

# *Concept Plan Presentation*

for the

**Hernando  
Comprehensive Plan  
Project**



October 22, 2020



# Introductions

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## Consultants:

- *Philip Walker, FAICP:*  
The Walker Collaborative
- *Keith Covington, RA, AICP:*  
Common Ground Urban  
Design + Planning
- *Vince Malavasi, PE,*  
*Robert Walker, PE, &*  
*Russ Bryan:*  
Neel-Schaffer, Inc.
- *Randall Gross:*  
Randall Gross /  
Development Economics

## Planning Commission & Staff

- Mr. Robert Carter – Chairman
- Mr. Terry Ashworth
- Mr. Robin Cotton
- Mr. Keith Hawkins
- Ms. Ellen Jernigan
- Ms. Natalie Lynch
- Mr. Shea Skeen
- Mr. Chad Wicker
- Mr. Keith Briley, AICP  
- Planning Director



# Meeting Overview

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## Agenda:

- Project Background
- Public Input & Planning Principles
- Presentation of Concept Plan
- Discussion
- Next Steps





# Project Background

## Project Process:

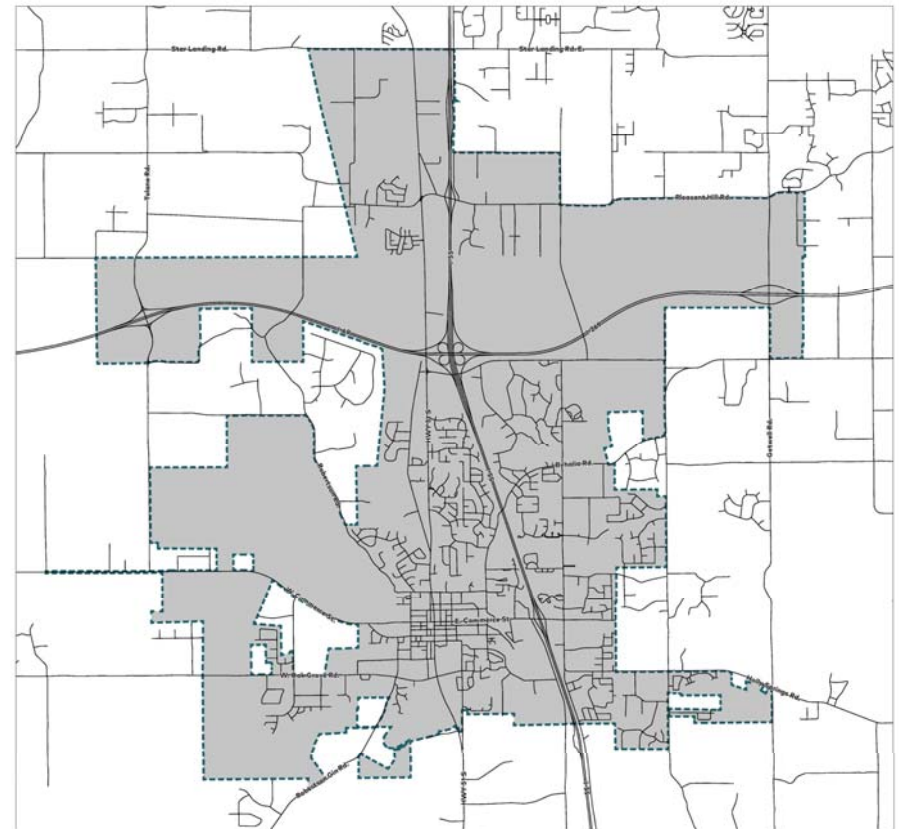
**Task 1.0:** ✓  
Project Kick-Off & Research

**Task 2.0:** ✓  
Visioning & Economic  
Assessment (including a  
retail market analysis)

**Task 3.0:**  
**Charrette & Concept Plan**

**Task 4.0:**  
Draft Plan Preparation

**Task 5.0:**  
Plan Presentation & Revisions



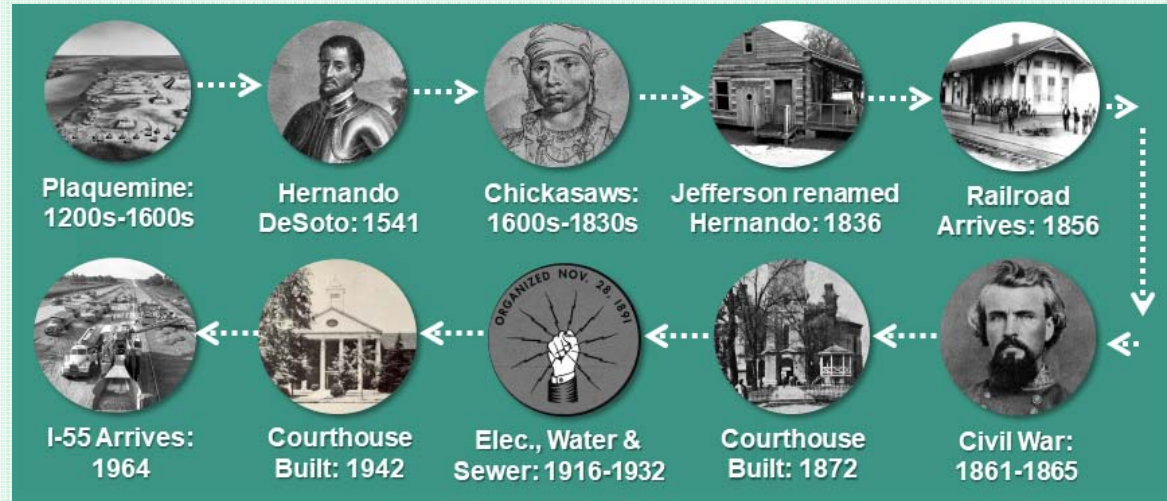
Current city boundaries



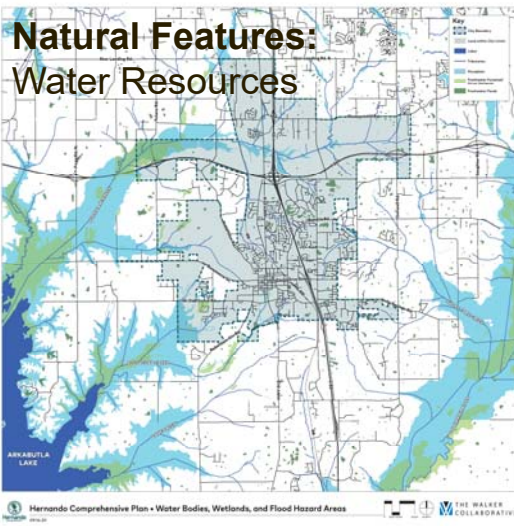
# Project Background

## Existing Conditions:

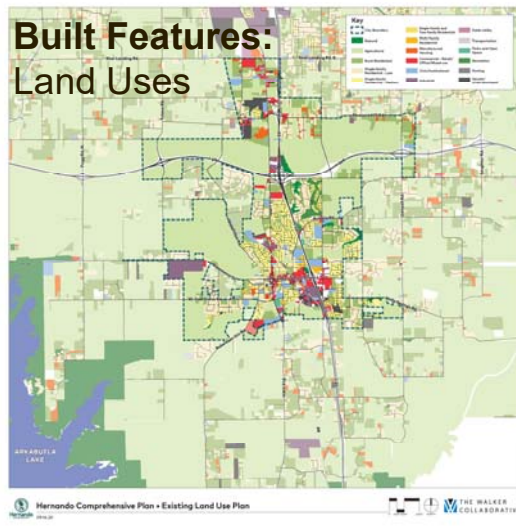
- History
- Natural Features
- Built Features
- Socioeconomics
- Plans & Policies



## Natural Features: Water Resources

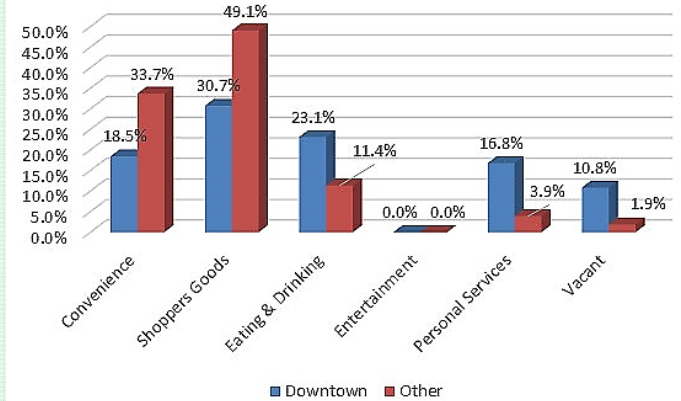


## Built Features: Land Uses



## Hernando Business Mix: Downtown vs Other Areas

Sources: DeSoto County Assessor, Businesses, and RGDE





# Public Input & Planning Principles

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**Public Kick-Off Meeting:** June 17<sup>th</sup>, 2020

**Stakeholder Meetings & Interviews:** July 23<sup>rd</sup>-24<sup>th</sup>, 2020

***Why Hernando is Unique*** - *“Hernando is the only town in the region that feels like a separate town.”*

## ***Mobility***

- Most people believe there is *too much traffic congestion*, and Commerce Street was brought up often.
- There is substantial *support for non-motorized options*, such as bikeways and greenways.

## ***Housing***

- *Many people want more variety of housing types* beyond single-family detached houses and *more affordability*.
- *Some people are against housing variety and affordability* because they believe it will decrease their property values and have other negative impacts (increased crime, etc.).



# Public Input & Planning Principles

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## ***Commercial & Mixed-Use Development***

- Many people want more commercial development for both shopping options and tax revenue for the City.
- More dining options are wanted, including food trucks.

## ***The Square***

- There is strong support for continued revitalization.
- The Square was frequently cited as what distinguishes Hernando from most of the other communities in the region.

## ***Form & Character of New Development***

- Most stakeholders believe high-quality design will be important.
- Some think the character of Hernando's Square should be a model for new development.
- There is support for stronger landscaping requirements.

## ***Parks & Recreation***

- People want existing facilities improved and more facilities developed.
- "Pennies for Parks" should be pursued again with a better strategy.



# Public Input & Planning Principles

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## Charrette Workshop: October 19, 2020





# Public Input & Planning Principles

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## Planning Principles

1. **Preserve open space and environmentally sensitive lands, and enhance Hernando's overall environmental quality.**
2. **Maximize and leverage Hernando's existing community assets.**
3. **Foster vibrant and walkable neighborhoods offering a high quality of life.**
4. **Create a range of housing opportunities and affordable choices for Hernando.**
5. **Mix land uses to create pedestrian-friendly places.**
6. **Promote high-quality development with a strong sense of place.**
7. **Provide more than adequate recreational and cultural amenities.**
8. **Provide a variety of transportation alternatives and high-quality transportation corridors.**
9. **Expand economic development opportunities in Hernando.**
10. **Insure policies and processes that are equitable to both citizens and developers.**



# Concept Plan





# Place Types

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## Place Types vs Land Use

### Place Type Determinants

- Land use
- Spatial patterns
- Intensity/density
- Scale
- Form
- Character

### Key Place Type Categories

- Natural
- Rural
- Suburban
- Urban
- Special

Within each of those categories are Place Type sub-categories.

### How Place Types are Implemented

- Zoning and development regulations





# Place Types



## **Natural:**

- Streams, floodways, floodplains, wetlands, steep slopes.
- Development is generally avoided (greenways).

## **Rural:**

- Open fields, wooded areas
- Development is low-density, but can feature a wide range of uses, particularly agricultural.

## **Suburban:**

- Low to moderate-density uses are generally segregated.
- Community design is automobile oriented.

## **Urban:**

- Moderate to high-density uses are mixed.
- Community design is ped. oriented, yet still accommodates cars.

## **Special:**

- Typically focused on a single use or function.
- Examples: institutional campuses and industrial parks.

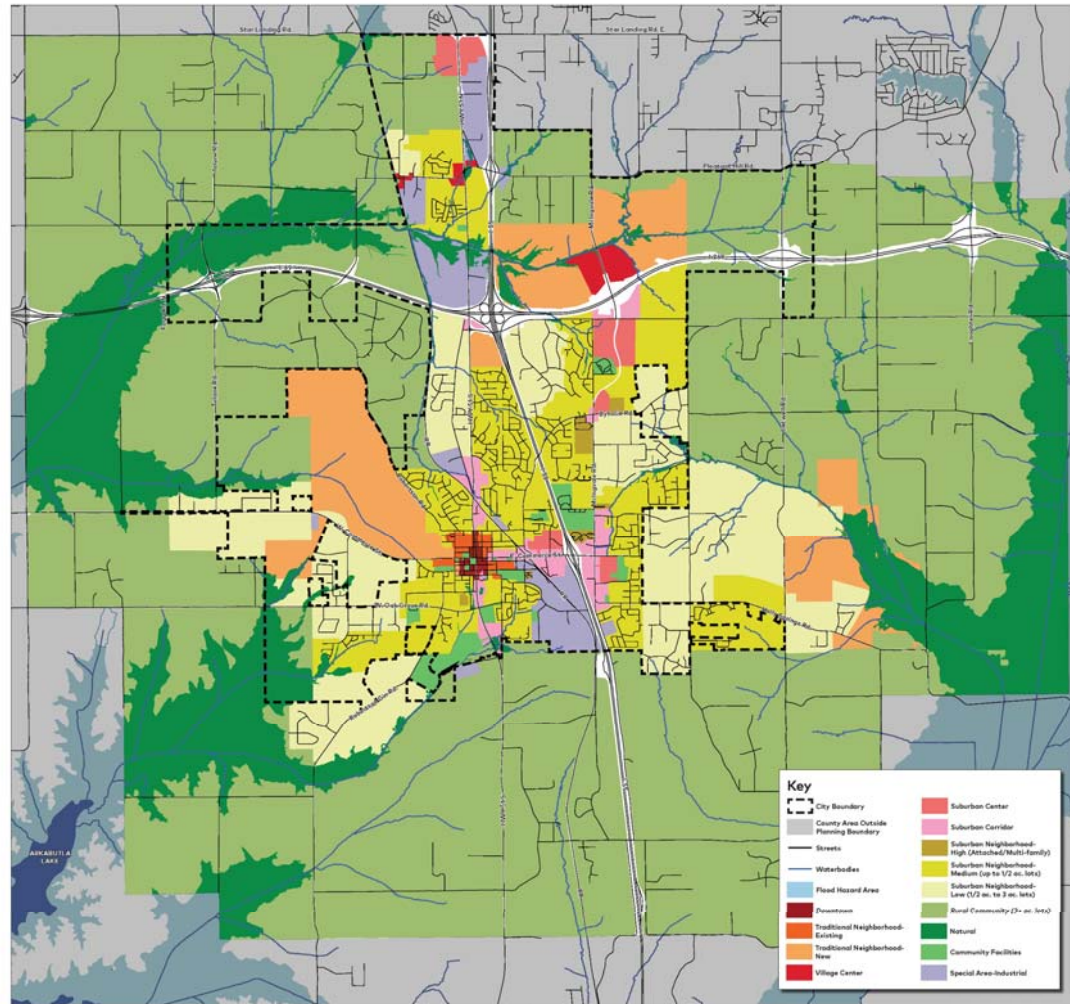


# Place Types

## Place Types

- Natural (1)
- Rural (1)
- Suburban (5)
- Urban (4)
- Other (2)

**Important:** If Place Types are converted into Zoning, they only apply when new development is proposed. Also, new roads may change some Place Types.



Hernando Comprehensive Plan • DRAFT PLACE TYPES MAP  
Hernando 10.22.2020

THE WALKER COLLABORATIVE



# Place Types

## Natural Areas

- Floodways and floodplains
- Streams and wetlands
- Steep slopes



Hurricane Creek





# Place Types

## Natural Areas

### Locations

Throughout the city, but particularly at the periphery and associated with creeks/ floodplains.

### Geographic Form

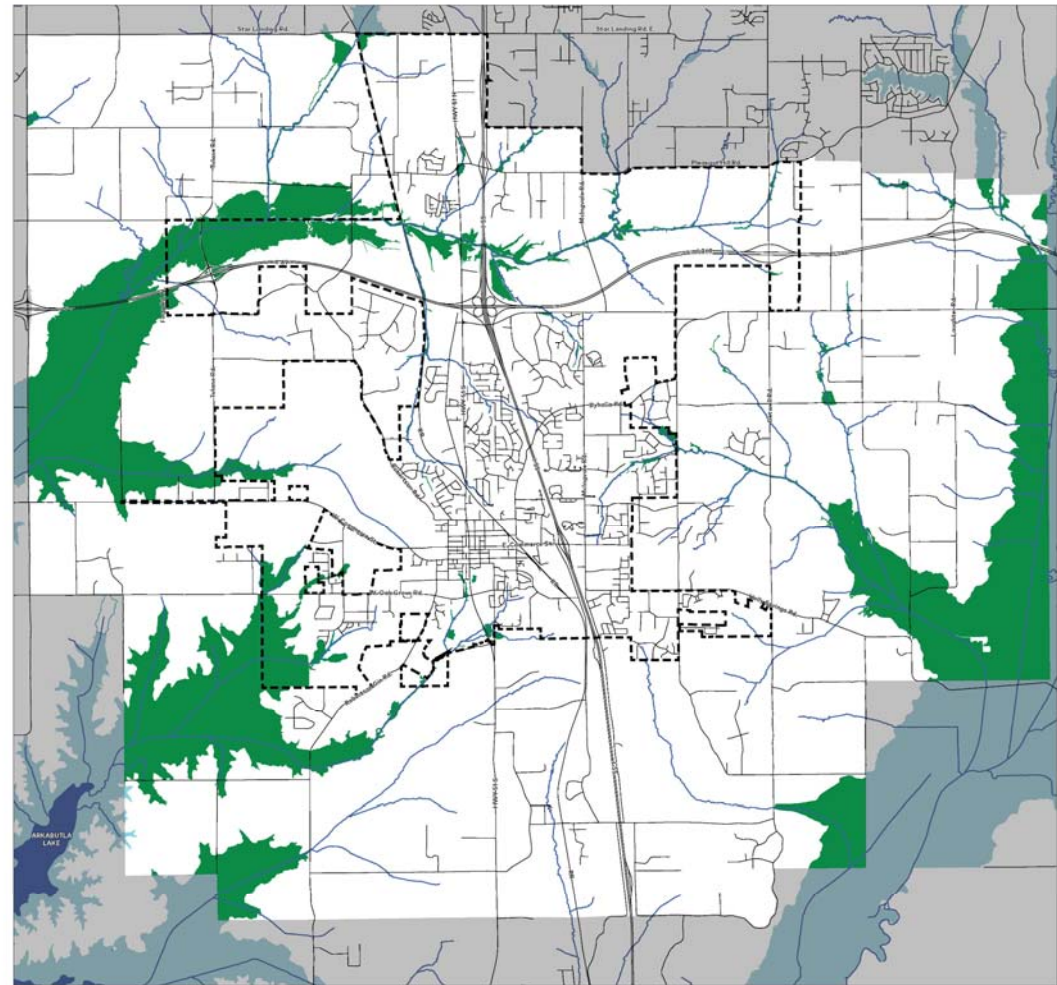
Meandering patterns that are generally linear but curving to follow the natural contours of streams.

### Optimal Land Uses

Undeveloped wooded areas and fields, outdoor passive recreation and greenways.

### Development Form

Not applicable because of the very limited development in such areas.



Hernando Comprehensive Plan • DRAFT PLACE TYPES MAP

10.22.2020





# Place Types

## Rural Areas

Rural Community - Single-family lots that are 3+ acres in size.



Agricultural field





# Place Types

## Rural Areas: Rural Community

### Locations

Generally peripheral parts of the city and often near Natural areas.

### Geographic Form

Expansive areas occasionally interrupted by other Place Types.

### Optimal Land Uses

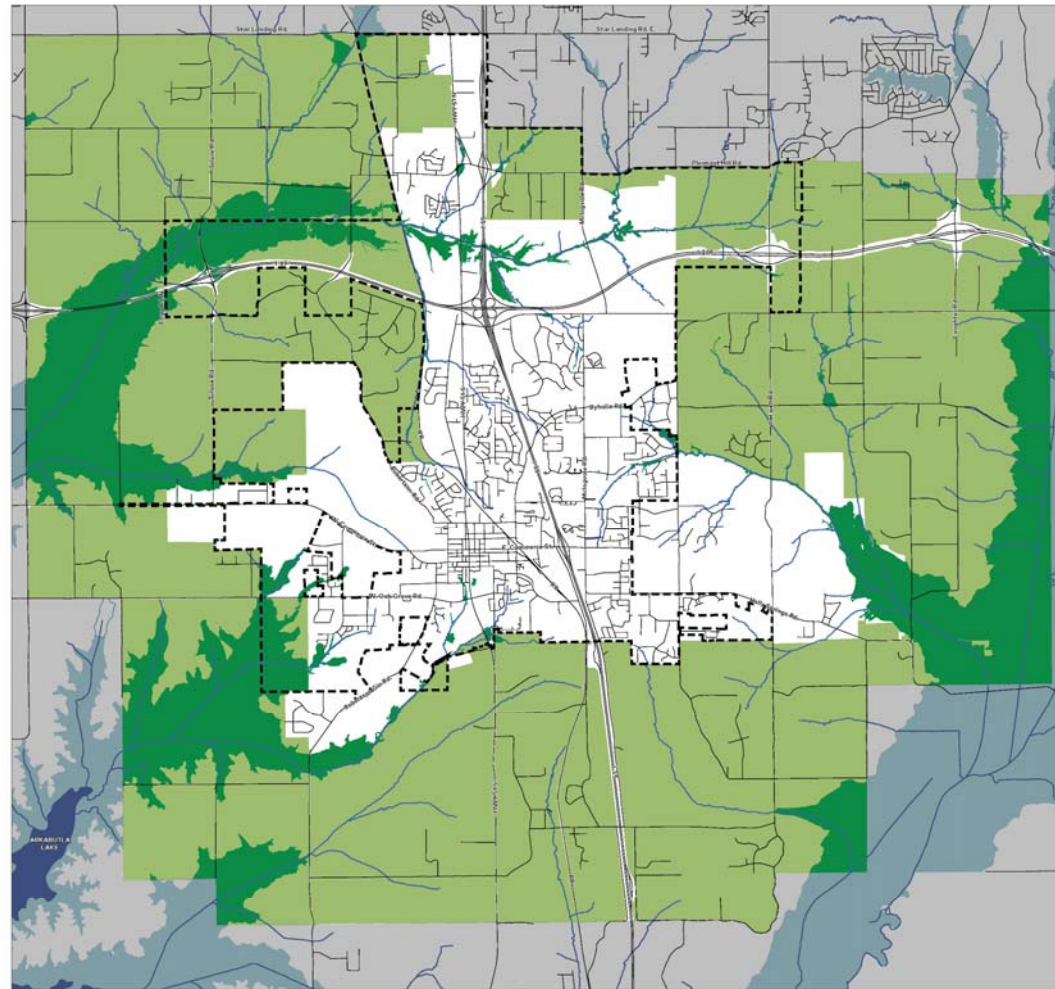
Undeveloped open space and low-density single-family.

### Development Density

Other than Natural areas, the lowest density (min. 3 acre lots).

### Development Form

Houses, outbuildings, and agricultural structures in informal patterns.



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# Place Types

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## Rural Areas: Character Imagery





# Place Types

## Suburban Areas

Suburban Neighborhoods - Three types: Low, Medium & High.

Suburban Corridors - Auto-oriented form and sometimes referred to as “strip commercial.”

Suburban Centers - Same uses as Suburban Corridors, but more nodal in form and often developed at one time and not incremental.



Suburban neighborhood





# Place Types

**Suburban Areas:** Suburban Neighborhoods – Low

**Locations**

Throughout the city.  
Examples: Shadow View Dr., Green T Lake.

**Geographic Form**

Expansive areas sometimes bound by roads or creeks.

**Optimal Land Uses**

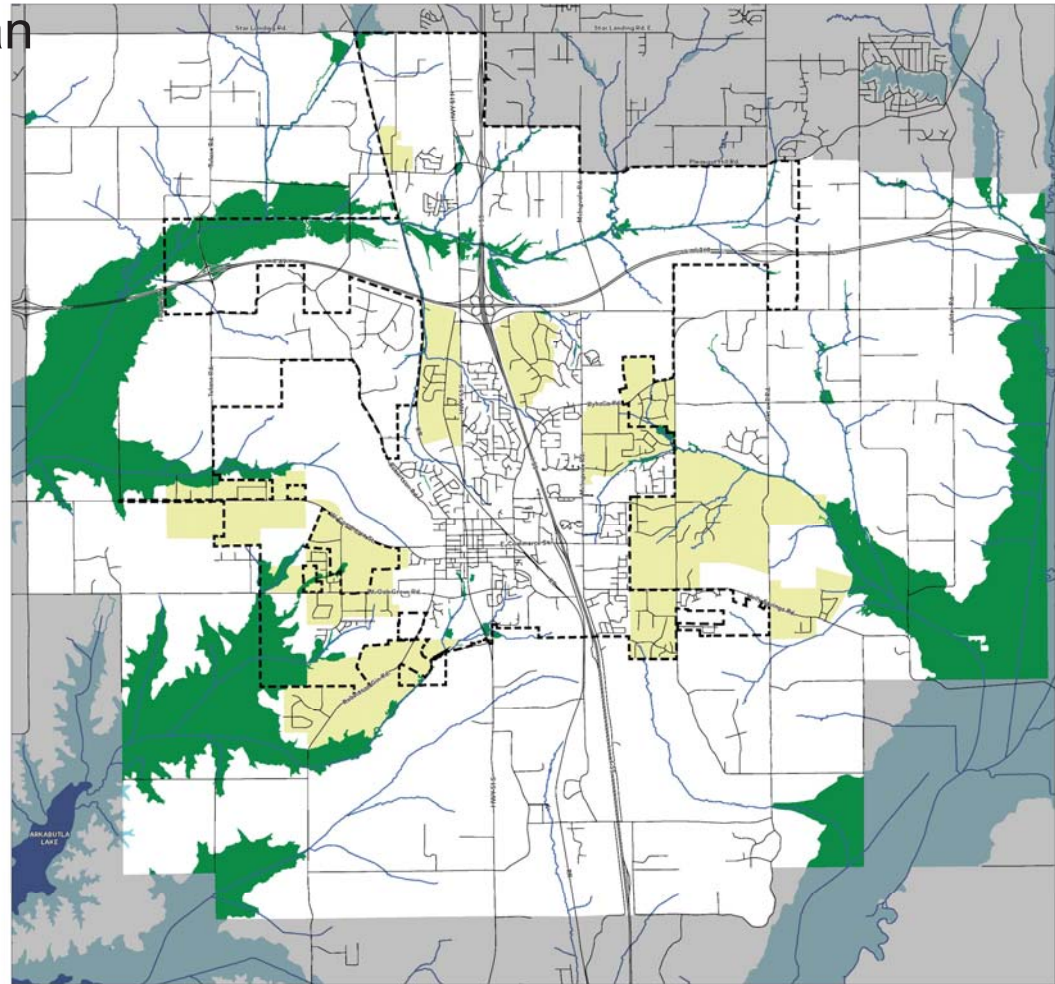
Single-family detached and ancillary uses.

**Development Density**

Lots .5+ to under 3 acres.

**Development Form**

An automobile orientation; can include a conservation subdivision option.



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# Place Types

## **Suburban Areas:** Suburban Neighborhoods – Medium

### **Locations**

Expansive areas extending in all directions from Downtown, such as Tara Dr.

### **Geographic Form**

Irregular shapes, but typically relatively nodal.

### **Optimal Land Uses**

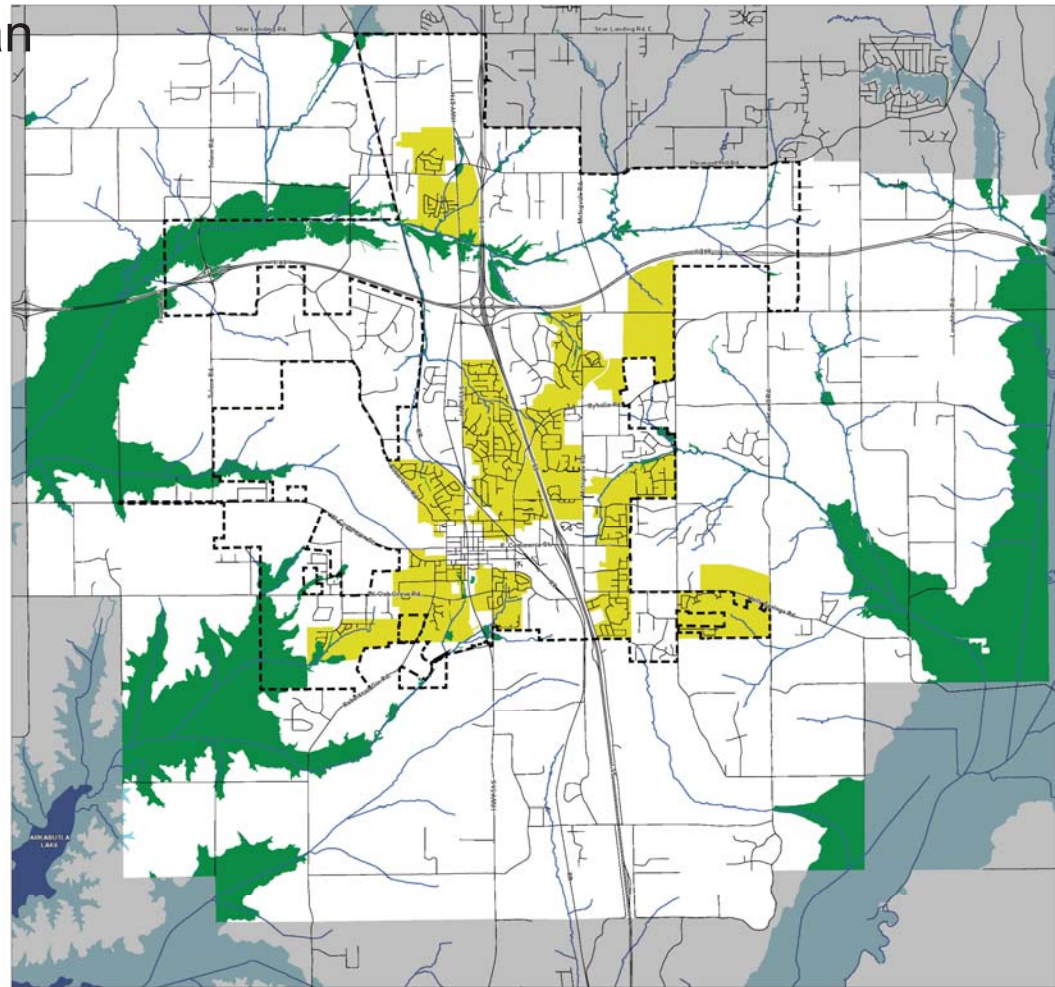
Medium-density residential and ancillary uses.

### **Development Density**

Lot sizes .5 acres and less.

### **Development Form**

An automobile orientation, and might include a conservation subdivision option.



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# Place Types

**Suburban Areas:** Suburban Neighborhoods – High

**Locations**

Scattered. Example: Villages of Grove Park on McIngvale Rd.

**Geographic Form**

Typically rectilinear.

**Optimal Land Uses**

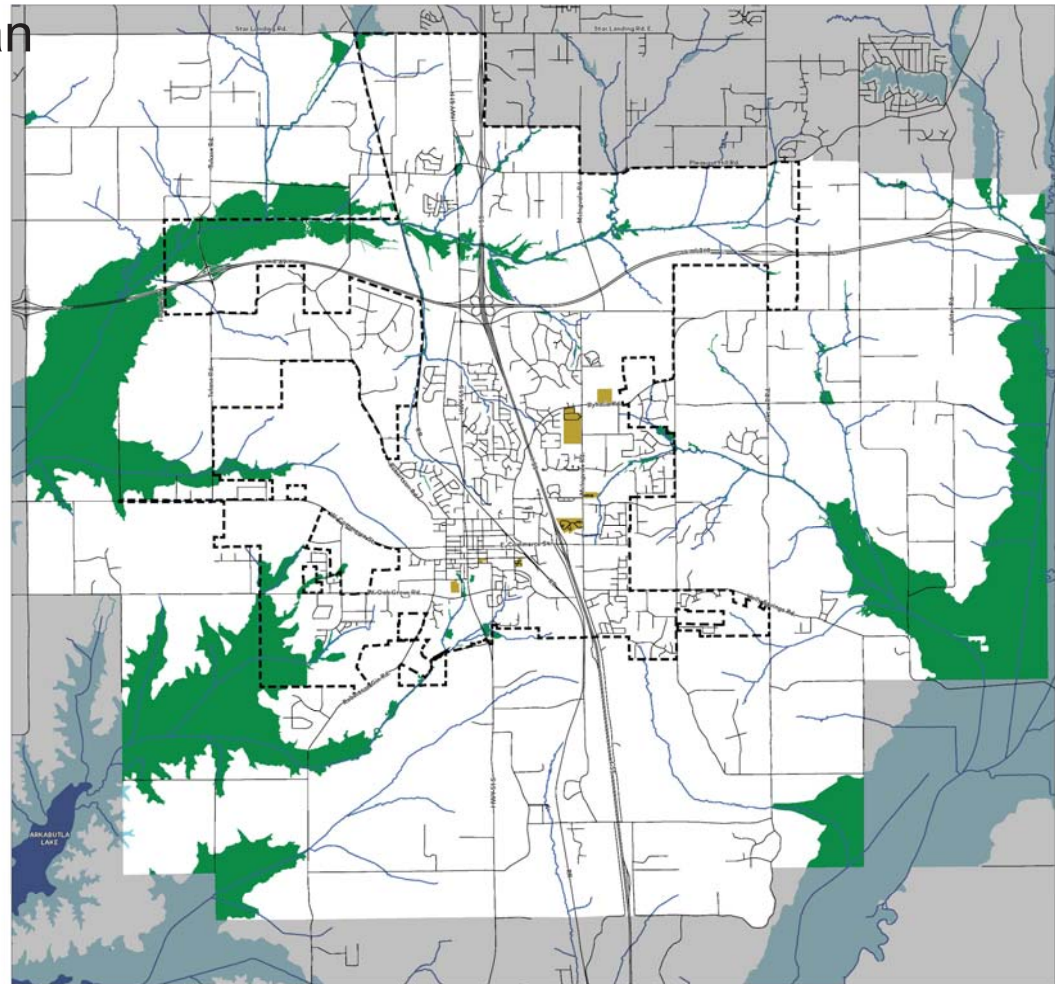
Relatively high-density residential and ancillary uses.

**Development Density**

Small lots for attached housing, but larger lots for multi-family buildings.

**Development Form**

Attached houses (duplexes, triplexes, quads), townhouses, and multi-family.



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# Place Types

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## Suburban Areas - Residential: Character Imagery





# Place Types

## Suburban Areas: Suburban Corridors

### Locations

Along key roads within/near other Suburban Area Place Types, such as E. Commerce.

### Geographic Form

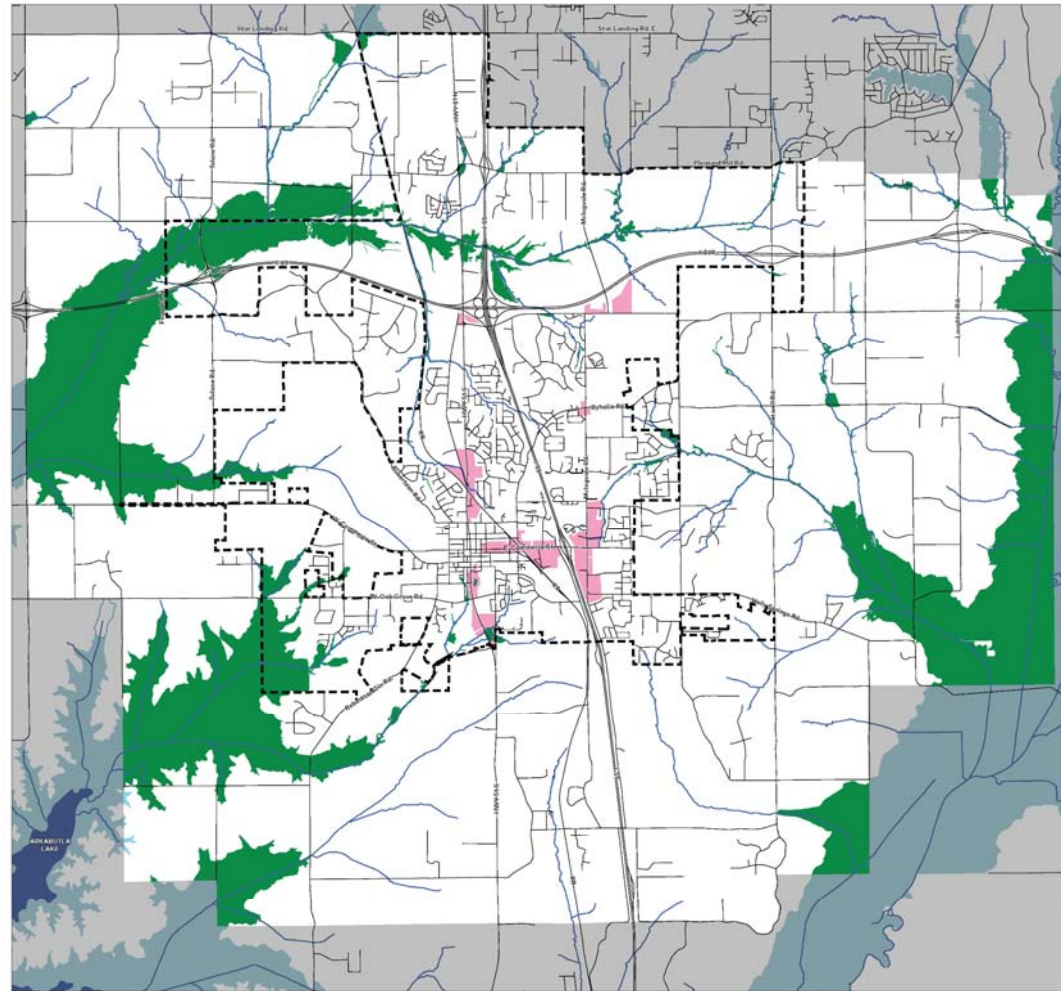
Linear and flanking either side of their associated road (sometimes only one side).

### Optimal Land Uses

Retail, dining, personal services, and offices.

### Development Form

Suburban in form and character (frequent curb cuts / driveways and parking that is typically located between the road and buildings).



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# Place Types

## Suburban Areas: Suburban Centers

### Locations

Key roads. Example: Walmart

### Geographic Form

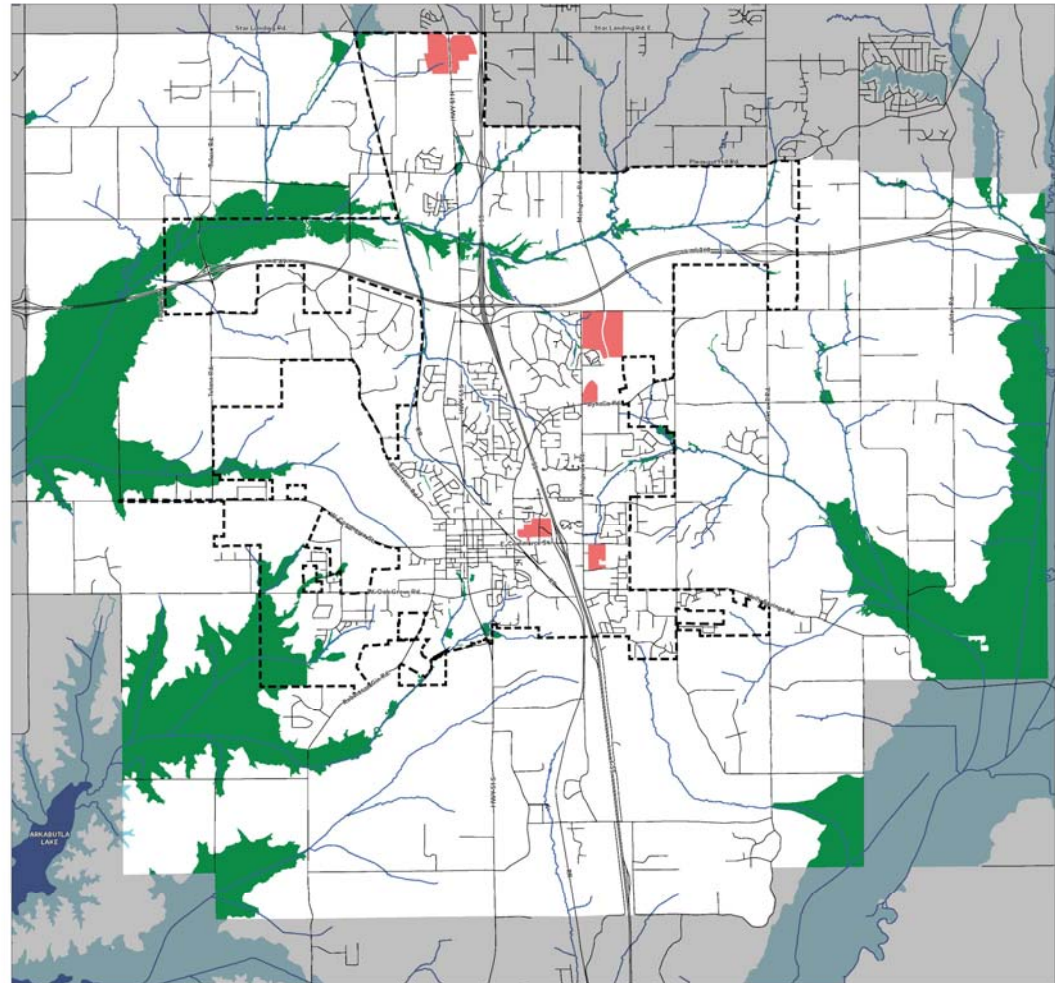
More nodal than Suburban Corridors.

### Optimal Land Uses

Commercial uses, as well as institutional and residential uses to a lesser degree.

### Development Form

Suburban in form and character, including parking typically being located between the road and buildings, as well as land uses being very to somewhat segregated.



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# Place Types

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## Suburban Areas – Commercial / Mixed Use: Character Imagery





# Place Types

## Urban Areas

Urban Neighborhoods - Primarily residential:

- Existing Traditional Neighborhoods
- New Traditional Neighborhoods

Village Centers – Small-scale mixed-use areas.

Downtown – The Square and immediately surrounding area.



Downtown Hernando





# Place Types

**Urban Areas:** Urban Neighborhoods  
- Existing Traditional Neighborhoods

**Locations**

Historic neighborhoods near Downtown. Example infill: Ivy.

**Geographic Form**

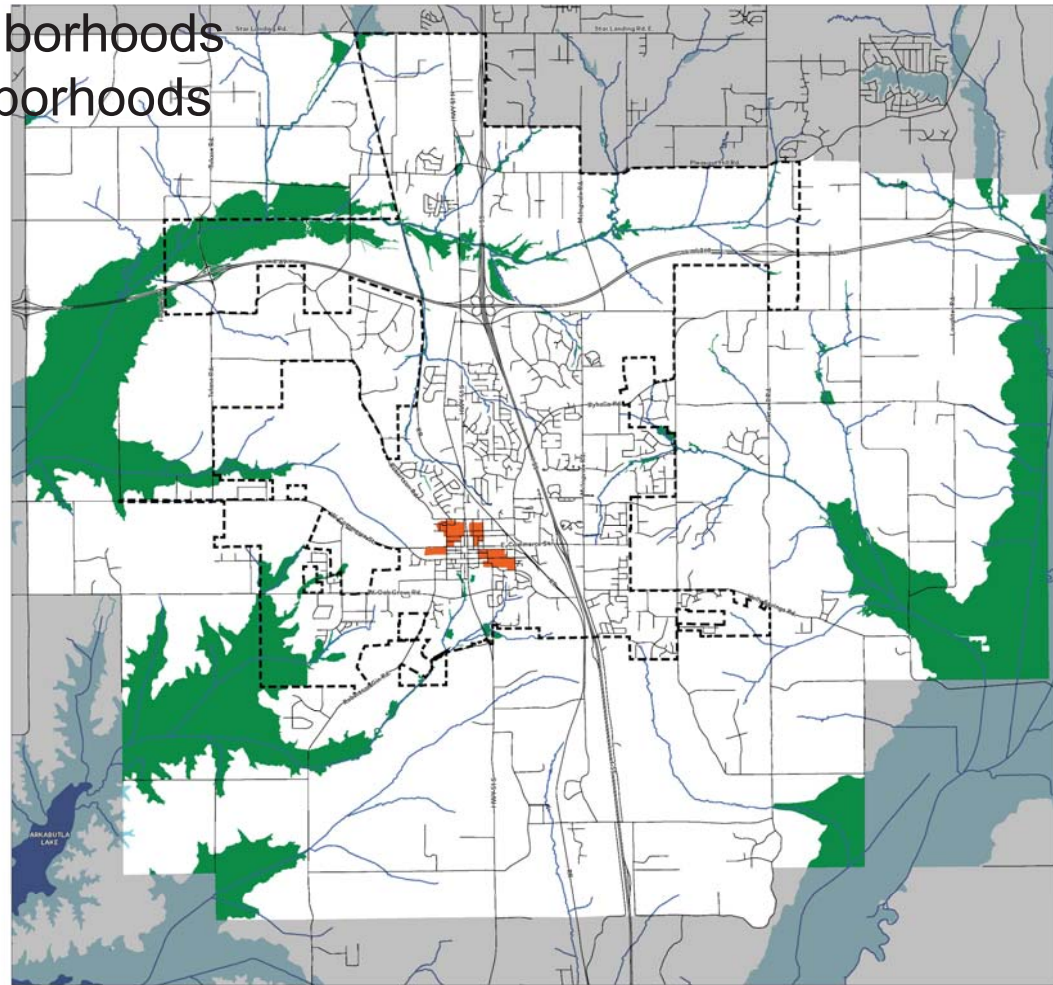
Relatively nodal.

**Optimal Land Uses**

Detached and attached houses, multi-family, as well as parks, institutional uses, community facilities.

**Development Form**

One and two-story houses dating from late-19th through mid-20th centuries. Buildings front directly onto streets that are part of a street grid.



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# Place Types

**Urban Areas:** Urban Neighborhoods  
- New Traditional Neighborhoods

## Locations

Example: Hernando West

## Geographic Form

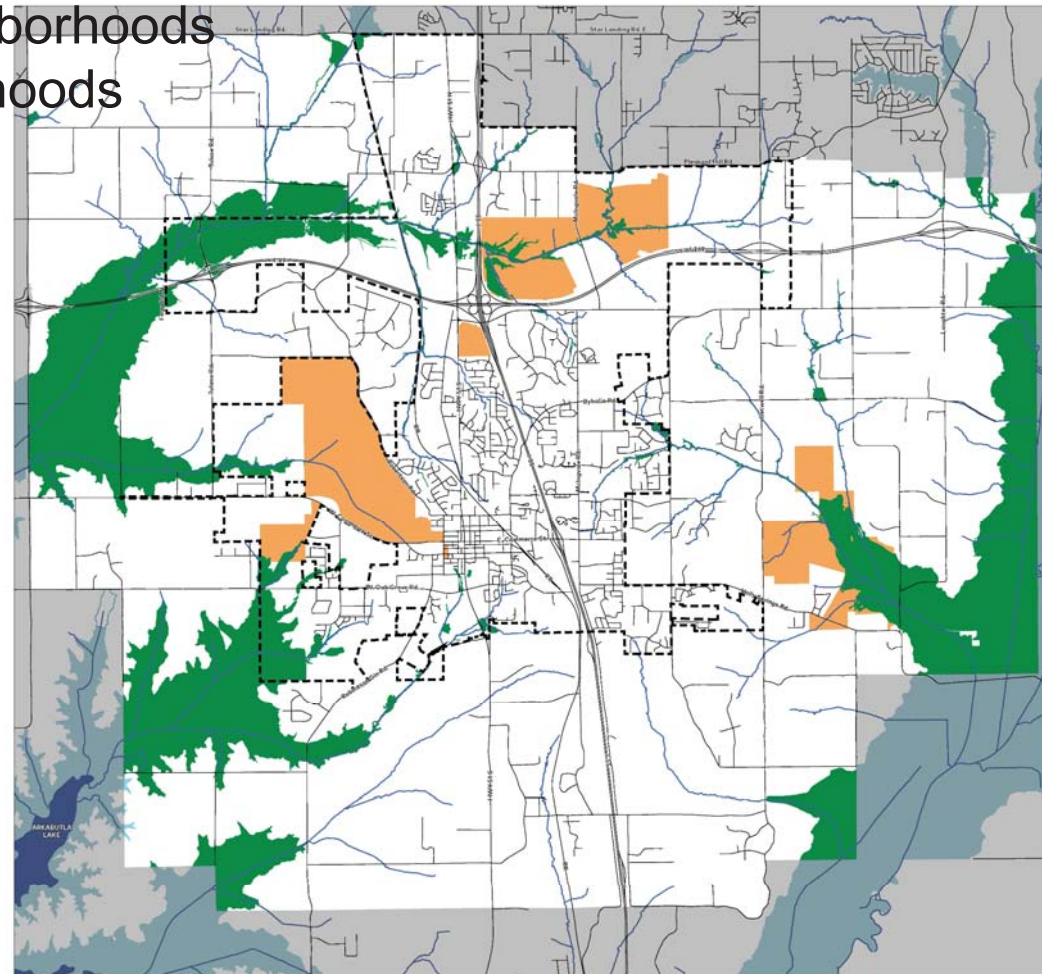
Determined by property shape.

## Optimal Land Uses

Relatively high-density range of housing types, public spaces, and small-scale commercial.

## Development Form

Detached and attached houses (duplexes, triplexes and quads), townhouses, and multi-family housing; integrated street network; walkable scale blocks; buildings fronting streets; alleys where appropriate.



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# Place Types

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## Urban Areas – Residential: Character Imagery





# Place Types

## Urban Areas: Village Centers

### Locations

Nesbit; Hwy. 51 & Nesbit Rd.;  
McIngvale at north side of I-69.

### Geographic Form

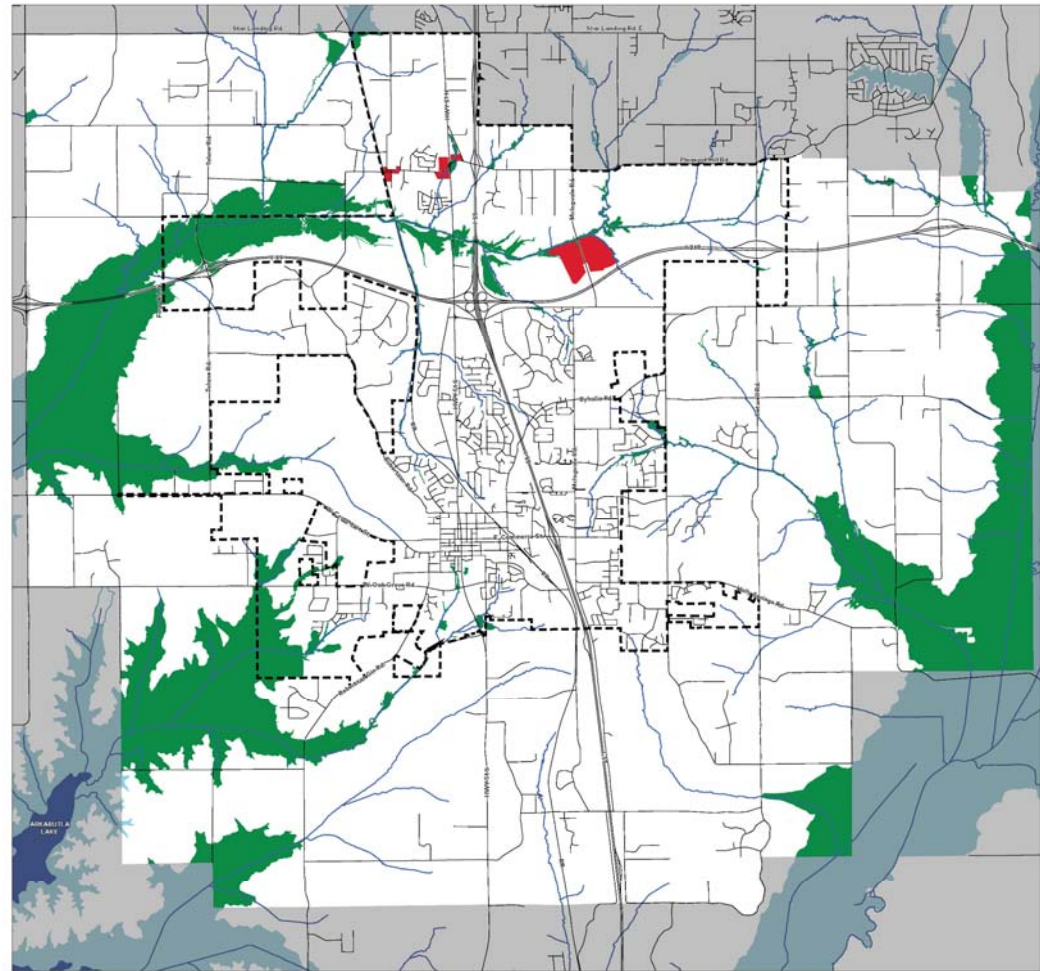
To be determined by the shape  
of their subject properties, but  
generally nodal.

### Optimal Land Uses

Retail, dining, personal  
services, offices, lodging,  
housing, and public spaces.

### Development Form

Buildings that front onto streets,  
on-street parking, parking lots  
behind buildings, wide  
sidewalks, parks and plazas.



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# Place Types

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## Urban Areas – Village Center: Character Imagery





# Place Types

## Urban Areas: Downtown

### Locations

The Square and surrounding area.

### Geographic Form

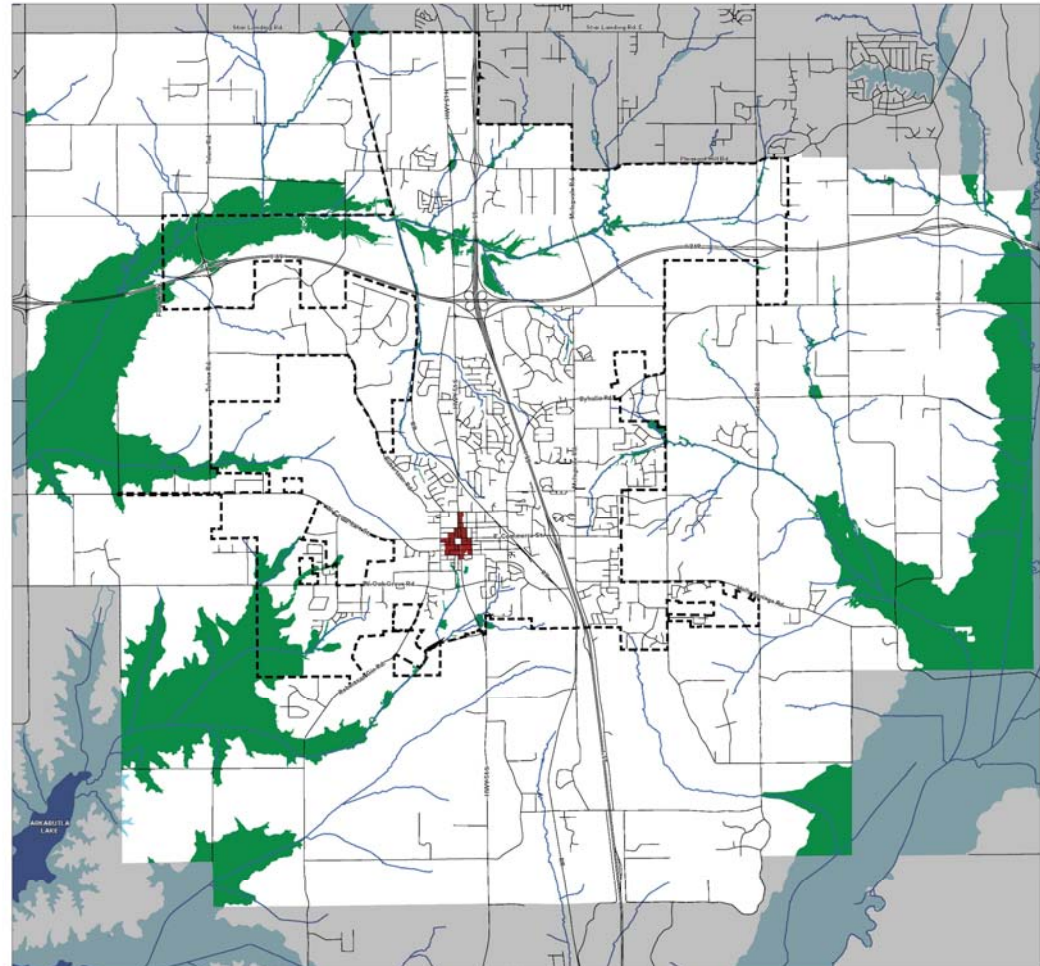
Nodal in form.

### Optimal Land Uses

Retail, dining, personal services, offices, institutional uses, lodging, housing, assembly, and public spaces.

### Development Form

Buildings fronting onto streets, on-street parking, parking lots located behind buildings, preserved historic buildings, compatible new buildings, wide sidewalks, parks and plazas.



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# Place Types

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## Urban Areas – Downtown: Character Imagery





# Place Types

## Special Areas

Industrial Parks - Industrial developments, which can include an office component.

Community Facilities - Governmental, educational campuses, parks.



Nesbit Industrial Park





# Place Types

## Special Areas: Industrial Parks

### Locations

Areas with good access, such as Hernando Industrial Park.

### Geographic Form

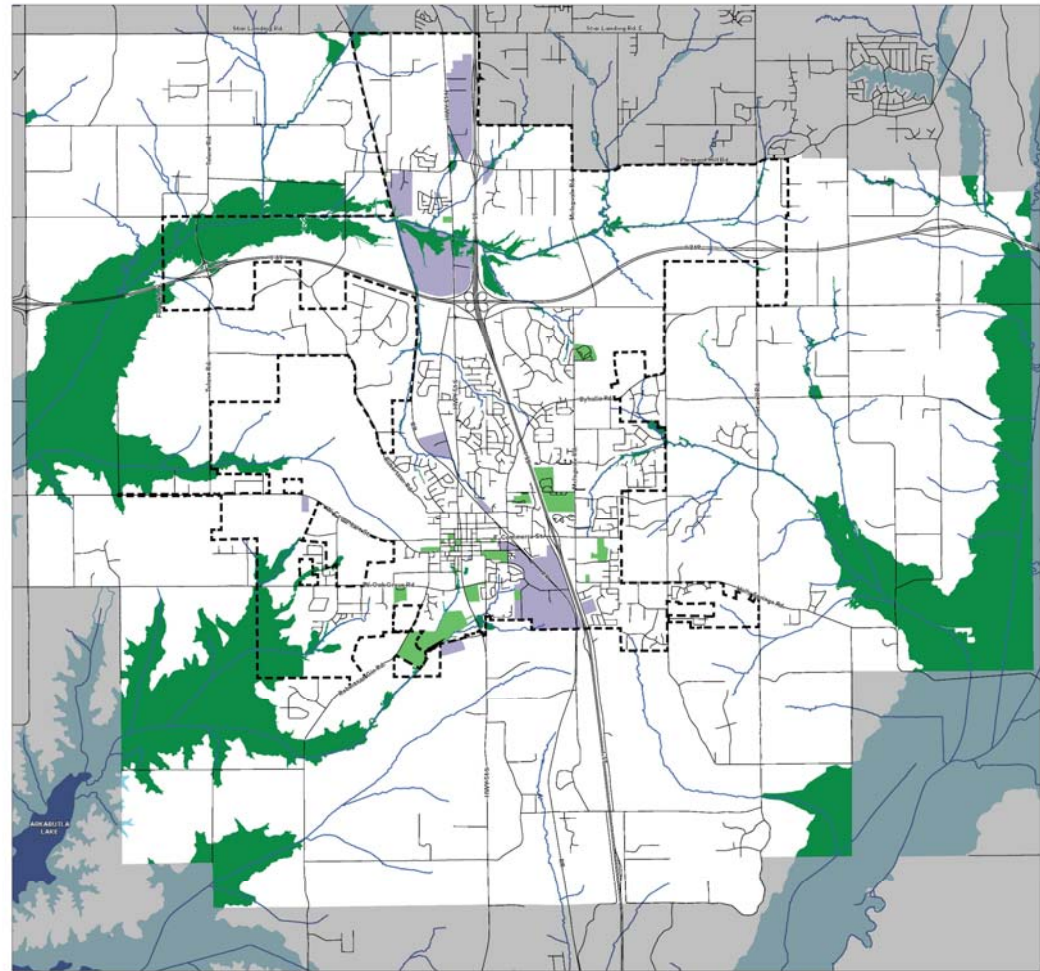
Dictated by property shape.

### Optimal Land Uses

Industrial facilities and supporting office uses.

### Development Form

Large footprint buildings, large parking lots between buildings and their road, generous landscaping, and substantial buffering on the site's periphery with land and landscaping.



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# Place Types

## Special Areas: Community Facilities

### Locations

Vary, but examples include the various parks in town.

### Geographic Form

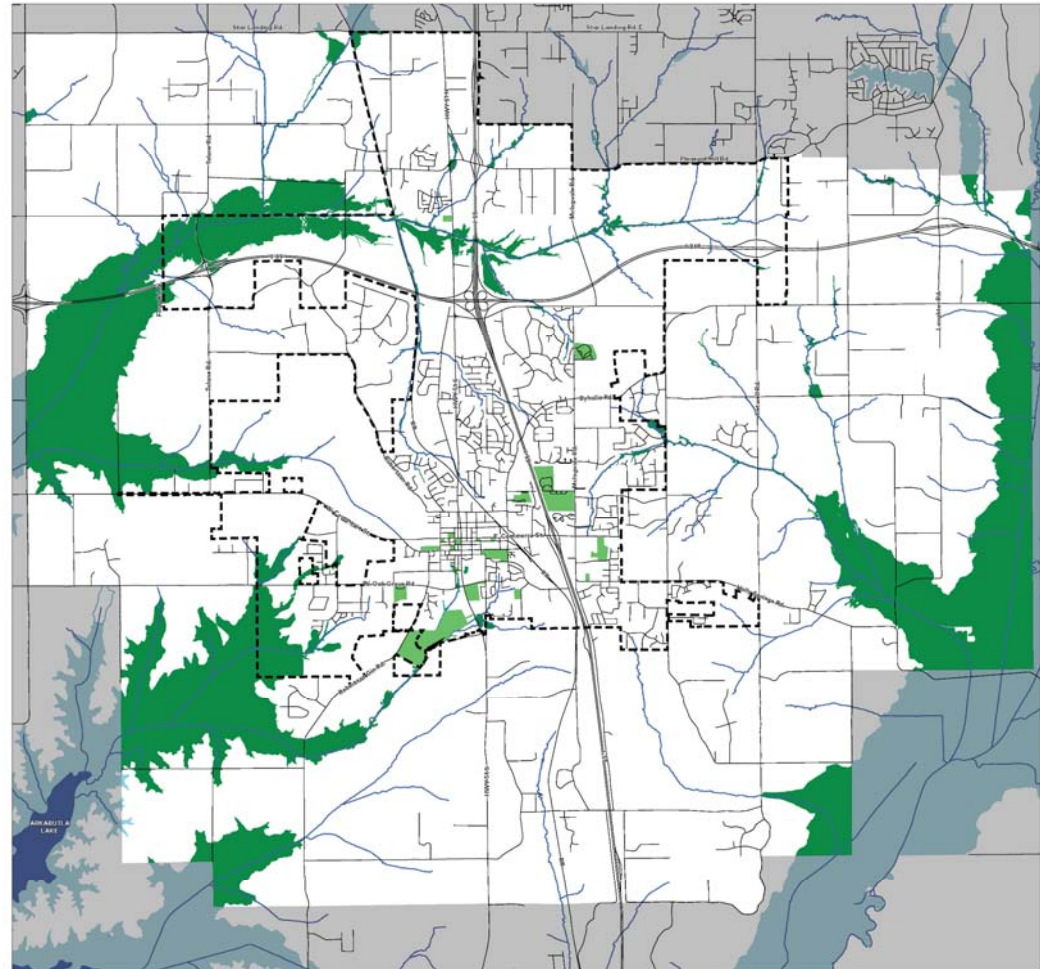
Dictated by property shape.

### Optimal Land Uses

Institutional uses, parks, etc. On a smaller scale, such uses can be integrated into other Place Types.

### Development Form

Vary greatly depending upon the specific institutional types and uses.



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# Place Types

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## Special Areas: Character Imagery



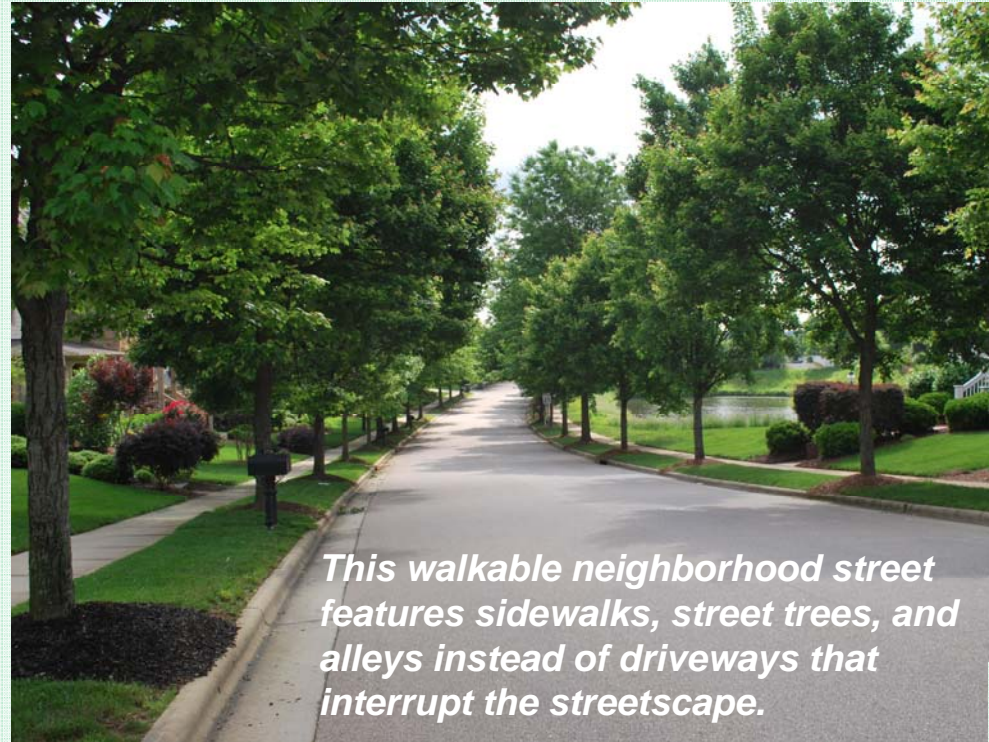


# Community Design

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## Principles for Community Design:

- Walkability - not merely the provision of sidewalks, but also safe, interesting and attractive places along the way.
- Mixed Uses - such places promote walkability and require less driving between where people live, work, shop and play.
- Taming of Motor Vehicles - design for people and not only motorized vehicles.
- Generous Landscaping - to provide beauty, buffering and benefits to the natural environment.





# Community Design

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## Residential Streets:

- Consider street tree requirements.
- Avoid waivers from sidewalk requirements unless truly warranted (very low-density/traffic streets)





# Community Design

## Mixed-Use Walkable Places:

- Buildings that front directly onto streets.
- Parking on-street and in lots behind buildings.
- Public spaces as focal points.





# Community Design

## Key Approved Development: Hernando West

REGION NO.	LAND USE ZONE	SIZE ACRES	DENSITY MAXIMUM DWELLING UNITS/ACRE	COMMERCIAL MAXIMUM SQUARE FEET
1	TOWN/VILLAGE CENTER MAIN STREET	8.3	12.0	148,000
	URBAN NEIGHBORHOOD	26.2	4.5	
2	URBAN NEIGHBORHOOD	141.3	4.5	
3	URBAN NEIGHBORHOOD	147.5	4.5	
4	RURAL NEIGHBORHOOD	56.0	3.5	
5	URBAN NEIGHBORHOOD	20.7	5.0	
	COURTYARD NEIGHBORHOOD	128.0	9.0	
	TOWN/VILLAGE CENTER	1.0	15.0	116,000
6	RURAL NEIGHBORHOOD	193.1	4.0	
	PUBLIC AREA	6.4		
	STREAM CORRIDOR	73.5		
	UPLAND PRESERVE	320.3		
	UPLAND BUFFER	16.9		
TOTAL		1139	3.5 AVE.	264,000
	MAXIMUM NUMBER OF DWELLING UNITS		3986 UNITS	

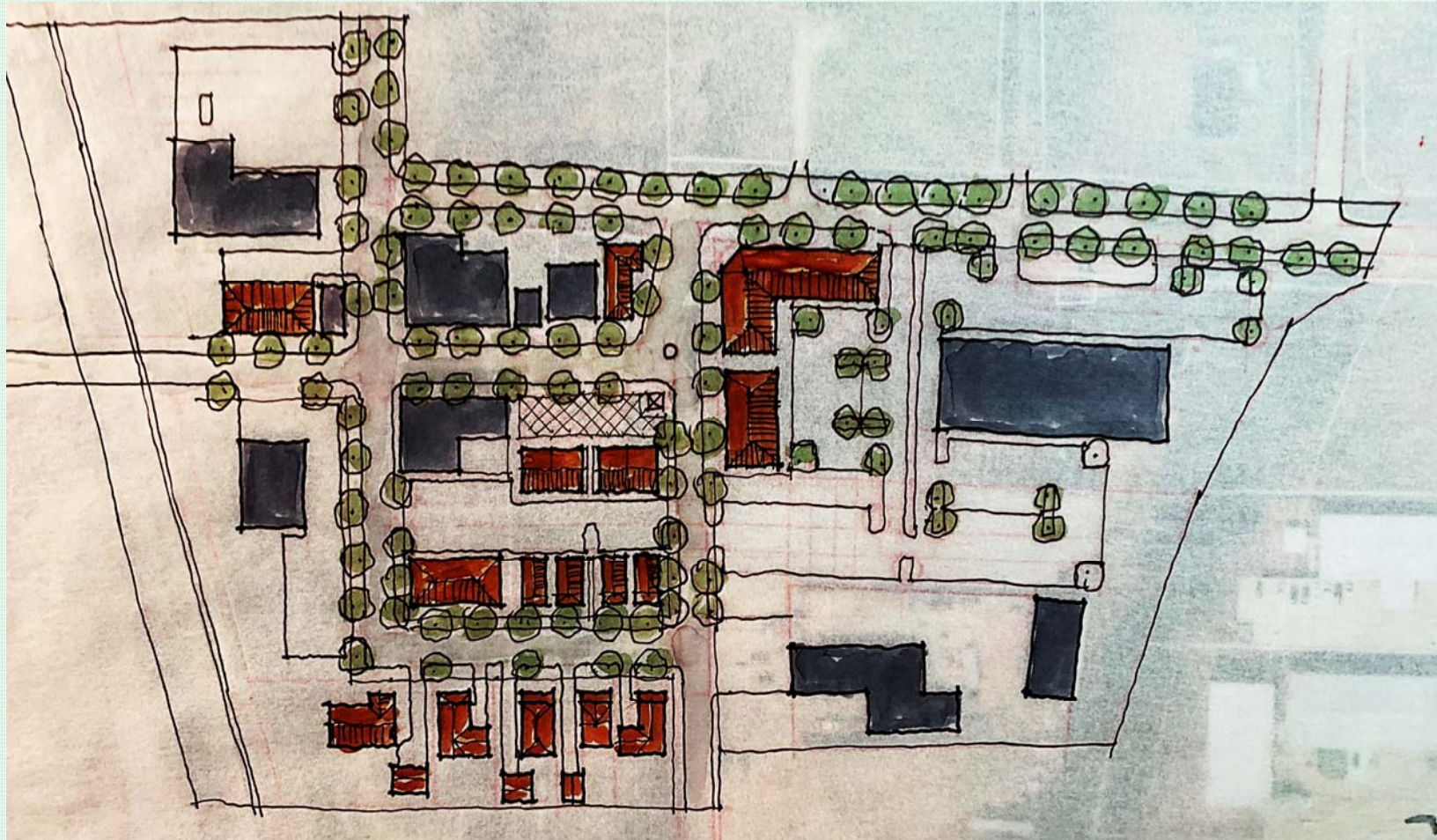




# Community Design

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## Place-Specific Concept Plan: Historic Nesbit





# Mobility

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## Road & Street Type Principles

- Roads/streets will respect the natural and built contexts through which they pass (“roads” are rural and suburban, and “streets” are urban).
- Roads/streets will support all modes of travel (where contextually appropriate) to foster the ability for people to choose how they move about Hernando.
- Roads/streets will strike a balance between appropriate vehicular operational efficiency and safety for all users, regardless of their choice of travel mode.
- Road/street design will support the types of development and redevelopment appropriate for the Place Type in which they occur.
- The City will work with MDOT and the MPO on facilities under their jurisdictions to achieve roads/streets that are as complete (complete streets) as they can be within the state system.



# Mobility

## Complete Streets

### Complete Streets Definition

*“Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.”*

- Smart Growth America

### Complete Streets Application

This approach may not apply to many streets in Hernando, but it might apply to a few key streets.



Incomplete Street: driving lanes only



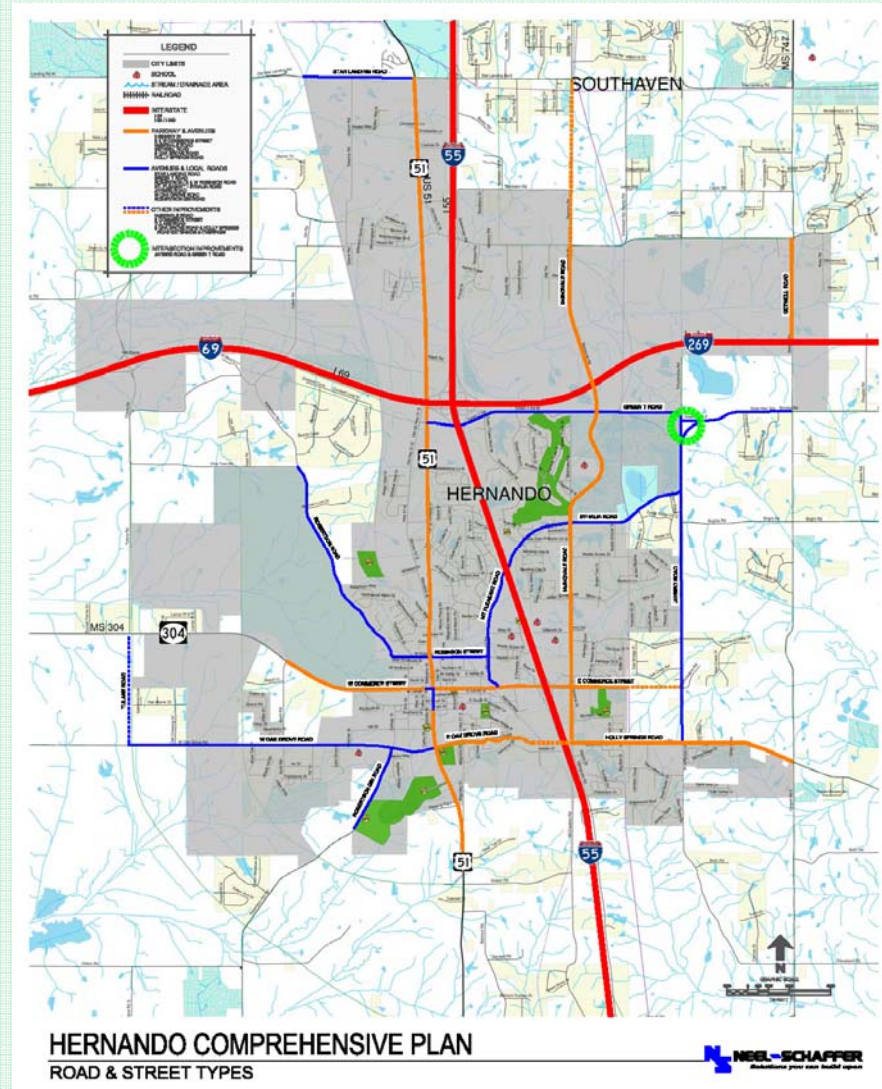
Complete Street: driving, parking and bike lanes



# Mobility

## Road/Street Types

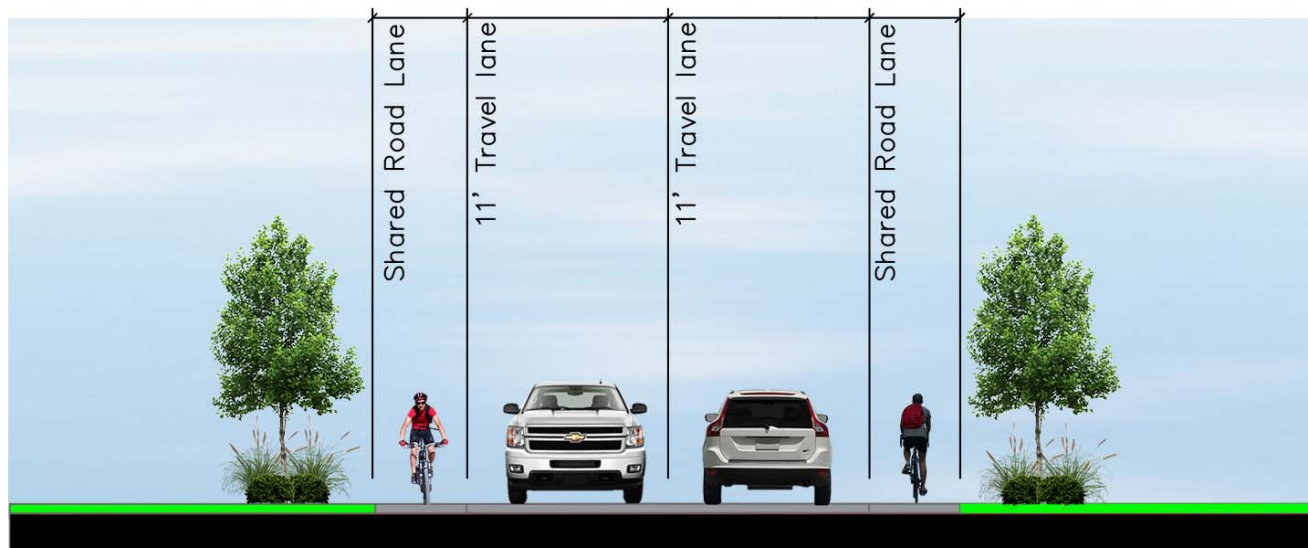
- Rural Road
- Rural Parkway
- Suburban Road
- Local Suburban Road
- Local Suburban Street
- Urban Parkway
- Avenue
- Local Urban Street





# Mobility

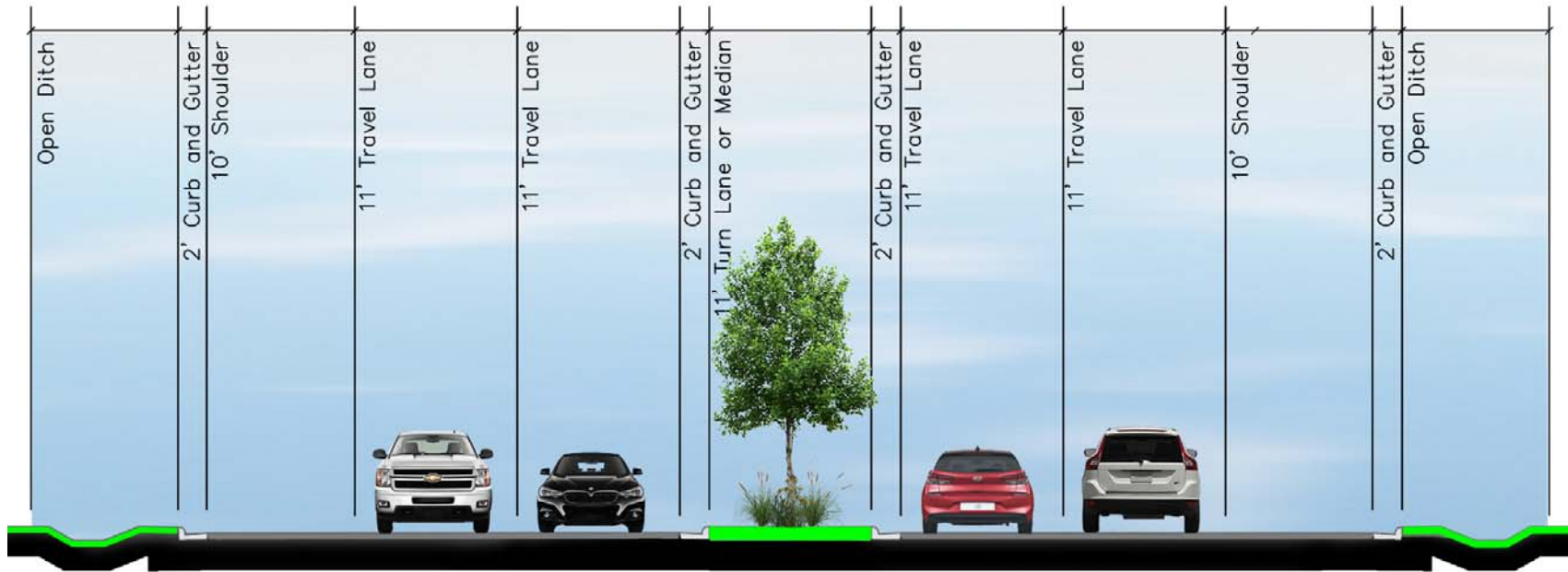
## Rural Roads





# Mobility

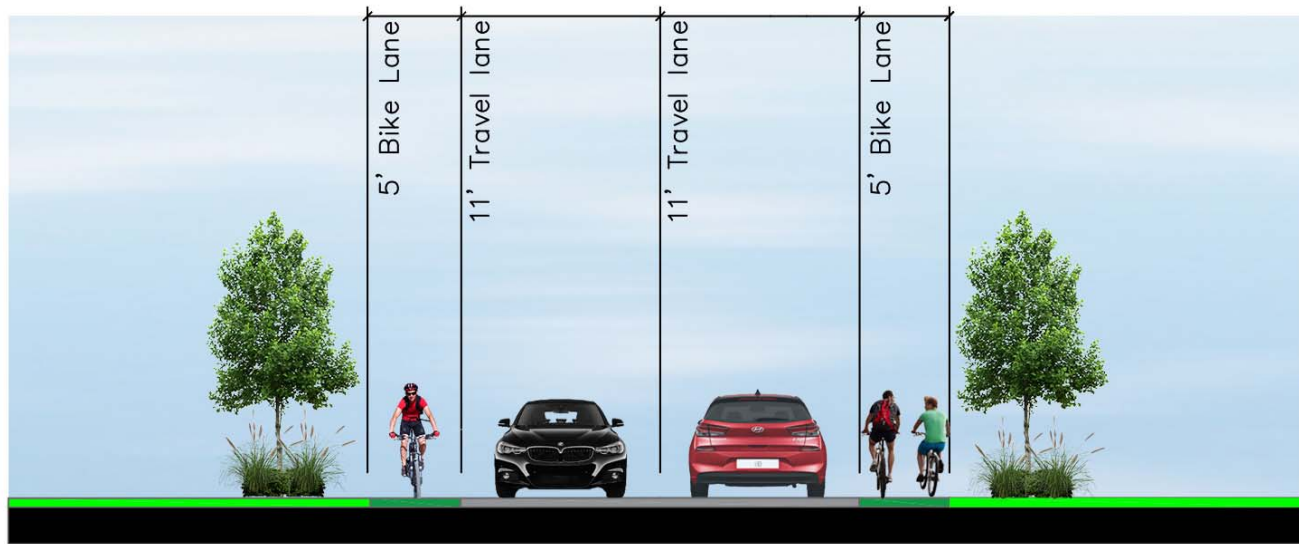
## Rural Parkway





# Mobility

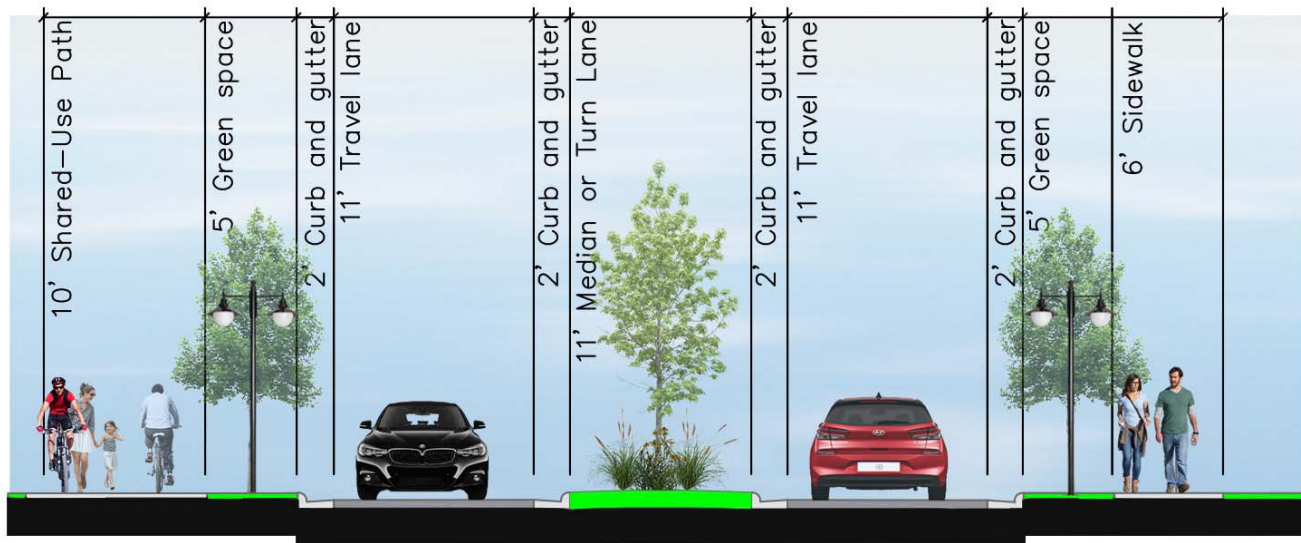
## Suburban Road





# Mobility

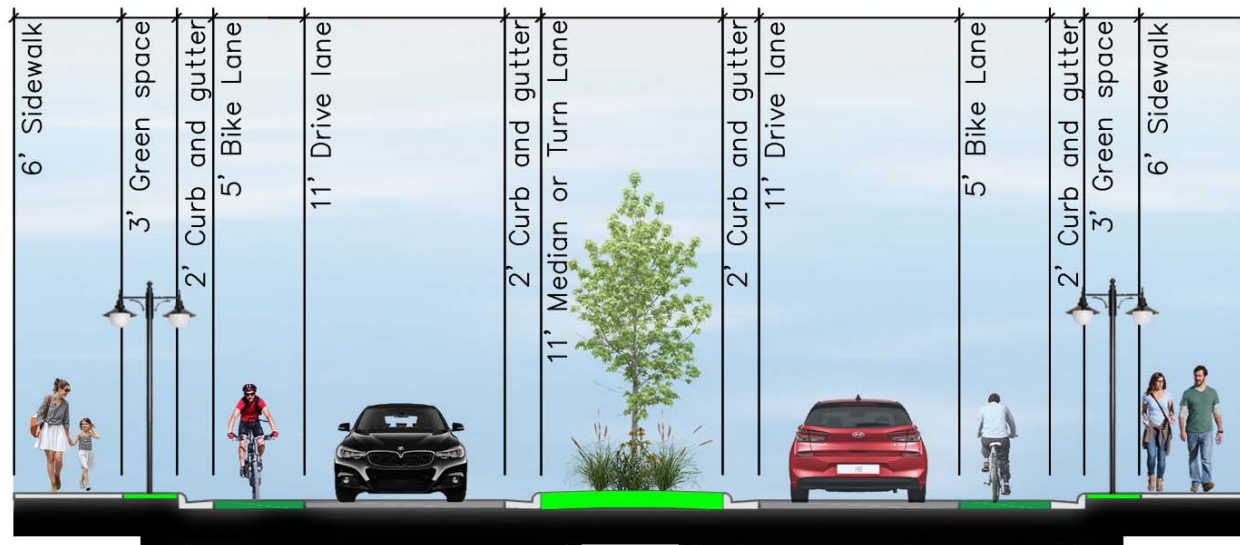
## Local Suburban Road





# Mobility

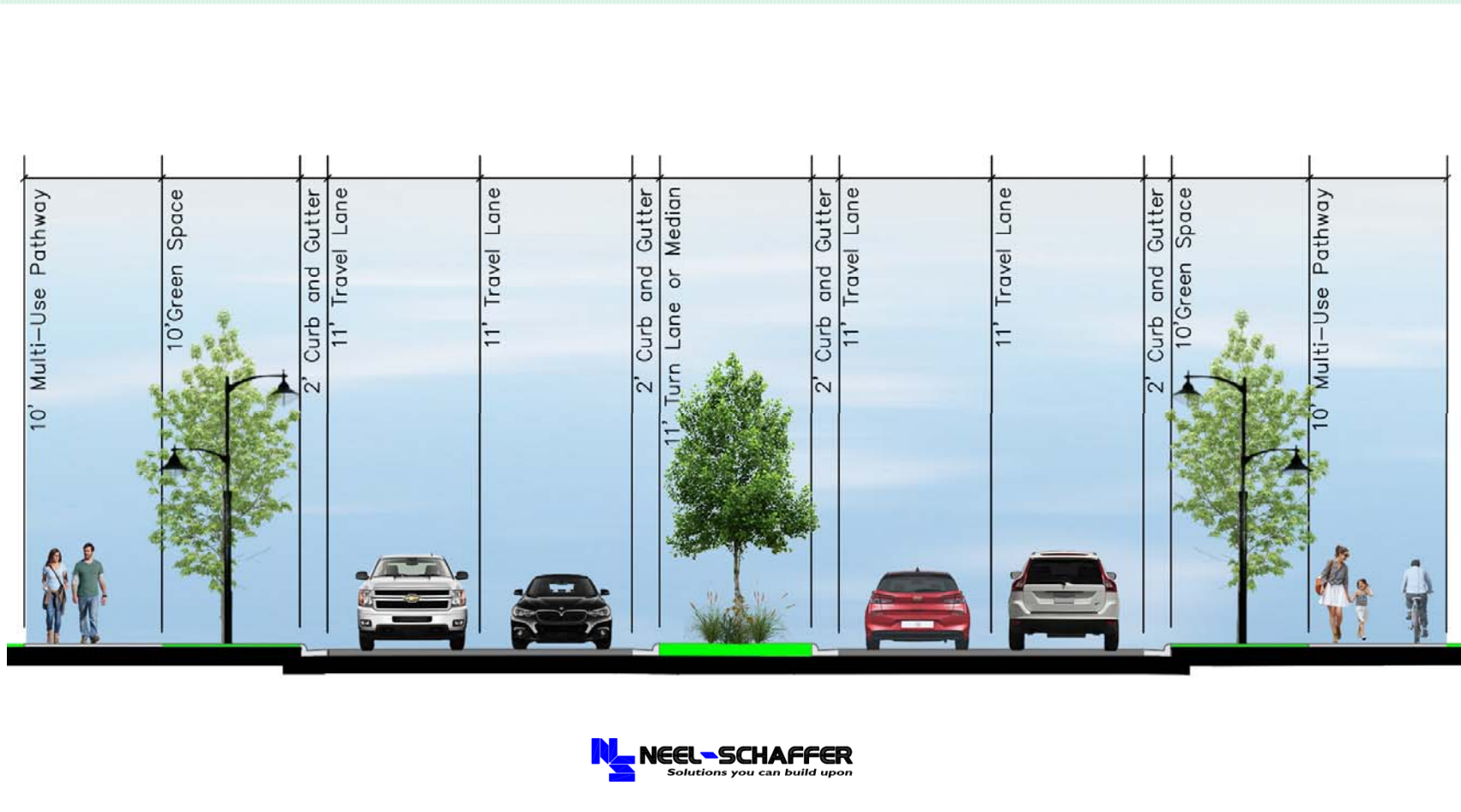
## Local Suburban Street





# Mobility

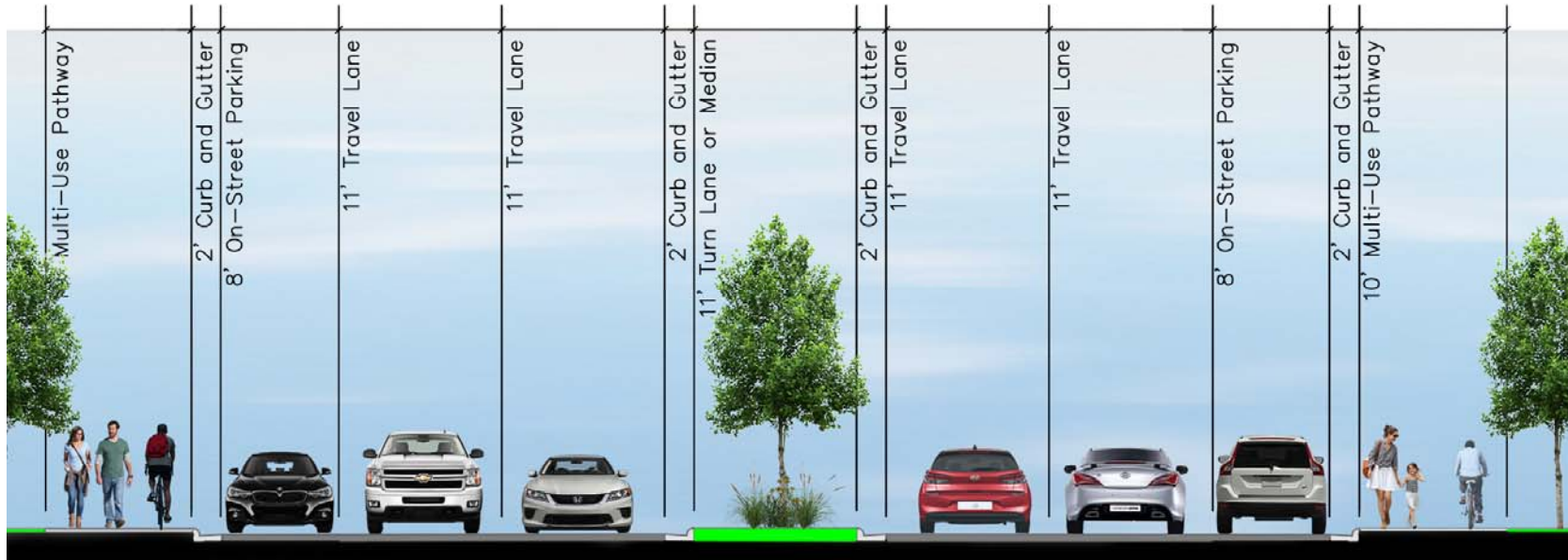
## Urban Parkway





# Mobility

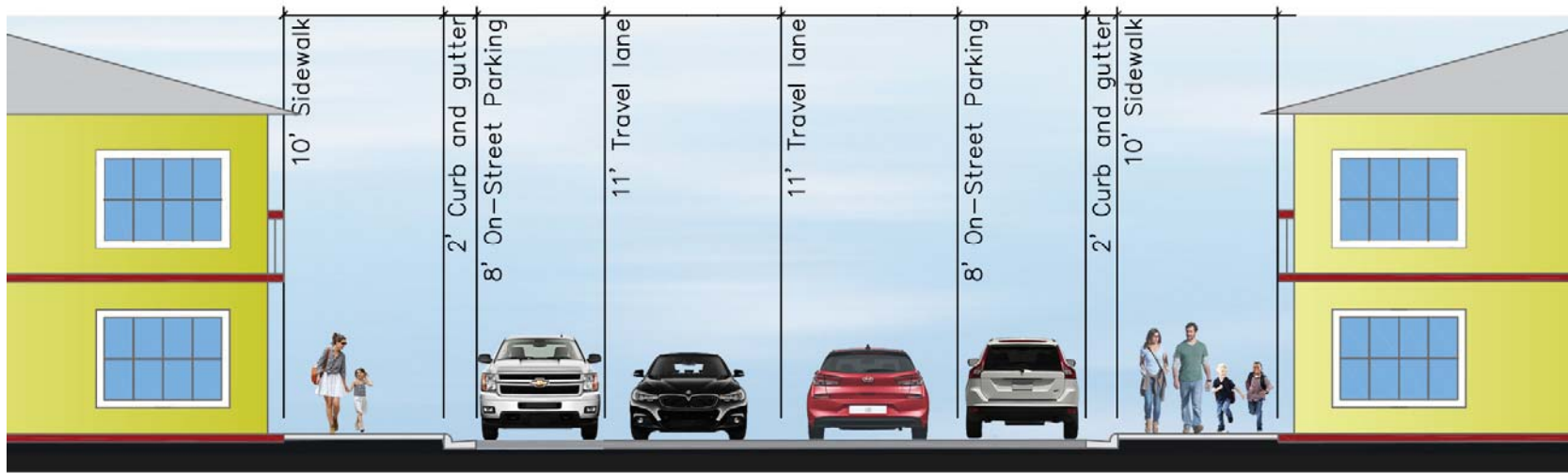
## Avenue





# Mobility

## Local Urban Street





# Mobility

## Road Improvements & Connections

### Already Planned

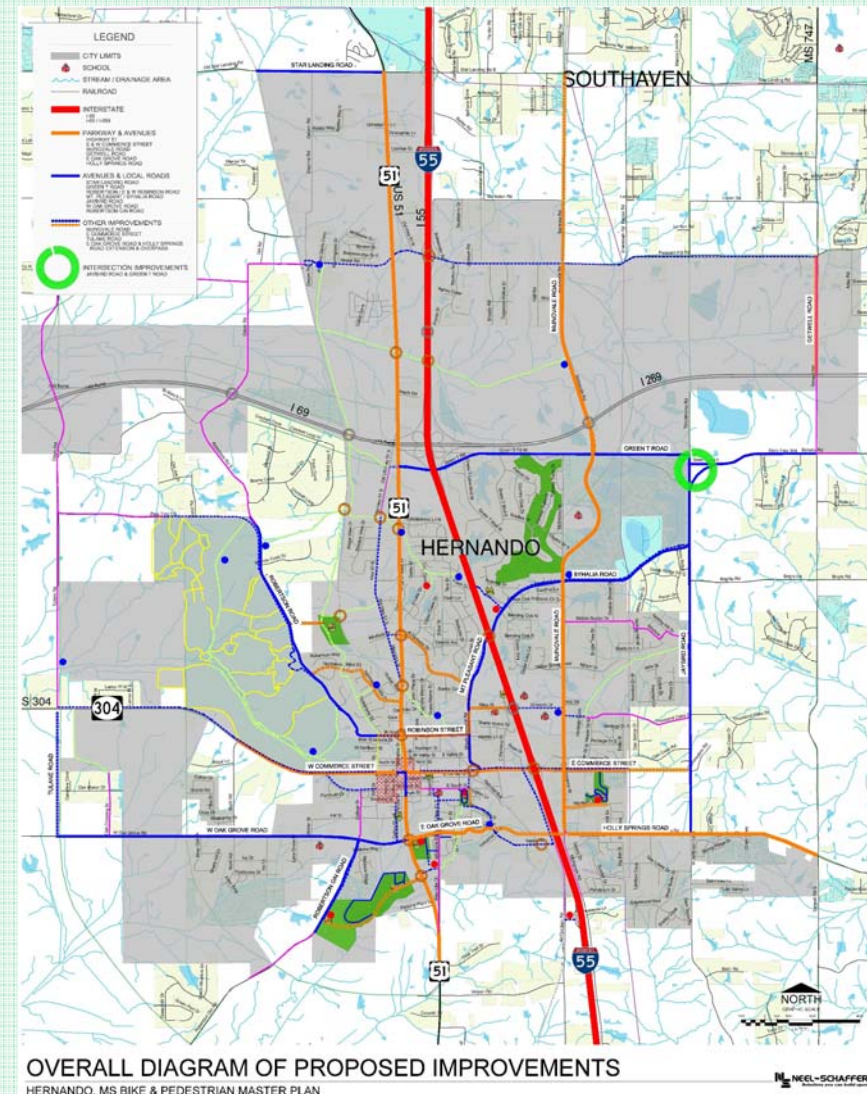
On the MDOT/MPO drawing board:

- I-55
- Getwell Road
- East Commerce Street

### Newly Proposed

Conceptualized by this Comp. Plan:

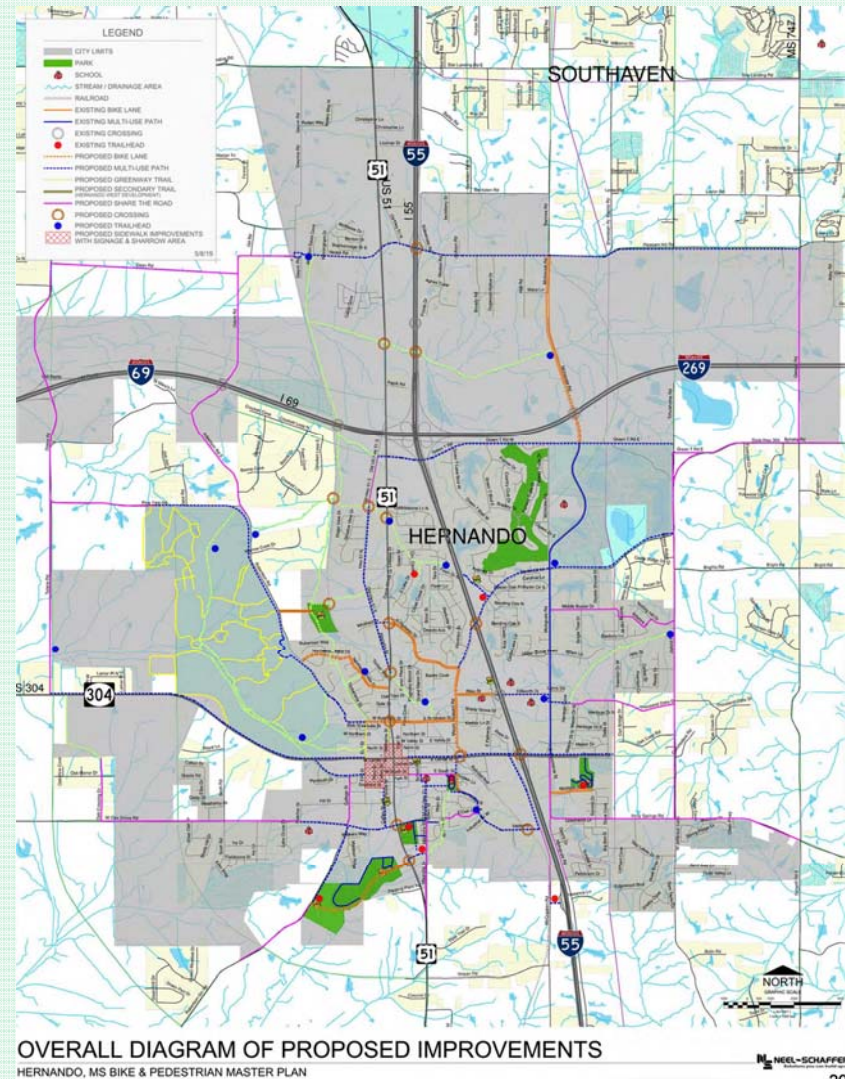
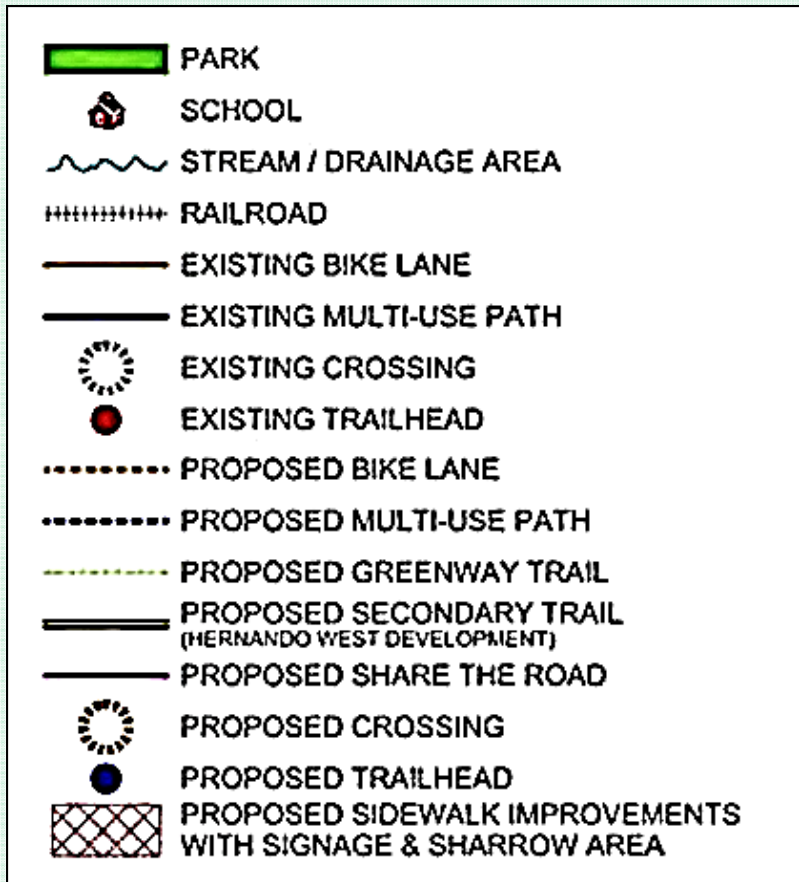
- Highway 51
- E & W Commerce Street
- McIngvale Road





# Mobility

## Bicycle & Pedestrian Master Plan (2019)





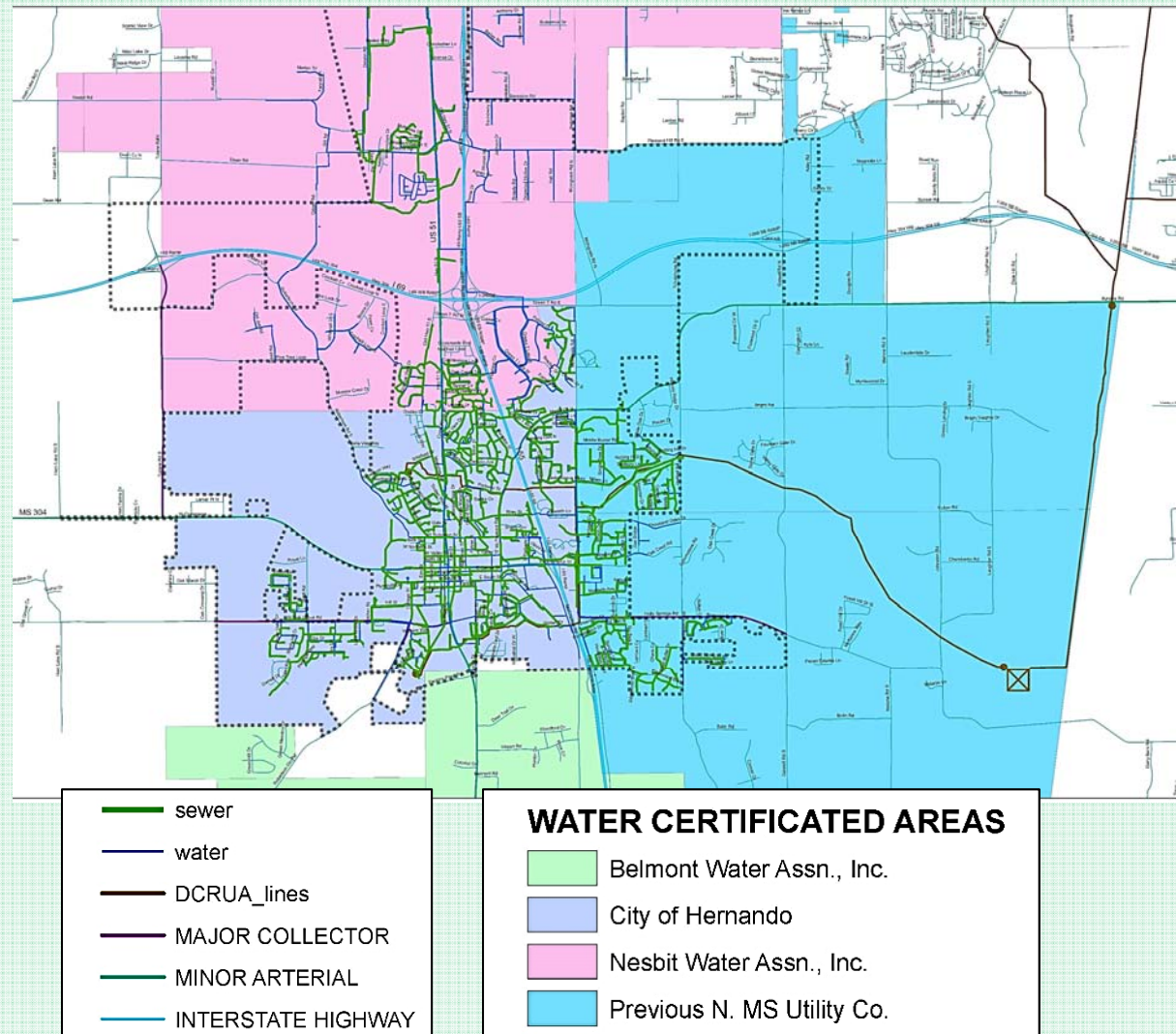
# Utilities

## Water System

- Approximately 7,500 customers
- Present Issues
  - 80 % Capacity
  - Low Flow/Pressure Areas
- Growth of System
  - Mapping / Hydraulic Model
  - Asset Management

## Sanitary Sewer System

- Approximately 6,100 customers
- Present Issue
  - Infiltration/Inflow
- Construction Oversight
- Growth of System





# Economic Strategies

## Retail Market Analysis

**Total Potential:  
112,200 SF**

- *Convenience:*  
42,200 SF
- *Shopper's:*  
27,800 SF
- *Eating & Drinking:*  
32,200 SF
- *Entertainment:*  
29,000 SF
- *Personal Services:*  
9,100 SF

Type of Good	Gross Demand (SF)		Existing Uses	Warranted Demand
	2020	2025		
Convenience	182,666	260,574	218,414	42,160
Shoppers Goods	245,702	351,746	323,958	27,788
Eating/Drinking	90,339	133,203	100,979	32,224
<i>Snack/Beverage</i>	22,905	32,816	21,891	10,925
<i>Restaurants/Bars</i>	73,071	108,540	79,087	29,452
Entertainment	19,081	29,010	-	29,010
Personal Services	42,883	58,270	49,182	9,088
<b>TOTAL</b>	<b>580,671</b>	<b>832,802</b>	<b>692,532</b>	<b>140,270</b>
<i>Existing Vacant</i>			28,119	
<b>Net New Space</b>				<b>112,151</b>
Source:	Randall Gross / Development Economics.			

**Retail Competition:** Southaven Town Center, Silo Square, Getwell Corridor, Tanger Outlets, Old Towne Olive Branch, Collierville



# Economic Strategies

## Recommended Retail Business Mix:

### Downtown Area & Gateway Corridors

- Entertainment Venues 14-19,000 SF
- Full-Svc. Restaurants 16,000 SF
- Books/Toys & Gifts 6,800 SF
- Coffee/Snack 2,800 SF
- Sporting Goods/Misc. 8,800 SF
- Specialty Food/Wine 8,500 SF
- Convenience Store 3,600 SF

### Other Corridors & Nodes

- Hardware/Garden 12,000 SF
- Furniture 10,000 SF
- Health/Personal Care 10,800 SF
- Auto Supply 5,000 SF

**Home Centers:** Demand for 48,600 SF, but floor-plate is insufficient (Home Depot min. is 105,000 SF).

Type of Good	Gross Demand (Sq Ft)		Existing Uses	Warranted Demand
	2020	2025		
<b>Convenience</b>				
Grocery	104,012	148,977	133,799	15,179
Convenience	6,612	9,393	1,740	7,653
Specialty Food	4,325	6,178	2,253	3,925
Health/Pers Care	35,260	50,292	39,535	10,757
Gas/Convenience	17,361	24,586	24,185	401
Florist	3,474	4,956	10,521	(5,565)
Liquor	10,223	14,591	6,381	8,210
Misc	1,400	1,600	-	1,600
<b>Sub-Total</b>	<b>182,666</b>	<b>260,574</b>	<b>218,414</b>	<b>42,160</b>
<b>Shoppers Goods</b>				
Apparel	2,812	3,800	20,217	(16,417)
Accessory	319	457	-	457
Jewelry	1,061	1,516	-	1,516
Shoes	1,819	2,601	2,253	348
Furniture	6,956	9,955	-	9,955
Home Furnishings	5,592	7,985	23,979	(15,994)
Appliances	1,845	2,643	-	2,643
Hardware	13,326	19,018	10,000	9,018
Garden Supply	4,525	6,493	1,485	5,008
Home Centers	18,953	27,043	-	27,043
Department Store	76,183	108,552	116,312	(7,760)
Non DS GM	17,111	24,524	29,735	(5,211)
Used Mdse	10,726	15,375	32,731	(17,356)
Auto Dealer	34,328	49,157	40,985	8,172
Auto Supply	17,595	25,224	20,310	4,914
Electronics	7,017	10,052	9,729	322
Books/Music	1,298	1,850	-	1,850
Musical Instrument	1,105	1,576	1,560	16
Gift, Novelty, Svr	7,577	11,644	7,008	4,636
Hobby/Toy/Game	3,617	5,179	2,253	2,925
Luggage/Leather	256	365	-	365
Office Supply/Sta	3,846	5,512	3,000	2,512
Misc SG	4,463	6,396	800	5,596
Sporting Goods	3,373	4,830	1,600	3,230
<b>Sub-Total</b>	<b>245,702</b>	<b>351,746</b>	<b>323,958</b>	<b>27,788</b>
<b>Dining &amp; Entertainment</b>				
Restaurant-LS	32,150	45,919	41,400	4,520
Restaurant-FS	35,284	54,467	37,688	16,779
Drinking Estab.	5,638	8,153	-	8,153
Snack/Bev	17,268	24,663	21,891	2,772
Entertainment	19,081	29,010	-	29,010
<b>Sub-Total</b>	<b>109,420</b>	<b>162,213</b>	<b>100,979</b>	<b>61,234</b>
<b>Personal Svces</b>				
	42,883	58,270	49,182	9,088
<b>TOTAL</b>	<b>580,671</b>	<b>832,802</b>	<b>692,532</b>	<b>140,270</b>
<b>Existing Vacant</b>			28,119	
<b>Net New Space</b>				<b>112,151</b>
<b>Source:</b>	Randall Gross / Development Economics.			



# Economic Strategies

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## Downtown Area

### Development

- Expand footprint, opportunities to enhance destination.
- Attract infill office/mixed-use development (high rents); will help support daytime retail market.
- Attract infill housing development. Supports retail businesses, provides more diverse housing options, and helps in recruiting business.
- Establish E. Commerce as Downtown Gateway.
- Enhance traffic management in Downtown area.





# Economic Strategies

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## Downtown Area

### Marketing & Business Recruitment

#### *A Destination with Authentic Small-Town “Feel”*

- Walkable, vibrant Downtowns a preference for tech, design, others recruiting young workers.
- Part of 2 National Heritage Areas: Recruit new restaurants, live music/theater venues.
- Books/toys, juice/coffee/breakfast, men’s/sport goods, food and wine.
- Chamber: Enhancing access to social media; tech support.
- City/Chamber: Shop Local campaign; Enable food trucks.





# Economic Strategies

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## Other Corridors & Nodes

### Development

- Enable mixed-use districts, amenities at key nodes.
- Integrate office, retail, recreation, and housing where possible.
- Accommodate large distribution (AWG) and operation (Google) uses I-69, but balance land use; Upgrade older Hernando Industrial Park.
- Re-zoning hearings to focus on zoning, not project detailed design.
- Facilitate restoration of Nesbit commercial node by working with property owners and packaging area as an investment opportunity.



Hernando Industrial Park



# Economic Strategies

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## Other Corridors & Nodes

### Marketing & Business Recruitment - *High-Quality, Mixed-Use Environments*

- Enable or recruit primary medical, health and professional office uses.
- Eventual opportunity for Home Center anchor use (e.g., Home Depot, Lowe's) to capture sales from broad trade area. Examine opportunities for anchored, mixed-use site with interstate exposure.
- Opportunities for furniture, health/personal care, auto supply.
- Enable restoration of Nesbit commercial node for restaurant, personal services; do not create competition to Downtown.
- Consider local economic development position.





# Economic Strategies

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## Housing

### Development

- Retain low-density Hernando character in target conservation zones.
- Enable mixed-use district development at key nodes (69/MI).
- Enable infill housing development around Downtown Hernando.
- At designated locations, encourage development of lots for:
  - Smaller, “maintenance-free” houses and cluster homes meeting needs of empty nesters, first-time buyers, retirees.
  - Mixed-use development that can include condo/rental units for singles, retirees, and others in a well-managed environment.





# Economic Strategies

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## Housing

### Maintaining Quality

- Target high-density to mixed-use zones and establish design standards.
- “Carrot and Stick” approaches to rental housing quality and maintenance:
  - Require fee-based business license for rental properties.
  - Create occupancy certificate and inspection program.
  - Create incentives: “fast-track” permitting, technical assistance, buyer’s club/co-operative, renovation revolving loan program, etc.





# Public Space & Recreation

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## **Existing Lands & Facilities** – *to be compared with national metrics*

- *Gale Center* (community center): 2601 Elm St.
- *Addie Baldwin Park* (basketball courts): 330 Hill St.
- *Bouchillon Park* (passive open space): 1 Green T. Blvd.
- *Church Park* (activity pad, tennis courts, restrooms): 60 W. Center St.
- *Conger Park* (pavilion, restrooms, tennis courts, walking trail): 135 W. Oak Grove Rd.
- *Lee's Summit* (pavilion, pond, walking trail): 1270 Montieth Ave.
- *Milton Kuykendall Park* (track): 161 E. South St.
- *Parkway Cove Park* (children's playground): E. Parkway & Riley St.
- *Renasant Park* (skate park, dog park): 3335 Hwy. 51 South





# Public Space & Recreation

## Renasant Park – *continue with implementation*

- Prepared in 2012, but never formally adopted.
- Skate park and dog park have been developed.

City just finished first draft of park master plan.





# Natural Resources

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## Recommendations

1. Street tree requirements for new subdivisions. Benefits of trees are environmental, aesthetic, and property value. City adopted an excellent tree preservation ord. in 2019.
2. Reduced paving for new development (streets, parking). Saves development funding, maintenance, and stormwater run-off.
3. Green infrastructure, such as bioswales and rain gardens to control and filter stormwater run-off (less piping of water).



Street trees can completely transform a street.



Bioswales filter and retain stormwater run-off.



# Cultural Resources

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## Historic Zoning Revisions

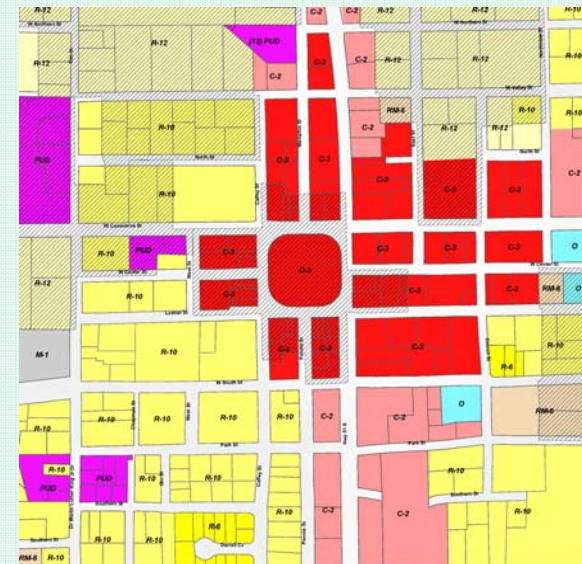
1. Adopt stand-alone detailed and illustrated design guidelines. The current standards are part of the preservation ordinance and are somewhat general and lack any illustrations. Relocating the design standards will require a revision to the existing preservation ordinance.
2. Make revisions to the existing standards, including:
  - *Bulk standards (setbacks, building heights, etc.) should be based upon adjacent historic development patterns* rather than the underlying base zoning.
  - *Federal preservation standards (Secretary of the Interior's Standards) should be specifically referenced* as the basis for Hernando's standards, which they area.
  - *Avoid regulating paint colors* - it is one of the few subjective issues related to design review, it is reversible, and it often undermines public support for historic zoning (especially for designating new historic districts in the future).



# Downtown

## Recommended Policy Adjustments

1. Enforce on-street parking time limits. The Square's business owners should lead the charge on this issue and avoid employee on-street parking.
2. Revise on-site parking requirements. C-3 requires on-site parking as in non-urban environments, but should be waived altogether for the Square.
3. Create a zoning classification for the Square and apply it to a broader area than the current C-3 area (library site, etc.). Issues with C-3:
  - *Allows (but should not):* bus terminals, various agricultural uses, car dealerships, filling stations
  - *Prohibits (but should not):* housing (except ADUs), food trucks, bars are conditional
4. Fire codes need revisiting on how they are interpreted. For both rehab and new construction, sprinkling is typically required, which precludes many projects.





# Next Steps

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*Task 1.0:*  
Project Kick-Off & Research ✓

*Task 2.0:*  
Visioning & Economic  
Assessment (including a  
retail market analysis) ✓

***Task 3.0:***  
**Charrette & Concept Plan**

***Task 4.0:***  
**Draft Plan Preparation**

***Task 5.0:***  
**Plan Presentation &  
Revisions**



Source: Hernando Main Street Chamber of Commerce