

Leland, Mississippi

# DOWNTOWN PLAYBOOK

for Leland Chamber of Commerce

presented on August 4, 2022 by



BRANTLEY SNIPES  
LANDSCAPE & DESIGN



# Table of Contents

ABOUT	3
DIAGRAMMATIC ANALYSIS OF EXISTING DOWNTOWN PLAN	
DISTRICT CONNECTIVITY	4
AREA CONNECTIVITY	6
AVAILABLE PROPERTY LIST WITH CONNECTIVITY ANALYSIS	9
BASIC DESIGN STANDARDS	24
MARKET STUDY	
MARKET POTENTIAL	26
COMMUNITY PROFILE	28
RECOMMENDATIONS & CONCLUSIONS	30
FUNDING STRATEGY OUTLINE	36

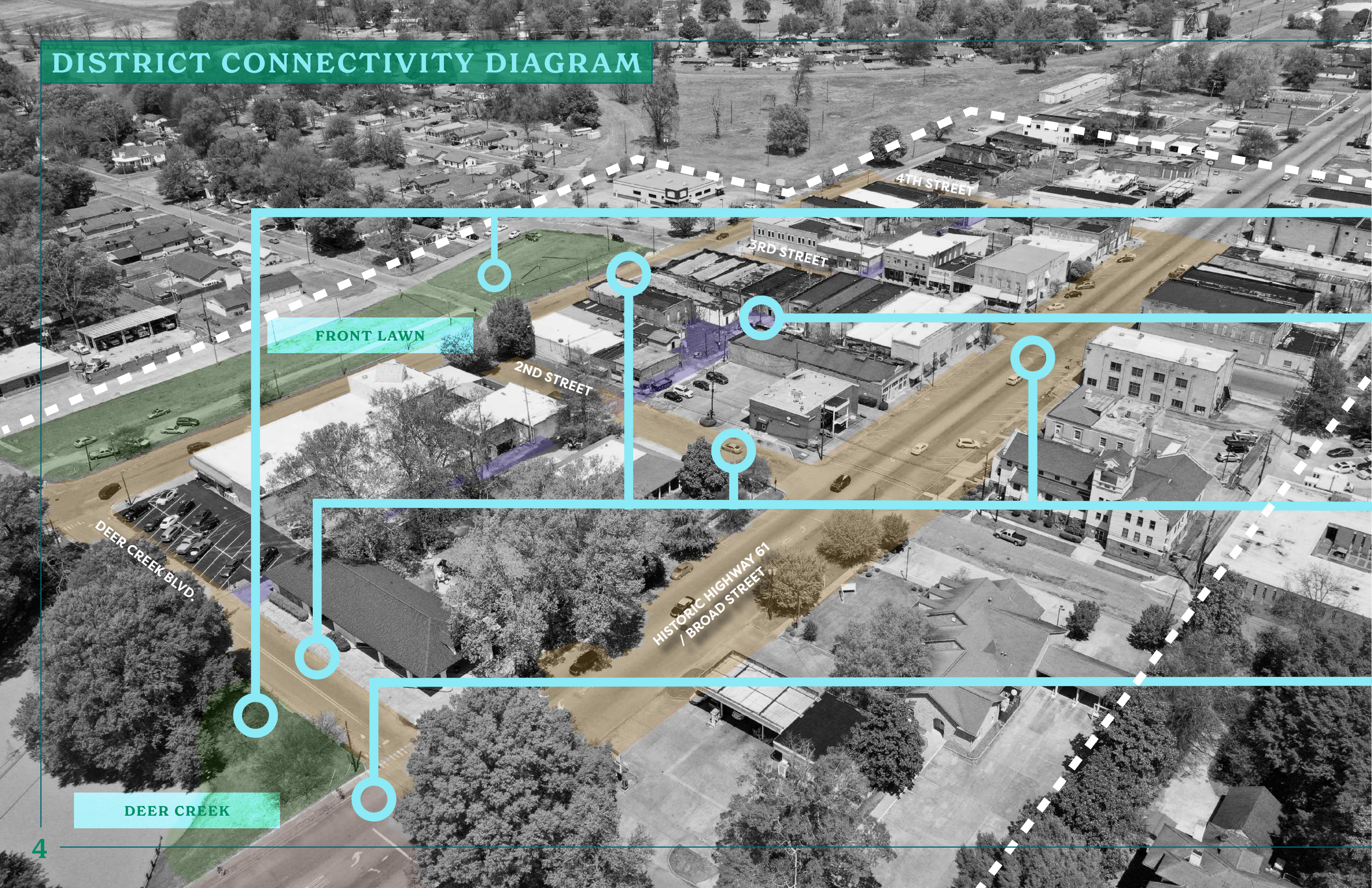


## About

The Delta community of Leland, Mississippi has a dynamic team of partners and stakeholders who are developing a collective vision for the continued revitalization of their unique hometown. This vision necessitates the development of both an overall strategy to unify future efforts and an incremental pursuit of these strategic objectives in the coming years. Such a strategy will employ an asset-based analysis and incorporate the characteristics of built fabric, culture, and geography that make Leland special. Downtown Leland, with Deer Creek meandering through the landscape is recognized as the physical heart of the community and the point from which future improvements will be catalyzed. The Leland Chamber of Commerce and other stakeholders intend to make an initial investment in the development of this pragmatic, asset-based, data driven strategy in the form of a Downtown Revitalization Playbook.

**Ryan Biles, Architect with Kudzu Collective PLLC (MS License #5663), and Brantley Snipes, Landscape Architect and Historic Real Estate Financing Consultant** have provided a suite of professional services that form this playbook in support of the Leland's community vision. It is anticipated that subsequent future investment will follow the completion of this initial phase of planning, as the Leland Chamber of Commerce and its stakeholders reference this playbook as a pragmatic guide for advancing the revitalization of their hometown.

# DISTRICT CONNECTIVITY DIAGRAM



FRONT LAWN

2ND STREET

3RD STREET

4TH STREET

DEER CREEK BLVD.

HISTORIC HIGHWAY 61 / BROAD STREET

DEER CREEK

## Areas for Targeted Connectivity Improvements

1. PUBLIC GREENSPACE TO BE DESIGNED FOR CREATE ACTIVE OUTDOOR EXPERIENCES
2. ALLEYS TO BE ACTIVATED FOR ENTERTAINMENT ZONE IN THE HEART OF DOWNTOWN
3. STREETScape IMPROVEMENTS TO DEFINE AND CONNECT SPACES ON EACH BLOCK
4. 'RAINBOW CONNECTION BRIDGE' WITH A DYNAMIC DESIGN FOR A CELEBRATED GATEWAY

## Diagrammatic Analysis Of Existing Downtown Plan

To establish a focus area for this study, a downtown core was defined as bounded by Deer Creek on the South / Southwest, Historic Highway 61 / Broad Street on the East / Southeast, 4th Street on the North / Northeast, and Main Street on the West / Northwest. Commercial properties facing both sides of each of these streets are considered contributing to the potential for a vibrant downtown community. Community design principals value a diverse mix of land use and functionality, and it is important to note that connectivity to single family residential neighborhoods is crucial to a robust downtown development strategy.

Further, in an asset-based revitalization strategy, a recognition of the various positive elements within a community is essential to understand what may then be leveraged for further investment or development. While an exhaustive survey of community assets should be conducted, a number of Leland's key strengths are readily apparent and are documented in the analysis that follows.

## Diagrammatic Analysis Of Existing Downtown Plan



# AREA CONNECTIVITY DIAGRAM



## Downtown Gateway Nodes

1. JIM HENSON MUSEUM GATEWAY
2. RAINBOW CONNECTION BRIDGE GATEWAY - CONNECTED TO ALL ELEMENTS
3. STONEVILLE APPROACH / GATEWAY
4. HIGHWAY 61 GATEWAY
5. HIGHWAY 82 GATEWAY - CURRENT PRIMARY ENTRY, NOT ON CELEBRATED PATH

## Pathway Connections

6. WATER CONNECTIONS ALONG DEER CREEK BLUEWAY - OPPORTUNITIES FOR OUTDOOR RECREATION AND INTERACTION WITH NATURE
7. HISTORIC HIGHWAY 61 (BROAD STREET) - LELAND'S CONNECTION TO THE BLUES

## Districts

8. DOWNTOWN HISTORIC CORE - LELAND'S HEART OF ENTERTAINMENT, DESIGN, AND CULTURE
9. FRONT LAWN GREENSPACE - CONNECTS DOWNTOWN TO DEER CREEK

## Landmarks

10. JIM HENSON MUSEUM - LELAND'S INTERNATIONAL DESTINATION

## CONTINUED

The first key element is Leland's proximity to the natural beauty of Deer Creek. Deer Creek's potential to sustain ecotourism and recreational activities for the residents of Leland is an asset to be developed and celebrated. One point of celebration is the crossing of Historic Highway 61 over Deer Creek.

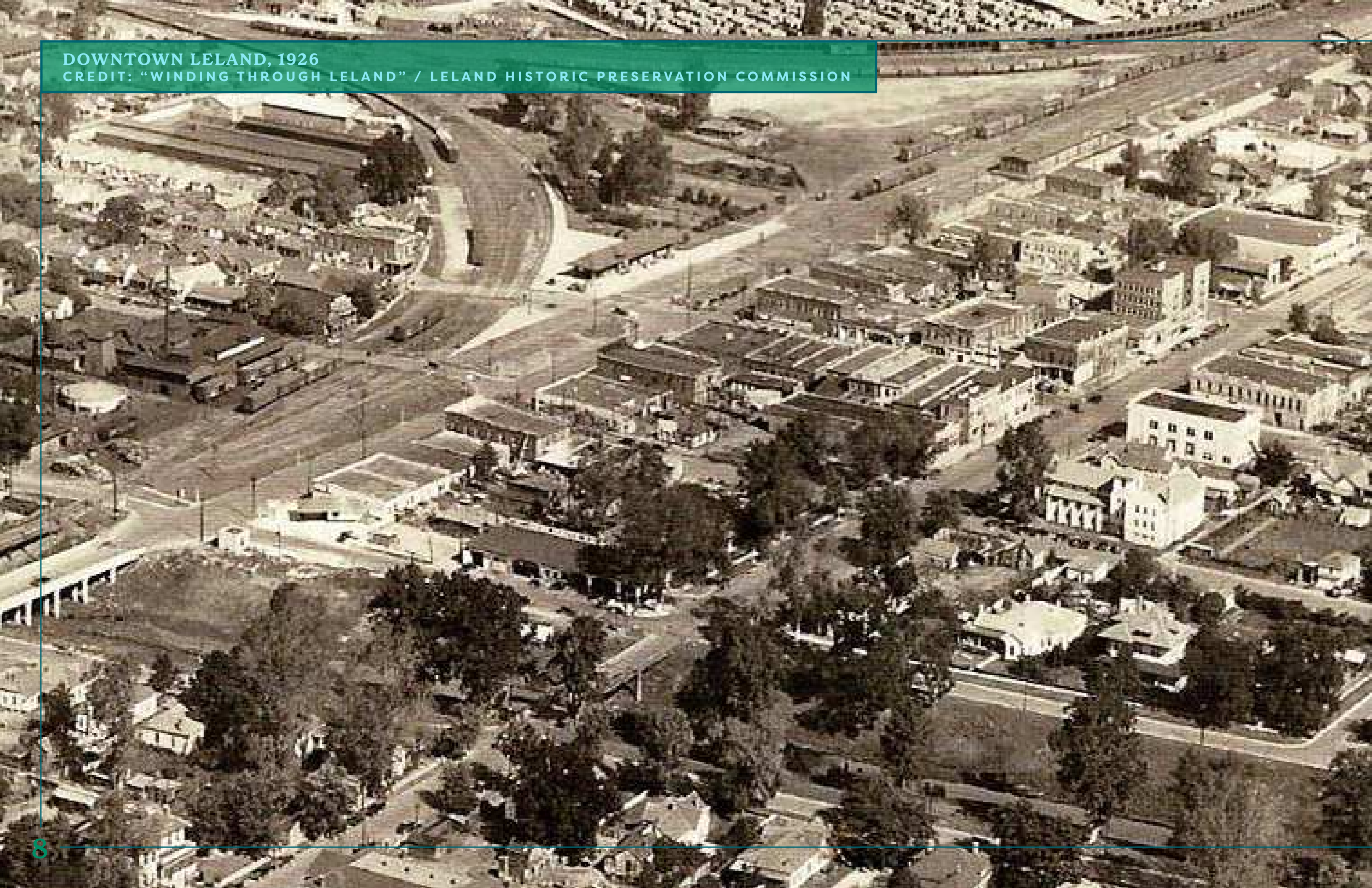
Leland's terrain is typical of the Delta, in that its relatively flat topography lends itself to a very walkable community. This walkability is further enhanced by a well-established street grid. Ease of connectivity means an opportunity

Leland's active community of enthusiastic citizens is a tremendous asset. With the Chamber of Commerce leading the way, community festivals such as Christmas on Deer Creek and the Crawfish Festival are celebrations shared by residents and guests alike.

Leland has a designated historic district listed on the National Register of Historic Places, with 240 properties contributing or individually listed. Beyond the downtown area, numerous residences of varying architectural styles line the banks of Deer Creek and extend into stable neighborhoods arranged on a traditional street grid. A conscientious Historic Commission oversees the architectural standards for construction within the district, ensuring compatibility and compliance, while upholding the integrity of the community's irreplaceable built fabric. This stewardship mindset is a tremendous asset that sets Leland apart from other communities in the region of similar size and profile.

DOWNTOWN LELAND, 1926

CREDIT: "WINDING THROUGH LELAND" / LELAND HISTORIC PRESERVATION COMMISSION







# Available Property List With Connectivity Analysis

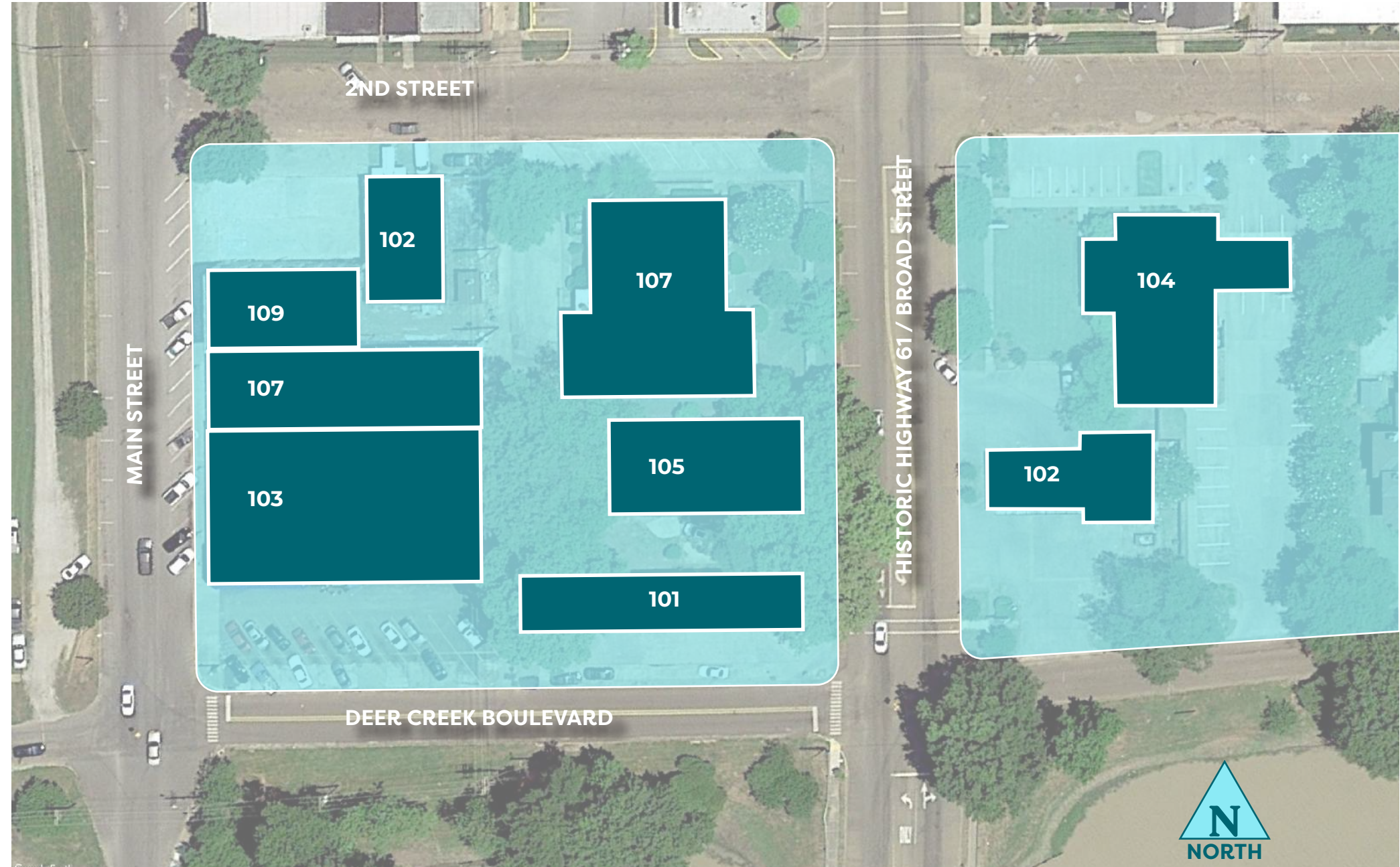
Each property within the 4 block study area was photographed and included in the following index, which is designed to illustrate adjacency and connectivity of uses, an estimate of square footage within the district, and document properties that are currently available for investment or tenants. Because available property information is fluid and subject to ongoing development and continued transactions, the data is also archived in an interactive spreadsheet to which Leland Chamber of Commerce maintains access and the ability to update periodically based on current conditions. That spreadsheet is available for viewing via the QR code on this page.

Occupancy within downtown Leland includes a mix of typical civic facilities, including city government, churches, and museums; financial institutions (regional banks); office and professional services, including insurance agencies, attorneys, and agriculture operations; restaurants including delis, cafes, and clubs; and retail, including grocery, gas stations, gift shops, and boutiques. A total of 53 properties are included in the index, with 16 properties having a second story with potential for development.

Serious consideration should be given by property owners within the district to leveraging the upper floor square footage for residential development, which both creates a revenue benefit for the property owner and fills a need in Leland's housing market. Care should be given to ensure code compliance and that quality, durable materials and finishes are utilized in the design and construction of residential spaces.



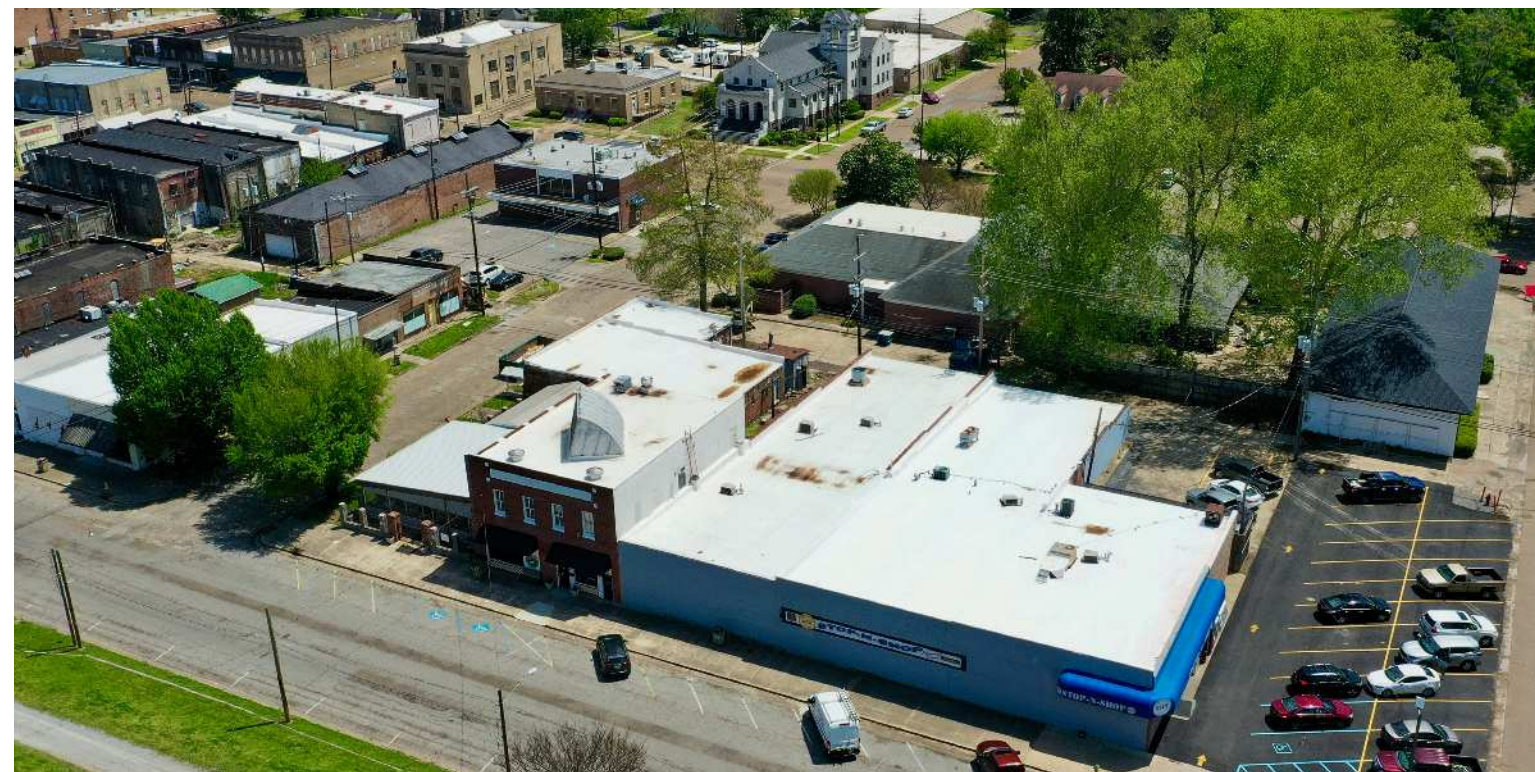
# 100 BLOCK ORIENTATION PLAN



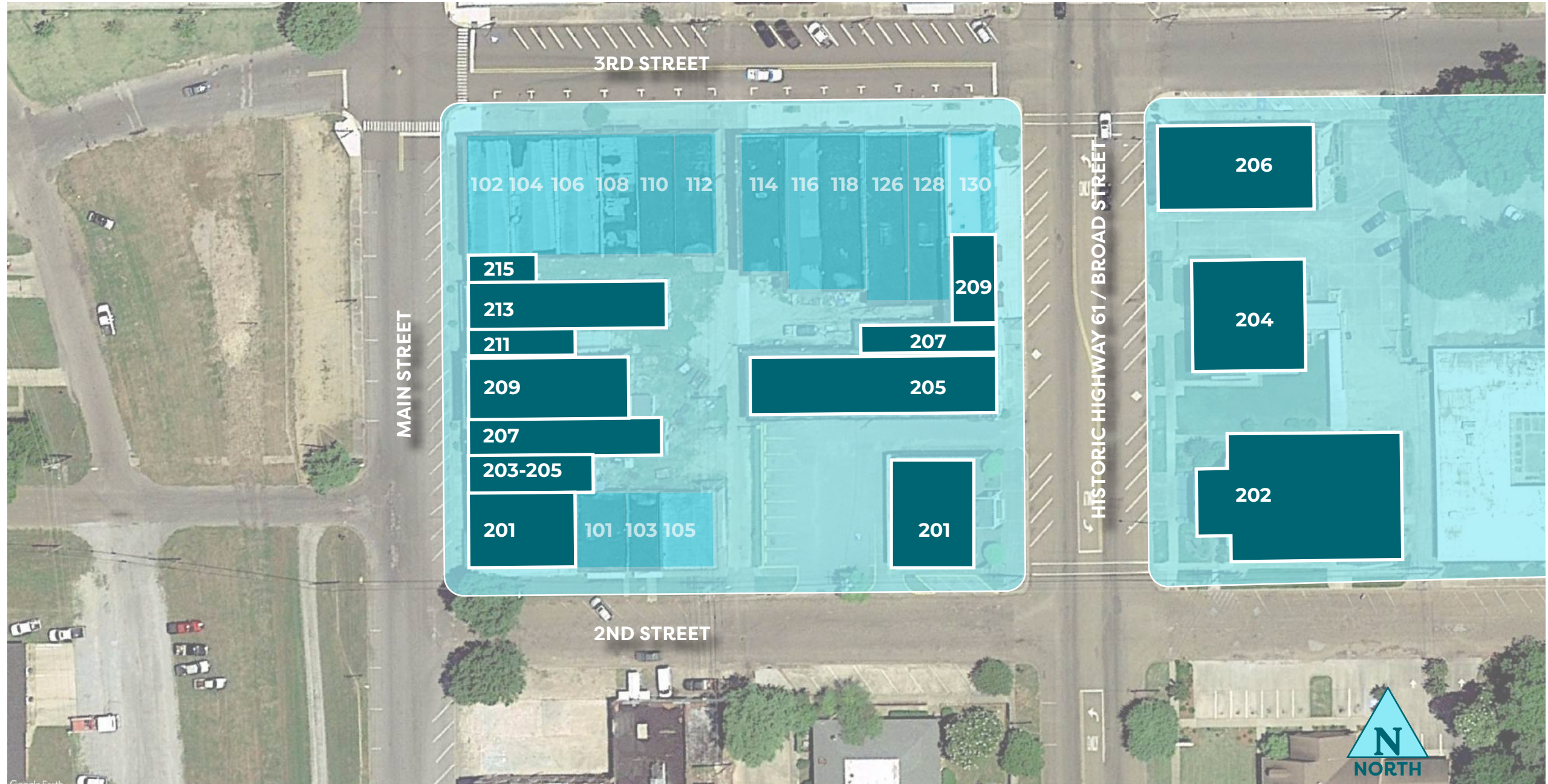
BROAD ST. / HIGHWAY 61					
ADDRESS	101	105	107	104	104
BLDG. NAME	Museum	--	Leland Public Library	Regions Bank	Jij Market
OCCUPANCY	CIVIC / TOURISM	PRIVATE RESIDENTIAL	CIVIC	AVAILABLE?	GROCERY / RESTAURANT
# STORIES	1	1	1	2?	1
1ST FL. AREA	5,972 SF	2,722 SF	8,400 SF	5,939 SF	1,235 SF
2ND FL. AREA			-	UNKNOWN	
TOTAL SF	5,972 SF	2,722 SF	8,400 SF		1,235 SF



MAIN ST.		
ADDRESS	103	107-109
BLDG. NAME	Stop-N-Shop	Vito's
OCCUPANCY	GROCERY / RETAIL	RESTAURANT
# STORIES	1	2
1ST FL. AREA	16,324 SF	2,695 SF
2ND FL. AREA		2,695 SF
TOTAL SF	16,324 SF	5,390



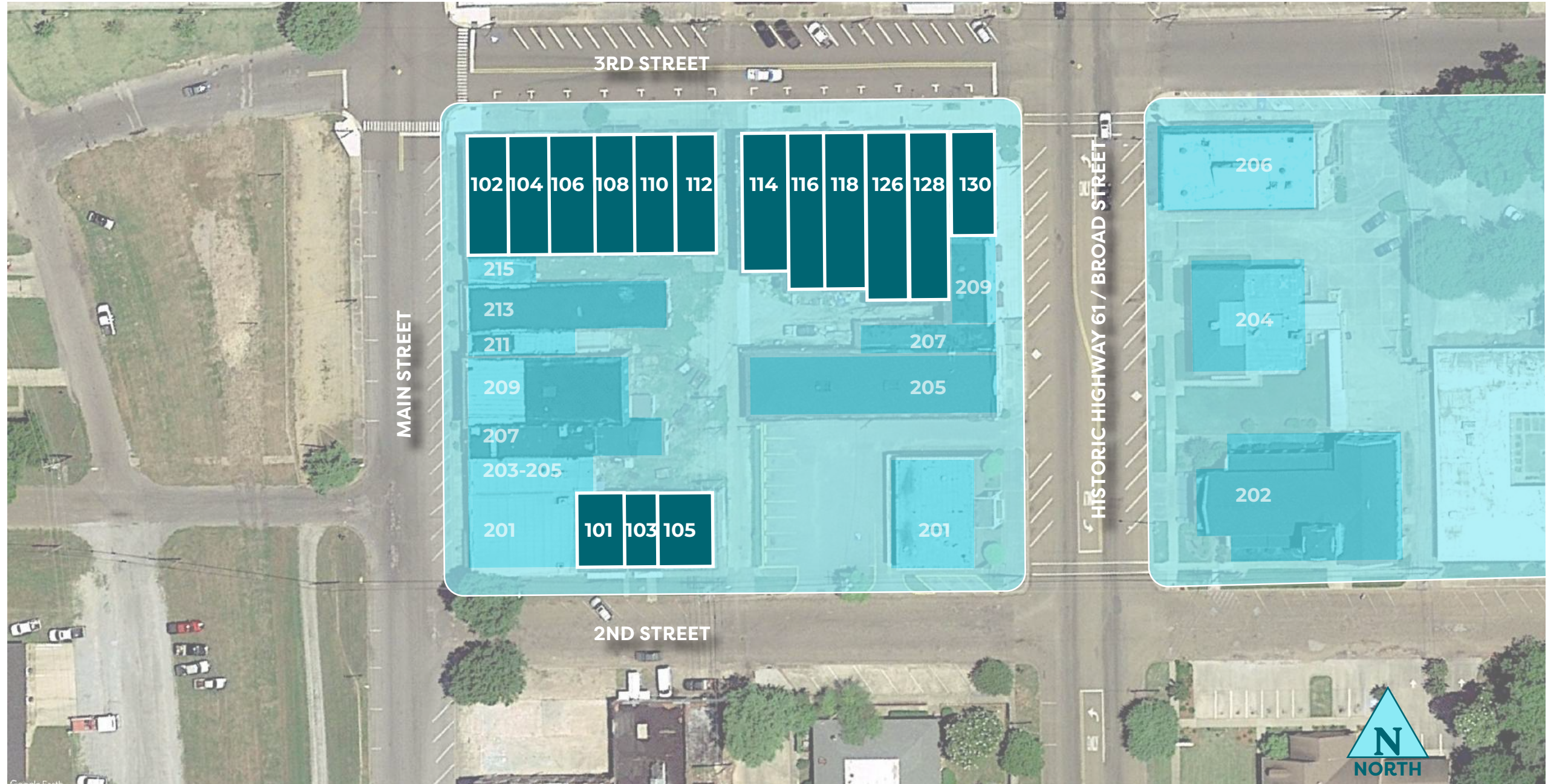
# 200 BLOCK ORIENTATION PLAN



BROAD ST. / HIGHWAY 61							
ADDRESS	201	205	207	209	206	204	202
BLDG. NAME	Trustmark	Heath Franklin Attorney	?	Farm Bureau	Leland City Hall	Leland Post Office	Leland United Methodist Church
OCCUPANCY	FINANCIAL	OFFICE / PROF.	AVAILABLE ?	OFFICE / PROF.	CIVIC	CIVIC	CIVIC
# STORIES	2	1	1	2	2	1	1
1ST FL. AREA	3,009 SF	5,337 SF	1,430 SF	1,083 SF	4,191 SF	3,734 SF	6,278 SF
2ND FL. AREA	UNKNOWN		-		4,191 SF		
TOTAL SF		5,337 SF	1,430 SF	1,083 SF	8,382 SF	3,734 SF	6,278 SF

MAIN ST.							
ADDRESS	215	213	211	209	207	203-205	201
BLDG. NAME	?	Vernice's Upholstery	?	Cascio's	Vince's	Vince's	?
OCCUPANCY	EMPTY / AVAIL?	RETAIL / SERVICE	EMPTY / AVAIL?	EMPTY / AVAIL?	RESTAURANT	RESTAURANT	?
# STORIES	1	1	1	2	1	1	1
1ST FL. AREA	799 SF	2,846 SF	1,167 SF	3,051 SF	2,519 SF	1,482 SF	2,564 SF
2ND FL. AREA				3,051 SF			
TOTAL SF	799 SF	2,846 SF	1,167 SF	6,102 SF	2,519 SF	1,482 SF	2,564 SF

# 200 BLOCK ORIENTATION PLAN

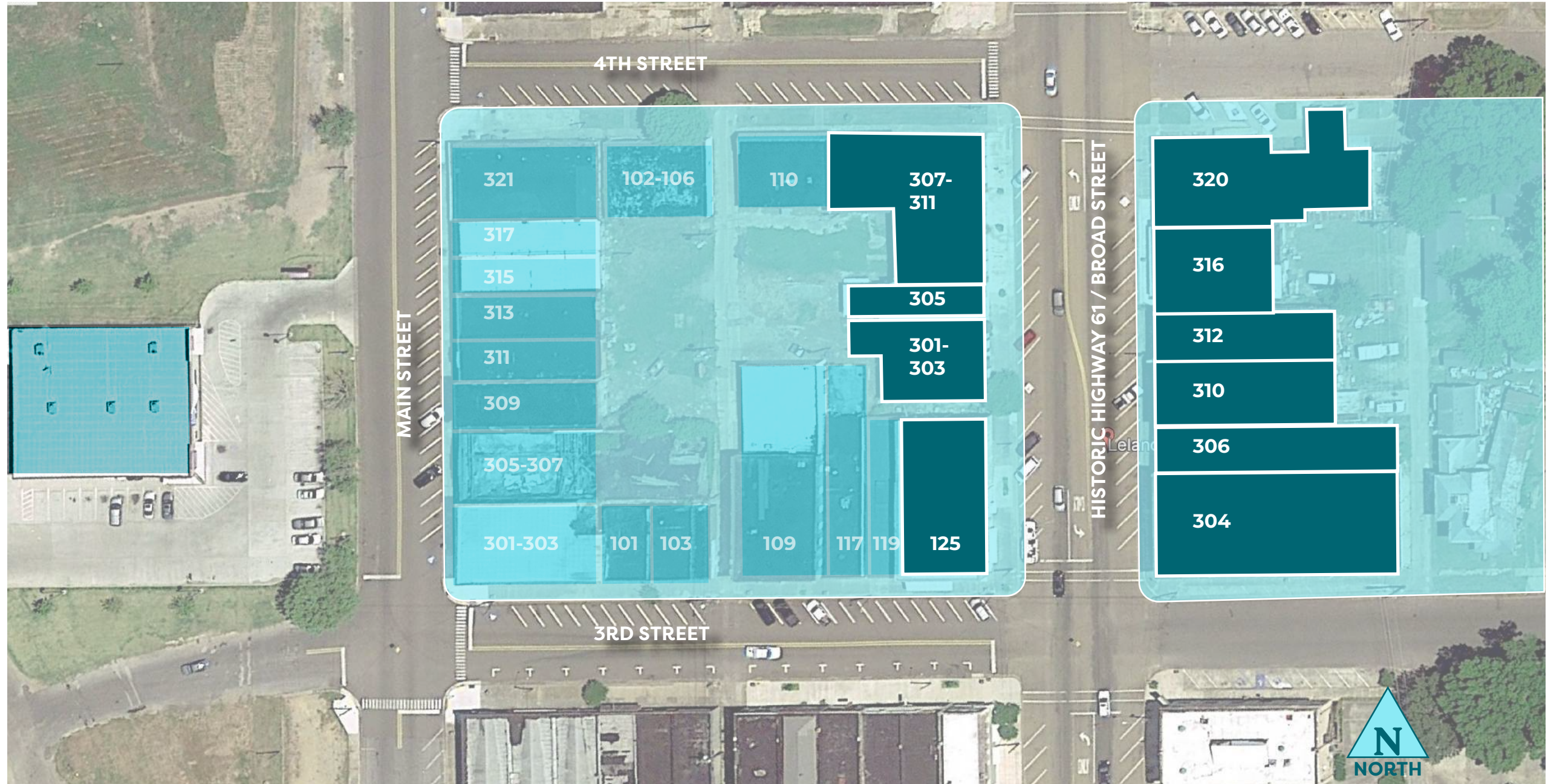


2ND ST.				3RD ST.						
	ADDRESS	101	103		105	130	126-128	118	116	114
	BLDG. NAME	?	?		?	McGee Dean & Co. Planting	Home Insurance Agency	Smythe Family Properties	Smythe Family Properties	Smythe Family Properties
	OCCUPANCY	EMPTY / AVAIL?	EMPTY / AVAIL?		EMPTY / AVAIL?	OFFICE / PROF.	OFFICE / PROF.	RETAIL (PLANNED)	RETAIL (PLANNED)	RETAIL (PLANNED)
	# STORIES	1	1		1	2	1	2	2	2
	1ST FL. AREA	1,140 SF	931 SF		1,397 SF	1,534 SF	4,791 SF	2,400 SF	2,000 SF	2,120 SF
	2ND FL. AREA					1,534 SF		2,400 SF	2,000 SF	2,120 SF
	TOTAL SF	1,140 SF	931 SF		1,397 SF	3,068 SF	4,791 SF	4,800 SF	4,000 SF	4,240 SF

3RD ST.							
	ADDRESS	112	110	108	106	104	102
	BLDG. NAME	?	?				
	OCCUPANCY	EMPTY	EMPTY	EMPTY	EMPTY	EMPTY	EMPTY
	# STORIES	1	1	1	1	1	1
	1ST FL. AREA	1,485 SF	1,485 SF	1,485 SF	1,700 SF	1,700 SF	1,910 SF
	2ND FL. AREA						
	TOTAL SF	1,485 SF	1,485 SF	1,485 SF	1,700 SF	1,700 SF	1,910 SF

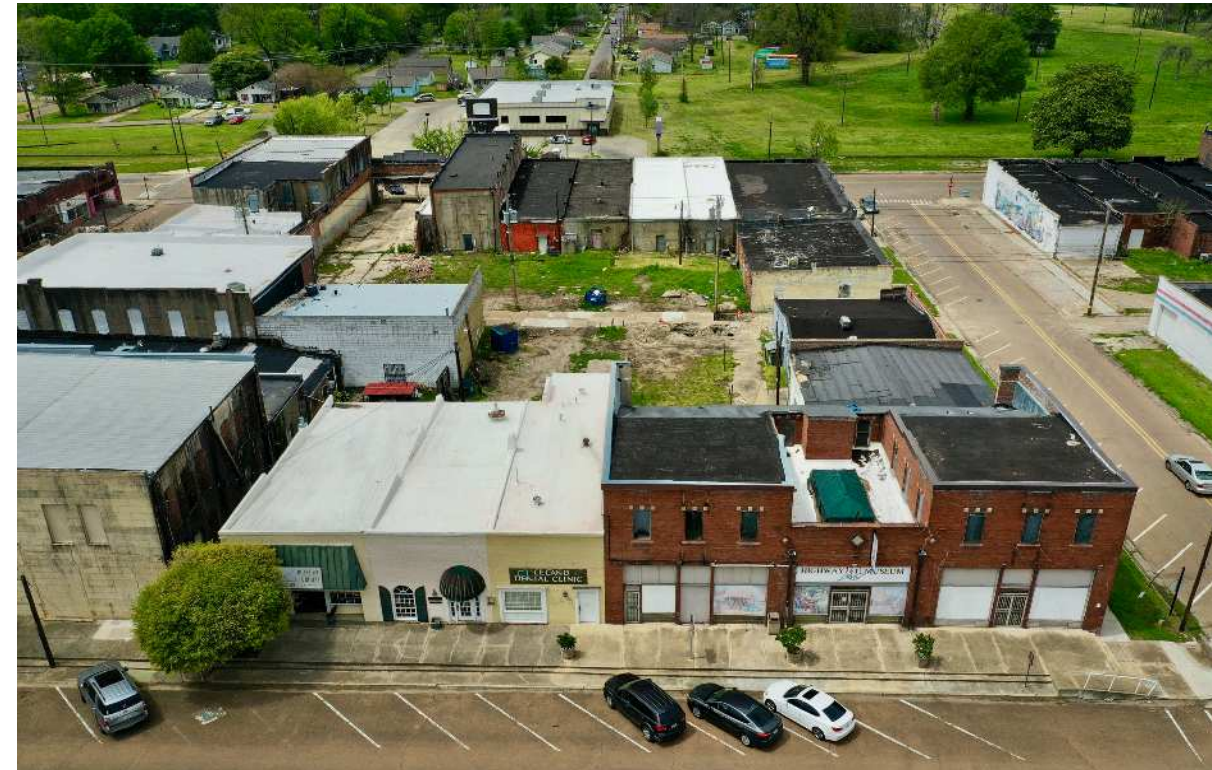








# 300 BLOCK ORIENTATION PLAN



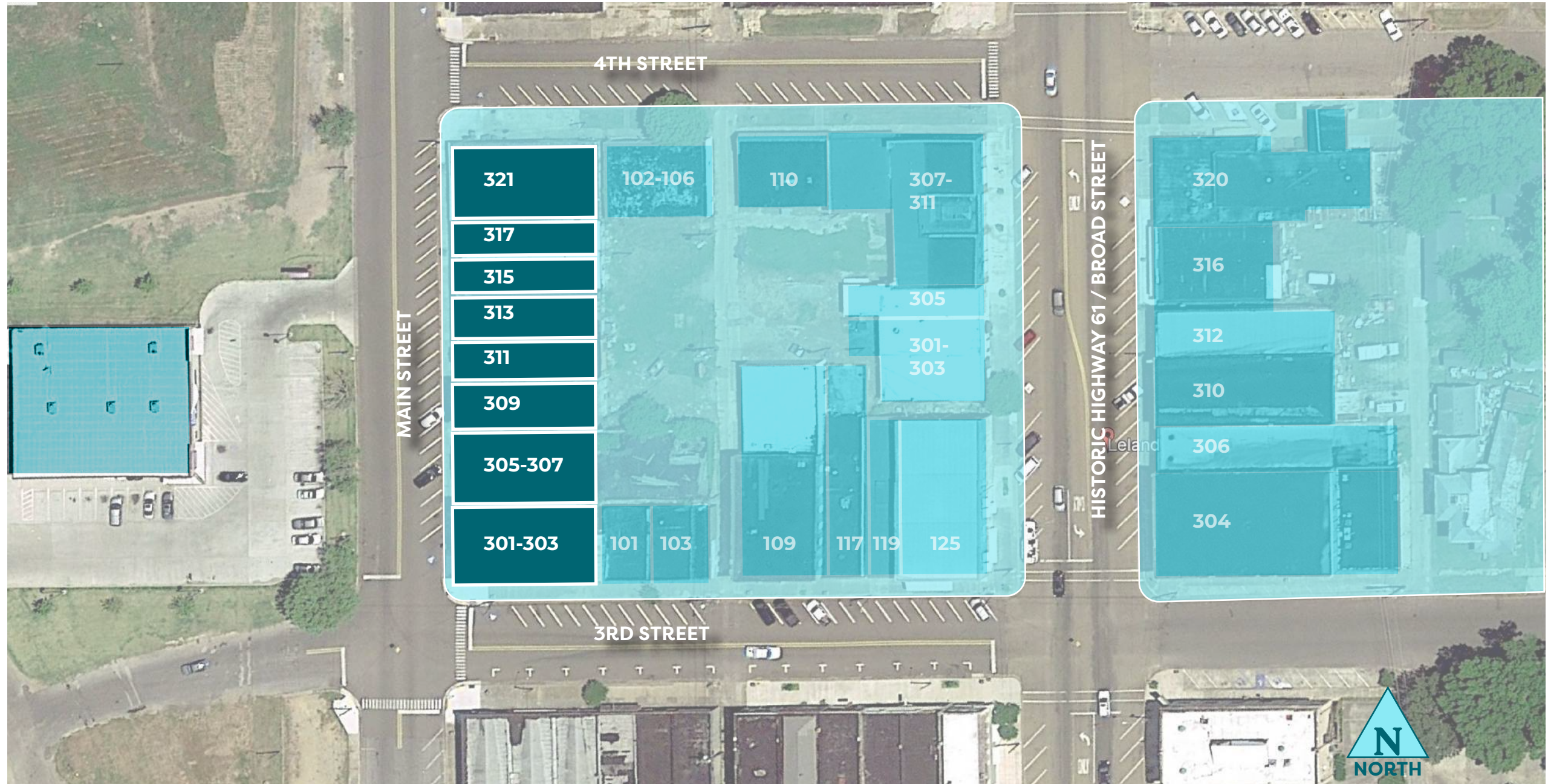


BROAD ST. / HIGHWAY 61 (WEST)				
ADDRESS	301	303	305	307-311
BLDG. NAME	Dean Land & Realty	Dean Land & Realty	Leland Dental Clinic	Highway 61 Blues Museum
OCCUPANCY	OFFICE / PROF.	OFFICE / PROF.	MEDICAL / PROF.	CIVIC / TOURISM
# STORIES	1	1	1	2
1ST FL. AREA	1500 SF	1300 SF	1200 SF	5,900 SF
2ND FL. AREA				UNKNOWN
TOTAL SF	1500 SF	1300 SF	1200 SF	



BROAD ST. / HIGHWAY 61 (EAST)						
ADDRESS	320	316	312	310	306	304
BLDG. NAME	Leland Police Dept.	Bush Funeral Service	Abide Furniture	Abide Furniture	Abide Furniture	Miss. Wildlife Museum
OCCUPANCY	CIVIC	PROF. / SERVICE	RETAIL	RETAIL	RETAIL	CIVIC / TOURISM
# STORIES	1	1?	1	2	1	2
1ST FL. AREA	5,663 SF	3,640 SF	3,098 SF	3,643 SF	3,652 SF	6,266 SF
2ND FL. AREA						6,266 SF
TOTAL SF	5,663 SF	3,640 SF	3,098 SF	3,643 SF	3,652 SF	12,532 SF

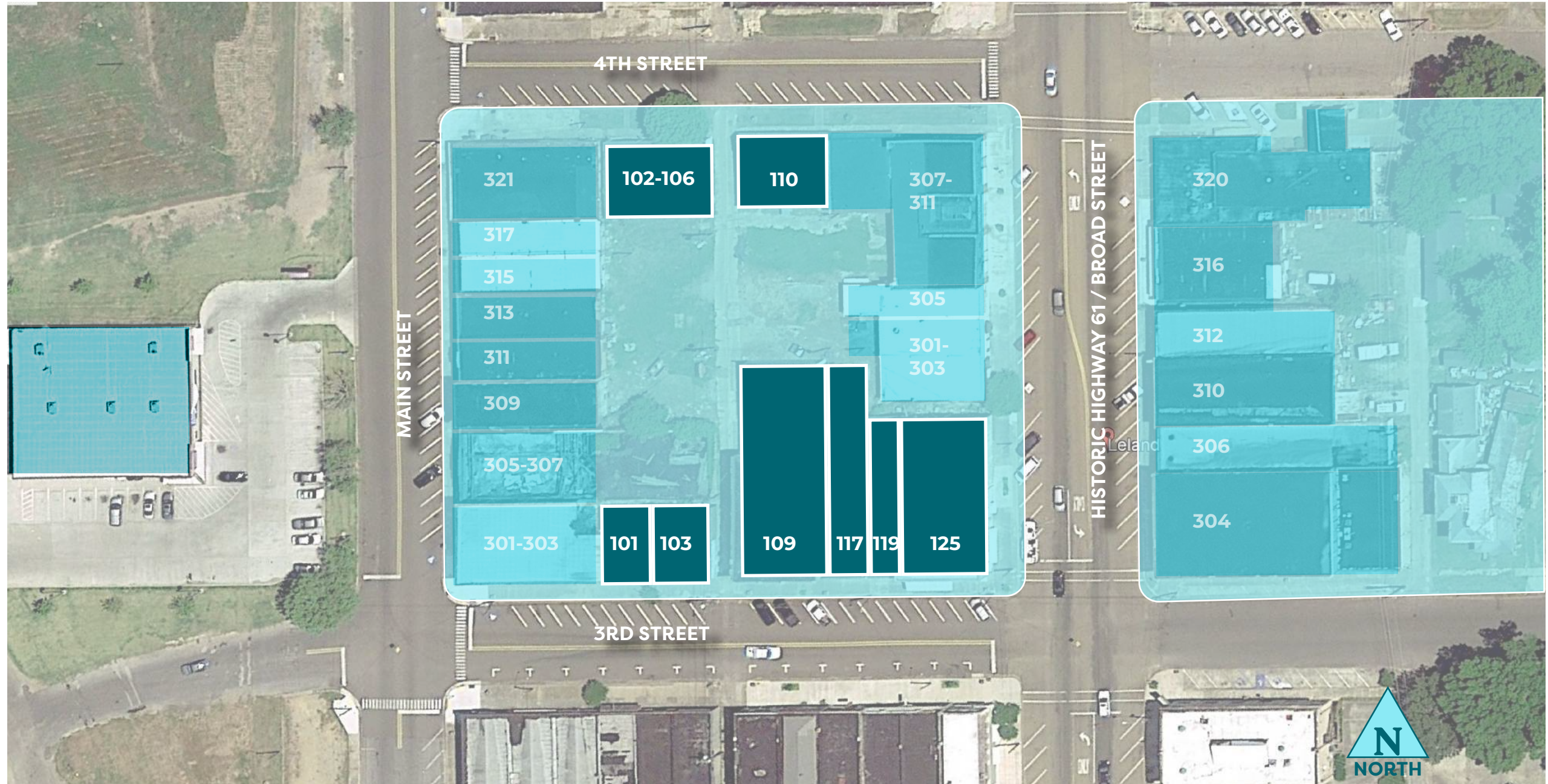
# 300 BLOCK ORIENTATION PLAN



MAIN ST.								
ADDRESS	<b>319-321</b>	<b>317</b>	<b>315</b>	<b>313</b>	<b>311</b>	<b>309</b>	<b>305-307</b>	<b>301-303</b>
BLDG. NAME	Brenda's Pool & Sandwich Shop	?	Pro Vision's Salon & Boutique	?	Leland Drug Co.	Sandra's Beauty Shop	?	Sports Corner
OCCUPANCY	RESTAURANT	RETAIL?	RETAIL	RETAIL?	RETAIL	RETAIL	EMPTY	RETAIL
# STORIES	1	1	1	1	1	2	1	2
1ST FL. AREA	3,588 SF	1,855 SF	1,608 SF	2,302 SF	2,269 SF	2,317 SF	5,958 SF	6,878 SF
2ND FL. AREA								6,878 SF
TOTAL SF	<b>3,588 SF</b>	<b>1,855 SF</b>	<b>1,608 SF</b>	<b>2,302 SF</b>	<b>2,269 SF</b>	<b>2,317 SF</b>	<b>5,958 SF</b>	<b>13,756</b>



# 300 BLOCK ORIENTATION PLAN

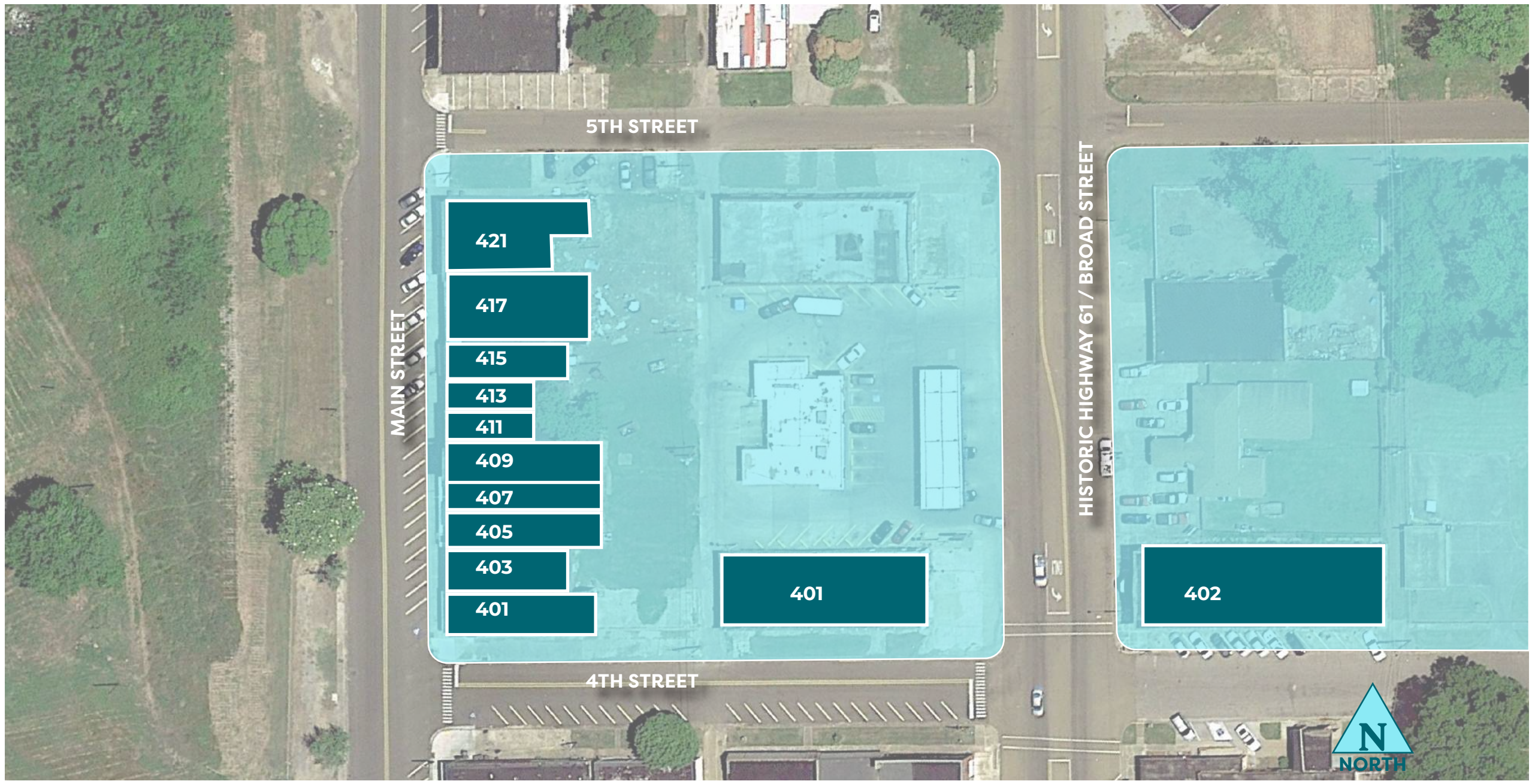




3RD ST.							
ADDRESS	101	103A	103B	109-113	117	119	121-125
BLDG. NAME	?	The Cutting Edge	K&K Tiers of Joy Bakery	Lina's Law Office	Bush's Kountry Cafe	The Leland Progress	Martin Walker A&A Pharmacy
OCCUPANCY	AVAILABLE?	RETAIL	RESTAURANT	RETAIL OFFICE / PROF.	RESTAURANT	OFFICE / PROF.	OFFICE / PROF. RETAIL
# STORIES	1	1	1	2	1	1	2
1ST FL. AREA	UNKNOWN	UNKNOWN	UNKNOWN	3,509 SF	3,865 SF	COMBINED WITH 121-125 SF	4,040 SF
2ND FL. AREA	-	-	-	3,509 SF	-	-	-
<b>TOTAL SF</b>				<b>7,018 SF</b>	<b>3,865 SF</b>		<b>8,080 SF</b>

4TH ST.					
ADDRESS	114	110	106	104	102
BLDG. NAME	McIntire Realty	McGee & Bogan Attorney	?	?	?
OCCUPANCY	OFFICE / PROF.	OFFICE / PROF.	AVAILABLE	AVAILABLE	AVAILABLE
# STORIES	1	1	1	1	1
1ST FL. AREA	(COMBINED WITH 110)	1,856 SF (COMBINED)	2,307 SF (COMBINED)	(COMBINED WITH 106)	(COMBINED WITH 106)
2ND FL. AREA					
<b>TOTAL SF</b>	<b>(COMBINED WITH 110)</b>	<b>1,856 SF</b>	<b>2,307 SF (COMBINED)</b>	<b>(COMBINED WITH 106)</b>	<b>(COMBINED WITH 106)</b>



# 400 BLOCK ORIENTATION PLAN



<b>BROAD ST. / HIGHWAY 61</b>			
	ADDRESS	<b>401</b>	<b>402</b>
	BLDG. NAME	Tarlie's Flowers & Gifts	Theater
	OCCUPANCY	EMPTY?	CIVIC / EMPTY
	# STORIES	1	1
	1ST FL. AREA	4,717 SF	6,175 SF
	2ND FL. AREA		
	<b>TOTAL SF</b>		



<b>MAIN ST.</b>									
	ADDRESS	<b>421</b>	<b>417</b>	<b>415</b>	<b>413</b>	<b>411</b>	<b>409</b>	<b>407</b>	<b>401</b>
	BLDG. NAME	Richmond's Bar & Lounge	?	R-P Package Store	?	?	?	?	A-1 Check Cashing
	OCCUPANCY	RESTAURANT	?	RETAIL	EMPTY / AVAILABLE	EMPTY / AVAILABLE	EMPTY / AVAILABLE	EMPTY / AVAILABLE	EMPTY / AVAILABLE
	# STORIES	1	1	1	1	1	2	1	1
	1ST FL. AREA	3,044 SF	3,056 SF	1,402 SF	1,661 SF	1,715 SF	1,602 SF	1,961 SF	2,037 SF
	2ND FL. AREA						1,602 SF		
	<b>TOTAL SF</b>	<b>3,044 SF</b>	<b>3,056 SF</b>	<b>1,402 SF</b>	<b>1,661 SF</b>	<b>1,715 SF</b>	<b>3,204 SF</b>	<b>1,961 SF</b>	<b>2,037 SF</b>

# STREETSCAPE IMPROVEMENTS

## SITE FURNISHINGS



### STREET LAMP

Manufacturer: Sternberg  
 Model #: G74 LED Hometown  
 Height: 12'  
 Other specifications: Match existing on Main Street Bridge  
 Budgeted Cost per unit: \$2423



### BENCH

Manufacturer: Victor Stanley  
 Model #: CS 96  
 Length: 4'  
 Other specifications: Black Finish  
 Budgeted Cost per unit: \$1760



### BIKE RACK

Manufacturer: Victor Stanley  
 Model #: BRNS-301  
 Capacity: 2 Bikes  
 Other specifications: Black Finish  
 Budgeted Cost per unit: \$364



### TRASH/RECYCLE RECEPTACLE

Manufacturer:  
 Model #: SDRTC 40  
 Capacity: 36 Gal.  
 Other specifications: Black Finish  
 Budgeted Cost per unit: \$2100

## PLANTINGS / LANDSCAPE



### STREET TREES:

CHINESE ELM (*Ulmus parvifolia*)  
 BALD CYPRESS (*Taxodium distichum*)  
 WINTERBERRY HOLLY (*Ilex verticillata*)  
 GINKGO (*Ginkgo biloba*)  
 PIN OAK (*Quercus palustris*)  
 WATER OAK (*Quercus nigra*)



### SHRUBS:

ROSEMARY (*Rosemarinus officinalis*)  
 DISTYLIUM (*Distylium* spp.)  
 DWARF PALMETTO (*Sabal minor*)  
 DWARF YAUPON (*Ilex vomitoria*)  
 LOROPETALUM (*Loropetalum chinense*)  
 JUNIPER (*Juniper* spp.)



### GRASSES:

BIG BLUE LIRIOPE (*Liriope muscari* 'Big Blue')  
 MUHLY GRASS (*Muhlenbergia capillaris*)  
 MISCANTHUS (*Miscanthus* spp.)  
 RIVER OATS (*Chasmanthium latifolium*)



### PERENNIAL:

CONE FLOWER (*Echinacea* spp.)  
 IRIS (*Iris* spp.)  
 DAFFODIL (*Narcissus* spp.)  
 DAYLILY (*Hemerocallis* spp.)  
 YARROW (*Achillea millefolium*)  
 BLACK EYED SUSAN (*Rudbeckia hirta*)



# Basic Design Standards

Current streetscape conditions reflect outdated trash receptacles, lack of street trees, excessive overhead lines and wiring, no benches, and cracked, hazardous sidewalks. In order to create a cohesive design scheme and develop connectivity throughout downtown, the design team recommends some basic standards for streetscape improvements. These can be implemented throughout downtown either incrementally or all at one time. It is the team's recommendation to pursue a streetscape improvement grant in order to make all needed streetscape improvements. These improvements include ADA accessible sidewalks, street lighting, benches, trash receptacles, bike racks and street trees. In order to thread the influence of the Deer Creek throughout downtown, the landscape architect recommends filling the tree grates with native grasses and wild flowers that grow along the creek.



3RD ST. STREETScape VISUALIZATIONS



MAIN ST. STREETScape VISUALIZATION

# Health and Beauty Market Potential (MPI)

MPI measures the likelihood of adults in a specified trade area to exhibit certain consumer behavior or purchasing patterns. 100 represents the US average. The following products/ consumer behavior have a MPI of >100 in the 3 mile, Leland radius. Information is provided from 2021 ESRI data.

<b>PRODUCT/CONSUMER BEHAVIOR (&gt;100 MPI)</b>	<b>3 MILE RADIUS</b>	<b>10 MILE RADIUS</b>
<b>1-3 HOURS OF EXERCISE/WEEK</b>	<b>106</b>	<b>99</b>
<b>MEMBER OF GYM</b>	<b>112</b>	<b>125</b>
<b>USED A MEAL/DIETARY/WEIGHT LOSS SUPPLEMENT IN PAST 12 MOS.</b>	<b>100</b>	<b>100</b>
<b>VISITED DOCTOR 1-2X IN PAST 12 MOS</b>	<b>100</b>	<b>100</b>
<b>VISITED EYE DOCTOR IN PAST 12 MOS</b>	<b>111</b>	<b>102</b>
<b>VISITED A PHYSICAL THERAPIST IN PAST 12 MOS</b>	<b>115</b>	<b>99</b>





**TURNROW BOOKS, GREENWOOD**  
IMAGE CREDIT: KAREN KEATHLEY & EMILY MANASCO

## Marketplace Profile

Based upon a summary of a 2021 Retail Marketplace Profile provided by ESRI, Leland has 100% leakage in the following industries. The leakage factor presents a snapshot of retail opportunity.

- Specialty Food Store
- Book, Periodical, Music Store
- Drinking Places - Alcoholic Beverages
- Used Merchandise
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage and Leather Goods
- Florists
- Office Supplies, Stationary & Gifts
- Home Furnishings



**LAGNIAPPE FINE GIFTS**  
HOME INTERIORS, FURNISHINGS, RETAIL

## Household Snapshot

For the both the market and community profile snapshot, information was extrapolated for both a 3 mile and 10 mile radius. The 10 mile radius incorporates the city of Greenville, MS. Greenville and Leland have market overlap due to their geographical proximity and market scale. Information is provided from 2021 ESRI data.

<b>STATISTIC:</b>	<b>3 MILE RADIUS:</b>	<b>10 MILE RADIUS:</b>
<b>POPULATION</b>	<b>4,739</b>	<b>39,715</b>
<b>HOUSEHOLDS</b>	<b>1,803</b>	<b>14,717</b>
<b>DISPOSABLE INCOME</b>	<b>\$29, 813</b>	<b>\$24,437</b>
<b>PER CAPITA INCOME</b>	<b>\$22,321</b>	<b>\$17, 140</b>
<b>HOUSING UNITS</b>	<b>2,157</b>	<b>17, 484</b>
<b>PERCENT OWNERSHIP</b>	<b>61.7%</b>	<b>54.2%</b>
<b>TOTAL RENT SPENT</b>	<b>\$6,189,575</b>	<b>\$44,977,863</b>
<b>AVERAGE RENT SPENT</b>	<b>\$3,432.93</b>	<b>\$3,056.18</b>

# Percentage of Budget Expenditures

For the both the market and community profile snapshot, information was extrapolated for both a 3 mile and 10 mile radius. The 10 mile radius incorporates the city of Greenville, MS. Greenville and Leland have market overlap due to their proximity. Information is provided from 2021 ESRI data on the percentage spent per household on the listed categories.

CATEGORY:	3 MILE RADIUS:	10 MILE RADIUS:
FOOD	11.9%	11.9%
APPAREL	2.7%	2.7%
HEALTH CARE	8.7%	8.5%
ENTERTAINMENT & RECREATION	4.2%	4.1%
PERSONAL CARE PRODUCTS & SERVICES	1.1%	1.2%
HOUSING	31.0%	31.4%
TRANSPORTATION	12.3%	12.2%

**[A] BOULEVARD STREETScape CONCEPT  
HISTORIC HIGHWAY 61 (BROAD) & 3RD STREET**



**PARTNERSHIP DEVELOPMENTS**

PROJECT	FUNDING SOURCE	NEXT STEPS	PRIORITY
<b>HIRE A PROJECT MANAGER/DIRECTOR</b>	CITY OF LELAND	Create job description and determine salary for personnel responsible for pursuing playbook objectives, inter-agency coordination, and grant writing.	 <b>NEAR TERM / TOP PRIORITY</b> 
<b>JOIN MS MAIN STREET AS A NETWORK MEMBER</b>	CITY OF LELAND/ LELAND CHAMBER	Connect with State Director, Thomas Gregory	 <b>NEAR TERM/ SECONDARY PRIORITY</b> 
<b>AIM for CHangE PARTNERSHIP</b>	Mississippi State University Extension	Build local coalitions to engage health and wellness advocates, local food access, and educational partners who will design systems and infrastructure for promoting physical activity.	 <b>NEAR TERM/ TOP PRIORITY</b> 



[A] STREETSCAPE IMPROVEMENTS  
THIRD STREET DESIGN DISTRICT

## Recommendations & Conclusions

After weeks of analysis and study, it is apparent that the opportunities in downtown Leland for beautification, economic development, and community transformation are ample. While there is much work to be done, uniting all entities together to collaborate will help complete not just one project, but create a ground breaking transformation for Leland. The community needs one individual to oversee, coordinate, and manage all projects, grants, and proposals that have been put forth. With a dedicated “project champion” at the helm, the visions put forth in this document can be brought to fruition. The tables in this section outline the team’s proposal for collaboration and executing the elements of the Downtown Playbook.

The recommendations contained in this section fall into two categories: **Partnership Developments** and **Public Infrastructure Improvements**. Public Infrastructure Improvements listed below are illustrated in this section with concept vignettes developed to spark imagination and further design investment. Further, each element is paired with a recommendation for **Near Term & Long Term items and Primary Priority / Secondary Priority designations**.

- A. DOWNTOWN STREETSCAPE
- B. BLUEWAY LANDINGS + WATER ACCESS ALONG DEER CREEK
- C. RAINBOW CONNECTION BRIDGE
- D. LELAND CREATIVE PARK
- E. “FRONT LAWN” COMMUNITY GREENSPACE ALONG MAIN STREET
- F. UPDATED GATEWAYS, SIGNAGE, WAYFINDING

# PUBLIC INFRASTRUCTURE IMPROVEMENTS



DEER CREEK

6

DEER CREEK

[C] PRELIMINARY GATEWAY CONCEPT  
RAINBOW CONNECTION BRIDGE





# Recommendations & Conclusions

KEY	PROJECT	FUNDING SOURCE	NEXT STEPS	PRIORITY
A	DOWNTOWN STREETScape IMPROVEMENTS	Mississippi Dept. of Transportation (MDOT) TAP Grant	Consult with Civil Engineering firm, design team to develop streetscape master plan to include streets, sidewalks + connectivity to Hwy. 82 (Include Broad St., Main St., Deer Creek, 3rd St., 4th St.	● NEAR TERM/ TOP PRIORITY
B	BLUEWAY LANDINGS + WATER ACCESS ALONG DEER CREEK	Mississippi Dept. of Wildlife, Fisheries, and Parks (MS DWFP)	Consult with Landscape Architect to develop blueway master plan (to include water trail recreation access for non-motorized watercraft, kayaks, canoes, etc., fishing, birdwatching,	● LONG TERM/ TOP PRIORITY
C	RAINBOW CONNECTION BRIDGE	MDOT TAP/MS DWFP/ Private Donations	Consult with civil engineering firm, Landscape Architect to design bridge enhancements, sculpture	● LONG TERM/ TOP PRIORITY
D	LELAND CREATIVE PARK	MS DWFP	Develop Construction Documents, Cost estimates to implement Robert Poore / Native Habitats design, work with Mississippi Department of Wildlife, Fisheries, and Parks to relocate dam	● LONG TERM/ SECONDARY PRIORITY
E	“FRONT LAWN” COMMUNITY GREENSPACE ALONG MAIN STREET	City of Leland, Leland Chamber of Commerce	Consult with Landscape Architect to develop initial concepts, construction documents for redevelopment of greenspace	● LONG TERM/ SECONDARY PRIORITY
F	UPDATED GATEWAYS, SIGNAGE, WAYFINDING	MDOT, City of Leland, Leland Chamber of Commerce	Coordinate with Architect, Civil Engineering firm, and Landscape Architect, and Branding Consultant / Graphic Design team to develop unified signage, landscape, and wayfinding elements to re-align primary Highway 82 gateway into downtown from Broad St. east to Jim Henson Museum / Deer Creek; establish secondary gateways at west (Deer Creek) and north (Highway 61).	● LONG TERM/ SECONDARY PRIORITY

# PRIVATE INVESTMENT



3RD ST. STOREFRONT / FACADE IMPROVEMENTS





MAIN ST. STOREFRONT / FACADE IMPROVEMENTS



LELAND, MISSISSIPPI  
DOWNTOWN PLAYBOOK

K  
KUDZU  
COLLECTIVE

B

BRANTLEY SNIPES  
LANDSCAPE & TREE CO.

# Leland Creative Park

## City of Leland, MS

Landscape Architect: Robert F. Poore, Native Habitats, Inc.  
 In collaboration with Mississippi State University  
 Department of Landscape Architecture  
 Stennis Institute of Government  
 Funded by A National Endowment for the Arts Our Town Grant 2014

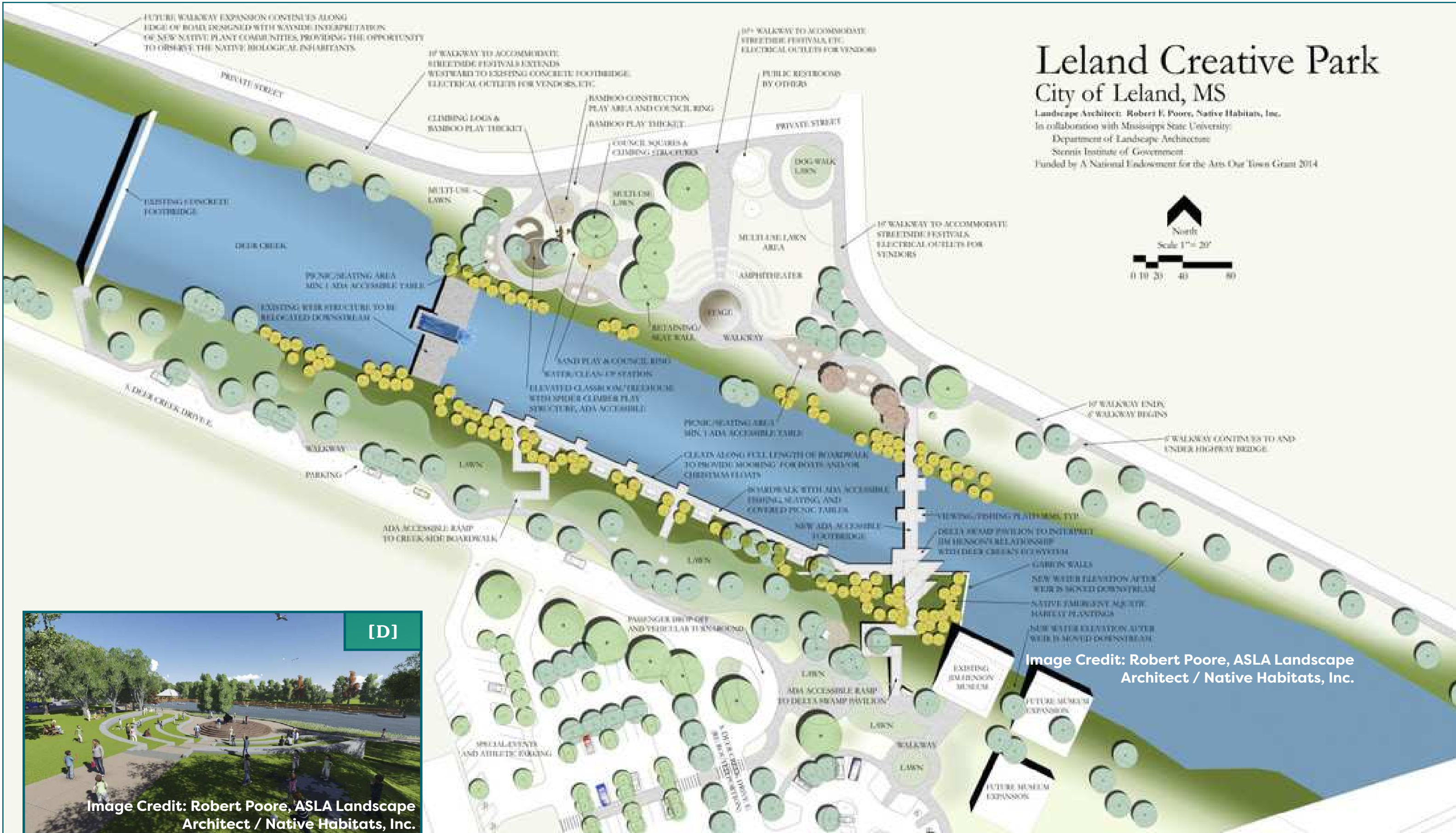


Image Credit: Robert Poore, ASLA Landscape Architect / Native Habitats, Inc.

Image Credit: Robert Poore, ASLA Landscape Architect / Native Habitats, Inc.

## Recommendations & Conclusions

The Leland Creative Park Concept (keyed Item [D] above) is envisioned as a transformational undertaking that we believe is essential in the pursuit of the economic development, recreational, and tourism goals of the community. In 2012, a locally-initiated partnership with the **John C. Stennis Institute of Government and Community Development at Mississippi State University, along with Mississippi State University Department of Landscape Architecture developed the Leland Creative Park Concept designed by Landscape Architect Robert Poore, ASLA of firm Native Habitats, Inc.**

The concept celebrates Leland's natural asset, Deer Creek, while targeting improvements to facilitate water access and recreation, the creation of public space, and the development of wildlife interaction opportunities.

Combined with the re-alignment of the primary gateway into downtown from Highway 82 to the Jim Henson Museum site, a next phase of investment in this concept should be made to explore phasing and priorities of the plan's key elements and work with agency partners such as the Department of Wildlife, Fisheries, and Parks to fund the phased approach.

A key aspect of the activation of Deer Creek as public gathering space is the relocation of the dam to the east side of Highway 82. The numerous agency coordination efforts to make this happen should be a top priority as the community pursues this vision.



Image Credit: Robert Poore, ASLA Landscape Architect / Native Habitats, Inc.



Image Credit: Robert Poore, ASLA Landscape Architect / Native Habitats, Inc.

Image Credit: Robert Poore, ASLA Landscape Architect / Native Habitats, Inc.

# FUNDING STRATEGY MATRIX

PROJECT:	FUNDING MECHANISM:	AGENCY:	NEXT STEP:
DOWNTOWN STREETScape IMPROVEMENTS	TAP GRANT	MDOT	DEVELOP STREETScape PLAN WITH CONSTRUCTION DOCUMENTS
	Advancing, Inspiring, Motivating for Community Health through Extension (AIM for CHange)	Mississippi State University Extension	
HISTORIC PROPERTY REHABILITATION	Historic Tax Credits	Mississippi Dept. of Archives & History (MDAH), National Park Service (NPS)	RECRUIT INTERESTED DEVELOPERS + PROPERTY OWNERS
FACADE RESTORATION	Local Grant	Leland Chamber of Commerce	RECRUIT INTERESTED PROPERTY OWNERS
NEW BUSINESS DEVELOPMENT	Local Grant + Playbook	Leland Chamber of Commerce	RECRUIT BUSINESS STARTUPS



**DOWNTOWN SHOPPING IN GREENWOOD**  
IMAGE CREDIT: VISIT GREENWOOD WEBSITE

## Funding Strategy Outline

The design team proposes the strategy outlined here to achieve desired recommendations in downtown Leland. Beginning with a TAP Grant from Mississippi Department of Transportation (MDOT), work can begin on sidewalk and hardscape improvements. The design of a comprehensive streetscape plan will be required for this. Work on actual properties can be done through a collaboration of historic tax credits and facade grants. With the enthusiasm that is growing in Leland, a new business development fund can be created to receive donations and grant money to new businesses wanting to establish themselves in downtown Leland. The combination of these funding opportunities with a collaborative vision is the key to project implementation throughout downtown.



BRANTLEY SNIPES  
LANDSCAPE & DESIGN

