Downtown Gulfport
Master Plan
2018

A plan for the redevelopment and revitalization of Gulfport's Downtown District and the waterfront on the Gulf of Mexico.

PREPARED BY

ARNETT MULDROW

316 West Stone Avenue
Greenville, SC 29609
info@arnettmuldrow.com

arnettmuldrow.com

FISHBONE ALLEY

Creativity transforms a place in a home

Gulfport Downtown Master Plan

Every community has a heart.
A place where its soul is derived. That heart beats in our Gulfport, the Gulf's Downtown.

In 2006, the Knight Foundation funded a Resource Team of architects, landscape architects, planners, branding professionals and organization experts to create a community engagement master plan.   The Resource Team engaged with community members and stakeholders across the coast over multiple visits.   The Team also reviewed all of the existing plans and incorporated appropriate recommendations. The resulting plan was presented in October 2006 and included short-, mid-, and long-term recommendations associated with funding resources. By the time the plan was presented many of the recommendations were already underway. The same Resource Team moved to the other 11 communities across the coast but thus far Gulfport is the only one of those original communities to complete all recommendations. The 2006 Master Plan leveraged hundreds of millions of dollars of reinvestment in the downtown district including over $128 million in private investment.

Having completed the original plan, GMSA returned to the Knight Foundation to ask for funding for a follow-up plan. Knight Foundation was impressed with the progress of the city and a grant was given. The original Resource Team was engaged in late 2017. The team began the process with a return visit in January 2018. Stakeholders were identified and interviewed and issues discussed. The full community engagement visit to Gulfport transpired in May 2018 resulting in an initial presentation. GMSA presented the full report and final recommendations at their Annual Meeting in August 2018.

Downtown Gulfport has seen remarkable success. Over the next few years, the Downtown District will benefit from several transformative projects that will expand, enhance and encourage additional private investment. This report is designed to help downtown Gulfport capitalize on these opportunities through recommendations in six themed areas – branding, housing, placemaking, retail development, mixed-use investment and a sustainable organizational strategy.   These recommendations are the result of extensive input from stakeholders, business owners, city officials and community members and reflective of their vision for downtown Gulfport.

The Market

Unleashing the Downtown Market

Gulfport's downtown has undergone remarkable investment in the last 13 years. New restaurants, building renovations, streetscape enhancements, and other public improvements have transformed the district into a dynamic business and entertainment district.

The district is on the cusp of a new era as the Mississippi Aquarium is under construction, the Island View Casino engages in a major expansion, a much anticipated renovation of the Markham hotel is proposed, and nearby Centennial Park will transform the former VA site into a mixed use attraction with amenities for visitors and regional customers.

With this change represents an opportunity to rethink how downtown's future will continue to thrive amidst the changing markets in downtowns across the United States. This will take care, continued public private partnerships, and an understanding of the market dynamics at work.

Goals of the effort should be to:

▪ Clearly define the downtown market in ways that are easy to understand. In spite of all of the investment that has taken place in downtown Gulfport, the institutional memory of the community is short. This is not unique to Gulfport, it is simply a part of ongoing redevelopment. A succinct synopsis of the market dynamics at play in the district is important and should be updated annually.

▪ Position the opportunity so downtown is attractive to the development community. Development comes to places where not only the big projects take priority, but also the day to day interaction with the development community is consistent, clear, and pro-business. Large projects benefit from the success of small business. Small business fuels entrepreneurship and a vibrant place. Each development no matter the size should have a clear process through which to understand the development process in Gulfport.

▪ Affirm to decision makers the rationale for public investments that are taking place. Public investment is not simply an effort to make a place "look good." It is designed to be a signal to the private sector that the community is investing in itself. This requires an understanding the impact of the large projects that are underway and also a clear approach to the smaller efforts that can make a powerful impact for a relatively small investment. Public property in downtown Gulfport should be actively marketed to the

development community with the approach that a total gain on investment is a wise move rather than positioning for market returns on the outset.

▪ Adapt public policy with the position: "what can we do to get to yes" provided it encourages economic vitality. This is a simple approach that sometimes gets lost in the overall dynamics of downtown development. Key questions should be:

  o Is this a decision that warrants council approval or can it be handled by staff?

  o Is staff empowered to make decisions that are business friendly and not hindered by policies that work counter to the overall goal of a vibrant downtown?

  o Is there a clear line of communication between the private investor and the City of Gulfport? Are those protocols consistent?

▪ Engage Gulfport residents and the region in the value of downtown. This is critical to understand that Gulfport's downtown, while only a part of the overall city, remains the single most important economic activity zone in the entire city. Without the success of downtown, the taxpayers of Gulfport would bear a substantially higher burden to maintain the level of services and quality of life they enjoy as a result of the Downtown economic engine.

The Downtown Market At a Glance
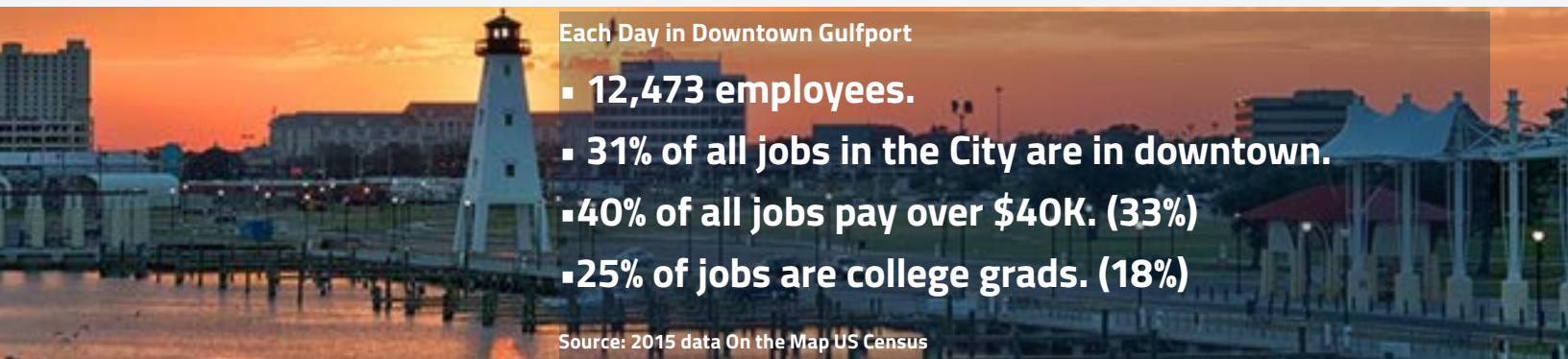
Each Day in Downtown Gulfport

- **12,473 employees.**
- **31% of all jobs in the City are in downtown.**
- **40% of all jobs pay over $40K. (33%)**
- **25% of jobs are college grads. (18%)**

Source: 2015 data On the Map US Census

Of the employment in downtown 97% (11,971) of the employees migrate into the district every day for work. Only 3% of employees live and work within the district. While in-migration of jobs into a downtown will always happen in most places, Gulfport has a distinct opportunity to encourage more housing options for the employees that are working within the district. Moreover, downtown housing represents the most important "missing link" in downtown Gulfport's vibrancy and a key differentiator between downtown Gulfport and other downtowns across the United States.
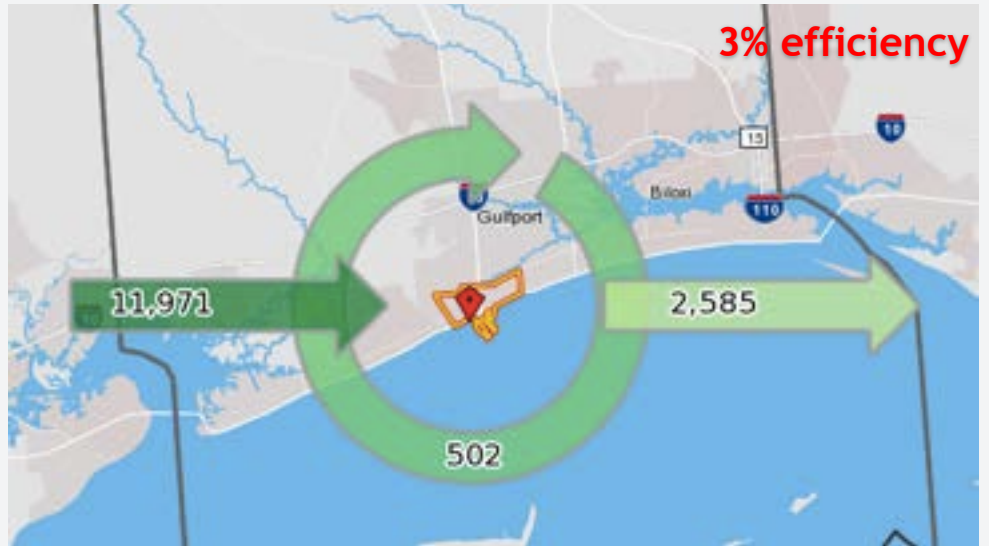
Source: 2015 data On the Map US Census

The Downtown Area Resident

Using demographic data from ESRI provided through Mississippi Power, the downtown residential market can be explored in greater detail:

Within a five-minute drive time of the intersection of 25th Avenue (US 49) and 14th Street there are 3,038 households. These households represent two key Tapestry™ psychographic segments that skew younger in population, at or below median household income, are very image-aware, desire technology, like to walk and bike, want to live closer to entertainment and shopping options, and fit an "urban living" profile. These segments represent nearly 45% of the households in the five-minute drive time indicating strong potential for additional housing to cater to this demographic.

Couple this population with the potential to attract empty nesters who have more disposable income, a similar desire to live close to dining and entertainment options, then the market dynamics for downtown housing become even more compelling.

When the potential Gulfport housing market is examined in greater breadth it indicates that

12,144 households are within in a 10 minute drive time of 25th Avenue and 14th Street. Gulfport is the fastest growing city on the Mississippi Gulf Coast with a growth rate of 6.3% between 2010 and 2016 bringing over 4,800 new residents to the city at this time. The city is expected to continue to grow by another 3,500 residents by 2023.*

A conservative capture rate of 10% of the NEW residents that are projected to move to Gulfport by 2023 would result in 200 potential new residential units in downtown Gulfport.

*Sources: 2018 ESRI courtesy of Mississippi Power, US Census Quick Facts, Arnett Muldrow & Associates.

The Retail Market

Gulfport is a net gain retail market with retail sales gain of $769 million in 2018 meaning that the City is a regional attractor for retail sales. This is factor of employees coming into the city to work and thus spending money in the city, tourism revenues from outside of the city, and the urban nature of Gulfport which attracts rural residents from the north and from smaller cities to the West.

And while nearly all retail segments in Gulfport are individually at a gain in sales as compared to what local resident can spend there are several retail segments that still lag. These represent opportunities for continued retail growth in the City and downtown and include the following: general grocery stores, specialty food stores, clothing stores, and other highly specialized retail. The downtown can also continue to capitalize on its role as a regional dining destination.

Conclusions

- Gulfport is "exceptional" in downtowns of this size with regard to downtown residential. It lags comparable downtowns in residential development.

- This begs the questions of "what is the impediment" to downtown housing? The answer is not easy. It is combination of perceptions of housing close to the gulf and the impacts on insurance and construction but more importantly a strong need to place a focus on housing development through public private partnerships.

- The good news is that after the initial growth in downtown housing, future pressure will ease the way for more housing development as the district becomes more vibrant.

- With that said, Gulfport must not ignore this issue, it is imperative that it is addressed soon, and it is likely to require public/private partnership.

- Gulfport's retail base has early energy but no critical mass. The physical recommendations for a retail catalyst project to encourage entrepreneurial development are based on sound calculations of retail demand and the needs of modern independent retailers in a downtown setting.

- A key impediment to retail development has been the mistaken impression that publicly owned property must command a "commercial" rental rate. Commercial rental rates and retail rental rates are different. All national Economic Development and real estate groups separate commercial rates as office, retail, and industrial including the Urban Land Institute, the National Association of Industrial and Office Markets, the International Council of Shopping Centers, and the International Economic Development Council.

- Most importantly with regard to publicly owned property in downtown, sound policy indicates that property leases be non-political and vested with an intermediary organization with clear policy directives to enhance the district. Conclusions

- Investing millions of dollars in a major attraction (The Missisippi Aquarium and connection to Jones Park} mandates that the City of Gulfport be prepared to handle the impacts of the development.

- All policies related to downtown should be examined and aligned to "receive" the influx of visitors.

- The City of Gulfport should create a sustainable funding mechanism to ensure a consistent downtown Economic Development program.

- This plan and the priorities of the city align so that there is a cohesive strategy to ensure that the retail, dining, accommodation, and entertainment uses will be in place to capture the impact of visitors.

The Design

Influences on Physical Planning

As described in the previous sections of the report, the market analysis and Gulfport's "fresh message" outline various recommendations for moving the downtown forward. It is important to consider how these influence the physical planning and urban design and how the physical planning and urban design can help achieve marketing objectives. Specifically, the market analysis identified:

- A need for more downtown residential development that will need to be achieved through public/private partnerships;

- More of a critical mass to the retail base which is currently lacking; and

- Cohesive infrastructure to link areas of downtown and, in particularly, areas with strong assets.

Additionally, the marketing recommendations emphasized a need to strengthen downtown as a series of districts that, in addition to the downtown core, include: Westside Downtown; Trackside Innovation District; Aquarium District; and the Gulfside District.

Physical Assessment

While understanding the influences described above, it is also important to assess the downtown in consideration of existing conditions, recent enhancements, and planned/underway enhancements and projects. Some of the assets, challenges and opportunities include:

Assets

- The Phase I Streetscape has been in place for several years and has transformed the downtown core;

- The proposed MSAQ offers the potential to draw visitors to downtown and create an anchor at the eastern edge of downtown;

- The Phase II Streetscape is currently underway and will extend the infrastructure improvements to the east, connecting the MSAQ to the core;

- 14th Street and 25th Avenue are clearly reinforced as the primary cross streets in downtown;

- Strong activity zones exist in downtown, particularly along 25th Avenue, 14th Street, 13th Street and Fishbone Alley

- New activity zones are emerging with Coast Roast and Pop Brothers serving as popular destinations on the north side of the railroad and plans for Patio 44 along Beach Boulevard;

- Plans for renovation of the Markham Hotel, further reinforcing 14th Street;

- Significant investment in the creation of Jones Park and its programming; and

- Beach Boulevard provides a continuous east/west connection among downtown districts.

Avenue

14th   Street

25th

MSAQ

Patio 44

Beach Boulevard
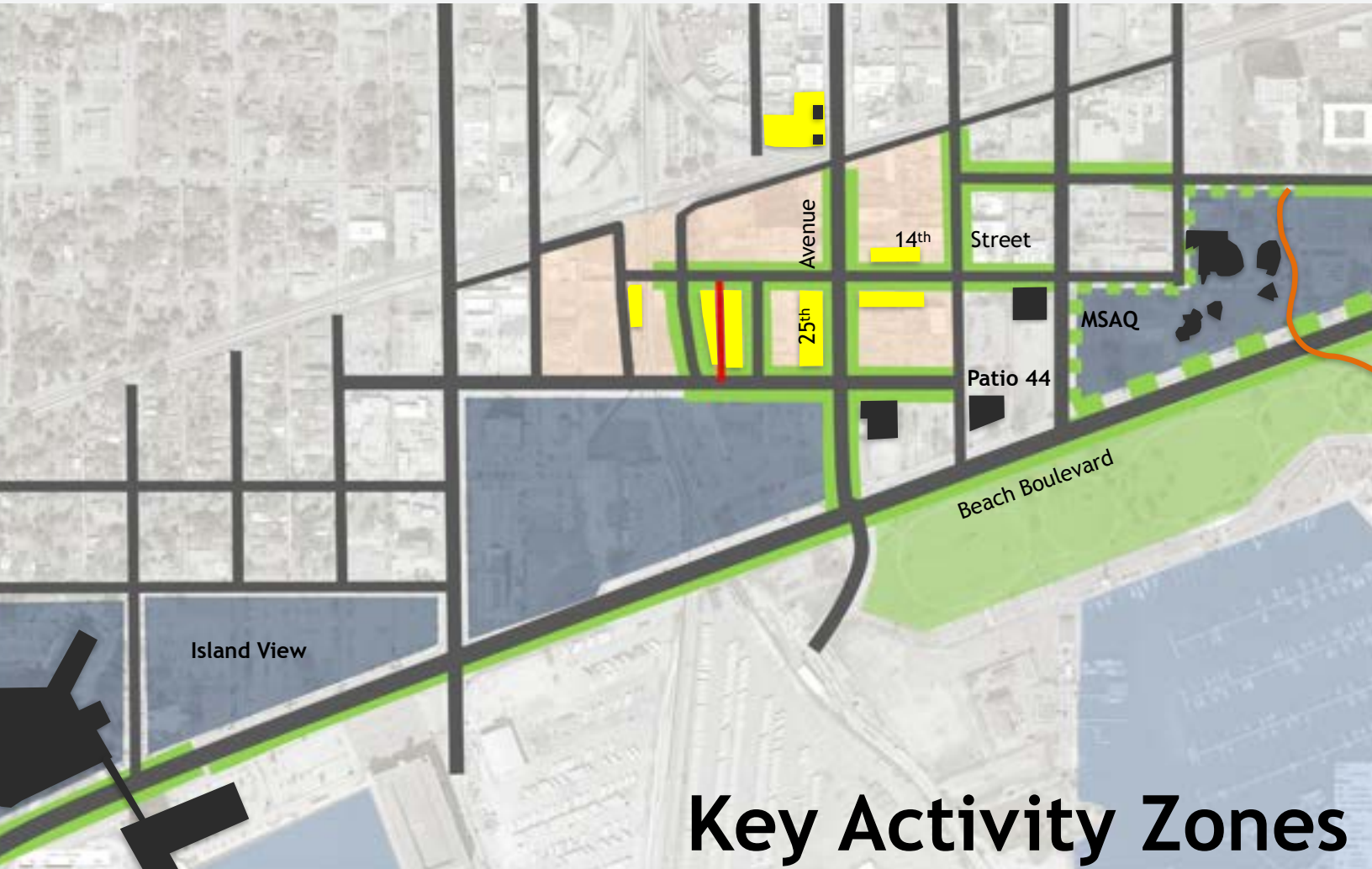
Island View

Key Activity Zones

Mega-Blocks

Desired Connections

Challenges

- Poor connections among activity zones;

- "Mega-blocks" that impede connectivity and limit walkability, including the Island View blocks, the MSAQ parcel and the block between 25th Ave and 30th Ave along Beach Blvd.;

- 27th Avenue is a private street between 13th Street and Beach Boulevard and does not offer a walkable environment;

- The railroad crossing at 15th Street is a perceived barrier;

- The 25th Avenue streetscape north of the railroad lacks large canopy trees and, therefore, shade and the scale-reducing qualities that canopy trees offer;

- Loss of opportunities for higher density development to take advantage of presence on and activate Jones Park with the plans for a single floor restaurant along Beach Boulevard (Patio 44);

- Long-term structured parking resources to allow for higher density development;

- Downtown gateway from the north along 25th Avenue lacks clarity;

- While Jones Park is a tremendous asset, there is limited activity on a daily basis because of limited pedestrian access across Beach Boulevard and, more importantly, a lack of active uses along its edges;

- If not developed carefully, the MSAQ could turn its back on 14th Street, an important connection to the downtown core.

Opportunities

- Divide "mega blocks" into walkable blocks and activate long-term with mixed-use development;

- Enhance pedestrian connectivity and streetscape along Beach Boulevard to strengthen connections among districts;

- Plan for long-term uses that will help activate Jones Park; and

- Preserve opportunities for appropriate reuse of the Railroad Station.

Planning Approach

Taking into consideration assets, challenges and opportunities, the overall planning approach is straightforward:

1. Recognize downtown's assets;

2. Build upon, strengthen and connect these assets;

3. Strategically locate an initial structured parking resource and associated mixed-use development (including residential) so that it strengthens connections among assets; and

4. Preserve long-term strategic opportunities, rather than giving in to low density, surface-parked development.

OVERALL COMPOSITE PLAN

0   200'   400'   600'   800'
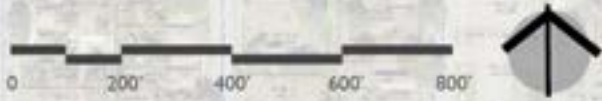
KEY:

— Phase 1 Streetscape Improvements
— Phase 2 Streetscape Improvements
— Phase 3 Streetscape Improvements

A   Extended Downtown — Initial Phase
B   Extended Downtown — Short Term
C   Extended Downtown — Mid Term
D   Extended Downtown — Long Term
E   Aquarium District
F   Trackside Innovation District
G   Back Lot at Trackside
H   Gulfside
I   Island View (Casino District)

7TH STREET

23RD AVENUE

Proposed Aquarium

EAST BEACH BOULEVARD

Jones Park
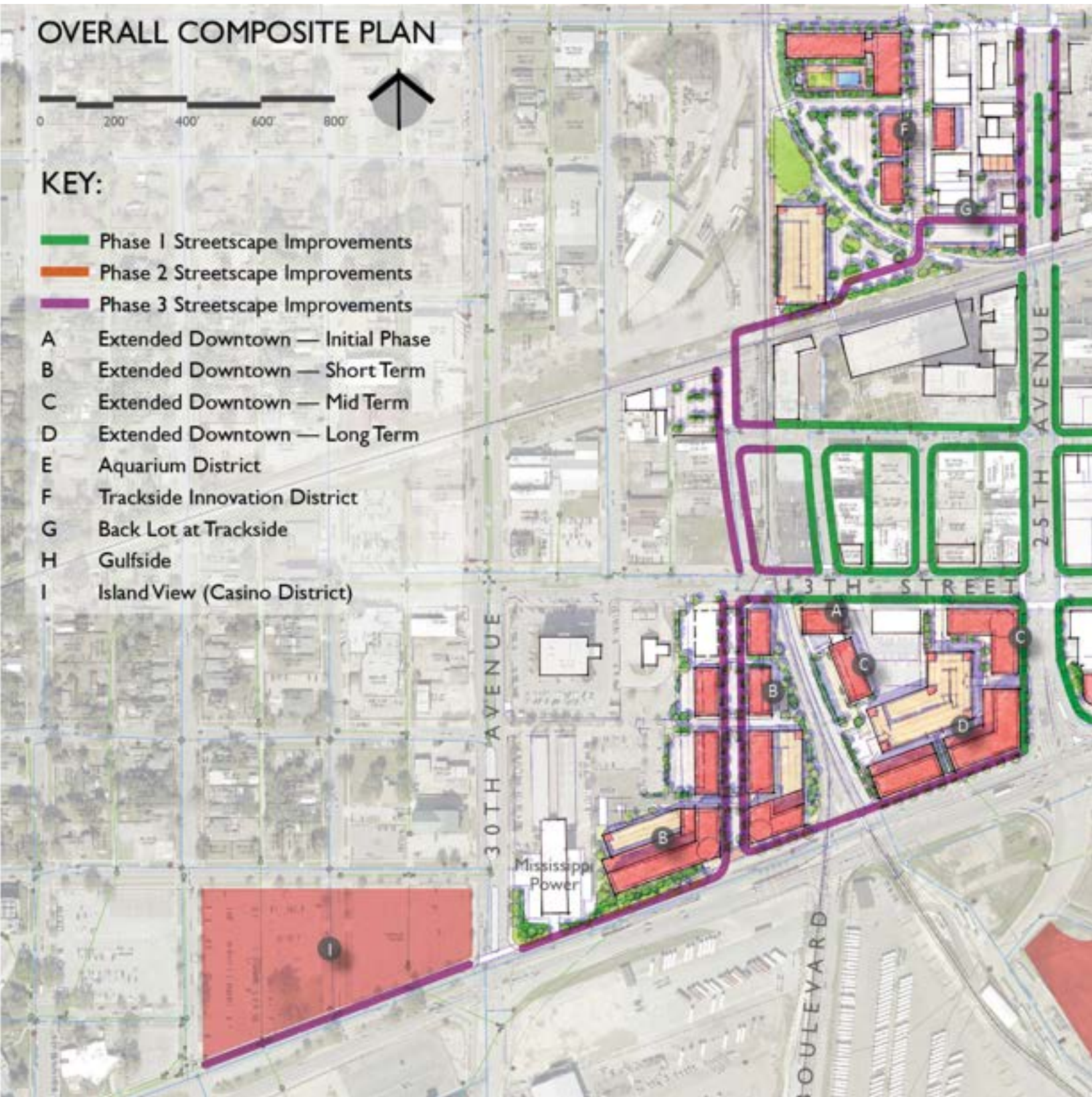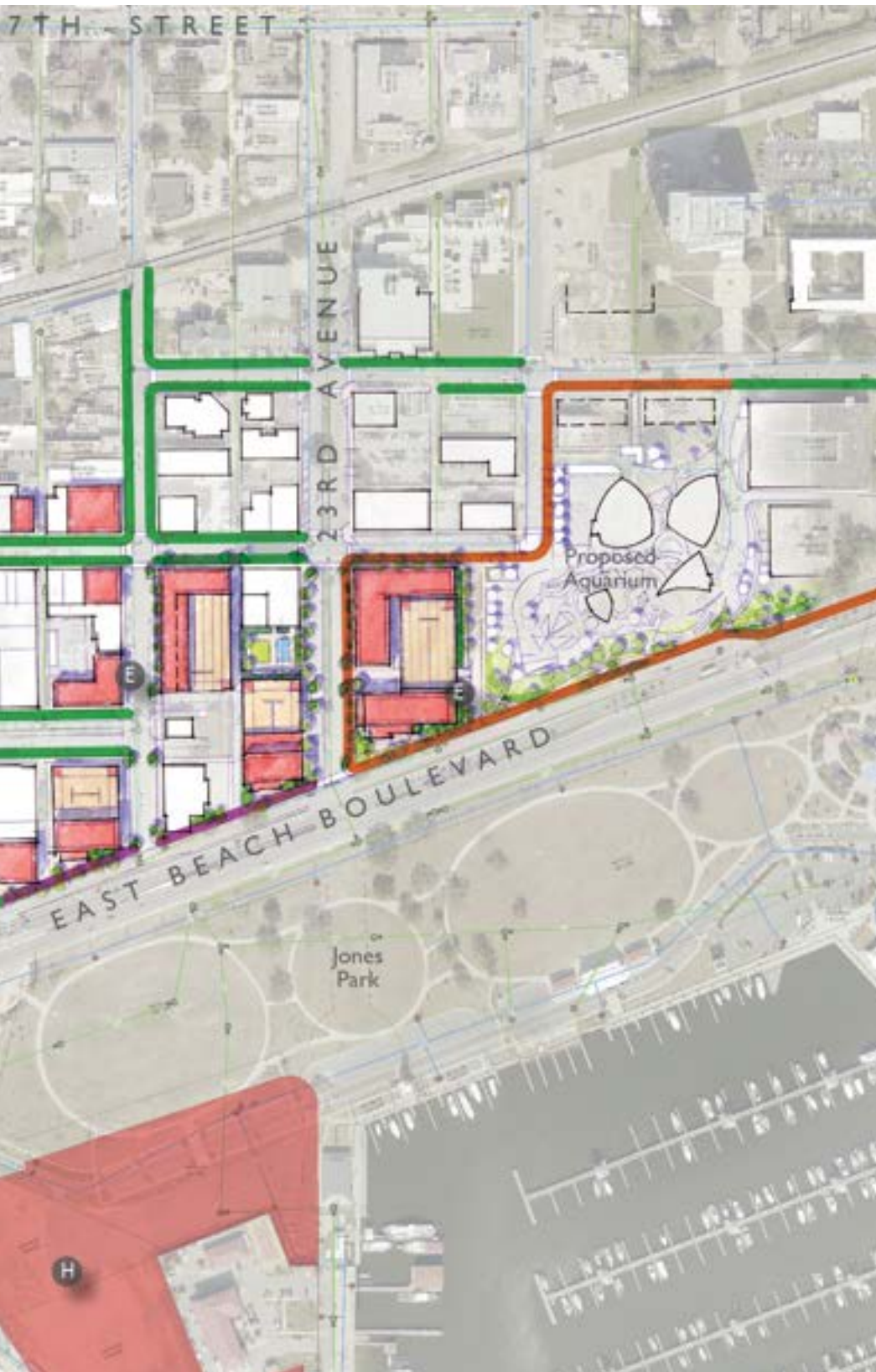
The Plan

The long-term vision for downtown is shown on the Illustrative Vision Plan and described in more detail below. The plan illustrates how further investment in infrastructure and strategically planning for mixed-use development can strengthen downtown, its districts and connections to and among them. In addition to the overall plan, detail plans for some of the districts – Downtown/28th Avenue Area, Trackside Innovation District and Aquarium District are also included.

Phase III Infrastructure Improvements

Implement Phase III infrastructure improvements that will strengthen connections and allow for private development to follow. Infrastructure   improvements include:

1. A new street, "28th Avenue" extended between 13th Street and Beach Boulevard as a pedestrian-friendly street with streetscape amenities (shade trees, lighting, street furnishings, etc.), on-street parking and two-way vehicular flow (one travel lane in each direction);

2. Streetscape improvements along both sides of 28th Avenue, north of 13th Street up to 15th Street;

3. Streetscape improvements extended along both sides of 13th and 14th Streets to connect to 28th Avenue;

4. A tree-lined pedestrian walk connecting 28th Avenue to the Railroad Depot, along the north side of the railroad tracks through the Trackside Innovation District to 25th Avenue and the new active uses located there (Coast Roast and Pop Brothers);

5. Streetscape enhancements, including large canopy trees to provide shade and reduce the scale, along both sides of 25th Avenue between 15th and 17th Streets.

6. Pedestrian crossing enhancements at 15th Street, the railroad crossing and 25th Street to remove the perception of the railroad as a barrier; and

7. A broad pedestrian walkway and streetscape enhancements along the north side of Beach Boulevard that continue from Island View Casino to the enhancements planned as part of the MSAQ.

Trackside

MSAQ

Patio 44

P

Island View

Placemaking

Downtown/28th Avenue Area

The blocks bisected by the railroad and 27th Avenue, between 13th Street and Beach Boulevard, represent an early opportunity for redevelopment and extend the downtown. This allows for better connections to the downtown core and between the Casino District and downtown where there is significant ownership by the Mississippi Department of Transportation (MDOT). Critical to this redevelopment is the establishment of an extended 28th Avenue, as described above, to subdivide this mega-block and to better connect 13th Street to Beach Boulevard. The street connection would align with the existing 28th Avenue at 13th Street, allowing for development on both sides of the new extension. Specific development opportunities include:

KEY:

A   New Infill Development Opportunity
B   New Surface Parking
C   Landscape Enhancements
D   Landscape Islands/Tree Planting
E   Walk/Connections

EXTENDED DOWNTOWN
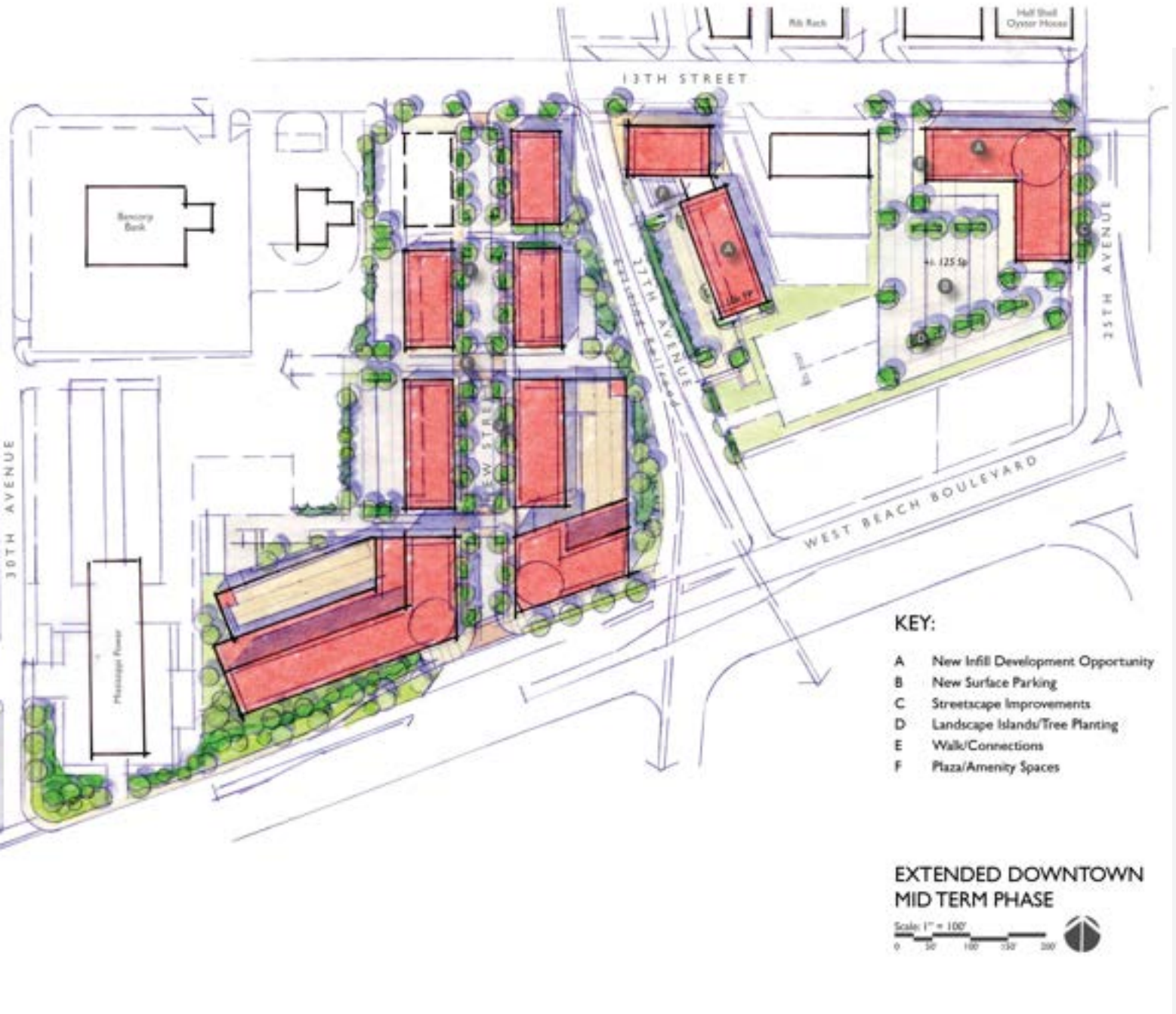INITIAL PHASE

Scale: 1" = 100'

1. Short-Term: During the early phases, work with the property owner on the southeast side of 27th Avenue (private street) and 13th Street to develop infill uses that face and activate 13th Street, with surface parking to the rear. This could occur prior to the infrastructure improvements described above.

Once the extension of 28th Avenue is developed, plan for and implement mixed-use development on both sides of the new street (currently MDOT property). Consider the following:

▪ Transition heights so that the tallest buildings are located to the south, adjacent to Beach Boulevard, where they can take advantage of views to the Gulf and Jones Park, over the port;

▪ Provide retail, restaurant and/or other active uses on the first floors, preserving upper floors for office, residential and hotel;

▪ In particular, preserve opportunities for hotel (as a stand-alone hotel or vertically mixed with residential uses) along the Beach Boulevard frontage; and

▪ Shared parking structures on both sides of the extended 28th Avenue, near the Beach Boulevard frontage where the parcel width/depth would allow for the structures to be wrapped with development (either in conjunction with the construction of the decks or at a future date).

KEY:

A   New Infill Development Opportunity
B   New Surface Parking
C   Parking Structure
D   Landscape Enhancements
E   Streetscape Improvements
F   Landscape Islands/Tree Planting
G   Buffer Planting
H   Walk/Connections
I   Plaza/Amenity Spaces
J   On Street Parallel Parking
K   Crosswalks

EXTENDED DOWNTOWN SHORT TERM PHASE

KEY:

A   New Infill Development Opportunity
B   New Surface Parking
C   Streetscape Improvements
D   Landscape Islands/Tree Planting
E   Walk/Connections
F   Plaza/Amenity Spaces

EXTENDED DOWNTOWN
MID TERM PHASE

Scale: 1" = 100'

2. Mid-Term: Once structured parking resources are in place, extend development across 27th Avenue to the east, in coordination with existing property owners. This could include mixed-use development at the important corner of 13th Street and 25th Avenue and an expansion to the early phase development at the southeast corner of 13th Street and 27th Avenue. Initially, this parcel could be developed with surface parking located behind the buildings.

KEY:

A   New Infill Development Opportunity
B   Parking Structure
C   Streetscape Improvements
D   Walk/Connections

EXTENDED DOWNTOWN LONG TERM PHASE

Scale: 1" = 100'

3. Long-Term: In the long-term, continue the development of the block on the east side of 27th Avenue with additional mixed-use development and structured parking.

Trackside Innovation District

The blocks bounded by 25th Avenue to the east, 15th Street/railroad to the south, the north/south railroad to the west and 17th Street to the north presents a tremendous opportunity to build upon the existing retail momentum and "place" established by Coast Roast and Pop Brothers and the City-owned parking resource to establish a branded district that includes additional retail spaces and businesses that capitalize on innovation. Early phases focus on placemaking enhancements in the vicinity of Coast Roast and Pop Brothers while future phases emphasize structured parking and mixed-use development with a heavy emphasis on residential. Specific development opportunities include:

1. Short-Term: In addition to the railroad pedestrian crossings described above, build upon current activation and establish "Back Lot at Trackside", a temporary or permanent active zone comprised of event spaces, micro-retail uses, outdoor seating, games, etc. Micro-retail spaces can be accommodated within the adjacent building to the north and/or in repurposed shipping containers along the southern perimeter (to establish an active edge along the railroad).

KEY:

A — Micro Retail Spaces
B — Activity Outdoor Animation Space
C — Landscape Islands/Tree Planting
D — New Head In Parking
E — Rework Coast Roast Drive Thru Slightly
F — Possible Special Roadway Treatment
G — String Lighting
H — Pervious Parking Treatment
I — Crosswalk Zones
J — Landscape Buffer Screening
K — Potential Container Retail
L — Connection to Future Parking Garage
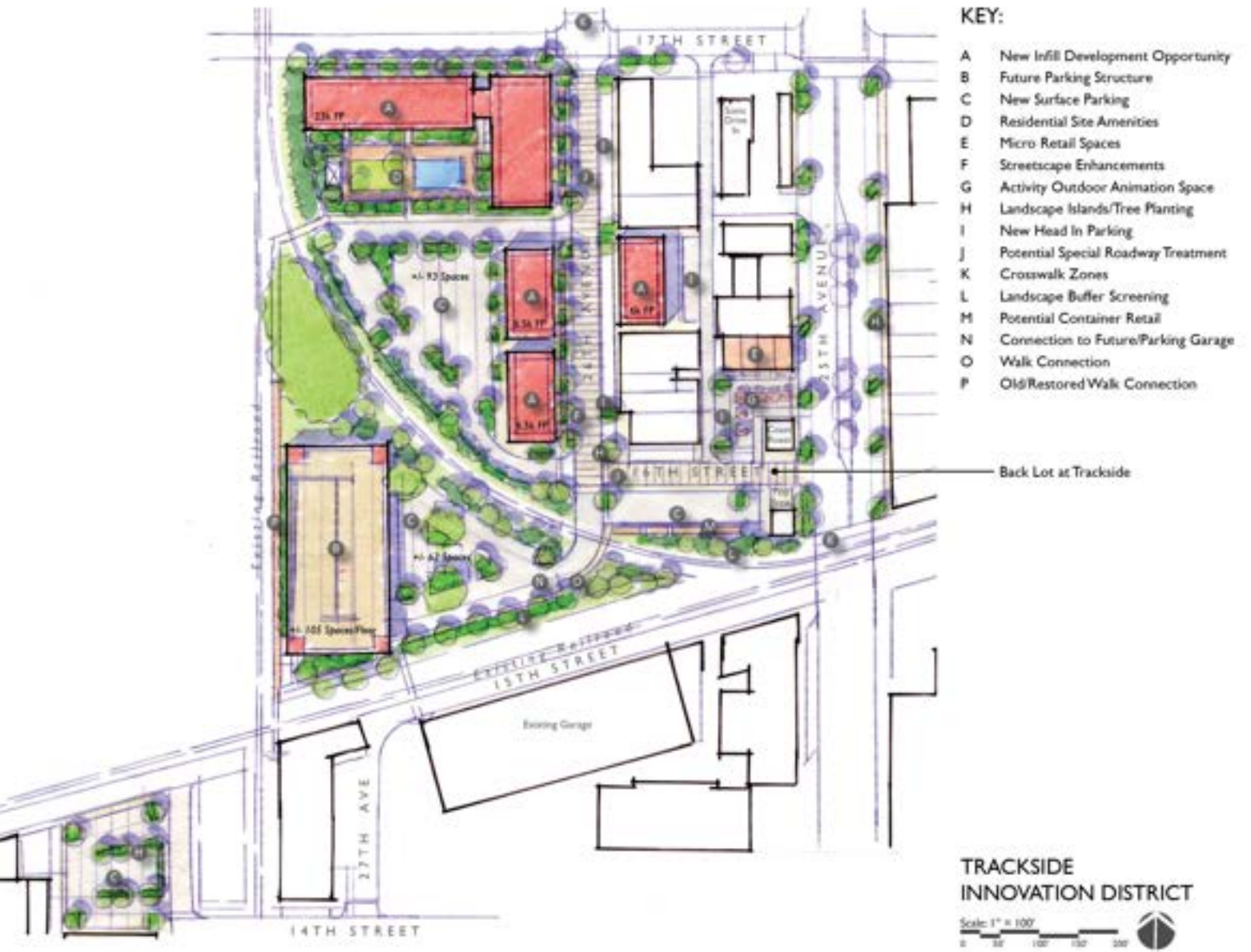M — Walk Connection

BACK LOT AT TRACKSIDE

2. Mid to Long-Term: After the initial placemaking phase, plan for and implement new mixed-use development, parking and site enhancements. Specifically, consider the following:

▪ Establish 26th Avenue as the internal connector street, linking 17th Street with the proposed parking deck and incorporating special pavement treatment, on-street parking, and streetscape elements;

▪ Establish 16th Street as a secondary internal street and connection between 25th Avenue and 26th Avenue, through the Back Lot at Trackside;

▪ Design and construct a parking deck on the western perimeter of the existing City-owned surface lot and reorganize the balance of the lot to accommodate surface parking, clear connections to 26th Avenue and the walk connection to the railroad depot as described earlier;

▪ As part of the reorganization of the existing parking, maintain as many existing Live Oaks as feasible;

▪ Work with private development partners to design and construct residential and mixed-use along the frontages of 17th Street and 26th Avenue, with surface parking to the rear (and adjacent to the railroad; and

▪ Incorporate amenities such as gathering areas and swimming pools into the residential development.

KEY:

A — New Infill Development Opportunity
B — Future Parking Structure
C — New Surface Parking
D — Residential Site Amenities
E — Micro Retail Spaces
F — Streetscape Enhancements
G — Activity Outdoor Animation Space
H — Landscape Islands/Tree Planting
I — New Head In Parking
J — Potential Special Roadway Treatment
K — Crosswalk Zones
L — Landscape Buffer Screening
M — Potential Container Retail
N — Connection to Future/Parking Garage
O — Walk Connection
P — Old/Restored Walk Connection

Back Lot at Trackside

TRACKSIDE
INNOVATION DISTRICT

Scale: 1" = 100'

aquarium
D I S T R I C T

Aquarium District

Strengthen the connection between the downtown core and the MSAQ by establishing an "Aquarium District". While the boundaries for this district are primarily between 23rd Avenue to the west, 20th Avenue to the east, 14th and 15th Avenues to the north and Beach Boulevard to the south, the district extends to 25th Avenue to the west for the purposes of this vision plan. Generally, the district is anchored by the MSAQ currently under construction and includes infill development and proposed mixed-use development that could include additional hotel uses, ground level restaurant and retail and residential development.

1. Short-Term: Complete building and site construction for the MSAQ, preserving the western portion of the property for future development and ensuring that the aquarium does not turn its back (visually and physically) on 14th Street. Provide pedestrian connections to the site from 14th Street and provide appropriate landscape treatment that responds to 14th Street's terminus at the MSAQ. Pursue infill development opportunities, particularly along 14th Street where vacant sites are located at intersections. Additionally, complete the Markham Hotel project, allowing for future infill development (parking and active uses) on the southern portion of the property.

2. Mid to Long-Term: Partner with private development community and implement larger infill mixed-use development projects particularly on the balance of the block north of Patio 44, south of the Markham Hotel and on the western edge of the MSAQ site. Initially, the parking deck located on the MSAQ property should be constructed first, allowing for the surface parking on the other sites to be taken off line at the time of any infill development for those sites and set back so as to allow the deck to be wrapped by development, either at the time of the deck construction or in the future. Additionally, consider the following:

▪ For all of these redevelopment sites, provide active frontage along the north south streets which is critical to reinforce pedestrian connections between Beach Boulevard and downtown;

▪ Provide multi-floor development along Beach Boulevard to maximize value of Jones Park frontage and to accommodate sufficient density to further activate the park; and

▪ Provide active frontages along 14th Street to reinforce connections between the MSAQ and the downtown core.

Existing Parking

Proposed Aquarium

KEY:

A   New Infill Development Opportunity
B   Future Parking Structure
C   Hotel Amenities
D   Streetscape/Landscape Treatment
E   Streetscape Enhancements
F   Plaza/Amenity Spaces
G   Landscape Islands/Tree Planting
H   Crosswalk Zones
I   14th Street Connection to Aquarium
L   Additional Complementary
      Infill Opportunities

AQUARIUM DISTRICT

Scale: 1" = 100'

0   50   100   150   200

Gulfside District

While this vision plan does not provide detailed illustrative plans for the Gulfside District, it is important to note that as uses are developed there, they should be designed to face onto and activate Jones Park as much as possible.

Westside District

Island View Casino plans to consolidate the three blocks from 31st Avenue to 33rd Avenue, between 11th Street and Beach Boulevard to accommodate future expansion. As these blocks are consolidated and redeveloped, it is important not to create a mega block. Site planning should be done so as to accommodate view corridors (and visual connections to the port) and pedestrian connections through the site.

25th Street Downtown Gateway

While it is difficult to pinpoint the exact gateway to downtown along 25th Avenue, 25th Street appears to be the most natural location. At this intersection, establish gateway enhancements to include curb "bumpouts" to accommodate additional planting and help calm traffic, canopy tree planting (to maximize impact), gateway and wayfinding signage, and banners. It is important to emphasize that tall canopy trees be used as they allow for views to signs and storefronts beneath the canopy while being of significant size to help reduce the expansive scale of the corridor. Small ornamental trees such as Crapemyrtles should be avoided as they will are ineffective at this scale. Additionally, bold "piano key" crosswalk markings should be utilized to adequately denote pedestrian crossings at this scale.

The
Architecture

Preserving the Priceless: Addressing Gulfport's Architecture

Component Facade Grants for Downtown Buildings

Use component facade grants instead of overall building facade grants to simplify the decision-making process for building owners and to make limited incentive funds go farther.

Since many building owners are intimidated by overall façade renovations coupled with a grant process, the Main Street program might consider simplifying the initial phases of the façade grant program and focusing on individual façade elements --or components-- instead of expensive, overall façade improvement approaches. In other words, consider conducting an annual facade component grant program such as an awning grant program, or a slipcover removal program, or a signage grant program. Once property owners become familiar with individual façade component programs and the process of improving one's building is demystified, then consider moving on to entire-façade-based grant programs if needed or desired.

Key Benefits

Simplified Decision Making Process

While some building owners might not know what to do for their entire buildings, most will be able to determine if they need the currently-offered component such as a new awning, or sign, or paint.

Maximize Limited Incentive Funds

In instances where a community can only afford to expend $5,000 toward facade grants, that is likely only enough funds to incentivize one or two buildings. However, that same $5,000 could underwrite 10-15 new signs in downtown. This approach both allows more property owners to benefit and for the city to see their funds affect more properties.

The different kinds of components that might prove beneficial to downtown Gulfport are featured on the following pages. However, this is not a comprehensive list and the various components, or features, that might be funded by this incentive approach are limited only by the imagination of the local Main Street program.

Beaufort, SC: Main Street Beaufort initiated a component grant program featuring awnings.

Searcy, Arkansas: Main Street Searcy initiated a component facade grant program featuring building rear treatments.

Preserving the Priceless: Addressing Gulfport's Architecture

Conway, SC: This furniture company removed the metal slipcover from their building to expose a beautiful building underneath.

Conway, SC: The local government, in association with the Main Street program, realized the positive impact slipcover removal made. Therefore, they enacted a component facade grant program for slipcover removal and five other buildings in downtown removed their slipcovers. The visual improvement to their main street was remarkable!

Preserving the Priceless: Addressing Gulfport's Architecture

Milford, DE: The diagram at left illustrates how a typical building in downtown could be modified by the construction of a demising wall to achieve higher income from the space for the property owner while accommodating retail micro-space along the street to activate downtown. This component approach could be used in Gulfport in instances where the building is occupied solely by professional offices, but for which a small retail component is desired.

***DBF Building, Milford, DE** (Existing Conditions):*
This building, occupied by the engineering firm of Davis, Bowen and Friedel suffers from a lack of retail along the street frontage. While DBF is a terrific tenant and supporter of downtown, the absence of any retail presence along the street frontage kills any street activity and, frankly, makes the building --as well as stretches in the downtown such as this-- appear 'empty.'

***DBF Building, Milford, DE** (Proposed Conditions):*
By erecting a series of demising walls approximately 10-15' inside the front wall of the building, DBF can remain the anchor tenant of this building while three micro-retail spaces can be inserted along the street frontage. The advantage of this approach is threefold: 1) great professional office tenants such as DBF can remain in place; 2) micro-retail stores are placed at the front of the building, providing much-needed retail offerings and activating the street so it doesn't appear dead; 3) the property owner secures more monthly income to offset any expenses incurred that would not be covered by the demising wall aspect of the facade component grant program.

Catalyst Block Buildings
(Existing Conditions):
These buildings located directly across the street from the Trackside Innovation District are ideally suited to maintain the momentum of the expansion of the downtown core northward across the railroad tracks. Moreover, they are the right size and scale to accommodate uses that the market study indicates would be ideally suited for this location.

Catalyst Block Buildings: Option 1
(Proposed Conditions):
By painting the two halves of the building two different colors, visually the retail opportunities seem more plentiful. The rightmost bay is proposed as a fresh seafood market. The leftmost building has two bays: the left bay is proposed as a bikes sales and repair shop, and the right bay is proposed as a tap room. Transom windows and canopies allow light into the interior spaces while providing weather protection from the elements for pedestrians. Signage painted within the upper facade recesses is illuminated by a series of gooseneck light fixtures that will provide a nice rhythm to the facade at night.

Catalyst Block Buildings: Option 2
(Proposed Conditions):
This version of the design options simply includes the painting of super-graphics onto the facade that relate to each of the businesses located inside the building.

Pawn Shop #1
(Existing Conditions):
Regrettably, the original finish material of the facade has been completely covered by a stippled stucco material removing all character and detailing from the building. Removing the stippled concrete material and restoring the building to its original finish material, while being desired, would be extraordinarily expensive.

Pawn Shop #1
(Proposed Conditions):
To achieve some semblance of architectural character without undue expense, simply apply a smooth stucco parge to the stippled concrete material that would replicate a true stucco facade that might have been applied to a few buildings historically in downtown Gulfport. Install a replication cornice and paint bold signage on the upper facade. Install replication window hoods above the second floor windows. Install a full-length canopy to provide shade and weather protection from the elements for pedestrians and the interior of the store. Install panelized storefront bays in each of the windows of the first floor and, of course, restore the corner entry that was original to the store.

Pawn Shop #2
(Existing Conditions):
The highly saturated yellow paint color at the upper facade appears glaring in the sunlight. Moreover, by virtue of the upper and lower facade being painted two different colors, visually the facade appears biforcated...cut in half horizontally. Finally, the foam letters and painted signs give a 'cheap' appearance that belies the quality business located inside.

Pawn Shop #2
(Proposed Conditions):
By toning down the paint color to a pale yellow we achieve a consistent theme to the prior appearance while making the building compatible with other buildings in the district. By adding a replication cornice the building is 'crowned' in an appropriate manner. The painted and statuary letter signage introduces an elegance to the facade that is currently missing. The installation of a replication canopy causes the building to appear to be far more historic while providing protection from the elements for pedestrians and the interior of the store.

The
Tactics

Special Improvement District

Gulfport's downtown district has many of the challenges of an urban area. To take this district to the next level, we propose beginning a Special Improvement District (SID). This could, over time, become a network of SIDs throughout the city, each with their own manager who report to one overall Executive Director. Some possible areas that would lend themselves well to becoming an improvement district are: Courthouse Road, Pass Road (divided into several different districts), Lorraine Cowan Corridor, etc.

▪ A Special Improvement District (SID) is a private, not-for-profit oversight organization established under state law. A SID is a mechanism through which a district's property owners assess themselves (generally an extra 1%-2%) on their property taxes, to provide funding for extended services aimed at the security and economic enhancement solely of that area. The need for such services has arisen as traditional U.S. cities have faced competition from shopping malls, out-of-town business/shopping centers and other new business districts. Assessment districts also help address security and safety issues such as petty theft, homelessness and vandalism. The experience of more than 1,000 existing SIDs throughout the United States has demonstrated the effectiveness of this mechanism in addressing the present economic and social challenges of urban development.

▪ An assessment district may also fold in residential areas (such as the West Side adjacent to downtown Gulfport) to make it a Community Improvement District. (The name of an assessment district can be chosen based on what aspect appeals most to those who inhabit the district: Business Improvement District, Community Improvement District, Special Improvement District, etc.)

▪ Legally, funds raised by the assessment must be used in the same area that is being assessed—in this case, funds must be used only for security, improvements and services that benefit the defined district boundaries. Special Improvement District services will NOT replace city services; rather they are an addition or complement to the services.

▪ The assessment district may also be given the authority, by a city, to oversee parking, ticketing and the building of structures or facilities related to parking or events. This is generally done under a management agreement, with the SID receiving payment of a portion of money collected or a management fee built into a grant or programming.

▪ Security, safety and parking are three of the primary benefits to a SID. Making certain the Executive Director has a strong background in these areas is key.

▪ Property owners are assessed based on a formula that considers property front footage, assessed land and building values. Each property's front footage is divided by the sum of SID front footages. This percentage is then multiplied by the proposed

SID budget. The final step is to add 25 percent of the front footage calculation to 75 percent of the assessed value calculation to arrive at the SID assessment number.

▪ Because of the direct impact of the services offered as well as the assessment to the property owners', establishment of a SID must be "voted in" by the existing property owners. We strongly recommend research and education of the benefits to the property owners before embarking on any sort of vote. This process could take up to year. Make certain property owners and existing stakeholders are engaged publically from the very beginning. After all, they will be "footing the bill" and the services only affect them most directly.

▪ Structurally, we see the Gulfport SID being a quasi-governmental entity. While funding and direction would come through the City of Gulfport, it exists as its own non-profit entity.   This gives the board and executive director the ability to act as an advocate at times that the city may not be able to. It also allows them to act as an agent, for the city, in purchasing and or negotiating with potential developers, corporations or contractors. A SID should have a designated board of directors or advisory board (made up of property owners, city representatives, business owners and residents of the district) that create a strategic plan and a plan as to how the funding will be used. They would be responsible to the county and state for annual reporting. So as not to create too many layers within the downtown corridor, this would also serve as the Main Street board.

▪ Gulfport Main Street as an organization, would become a department of the overall SID- with the Main Street director answering directly to the SID Executive Director. The responsibilities may change to more of an event planning/execution and promotion role- with security, improvements, etc. being overseen by the SID board and executive director. As additional districts may be added to the City of Gulfport, the Executive Director would remain as the CEO while adding additional district directors as needed.

▪ Most improvement districts will hire a Facilities Manager to work directly under the Executive Director. This person will concentrate on anything physical. For instance, as well as parking areas, this person would be responsible for oversight of hurricane security, trash receptacles/benches, sidewalks and other physical improvements necessary for an optimum visitor experience. They would work hand-in-hand with the city works department to offer support and assistance when needed.

▪ We would also recommend that you consider a layered assessment district. The SID district could include residential improvements (as in a Community Improvement District). This would mean designating a central point (such as the depot) and assessments would be higher the closer a building/business is to the central point. Using this method, people in the heart of what is considered the downtown district would have a bit higher assessment than people in, say, the west side residential area.

▪ There are a multitude of successful examples of utilizing this method throughout

the country. We recommend a committee taking a couple of field trips to visit a successful, functioning assessment district before making firm decisions on how the district will be created. We would recommend the City of Gulfport visit and study REV Birmingham in Birmingham Alabama. This successful SID system began as a grass roots, Main Street program. Through public education and engagement, a Business Improvement District was created out of the Birmingham Main Street program. Now, they boast a connected system of multiple SIDs throughout their downtown and business districts.

▪ We also recommend the Gulfport Main Street program and the City of Gulfport consider attending the next International Downtown Association conference. Although, the conferences DO take place internationally, there is generally at least one, each year, in the United States or Canada. This organization concentrates more on Business Improvement Districts, Urban District Challenges and bigger picture development than other downtown development organizations. For a community the size of Gulfport, participation at both levels would be beneficial.

▪ Funding. Although an improvement district will provide funding for a functioning economic development agency, it may not provide all funding needed for special projects, etc. The SID and the Main Street Board will continue to seek funding partnerships with vested entities like the Knight Foundation and the Renaissance Corporation. Utilizing a layered approach to project by incorporating federal and state grants and incentives enables projects that were heretofore not feasible attractive to investors. For example the recommendation made on the multi-use development on land currently owned by CSR that the city may acquire. Pairing the city owned land, where the lease may have a sliding scale, with the states hotel tax incentives and a potential grant for a parking garage make the development feasible for a private investor. The investment in turn generates funds for the SID which can be used for smaller projects like demise wall or façade grants.

▪ Private grants are a good source of funding for project seed money or planning. GMSA should seek organizations with a business interest in the downtown area and make requests that are reflective of their corporate interest. Some for GMSA to consider include:
o National Life Group – Main Street Grants
oMade on Main Street – National Main Street Center
o Bancoorp South Foundation
o Wells Fargo – Community Mural Program
o Wells Fargo – Housing Foundation (requires partnership with housing organization)
o Benjamin Moore – Give Moore
o Cable One – Greatest Town on Earth Contest
o National Arbor Day Foundation – Tree City Growth Awards
o Walmart Foundation – Sam's Club Community Giving Grant Program
o CSX Railroad – Beyond Our Rails

Gulfport Downtown **Implementation Strategy Board**

Strategies	First Steps- 2018/19	Next Steps- 2020/21	Long Term- 2022 Beyond	Funding
New Tide Connecting With Customers	Distribute Brand To Businesses Launch Visitor Readiness Program Adopt Consumer District Brands Trackside Banners Deployed Promote Merchandise	Employ Web-based Mobile visitors site Partner with Merchandising Vendor Aquarium Banners Delpoyed Downtown Banners Delpoyed	Explore and deploy kiosk system Update information and functions of mobile site Partner with Merchandising Vendor Aquarium and Downtown	Tidelands Grant MS Gulf Coast NHA Grant MS Power Foundation
Welcome Home Connecting With New Housing	Launch 222 by 2022 including robust Developer Package Form Creative Housing Task Force Acquire MDOT Land Seek Grant Funding for the Deck Identify Potential Developer	Break Ground on First Mixed Use Development Pursue Secondary Large or Small Development Create awareness of the impact of downtown residents	Complete First Development Evaluate market for additional mixed use or housing developments	CDGB Block Grant for Deck MDOT Land Deal MDA Hotel Tax Rebate Program MS Affordbale Hosuing Development Fund CRA Investment New Market Tax Credit
Cast Your Net Connecting with Winning Tactics	Placemaking with specific connector projects Deploy Demise Wall Grants for Microretail spaces Explore Policy Changes - exp Food Trucks	Empower Microretailers to expand Create Events that connect all aspects of downtown Host events that maximize retention of day commuters Partner with CTA to feature downtown business	Implement formal retail and restaurant recruitment strategy Evaluate impact and patterns of Aquarium visitors	National Realtors Association Placemaking Grant Artplace Placemaking Fund Kresge Foundation Placemaking Grant
Reconnecting the Market Connecting with Future Retail	Development of Backlot at Trackside Revise use of parking lot behind Pop Brothers Seek donations of containers Recruit Entreprenuers	Continue to evaluate market needs and leakage Redevelopment of the Depot Capture and report sales tax impact	Monitor changing needs of the market with the onboarding of the aquarium visitor Begin Parking Deck Project	Knight Foundation Rennaissance Corporation Port of Gulfport MDA DOT/FTA
Next Step for Infrastructure Connecting with Investments	Railroad Crossing to Trackside Trackside Link Connection Pass Road Gateway on 25th Avenue	Beach Boulevard Streetscape/Trail 25th Avenue Streetscape north of Railroad (Sidewalk Areas)	Parking Deck at 28th Avenue Extension 28th Avenue Extension Streetscapes near Depot Additional Parking Decks	2¢ Food & Beverage Tax CDBG Recovery Residual
Organizing & Funding the Future Connecting with Sustainability	Education and advocacy on the BID District Property owner vote of the BID District	Draft city ordinance for the BID District Gulfport City Council approves ordinance Hire Executive Director of the BID District	BID District to Manage City properties Finalize scope of the BID District with a focus on engagement, security and safety BID District to support Economic	BID District Creates a Sustainable Funding Model for Downtown

Gulfport Downtown
BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Gulfport Downtown Brand, and will help create equity as we tell others about The Gulf's Downtown.

PREPARED BY

ARNETT MULDROW
316 West Stone Avenue
Greenville, SC 29609
brandtouch@arnettmuldrow.com

arnettmuldrow.com

The Brand Manual is essentially a set of rules that explain how your brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

1.1
Brand Statement

The core values define the company's strengths and how it needs to behave to achieve its vision.

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

Fresh

New Look

Regional Capital

Tool for the Businesses

Identity for the Visitor and Customer

1.2
Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, "a boutique PR agency that specializes in launching hot emerging tech companies" or "an accounting firm that deals exclusively with small-business audits."

Once you've got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Gulfport Downtown :
The Gulf's Downtown

2.1
Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

2.2
Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

trackside
INNOVATION DISTRICT

westside
DOWNTOWN

eastside
DISTRICT

gulfside
DISTRICT

The Gulf's Down Town

gulfport
DOWNTOWN

gulfport
DOWNTOWN

gulfport
DOWNTOWN

gulfport
DOWNTOWN

2.3
Logo Sizing

A logo lockup refers to the formalized position/ relationship of the brand's logo (symbol) and its wordmark (logotype).

A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

3/4"

2.4
Logo Spacing

The area that surrounds the logo known as "clear space" is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as "clear space," provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.
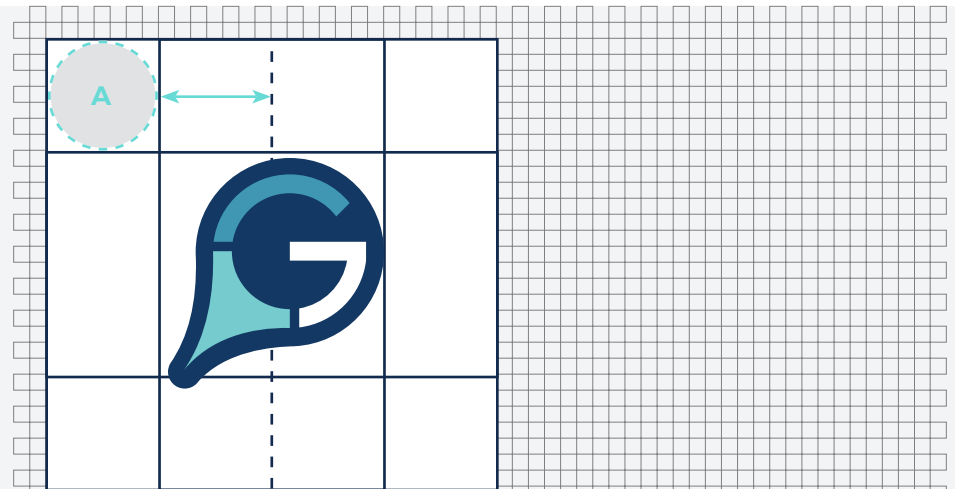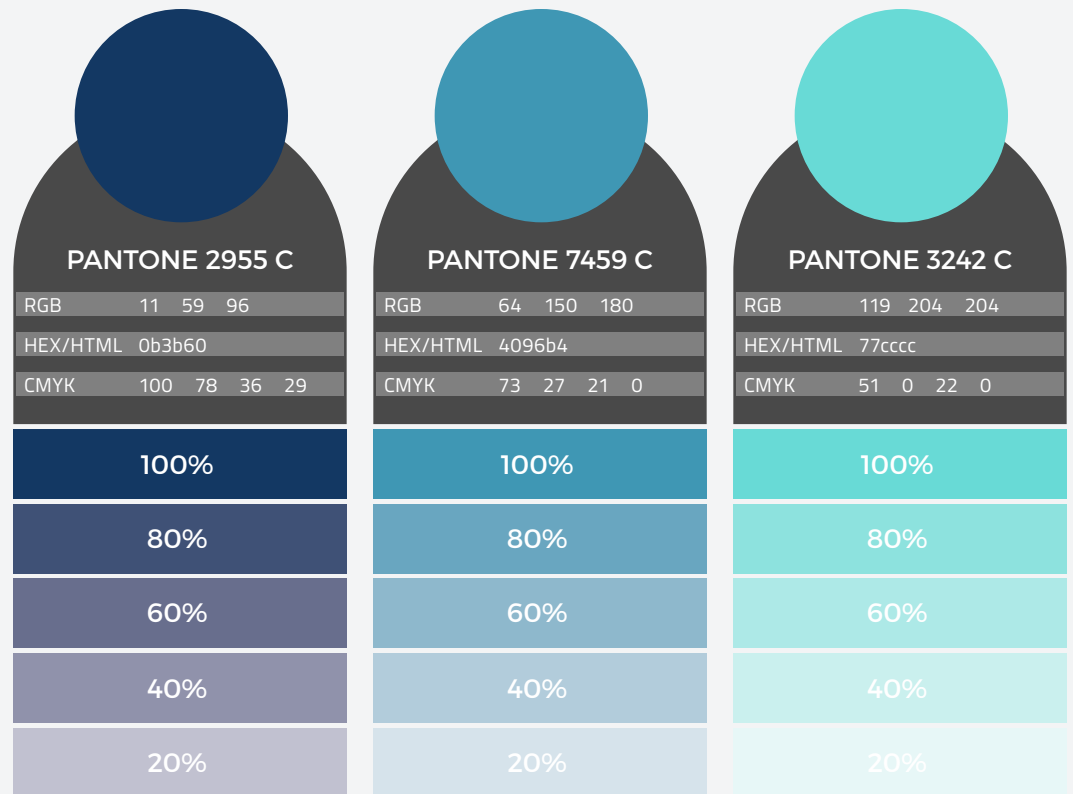
3.1
Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand–consumer relationship and increased profit.

Color Swatches

PANTONE 2955 C			
RGB	11	59	96
HEX/HTML	0b3b60		
CMYK	100 78	36	29

| 100% |
| 80% |
| 60% |
| 40% |
| 20% |

PANTONE 7459 C			
RGB	64	150	180
HEX/HTML	4096b4		
CMYK	73 27	21	0

| 100% |
| 80% |
| 60% |
| 40% |
| 20% |

PANTONE 3242 C			
RGB	119	204	204
HEX/HTML	77cccc		
CMYK	51 0	22	0

| 100% |
| 80% |
| 60% |
| 40% |
| 20% |

Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.

4.1
Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters. Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think of type as something that should be merely readable. It should be beautiful.

4.2
Primary Typeface

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

Monserrat Hairline

Hello I'm:

Monserrat
Hairline

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

4.3
Secondary Typeface

Montserrat Regular

Hello I'm:
Montserrat

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

4.4
Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

Gulfport

H1

Gulfport Downtown

H2

Gulfport Downtown

H3

Gulfport Downtown

H4

Gulfport Downtown

BODY COPY

Gulfport Downtown

CAPTION

Gulfport Downtown

CC

5.1
Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district.

PRIMARY GATEWAYS
These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS
The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

TRAILBLAZERS
Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers including cattail sculptures, thus blurring the line between signage and public art.

STREET BANNERS
Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

PARKING SIGNAGE
Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

INFORMATIONAL KIOSKS
The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include a map and the shopping & dining guide, along with the walking tour brochures.

5.2
Collateral

Now is the time to put your logo on everything.
AND WE MEAN EVERYTHING.

SHOPPING BAGS
Perfect for local businesses
to use to show that Gulfport
Downtown is a shopping

BUSINESS CARDS
Above all else, a business
card is a tangible object that
you can use to provide your
contact information to potential
customers. Because of this, it's
essential not to sacrifice clarity
for design elements. Most
business cards contain your
business name, your name and
title, your telephone number,
an email address, and a street
address.

FASHION MERCHANDISE
Customers and citizens deserve
the opportunity to show their
pride in their hometown with
fashionable merch available from
local organizations and locally
owned business.

5.3
Print Advertising

The activity of attracting public attention to a community or event, as by paid announcements in the print, broadcast, or electronic media

HEADLINES

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

BODY

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

ARTWORK

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

CONTACT

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

6.1
Logo Contact Sheet

File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that their is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.

File Type: Encapsulated PostScript

Category: Vector Image Files

File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open eps files:

Mac OS   Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress

Windows   CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress

File Type: Portable Document Format

Category: Page Layout Files

File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on mulitple computers; usually created from another document instead of from scratch.

Program(s) that open pdf files:

Mac OS   Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview

Windows   Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader

File Type: Adobe Illustrator File

Category: Vector Image Files

File Description: Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS   Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview

Windows   Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)

File Type: JPEG Image File

Category: Raster Image Files

File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.

File Type: PNG Image File

Category: Raster Image Files

File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.

Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Gulfport Downtown , Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.

Arnett Muldrow & Associates
864.233.0950
ArnettMuldrow.com
316 West Stone Avenue
Greenville, SC 29609

Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.

AquariumDistrict-4C.jpg

AquariumDistrict-B&...

AquariumDistrict-Blue...

AquariumDistrict-DkBl...

AquariumDistrict-LtBl...

AquariumDistrict-Whit...

BackLot-2C.jpg

BackLot-DkBlue.jpg

CID-4C.jpg

Downtown-4C.jpg

Downtown-B&W.jpg

Downtown-Blue.jpg

Downtown-DkBlue.jpg

Downtown-Horz-4C.jpg

Downtown-Horz-B&W...

Downtown-Horz-Blue....

Downtown-Horz-DkBl...

Downtown-Horz-LtBlu...

Downtown-Icon-4C.jpg

Downtown-Icon-B&W....

Downtown-Icon-Blue.j...

Downtown-Icon-DkBlu...

Downtown-Icon-LtBlu...

Downtown-Icon-Rev-4...

Downtown-Icon-Rev-...

Downtown-Icon-Rev-...

Downtown-Icon-Rev-L...

Downtown-Icon-Rev-...

Downtown-Icon-White...

Downtown-LtBlue.jpg

Downtown-Rev-4C.jpg

Downtown-Tagline.jpg

Downtown-White.jpg

Eastside-4C.jpg

Eastside-B&W.jpg

Eastside-Blue.jpg

Eastside-DkBlue.jpg

Eastside-LtBlue.jpg

Eastside-White.jpg

GulfportCID-4C.jpg

GulfportCID-BLue.jpg

GulfportCID-DkBlue.jpg

Gulfside-4C.jpg

Gulfside-B&W.jpg

Gulfside-BLUE.jpg

Gulfside-DKBLUE.jpg

Gulfside-LtBLUE.jpg

Gulfside-White.jpg

HousingLogo-4C.jpg

Lines.jpg

MarinaSide-4C.jpg

MarinaSide-B&W.jpg

MarinaSide-Blue.jpg

MarinaSide-DkBlue.jpg

MarinaSide-LtBlue.jpg

MarinaSide-white.jpg

Trackside-4C.jpg

Trackside-ID-4C.jpg

Trackside-ID-B&W.jpg

Trackside-ID-Blue.jpg

Trackside-ID-DkBlue.j...

Trackside-ID-LtBlue.jpg

Trackside-ID-White.jpg

Westside-4C.jpg

Westside-B&W.jpg

Westside-Blue.jpg

Westside-DkBlue.jpg

Westside-LtBlue.jpg

Westside-White.jpg