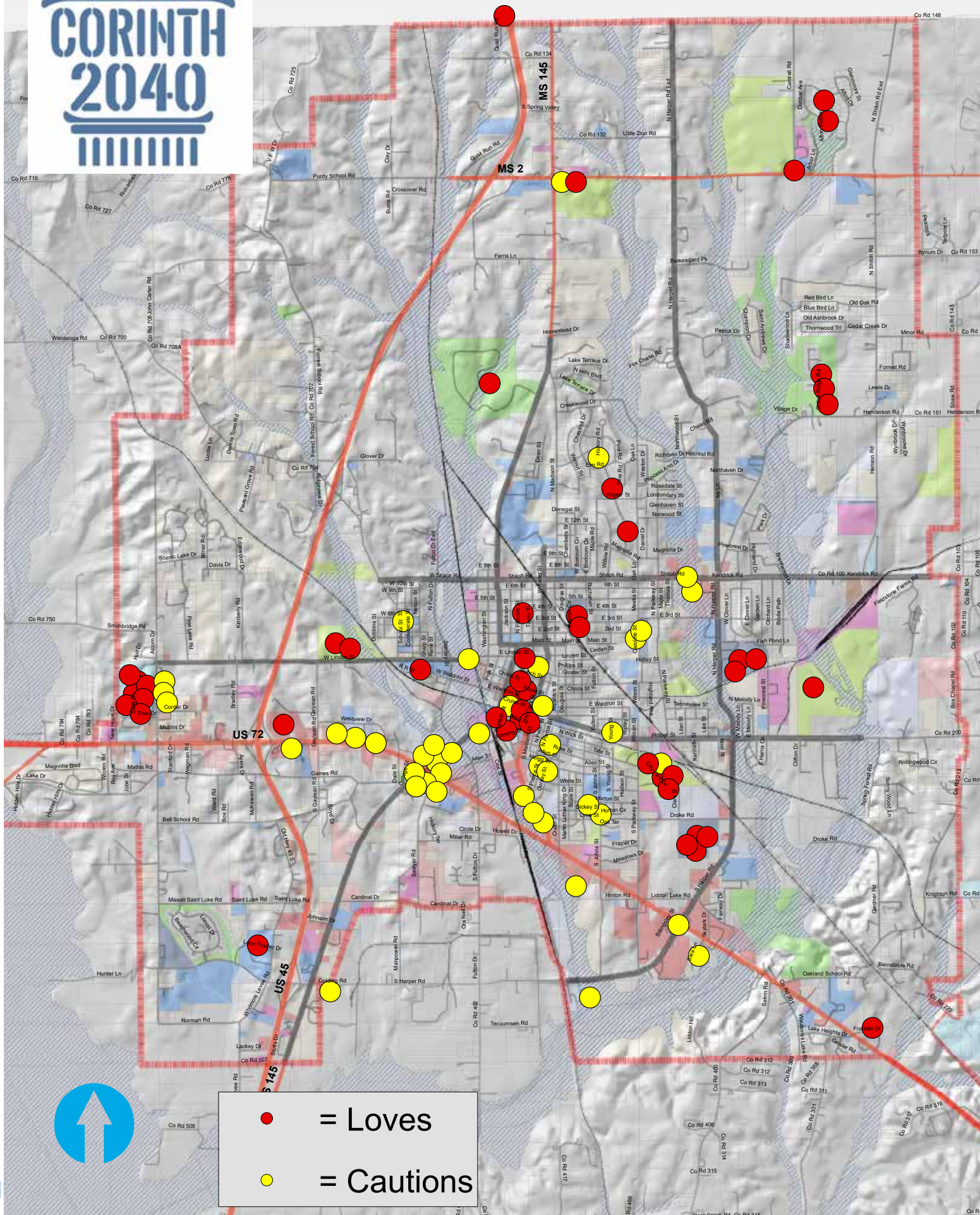










Loves and Cautions Map



 = Loves

 = Cautions





Above: A discussion with Community Leaders about what the community voiced during Planning Week.

Opposite Page: A composite map summarizing the community input for their “Loves” and “Cautions”.



ENVISION

CORINTH

2040



ENVISION CORINTH !

Envision a city of excellence, rooted deeply in history yet being renewed for the times ahead.

Envision a community dedicated to the advancement, well-being, and prosperity of all its people.

Envision safe, revitalized neighborhoods, crafted to support the full spectrum of life, for children and the aged, with quality homes, places for recreation and repose, and supporting active, healthy living.

Envision a downtown that thrives as the heart and soul of the city, where art and culture and community are cultivated and frequently celebrated.

Envision tree lined streets and sidewalks and bikeways and greenways that connect people and neighborhoods and nature in a rich web of positive community life.

Envision a sought-after destination whose hospitality and care are evident in the beauty and quality of entryways and gateways and business areas.

Envision abundant opportunity springing from education and training second to none, a place innovators and entrepreneurs are nurtured, and community elders are eager to pass on the wisdom of experience.

Envision Authentic Community..... Envision True Home.....Envision Corinth!





Envision Corinth 2040 Planning Principles

1. Identity and Character. Corinth will celebrate, replicate and extend its original town character, historic integrity, and a family-friendly environment.

2. Land Use. Corinth will revitalize neighborhoods with compatible infill, redevelop corridors for functionality and attractiveness, promote quality architecture, ample landscaping, and minimize sprawl and formlessness.

3. Economic Vitality. Corinth will enhance its livability, support its educational resources, nurture the arts, and support entrepreneurship in order to increase economic vitality for all its current and future citizens.

4. Mobility. Corinth will provide choice in how people move around among vehicles, cyclists and pedestrians, reinforcing the City as a great place to live for all ages, and supporting the health of its citizens.

5. Connection. Corinth will increase physical and relational connections between people and places through a strong network of streets, sidewalks, bikeways, trails, and open spaces fostering healthy living and a thriving social and cultural network. Strong connections between Corinth and other local, regional, and state jurisdictions will foster collaboration and cooperation, and maximize opportunities for Corinth.

6. Downtown. Corinth will celebrate and support downtown as a cultural and mixed-use center of Corinth reflecting the heart and soul of the community.

7. Housing and Neighborhoods. Corinth will facilitate the renewal of neighborhoods and housing resources through careful infill development, code enforcement and the creation of neighborhood based methods of responsibility.

8. Natural Environment. Corinth will respect and steward its environment by working to connect people to nature, renew its landscapes and tree canopy, and protect and thoughtfully manage its water resource.

9. Infrastructure. Corinth will strategically invest in infrastructure improvements that align with the overall vision of Envision Corinth 2040.

10. Historic Resources. Corinth will preserve and protect its rich array of historic resources and work to expand its reach and effectiveness in preservation.



4. THE CITY PLAN



PLANNING APPROACH

The approach selected to prepare the Corinth Comprehensive Plan was developed under multiple considerations. Those considerations include the review of the 2010 Comprehensive Plan, the extensive public input that occurred throughout the planning process and the development of planning principles through that input.

Another consideration incorporated in the planning approach was the experience, insights and planning philosophy of the professionals who guided the development of the plan including both the project consultant team and the City's planning staff. This group of planners values planning based on "place types" (as explained below), rather than focusing solely on conventional land uses and land planning techniques.

Place Type Focus

The framework for planning the future of Corinth departs from the conventional land use focused approach used in the City's current plan. Instead, the plan recognizes distinctive types of places and is very deliberate in their treatment to be sure 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 page at right, 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 Corinth 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. In Corinth, place types have been created for the categories of:

- **Natural Areas, Parks and Open Space**
- **Rural Areas**
 - Rural Areas
 - Rural Center

- **Suburban Areas**

- Suburban Neighborhood
- Mixed Residential Neighborhood
- Neighborhood Mixed Use
- Neighborhood Center
- Suburban Corridors

- **Traditional Neighborhoods**

- Traditional Neighborhood (New)
- Traditional Neighborhood (Historic and Infill)

- **Urban Areas**

- Downtown Gateways
- Downtown Core

- **Special Districts (Industrial Areas, Institutions, etc.)**

Each of these place types is described individually in the following sections in terms of their characteristics and intended application within the City. This plan is comprehensive and all areas of the City are designated as a specific place type according to their existing character or their projected future character.

Composite Development Plan

The Composite Development Plan synthesizes the major planning concepts for Corinth into one overall map. This representation of the plan, based on the planning approach, presents the ideal develop-



ment characteristics for Corinth, as currently envisioned by the people of Corinth, as a series of place types.

Strategic Development Areas

In addition to these place type development patterns, other more specific consideration of several of Corinth’s strategic development areas follows the place type discussion. These strategic development areas require more focused and specialized policy provisions to achieve the vision of the plan. These strategic areas are:

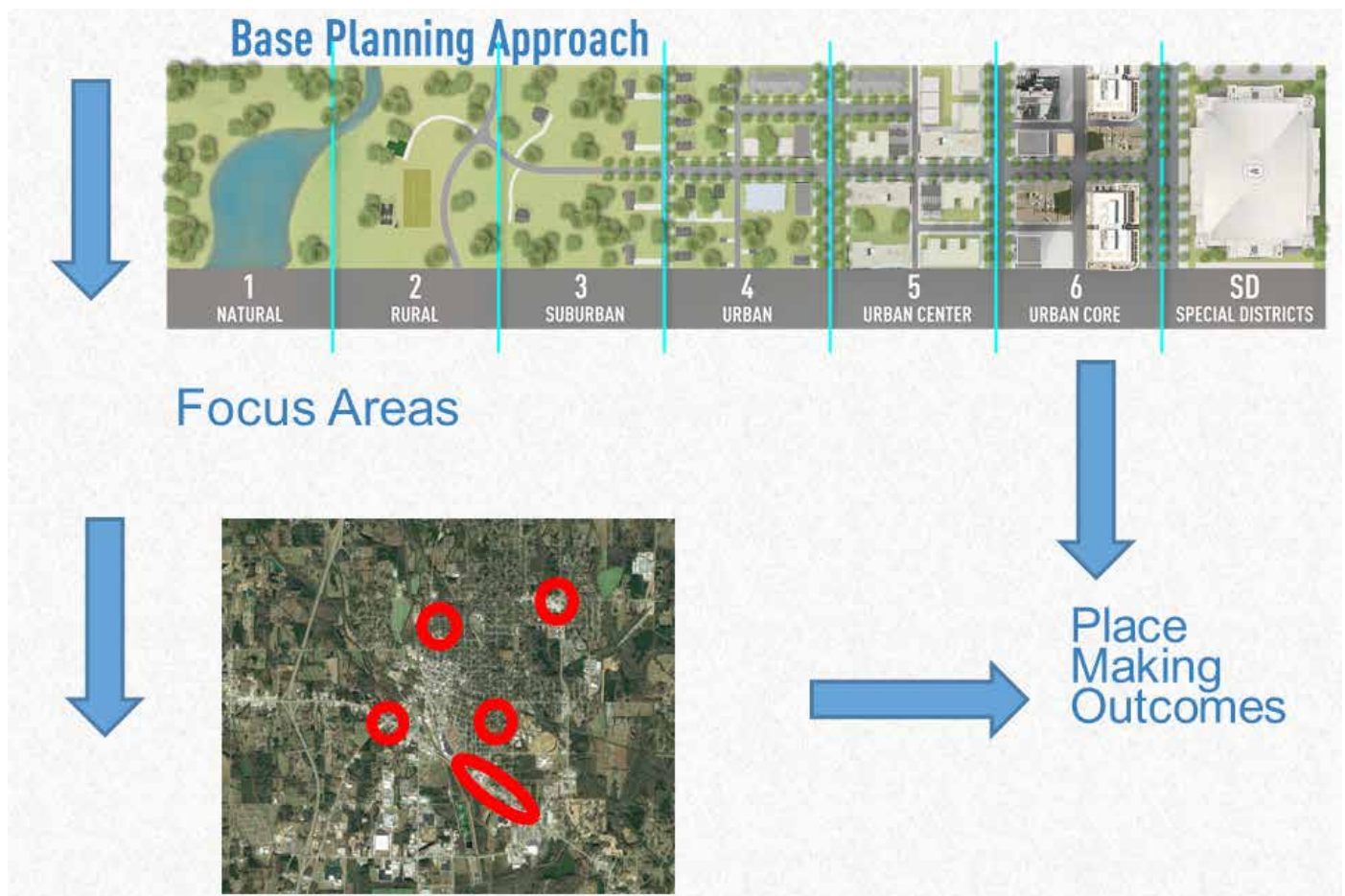
- **Corinth Infill Neighborhood North**
- **Corinth Redevelopment Neighborhood (National Cemetery)**
- **Tate Gate**
- **Shiloh Center**
- **Highway 72 Corridor**

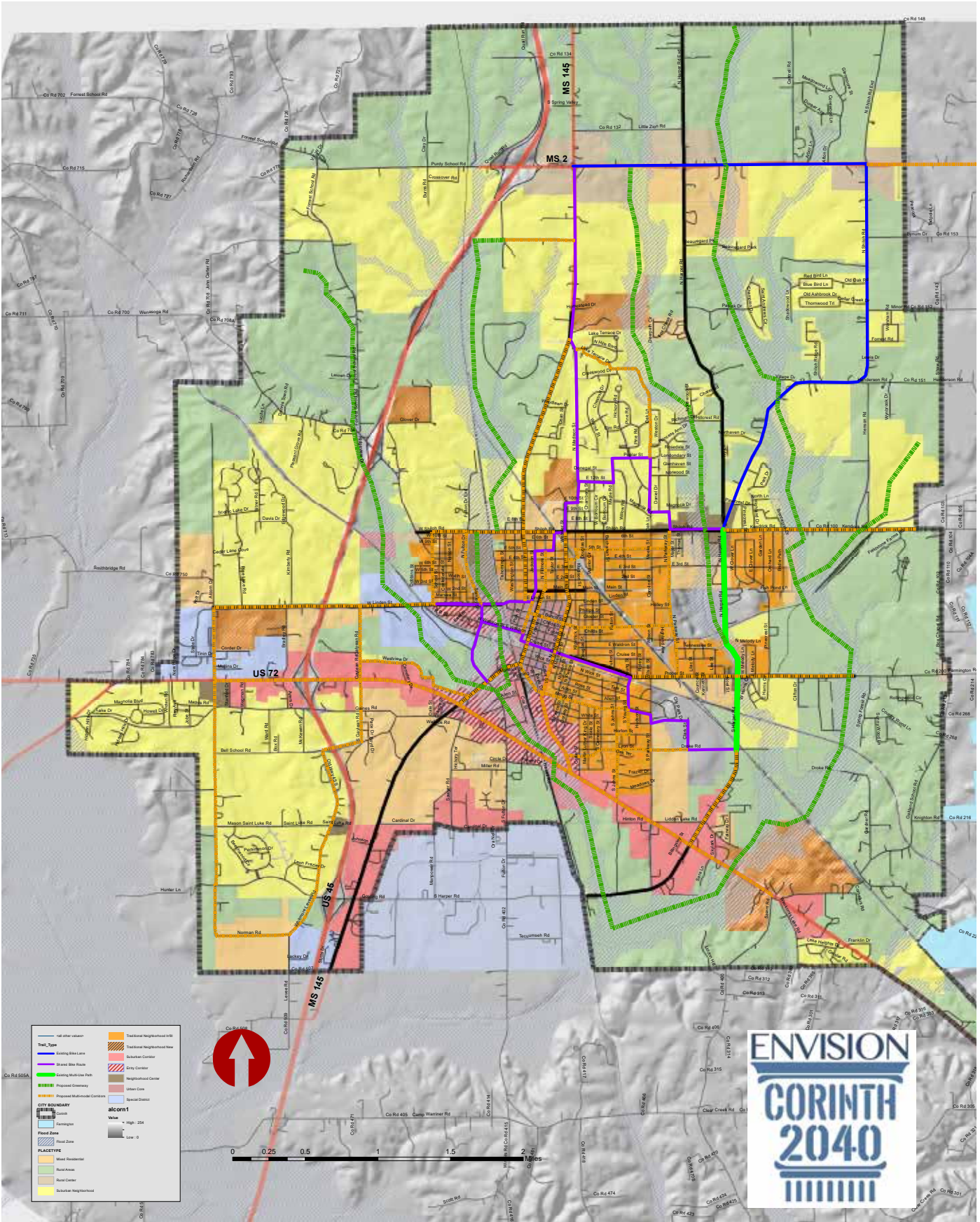
These strategic development areas are illustrated on the Composite Development Plan and their relationship to the planning continuum to achieve placemaking outcomes is illustrated in the following graphic.

Plan as a Guide

Envision Corinth 2040 is to serve as a guide to future development decisions in the City. Each place type sets out a range of place characteristics that can be achieved through Corinth’s development policy, particularly its Land Development Code. Policy outcomes should in all cases align with the Corinth’s Guiding Principles. Some of these characteristics, in particular suburban development, are entrenched in Corinth’s current development patterns. Others, especially quality design related concepts in the urban types, will require policy adjustment to implement.

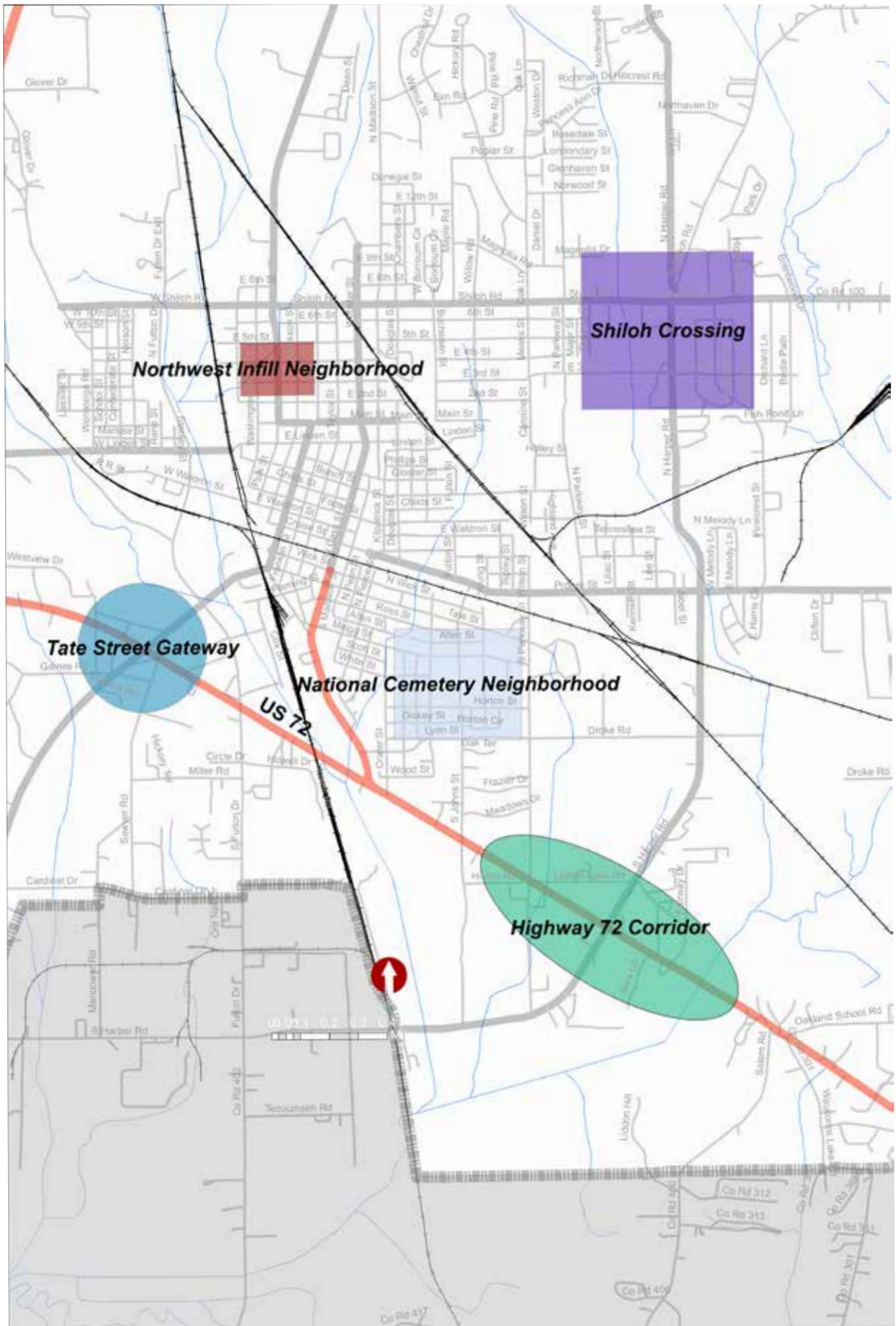
The plan is not a code, but rather a highly articulated guide to the formulation of appropriate policies, codes and development decisions required to achieve Corinth’s planning vision.





Composite Development Plan





Map of the Strategic Focus Areas

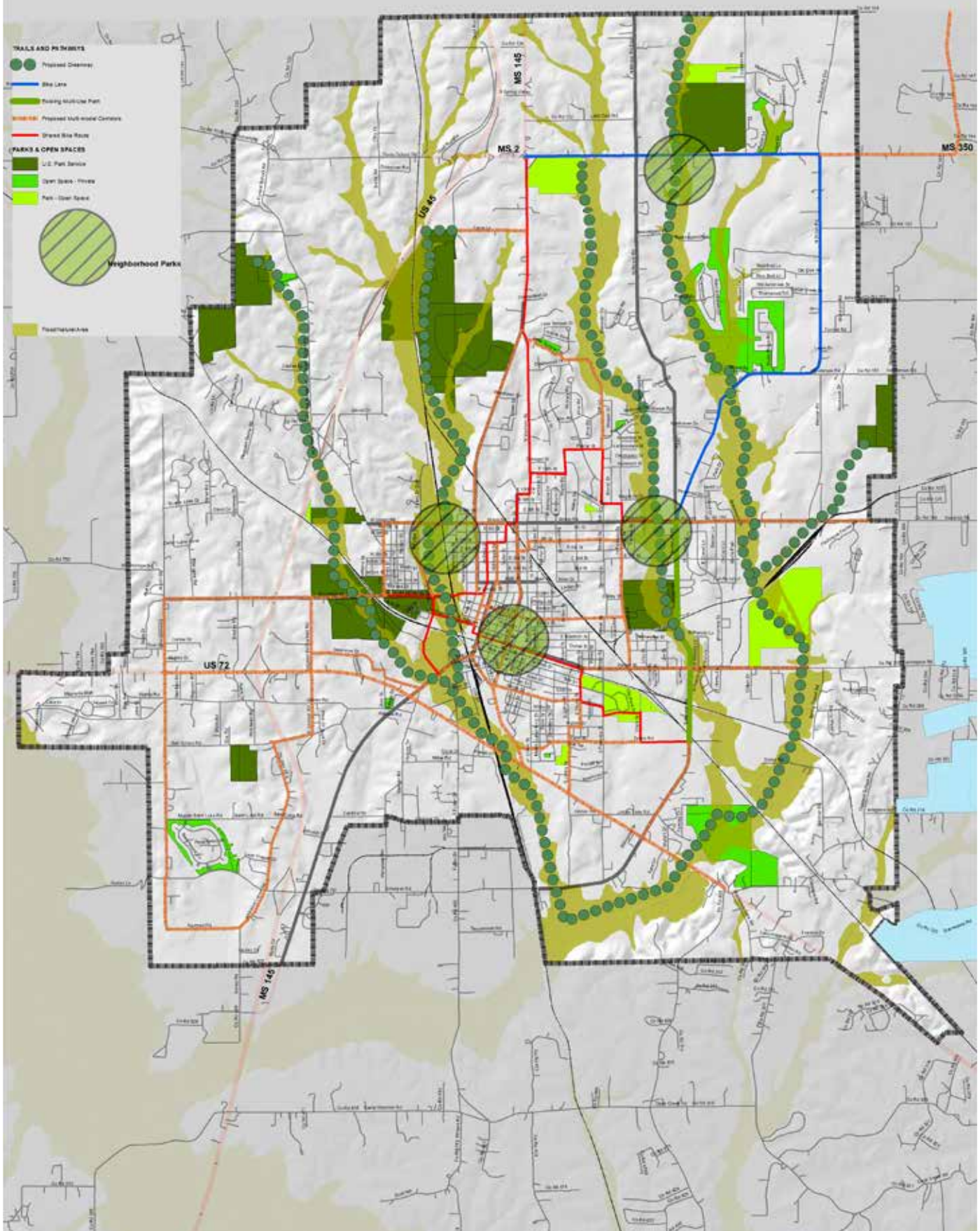
Natural areas are places that have experienced minimal human caused disturbance or alteration of their form or function for an extended period of time. In their natural state these areas are typically characterized by sensitive topography, hydrology, vegetation, wildlife or other natural environmental conditions. These areas perform vital ecological functions including wildlife habitat, cleansing of water and air, and flood mitigation. Building is minimal in natural areas. Natural areas are often stream corridors, wetland and floodplains and ideally exist in unfragmented segments, although both active and passive recreation may be supported.

In contrast, parks and open space are areas that have been set aside to serve specific active or passive recreational needs. The areas range from regional parks for activities such as hiking and camping to community parks to formal open spaces such as playgrounds, greens, and squares. Development in parks and open spaces supports the area’s specific function along with other civic buildings.

The streets within and around natural areas often conform to natural features of the site. Parks and open spaces are appropriate in all place types. Consequently, streets within and around parks and open spaces should be compatible with the street design appropriate to surrounding place type.

Potential Development Uses and Policies	
Primary Land Uses	<ul style="list-style-type: none"> • Agriculture • Forestry • Active and Passive Recreation
Secondary Land Use	<ul style="list-style-type: none"> • Estate residential
Density Range	<ul style="list-style-type: none"> • 1 to 2 acres per dwelling unit
Appropriate Development Policies	<ul style="list-style-type: none"> • Flood Zone Review • Development Easements • Resource Setbacks • Open Space Preservation Conservation Design • Agriculture • Tree Canopy Preservation • Site Plan Review
Private and Public Amenity	<ul style="list-style-type: none"> • Open Space dedication • Trail and Park networks
General Design Character	
Building Placement	<ul style="list-style-type: none"> • Building facades have deep setbacks • Remote placement from resource areas
Building Frontage	<ul style="list-style-type: none"> • No requirement
Building Height	<ul style="list-style-type: none"> • 2 stories maximum
Parking Areas	<ul style="list-style-type: none"> • Trees • Stormwater Management • Permaible Surfaces
Access	<ul style="list-style-type: none"> • Limited curb cuts
Landscaping	<ul style="list-style-type: none"> • Natural/Agricultural
Mobility	
Street Type	<ul style="list-style-type: none"> • Parkway, Avenue, Local, Sensitive
Non-Vehicular Mobility	<ul style="list-style-type: none"> • Greenways, Bikeways





Rural Areas

DESCRIPTION

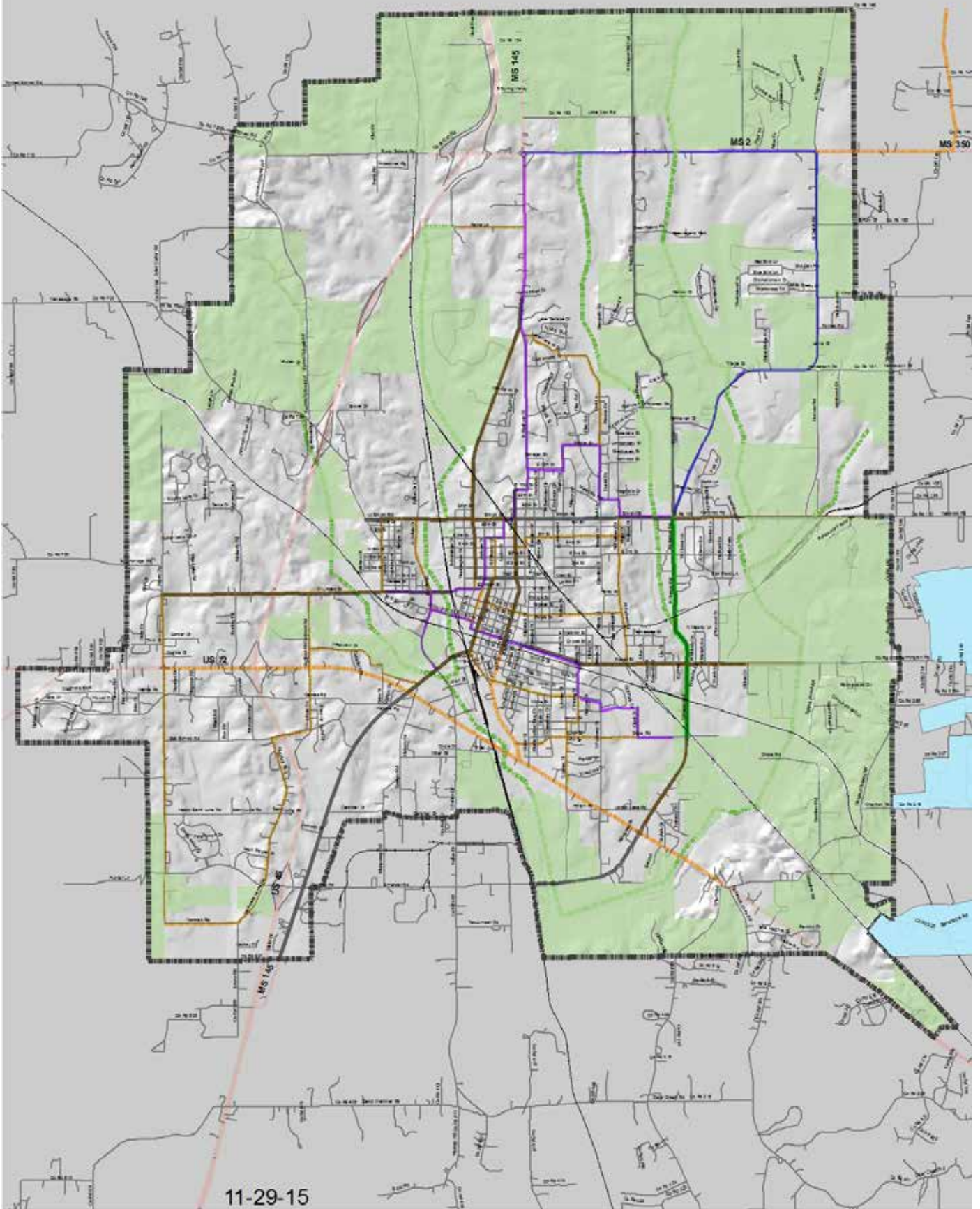
Rural areas are sparsely developed with agricultural and estate residential as the primary uses, complemented by very limited, low intensity commercial uses. Rural areas provide residents with the choice of seclusion within the natural and rural countryside. These areas are almost entirely in unincorporated Alcorn County and may be characterized by sensitive and unique environmental features, agricultural land or landscapes with a rural community character. These areas provide living and working options very different from the more suburban and urban areas of Corinth.

Residential and agricultural buildings are scattered across the landscape in a pattern that honors environmental features and agricultural uses and does not create a dense road network. Residential buildings are often irregular in their orientation to rural roads with deep and varying setbacks. They are often placed on large contiguous acres of land, resulting in wide spacing between buildings. Some groupings of homes may have clustered in small "hamlets" where residential buildings may be more regularly spaced, sitting closer and oriented to the road.



Potential Development Uses and Policies	
Primary Land Uses	<ul style="list-style-type: none"> • Agriculture • Forestry • Recreation
Secondary Land Use	<ul style="list-style-type: none"> • Single-family detached residential
Density	<ul style="list-style-type: none"> • 1 to 2 acres per dwelling unit. As the City provides sewer services in the future, densities may increase to up to 4 units per acres with conversion to other place types
Appropriate Development Policy	<ul style="list-style-type: none"> • Large lots • Open Space Preservation Programs • Agriculture • Tree Canopy Preservation • Site Plan Review
Private and Public Amenity	<ul style="list-style-type: none"> • Greenways • Development Easements • Open Space Associated with Conservation Subdivisions
General Design Character	
Building Placement	<ul style="list-style-type: none"> • Building facades have deep setbacks
Building Frontage	<ul style="list-style-type: none"> • No requirement
Building Height	<ul style="list-style-type: none"> • 3 stories maximum
Parking Areas	<ul style="list-style-type: none"> • Limited parking associated with dwellings and farms
Access	<ul style="list-style-type: none"> • Rural access
Landscaping	<ul style="list-style-type: none"> • Natural/Agricultural
Mobility	
Street Type	<ul style="list-style-type: none"> • Parkway, Avenue, Local, Sensitive
Non-Vehicular Mobility	<ul style="list-style-type: none"> • Greenways • Bikeways





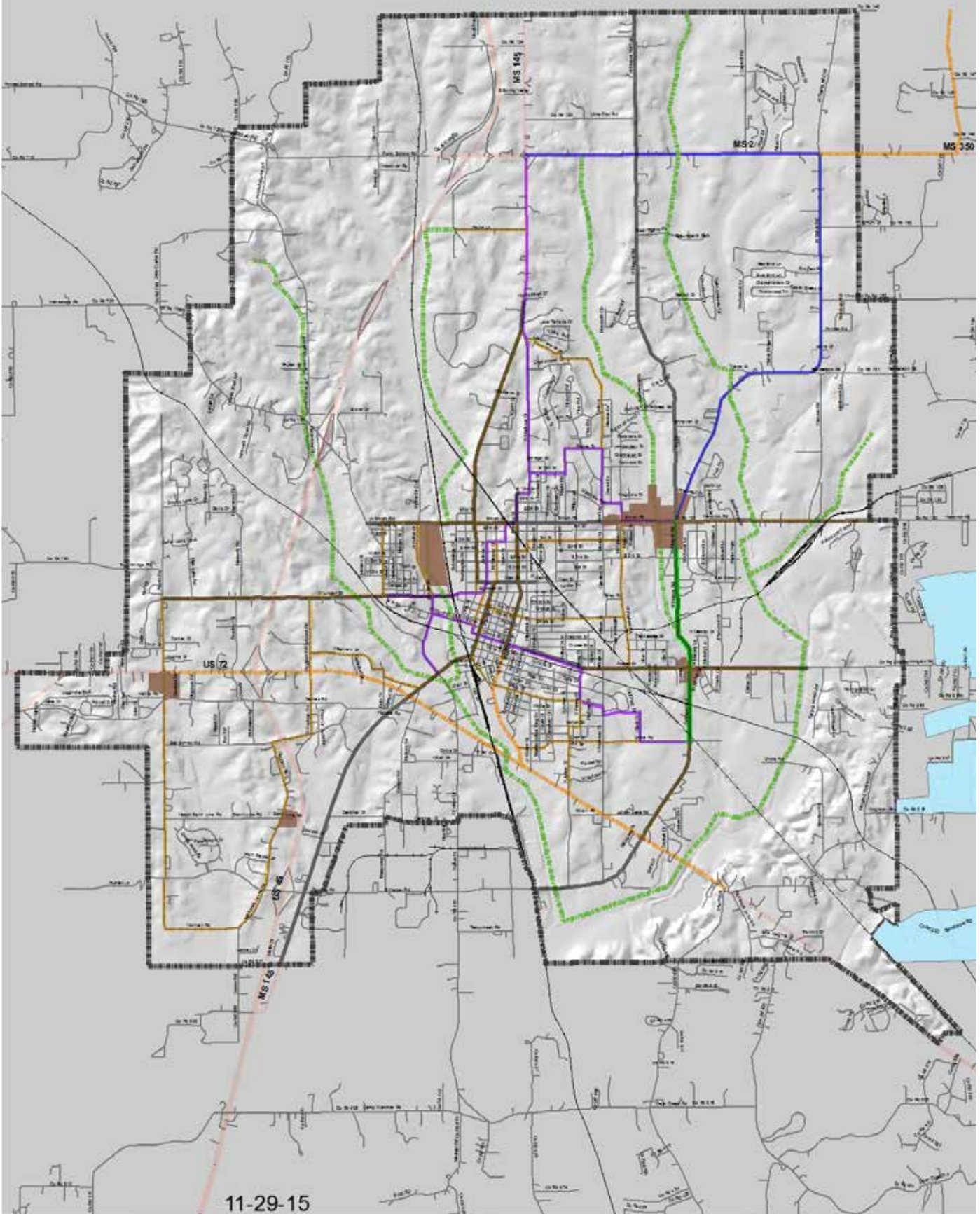
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Rural centers provide necessary services for the surrounding rural community. They are generally located at existing or proposed intersections and contain commercial, mixed use, residential, and institutional land uses. Rural centers are generally small, not exceeding the four corners of an intersection of prominent rural roads, though some may be larger.

Typically, buildings are irregularly spaced. Parking is ideally located behind or beside the buildings, but is often in the front. The public realm and streetscape features the infrequent use of lighting, and both formal and informal landscaping. The edges of rural centers should be firm with clearly distinguishable boundaries identified by land uses, building types, building placement, block structure, and environmental features. Rural centers are generally surrounded by extensive areas of rural or suburban neighborhoods. New development should be appropriate in scale and designed to complement the rural character. Rural centers may also contain low density residential development. Rural centers should maintain a sense of place and unique character. Development should complement the existing community in scale, architecture, materials, color, and texture.

Potential Development Uses and Policies	
Primary Land Uses	<ul style="list-style-type: none"> Commercial/office
Secondary Land Use	<ul style="list-style-type: none"> Single-family detached residential
Appropriate Development Policy	<ul style="list-style-type: none"> Zoned for commercial activity at cross roads. Building designs compatible with the area's rural setting are most appropriate. Outside storage to be minimized Site plan review
Private and Public Amenity	<ul style="list-style-type: none"> Greenway or Trailhead Community uses and gathering spaces
General Design Character	
Building Placement	<ul style="list-style-type: none"> Buildings may be placed at a distance from streets and roads. Parking lots may occur in front of buildings
Building Frontage	<ul style="list-style-type: none"> Mixed-use/commercial buildings have shop fronts at street level Residential buildings have porches or stoops At least one primary entrance faces the street
Building Height	<ul style="list-style-type: none"> 3 stories maximum
Parking	<ul style="list-style-type: none"> Parking areas located behind or beside street-facing facades on primary streets
Access	<ul style="list-style-type: none"> Limited curb cuts, shared access
Landscaping and Transitions	<ul style="list-style-type: none"> Parking should be landscaped and street trees should be preserved or established Vegetative buffering of nearby residential uses and areas
Mobility	
Street Type(s)	Parkway, Avenue, Main Street, Local
Non-Vehicular Mobility	Greenways, bikeways





Suburban Neighborhood

DESCRIPTION

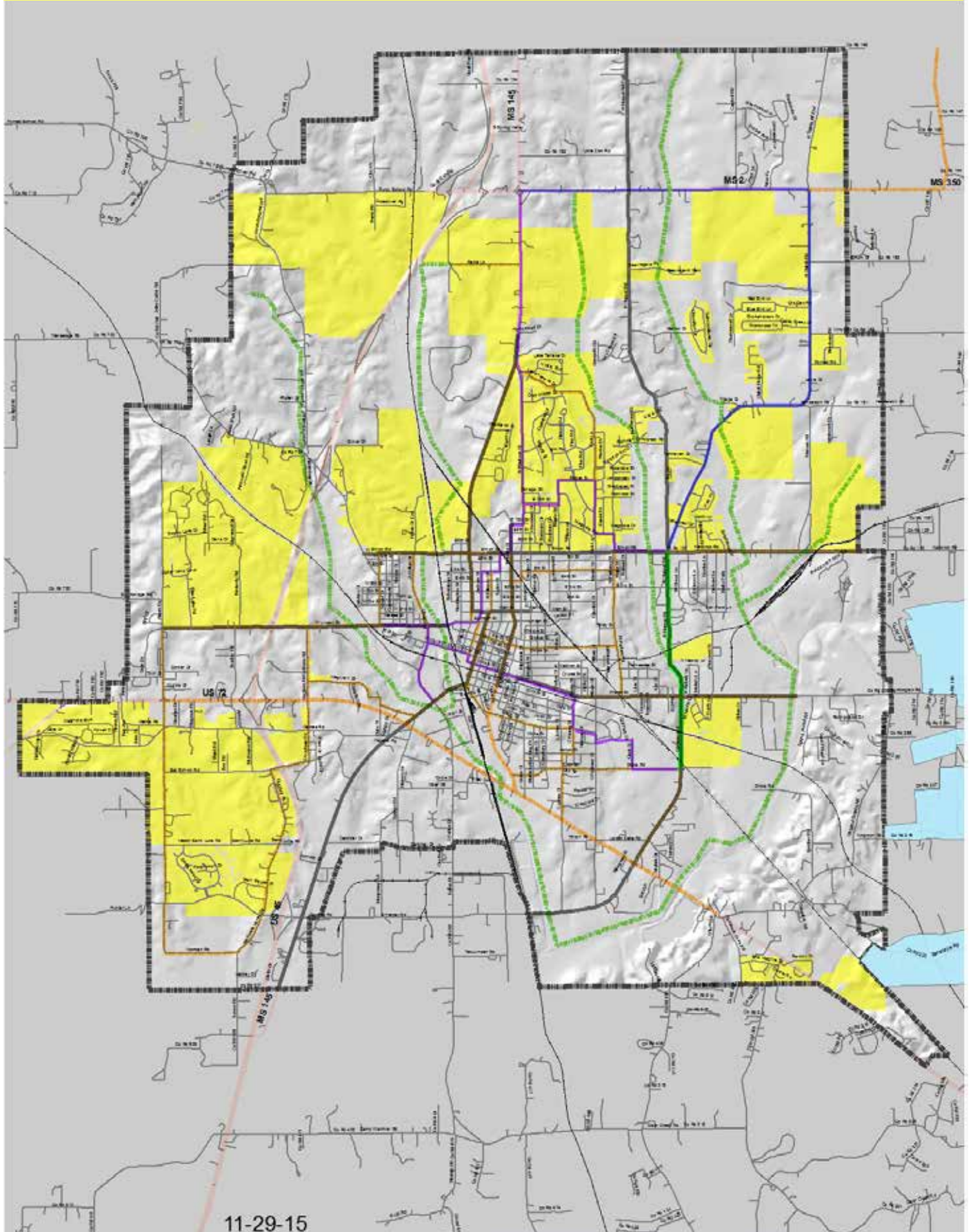
Suburban single-family neighborhoods typically transition from the least dense natural and rural environment to the more dense urban environment while strategically incorporating natural features into site design and providing more formal open spaces. Existing landscapes may be preserved to define curvilinear streets, common areas and parks spaces associated with civic and institutional uses. Ideally landscapes, rather than buildings, are used to frame these neighborhoods.

Classic suburban neighborhoods, in contrast to more auto dominated developments of suburban sprawl, use nature, parks and open space as a key organizing element. 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. Curvilinear streets are appropriate in suburban single-family neighborhoods.



Potential Development Uses and Policies	
Primary Land Use(s)	<ul style="list-style-type: none"> Single-family detached residential Single family attached townhouses and condominiums
Secondary Land Use	<ul style="list-style-type: none"> Institutional Assembly
Density/Intensity	<ul style="list-style-type: none"> 2 to 5 dwelling units/acre
Appropriate Development Policy	<ul style="list-style-type: none"> Slope and canopy preservation Stormwater managed at neighborhood/project scale or in combination with on-site green infrastructure Selected areas may be suitable for transit oriented development Underground utilities Site plan review
Private and Public Amenity	<ul style="list-style-type: none"> 10 percent open space. Recreation areas must be provided if not with 1/2 mile of a city park Bike trail connectivity to parks and centers
General Design Character	
Building Placement	<ul style="list-style-type: none"> Building facades set back from the street Accessory buildings in the rear yard Recessed garages
Building Frontage	<ul style="list-style-type: none"> Residential buildings typically have porches At least one entrance faces the primary street
Building Height	<ul style="list-style-type: none"> 3 stories maximum
Parking	<ul style="list-style-type: none"> Garages are located behind the front facade or placed to the rear of the lot
Access	<ul style="list-style-type: none"> Individual driveways
Landscaping and Transitional Buffering	<ul style="list-style-type: none"> Street trees, natural or constructed separation from nearby commercial areas
Mobility	
Street Type(s)	<ul style="list-style-type: none"> Parkway, Avenue, Main Street, Local, Sensitive
Non-Vehicular Mobility	<ul style="list-style-type: none"> Pedestrian facilities on both sides of the street, bike lanes





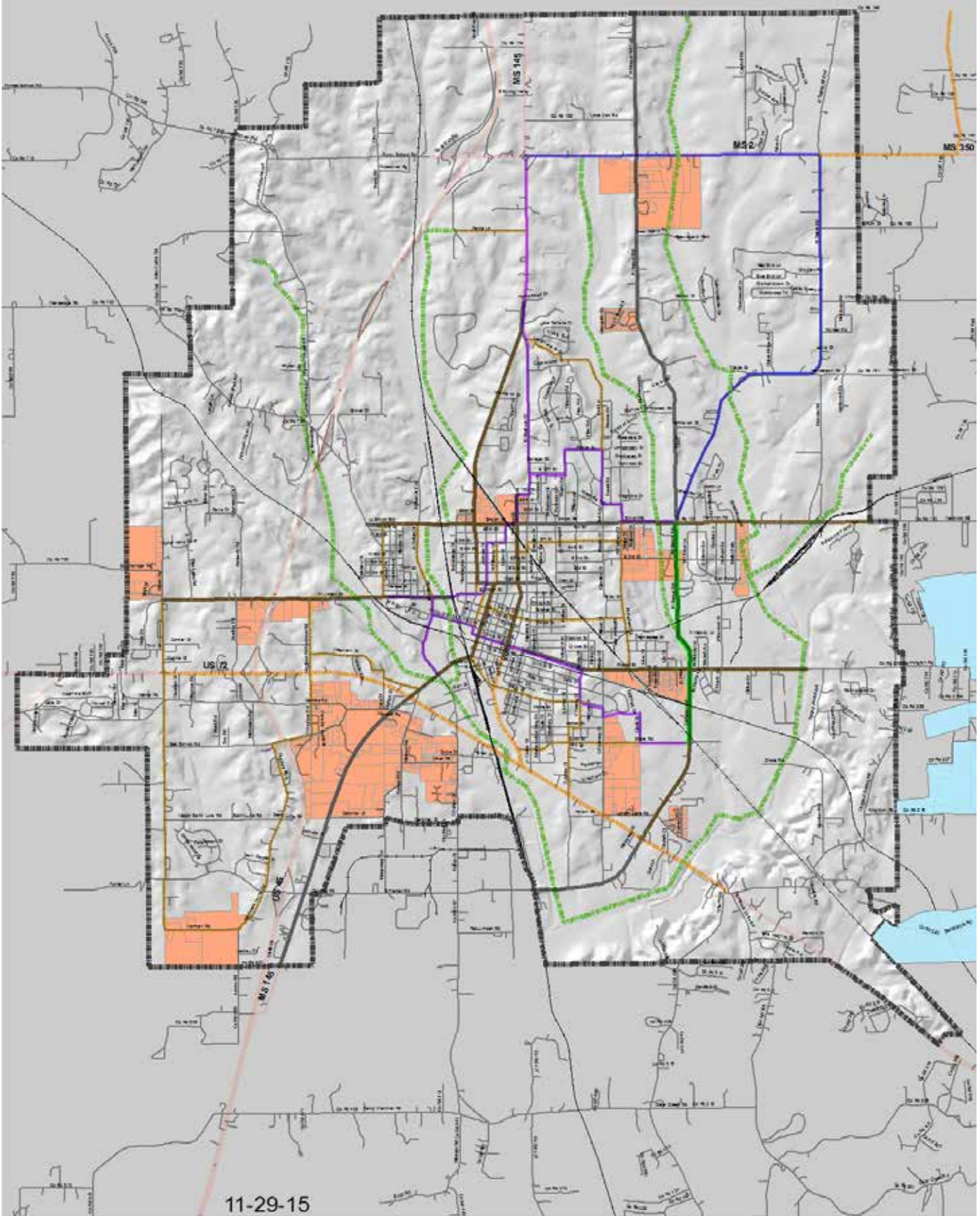
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Mixed residential neighborhoods are distinguished by similar design characteristics as single-family neighborhoods. Locationally, however, these neighborhoods tend to be positioned in the interior of the community in long established areas, rather than at its fringes. These neighborhoods offer far greater housing diversity and unit density is substantially increased. Mixed residential areas are often experiencing transition or redevelopment. Secondary uses of institutions and assembly occur frequently in mixed residential neighborhoods. Some limited commercial activity may be present. The need for open spaces and parks in mixed residential areas in order to serve higher unit densities is pronounced. Open spaces and parks are provided in these neighborhoods.



Potential Development Uses and Policies	
Primary Land Use(s)	<ul style="list-style-type: none"> • Detached homes • Attached homes
Secondary Land Use	<ul style="list-style-type: none"> • Institutional • Assembly
Density/Intensity	<ul style="list-style-type: none"> • 4 to 8 dwelling units/acre
Appropriate Development Policy	<ul style="list-style-type: none"> • Slope and canopy preservation • Stormwater managed at neighborhood/project scale or in combination with on-site green infrastructure • Site plan review • 15 percent open space • Transit oriented development may be appropriate
Private and Public Amenity	<ul style="list-style-type: none"> • Active recreational area on or adjacent to site
General Design Character	
Building Placement	<ul style="list-style-type: none"> • Building facades have shallow setbacks
Building Frontage	<ul style="list-style-type: none"> • No requirement
Building Height	<ul style="list-style-type: none"> • 3 stories maximum
Parking	<ul style="list-style-type: none"> • Parking areas include a perimeter landscape buffer where adjacent to public street(s)
Access	<ul style="list-style-type: none"> • Limited curb cuts
Landscaping	<ul style="list-style-type: none"> • Naturalized or designed landscapes in common areas/perimeters
Mobility	
Street Type	<ul style="list-style-type: none"> • Parkway, Avenue, Local, Sensitive
Non-Vehicular Mobility	<ul style="list-style-type: none"> • Greenways, Bikeways • Multi-modal connection to centers, parks





New traditional neighborhoods meet the wholistic needs of their residents as well as surrounding areas. 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.

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.

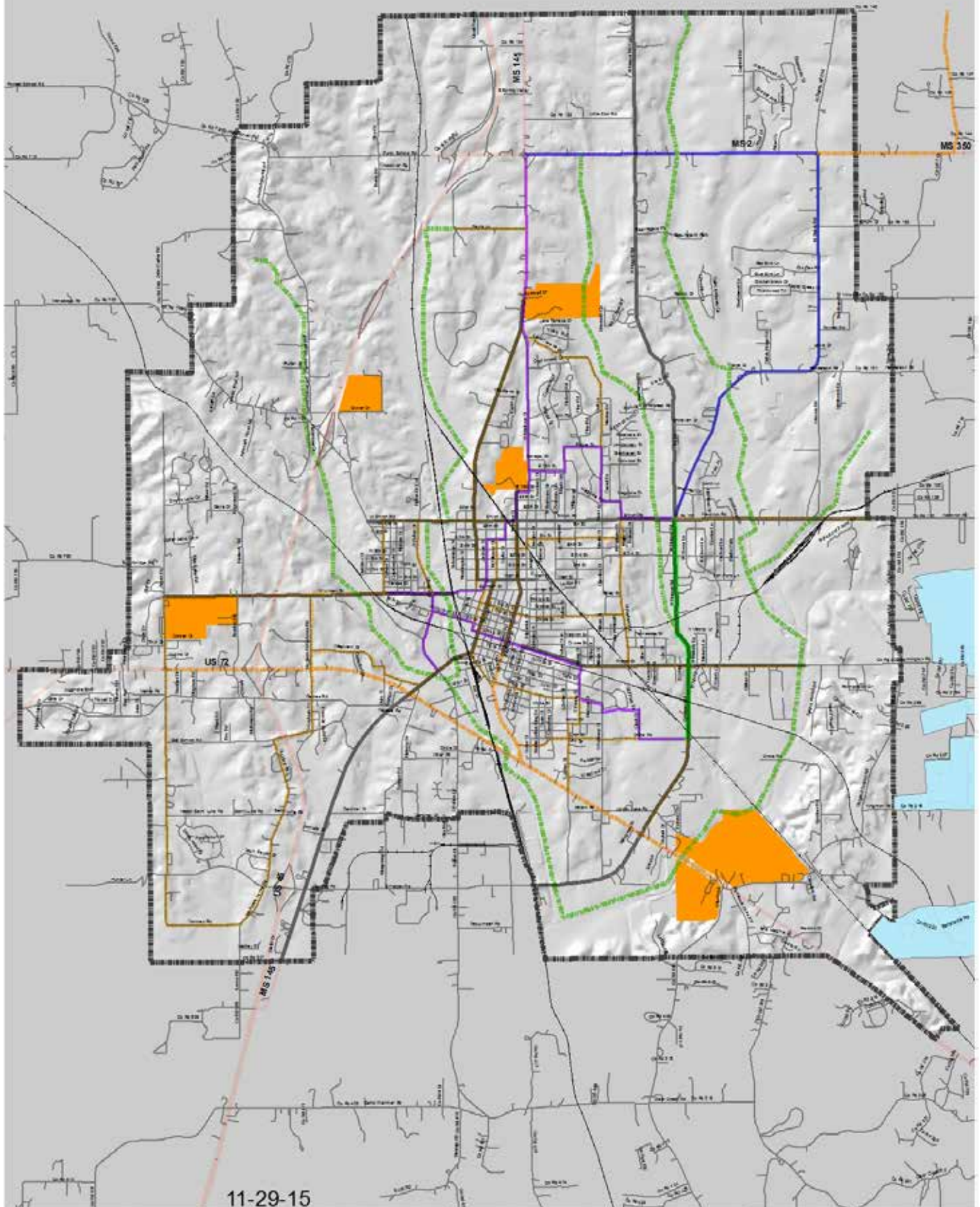


Potential Development Uses and Policies	
Primary Land Use(s)	<ul style="list-style-type: none"> Mixed Use All forms of residential
Secondary Land Use	<ul style="list-style-type: none"> Assembly Institutional Neighborhood services
Density/ Intensity	<ul style="list-style-type: none"> Varies by neighborhood segment
Appropriate Development Policy	<ul style="list-style-type: none"> Canopy mitigation "Green streets" and neighborhood-scale stormwater management Mixed Use, traditional neighborhood design Site plan review Multiple-family limited as a percentage of overall development
Private & Public Amenity	<ul style="list-style-type: none"> Featured green spaces and parks at 20%

General Design Character	
Building Placement	<ul style="list-style-type: none"> Building facades of residential buildings have shallow setbacks Building facades of mixed-use/commercial buildings are built close to the sidewalk
Building Frontage	<ul style="list-style-type: none"> Multi-family residential buildings typically have stoops and/or balconies Stoops or porches Mixed-use/commercial buildings have shopfronts at street level Street-facing facades have at least one entrance facing the street
Building Height	<ul style="list-style-type: none"> 1 to 4 stories
Parking	<ul style="list-style-type: none"> Parking located behind or beside the street-facing building facade on primary streets Parking areas have a perimeter landscape buffer where adjacent to street(s) Garages are located behind the front facade or placed to the rear of the lot
Access	<ul style="list-style-type: none"> Alleys & shared access
Landscaping and Transitional Buffering	<ul style="list-style-type: none"> Constructed buffering along the perimeter unless by park or open space.

Mobility	
Street Type(s)	<ul style="list-style-type: none"> Avenue, Main Street, Local
Non-Vehicular Mobility	<ul style="list-style-type: none"> Pedestrian facilities, bike lanes, racks



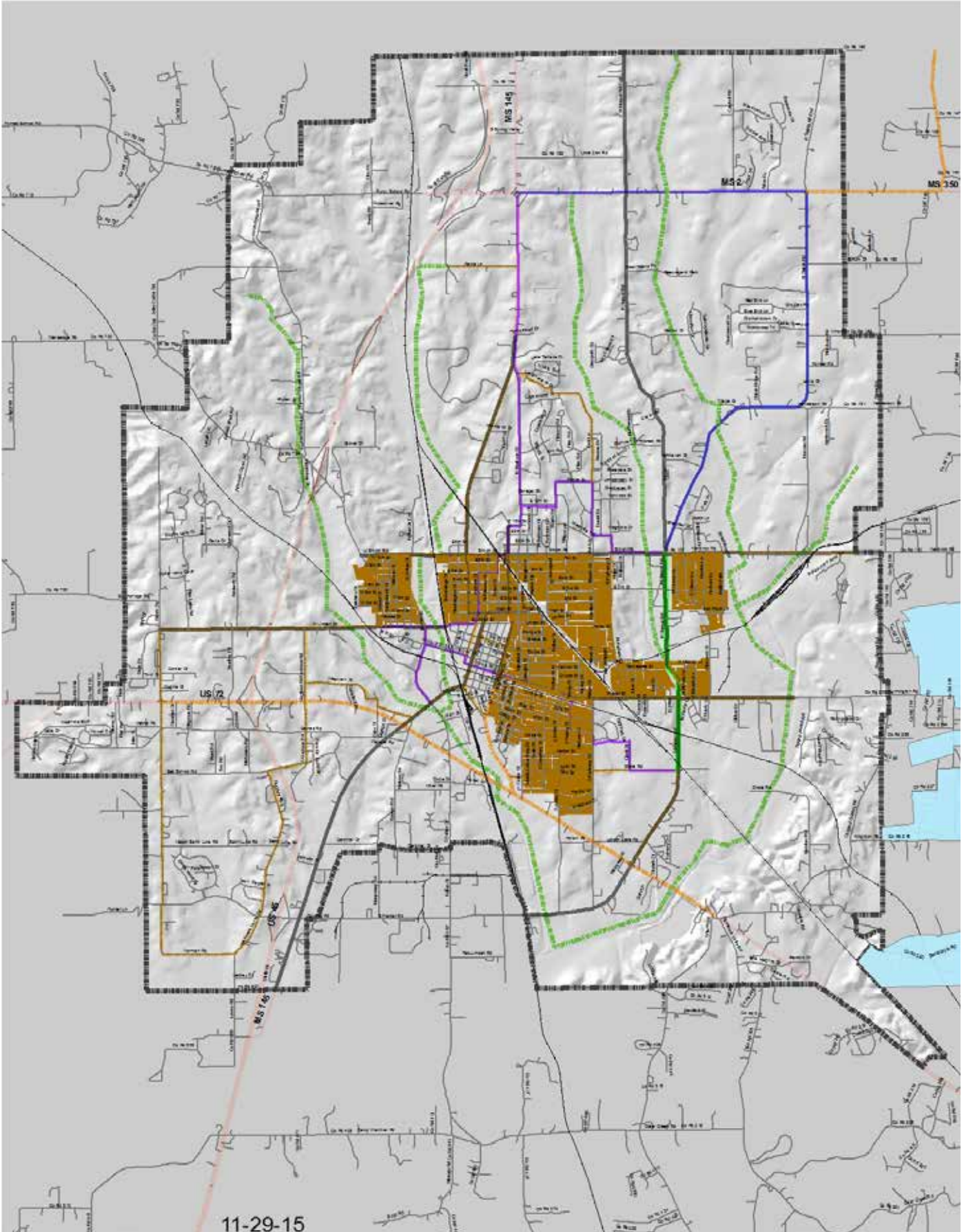


Traditional Neighborhoods (Historic and Infill) are those neighborhoods that form the core of the City. Their framework is formed by a system of gridded streets and they contain the most historic residential areas of the City. They are often recognized and protected as historic districts where preservation programs are in place. Old growth tree canopy is present along with pedestrian facilities. These neighborhoods often contain small parks.



Potential Development Uses and Policies	
Primary Land Use(s)	<ul style="list-style-type: none"> Mixed Use All forms of residential
Secondary Land Use	<ul style="list-style-type: none"> Assembly Institutional
Density/Intensity	<ul style="list-style-type: none"> Varies by neighborhood segment
Appropriate Development Policy	<ul style="list-style-type: none"> Canopy mitigation "Green streets" and neighborhood-scale stormwater management Mixed Use, traditional neighborhood design Site plan review Multiple-family limited
Private & Public Amenity	<ul style="list-style-type: none"> Featured green spaces and parks at 20%
General Design Character	
Building Placement	<ul style="list-style-type: none"> Building facades of residential buildings have shallow setbacks Building facades of mixed-use/commercial buildings are built close to the sidewalk
Building Frontage	<ul style="list-style-type: none"> Multi-family residential buildings typically have stoops and/or balconies Single-family residential building typically have stoops or porches Mixed-use/commercial buildings have shopfronts at street level Street-facing facades have at least one entrance facing the street
Building Height	<ul style="list-style-type: none"> 1 to 4 stories
Parking	<ul style="list-style-type: none"> Parking located behind or beside the street-facing building facade on primary streets Parking areas have a perimeter landscape buffer where adjacent to street(s) Garages are located behind the front facade or placed to the rear of the lot
Access	<ul style="list-style-type: none"> Alleys & shared access
Landscaping and Transitional Buffering	<ul style="list-style-type: none"> Significant constructed buffering along the perimeter of the site unless adjoining a natural amenity, park or open space
Mobility	
Street Type(s)	<ul style="list-style-type: none"> Avenue, Main Street, Local
Non Vehicular Mobility	<ul style="list-style-type: none"> Pedestrian facilities, bike lanes, bike racks





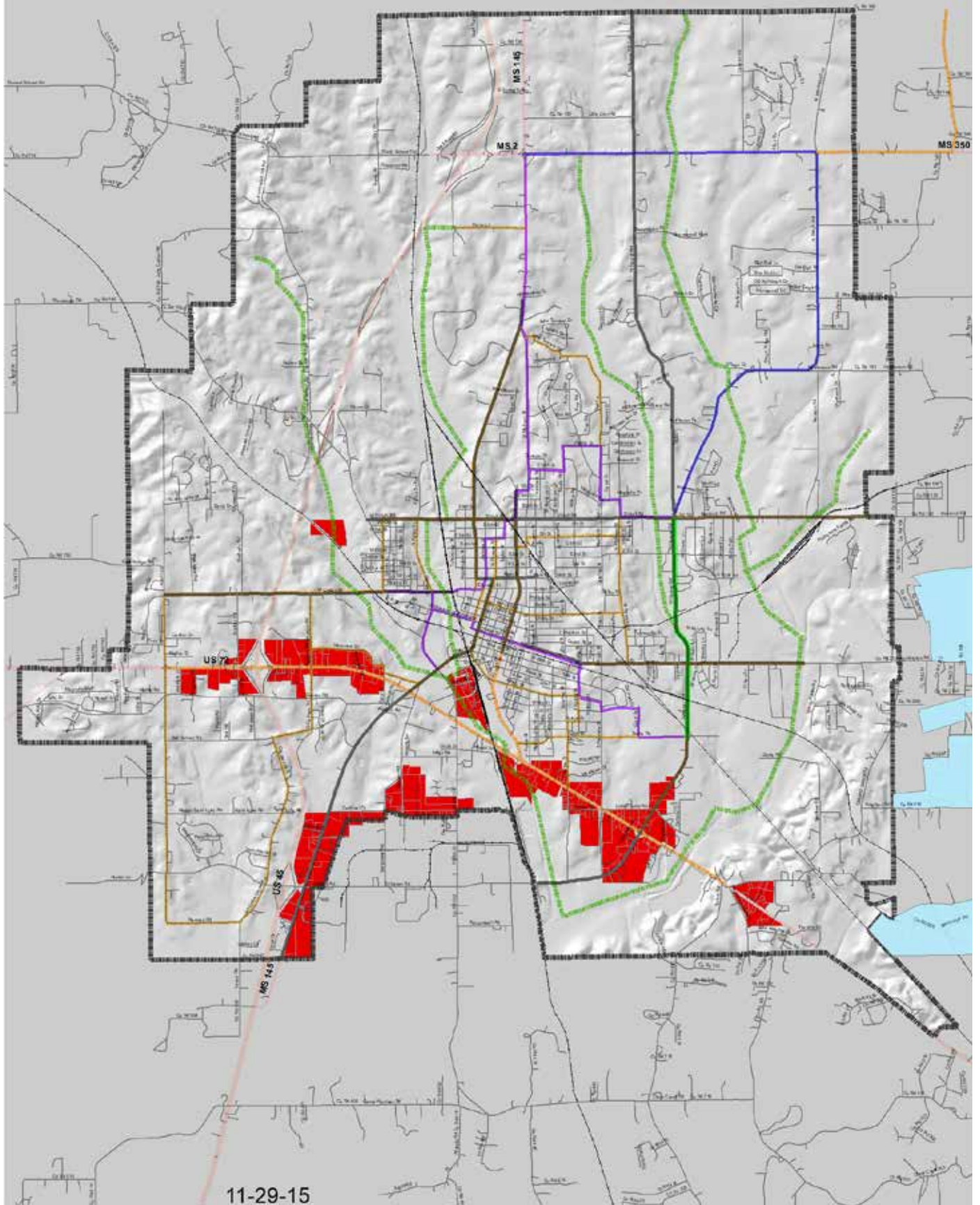
Suburban corridors are formed around major thoroughfares that link various parts of the community and provide access to neighborhood and core urban areas. Automobiles serve as the underlying organizing design element. Moving traffic through the corridor is a primary concern along with other functions of providing for consumer activity. They are typically lined with commercial, office and residential uses and characterized by a widely spread development pattern. Suburban Corridors contain larger scale commercial developments such as regional shopping centers, supermarkets, movie theaters and department stores.

Low rise buildings line corridors with opportunities for more dense infill development on vacant and underutilized properties. Frontage roads may be used in high traffic areas. Direct vehicular access from the corridor into a site is typical. Bike lanes typically exist, although street parking may or may not be present depending on the location. The streetscape contains street trees and landscaping, lighting and other amenities that enhance commercial activities.



Potential Development Uses and Policies	
Primary Land Use(s)	<ul style="list-style-type: none"> Commercial Office
Secondary Land Use	<ul style="list-style-type: none"> Single-family attached residential Institutional Assembly
Appropriate Development Policy	<ul style="list-style-type: none"> Slope and canopy preservation Urban stormwater management methods; include permeable surfacing, parking lot bioretention where possible Site plan review 15 percent open space Transit oriented development may be appropriate
Private and Public Amenity	<ul style="list-style-type: none"> Public use spaces
General Design Character	
Building Placement	<ul style="list-style-type: none"> Building facades set back from the street
Building Frontage	<ul style="list-style-type: none"> Mixed-use/commercial buildings have shop fronts at street level Residential buildings typically have stoops, porches, and/or balconies Street-facing facades have at least one entrance that faces the street
Building Height	<ul style="list-style-type: none"> 4 stories maximum
Parking	<ul style="list-style-type: none"> Parking between buildings and primary streets is limited to one double-loaded aisle Additional parking is located behind or beside street-facing buildings Parking areas have a perimeter landscape buffer where adjacent to street(s) Garages are located behind the front facade or placed to the rear of the lot Parking lot landscaping and surface can be integrated with stormwater treatment
Access	<ul style="list-style-type: none"> Limited curb-cuts Shared access Cross access between developments is common
Landscaping / Transitional Buffering	<ul style="list-style-type: none"> Significant constructed buffering along the perimeter of the site
Mobility	
Street Type	<ul style="list-style-type: none"> Parkway, Boulevard, Avenue
Non-Vehicular Mobility	<ul style="list-style-type: none"> Pedestrian facilities, bike lanes, bike racks





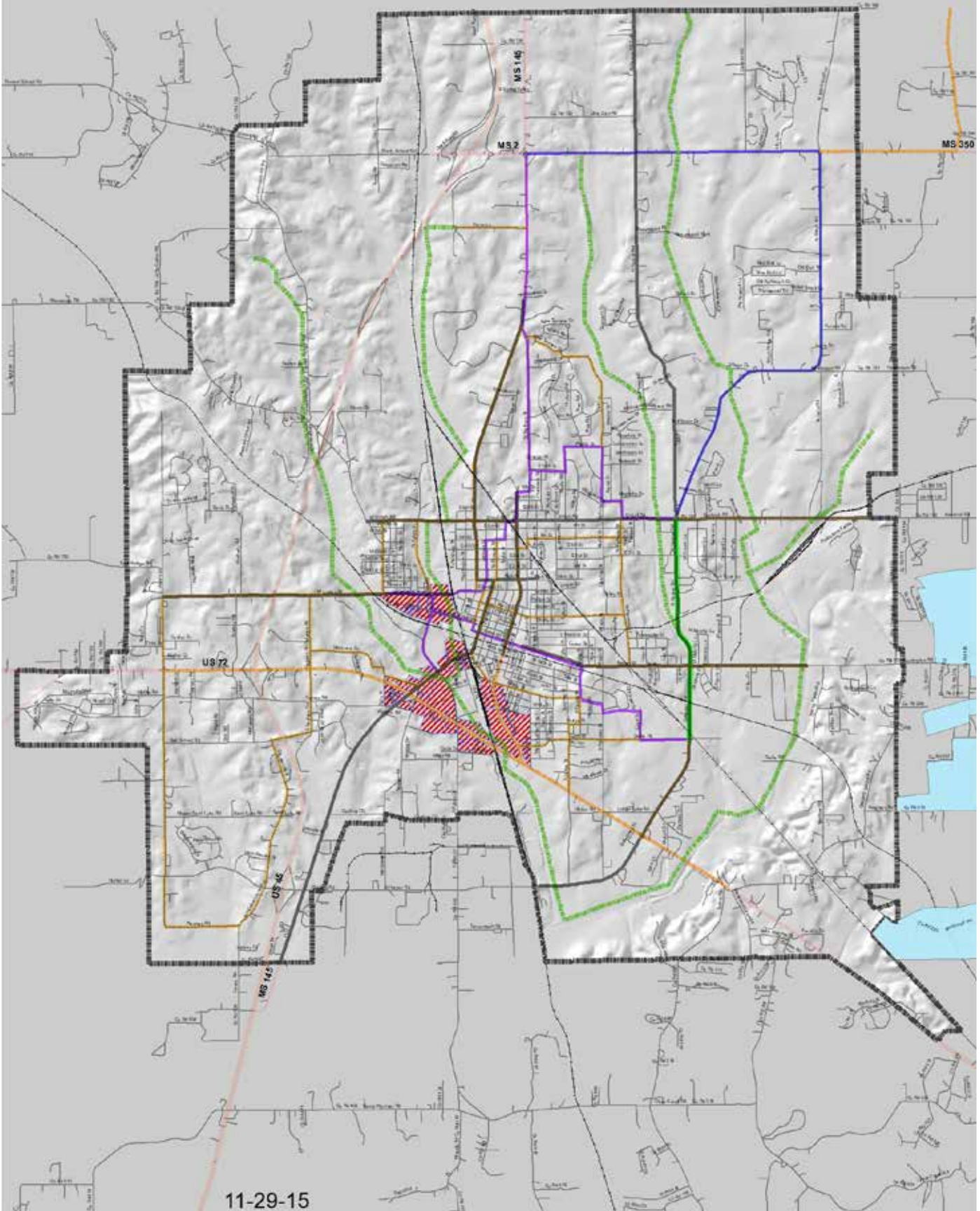
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Downtown gateways are key entry points into the downtown core from outlying areas. These gateways should support and reflect the quality of the destination to which they lead and create a sense of anticipation as one enters the gateway. They serve as thresholds to a different area of the City. As such, downtown gateways should be carefully designed to be welcoming, attractive and inviting. This is achieved through careful site and building design which conveys quality and careful sign control. These methods are accompanied by public amenities such as landmark features or wayfinding systems.



Potential Development Uses and Policies	
Primary Land Use(s)	<ul style="list-style-type: none"> Commercial Office
Secondary Land Use	<ul style="list-style-type: none"> Upper floor residential Institutional
Appropriate Development Policy	<ul style="list-style-type: none"> Canopy mitigation Urban stormwater management; permeable surfacing, cisterns, planter boxes where appropriate Site plan review Mixed Use buildings Preservation
Private and Public Amenity	<ul style="list-style-type: none"> Open space provided as pocket parks
General Design Character	
Building Placement	<ul style="list-style-type: none"> Building facades of residential buildings have shallow setbacks Building facades of mixed-use/commercial buildings are built close to the sidewalk
Building Frontage	<ul style="list-style-type: none"> Multi-family residential buildings typically have stoops and/or balconies Mixed-use/commercial buildings have shopfronts at street level Street-facing facades have at least one entrance that faces the street
Building Height	<ul style="list-style-type: none"> 3 to 4 stories
Parking	<ul style="list-style-type: none"> Parking located behind or beside the street-facing building facade on primary streets Parking areas have a perimeter landscape buffer where adjacent to street(s) Permeable surfacing, bioretention in parking lots where possible
Access	<ul style="list-style-type: none"> Alleys Shared access
Landscaping and Transitional Buffering	<ul style="list-style-type: none"> Significant constructed buffering along the perimeter of the site unless adjoining other urban designated area
Mobility	
Street Type(s)	<ul style="list-style-type: none"> Boulevard, Avenue
Non Vehicular Mobility	<ul style="list-style-type: none"> Pedestrian facilities, bike lanes, bike racks



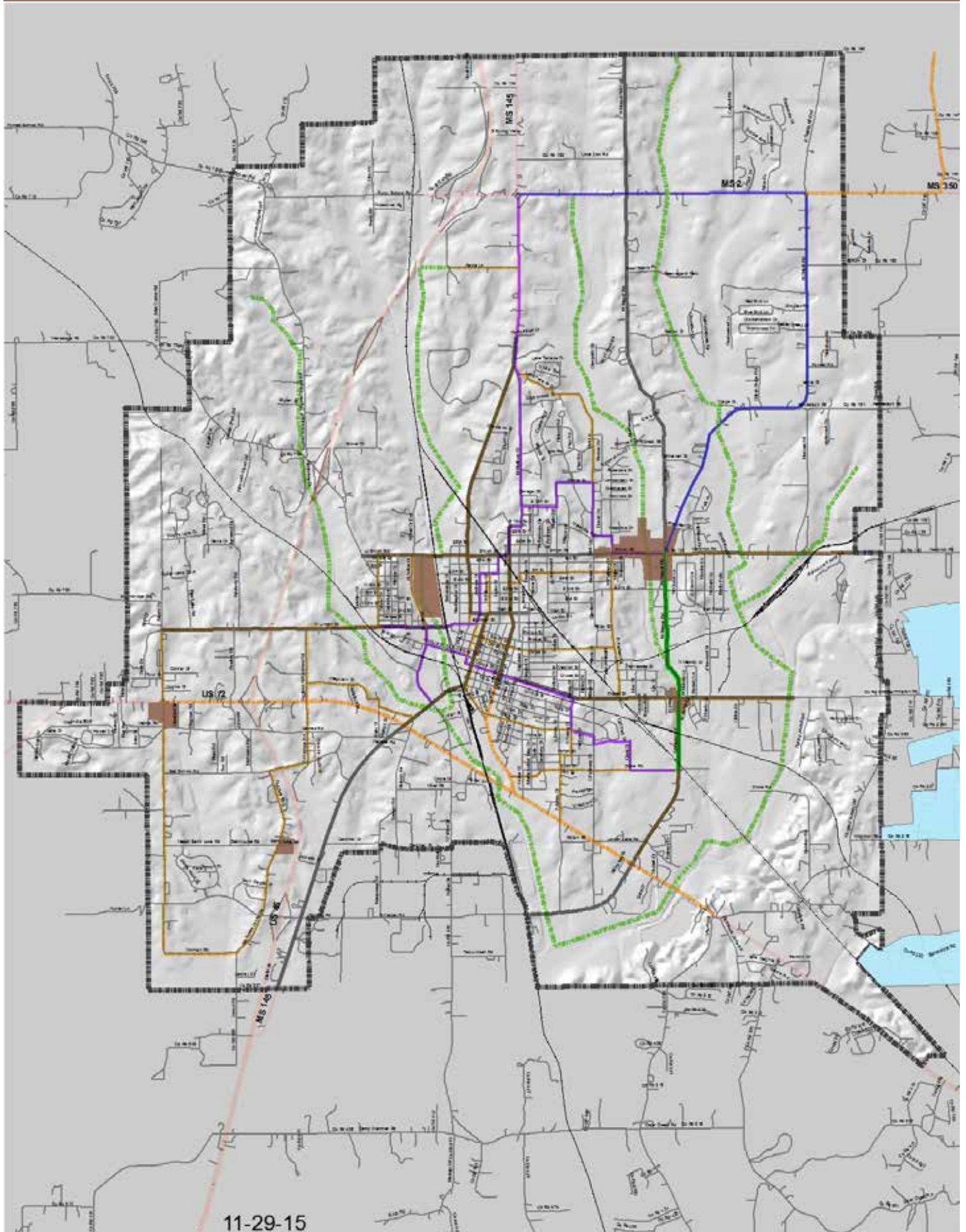


A Neighborhood Center is a node of activity, often at key intersections, which provides goods and services to surrounding neighborhoods and sustains a variety of residential, commercial and institutional activities. A subordinate level of single family homes may be present. The neighborhood center incorporates mixed commercial uses to encourage efficient use of infrastructure, allow for smaller lot development and provide close proximity to other public uses which may locate near the center (e.g. a school, neighborhood park area or other municipal uses). These may include professional offices, single and multi-family residential, small-scale commercial uses, public open spaces and parks, all developed within a concentrated area. They do not include uses which traditionally locate on high-volume commercial strips such as large retail outlets or heavy service commercial such as contractors storage yards or intensive vehicle repair.



Potential Development Uses and Policies	
Primary Land Use(s)	<ul style="list-style-type: none"> Commercial/office Mixed-use
Secondary Land Use	<ul style="list-style-type: none"> Institutional Single-family attached residential
Appropriate Development Policy	<ul style="list-style-type: none"> Tree canopy mitigation Stormwater management which may include permeable surfacing, parking lot islands and bio-retention Site design plan review Architectural review
Private and Public Amenity	<ul style="list-style-type: none"> Green parking lots
General Design Character	
Building Placement	<ul style="list-style-type: none"> Shallow setbacks Parking to side
Building Frontage	<ul style="list-style-type: none"> Non-metal, articulated facades Street-facing facades have at least one entrance that faces the street Upper floors may feature balcony access
Building Height	<ul style="list-style-type: none"> 2 stories
Parking	<ul style="list-style-type: none"> Parking located behind or beside the street-facing building facade on primary streets Parking areas have a perimeter landscape buffer where adjacent to street(s)
Access	<ul style="list-style-type: none"> Direct street frontage
Landscaping and Transitional Buffering	<ul style="list-style-type: none"> Green parking lot islands, tree canopy Street trees where feasible and may include green infrastructure stormwater features
Mobility	
Street Type(s)	<ul style="list-style-type: none"> Avenue, Main Street
Non-Vehicular Mobility	<ul style="list-style-type: none"> Pedestrian facilities, bike lanes, bike racks





The Downtown Core is intended to be the most intensely developed area in Corinth. It accommodates a variety of uses including commercial, office, civic, entertainment, cultural, residential and open space. The Downtown Core is oriented around the historic downtown area with a formal framework of streets laid out in the original town plan. It is anchored by the Alcorn County Courthouse and Corinth City Hall. The compact development pattern includes taller buildings, a more refined street grid and a lively streetscape environment that supports residential development.

The Downtown Core is the traditional heart of Corinth and embodies the community symbolically, culturally, and historically. It is pedestrian oriented and within easy walking distance of surrounding neighborhoods. It provides locations for people to shop, eat, socialize and take care of daily activities. Infill development opportunities may exist that would help add to the traditional fabric of the City. Residential and office uses should be integrated to diversify the mix of development. Streetscape furnishings and pedestrian amenities are abundant and intended to reflect Corinth’s history and culture. Vehicular traffic is secondary to the fundamental pedestrian and human scale of the area.

Potential Development Uses and Policies	
Primary Land Use(s)	<ul style="list-style-type: none"> Mixed-use Commercial/office Single-family attached residential
Secondary Land Use	<ul style="list-style-type: none"> Institutional
Appropriate Development Policy	<ul style="list-style-type: none"> Canopy mitigation “Green street” and urban stormwater management which may include permeable surfacing, planter boxes Site plan review Mixed Use buildings Preservation and conservation
Private and Public Amenity	<ul style="list-style-type: none"> Public space is primary amenity along with street furniture to facilitate pedestrian environment
General Design Character	
Building Placement	<ul style="list-style-type: none"> Building facades of mixed-use/commercial buildings are built close to the sidewalk Building facades of residential buildings have shallow setbacks
Building Frontage	<ul style="list-style-type: none"> Mixed-use/commercial buildings have shop fronts at street level Street-facing facades have at least one entrance that faces the street Upper floors may feature balcony access
Building Height	<ul style="list-style-type: none"> 3 to 4 stories
Parking	<ul style="list-style-type: none"> Parking located behind or beside the street-facing building facade on primary streets Parking areas have a perimeter landscape buffer where adjacent to street(s) Public parking garage may be available
Access	<ul style="list-style-type: none"> Alleys Direct street frontage
Landscaping and Transitional Buffering	<ul style="list-style-type: none"> Landscaping typically occurs in public space Street trees where feasible and may include green infrastructure stormwater features
Mobility	
Street Type(s)	<ul style="list-style-type: none"> Avenue, Main Street
Non-Vehicular Mobility	<ul style="list-style-type: none"> Pedestrian facilities, bike lanes, bike racks

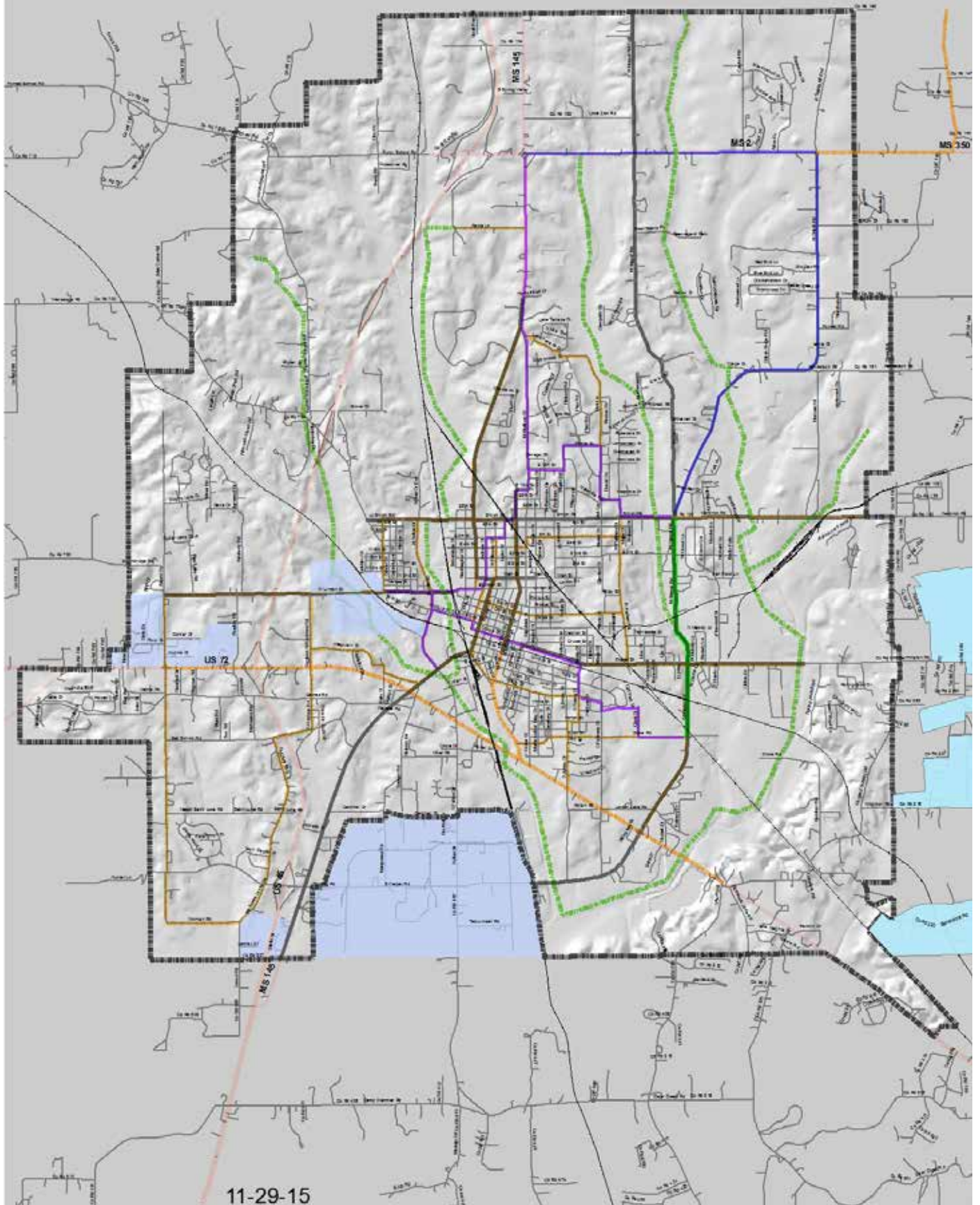


Special Districts are intended to support large numbers of employment uses, and will take different forms based upon the use and the intensity of the use. Special Districts are areas of a variety of development forms that have their own unique internal layout of streets, blocks, and buildings typically owned, maintained or designed by a single entity. Most suitably located near but just off major roads and highways, Special Districts will include such activities and uses as educational institutions and campuses, hospitals, group homes, industrial and business parks, conference centers, airports and undeveloped planned unit developments.

A substantial local road network is required to accommodate heavy freight traffic where industrial uses are concentrated. High levels of vehicular traffic during peak hours in special districts with office and educational uses may slow traffic movement. Multi-modal transportation options should be integrated in these districts to provide alternative travel to and from these destination districts. Parks and open spaces in Special Districts are very important to provide areas for outdoor activity and as a complement to concentrated activity. These should be more formal and serve as a focal point of the development.

Potential Development Uses and Policies	
Primary Land Use(s)	<ul style="list-style-type: none"> • Educational Institutions • Campus environments for health care and employment • Airport • Conference centers or exposition facilities
Secondary Land Use	<ul style="list-style-type: none"> • Specialized commercial area
Density/Intensity	<ul style="list-style-type: none"> • Density and intensity varies by use
Appropriate Development Policy	<ul style="list-style-type: none"> • Best practices for development of individual use consistent with the principles of this plan • Slope and canopy preservation • Site plan review • Underground drainage; however, alternative drainage may occur • Mixed use buildings
Private and Public Amenity	<ul style="list-style-type: none"> • Amenity provision varies by use
General Design Character	
Building Placement	<ul style="list-style-type: none"> • Buildings are placed in accordance with a master development plan accounting for the nature of the particular use
Building Frontage	<ul style="list-style-type: none"> • Buildings frontages are determined in accordance with a master development plan accounting for the nature of the particular use
Building Height	<ul style="list-style-type: none"> • 3 to 4 stories
Parking	<ul style="list-style-type: none"> • Extensive parking required
Access	<ul style="list-style-type: none"> • Major destination access provisions
Landscaping and Transitional Buffering	<ul style="list-style-type: none"> • Significant constructed buffering along the perimeter of the site unless adjoining a natural amenity, park or open space.
Mobility	
Street Type(s)	<ul style="list-style-type: none"> • Parkway, Boulevard, Avenue, Local, Sensitive
Non-Vehicular Mobility	<ul style="list-style-type: none"> • Pedestrian facilities, bike lanes, bike racks, greenways





FUTURE MOBILITY

As Corinth plans for the next twenty-five years, the community should focus on building a mobility system that offers choices, and focuses on moving people instead of simply moving cars. Corinth residents and visitors should have multiple options about the routes they drive to reach destinations, and also options about the mode of travel they choose to use whether it be by car, bicycle, or walking. The system should also be consistent with and sensitive to the surrounding context of the place type it serves. The future mobility map illustrates recommended focus corridors and connections over the lifespan of this plan, both for motor vehicles and for active transportation. The plan is augmented by development of a street typology that includes six new street types to allow for streets that are safe and attractive for all users regardless of how they move, serve the future land use place types, and support the surrounding natural and built contexts.

Design of the Future Network

Mobility projects proposed for Corinth include a combination of road enhancements and expansion of the existing greenway/pathway system. The corridors of note are illustrated on the Mobility Map, which serves as the Thoroughfares Plan as required by Section 17-1-1 of the Mississippi Code. All street projects are focused on the connectivity and multimodal principles that were articulated by the community in a series of stakeholder sessions held the week of April 26, 2017. Street design should be guided by the street typologies developed as part of this community process; the various street types are illustrated in the cross sections below. Two key differences exist between these street typologies and those previously used in the City: first, they are context-specific, and are related to particular place types developed as part of the planning process. Street types and place types are correlated through the Applicability Matrix (attached), so that streets

Focus on building a system that offers choices for people instead of simply moving cars.

within each place type are contextually consistent with the surrounding land use and vision, and the streets enable that vision to be implemented. Second, the street types are not categorized in a conventional manner; there are more street types than typically covered by the conventional functional classification of “arterial,” “collector,” and “local” streets. However, the attached matrix shows the relationship between the new street typologies and the more conventional three functional classifications; this matrix allows for cross-classification to the FHWA conventional functional classifications.

Palette of Street Types

Six street types are proposed for the City of Corinth. Each illustrative section that follows is accompanied by a table that summarizes both design elements (what is and is not included in the street) and design specifications (engineering guidance on items such as widths). Each section is accompanied by a brief description of each of the proposed street typologies.

It is envisioned that implementation of the street types would occur mostly during resurfacing or reconstruction projects since the roadway network in Corinth is fairly built out. It is recommended that anytime a resurfacing or reconstruction project is anticipated that the subject street be reviewed in the context of the applicable street type and evaluated as to what aspects of the adopted street type could be incorporated. It is further recommended that when existing multi-lane streets are the subject of a project that traffic analysis be conducted to determine the number of needed travel lanes and any excess pavement could be reallocated for bike or parking space.

Enhancing Functional Classification

The traditional functional classification system has become the predominant method of transportation professionals for grouping roads. It was originally developed by transportation planners as a method of communicating the road’s character of service. In its most basic form the classification system articulates information about the road’s setting

(i.e., urban or rural) and the extent to which it provides access to adjacent land and travel mobility. These functions lead to the designations of: arterial, collector and local.

The complete functional classification system has been developed around the hierarchy of movements: main movement, transition, distribution, collection, access and termination. The map on Page 58 (Existing Mobility Framework) illustrates the existing vehicular mobility network in terms of this conventional classification system.

The two main shortcomings of the Functional Classification System in an urban environment are that it :

- **does not consider other modes of transportation, and**

- **does not consider roadway functions outside of access and mobility**

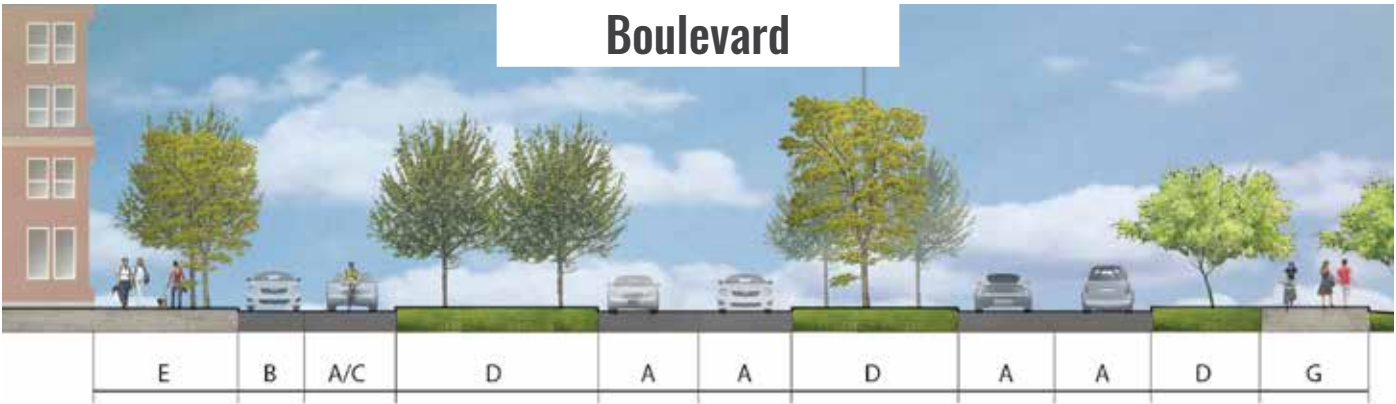
Consequently, alternative planning descriptions have been developed which are responsive to both existing and planned development contexts.

Corinth’s existing mobility network has been evaluated in light of both conventional transportation planning criteria and the design contexts to which Corinth aspires. Common alternative road descriptions, typologies, and their applicability to the conventional classification system, are shown in the table below.

Street type and Functional Classification	Boulevard	Avenue	Main Street	Local Street	Rural	Alley
Arterial	●	●	●			
Collector		●	●	●	●	
Local				●	●	●

Place Type	Boulevard	Avenue	Main Street	Local Street	Rural	Alley
Rural Areas				●	●	
Rural Center		●	●	●	●	
Suburban Neighborhood		●		●	●	
Mixed Residential Neighborhood		●		●		
Neighborhood Mixed Use	●	●		●		
Neighborhood Center	●	●	●	●		●
Suburban Corridors	●	●				
Traditional Neighborhood (new)		●	●	●		●
Traditional Neighborhood (Historic and Infill)		●	●	●		
Downtown Gateways		●	●			●
Downtown Core		●	●			●
Special Districts	●	●		●	●	

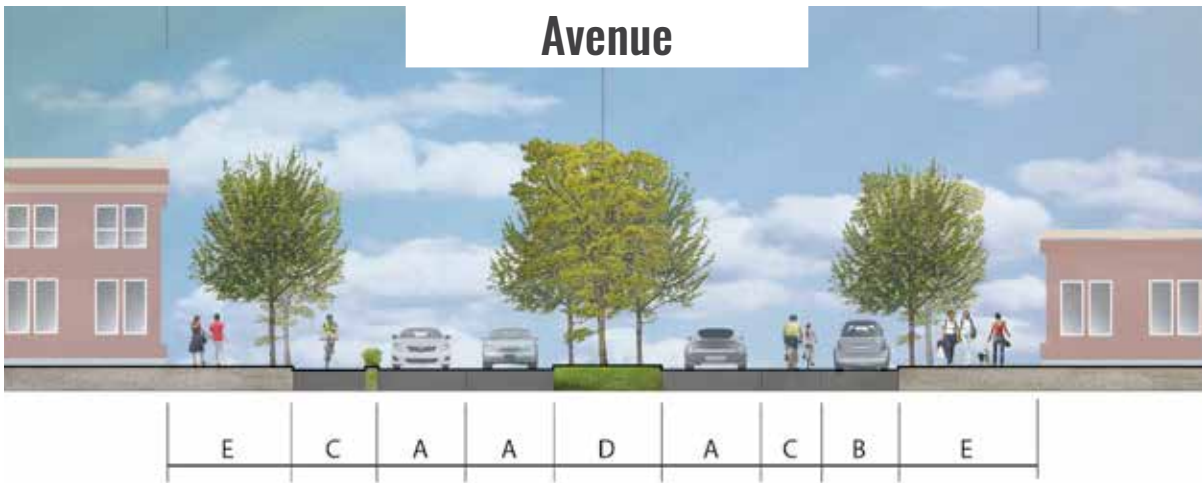
Boulevard



Boulevard – A boulevard is a regional travel facility that typically consists of commercial frontage, with multiple intersections and access to businesses. Boulevards have a more formal streetscape pattern, and occur in primarily developed areas. Boulevards include a closed drainage system and accommodations for pedestrians and bicycles in a facility such as a shared use path that is separated from moving traffic. Boulevards can include an access lane to afford local trips an alternate to reentering the through lanes, and to create store frontage with on-street parking. Boulevards are typically four or more lanes in width, and occur in built up areas with commercial uses. A long-range vision of US Highway 72 could be considered as a boulevard, and other streets could develop into boulevards as commercial development intensifies. A good candidate for this treatment could be Harper Road as more commercial development occurs along the corridor.

Boulevard	
Design Elements	Description
Number of Lanes	4 Through; +2 on access lanes
Parking	Only on access lanes in multi-way configuration
Sidewalks	Yes
Bicycle Facilities	Shared Use Path; sharrows in access lane/ multi-way configuration
Drainage	Closed (curb + gutter)
Median	Yes, with left turn bays
Streetscape	Formal; street trees in median and tree lawn / verge; Tree wells in walkway in multi-way configuration
Furnishings	Benches, trash receptacles, bike racks on access lanes in multi-way configuration
Lighting	Yes; vehicle scale on main lane; pedestrian scale on access lanes

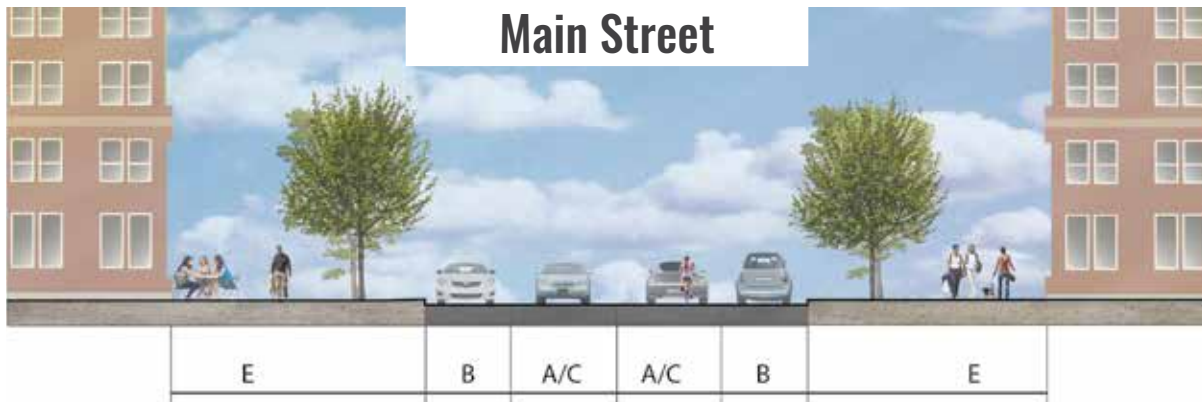
Boulevard Design Specifications		
Component	Description	Dimensions
A	Travel lane	11'-12' (main lane); 10'-11' access lane
B	Parking (access lane)	8'
D	Median / Verge	16'-22' (center); 18'-22' (side, in multi-way)
E	Sidewalk	6'-10' (main lane); 16'-20' with tree wells (with building, frontage, multi-way)
G	Shared used path	10' (min.) - 12' (preferred)
	Target speed	35 MPH (main lane); 15 MPH (access lane)



Avenue – An avenue is a walkable, low-speed street that carries a mixture of through and destination traffic. Avenues provide access to abutting commercial, residential, and mixed land uses, and accommodate cars, pedestrians, and cyclists. Avenues can have between two and four travel lanes, and can have planted medians and side planting strips. They may also have on street parking, and will have sidewalks and some form of on or off-street bicycle accommodations. North Fillmore Street, North Polk Street, Main Street, and Cass Street would all be considered Avenues.

Avenue	
Design Elements	Description
Number of Lanes	2-4
Parking	Optional: parallel
Sidewalks	Yes
Bicycle Facilities	Bike lane or Separated lane
Drainage	Closed (curb + gutter)
Median	Optional in 2 lane; required in 4 lane; accommodate left turn bays or flush median for left turns
Streetscape	Formal; street trees in median and tree lawn / verge; Tree wells in hardscape walkway
Furnishings	Bike racks / street furniture; public art
Lighting	Yes; vehicle scale on 4 lane; pedestrian scale on 2 lane

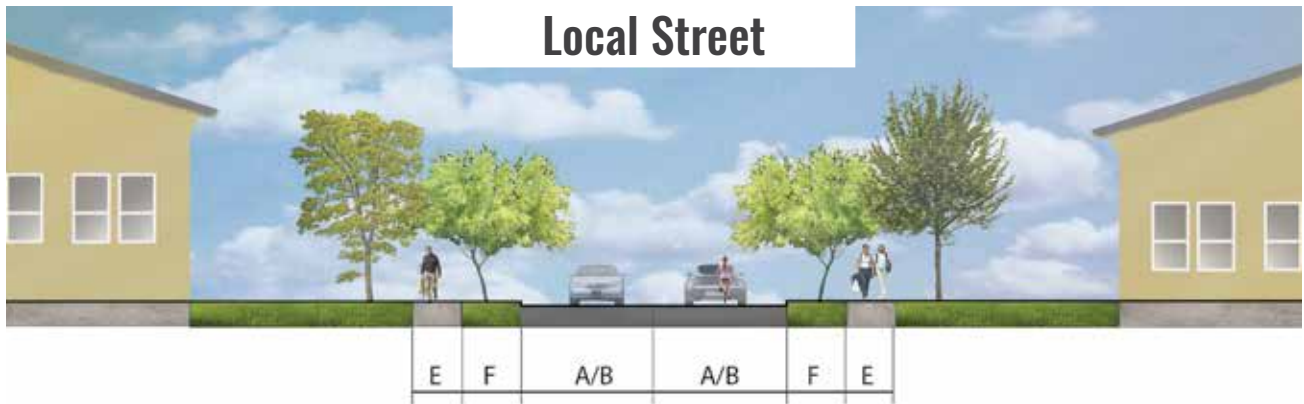
Avenue Design Specifications		
Component	Description	Dimensions
A	Travel lane	10'-11'
B	Parking (access lane)	8'
D	Median / flush median	10'-11' (spot and flush)
E	Sidewalk	6' (min.) 8' (preferred); 16'-20' with tree wells (neighborhood commercial)
C	Bike lane	6' (min.)
C	Protected bike lane	One-way: 7' + 3' separator (preferred) 6'+2' separator (constrained segment); Two-way: 12' + 4' separator (preferred) 10'+2' separator (constrained segment)
	Target speed	35 MPH (4 lane); 25 MPH (2 lane)



Main Street – Main Streets are designed to provide connections between neighborhoods and districts, as well as providing access to Avenues and Boulevards from local streets. Main Streets are highly walkable and serve as the primary street for commercial or mixed-use centers. On-street parking is provided in either a parallel or angled configuration. Due to high anticipated pedestrian activity, design speeds are kept low. This condition also allows bicycles to share space with automobiles in general travel lanes, negating the need for distinct bike lanes. Additional landscaping and traffic calming techniques that are ideal on Main Streets include street trees, curb bulb-outs, and a relatively high density of street furniture and public art. Pedestrian-scale street lighting should be installed, and utilities should be located underground, in alleys or other streets to the greatest extent possible. Sidewalks are required on both sides of the street, and will ideally be at least 12 feet from the back of curb to the building face, to provide space for activities such as outdoor cafes and strolling. Fillmore Street, Waldron Street, Cruise Street, and Wick Street in Downtown Corinth would be considered Main Streets.

Main Street	
Design Elements	Description
Number of Lanes	2
Parking	Yes; Parallel or angled (back-in angled preferred)
Sidewalks	Yes
Bicycle Facilities	Sharrows; Shared Lane
Drainage	Closed (curb + gutter); Permeable parking (optional)
Median	No
Streetscape	Formal; Tree wells in hardscape walkway
Furnishings	Bike racks / street furniture; public art
Lighting	Pedestrian scale

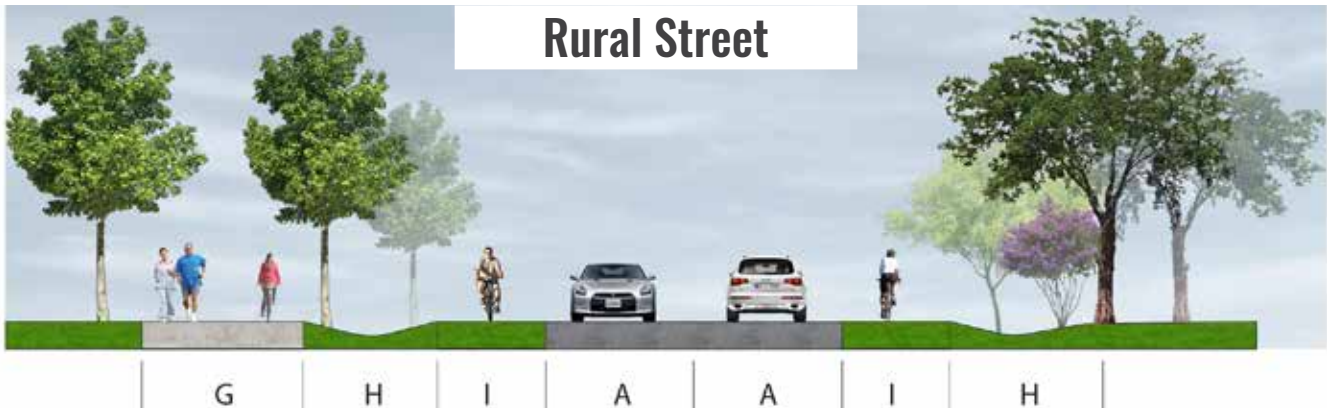
Main Street Design Specifications		
Component	Description	Dimensions
A	Travel lane	10' (parallel parking); 13' (angled parking)
B	Parking	8' (parallel); 20' (angled)
E	Sidewalk	12' (min.); 20' (preferred); 5' (min.) tree wells
C	Bicycle facilities	Sharrows in travel lane
	Target speed	20 MPH



Local Street - Local Streets provide access to individual lots, accommodate pedestrians and serve as low speed bicycle and vehicle routes. Local streets should be relatively short in total distance related to the other street typologies, and serve as the street that fronts residential development. For multi-family frontages, the parking is accommodated in parallel bays adjacent to distinct travel lanes; for single family frontages, the street is a shared cartway where two moving directions of traffic share space with parked vehicles in a “yield” condition. Streetscape is more formal, with street trees in a regular planting spacing, and sidewalks on both sides of the street. Neighborhood streets serving primarily residential uses would be considered local streets.

Local Street	
Design Elements	Description
Number of Lanes	2 (max.)
Parking	Yes; Parallel or yield (informal)
Sidewalks	Yes
Bicycle Facilities	Routes / shared
Drainage	Closed (curb + gutter); rain gardens / bioswales (optional)
Median	No
Streetscape	Configuration dependent on context
Lighting	Pedestrian scale

Local Street Design Specifications		
Component	Description	Dimensions
A	Travel lane	10' dedicated lanes (max. for typical multi-family frontage condition); 24'-27' two-way yield (for typical single-family frontage condition)
B	Parking	7' parallel in bays (for typical multi-family frontage condition); informal curbside in yield condition (24'-27' street width for typical single-family frontage condition)
E	Sidewalk	5' (min.) both sides
F	Verge	5' (min.)
	Target speed	20 MPH (max.)



Rural Street - In rural and transitional areas of Corinth where stormwater and wastewater do not feed into sewers, other forms of drainage must be provided. Along encompassed streets, open channel drainage ditches are typical and must be accommodated within special cross-sections. These sections could accommodate rain gardens or biofiltration as well. In many areas where environmental concerns such as floodplains occur, sensitive streets can offer the lightest imprint on the natural landscape while providing much-needed connectivity for all modes of travel. Examples of rural streets would be West Linden Street, East Kendrick Road, and Gaylean Road.

Rural Street	
Design Elements	Description
Number of Lanes	2 (max.)
Parking	No
Sidewalks	No - shared use path
Bicycle Facilities	Shared use path
Drainage	Open swale; rain gardens; bioswales
Median	No
Streetscape	Natural; informal
Shoulders	Reinforced turf
Lighting	Optional

Local Street Design Specifications		
Component	Description	Dimensions
A	Travel lane	10'-11' lanes
G	Multi-Use Path	12' wide, asphalt or concrete, recommended for rural streets with posted speeds of 40 MPH or more
H	Grass Verge and/or Open Swale Drainage	5' (min.) both sides, swales can be planted as rain gardens or bioswales
I	Optional Paved Shoulder	4' (min.), recommended for rural streets with posted speeds of 35 MPH or less
	Target speed	20-40 MPH, depending on land use context

Downtown Traditional/Green Alley



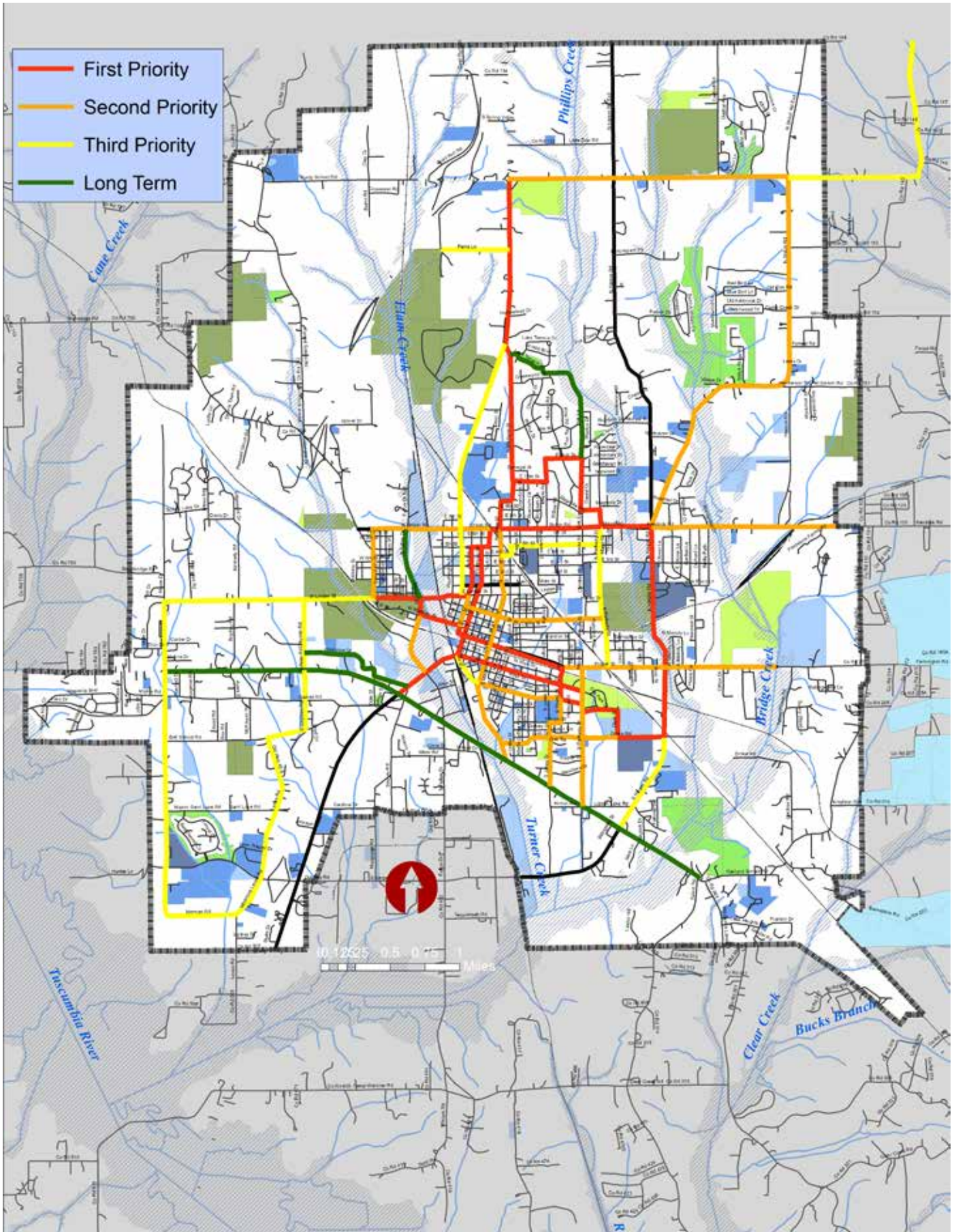
Alley



Alley - Existing alleys in Corinth occur downtown as back-of-building service access to downtown storefronts. These alleys are generally 12'-14' wide and are fully paved from building edge to building edge. These alleys can be cleaned up by having new aprons put in at the block ends and concrete headers to provide a clean straight edge when buildings and utility infrastructure are an uneven alley edge. Alleys also provide an opportunity to incorporate stormwater storage and infiltration if paved with permeable pavers (Green Alley). New alleys that are 14' wide with a 20' minimum right-of-way can also be incorporated into new developments.

Alley	
Design Elements	Description
Number of Lanes	1 (signed one-way, or two-way yield lane)
Parking	No
Sidewalks	No
Bicycle Facilities	Shared
Drainage	Drain to catch basins at centerline or permeable pavers
Median	No
Streetscape	Permeable pavers or pavement for Green Alleys
Lighting	Optional

Alley Design Specifications		
Component	Description	Dimensions
A	Travel lane	14' typical (downtown) 20' (new traditional development)



FUTURE MOBILITY MAP

Walking and Biking Network

As shown on the Future Mobility Map, streets and trails with red are recommended as high or first priority corridors to incorporate a dedicated bicycle and pedestrian facility, either on (bike lanes, shared lanes, or separated lanes) or off-road (shared use path), or as greenway trail corridors along Corinth's creeks and canals. Corridors shown in orange denote second priority connections, yellow represents third priority connections, and green is the lowest priority. These are all potential projects that are to be spaced out over the next twenty-five years. Notable first priority initiatives include the following:

- A redesign of Harper Road from Shiloh Road south to Droke Road that provides curb separation for the shared use path as well as bollards at ends and the driveways. A new sidewalk can also be built on the other side of the road. The image below depicts how this configuration could look.
- The addition of bicycle lanes and sidewalks to Droke Road by reallocating the center turn lane space and placing that space at the street edges for bicycle lanes. This will provide walking and

Below: Existing condition of Harper Road Corridor in the smaller photo and the larger photo illustrates the potential for landscape enhancements, improved pedestrian safety, and expanded pedestrian connectivity along the corridor.



bicycling connectivity to Corinth Elementary School, Crossroads Regional Park, and the existing shared use path on Harper Road. Another image shows a possible design for Droke Road.

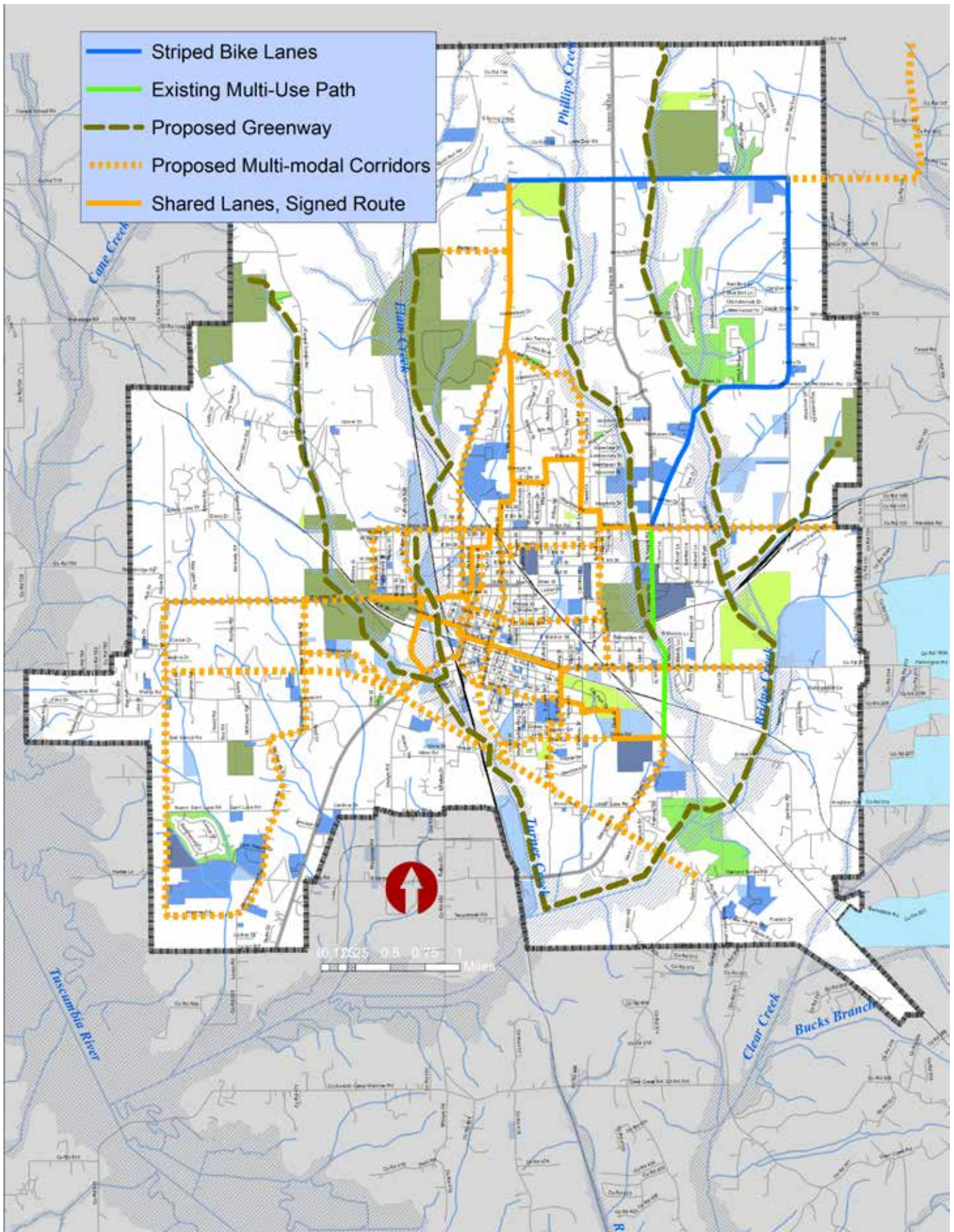
- Based on stakeholder and public input, a new greenway trail along Phillips Creek and Bridge Creek was mentioned repeatedly, and is also shown as a first priority on the Future Mobility Map.
- Adding formality to the existing Civil War Trail/Hiking & Biking Trail route with improved facilities, signage & wayfinding, and branding would be a high priority item since there has already been investment made and there is local stakeholder interest in keeping this facility going and publicizing it more. Included in this would be an improvement of Shiloh Road to include adequate walking and bicycling facilities to connect the west part of Corinth, through the existing Civil War Trail route to the existing bicycle facilities at the Shiloh Road and Harper Road intersection.

The long-term goals of this plan are to eventually provide a network of walking and bicycling connec-

tions between neighborhoods and schools, neighborhoods and commercial destinations, neighborhoods and downtown, and neighborhoods to one another. It is important to also connect the various destinations to each other, and to extend multi-modal transportation connectivity to the Civil War lands as a way to continue to foster Corinth as a tourist destination.

Below: existing condition of Drake Road Corridor in the smaller photo and the larger photo illustrates the potential for a pavement reallocation for bike lanes, landscape enhancements, improved pedestrian safety, and expanded pedestrian connectivity along the corridor.





Proposed Non-motorized Trail Network

Bike and Pedestrian Facility Typologies

Bicycle Boulevard



Protected Bike Lane / Cycletrack



Shared Lane



Sidewalk



Bike Lane



Multi-use Path

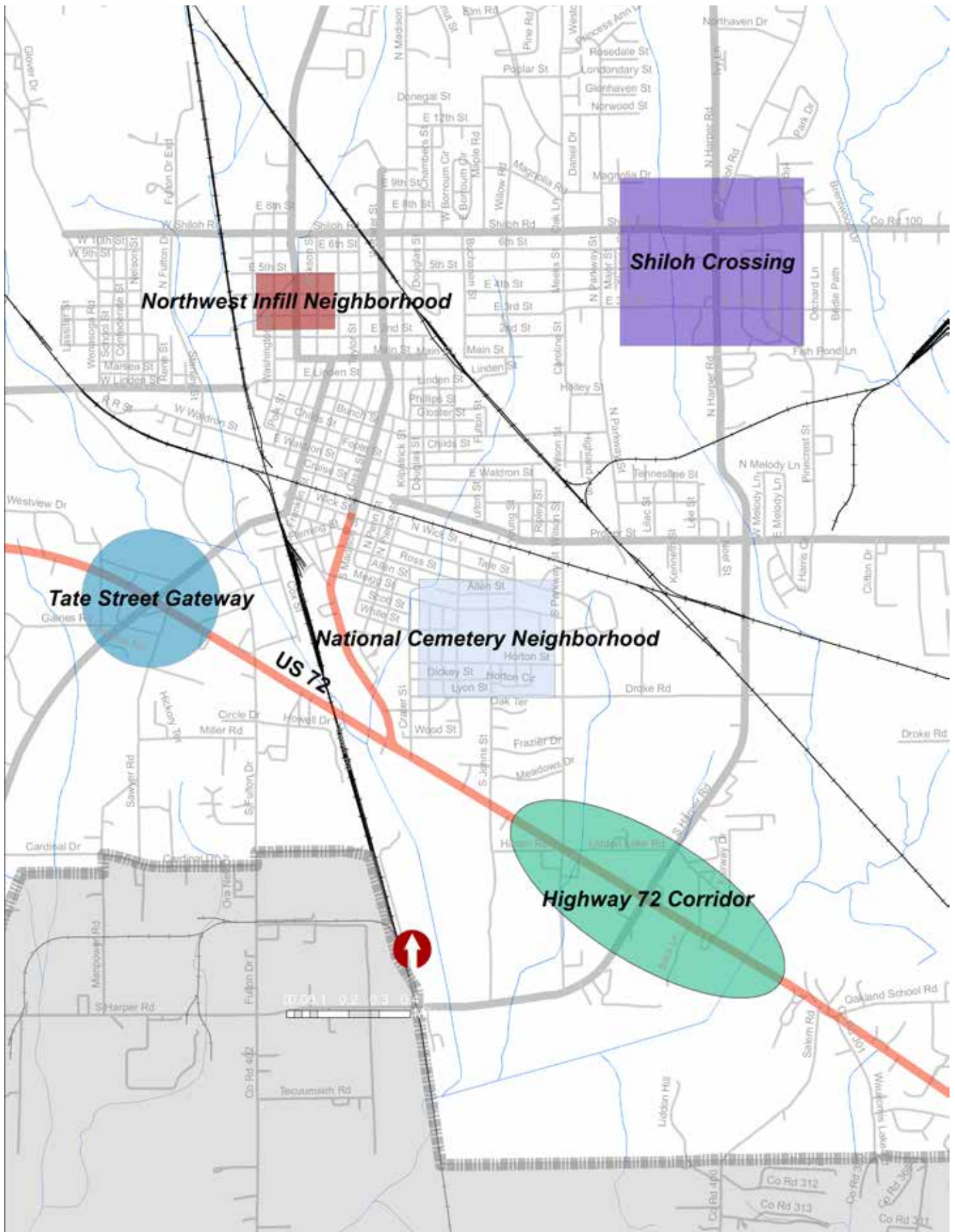


Buffered Bike Lane



Greenway





Strategic Focus Areas

STRATEGIC PLANNING FOCUS AREAS

Strategic planning focus areas are parts of Corinth that offer significant opportunity to demonstrate the positive development outcomes of Envision Corinth 2040 once the planning principles are applied. These areas also are of strategic importance because successful planning efforts within them will serve as a catalyst for increased improvement in nearby areas.

Due to the intensity and specialized nature of downtown planning, five strategic planning focus areas have been identified through the planning process and are listed as follows:

1. **Northwest Corinth Infill Strategic Planning Focus Area**
2. **Shiloh Crossing Strategic Planning Focus Area**
3. **National Cemetery Strategic Planning Focus Area**
4. **Tate Street Gateway Strategic Planning Focus Area**
5. **Highway 72 Corridor Strategic Planning Focus Area**

It should be noted that downtown is of critical importance to the City of Corinth as a Strategic Planning Focus Area. It should be the target of a specialized and extensive downtown plan.

Each of these areas is considered individually in the following sections.

- Area Context
- Overall Development Vision
- Key Challenges and Objectives
- Applicable Best Planning Practices

The five Strategic Focus Areas are illustrated on the map on the previous page.

1

Northwest Corinth Infill



2

Shiloh Crossing



3

National Cemetery



4

Tate Street



5

Highway 72 Corridor



Northwest Corinth Infill

Area Context

The Northwest Corinth Infill area is representative of numerous infill opportunity sites in the City. The area is located in an aging neighborhood not far from the historic city center. As housing has aged, some units have not been well maintained with maintenance being deferred for extended periods of time. In the most extreme case, the integrity of the housing has been compromised to the point that the dwellings have been removed leaving vacant lots. These vacant lots are typically served by adequate utilities and other infrastructure, making them prime candidates for infill redevelopment. This site was chosen to illustrate the manner in which infill can be accomplished to achieve additional housing supply, neighborhood stability, infrastructure efficiency, and developer profitability.

Overall Development Vision

Redevelopment in the Northwest Corinth Infill area envisions the reuse of vacant lots for homes to achieve additional housing supply, neighborhood stability, infrastructure efficiency, and developer profitability. Redevelopment is envisioned to produce homes that are historically compatible with the neighborhood in design scale and styling.

Key Challenges

With the primary objective being the redeployment of vacant lots as home sites active and contributing to the vitality of the city, key challenges include:

- The presence of other deteriorating homes;
- Economics of redevelopment; and
- Zoning provisions that discourage redevelopment.

Objectives

- Generate infill housing compatible with the development pattern of the neighborhood; and
- Create neighborhood renewal and enhance living environment through new housing.



Above: Existing vacant lots in Northwest Corinth

Below: Potential infill development





Above: Existing vacant lots in Northwest Corinth

Below: Potential infill development



Shiloh Crossing

Area Context

Shiloh Crossings is the setting for one of the most unique neighborhood commercial nodes in the City. The once vibrant area at the intersection of Harper and Shiloh served as a secondary shopping area for the neighborhoods prior to the rise of the intense commercial strip development along Highway 72. Over the years, the center has declined in vibrancy as its single function has become obsolete and surrounding neighborhoods have declined in economic strength.

Overall Development Vision

The redevelopment of Shiloh Crossing envisions the the recreation of the node into an attractive, mixed use (to include housing) and pedestrian friendly center that includes recreational and trail access. These concepts are illustrated in the following pages.

Key Challenges and Objectives

Key challenges to the implementation of this overall development vision include:

- The lack of appropriate development standards to guide the redevelopment towards its intended outcome;
- Required funding to develop the associated green public amenity;
- Fragmented ownership; and
- Identifying investment expertise.

Objectives

- Create new value for declining commercial environments;
- Provide mixed use development;
- Create a walkable mixed use development;
- Connect area to pathways and green spaces; and
- Establish design practices using low impact principles and green infrastructure.

Shiloh Crossing photos



Existing aerial view



Potential phased redevelopment



Long-term redevelopment potential





Above: Existing intersection of Shiloh and Harper roads.

Below: Potential village style redevelopment and gateway for Shiloh Crossing.





Above: Existing intersection of Shiloh and Harper roads.

Below: Potential village style redevelopment and gateway for Shiloh Crossing.





Above: Aerial view of the Shiloh Crossing Focus Area.

Below: Potential long-term redevelopment of a walkable village-like district.





Above: Buildings front Shiloh Road creating a pedestrian-scaled environment and creating character.

Below: Potential eastbound gateway entry at the intersection of Shiloh Road and Phillips Creek.



National Cemetery Neighborhood Redevelopment Area

Area Context

Located in the southwest section of the core of corinth, the National Cemetery is a profoundly significant place for the community and nation. The cemetery is surrounded by an aging neighborhood characterized by several deteriorating homes and vacant lots from which homes have been cleared. Given the open space of the cemetery and its associated beauty, the setting offers an ideal area for infill housing and redevelopment.

Overall Development Vision

Redevelopment in the National Cemetery Neighborhood Redevelopment Area envisions the reuse of vacant lots for homes to achieve additional housing supply, neighborhood stability, infrastructure efficiency, and developer profitability. Redevelopment is envisioned to produce homes that are historically compatible with the neighborhood in design scale and styling.

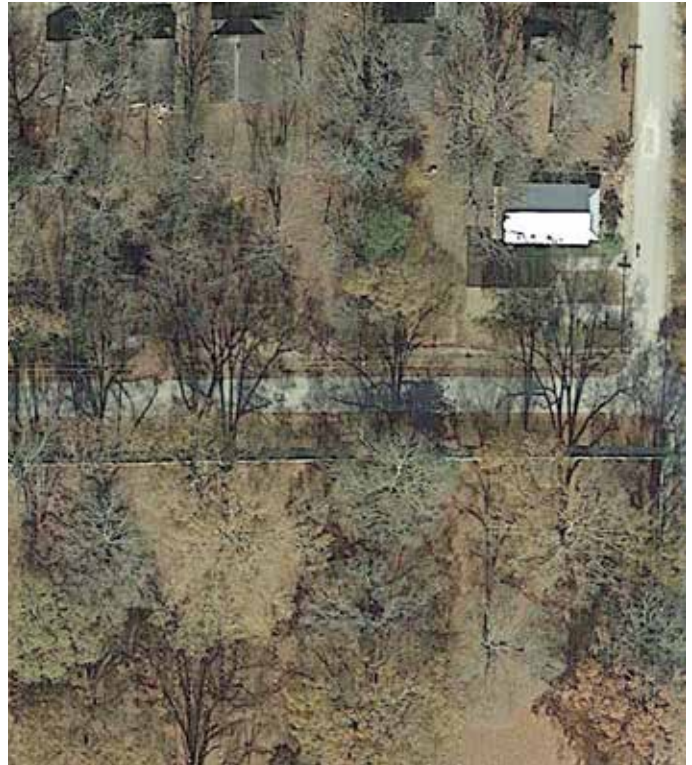
Key Challenges and Objectives

With the primary objective being the redeployment of vacant lots as home sites active and contributing to the vitality of the city, key challenges include:

- The presence of other deteriorating homes;
- Economics of redevelopment; and
- Zoning provisions that discourage redevelopment.

Objectives

- Generate infill housing compatible with the development pattern of the neighborhood; and
- Create neighborhood renewal and enhance living environment through new housing.



Above: Aerial view of vacant lots prime for infill housing.



Below: Aerial view of potential infill housing.



Above: Vacant lots prime for infill housing.

Below: Potential infill housing.



Tate Street Downtown Gateway

Area Context

Envision Corinth 2040 identifies the Downtown Gateway Placetype which is applied in several areas along the future development map. The intersection of Highway 72 and Tate Street was identified in the planning process as the most important of the Downtown Gateways because of its strategic importance accompanied by its less than attractive condition. A portion of the intersection was, until recently, cluttered with aging heavy equipment, older buildings and related activities that diminished the attraction of this key route to Downtown Corinth.

Overall Development Vision

The Tate Street and Highway 72 Downtown Gateway should reflect the exceptionally high quality and vibrancy of Corinth's Downtown. Serving as one of two primary entry points to the downtown from the south, the Tate Street Downtown Gateway is envisioned to include adjusted signalization, an appropriate gateway landmark, and adjacent new construction that is reflective of the most iconic architecture in Corinth. These major design features are projected to be supported by way finding signage and lane adjustments.

Key Challenges and Objectives

The primary objective is the re-creation of the intersection into an enticing mobility decision point that induces downtown visits while serving as a vital commercial node itself.

Key challenges to this overarching objective include:

- Funding major redesign;
- Coordination and participation of other interests such as MDOT; and
- Unsupportive zoning provisions that discourage redevelopment.

Objectives

- Create attractive and inviting entryways into Downtown Corinth.



Existing view of Highway 72 and Tate Street.



Conceptual view of the Tate Street Downtown Gateway.



Highway 72 Corridor

Area Context

The Highway 72 Corridor represents an extremely large area of suburban sprawl of undefined or poorly defined development character. Large parking lots, inefficient site layouts and generic corporate and franchise building architecture are the dominant features and stretch for more than three miles.

Overall Development Vision

The Highway 72 Corridor is envisioned to be an efficiently functioning and attractive commercial area, punctuated by redevelopment of mixed uses.

Key Challenges and Objectives

Development objectives along the Highway 72 Corridor include the retrofit of the highway itself as a more attractive boulevard with spot medians and reduced curb cuts. Redevelopment should include ample landscaping in parking lots, low impact environmental design and architecture that is distinctive to Corinth.

Key challenges to this overarching objective include:

- Funding major redesign;
- Coordination and participation of other interests such as MDOT; and
- Unsupportive zoning provisions.

Objectives

- Mitigate the negative impacts of suburban sprawl;
- Create an aesthetically pleasing commercial area;
- Renew durability of the corridor;
- Generate greater sales activity; and
- Establish design practices using low impact principles and green infrastructure.



Existing view of the Highway 72 Corridor.



Conceptual view of a transformed and redeveloped Highway 72 Corridor.





5. BUILDING A GREAT CITY - IMPLEMENTATION



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 chosen organizational method for Envision Corinth 2040 is to organize the recommendations under development categories from the field of urban morphology (the study of the form of human settlements and the process of their formation and transformation). The specific organizing headings of Envision Corinth 2040 are:

- Universal Implementation
- Community Identity and Character
- Land Use
- Economic Vitality
- Mobility and Connection
- Downtown
- Environment and Natural Resources
- Housing and Neighborhoods
- Community Facilities, Infrastructure and Services
- Administration, Technology and Intergovernmental Coordination

Recommendations in each of these topic areas are guided by Corinth's planning principles and the collective input of the planning process.

Work

Plan implementation is the ultimate goal of the planning process. While identification of key strategies is important, the plan will be successful only if tasks or actions are carried out. The Plan Implementation section, like the plan as whole, is a working document used to implement the vision and strategies expressed in the previous sections. As a working document, it is expressly intended that this Plan will be used on a regular basis. The implementation section should be updated regularly and systematically by:

- Measuring and reporting the progress of implementation.

- Adding new tasks or actions which will help accomplish the overall goals of **ENVISION CORINTH 2040!**
- Refining tasks or actions already under way in order to enhance their implementation or improve their effectiveness.
- Removing tasks or actions completed satisfactorily.
- Adding or deleting tasks or actions as Envision Corinth 2040 is amended from time to time.

The update process is intended to elevate the plan and the planning process in the overall budget, policy and management decisions of Corinth. 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 boards and commissions.

Annual Work Programs

Using the Comprehensive Plan as a basis for organizing the annual work programs of departments, boards and development partners 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 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, subdivision and other development decisions will help accomplish the goals and objectives of the Plan. All future land use and development proposals are intended to be evaluated in terms of compliance with Envision Corinth 2040.

Annual Operating Budget

The annual budget should include capital and programmatic budget provisions for the plan. Implementation partners should make requests in accordance with plan provisions and implementation recommendations.

Capital Improvement Programming

The capital budget (or Capital Improvement Plan) is a tool for planning 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 a 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 is an attempt to identify 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. While we feel that these partners can and should play a critical role in implementation there may be reasons why they cannot assist. This part of the plan must remain very fluid in order to be responsive to take advantage of opportunities and partnerships as they present themselves. An annual review of this section is suggested.

City as Prime Activator

The implementation section is intended to be incorporated into and chiefly implemented through the actions of the City, including appointed commissions and committees. These actions may and should include ordinance amendments, budget approvals, capital improvements programs, and similar activities and products; however, it will take the entire City of Corinth working together and supporting this plan for it to be fully implemented as proposed.

Understanding the Implementation Matrix

The illustration on the following page provides a sample of the implementation matrix with comment and interpretation. 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.

Plan reference indicated source location in the plan for action.

Priority levels:
 1st Priority = 1
 2nd Priority = 2
 3rd Priority = 3

Time Frame for actions are Immediate, Ongoing, Short Term, Medium Term or Long Term

Likely partners to assist in the action are identified.

Strategy Type: Policy, Project or Management.

Action	Type	Envision Principle	Priority	Expected Outcome	Next Steps	Progress Indicators	Time-frame	Likely Partners	Status
Universal Implementation									
1. Adopt this plan	Policy	1-7	1	Official policy basis from which to achieve Pasco-goula's Planning Principles.	• Adopted Plan	• Adopted Plan	IM	PC, MBA	
2. Use the Plan as a reference when reviewing development applications.	Mgmt	1-7	1	Plan compliant, strategic development decisions	• All decisions reference plan	• Documented consultation of the plan in status reports	OG	Staff, PC, MBA	
3. Update and report on the Implementation Element on an annual basis.	Mgmt	1-7	1	Up to date and relevant planning	• Produce annual progress report	• Production of an annual report	OG	Staff, Alliance	
4. Use the Plan to guide preparation of the Capital Budget.	Mgmt	1-7	1	Plan compliant capital budgeting	• Input capital projects into capital budget beginning 2018	• Capital budgeted plan recommendations	OG	MBA, Staff, Alliance	
5. Use the Plan to guide preparation of the annual Operating Budget.	Mgmt	1-7	1	Plan compliant annual budgeting	• Input recommendations into operating budget	• Operating budgeted plan recommendations	OG	MBA, Staff	
6. Hold an annual retreat for Department Heads to review the status of implementation.	Mgmt	1-7	1	Heightened plan implementation	• Convene retreat during the budgeting process	• Completion of an annual retreat	OG	MBA, Staff	
Environment and Natural Resources									
7. Establish low impact design standards to mitigate flood runoff		5	1	Zoning code amendments	• Draft provisions	Initiate drafting	ST	Consultant, staff, PC, MBA	

Actions, their intended outcomes and the measures that can be used to evaluate progress are indicated in this section.

Next steps provides direction on initiating the action.

The progress of achieving specific actions may be monitored in this space.

Action	Type	Envision Principle	Priority	Expected Outcome	Next Steps	Progress Indicators	Time-frame	Likely Partners	Status
Universal Implementation									
1. Adopt this plan	Policy	1-7	1	• Official policy basis from which to achieve Corinth's Envision Principles	• Adopted Plan	• Adopted Plan	IM	PC, MBA	
2. Use the Plan as a reference when reviewing development applications	Mgmt	1-7	1	• Plan compliant, strategic development decisions	• All decisions reference plan	• Documented consultation of the plan in staff reports	OG	Staff, PC, MBA	
3. Update and report on the Implementation Element on an annual basis	Mgmt	1-7	1	• Up to date and relevant planning	• Produce annual progress report	• Production of an annual report	OG	Staff, Alliance	
4. Use the Plan to guide preparation of the Capital Budget	Mgmt	1-7	1	• Plan compliant capital budgeting	• Input capital projects into capital budget beginning in 2018	• Capital budgeted plan recommendations	OG	MBA, Staff, Alliance	
5. Use the Plan to guide preparation of the annual Operating Budget	Mgmt	1-7	1	• Plan compliant annual budgeting	• Input recommendations into operating budget	• Operating budgeted plan recommendations	OG	MBA, Staff	
6. Hold an annual retreat for Department Heads to review the status of implementation	Mgmt	1-7	1	• Heightened plan implementation	• Convene retreat during the budgeting process	• Completion of an annual retreat	OG	MBA, Staff	
Community Identity, Character and Preservation									
7. Create site and design standards that implement place type ideals	Policy	1	1	• Quality development and redevelopment, attractive and durable buildings and sites	• Draft standards	• Adopted standard		PC, MBA	
8. Revise zoning code to reflect historic building patterns in older areas	Policy	1	1	• Redevelopment that is easier and historically appropriate, neighborhood conservation	• Draft standards	• Adopted standard	IM	PC, MBA	
9. Establish landscape standards for commercial area, especially parking areas	Policy	1	1	• Environmentally supportive development, more attractive site design, increased business	• Draft standards	• Adopted standard	IM	PC, MBA	
10. Actively mitigate nuisance properties (clean-up or demolish)	Policy	1	1	• Neighborhood stabilization	• Administer policy	• #Properties cleaned	OG	Staff, MBA	
11. Expand preservation districts	Policy	1, 10	1	• Additional historic districts	• Delineate expansion	• Adopted standard	IM	PC, MBA	
12. Host periodic tax credit workshops to keep owners of historic properties informed of incentives for restoration and conservation	Project	1, 10	2	• Additional reinvestment in historic properties	• Schedule workshop	• Workshop completed, reinvestment	ST	Main Street, Preservation Commission, Alliance	
13. Upgrade design of Downtown Gateways	Project	1	2	• Add elements such as signage, landmark feature, landscaping	• Fund and Design	• Design initiated	ST	MBA	
Land Use									
14. Incentivize infill development (i.e. permit fee waivers, 17-21-5 tax abatement)	Policy	2	2	• Increased infill activity	• Develop incentive package	• Developed package	ST	Staff, MBA	
15. Revise zoning code to encourage infill and adaptive reuse	Policy	2	1	• Removal of regulatory infill barriers	• Draft standards	• Adopted standard	IM	PC, MBA	
16. Comprehensively revise and update zoning code according to the provisions of this plan	Policy	2	1	• Revised zoning code	• Draft provisions	• Drafted code	IM	PC, MBA	
Economic Vitality									

Action	Type	Envision Principle	Priority	Expected Outcome	Next Steps	Progress Indicators	Time-frame	Likely Partners	Status
17. Conduct skills needs assessment with local businesses and industry	Project	2	2	• Inventory of needed workforce skills in the area	• Formation of taskforce & development of survey	• Survey administered	IM	Alliance, CFAC, local businesses/ industry, NEPDD	
18. Develop an innovative collaboration network focused on advancing workforce development in Alcorn County	Project, Policy, & Mgmt	1	1	• Creation of collaborative “action team” working to development and implementation continuous workforce development strategies	• Host a regional “Strategic Doing” Collaboration Summit to identify workforce development related opportunities within the region.	• Set date for workforce summit	IM	CFAC, Alliance, Stennis Institute	
19. Host a county-wide Workforce Summit	Project	1	1	• Formation of “action teams” and the identification of strategic workforce development “opportunities” within the county	• Identify potential summit participants	• Identification of initial workforce development Pathfinder Projects	ST	CFAC, Alliance, NEMCC, NEMPDD, local business/ industry, City and County Govt, School District, Stennis Institute, UNA	
20. Identify primary industrial recruiting targets	Project	1	1	• Listing of specific industries to target for recruitment	• Conduct industry recruitment and marketing analysis	• Listing of primary industrial recruiting targets	IM	Alliance, CFAC, City/ County, Local business & industry	
21. Identify vacant and available residential and commercial properties	Project	1	1	• Develop inventory of potential redevelopment and infill sites	• Form task force to coordinate the GIS mapping of identified properties	• Listing and map of potential redevelopment and infill sites	IM	Alliance, CFAC, City/ County, Local business & industry	
22. Post this plan on a website, forward a copy to all relevant entities	Policy	1	1	• Increase the awareness of the Envision Corinth plan and associated recommendations	• Distribute electronic copies of the plan to appropriate partners	• Public posting on the plan on various websites	ST	Staff, MBA	
23. Create a holistic economic development marketing strategy to include a branding campaign	Policy, Project	2	2	• Creation of a holistic marketing and branding campaign aimed at recruiting new businesses and industries	• Develop and adopt economic development branding and marketing material	• Identification of an appropriate marketing and branding consulting firm to aid in the development of a new campaign	ST	Alliance, CFAC, City/ County, Local business & industry	
24. Develop a targeted marketing material to focus on industries most applicable to Corinth/Alcorn County	Project	2	2	• Industry specific marketing and promotion material promote opportunities in Corinth/Alcorn County	• Identification of targeted industries for recruitment in Corinth/Alcorn County	• Listing of primary industrial recruiting targets	ST	Alliance, CFAC, City/ County, Local business & industry	

Action	Type	Envision Principle	Priority	Expected Outcome	Next Steps	Progress Indicators	Time-frame	Likely Partners	Status
25. More fully capitalize on rich cultural, historical and recreational legacies (Interpretive Center, Shiloh, Pickwick, etc.)	Project, Policy, & Mgmt	1	1	<ul style="list-style-type: none"> Corinth recognized as a premier historic and cultural tourism destination with increased number of visitors 	<ul style="list-style-type: none"> Host a regional "Strategic Doing" Collaboration Summit to identify tourism related opportunities within the region. 	<ul style="list-style-type: none"> Increase in tourism, tourism enterprises, and tax revenue 	OG	CFAC, Alliance, Visit Corinth, Corinth Civil War Center, National Park Service, Restaurant Assoc.	
26. Capitalize on the presence of the Crossroads Arena	Policy	2	2	<ul style="list-style-type: none"> Highly functioning and regionally recognized facility that hosts events throughout the year 	<ul style="list-style-type: none"> Form task force to identify potential opportunities to support the Crossroads Arena 	<ul style="list-style-type: none"> Number and diversity of arena events 	OG	CFAC, Alliance, City/County, Crossroad staff, Visitor Corinth	
27. Conduct an operational and management study of the Crossroads Arena	Project	1	1	<ul style="list-style-type: none"> An analysis of the operations and impact of the arena 	<ul style="list-style-type: none"> Identify an organization or firm to lead the analysis of the arena. 	<ul style="list-style-type: none"> Production of an operational and management report and recommendations 	ST	CFAC, Alliance, City/County, Crossroad staff, Visitor Corinth, Stennis Institute	
28. Evaluate land use located near hospital for compatibility with future retail and residential growth	Policy	2	2	<ul style="list-style-type: none"> Creation of a vibrant and economically healthy medical district 	<ul style="list-style-type: none"> Conduct medical district inventory and feasibility analysis 	<ul style="list-style-type: none"> Development of a medical district improvement plan 	ST	City/County, Hospital, Alliance	
29. Identify targeted retail and services to compliment employees and visitors to the hospital	Policy, Project	3	3	<ul style="list-style-type: none"> Development of retail and services and providers that cater to the needs of hospital staff and visitors 	<ul style="list-style-type: none"> Identify and strategically recruit retail and service providers that cater to the hospital staff and visitors 	<ul style="list-style-type: none"> Number of retail and service providers locating to the area 	ST	Hospital, Alliance, Visitor Corinth	
30. Conduct housing/lodging study to determine specific needs of employees	Policy, Project	1	1	<ul style="list-style-type: none"> Development of a holistic housing improvement and redevelopment plan for Corinth 	<ul style="list-style-type: none"> Form housing task force to review the analysis and recommendations 	<ul style="list-style-type: none"> Housing Redevelopment Plan completed 	ST	City/County, Alliance, Stennis Institute	
31. Develop a small business network through "meet ups"	Project	3	3	<ul style="list-style-type: none"> Increase in the number of small businesses within Corinth and assist in the growth and success of existing small businesses 	<ul style="list-style-type: none"> Develop a schedule of regular business "meet ups" to occur throughout the year 	<ul style="list-style-type: none"> Number of meet ups that are held and number of attendees participating 	IM	Alliance, Main Street	
32. Provide seminars and training for small business owners	Project	3	3	<ul style="list-style-type: none"> Increase in the number of small businesses within Corinth and assist in the growth and success of existing small businesses 	<ul style="list-style-type: none"> Develop a schedule of regular seminars and training opportunities for small business owners 	<ul style="list-style-type: none"> Number of small business owners participating in the seminars and the number of new small businesses that open with the region 	IM	Alliance, Main Street, Stennis Institute, MDA	

Envision Corinth 2040 Implementation Matrix

Action	Type	Envision Principle	Priority	Expected Outcome	Next Steps	Progress Indicators	Time-frame	Likely Partners	Status
33. Explore potential for small business incubator or co-working program	Project	2	2	• Increase in the number of small businesses successfully operating within the region	• Form taskforce to identify opportunities and feasibility of a small business incubator	• Development of a small business incubator	IM	Alliance, Main Street	
34. Encourage entrepreneurial development and a small business assistance program	Project	2	2	• Create an environment where local small businesses and entrepreneurs thrive	• Host a "Big Idea" competition for potential entrepreneurs to pitch their business idea	• Number of new small businesses employees	IM	Alliance, Main Street, MDA	
35. Catalog and publicize financial incentive tools available to encourage commercial and residential redevelopment	Project	2	2	• Map qualifying areas eligible for various incentives, programs, or credits. Match financial tools with specific districts in the region	• Creation of a marketing material that promote available tools	• Number of financial incentives utilized within the region	ST	Alliance, Main Street, Local Business & Industry	
36. Focus retail recruitment on trade areas existing and future needs as identified in the market analysis	Project	1	1	• Increase revenue through local sales tax diversion	• Identify targeted retail to recruit to community based on the market analysis	• Decrease in secondary market leakage	ST	Alliance, City/County	
37. Institute a community wide "zip code survey" tracking system	Project	3	3	• Identify specific market trade area for various retail sectors within the community and market / promote retail opportunities appropriately	• Develop a basic zip code and recruit local retail businesses to implement	• Annual zip code survey analysis and report	ST	Alliance, Main Street, Local Business & Industry	
38. Identify potential existing independent businesses to locate downtown	Policy	2	2	• An increasingly vibrant downtown area	• Develop a listing of potential independent businesses currently located in the community and hold a series of "pop up" shops in vacant downtown buildings during select times of the year.	• Number of new retail businesses in the downtown area	ST	Alliance, MS	
39. Create incentive programs to encourage business location in the downtown area	Policy	2	2	• An increasingly vibrant downtown area	• Draft incentive packages	• Adopt downtown incentive packages	ST	Alliance, Main Street, City/County, local utilities	
40. Explore the feasibility of a Business Improvement District (BID)	Policy, Project	3	3	• Creation of a downtown Business Improvement District	• Conduct a BID feasibility study for the downtown area	• BID adopted	ST	Main Street, Alliance, City/County	
41. Recruit downtown retail to include destination businesses, restaurants, and entertainment	Project	1	1	• Downtown area serves as the economic, social, and cultural center of Corinth	• Identify opportunities for local or new restaurants, brew pubs, a boutique hotel, or other entertainment venues to serve as a catalyst project for the downtown area	• Increase in the number of restaurants, specialty retail, and community events	ST	Alliance, Main Street,	

Action	Type	Envision Principle	Priority	Expected Outcome	Next Steps	Progress Indicators	Time-frame	Likely Partners	Status
42. Create an incentive package to improve the appearance of existing business	Policy, Project	2	2	<ul style="list-style-type: none"> Enhance the aesthetics and appeal of the downtown area 	<ul style="list-style-type: none"> Establishment of a local façade improvement program or revolving loan fund 	<ul style="list-style-type: none"> Number of renovated or enhanced buildings in the downtown area 	ST	Alliance, Main Street, local banks or financial institutions	
43. Adopt a unified wayfinding and branding system for Corinth	Policy, Project	1	1	<ul style="list-style-type: none"> A consistent and unified branding system for the City is developed to aid in the marketing and promotion of the community 	<ul style="list-style-type: none"> Develop a cohesive way finding and branding system 	<ul style="list-style-type: none"> Installation of way finding signage throughout the community 	IM	Alliance, Main Street, City/County, MDOT, Stennis	
44. Target Hwy 72 Corridor Strategic Focus Area for redevelopment	Policy, Project	2	2	<ul style="list-style-type: none"> An economically vibrant and aesthetically pleasing highway commercial corridor 	<ul style="list-style-type: none"> Development and approval of a redevelopment plan 	<ul style="list-style-type: none"> Plan adopted and implementation begins 	MT	Alliance, City/County, Local Business & Industry, Stennis Institute	
45. Target Shiloh/Harper Strategic Focus Area for redevelopment	Policy, Project	1	1	<ul style="list-style-type: none"> Existing area revitalized into neighborhood scale place with local commercial needs and services 	<ul style="list-style-type: none"> Development and approval of a redevelopment plan 	<ul style="list-style-type: none"> Plan adopted and implementation begins 	MT	Alliance, City/County, Local Business & Industry, Stennis Institute	
Mobility and Connection									
46. Position Corinth as a leader in providing transportation choices through thoughtful and attractive street design by adopting official streets policy guides for Corinth	Policy, Mgmt	4	2	<ul style="list-style-type: none"> Increased mobility options, community aesthetics, walkability, community vitality 	<ul style="list-style-type: none"> Adopt and administer Designing Walkable Urban Thoroughfares: A Context Sensitive Approach (ITE/CNU, 2010); Urban Street Design Guide (NACTO, 2013); Urban Bikeway Design Guide (NACTO, 2012); and the Small Town and Rural Design Guide (FHWA, 2016) 	<ul style="list-style-type: none"> Adoption of policies 	ST	MBA, PC, Staff	
47. Formalize the Harper Road shared use path with either curbs or more separation and removable bollards at driveways	Policy	4	2	<ul style="list-style-type: none"> Appearance of a safer bicycling facility on Harper Road Ease in path maintenance 	<ul style="list-style-type: none"> Construction of the project Increased usage of the path by bicyclists and pedestrians 		ST	MDOT, MBA, Staff	
48. Redesign Shiloh Road as a roadway that services all modes of travel	Policy	4	2	<ul style="list-style-type: none"> Better pedestrian and bicycling access on Shiloh Road 	<ul style="list-style-type: none"> Identify project scope and apply for grants to help pay for project 	<ul style="list-style-type: none"> Construction of the project Increased usage of Shiloh Road by bicyclists and pedestrians 	ST	MDOT, MBA, Staff	
49. Create an integrated network of bicycle and pedestrian facilities throughout Corinth	Project	4	2	<ul style="list-style-type: none"> Better pedestrian and bicycling access 	<ul style="list-style-type: none"> Number of new connections 	<ul style="list-style-type: none"> Construction of network segment 	MT, LT	MDOT, MBA, PC, Staff	

Action	Type	Envision Principle	Priority	Expected Outcome	Next Steps	Progress Indicators	Time-frame	Likely Partners	Status
50. Formalize the Civil War Hiking & Biking Trail with better way finding & branding, street markings & signage, and bicycle & pedestrian facilities	Project	4	2	<ul style="list-style-type: none"> Better and increased pedestrian and bicycling access Added destination to Corinth's tourism 	<ul style="list-style-type: none"> Construction of the project Increased usage of the path by bicyclists and pedestrians, especially tourists 	<ul style="list-style-type: none"> Construction of network segment 	MT	ARC, USDOT/ FHWA, NPS, MDOT, County, MBA, Staff	
51. Require ADA compliant sidewalks and bicycle parking for all new development and redevelopment sites	Policy	4	1	<ul style="list-style-type: none"> An efficient network that provides choice, promotes connectivity, and encourages active transportation 	<ul style="list-style-type: none"> Amend development standards accordingly 	<ul style="list-style-type: none"> Number of connectivity nodes 	OG	MBA, PC, Staff	
52. Create an interconnected network of streets, sidewalks and bikeways in developing areas and reinforce and improve the current network whenever possible	Project	4	1	<ul style="list-style-type: none"> Increased connectivity 	<ul style="list-style-type: none"> Amend development standards accordingly 	<ul style="list-style-type: none"> Developments with smaller blocks and street redundancy 	OG	MBA, PC, Staff	
53. Research funding sources for installing active transportation facilities	Project	4	1	<ul style="list-style-type: none"> A menu of funding streams for future mobility projects 	<ul style="list-style-type: none"> Identify most feasible grant opportunity 	<ul style="list-style-type: none"> Submitted funding request 	ST	ARC, USDOT/ FHWA, MDOT, County, MBA, Staff	
54. Codify street types contained in this plan	Policy	4	1	<ul style="list-style-type: none"> Increased mobility options, community aesthetics, walkability, community vitality 	<ul style="list-style-type: none"> Revise code according to plan 	<ul style="list-style-type: none"> Revised code 	IM	MBA, PC, Staff	
55. Retrofit existing streets concurrent with maintenance, reconstruction, or development according to street types	Project	4	1	<ul style="list-style-type: none"> Plan compliant street design throughout the City 	<ul style="list-style-type: none"> Apply plan compliant street design to the next major street project 	<ul style="list-style-type: none"> Construction of plan compliant street types 	OG	MBA, PC, Staff	
56. Select street types that are appropriate to the surrounding place type per the applicability matrix	Project	4	1	<ul style="list-style-type: none"> Plan compliant street design throughout the City 	<ul style="list-style-type: none"> Apply plan compliant street design to the next major street project 	<ul style="list-style-type: none"> Construction of plan compliant street types 	ST	MBA, PC, Staff	
57. Pursue cross-access connections and new network connections in lieu of widening existing roadways	Policy	4	1	<ul style="list-style-type: none"> Reduced accidents, enhanced aesthetics, transportation choice 	<ul style="list-style-type: none"> Establish policy in zoning code 	<ul style="list-style-type: none"> Revised zoning code 	IM	MBA, PC, Staff	
58. Work with MDOT to incorporate walkability on State projects within the City of Corinth	Project	4	2	<ul style="list-style-type: none"> Enhanced aesthetics, transportation choice, increased economic activity 	<ul style="list-style-type: none"> Convene MDOT conference 	<ul style="list-style-type: none"> Meeting with MDOT 	ST	Alliance, MBA, PC, Staff	
59. Increase pedestrian mobility between hospital and surrounding area	Project	3	2	<ul style="list-style-type: none"> Increase area pedestrian mobility 	<ul style="list-style-type: none"> Identify feasible project 	<ul style="list-style-type: none"> Construction of network 	MT	MBA, PC, Staff	
Downtown									
60. Support the efforts of Main Street to develop a vibrant Downtown Corinth	Policy	5	1	<ul style="list-style-type: none"> An increasingly vibrant downtown 	<ul style="list-style-type: none"> Continued collaboration 	<ul style="list-style-type: none"> Increasing support level 	IM	Staff, Main Street, MBA	
61. Encourage upper floor housing in the downtown core	Policy	5	1	<ul style="list-style-type: none"> Increased livability in the downtown 	<ul style="list-style-type: none"> Evaluate and amend zoning code 	<ul style="list-style-type: none"> # of units increased annually Amended code 	IM	Staff, Main Street, MBA	
62. Enhance pedestrian orientation of downtown through the continued implementation of the EDAW plan.	Project	5	1	<ul style="list-style-type: none"> Expanded and safe pedestrian network 	<ul style="list-style-type: none"> Development of project list, funding 	<ul style="list-style-type: none"> # of projects completed annually 	ST, MT	Staff, Main Street, MBA	



Envision Corinth 2040 Implementation Matrix

Action	Type	Envision Principle	Priority	Expected Outcome	Next Steps	Progress Indicators	Time-frame	Likely Partners	Status
63. Enhance the downtown gateways through site and building design, landscaping, way finding and land marking	Policy, Project	5	1	• Enhanced downtown identity, increased business activity	• Development of project list, funding • Evaluate and amend zoning	• Development of project list, funding • Amended code	ST, MT	Staff, Main Street, MBA	
64. Encourage destination retail, restaurant, and mixed use core	Policy	5	1	• Increased business activity	• Continued and enhanced marketing efforts	• # of businesses downtown	IM	Staff, Main Street, MBA, Alliance	
65. Evaluate long term viability of existing downtown landscaping		5,7	2	• Durable and appropriate downtown tree canopy	• Inventory current landscape	• Actionable report	MT	Staff, Main Street	
Environment and Natural Resources									
66. Protect natural floodplains to serve as flood storage areas and natural areas	Policy, Project	1,7		• Reduced flood hazard	• Audit current practice against best practice	• Identified policy improvements	ST	Staff, PS, MBA	
67. Establish low impact stormwater design standards to mitigate storm water run-off	Policy	1,7	1	• Zoning code amendments	• Draft provisions	• Initiate drafting	ST	PC, MBA	
68. Create a tree maintenance and replacement strategy to preserve the city's wealth of tree canopy	Policy, Mgmt	1,7	2	• Healthy urban forest	• Create a tree advisory board	• # of trees planted	MT	Staff, MBA, MS Urban Forestry Council	
69. Seek brownfields funding to encourage redevelopment	Project	1,7	1	• Grant funding, redevelopment	• Develop funding request	• Submitted request	ST	Staff, MBA	
70. Establish and promote recycling	Policy Project	1,7	2	• Waste stream reduction, healthier environment	• Develop and study options	• Report of options	ST	Staff, MBA, Civic group	
71. Support and promote the Farmers' Market	Policy	1,7	1	• Vibrant and successful market	• Evaluate current support level	• Report of current activity and support needs	OG	Staff, MBA, Civic group	
72. Establish a litter and waste reduction initiative	Project	1,7	2	• Noticeable reduction in street side waste	• Organize effort	• Pounds of litter removed annually	MT	City, Civic clubs, youth clubs	
73. Connect parks and neighborhoods with trails according to plan		1,7	2	• Connected parks and neighborhoods, increased pedestrian mobility, increased livability	• Identify connections	• Identification of projects and construction of network	MT	Staff, MBA	
Housing and Neighborhoods									
74. Formation of a housing task force to determine housing market gaps		8	2	• Short and long-term strategies to address housing needs in Corinth	• Identify potential Task force		ST	HA, Staff, Alliance	
75. Market Corinth to young professionals and families as a great place to live.	Project	8	2	• A growing population of young professionals and young families.		• Population increase	MT	Alliance, MRHC, Industries, MBA, Main Street	
76. Establish zoning controls that implement the housing related place types in Envision 2040	Policy	8	1	• Revised zoning code	• Draft code provisions	• Amended code	IM	Staff, PC, MBA	

Action	Type	Envision Principle	Priority	Expected Outcome	Next Steps	Progress Indicators	Time-frame	Likely Partners	Status
77. Sponsor the creation of a series of neighborhood councils	Project	8	2	• Neighborhood stability, enhanced code enforcement	• Investigate precedent programs and outline a Corinth program	• Development of strategy, convening of prototype	ST	Staff, MBA	
Community Facilities, Services and Infrastructure									
78. Preserve neighborhood landmarks such as schools, and consider adaptively reusing vacant landmark buildings	Policy	9	2	• Neighborhood stability, enhanced code enforcement	• Identify landmark sites	• Identified sites	ST	Preservation, Main Street, Staff, MBA	
79. Encourage new facilities for young people such as kid-focused art, museums, and similar non-sports related activities in addition to new parks and sports complexes	Policy Project	9	1	• Vibrant and inclusive youth involvement in the community	• Scope potential market and facility	• Create scope	MT	MBA, Community Groups	
80. Create a prioritized street and other infrastructure improvement map based on condition and this plan's priorities	Project	9	1	• Cost saving, efficient and effective maintenance	• Create map	• Project authorized and initiated	IM	Staff, MBA	
81. Forecast and budget street and other infrastructure improvements based on condition and this plan's priorities	Project	9	1	• Systematic infrastructure improvement	• Create program	• Project authorized and initiated	IM	Staff, MBA	
Administration, Technology and Intergovernmental Coordination									
82. Evaluate administrative processes for efficiency flow for planner for site, building and environmental design; preservation; redevelopment initiatives; and grant writing	Mgmt.	-	1	• Fully efficient and effective customer service	• Initiation of project	• Evaluation authorized and initiated	IM	MBA	
83. Evaluate organizational structure and feasibility of staffing the planning function with dedicated preservation, revitalization, design and mobility planner	Mgmt.	-	1	• Full and effective plan implementation, general livability gains, top ranked City	• Initiation of project	• Evaluation authorized and initiated	IM	MBA	
84. In addition to complaint driven method, initiate code enforcement systematically by neighborhood and the priorities of this plan	Mgmt.	-	1	• Increased ease of administration, overall effectiveness, neighborhood stability, increased investment	• Initiation of project	• Carry out test case	IM	Staff, MBA	
85. Establish neighborhood empowerment initiative (neighborhood councils)	Mgmt.	-	2	• Neighborhood stability, enhanced code enforcement	• Initiation of project	• Carry out pilot project	IM	Staff, MBA	
86. Host a twice annual "Corinth Partners" round table	Mgmt.	-	1	• Outside investment into plan implementation	• Host event	• Hosted event	IM	Staff, MBA	
87. Host annual planning commission and preservation training through the Mississippi Planning Institute	Mgmt.	-	1	• Effective planning decisions, increased livability, top ranked City	• Host training	• Hosted Training	IM	MBA	
88. Establish electronic permitting	Mgmt.	-	1	• Efficient and easier administration, investment facilitation	• Investigate peer City methods	• Authorize project	IM	Staff, MBA	
89. Serve all planning documents (plans, maps, ordinances) on the internet	Mgmt.	-		• Facilitation of investment, increased customer service	• Design system	• Authorize project		Staff, MBA	





6. APPENDIX



Envision Corinth 2040 Discovery Engagement Overview

Report and Notes: 04.27.17 – 4.28.17 | Alliance Office, Public Library, Elementary School Gym

The first phase of envisioning Corinth to the year 2040 in the phase of “discovery”. The discovery phase allows the consulting team the opportunity to research and analyze the City from a statistical viewpoint and follow-up with onsite conversations about the City through a series of focus groups. For Envision Corinth 2040, the City appointed Advisory Group defined the specific topics for focus group discussion. These topics were:

- Local Economy, Education Jobs
- Mobility, Parks, Trails and Greenspaces
- Downtown and Preservation
- City Appearance, Entryways and Corridors
- Neighborhoods (Old and New)
- Infrastructure (Streets, Water, Sewer Stormwater)
- Natural Environment

The focus groups were convened on April the 27th and 28, 2017. A simple, conversational, question and answer method was used to engaged the groups in their thoughts and opinions for envisioning the future of Corinth over the long term. Key points in these conversations were noted and summarized by the group facilitators. A key goal was to receive open input from the broad community. It is important to note that participant comments were recorded as stated. Some responses may reflect incomplete information or misperceptions of certain processes, policies, projects, or circumstances. The results in this summary are unfiltered.

Focus group engagement was complimented with a general community meeting was held on the evening of April 27. At this meeting, participants were engaged in identifying the general assets and cautions for Corinth as it grows and changes. The entire process was concluded with a meeting of the Advisory Group on April 28 and the results were informally summarized.

The results of the focus group engagements, the community meeting and the Advisory Group wrap up meeting are reported in the sections that follow.

Engagement Results

The results of the focus group engagements, the community meeting and the Advisory Group wrap up meeting are reported in the sections that follow.

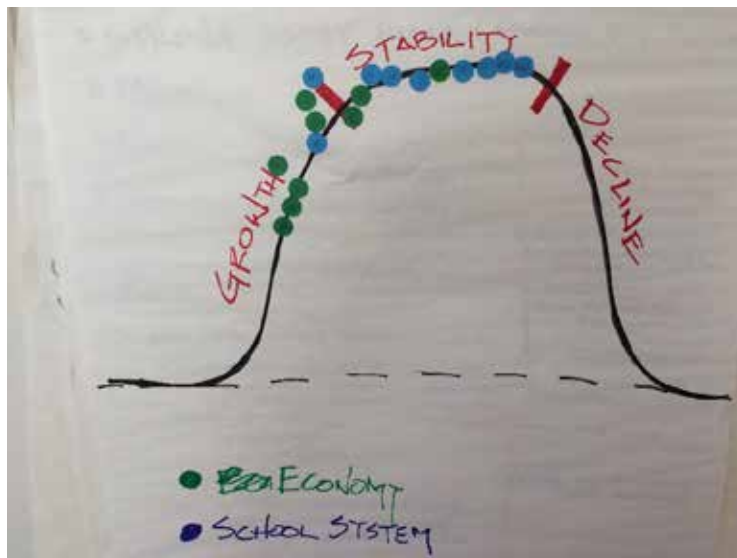
Economy, Education, Jobs Focus Group

LIBRARY, 1023 N FILLMORE ST. | 4.27.17 10:30 – 11:30 A.M.

1. BELL CURVE EXERCISE – WHERE DO YOU SEE CORINTH’S ECONOMY AND CORINTH’S EDUCATIONAL SYSTEM? WHY?
 - a. We are seeing growth
 - b. We see more companies and retail coming to town
 - c. Corinth is seeing development happen at a faster pace
 - d. Excited to hear that a technology company is locating in Corinth
 - e. Corinth is fortunate to have good transportation (rail and highway) options and it is strategically located (connected to multiple states)
 - f. Strong/Successful local school system has been big part of our success
 - g. Schools system is a huge factor in deciding to locate (business and residential) in Corinth
 - h. School have improved under the leadership of Dr. Childress



- i. Have high quality teachers and administrators



- j. Unemployment is low (under 6%)

2. What do you see as the biggest economic drivers for the community?

- a. Industry
- b. Manufacturing
- c. Medical / Health care
- d. Retail development
- e. Small businesses
- f. Tourism
- g. Schools
- h. Our quality of life (need to make Corinth a place to come back to)

3. What are some of your biggest concerns regarding the local economy?

- a. It is a very difficult time (nationally) for business growth and economic development
- b. It seems that everyone's focus needs to be on training our workforce
 - i. We need to get the people trained to get the jobs
 - ii. We need more skilled people
 - iii. We need to concentrate on getting more industrial jobs
- c. It is important that we get some larger industries located in Corinth
- d. "We need to land the big fish"
 - i. Need to have larger industry
 - ii. We need to be more realistic with what we can expect to attract as far as industries
 - iii. Don't need the "huge" projects
- e. Projects that will bring in 150-200 jobs should be our target
- f. "We need more solid base hits. Not huge home runs"
 - i. We need more of the 50 or less employee industries

- ii. Corinth has not had a significant catalyst project in the last few years – but we have been working to “tee” things up for growth
 - g. Part of the economic development strategy needs to focus on quality of life
 - h. Making Corinth a great place to live
 - i. The low cost of living
 - j. Corinth is fortunate that in the most recent economic downturn – it has been able to hold on to the industry that we have. That is a plus
 - k. Our industrial base is stronger than it use to be – it is smaller in number of employees, but stronger
 - l. Industrial challenge is that a lot of the land that we have is not real developable for industry (hilly, flood plain, etc.)
 - m. A major challenge to attracting businesses and people is the stereotype of Mississippi
 - n. The perception of Mississippi as a whole continues to hurt us (Racists/ Segregated/Uneducated)
4. What are your concerns with the local retail economy? What opportunities exist?
- a. Sales tax has done well in recent years
 - b. We need to balance growth and supporting existing businesses
 - c. We need to capitalize on the strength of our local retail
 - d. We should expand it – especially around the Hwy 45 / 72 interchange
 - e. We are seeing more redevelopment of older retail areas than new construction
 - f. We need to focus on infill development
 - g. We would support incentives for infill development
 - h. Primary areas for infill development included:
 - i. Shiloh & Harper Road Intersection
 - j. Shiloh Road corridor
 - k. Harper Road and Hwy. 72 Intersection
 - l. All of Hwy. 72
 - m. Intersections of Hwy. 72 and Cass and Tate Street**
 - n. *(See Map at bottom)*
5. **How does the current development review process impact local growth and economic development?**
- a. There is a major need for a more efficient development process (permitting, processes, utilities, etc.)
 - b. Need to strive for consistent enforcement
 - c. From a city perspective – we are not focusing on what we should in terms of what and how plans are reviewed and approved
 - i. We don’t examine plans that are submitted in advance
 - ii. We halt or delay projects once construction begins
 - iii. We need more consistency in the process
 - d. We need to improve communication with developers, business, and industries



- i. We need a process that makes sense
- ii. We need a more streamlined process

6. What are the gaps in the workforce development approach in Corinth and what opportunities exist to improve the workforce system?

- a. Corinth School District is an “Innovation District”
 - i. Trying something different and not sure what the impacts will be yet
- b. We need to get schools and industry talking
 - i. K-5 teachers need to understand the end result – what does industry need the students to know and what opportunities are there for the students
- c. Middle schools need to understand that the end goal is not just finishing – it is about helping the kids be ready for work – to get jobs.
- d. We need to connect to the healthcare and nursing opportunities
 - i. We have gaps in middle age healthcare workers (35-50 year old)
 - i. Earning potential makes attraction difficult
 - ii. We can’t replace retiree with a new graduate (skill and experience gap exists)
- e. We need to create a pathway similar to industry – but for medical
- f. There could be more teaching of what is available in the medical field
- g. Northeast MS Community College needs to be stronger player in the local workforce system
 - i. K-12
 - ii. Industries
 - iii. Health care
- h. Schools, parents, students need to be aware that jobs of the future likely will not require a 4-year degree and it is ok to not get one
- i. We need to expose K-12 children to various career options
 - i. Many don’t know what careers are possible for them

Need apprenticeship programs

- ii. Students need to see real world application
- iii. Students need more career technical program experience
- j. We need to get kids into career pathways earlier

7. When it comes to the local economy, what one thing should the comprehensive plan be sure to begin working to address?

- a. Job development
- b. Improved workforce training/development
 - i. K-5 industry
 - ii. Better link/connect with Northeast MS Community College

- iii. Workforce development approach needs to be seamless
- c. Make the development review process within the city more seamless and efficient
 - i. Be more welcoming to development
 - ii. When a plan is submitted – all approvals, hook ups, connections, need to be planned for
- d. Updated Ordinance and Codes
 - i. There needs to be more consistency with code enforcement (what codes are enforced and how they are enforced upon)
- e. W.I.T. Philosophy – “Whatever It Takes” to make the community better
 - i. Focus on doing the doable
- f. Incentives for infill development
- g. We need to have both land and a spec building to entice an industry

Mobility, Streets, Parks, Trails Focus Group

Alliance Office, 810 Tate St. | 4.27.17 10:30 – 11:30 a.m.

1. Biggest challenge streets and roads
 - a. HWY 72 traffic in both direction as peak hours, especially 5:00 pm. 72 is used by weekend travelers also.
 - b. Corinth needs to find ways to steer travelers into the City.
 - c. All main
 - d. Harper Road - two schools
 - e. Railroad on west side of town has all at-grade crossings, causes traffic issues.
 - f. Fulton / Tate (4-way stop) backs up at peak hours, especially 5:00 pm.
 - g. Madison / Shiloh (dogleg intersection) backs up at peak, especially in the morning.
 - h. Trains block roads - forced to go downtown around or underpasses [underpasses not suitable to for overweight vehicles, some Comcast lines are too low also] NO RV'S OR TOURIST BUSES AFFECTS TOURISM CIRCULATION
 - i. There are only 3 streets that go N-S on east side of town.
 - j. Main E-W roads- Shiloh, Bunch, Proper, 72 and Droke Road.
 - k. Hospital - Linden or Hwy 72 carries the 1100 employees (largest employer in Corinth)
 - l. Fire department uses Linden to get to hospital to avoid railroads.
 - m. Largest downtown employer - Avectus - over 300 employees...“Avectus Exodus”
 - n. Civic Center access, Cass Street only way here if train comes through.
 - o. Trains are an issue
2. Lack of public parking downtown
 - a. Some want 2 hour parking
 - b. No time limits!



- c. Avectus employees take up all public parking lot.
 - d. Employees take the parking spots in front of businesses and leave little space for customers.
- 3. One-way streets are nuts downtown, add to parking and traffic problem downtown.
- 4. Hanging 4-way stops
- 5. 4 public parking lots
 - a. Pizza Grocery - not utilized
 - b. City Hall
 - c. Trailhead
 - d. Depot - not utilized
 - e. City needs better wayfinding to these lots.
- 6. They've had a bypass study down for 72 - it would have to go South of town.
- 7. No public transportation - only 1 taxi
 - a. No car...you're screwed in Corinth
- 8. No biking community, no real bike infrastructure. Occasionally see people biking, but not often.
- 9. Most recreational cyclists ride on rural roads north of town going into Tennessee.
- 10. 10k route is used daily by walkers and runners.
- 11. Need for trails along canals, can circulate around the City on these.
- 12. Miss. State is working on a bike plan??
- 13. Bike lanes along Shiloh (20 miles) to civil war stuff - City never maintains, always full of gravel
 - a. Civil War Trail
 - b. Starts at trailhead park
 - c. Potential creek connection
- 14. Polk street - new bridge near Henry cemetery (north of Shiloh) - city has funding
 - a. FHWA-FLAP grant
 - b. Is supposed to include a sidewalk from interpretive center to downtown.
 - c. Ask Dave Huwe
- 15. No real growth so no need for transit
- 16. Road and sidewalk maintenance are ongoing issues.
- 17. Crossings downtown and over RR tracks
 - a. Not accessible
 - b. Pavement conditions
- 18. Rail
 - a. Norfolk Southern is east / west line

- b. Kansas City Southern
 - c. Corinth to Counts line (has a switch yard - owned by Kansas) and clogs up Harper Road sometimes
 - d. Redmont line (old ICG line) - owned by dog food processing plant
 - i. 2 trains per week
 - ii. Will probably be abandoned so this could be a HUGE OPPORTUNITY
19. Railroads routinely push for street crossing closures, resistant to new crossings.
 20. Opportunity for large parcel of land for public parking (near hog wild) but owner won't sell
 21. Kansas City Southern has decent relationship with City and shares the Depot building
 22. Check ROWs on downtown railroads, may be opportunities for rail with trail.
 23. Trails wanted
 - a. Canal trail would connect (Corinth Hiking & Biking Trail) goes down Polk to Shiloh?
 - b. Could connect to Hwy 2
 - c. Sewer easement running north / south along Phillips Creek
 - d. Paved trail exists along Bridge Creek, not maintained by City.
 24. Trail system along creeks and canals could connect schools and to existing hiking & biking trail.
 25. Need a new road to connect Westin Drive to Princess Anne
 26. Need road connections to Patrick Drive to Shadowood Lane.
 27. Road from Hwy 72 to Kimberly Clark facility is not used by truckers, was intended for this traffic.

PARKS

1. Crossroads Regional Park is the flagship park
 - a. City has over 5 million in it
 - b. Needs to be promoted
 - c. Jointly owned with Alcorn County, county does most of the programming for park activities.
2. Johns Street Park or Bishop Park smaller park space.
3. Meigg Street - well lit sidewalks will connect Downtown to cemetery (beautiful walk) UNDER CONSTRUCTION NOW
4. Pat Tucker property was the City Sportsplex, but is now defunct, replaced by ballfields at the Regional Park.
5. City Cemetery is rarely visited and remote.
6. NEEDS:
 - a. Need a swimming pool (25 meter), preferably indoor, and a good community pool like Liddon Lake used to be
 - b. Wellness Center - Partnership with Hospital?? (Tippah County Wellness Center is a comparable)
 - c. Spaces for little children (splash pad, tot lots)



- d. Water Curtain Air Conditioner in 1920s - artesian well (feeds Liddon Lake) - downtown Liddon Coliseum, was a 900-seat coliseum.
7. Tractor Supply now where used to be most attractive entrance to downtown back in the old day- the Liddon Lake recreational complex.
8. Tractor trailers have trouble negotiating roundabout
9. Need enforcement of codes by officials
10. Arena can now be used for recreation, basketball and volleyball tournaments (bought wooden floor) - not ideal due to dirt brought in for horse and monster truck shows, lot of work cleaning out and setting the floor back up.
11. There is no marketing for the parks and trails.
12. Corinth needs a draw or a reason to get people to move here
13. Corinth MississippiWhat a Place to Live! - old sign and was only marketing for Corinth **SIGN IS AT SMITH'S - GO GET PICTURE**
14. Bring back Balloon Race, last one was in 1996, was also a City-wide annual event. Balloonist moved away from Corinth.
15. 1995 balloon race coordinated with release of Smithsonian biography of Roscoe Turner.
16. Jubilee in 1976, last really large City-wide event.
17. Parks & Recreation Department consists of 4 administrative staff members, and there is a Board and but some parks staff that only deals with programming Crossroads Regional Park
18. Parks maintenance mostly done by prison labor.
19. Trails not managed by anyone
20. There are about 800-900 acres of land secured by the Commission of the Siege & Battle of Corinth that are about to be turned over to the NPS.
21. Desire to have trails connect all these land, and to other current NPS lands.
22. NPS can't do anything until there is a Plan about connecting Civil War Sites
23. NPS - can't market for all their assets...rely on their community and tourism partners for word of mouth.
24. NPS only has two staff members to maintain area properties. Can occasionally draw more resources from Shiloh Battlefield.
25. Berkeley-Young has been hired by the Corinth Chamber to do a Tourism study and plan. **NEED FOR COORDINATION**
26. Boys and Girls Club is a big asset. Lighthouse Community Center also.

Downtown and Historic Preservation Focus Group

Library, 1023 N Fillmore St. | 4.27.17 1:30 – 2:30 p.m.

1. Discussion of cyclical nature of development patterns – where is Corinth in this pattern?
 - General agreement that Corinth was on the upswing at this time, recognition that there is a point at which a community approaching downturn can affect the outcome more positively
2. Growth spurred by de-regulations
 - Make requirements part of any real estate transaction, more knowledge/awareness needed on the front end of the process

3. Wick Street redevelopment only possible by removing the historic preservation designation – view of needing less regulation to facilitate this type of redevelopment downtown
4. Preservation district – past renovation/tax abatement program seemed successful, CLG community (Dave is CLG administrator)
5. Cash flow 2nd floor residential development to supplement first floor rents
6. Sprinkler system requirements a major setback, don't take into consideration cost, feasibility as well as capacity (if a sprinkler system were triggered, rest of town would lose water pressure)
7. Preservation commission used to meet quarterly but changed practice to monthly to accommodate development community review and requests
8. Commission is good. Need clarity and consistency of regulations being applied
9. Sidewalks are owner's responsibility – this appears to be an issue
 - Setback regulations are Board of Adjustment responsibility
 - Problem is that zoning setbacks are uniformly applied, even in the downtown district where 15' minimum setback is not practical
10. Design and review guidelines deal with building exteriors and aesthetics; building code deals with internal design/construction, which is oftentimes where conflict comes in (i.e. sprinkling) – we cannot do anything about IBC
11. Midtown District – not regulatory, no standards or guidelines enforced for historic preservation.
 - Broad support from owner occupants, less support from absentee landlords
12. Infill desired but need it to 'fit' with current aesthetic – big concern
13. Need more participation from service industry, utilities (example of Wick Street improvements and electric wires/box)
 - "City of electrical wires" – no undergrounding regs, complexity in requiring this
14. Old Town residential district (beyond Midtown) – would propose expanding historic preservation standards to this area (downtown to railroad to Shiloh)
15. Concern about tree canopy/tree ordinance
 - Is there a planting plan? Needs to be a plan in place to maintain, replace and preserve overall character of canopy
 - There is a 1994 Tree Study
 - City owns trees, not ground, confusing roles of responsibility? Any tree removal must be permitted.
16. No formal neighborhood associations exist for historic district(s)
17. Wayfinding needed to define districts, highlight importance;
 - Changes needed for 4-way stops, street signs
18. Grant from FHWA – sidewalk from interpretive center to downtown, redo of Polk Street bridge
19. Consideration of Main Street's role in façade improvement programs, design guidelines – need to flesh out more
20. Automotive zoning along entry corridors – need to consider changes to this
21. Redevelopment potential exists in Cass Street area



22. Consideration of drainage facilities and impacts to current/future infrastructure
23. Concept of investment building upon investment

City Appearance, Gateways, and Corridors Focus Group

Alliance Office, 810 Tate St. | 4.27.17 1:30 – 2:30 p.m.

1. General City Appearance needs a lot of work
2. Awful on Hwy 72, gravel parking lots, weak welcome signage
3. Minimal landscaping, rusty vehicles
4. Don't judge Corinth based on Highway 72, come downtown
5. Long-time eyesores on Highway 72 that are:
 - Rusty equipment
 - Junkyard appearance
6. Several members have strategic routes to drive people through town to avoid eyesores
 - Linden Street to downtown and to hospital.
7. Eyesores directly across from hospital
8. Avoid Highway 72 at all costs
9. Need major corridors to better represent the quality of the community
10. Every entrance gives you a bad impression, Looks like they don't care about community
11. One would conclude a lack of city pride based on appearance
12. Recruit to fill empty buildings
13. Need to address cleanliness, etc. Immediately**
14. Enforcement of rules is key. City must be consistent with enforcement no matter who you are. Political will to implement the vision.
15. Prioritize corridors that connect key community assets, attractions, & amenities
16. Too many gas stations & vacant buildings/properties
 - If buildings are vacant and blighted, the property owner needs to tear it down and clean up lot
17. Need much more landscaping required in parking lots, especially large parking lots
18. Most Attractive Areas in Corinth
 - New elementary school area
 - City park is great
 - Downtown (biggest asset & attraction)
 - Downtown green spaces needed
 - Renovations on Wick Street
 - Waldron & Fulton Drive (close to interpretive center)

- Highway 45 bypass adjacent to new hotels (quickly lose the attractiveness though)

19. Most Unattractive Areas in Corinth

- Harper Road and Shiloh Road commercial area
- Highway 72 and Highway 45 intersection – need to mow grass regularly (MDOT right-of-way)
- **Group writing down their top 3 worst

20. Gateways & Corridors

- Weeds along R.O.W.
- Weeds growing in front of welcome signs
- Feel welcome signs are unattractive
- All gateways are terrible
- No signage to downtown, which is best asset
- Need wayfinding signage (visitors cannot find attractions)
- Missing street signs
- Development around welcome signs is unsightly and gives bad first impression
- Every gateway should be welcoming and beautiful
- Need distinct districts around community (example: medical district, business district, etc.)
- Too much asphalt
- Don't like the old concrete WPA street sign posts, hard to read and not maintained.
- Unsightly housing project in front of the hospital
- Need major entrance to front door, but tough to do currently because of surrounding development
- Feel somewhat disconnected from community

Neighborhoods (Old and New) Focus Group

LIBRARY, 1023 N FILLMORE ST. | 4.27.17 2:30 – 3:30 P.M.

1. What neighborhood do you live in? Why did you choose to live there?

- a. See map (circled in red)

2. What three elements make your neighborhood/any neighborhood in Corinth desirable to live in?

- a. Kid friendly (Tree Streets)
- b. Downtown – walkable, accessible to shops, quite, close to everything, old/historic homes

Proximity to schools (2nd street by junior high)

Historic character (Old Town) – family ties to home

Which neighborhoods in Corinth are special? Why?



Shiloh Ridge – activities/amenities provided within neighborhood, one stop shopping, diversity of home sites, people (senior only patio homes, for instance); curbed streets, infrastructure, value

South Corinth

Cass Street, Hwy 45, Parkway and K Street

College Hill neighborhood - Hwy 72, Tate Street, Fulton Dr. – rural feel, sparsely populated, accessible to Hwy 45 and 72, lack of congestion, easy to get into town

Afton neighborhood

West Corinth

Pine Lake Estates

Melody Park, floodplain

Mini-City – project area, low income housing, SFR

Next to Junior High (Second Street)

What are the biggest threats to neighborhood stability? How would you address them?

Abandoned homes, dilapidated homes

Transition from ownership to rentals (family ownership, passed down to children/family, not living in the community, absentee land lord situations)

Rentals becoming dilapidated. Many transition as out-of-town-heir properties.

Work with HUD; Good Neighbor program

HUD 14-year forgivable loan to up-fit rentals

Veterans program

Need to work with HUD on housing options for workforce – good neighbor program?

14 year forgivable loan (rent to low income for 14 years, don't have to pay back loan)

Programs to aid accessibility

Resources exist but people are unaware of them

Code enforcement (or lack thereof)

East Corinth school closure (loss of neighborhood landmark); South Corinth closed and razed

What are the greatest neighborhood assets? Where are they?

Schools

Hospital/medical services

Very safe

Sidewalks (in downtown)

How well connected are Corinth neighborhoods to other areas of the city via sidewalks, bike routes, and trails? Where are the most significant needs for improvement in connectivity?

Sidewalks not present in external neighborhoods (mostly)

No sidewalks, except downtown, and drainage ditches line streets

Tree Streets and other neighborhoods may have only one way in and one way out

Is housing affordable in Corinth? If not, how would you address this?

More demand from wide range of people for smaller homes

Every apartment downtown is occupied

Pinnacle development (backed up to Hwy 45)

Median home price – a young family could get into a home for \$100k or less

General sense is Corinth is affordable

Most feel there isn't an affordable housing problem

Rental rates are affordable

When it comes to housing, what types of housing are most available? Least available? In your neighborhood as well as throughout Corinth.

Need smaller homes

Every apartment downtown is leased

The Pinnacle—high-end duplexes

Not enough home choices for seniors and young people who don't want yards

There are some vacant lots in Old Town; there is some concern about impact; some lots would be hard to develop under the current code; need clarity in the code and some would support design control

Where are opportunities for infill housing and development, and what type of infill housing should it be?

Plenty of opportunities in neighborhood surrounding Cruise street, between downtown and Harper (see blue on map)

Plenty of opportunities for infill in neighborhoods surrounding Cruise Street

Many houses need to be bulldozed and lots redeveloped

Bunn Street has opportunities for infill

If you could change one thing about your neighborhood, what would it be and why?

More sidewalks?

More parks in downtown area, different services but a park within a certain distance of each neighborhood

Need younger people in the conversation

SportsPlex has folded and may provide potential park area

Splash park?

Need activities for pre-school aged children in town – non-sports child (arts, museums, etc.)

Green spaces need to be scattered around at regular intervals; they should be different

NOT DOING SOMETHING TO THEM, DOING SOMETHING FOR THEM

Address what is important to the neighborhood first

Neighborhood historic overlay district – retroactive enforcement possible?

General

Need something for children and young people to do; address needs of non-sports child (arts?)

Need to clean up properties and neighborhoods

Neighborhood Improvement Plan?

Preservation overlay districts



Tax credit education

Homeowners' Association support

Streets, Infrastructure, and Utilities Focus Group

Alliance Office, 810 Tate St. | 4.27.17 2:30 – 3:30 p.m.

1. Storm drainage is an issue, overlaying gutters with asphalt in repaving work creates drainage problems.
2. Some streets are in rough condition with milling & overlay work needed in some areas.
3. In several cases, there are subbase issues with the roads that milling & overlay cannot fix.
4. Turn lane is needed on Cass Street.
5. A widening of Harper Road is needed for expected future development.
6. Cass Street between railroad and Bunch Street needs striping, people think it is four lanes when it was intended to be two or three lanes.
7. Hiking and biking trail and lanes are used as an extra travel lane for cars, this is a problem on MS Hwy 2, Shiloh Road, and Harper Road. Physical separation is needed.
8. Crater Street is under-utilized as an alternate route downtown off Hwy 72.
9. Droke Road is under-utilized as an alternate route to avoid traffic issues.
10. The roundabout at S. Harper and Droke is an issue, especially for northbound travelers. All traffic has to go through it, rather than providing a bypass options
11. The need to spend tax dollars only once was stressed. Doing things right the first time, and not repaving the same street multiple times within a short timespan.
12. There is little formal mapping or documentation of existing sewer, storm sewer, and water lines. There are notes on scratch notebook paper and a single person on City staff who has a good memory of these infrastructure locations.
13. Tougher specifications and better inspections of city infrastructure work was mentioned as a need, and having certified City staff to do the inspections.
14. Proper Street has been repaved multiple times in a short timespan and there is still warping and settling issues with the street pavement.
15. Corinth does not have a City Engineer on staff, but a contract engineer, Cook Coggin Engineers.
16. Corinth needs to identify priority corridors and focus on those.
17. Subdivision roads are not properly built and the City is ill-equipped to upkeep and fix them once they become public streets.
18. There are tougher subdivision regulations for street construction now, Shiloh Ridge subdivision was the first to be developed under the tougher regulations.
19. Street improvements need to be coordinated with utility improvements so streets are not torn up again right after repaving for utilities work.
20. New regulations require utility coordination for streets work, but it doesn't always happen, especially on City projects.
21. Enforcement for codes and regulations is an issue also. There is not enough staff to check on or follow up on

things. Some perception of uneven enforcement especially in light of grandfathered properties.

22. Storm drainage is an issue on Harper Road, there are no pipes or channels to direct the stormwater to.
23. There is a stormwater ordinance, but it has the same enforcement issues as the other codes and regulations.
24. The stormwater detention pond across from Kroger is always full of water.
25. Because there is a lack of stormwater infrastructure, developments are often required to have large detention basins on-site, which can sink a project that needs density/intensity to work.
26. In open swale streets, there needs to be coordination on driveway cuts and ditch culvert sizes. There are instances of smaller culverts downstream from larger ones. A driveway cut permit system is needed.
27. There needs to be some kind of construction review.
28. The alleys downtown have sinkhole issues, some of which was thought to be cause by directional boring and box setting by telephone companies.
29. The alley potholes routinely get filled with compacted gravel that washes away. The alleys have subgrade issues.
30. Underground utilities run all over the place instead of being in a common trench.
31. With the recent curb and gutter work downtown, the angled parking spaces were striped too short for trucks and other large vehicles.
32. Downtown traffic flow needs its own study.
33. As an alternative to the 72 bypass, there could be an inner circle loop comprised of Cass Street to Harper Road, then extend to County Road 301.
34. On South Parkway Street and Liddon Lake Road at Hwy 72, there is a stretch of asphalt and concrete pavement test sections that have been in a long time and create an uneven road surface.
35. Stormwater primarily goes into three canals or creeks. There are flooding issues due to lac of maintenance. Vegetative overgrowth takes away stormwater capacity or causes it to flow out slower.
36. "There is a 100-year flood every 7 years."
37. Trail system along the canals and creeks could help with awareness and maintenance.
38. Sewer and water infrastructure need attention
39. There was a bond issue that was floated under the assumption the funds will be used to upgrade utilities, but it has not appeared to been the case.
40. There needs to be a funding mechanism for these infrastructure improvements.
41. Tupelo has a ½% sales tax for roads and bridges based on a needs assessment by a special committee. Corinth could probably benefit from a similar program.
42. Clarity and cooperation over road responsibility, especially along the edges of the City.
43. There needs to be a broadband internet study, assessment of who has access and who doesn't. ACE Power has installed fiber runs throughout the City. The idea of a mesh network for downtown and south Corinth could be studied.
44. Internet access for school children assigned laptops is a problem. Not all have full use of the assigned tools due to lack of internet access.
45. Communication between utilities and citizens does not happen.



Natural Resources Focus Group

Alliance Office, 810 Tate St. | 4.28.17 10:30 – 11:30 p.m.

1. What do you love most about the natural environment of Corinth?

- a. Beautiful trees; visitors comment on this all the time
- b. Good city park, Shiloh, and Jacinto Courthouse—green space, history, political speeches
- c. Lot of birds, close to Strawberry Plains Audubon location
- d. Deer in town, and lots of squirrels
- e. No endangered or threatened species that they know of
- f. Near the Tuscumbia Wildlife Refuge
- g. Jacinta Courthouse (used to be county seat)
- h. Every 4 years - political speaking
- i. Native American performances
- j. Cultural attraction
- k. \$5 million dollar grant for canals in design phase now - from flooding of 2010

2. To you, what are the most significant functions of natural areas?

- a. Great for children
- b. Gives you a feeling of relaxation—good for the spirit

3. Do you think important natural features are protected adequately? If not, why? How would you address them?

- a. No. The trees are old, not protected. No plan for replanting.
- b. No landscaping required. Need that. Outside companies landscape, like Wendy's, but local businesses do not.
- c. Arborist needs to do a tree survey
- d. Need landscape ordinance for residential and commercial

4. Are natural areas connected, or should they be?

- a. Need connected trails to help enjoy the natural environment more.
- b. The bike trail is too close to the street
- c. Connect creeks. If you could see them it would be good. They have never been taken care of.
- d. 3 miles west of town will be a state wildlife refuge, Wetland, On River
- e. Earthworks on NPS property on Polk - borders Elam Creek
- f. Long gravel road - cross country team uses it every week
- g. Fenced - not advertised as public but it is
- h. Two other larger NPS tracts in town
- i. Possible street tree replacement (hollies too low - not of enough shade) - replace with better species

- j. Canals as an opportunity for off-street trails
- k. Pickwick Lake is about 20 minutes away in TN

5. How easy is it for citizens to access natural areas? If not, is it important for citizens to have access?

- a. Not too easy
- b. It is important to have access
- c. Wastewater plant is in the city near Walmart
- d. Landfill is in the city south of the railroad near intersection with Linden

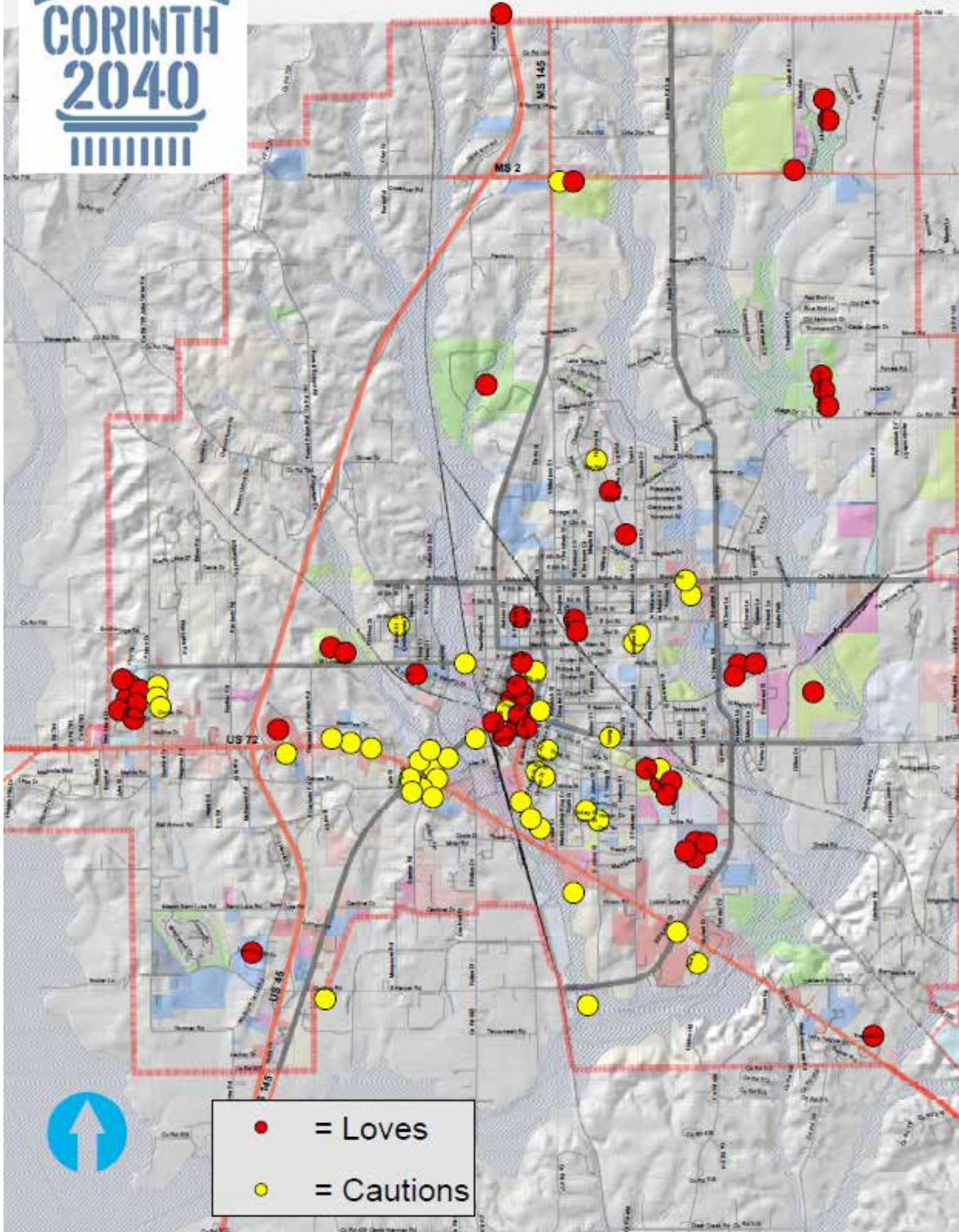


Envision Corinth 2040 Community Meeting

Corinth Elementary School Gym, 1910 Droke Road | 6:00 – 7:30 p.m.

Loves	Cautions
<p>Hospital Downtown- Shopping, Neighborhood, Coliseum Interpretive center City Park Shiloh Ridge Afton Development CARE Garden High School Baseball/Softball & Football fields Care garden/Museum/Tourism office/SOCO/ Downtown shops & restaurants Civil war walking trails on Polk street Magnolia Medical Center- wonderful H. King & Bishop trails Care garden area Downtown restaurants Interpretive center Coliseum civic center Downtown- Preserve dynamic Historic residential district Downtown/historic-fun/walking Bike lane through town Hwy 72 45 commercial area, need more rest. & hotels Neighborhood has controls through HOA Schools/IMO best in state, innovative City Park renovation Green Spaces downtown Tree streets/Good Neighborhood Industrial possibilities Hospital MHRC, Shiloh Ridge, improvements to city park Wick St. development Downtown Area Function of the Arena MHRC clinics Hospital Interpretive Depot/Downtown All schools (x5) Tree Street Residential City Park Shiloh Ridge Afton CAT</p>	<p>Tate/45 intersection Needs to be attention gateway to downtown w/Nice signage & tree-lined Free Streets - No leash law, No sidewalk or curbs Shiloh Road - needs sidewalks, park, sonic Hwy 72 - happier, beautified Signage important Gravel on bike lane Sidewalks by post office Tate/72 eyesore Hwy 72 corridor eyesore Tate to corridor of downtown Mobility, Downtown mobility Splashpad/skate park/activities for youth Drainage Potential development City streets - lack of improvement Gaylean Rd. to Tate St. - scrap metal yard on Hwy 72 Empty lot on Alcorn Dr. Hwy 72 Traffic World Color Tate/Hwy 72 corridor Southgate South Corinth Dirt Cheap area Flood Plane Area need infill, revitalization</p>

Loves and Cautions Map



Envision Corinth 2040 Advisory Group Meeting

Alliance Office | 4.28.17 12:00 – 1:00 p.m.

The Advisory group met at noon at the Alliance Office. 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. At the conclusion of the presentation, the advisory group discussed the results. Key points in the

discussion included:

1. Street tree ordinance, may be restriction on using oaks. Perceived desire for tree species mix.
2. Check on Bike and Trails plan being done by Carl Small Town Center. Efforts should be coordinated.
3. Need to insure inclusion of African American heritage sites
4. Current African American museum in disrepair
5. Should include Contraband Camp
6. 100+ year old A.A. churches in the area.
7. Harper Road and Hwy 72 top 10 most dangerous intersection in Mississippi.
8. 9,900 cars per day on Harper Road through this intersection.
9. Industrial traffic.
10. Landfill cap project, industrial landfill on North Fulton Drive. Project will create a detention pond on an adjacent site and use the borrow for the cap. Hiking and biking trails designed for the capped site, in a wildflower prairie setting.
11. There is potential for a design for a commercial center on N. Fulton Drive & W. Shiloh Road, SE corner.
12. Would like to dam up Elam Creek for a water feature, use as a commercial asset.
13. The City's solid waste currently goes to a landfill facility in Walnut.

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

1. Shiloh and Harper
2. A residential infill area
3. A representative gateway
4. The Hwy. 72 area near Walmart

Young Professionals Meeting – 5.27.17

11:30 a.m. Alliance Office

1. Mobility Comments

- 1976 - Harper Road - Connection to school
- 4 lane Harper from 45 to 2S
- School traffic near Harper Road
- Bike paths need improvement, Pedestrian ways too
- Trains on Harper Road - Problem Overpass?
- We love the roundabout and need more
- Connect Madison St. to downtown

2. Downtown

- Need a quiet zone downtown
- Downtown closes, need entertainment district
- Tree streets - stop signs too many, access - Wick St.-

3. Housing and Neighborhoods

- Newcomers - Can't find good rental- No information available
- Caterpillar - if there is a choice, people generally chose to go somewhere else
- No information on housing
- Good entry level housing is not here - could get \$1000 month
- Infill and neighborhood revitalization is huge potential
- Little houses by post office are a good example
- Weaver Apts is a good example of potential rehab
- Need a code for rental units
- Land Banking or land trust is a vehicle to induce rehab
- Stepped up code enforcement – too many empty homes,

4. Commercial Areas

- Small nodes of neighborhood shopping
- More landscaping in commercial areas
- Retail will decline

5. Parks and Trails

- City Park - need more nature, not just ball fields
- Small cycle group but growing
- Parks and Trails
- Better bike lanes are a big potential
- Strong Running Group - Lunatic Fringe



- Safety in city park

6. Other

- There is a drug problem that you see in the schools
- Most crime is property crime
- Feeling is that is you grew up here it's safe. If not from here, Generally unsafe
- Utility willing to bury wires, cooperation of other utils and Bldg service is the issue
- Restaurants - need more variety
- Include Public Safety in vision statement
- Arts & Science Teachers - Use Arts as draw
- Need post-secondary education
- Need to establish recycling, need this, concentrate on clean up
- Promotion of healthy living

Tapestry Segmentation Descriptions



LifeMode Group: Middle Ground
Hardscrabble Road

8G

Households: 1,489,000
 Average Household Size: 2.64
 Median Age: 31.7
 Median Household Income: \$26,000

WHO ARE WE?

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings. This market is struggling to get by.

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2-4 unit buildings (Index 225).
- Older housing, built before 1960 (62%), with a higher proportion built in the 1940s (Index 211) or earlier (Index 252).
- Four-fifths of owned homes valued under \$100,000 (more than 3.5 times the US).
- Higher percentage of vacant housing units at 17% (Index 147).
- Most households with 1 or 2 vehicles (71%), but 18% have no vehicle (Index 202).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 133); 25% with some college or an associate's degree (Index 86).
- Unemployment rate is higher at 16.6%, almost twice the US rate.
- Labor force participation rate is lower at 57.4%.
- Wages and salaries are the primary source of income for 71% of households, with contributions from Supplemental Security Income for 10% (Index 242) and public assistance for 7% (Index 280).
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GRK MRI.



LifeMode Group: Cozy Country Living
Heartland Communities

6F

Households: 2,864,000
 Average Household Size: 2.38
 Median Age: 41.5
 Median Household Income: \$39,000

WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GRK MRI.



LifeMode Group: GenXurban

Midlife Constants

5E

Households: 3,043,000

Average Household Size: 2.30

Median Age: 45.9

Median Household Income: \$48,000

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$141,000 (Index 80).

SOCIOECONOMIC TRAITS

- Education: 64% have a high school diploma or some college.
- Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89).
- Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MR.



LifeMode Group: Hometown

Modest Income Homes

12D

Households: 1,632,000

Average Household Size: 2.56

Median Age: 36.1

Median Household Income: \$22,000

WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

OUR NEIGHBORHOOD

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the US average.
- Most households have no vehicle or one car, with a high dependence on public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at more than double the US rate.
- Income is less than half of the US median income; one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MR.



LifeMode Group: Middle Ground

Old and Newcomers

8F

Households: 2,774,000

Average Household Size: 2.11

Median Age: 38.5

Median Household Income: \$39,000

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, \$800 (Index 88).
- 45% of housing units are single-family dwellings; 44% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- Unemployment is lower at 7.8% (Index 91), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree (Index 99), 33% have some college education, 10% are still enrolled in college (Index 126).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.



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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



LifeMode Group: Rustic Outposts

Rooted Rural

10B

Households: 2,425,000

Average Household Size: 2.47

Median Age: 44.1

Median Household Income: \$38,000

WHO ARE WE?

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and *Rooted Rural* residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.

SOCIOECONOMIC TRAITS

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.



TAPESTRY
SEGMENTATION
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LifeMode Group: Rustic Outposts

Rural Bypasses

10E

Households: 1,664,000
Average Household Size: 2.54
Median Age: 39.7
Median Household Income: \$29,000

WHO ARE WE?

Open space, undeveloped land, and farmland characterize *Rural Bypasses*. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.

OUR NEIGHBORHOOD

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.54.
- Most residents own single-family homes, or mobile homes (Index 493).
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

SOCIOECONOMIC TRAITS

- Education is not a priority in this market. Almost 30% have not finished high school; only 9% have a bachelor's degree or higher.
- Unemployment is very high at 14% (Index 161); labor force participation is low at 46% (Index 74).
- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
- Religion, faith, and traditional values are central in their lives.
- Many have a pessimistic outlook of their household's financial well-being.
- They rely on television to stay informed.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MR.



LifeMode Group: Cozy Country Living

Salt of the Earth

6B

Households: 3,517,000
Average Household Size: 2.58
Median Age: 43.1
Median Household Income: \$53,000

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MR.



LifeMode Group: Hometown

Small Town Simplicity

12C

Households: 2,305,000

Average Household Size: 2.25

Median Age: 40.0

Median Household Income: \$27,000

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- A majority, 51%, of homes are owner occupied. (Index 80).
- Median home value of \$88,000 is about half the US median.
- Average rent is \$600 (Index 62).
- This is an older market, with almost half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 65% with high school diploma or some college.
- Unemployment higher at 11.9% (Index 138).
- Labor force participation lower at 51% (Index 81), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 82), Social Security (Index 142) or retirement (Index 112), increased by Supplemental Security Income (Index 203).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



Leakage Chart

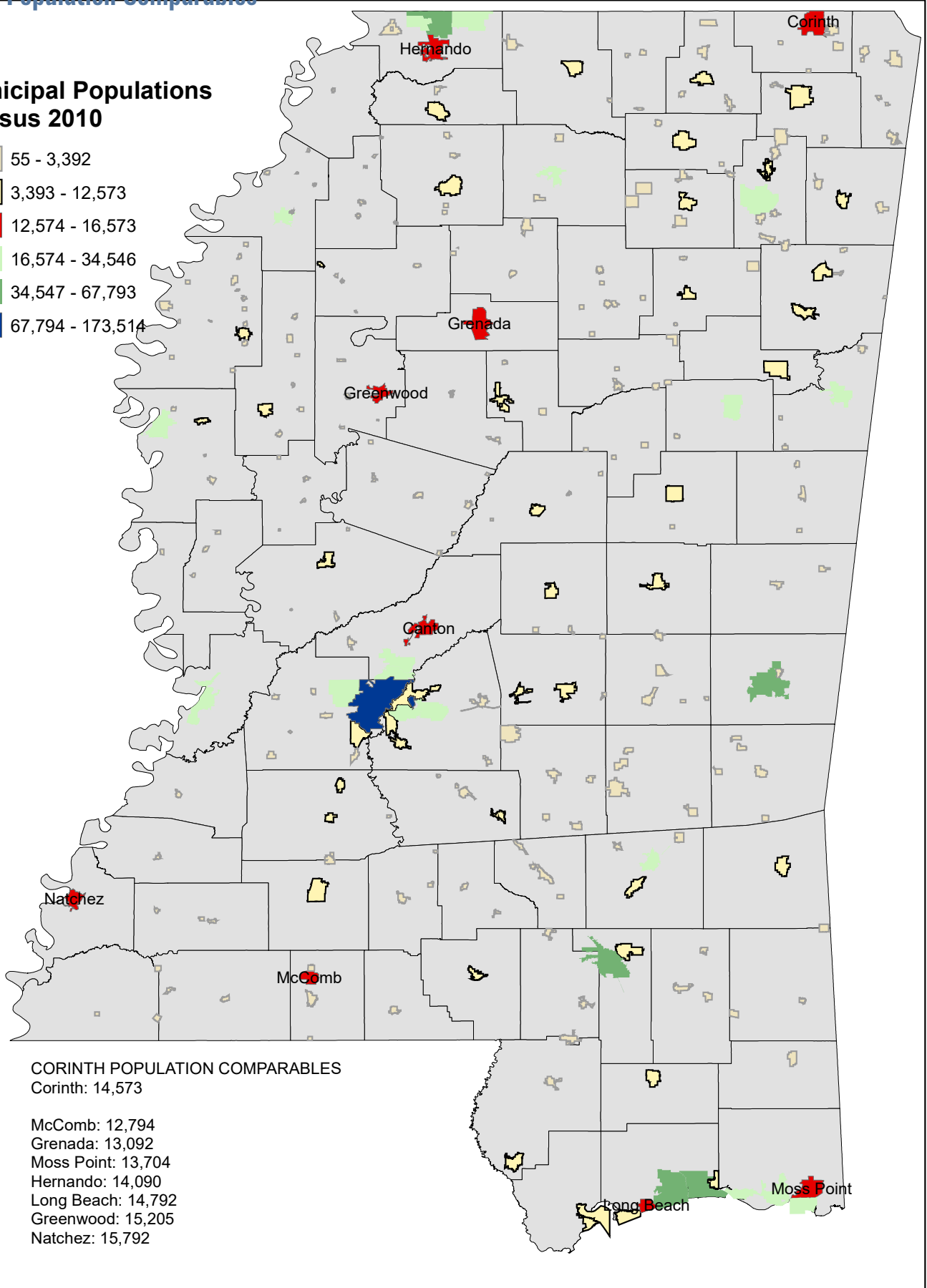
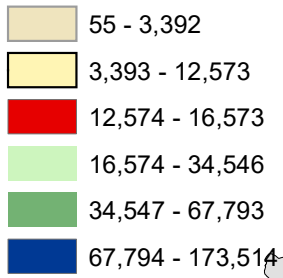
Table 1: Retail Market Potential Based upon 10-Minute and 30-Minute Drive Time from Corinth

Industry Summary	NAICS Code	10-Minute Drive Time					30-Minute Drive Time				
		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45, 722	\$154,188,907	\$415,930,412	-\$261,741,505	-45.9	274	\$809,414,949	\$1,092,260,130	-\$282,845,181	-14.9	712
Total Retail Trade	44-45	\$140,328,409	\$382,906,699	-\$242,578,290	-46.4	206	\$740,555,978	\$1,019,281,778	-\$278,725,800	-15.8	528
Total Food & Drink	722	\$13,860,498	\$33,023,713	-\$19,163,215	-40.9	68	\$68,858,972	\$72,978,351	-\$4,119,379	-2.9	183
Industry Group Detail											
Motor Vehicle & Parts Dealers	441	\$33,402,270	\$106,585,972	-\$73,183,702	-52.3	35	\$180,969,010	\$222,839,029	-\$41,870,019	-10.4	99
Automobile Dealers	4411	\$27,956,754	\$87,454,213	-\$59,497,459	-51.6	23	\$149,656,114	\$170,745,409	-\$21,089,295	-6.6	54
Other Motor Vehicle Dealers	4412	\$3,019,772	\$13,949,707	-\$10,929,935	-64.4	3	\$18,639,827	\$39,611,271	-\$20,971,444	-36	16
Auto Parts, Accessories & Tire Stores	4413	\$2,425,744	\$5,182,052	-\$2,756,308	-36.2	10	\$12,673,069	\$12,482,349	\$190,720	0.8	28
Furniture & Home Furnishings Stores	442	\$4,491,107	\$3,689,592	\$791,515	9.7	5	\$22,148,055	\$12,930,953	\$9,217,102	26.3	19
Furniture Stores	4421	\$3,172,374	\$2,369,523	\$802,851	14.5	2	\$14,604,146	\$9,908,145	\$4,696,001	19.2	14
Home Furnishings Stores	4422	\$1,318,733	\$1,330,069	-\$11,336	-0.4	3	\$7,543,908	\$3,022,809	\$4,521,099	42.8	6
Electronics & Appliance Stores	443	\$4,922,836	\$3,692,517	\$1,230,319	14.3	6	\$25,592,770	\$6,871,742	\$18,721,028	57.7	12
Build Materials, Garden Equip. & Supply Stores	444	\$8,410,655	\$33,042,255	-\$24,631,600	-59.4	22	\$46,142,684	\$59,769,558	-\$13,626,874	-12.9	46
Build Material & Supplies Dealers	4441	\$7,852,102	\$31,343,454	-\$23,491,352	-59.9	17	\$42,176,714	\$55,859,449	-\$13,682,735	-14	35
Lawn & Garden Equip & Supply Stores	4442	\$558,553	\$1,698,802	-\$1,140,249	-50.5	4	\$3,965,970	\$3,910,110	\$55,860	0.7	10
Food & Beverage Stores	445	\$24,225,565	\$57,575,126	-\$33,349,561	-40.8	22	\$128,667,387	\$125,602,663	\$3,064,724	1.2	56
Grocery Stores	4451	\$21,323,771	\$52,691,309	-\$31,367,538	-42.4	14	\$113,475,308	\$103,219,748	\$10,255,560	4.7	40
Specialty Food Stores	4452	\$1,433,654	\$1,840,473	-\$406,819	-12.4	4	\$7,864,376	\$18,368,647	-\$10,504,271	-40	9
Beer, Wine & Liquor Stores	4453	\$1,468,141	\$3,043,345	-\$1,575,204	-34.9	5	\$7,327,703	\$4,014,268	\$3,313,435	29.2	7
Health & Personal Care Stores	4,464,461	\$8,074,628	\$28,501,212	-\$20,426,584	-55.8	20	\$43,229,964	\$60,094,958	-\$16,864,994	-7.4	42
Gasoline Stations	4,474,471	\$11,803,411	\$22,684,640	-\$10,881,229	-31.6	11	\$61,793,620	\$103,099,317	-\$41,305,697	-25.1	46
Clothing & Clothing Accessories Stores	448	\$4,190,900	\$11,427,021	-\$7,236,121	-46.3	24	\$22,231,937	\$20,478,953	\$1,752,984	4.1	49
Clothing Stores	4481	\$2,822,138	\$6,280,802	-\$3,458,664	-38	16	\$14,973,042	\$12,777,659	\$2,195,383	7.9	35
Shoe Stores	4482	\$703,195	\$2,128,024	-\$1,424,829	-50.3	3	\$3,878,140	\$4,005,493	-\$127,353	-1.6	7
Jewelry, Luggage & Leather Goods Stores	4483	\$665,567	\$3,018,196	-\$2,352,629	-63.9	5	\$3,380,754	\$3,695,801	-\$315,047	-4.5	6
Sporting Goods, Hobby, Book & Music Stores	451	\$3,182,592	\$6,977,412	-\$3,794,820	-37.4	12	\$16,305,673	\$12,992,844	\$3,312,829	11.3	29
Sporting Goods/Hobby/Musical Instrument Stores	4511	\$2,618,463	\$3,919,678	-\$1,301,215	-19.9	10	\$13,544,030	\$9,019,128	\$4,524,902	20.1	24
Book, Periodical & Music Stores	4512	\$564,129	\$3,057,733	-\$2,493,604	-68.8	3	\$2,761,643	\$3,973,716	-\$1,212,073	-18	5
General Merchandise Stores	452	\$28,348,538	\$98,187,668	-\$69,839,130	-55.2	19	\$140,542,999	\$291,698,849	-\$151,155,850	-35	48
Department Stores Excluding Leased Depts.	4521	\$21,723,348	\$88,839,014	-\$67,115,666	-60.7	9	\$106,543,196	\$266,224,508	-\$159,681,312	-42.8	20
Other General Merchandise Stores	4529	\$6,625,190	\$9,348,654	-\$2,723,464	-17	10	\$33,999,803	\$25,474,341	\$8,525,462	14.3	28
Miscellaneous Store Retailers	453	\$6,698,877	\$10,533,284	-\$3,834,407	-22.3	30	\$37,350,026	\$105,301,621	-\$67,951,595	-47.6	79
Florists	4531	\$293,849	\$587,970	-\$294,121	-33.4	5	\$1,493,875	\$1,551,268	-\$57,393	-1.9	15
Office Supplies, Stationery & Gift Stores	4532	\$1,611,054	\$2,358,489	-\$747,435	-18.8	8	\$6,999,797	\$6,344,375	-\$79,344,578	-85	18
Used Merchandise Stores	4533	\$493,230	\$1,390,562	-\$897,332	-47.6	4	\$2,468,625	\$3,269,318	-\$800,693	-14	15
Other Miscellaneous Store Retailers	4539	\$4,300,744	\$6,196,263	-\$1,895,519	-18.1	13	\$26,387,729	\$14,136,660	\$12,251,069	30.2	32
Nonstore Retailers	454	\$2,577,028	\$0	\$2,577,028	100	0	\$15,581,853	\$7,601,292	\$7,980,561	34.4	2
Electronic Shopping & Mail-Order Houses	4541	\$1,370,841	\$0	\$1,370,841	100	0	\$8,759,360	\$0	\$8,759,360	100	0
Vending Machine Operators	4542	\$264,313	\$0	\$264,313	100	0	\$1,391,981	\$0	\$1,391,981	100	0
Direct Selling Establishments	4543	\$941,875	\$0	\$941,875	100	0	\$5,430,513	\$7,400,588	-\$1,970,075	-15.4	1
Food Services & Drinking Places	722	\$13,860,498	\$33,023,713	-\$19,163,215	-40.9	68	\$68,858,972	\$72,978,351	-\$4,119,379	-2.9	183
Special Food Services	7223	\$156,084	\$276,228	-\$120,144	-27.8	1	\$797,449	\$276,228	\$521,221	48.5	1
Drinking Places - Alcoholic Beverages	7224	\$273,223	\$114,314	\$158,909	41	1	\$1,190,645	\$385,498	\$805,147	51.1	4
Restaurants/Other Eating Places	7225	\$13,431,190	\$32,633,171	-\$19,201,981	-42	66	\$66,870,877	\$72,316,625	-\$5,445,748	-4	178

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

Map of Population Comparables

Municipal Populations Census 2010



CORINTH POPULATION COMPARABLES

Corinth: 14,573

McComb: 12,794

Grenada: 13,092

Moss Point: 13,704

Hernando: 14,090

Long Beach: 14,792

Greenwood: 15,205

Natchez: 15,792



Sales Tax Comparables

Table 1: Population and Sales Tax Diversions in the City of Corinth and Cities with Similarly Sized Populations

Metric Description	McComb	Grenada	Moss Point	Canton	Corinth	Natchez	Greenwood	Hernando	Long Beach
Population 2014	12,683	12,948	13,707	13,716	14,851	15,392	15,688	15,286	15,436
Population 2015	12,661	12,900	13,654	13,676	14,866	15,128	15,431	15,503	15,555
Percent Change in Population 2014 to 2015	-0.173%	-0.371%	-0.387%	-0.292%	0.101%	-1.715%	-1.638%	1.420%	0.771%
Absolute Change in Population 2014 to 2015	-22	-48	-53	-40	15	-264	-257	217	119
Sales Tax Diversions 2015	\$5,660,276	\$4,267,067	\$1,851,277	\$2,873,289	\$6,159,446	\$5,791,854	\$4,435,784	\$3,032,603	\$1,381,499
Sales Tax Diversions 2014	\$5,487,761	\$4,068,472	\$1,744,185	\$2,453,284	\$5,692,754	\$5,501,939	\$4,372,038	\$2,914,572	\$1,345,281
Percent Change in Sales Tax Diversions 2014 to 2015	3.14%	4.88%	6.14%	17.12%	8.20%	5.27%	1.46%	4.05%	2.69%
Absolute Change in Sales Tax Diversions 2014 to 2015	\$172,515	\$198,595	\$107,092	\$420,005	\$466,692	\$289,915	\$63,746	\$118,031	\$36,218
Sales Tax Diversions per Capita 2014	\$ 432.69	\$ 314.22	\$ 127.25	\$ 178.86	\$ 383.32	\$ 357.45	\$ 278.69	\$ 190.67	\$ 87.15
Sales Tax Diversions per Capita 2015	\$ 447.06	\$ 330.78	\$ 135.58	\$ 210.10	\$ 414.33	\$ 382.86	\$ 287.46	\$ 195.61	\$ 88.81
Percent Change in Sales Tax Diversions per Capita 2014 to 2015	3.32%	5.27%	6.55%	17.46%	8.09%	7.11%	3.15%	2.59%	1.91%
Change in Sales Tax Diversions per Capita 2014 to 2015	\$ 14.38	\$ 16.56	\$ 8.34	\$ 31.23	\$ 31.01	\$ 25.40	\$ 8.77	\$ 4.94	\$ 1.66

Source: Mississippi Department of Revenue Annual Reports Fiscal Year 2015; data transcription by Stennis Institute

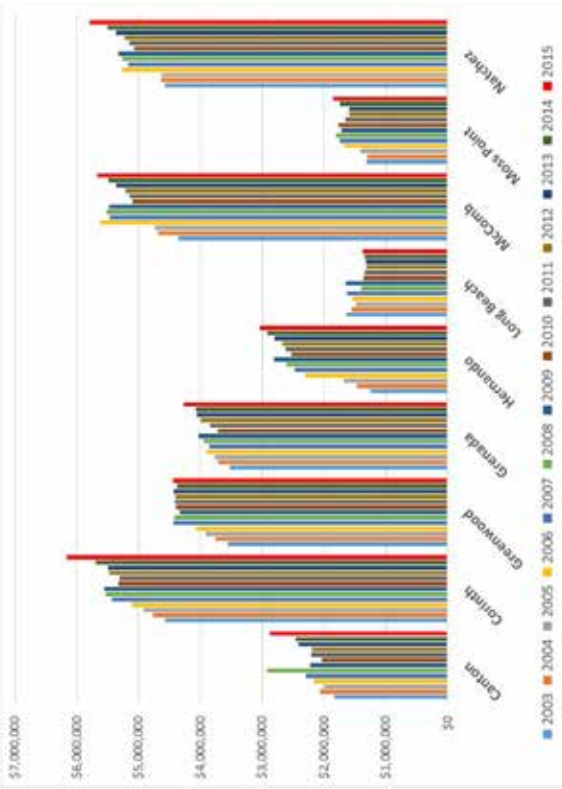


Figure 2: Sales Tax Diversions in Comparable Cities 2003 to 2015

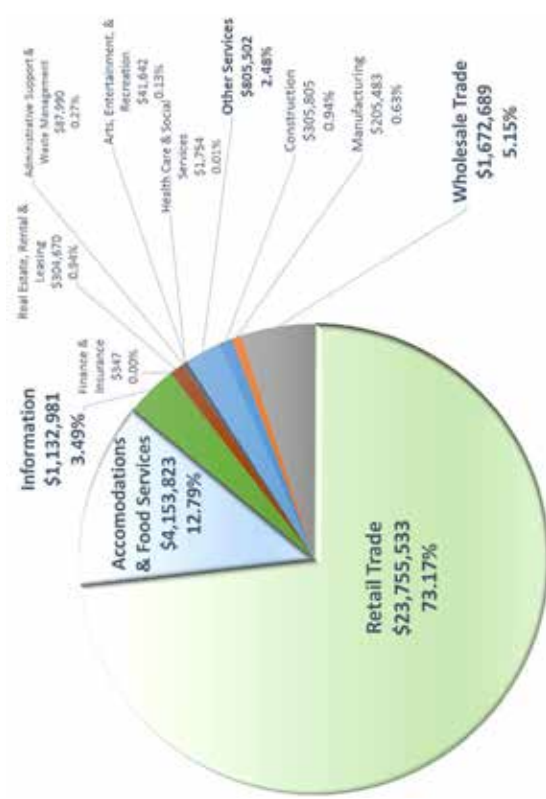


Figure 1: City of Corinth Sales Tax Diversions by Industry Sector Fiscal Year 2015

Health Care Expenditures

	<u>30-Minute Drive Time</u>		<u>45-Minut</u>
	Average Spending per Household	Total Spending in Area	Average Spending per Household
Total Household Health Care Expenditures	\$3,837.12	\$107,872,942	\$3,778.51
Medical Care	\$1,412.90	\$39,720,959	\$1,395.89
Physician Services	\$163.89	\$4,607,427	\$159.90
Dental Services	\$218.12	\$6,131,908	\$211.98
Eyecare Services	\$43.26	\$1,216,236	\$42.49
Lab Tests, X-Rays	\$44.31	\$1,245,697	\$43.44
Hospital Room and Hospital Services	\$149.65	\$4,207,182	\$150.84
Convalescent or Nursing Home Care	\$13.89	\$390,373	\$13.29
Other Medical services	\$82.84	\$2,328,779	\$82.76
Nonprescription Drugs	\$94.16	\$2,647,216	\$93.27
Prescription Drugs	\$356.16	\$10,012,658	\$355.06
Nonprescription Vitamins	\$45.14	\$1,269,042	\$44.24
Medicare Prescription Drug Premium	\$85.93	\$2,415,710	\$86.02
Eyeglasses and Contact Lenses	\$61.50	\$1,728,950	\$60.45
Hearing Aids	\$15.73	\$442,353	\$15.23
Medical Equipment for General Use	\$2.12	\$59,692	\$1.97
Other Medical Supplies/Equipment	\$36.20	\$1,017,736	\$34.95
Health Insurance	\$2,424.22	\$68,151,983	\$2,382.62
Blue Cross/Blue Shield	\$811.13	\$22,803,296	\$796.05
Fee for Service Health Plan	\$480.79	\$13,516,519	\$467.01
HMO	\$401.98	\$11,300,888	\$392.51
Medicare Payments	\$474.11	\$13,328,543	\$472.94
Long Term Care Insurance	\$63.30	\$1,779,621	\$61.20
Other Health Insurance	\$192.90	\$5,423,116	\$192.92

Source: ESRI forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Con Surveys, Bureau of Labor Statistics.

