

Prepared by:
Central Mississippi Planning
& Development District



CITY OF **PEARL**

COMPREHENSIVE PLAN 2019



City of Pearl

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SUMMARY

This Comprehensive Plan is intended to be a living document that helps decision makers of the City of Pearl make informed land use and zoning decisions that are based on the desired outcomes for the long term development of Pearl.

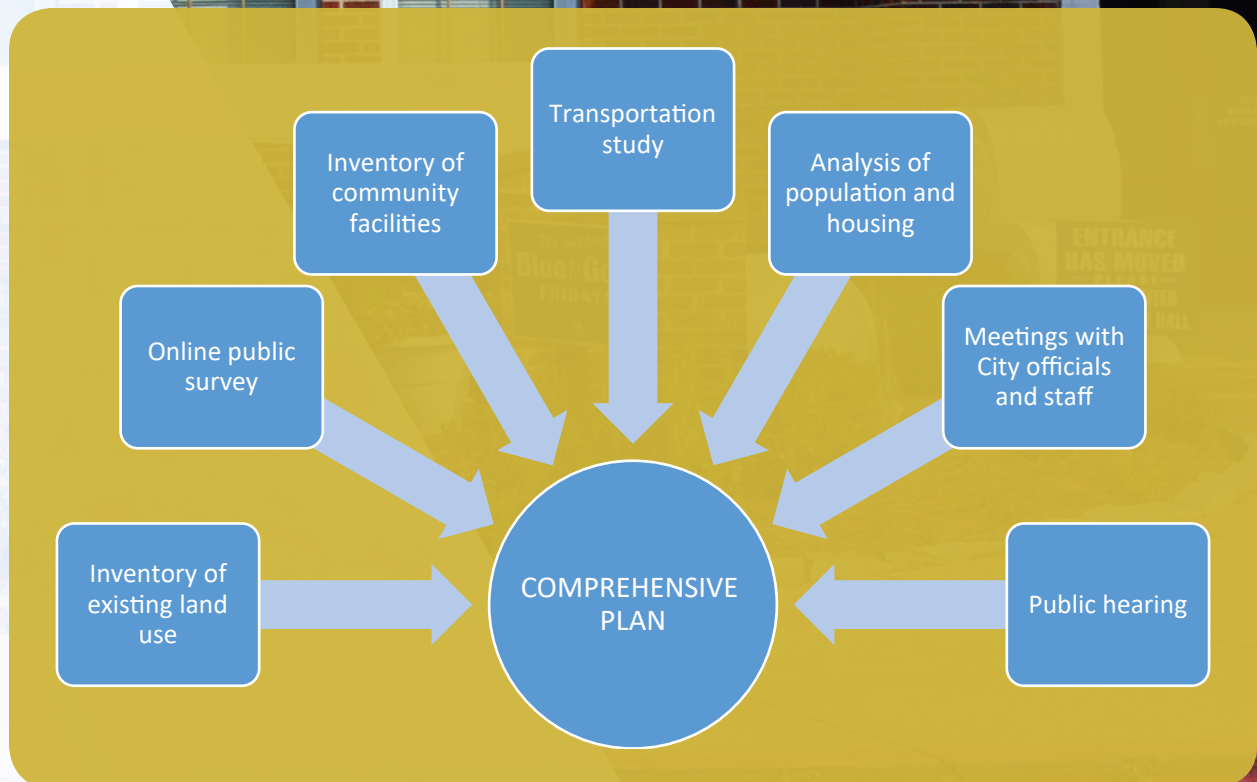


WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan is a guide for public policy decisions in the areas of land use and development, transportation improvements, and infrastructure improvements. Typically Comprehensive Plans are long-term and cover a 20-25 year planning period but should be updated every 5 years in high growth communities.

WHY IS THE PLAN NEEDED?

- Population Growth
- New Development
- New Roads
- Current Plan is Dated



INTRODUCTION

PURPOSE OF THE PLAN

The purpose of this Comprehensive Plan is to serve as a general and long-range policy guide to decision-making for the City of Pearl. The Plan is “comprehensive” in that it includes all of the City’s geographical areas and service functions that sustain or support the City’s physical development. The Plan is “long-range” in that it looks beyond the City’s immediate conditions and issues to the City’s future (20 to 25 years) needs and potential. The Plan is “general” in that recommendations, proposals, and policies are summarized rather than detailed. The Plan often indicates approximate locations rather than exact locations. Many recommendations and proposals are conceptual ideas, intended to spur further discussion and thought. Some of the illustrations and photos are of this nature. A “master plan” is a more detailed development plan for a specific area, based at least in part on the Comprehensive Plan.

City officials recognize the importance of planning in making effective decisions concerning the City’s future. This plan is a result of extensive study into existing development patterns as well as population and the economy. This plan should, however, be reviewed and updated periodically (every 5 to 10 years) in order for it to remain current and be effective.

Comprehensive Plans are often times seen as a means to an end. If a county or municipality wants to have zoning regulations, then they must have a comprehensive plan that meets the requirements outlined in the State Code. According to Mississippi Code Section 17-1-1, a comprehensive plan must include a minimum of four components. These components are long-range goals and objectives, a land use plan, a transportation plan, and a community facilities plan.

From a planning perspective, the comprehensive plan is much more than that. With today’s technology, a comprehensive plan can also be a valuable economic

development tool. The use of online surveys, GIS map viewers and Story Maps can help local governments better collect public input into the planning process and ultimately produces a plan that engages the public and serves as a useful marketing and economic development tool. When released in Story Map form, a comprehensive plan is accessible from any computer, tablet, or web-enabled mobile device. To view this plan in Story Map format visit www.cityofpearl.com.

A comprehensive plan is not a legal tool; however, because it forms the basis for the zoning ordinance, the subdivision regulations, and other implementation documents, it does carry some legal weight. The plan should serve as a guide for consideration of amendments to the Zoning Ordinance and the Official Zoning Map.

ELEMENTS OF THE PLAN

Section 17-1-1 of the Mississippi Code defines a Comprehensive Plan as follows: "...a statement of policy for the physical development of the entire municipality or county adopted by resolution of the governing body..." The Code goes on to state that a comprehensive plan must include a minimum of four components in order to comply with the statute. These components are long-range goals and objectives, a land use plan, a transportation plan, and a community facilities plan. This plan goes beyond the required elements by including a separate chapter for the following topics: public input, population projections, and economic development. The goals and objectives are found throughout this plan as they pertain to the other elements as contained herein.

The goals and objectives of a comprehensive plan are made with respect to the future. Long-range community development plans help a community identify what it desires to achieve in the future. Section 17-1-1 of the Mississippi



Code requires that the goals and objectives section of the plan address residential, commercial, and industrial development as well as parks, open space, and recreation. Additionally, street and road improvements, public schools, and community facilities must be considered.

Chapter One contains the Public Input section. An important part of the planning process is to solicit citizen input. In an effort to gain input from the public, a short online survey was conducted.

The next chapter addresses Existing Demographics Characteristics and Population Projections provides information that is used to develop population, employment, and other projections used in other chapters.

The Third Chapter addresses Economic Development in Pearl. Labor force and existing business inventory were analyzed to gain an accurate picture of the economic conditions present in the City.

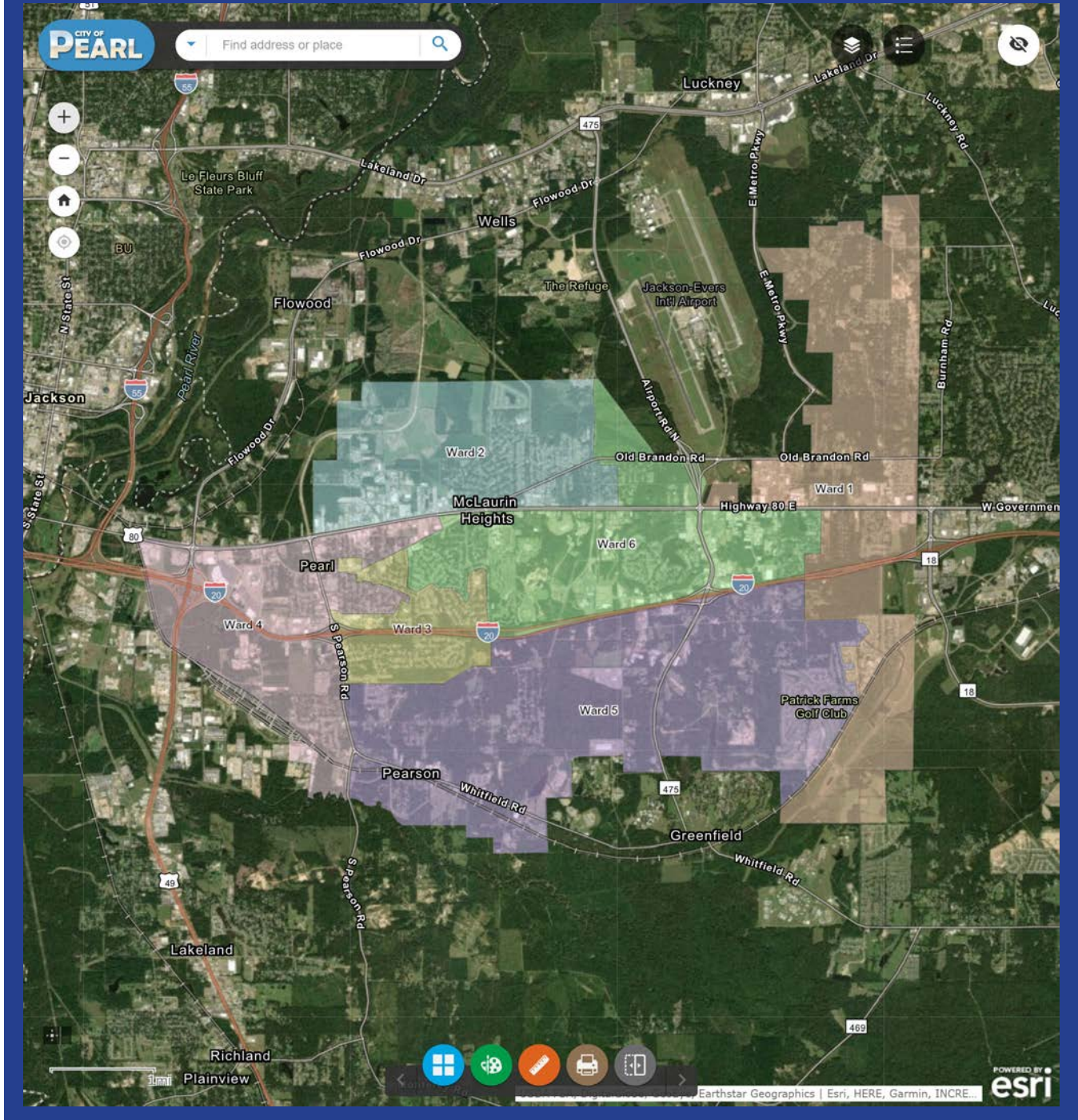
The Fourth Chapter of this Comprehensive Plan is the Community Facilities Plan. Used as a basis for making capital improvement decisions, the community facilities plan includes all city-owned facilities.

Chapter Five addresses the Transportation Plan. This Plan classifies all existing and proposed streets, roads and highways and shows them on a Major Thoroughfares Map. The Transportation Plan covers all proposed roadway improvements as well as bicycle and pedestrian facilities.

Chapter Six of this Comprehensive Plan is the Land Use Plan. This Plan designates the anticipated distribution and extent of land uses for residential, commercial, industrial, and other categories of land usage. This chapter of the Plan contains projections of land use for the community.

Online Interactive Map

As part of the development of the Comprehensive Plan for Pearl, the CMPDD created an interactive web-based GIS (Geographic Information Systems) mapping application and viewer. With this internet based GIS viewing tool, users are able to pick and choose which background map and data layer(s) they wish view from a menu of available information. This new service will allow accessibility to numerous informational data layers including aerial imagery, topography, existing land use, the land use plan, the transportation plan, water lines, recreational features/facilities, land ownership, flood zones, and zoning classification. A link to the viewer can be found on the City's website at www.cityofpearl.com.



GENERAL GOALS AND OBJECTIVES

The Pearl Comprehensive Plan begins with a set of general goals. These are followed by more specific goals in the following chapters: Economic Development, Community Facilities, Transportation Plan, and Land Use Plan.

Among other things, this Comprehensive Plan is designed to:

- improve transportation;
- improve public safety;
- encourage economic development;
- prevent the overcrowding of land;
- continue to promote the high quality of living within Pearl and the surrounding areas.

GOAL: To provide for an orderly arrangement of land uses in Pearl.

OBJECTIVE: To encourage proper land use patterns and to enforce zoning laws to insure compatibility of land uses. To provide a mechanism through which development and redevelopment will be in accordance with the City's Land Use Plan.

OBJECTIVE: To recognize the desirability for separation of land uses into compatible types.

OBJECTIVE: To grade land uses by type, character, intensity and orientation with particular emphasis on the relationship between adjacent residential and commercial uses.

OBJECTIVE: To separate incompatible land uses and require buffering to reduce possible conflicts where different land use classifications adjoin.

GOAL: To guide and direct the development of the foreseeable future into desirable forms and patterns rather than inefficient sprawl.

OBJECTIVE: To prevent the inefficient use of land. By using the Comprehensive Plan as a guide to development, the desired land use pattern will be produced.

OBJECTIVE: To promote orderly expansion of urban growth to provide efficient use of resources.

OBJECTIVE: To coordinate land uses so as to create and maintain a functional and appealing image for the City.

OBJECTIVE: To protect and preserve property values.

GOAL: To use the Comprehensive Plan as a guide to future development.

OBJECTIVE: To make citizens, property owners and developers aware of the plan and its policies and recommendations.

HOW TO USE THIS PLAN

Overview

As noted in the Introduction, a comprehensive plan serves as a policy guide for the physical and economic development of the community. It is to be used in making decisions regarding rezoning, variances, conditional uses, and site plan review. It may also be used to aid in locating business, industries, and public facilities.

Community planning does not attempt to replace market forces of supply, demand, and price but to shape and channel market forces by establishing certain rules for development and conservation. A community plan should foster growth policies that enhance the community. For example, haphazard growth is unsightly and wasteful of space and public facilities, which results in higher public costs and property tax increases. Planning seeks to reduce these unnecessary costs.

According to state law, zoning and other land use regulations must be based upon a comprehensive plan. This means that zoning and subdivision regulations, at a minimum, must conform to the local comprehensive plan. The implication is that comprehensive plans must precede land use regulations in preparation and adoption. Regulations that are consistent with, or conform to, a comprehensive plan must be consistent with each element of the plan. Even though there is generally not an exact match between the land use plan map and the zoning map, the two should mirror each other as closely as possible.

The reason for such consistency or compatibility is that the courts are likely to uphold land use decisions when these decisions are based on plans.

The goals and objectives element of the plan gives the governing authority written, consistent policies about how the community should develop. The plan enables the legislative body to make decisions on development matters, using a unified set of general, long range policies. The plan is supposed to serve as a practical working guide to the governing body in making decisions.

The governing body uses the comprehensive plan to take action on two types of physical development matters:

1. measures which are specifically designed to implement the comprehensive plan (zoning ordinance, subdivision regulations, capital improvements program and budget, the official zoning map, and development plans), and
2. measures that routinely require legislative approval (rezoning cases, special use permits/special exception/conditional use permits, variance applications, subdivision plats, street closing, site acquisitions, and public works projects).

For both types, the Plan should at least be consulted to see if the Plan speaks specifically to the matter or provides any guidance as to how the matter should be handled. It should be remembered that the Plan may not indicate what action to take, nor will it answer all the questions that come before the governing body. It is not supposed to; its purpose is to serve as a generalized guide to making development decisions.



Use of the Plan

The proponent or applicant for a zoning change must show that the proposed change is in conformance with the Comprehensive Plan. The applicant must also show that there is a public need for the kind of change in question, and that the need will be best served by changing the zoning classification of the property in question.

Usually, a rezoning's conformance or nonconformance can be quickly established by looking at the land use plan map. The colored designations of land use categories on the map should follow specific boundaries to be useful as a decision-making guide. Arbitrarily drawn land use boundaries can make it difficult to determine into which map section a particular piece of property falls. If the property falls on or near the boundary between a conforming and a nonconforming land use category on the Land Use Plan, the applicant should make a case that his particular proposal is consistent with the Plan to the nearest natural topographical boundary, or to the nearest street or property line. The applicant should also establish conformance with both the map and text, if possible, and it is important that both the plan and the facts showing conformance be placed into the record of the hearing.



Nonconformance to the Plan and Plan Amendments

If the proposed change does not conform to the Plan, the Plan must be amended before the requested change in zoning classification can be approved. For all practical purposes, if an applicant submits a plan amendment application to change the designation of a parcel of land, he should also submit a rezoning application. The application should explain exactly why a plan amendment and zoning map amendment are needed. The reason is that the Planning Commission should be informed as to the intent of the plan amendment so that they can make an informed decision. Most proposed plan amendments are in pursuit of rezoning.

All development proposals, as well as proposed re-zonings, should not only be reviewed in light of the standards set forth in the zoning ordinance, but also according to each individual element of the Plan. The goals and objectives should be checked against the proposal to determine if there is any conflict. The Land Use Plan must be checked to determine if the proposed rezoning is in conformance with the designated land use category. For example, if a proposed rezoning to a multi-family district is indicated, then the Land Use Plan must show a high density classification for that site. The proposed rezoning must not be in conflict with the Transportation Plan's recommendations, nor with those of the Community Facilities Plan, both of which relate to capital improvements.



Implementation Devices

Once the Plan has been prepared and adopted, it should be implemented. There are three primary means or devices commonly used to implement comprehensive plans; zoning ordinances, subdivision regulations, and capital improvements programs. Other devices include official maps and specific area development plans such as a downtown plan or neighborhood plans. Comprehensive plans should be reviewed each year to determine if revisions are needed. Plans should be completely revised or rewritten every five to ten years to take advantage of changes that have occurred and to use current information.

Comprehensive plans can and should be used for concurrency plans. This is a concept that adequate infrastructure should be in place before development is allowed to occur or as a condition of rezoning. Otherwise, what often happens is that when infrastructure is inadequate to support development, the existing facilities are overwhelmed and the cost of bringing the infrastructure up to standard can be difficult and quite expensive. It is better to have adequate infrastructure in place before development takes place. This becomes a matter of timing.



CHAPTER ONE

PUBLIC INPUT

GOALS AND OBJECTIVES

GOAL: To seek out and incorporate input from all citizens and stakeholders into the Comprehensive Plan in order to develop a plan that serves the needs of the community.

OBJECTIVE: To make citizens, property owners and developers aware of the plan and provide them an opportunity to participate in the development of its policies and recommendations.

OBJECTIVE: To assess and gauge the amount of support among citizens and property owners for new land use policies and transportation improvements.

An important part of the planning process is seeking public input. For a plan to be truly community driven, feedback and input from citizens and other stakeholders must be considered. During the early stages of development of this plan, an online survey was conducted. The survey contained eight questions related to why people choose to live in Pearl, options for shopping and recreation, bicycle and pedestrian facilities, and other areas of concern. The public was asked to participate by advertising the survey on the City's website and Facebook page, and also through an email blast.

The survey results indicate that *Schools and Safety/ Crime Rates* are the top reasons people choose to live in Pearl. Over 87% of those surveyed believe that this plan should encourage new residential developments. Also, the majority of respondents support additional bike/pedestrian facilities as well as architectural guidelines for commercial areas in Pearl.

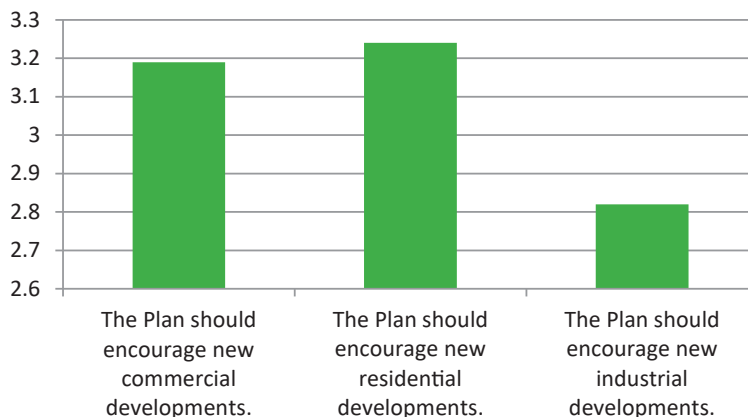
Also, in an effort to make the plan more accessible to the public, this plan was developed in an electronic format that integrates an interactive GIS map viewer and can easily be viewed from the City's website.

Why did you choose to live in Pearl? Please select any that apply.

Answer Choices	Responses
Housing Prices/Property Values	35.0%
Proximity to Family	36.9%
Proximity to Recreational Activities	6.7%
Proximity to Work	33.6%
Quality of Life	25.8%
Safety/Crime Rates	45.2%
Schools	48.6%
Small Town Atmosphere	25.5%
Other	9.8%



Please indicate your agreement with the following statements regarding Pearl's Comprehensive Plan.



Please indicate your agreement with the following statements regarding Pearl's retail offerings.

	Strongly Disagree	Disagree	Agree	Strongly Agree
Generally, for day to day activities, the current stores in Pearl meet my shopping needs.	5.9%	26.8%	54.8%	12.5%
Generally, for my annual shopping activities, the current stores in Pearl meet my shopping needs.	6.9%	34.6%	48.0%	10.5%
I believe there should be more fast food restaurants located in Pearl.	13.0%	54.7%	25.6%	6.7%
I believe there should be more full service/dine in restaurants located in Pearl.	3.2%	11.0%	48.9%	37.0%

Select the types of businesses you would like to see added in Pearl. Select any that apply.

Answer Choices	Responses
Appliance/Furniture Store	6.4%
Bakery	43.8%
Bank	2.2%
Bookstore	38.9%
Boutique Clothing	17.6%
Children's Clothing	16.4%
Doctor/Dentist Office	20.6%
Farm Supply/Hardware Store	14.5%
Fitness Center	6.2%
Gift Shop	15.3%
Grocery Store/Discount	23.4%
Grocery Store/Full Service	61.7%
Hair Salon/Day Spa	9.5%
Jewelry Store	7.3%
Office Supply	7.3%
Pet Store	35.0%
Pharmacy	10.1%
Shoe Store	23.5%
Sporting Goods Store	29.6%
Other	10.6%

Please indicate your agreement with the following statements regarding a designated Walking/Biking Route in Pearl.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would support a designated walking/biking route along streets in Pearl that connects parks, schools, and downtown with residential areas.	3.0%	6.7%	40.0%	50.3%
I believe directional signage with mileage markers along the designated route would be useful.	4.6%	13.7%	50.8%	31.0%

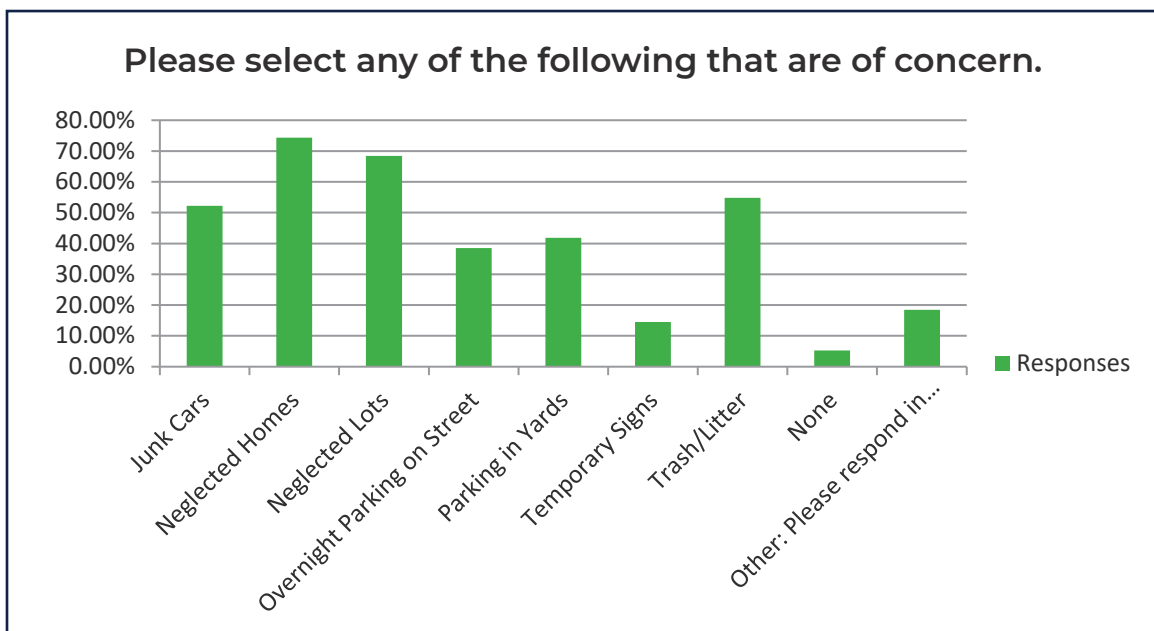


Please indicate your agreement with the following statements.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I currently walk to commercial areas, i.e. grocery store, pharmacy, restaurants, in Pearl.	54.3%	40.4%	3.8%	1.5%
I would walk to commercial areas if additional trails and sidewalks were installed.	13.9%	27.8%	40.3%	18.1%
I would utilize biking as a mode of transportation if additional bike lanes or trails were installed.	16.2%	32.6%	33.9%	17.3%

Please indicate your agreement with the following statements.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would support architectural guidelines for commercial areas in Pearl.	2.7%	9.2%	52.9%	35.3%



In an effort to make the plan more accessible to the public, this plan was developed in an electronic format called Story Map that integrates an interactive GIS map viewer and can easily be viewed from the City’s website.

and fellowship. Baldwin-Lee Funeral Home is located at 3780 Highway 80 East, Pearl, Miss. For more information call 601-939-6110.

Mississippi State Fire Academy. The \$12 million, 35,000 square foot building will address three current and future needs at the Academy. It will serve as a fire station, which will give firefighter recruits

the event of a major disaster. Pictured left to right are: Rep. Tom Weathersby, Sen. Dean Kirby, Rep. Bill Kinkade, Mississippi Association of Supervisors president Brandon Grissom, State Rat-

low, Rep. Michael T. Evans, Mississippi Firefighters Association president John Pope, Rep. Tom Miles and Mississippi Fire Chiefs Association president Terry Wages.

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City of Pearl seeking input for comprehensive plan

By: Tom Hill
 Journalist
 Rankin County News/Weekly Leader

PEARL – The city of

Pearl is working with the Central Mississippi Planning and Development District (CMPDD) on an update of the city's com-

prehensive plan. In order to assist CMPDD planners and city leaders in developing this plan, the CMPDD is asking citizens to complete

a brief online survey. The input and comments will be a valuable part of this process.

To take the brief survey, simply scan this code with your smartphone or visit <https://www.surveymonkey.com/r/pearlplan>.

CMPDD Principal Planner David Wade explained that a comprehensive plan serves to establish a common vision for a community's future through defined goals and aspirations. The planning process results in public policies with regards to land use, transportation, community facilities and utilities, and community development that work to achieve the stated vision.

Wade added that a plan is "long-range" in that it looks beyond the community's immediate conditions to the community's future needs and potential 20 to 25 years from now. The comprehensive plan is a result of extensive study into existing development patterns as well as population and the economy and should be reviewed and updated every 5 to 10 years in order for it to remain current and be effective.

Pearl Mayor Jake Windham stressed how important it is for Pearl's citizens and business owners to participate in the survey.

"The survey results will tell us how our citizens picture our city in the future and how we want to present ourselves," Windham stated. "The feedback will make sure their voices are being heard in city government. What we learn from them will help ensure that Pearl always will be competitive with surrounding communities."



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CHAPTER TWO

POPULATION ESTIMATES AND PROJECTIONS

The future population of Pearl must be projected and examined through the planning horizon year (2040) to estimate the amount of land in the three broad land use categories (residential, commercial and industrial) that will be needed to accommodate the 2040 population. To do this, CMPDD planners used three different methodologies to project future population and evaluated the results of each: an average numerical change method, a linear regression method and a proportional share/ linear regression combined method. Table 2-1 shows the results of the three methods in ten-year increments to 2040.

The projections do not assume that growth will be confined to within the city limits. Naturally, as the city grows, the geographic area considered to be part of the city will grow. However, because of proximity to neighboring jurisdictions, Pearl is limited in areas for potential growth.

The average numerical change method computes the average numerical population change for each decade in the past. The average is then projected to each succeeding future decade. Using this method, Pearl's population projection for 2040 is the highest among the three methods.

The linear regression method is a mathematical method that gives a straight line that best fits the historical trend curve. The results of this method results in a 2040 projection that is lower than the other methods.

The proportional share/ linear regression method is a mathematical method that gives a straight line that best fits the historical trend curve of both the city and county. This method results in a 2040 projection somewhat in the middle of the other two methods. For the purposes of this plan, we will use this method.

**TABLE 2-1
PEARL POPULATION PROJECTIONS**


Year	Average Numerical Change	Linear Regression	Proportional Share/Linear Regression	Rankin County Population
2020	27,751	26,783	26,836	164,567
2030	30,693	28,973	29,048	188,991
2040	33,946	31,164	31,260	213,415

Source: U.S. Census Bureau and CMPDD

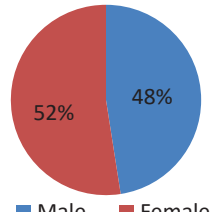
**TABLE 2-2
COMPARATIVE POPULATION GROWTH**

City	2000 Population	2010 Population	Percent Change
Pearl	23,171	25,092	0.80%
Brandon	17,165	21,705	2.37%
Clinton	24,932	25,216	0.11%
Madison	18,557	24,149	2.67%
Vicksburg	26,194	23,856	-0.93%
Ridgeland	20,464	24,047	1.63%

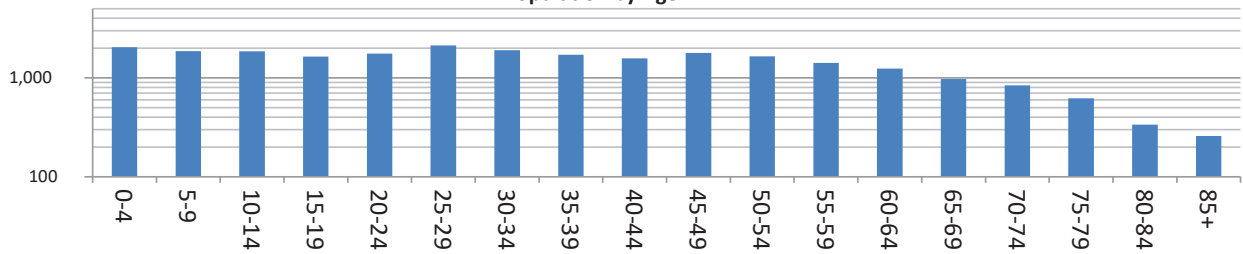
Source: U.S. Census Bureau



Population Summary Pearl, Mississippi

Population by Race	Number	Percent	Total Population
Reporting One Race	25,160	98.32%	2000 23,487
White	17,937	70.10%	2010 25,589
Black	5,810	22.71%	Annual Rate (%) 0.86
American Indian	61	0.24%	Population by Sex 
Asian	242	0.95%	
Pacific Islander	60	0.23%	
Other Race	1,050	4.10%	
Reporting Two or More Races	429	1.68%	
Total Hispanic Population	1,612	6.30%	
Population by Sex			
Male	12,164	47.5%	
Female	13,425	52.5%	

Population by Age



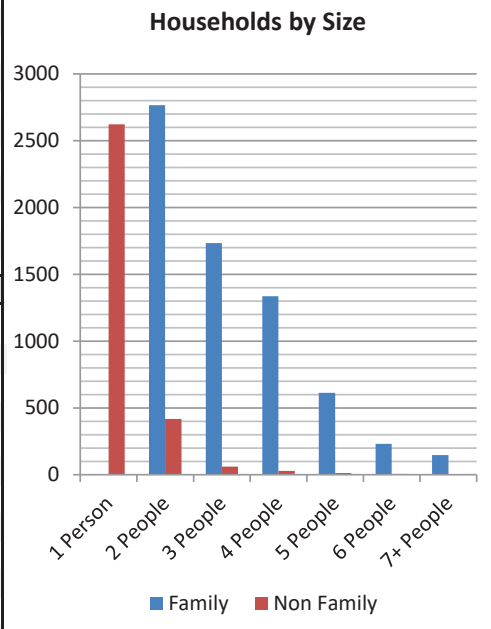
Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Household Summary Pearl, Mississippi

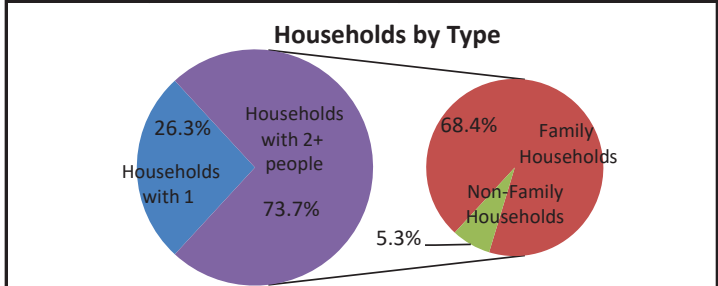
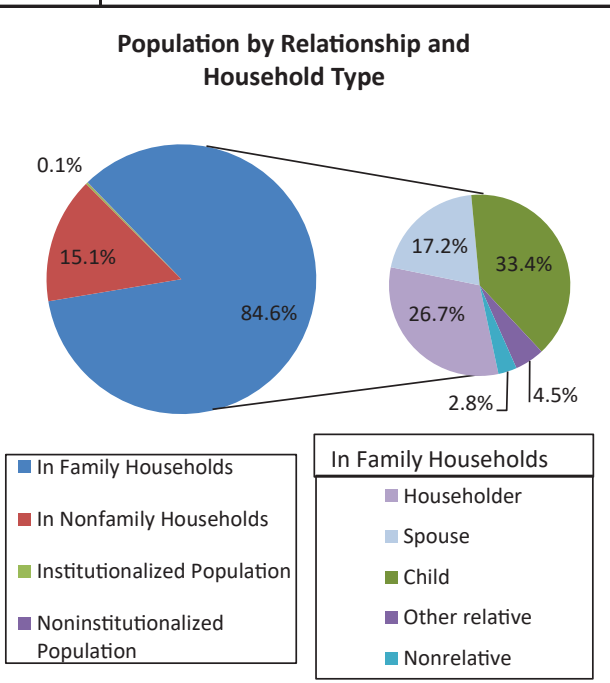
Households by Type	Number	Percent
Households with 1 Person	2,622	26.3%
Households with 2+ People	7,354	73.7%
Family Households	6,826	68.4%
Husband-wife Families	4,399	44.1%
With Own Children	1,863	18.7%
Other Family (No Spouse Present)	2,427	24.3%
With Own Children	1,354	13.6%
Nonfamily Households	528	5.3%
All Households with Children	3,707	37.2%
Multigenerational Households	503	5.0%
Unmarried Partner Households	584	5.9%
Male-female	526	5.3%
Same-sex	58	0.6%

Total Households	
2000	9,226
2010	9,976
Annual Rate (%)	0.78%
Average Size	2.56



Population by Relationship and Household Type		
Total	25,589	100.0%
In Households	25,519	99.7%
In Family Households	21,648	84.6%
Householder	6,826	26.7%
Spouse	4,399	17.2%
Child	8,554	33.4%
Other relative	1,149	4.5%
Nonrelative	720	2.8%
In Nonfamily Households	3,871	15.1%
In Group Quarters	70	0.3%
Institutionalized Population	57	0.2%
Noninstitutionalized	13	0.1%

	Family		Non Family	
	Number	Percent	Number	Percent
Total	6,826	100.0%	3,150	100.0%
1 Person	---		2,622	83.2%
2 People	2,766	40.5%	418	13.3%
3 People	1,733	25.4%	60	1.9%
4 People	1,336	19.6%	29	0.9%
5 People	613	9.0%	12	0.4%
6 People	232	3.4%	7	0.2%
7+ People	146	2.1%	2	0.1%
Average Size	3.07		1.23	



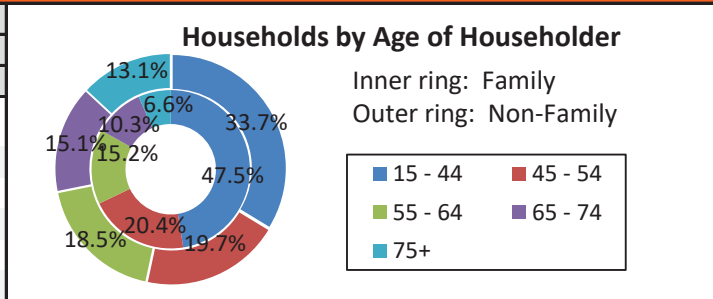
Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Householder Summary Pearl, Mississippi

Households by Age of Householder

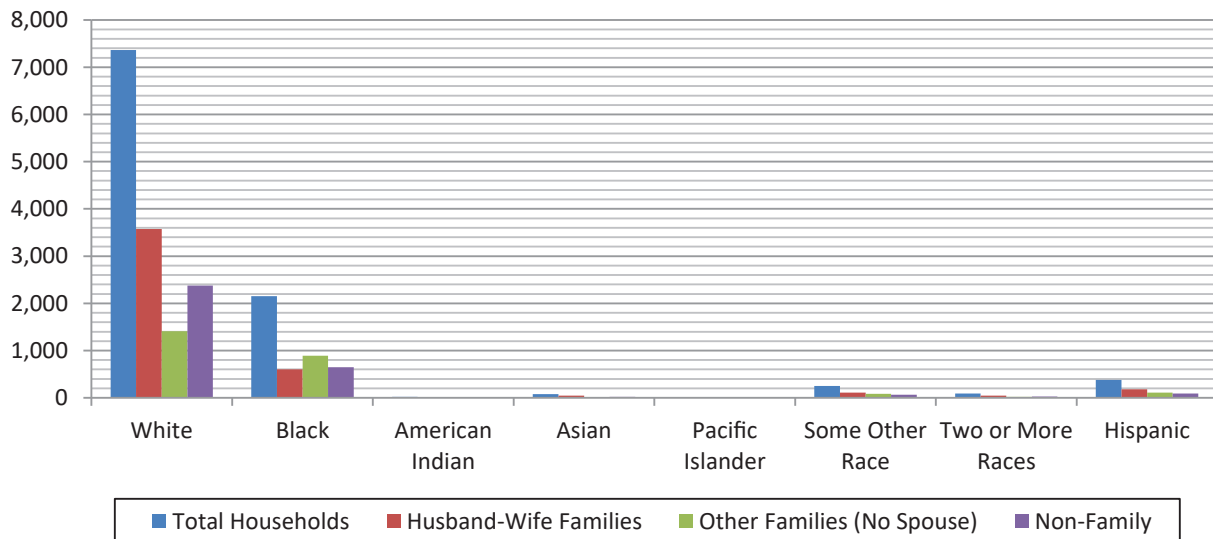
	Family		Non-Family	
	Number	Percent	Number	Percent
Total	6,826	100.0%	3,150	100.0%
15 - 44	3,240	47.5%	1,061	33.7%
45 - 54	1,394	20.4%	620	19.7%
55 - 64	1,040	15.2%	582	18.5%
65 - 74	700	10.3%	475	15.1%
75+	452	6.6%	412	13.1%



Summary by Race of Householder

Householder is:	Total Households		Husband-Wife Families		Other Families (No Spouse)		Non-Family	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	9,976	100.0%	4,399	100.0%	2,427	100.0%	3,150	100.0%
White	7,364	73.8%	3,576	81.3%	1,412	58.2%	2,376	75.4%
Black	2,150	21.6%	606	13.8%	893	36.8%	651	20.7%
American Indian	19	0.2%	11	0.3%	1	0.0%	7	0.2%
Asian	79	0.8%	46	1.0%	14	0.6%	19	0.6%
Pacific Islander	16	0.2%	9	0.2%	3	0.1%	4	0.1%
Some Other Race	254	2.5%	107	2.4%	84	3.5%	63	2.0%
Two or More Races	94	0.9%	44	1.0%	20	0.8%	30	1.0%
Hispanic	380	3.8%	179	4.1%	112	4.6%	89	2.8%

Race of Householder



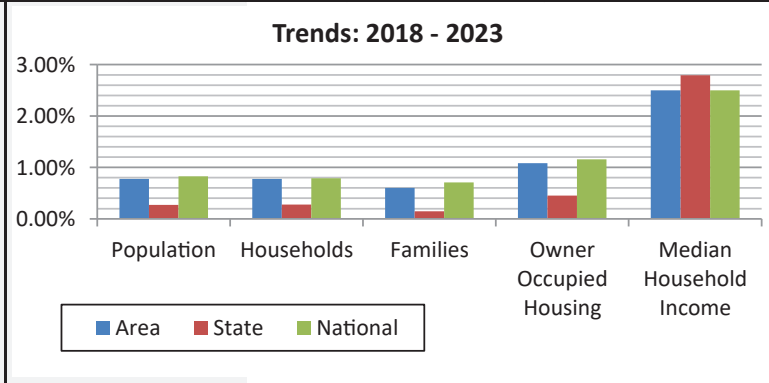
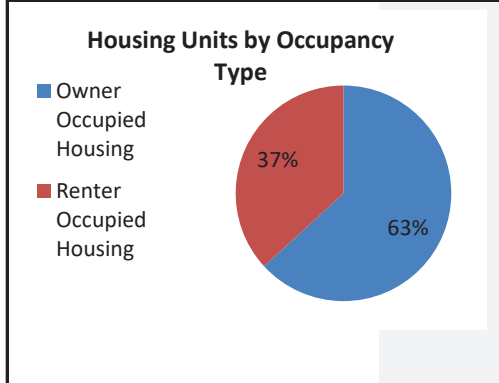
Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



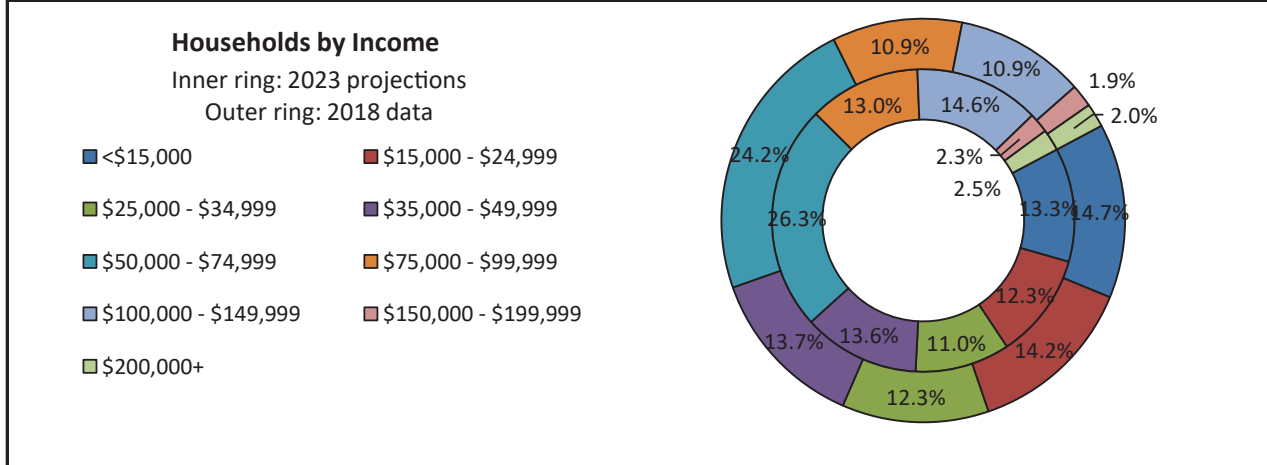
Demographic and Income Projections

Pearl, Mississippi

Summary	2010	2018	2023	Trends 2018 - 2023 Rate		
				Area	State	National
Population	25,589	26,869	27,927	0.78%	0.27%	0.83%
Households	9,976	10,453	10,865	0.78%	0.28%	0.79%
Families	6,826	6,923	7,133	0.60%	0.15%	0.71%
Average Household	3	3	3	-	-	-
Owner Occupied Housing	6,303	6,892	7,273	1.08%	0.45%	1.16%
Renter Occupied Housing	3,673	3,561	3,592	-	-	-
Median Age	34	36	36	-	-	-
Median Household Income	-	\$46,527	\$52,647	2.50%	2.79%	2.50%



Households by Income	2018		2023	
	Number	Percent	Number	Percent
< \$15,000	1,462	14.7%	1,323	13.3%
\$15,000 - \$24,999	1,417	14.2%	1,226	12.3%
\$25,000 - \$34,999	1,229	12.3%	1,100	11.0%
\$35,000 - \$49,999	1,368	13.7%	1,356	13.6%
\$50,000 - \$74,999	2,412	24.2%	2,624	26.3%
\$75,000 - \$99,999	1,088	10.9%	1,296	13.0%
\$100,000 - \$149,999	1,086	10.9%	1,456	14.6%
\$150,000 - \$199,999	191	1.9%	232	2.3%
\$200,000+	199	2.0%	250	2.5%
Median Household Income	\$46,527		\$52,647	
Average Household Income	\$58,383		\$66,695	
Per Capita Income	\$22,902		\$26,061	



Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2018 and 2023.

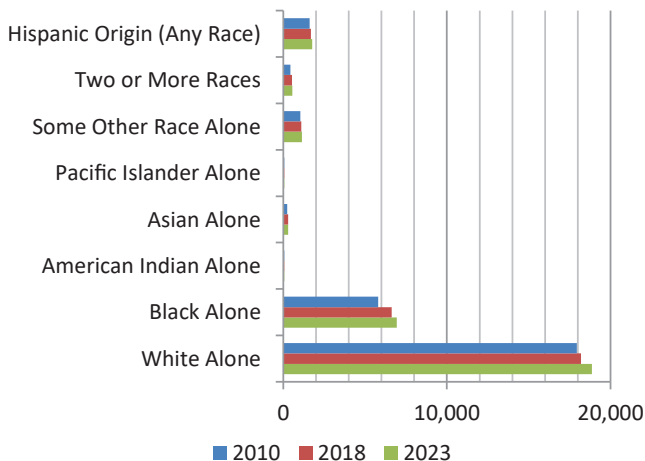


Population Summary and Projections Pearl, Mississippi

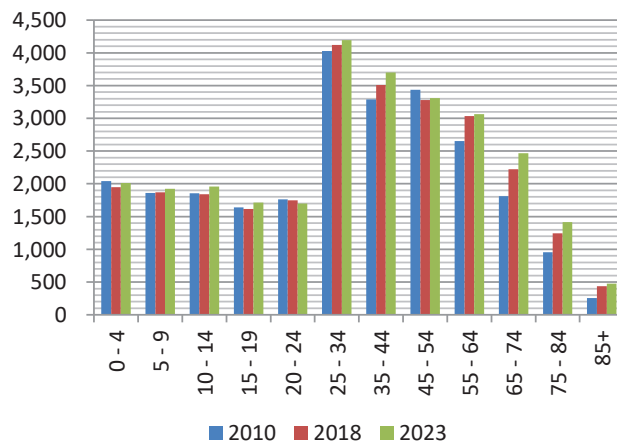
Population	2010		2018		2023	
	25,589		26,869		27,927	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,041	8.0%	1,947	7.2%	2,011	7.2%
5 - 9	1,860	7.3%	1,871	7.0%	1,925	6.9%
10 - 14	1,855	7.2%	1,842	6.9%	1,956	7.0%
15 - 19	1,639	6.4%	1,615	6.0%	1,716	6.1%
20 - 24	1,763	6.9%	1,750	6.5%	1,698	6.1%
25 - 34	4,028	15.7%	4,119	15.3%	4,193	15.0%
35 - 44	3,288	12.8%	3,507	13.1%	3,698	13.2%
45 - 54	3,434	13.4%	3,281	12.2%	3,307	11.8%
55 - 64	2,655	10.4%	3,034	11.3%	3,064	11.0%
65 - 74	1,812	7.1%	2,220	8.3%	2,466	8.8%
75 - 84	956	3.7%	1,246	4.6%	1,417	5.1%
85+	258	1.0%	437	1.6%	475	1.7%

Race and Ethnicity						
White Alone	17,937	70.1%	18,190	67.7%	18,865	67.6%
Black Alone	5,810	22.7%	6,631	24.7%	6,931	24.8%
American Indian Alone	61	0.2%	63	0.2%	64	0.2%
Asian Alone	242	0.9%	290	1.1%	299	1.1%
Pacific Islander Alone	60	0.2%	61	0.2%	64	0.2%
Some Other Race Alone	1,050	4.1%	1,093	4.1%	1,144	4.1%
Two or More Races	429	1.7%	541	2.0%	561	2.0%
Hispanic Origin (Any Race)	1,612	6.3%	1,680	6.3%	1,757	6.3%

Race and Ethnicity



Population by Age



Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2018 and 2023.

CHAPTER THREE

ECONOMIC DEVELOPMENT

In a strict, traditional use, the term economic development means the process and policies a government uses to improve the economic, political, and social well-being of its people. It creates conditions for economic growth and improved quality of life. Economic development is generally assumed to be the attraction and retention of employers within a given jurisdiction. However, economic development encompasses significantly more than just commercial and industrial development or jobs. Economic development activities in partnership with land development regulations help build a high-quality community where citizens can live, work, and play. This chapter will first inventory and analyze what is currently within the City, then it will set a vision of what is needed and desired for the future.

Local governments are key players in economic development by offering services, infrastructure, and other assistance to help spur job growth. To expand visibility and avoid duplication of services, many governments, including Pearl, partner with private and/or non-profit economic development groups, such as Rankin First Economic Development Authority, to provide such services and assistance. In return, a healthy economy generates tax revenues that allow the local government to provide services.

The economy of Pearl is extremely diverse, which allows for a mixture of employment opportunities and provides the City with stability during economic downturns. In recent years, many local governments and even state and federal programs have placed a significant importance on “high-quality, high-wage jobs.” This type of job certainly has the ideal characteristics that a growing, wealthy community would desire; however, it is important to note the diversity of the City’s population and their needs. A single-sector economy and one without a service or retail sector would cause significant investments and income to leave the City.

Ideally, residents should be able to find gainful employment based on their skill or knowledge, housing that is affordable for their income, and the services to meet their needs without leaving the City. Income that is earned and reinvested within a community creates growth, income that is invested in another community, grows that community.

GOALS AND OBJECTIVES

GOAL: To make Pearl a healthy, safe and convenient place to live and work, and to provide a pleasant and attractive atmosphere for living, shopping, recreation, civic and cultural, and service functions.

OBJECTIVE: To ensure that future development will be in the best interest of the City and its citizens, measures will be taken which will generally improve the quality of life of the citizens of Pearl.

OBJECTIVE: To create a unique and appealing environment which will encourage and enhance development by private developers consistent with the culture, heritage, and vision of the City.

GOAL: To retain and expand existing businesses located within Pearl, and to attract new businesses to the City that complement existing businesses and the meet the needs of the community.

OBJECTIVE: To partner with existing business organizations, such as Chamber of Commerce and Rankin First, to foster a business friendly environment and facilitate the recruitment and retention of business and industry in the City.

OBJECTIVE: To partner with businesses and industry to fund necessary infrastructure improvements through available grants, loans, or funding strategies such as Tax Increment Financing.

OBJECTIVE: To maintain a diverse business mix to provide services and employment opportunities to all citizens of the City of Pearl.

OBJECTIVE: Encourage the reuse and reinvestment in vacant commercial and industrial facilities to prevent the declining property values.

GOAL: Continue to promote new commercial and industrial development.

OBJECTIVE: Continue to provide well-located sites adequately served by highways, railroads, utilities and services for new commercial and industrial development.

GOAL: To provide for quality educational opportunities for all students.

OBJECTIVE: To continue to support the Pearl Public School District and all schools within the City in the growth of educational opportunities for children.

OBJECTIVE: To encourage the utilization of Hinds Community College's campus in Rankin County to provide workforce training.

GOAL: To encourage the provision of an adequate housing supply that meets all needs.

OBJECTIVE: To provide a mix of residential densities in the City of Pearl to suit different needs and markets, ranging from multiple family units to large lot estates.

OBJECTIVE: To maintain and enforce land development regulations, specifically the Land Use Plan, Zoning Ordinance, and Subdivision Regulations, to ensure that the physical growth of the City supports the housing needs of all residents.

Labor Force

A community’s labor force is comprised of all individuals over the age of 16 that have or are actively seeking a job that are not serving in the military or are not institutionalized. The U.S. Bureau of Labor Statistics tracks and reports on the labor force on a monthly basis. This data is an estimate and does not include the self-employed or those working for non-profit or religious organizations. However, this information is the most accurate source of labor data available. As such, it is noted that Pearl’s employed population remained the approximately the same since 2012; however, the unemployment rate

has decreased. This indicates growth in employment opportunities for residents of Pearl.

Table 3-1 compares the labor force data for Pearl to that of Rankin County, the Jackson Metropolitan Statistical Area (MSA), which accounts for Copiah, Hinds, Madison, Rankin and Simpson Counties, and the State of Mississippi. The City of Pearl’s labor force has remained one of the most employable in the region. The City’s rate of employment indicates that it is a strong, working labor force. Such a labor force is the foundation to a strong economy.

TABLE 3-1

	2012				2019			
	City of Pearl	Rankin County	Jackson MSA	State of MS	City of Pearl	Rankin County	Jackson MSA	State of MS
Labor Force	12,820	72,790	271,910	1,316,500	12,870	75,870	269,290	1,269,000
Employed	11,990	68,610	251,070	1,198,200	12,370	73,100	257,290	1,204,600
Unemployment Rate	6.5	5.7	7.7	9.0	3.9	3.7	4.5	5.1

SOURCE: U.S. Census Bureau, Mississippi Department of Employment Security



Educational attainment is also important to a strong labor force. According to the American Community Survey data from 2017, approximately 89% of City’s population over the age of 25 has at least a high school degree. Furthermore, 18% of the same population has a bachelor’s degree or higher. In comparison, 83% of the State of Mississippi’s population over the age of 25 has at least a high school degree, and 21% has a Bachelor’s degree or higher. A labor force must have diversity in education and training as well. It should not be overeducated or undereducated. In this case, the labor force of Pearl is diverse with an adequate range of educational attainment to meet the needs of employment opportunities.



Commute Patterns

The labor force of a political boundary, i.e. a municipality, is not limited to the political boundaries that define the area. As such, the residents of Pearl may commute outside of the City for employment, while others commute into the City for employment. Commuting patterns as analyzed by the U.S. Census Bureau address this issue. According to the 2017 American Community Survey data, only 23.6%, or approximately 2,857, of the labor force in Pearl work live and work in the City. However, nearly 60% of the labor force works within Rankin County.

In the perfect economy, the City's labor force would be able to provide the labor necessary to fill all employment opportunities and there would be adequate

opportunities within the City to provide employment for all. This would mean that the economy was so diverse that it provides employment opportunities for every skill level, from entry-level, trade skills to high-level, professional skills. Furthermore, the educational attainment of the labor force meets the needs of the employers.

While the City's labor force is large enough to meet the demands of the existing businesses within City, many residents are commuting beyond the City for employment. This suggests a slight, but not significant, imbalance in the labor force. Such an imbalance is expected in a suburban community, especially in an area within close proximity of a cluster of state and federal government facilities.





Business Inventory

An inventory of businesses operating in the City of Pearl was compiled from local data sources, CMPDD, and a national database, Hoover's Inc. The top five sectors for total number of businesses are listed in TABLE 3-2.

TABLE 3-2

Sector	Number of Businesses
Retail Trade	193
Administrative, Supporting, Waste Management and Remediation Services	164
Other Non-Public Services	154
Construction	121
Wholesale Trade	99
TOTAL BUSINESSES IN CITY	1,259

Businesses within the Retail Trade sector account for the most businesses in the City of Pearl. The retail sector represented in this list does include big-box retailers, grocery stores, clothing, sporting goods, etc., but does not include accommodations or food services. These typically have displays or storefronts for the general public to walk-in and purchase products. Administrative, Supporting, Waste Management and Remediation Services sector is comprised of establishments performing routine support activities for the day-to-day operations of other organizations. The third largest sector is the classified as Other Non-Public Services. This covers personal services, such

as automobile repair and hair salons, non-profits, and religious organizations. The construction sector includes residential and commercial contractors in all trades, such as general contractors and subcontractors: mechanical and electrical. The Wholesale Trade sector is comprised of businesses engaged in wholesaling merchandise, or arranging the purchase and sale of goods to other businesses. There is minimal general public access to wholesalers and most are housed in warehouses.

The Retail Trade sector is reported to have the highest number of employees. In Pearl, this sector includes big-box retailers, outlet stores, clothing, sporting goods, etc. It is followed by the Accommodations and Food Service sector. The third largest sector is Wholesale Trade followed by Construction and Manufacturing.

According to Hoover and CMPDD data, Walmart and Bass Pro are the largest employers in Pearl.

TABLE 3-3

Sector	Employees
Retail Trade	2,056
Accommodations and Food Service	1,406
Wholesale Trade	932
Construction	783
Manufacturing	711
TOTAL EMPLOYEES IN CITY	8,877

Education

Residents of Pearl are served primarily by the Pearl Public School District. Park Place Christian Academy is also located in Pearl and averages an enrollment of around 600 students. There are numerous other private schools within 30 miles of Pearl that may also serve the residents of the community.

The Pearl Public School District is comprised of 6 schools and had an enrollment of 4,271 for the 2018 – 2019 school year. The PPSD consist of the Early Childhood Education Center (4K), Pearl Lower Elementary (K-1), Northside Elementary (2-3), Pearl Upper Elementary (4-5), Pearl Junior High School (6-8) and Pearl High School (9-12). The PPSD has seen a steady increase in enrollment from 2013 through 2019.

TABLE 3-4

YEAR	ENROLLMENT
2013-2014	4,057
2014-2015	4,090
2015-2016	4,208
2016-2017	4,218
2017-2018	4,237
2018-2019	4,271

Hinds Community College Rankin County Campus is located in Pearl and has an average annual enrollment of 3,500 students.



Housing

The City of Pearl's housing market continues to grow and expand, and additional demand is projected based on the population projections. Utilizing the population projections as discussed in Chapter Two and historic persons-per-household and occupied housing unit data from Census, a demand for additional housing units is noted. Based on this assumption, the following table projects population and housing needs for the City through 2040.

**TABLE 3-5
PROJECTED HOUSING UNITS
CITY OF PEARL
2000 - 2040**

YEAR	OCCUPIED HOUSING UNITS	PERSONS PER OCCUPIED HOUSING UNIT	PROJECTED PERSONS PER OCCUPIED HOUSING UNIT	PROJECTED POPULATION	PROJECTED HOUSING NEED (IN DWELLING UNITS)
2000	8,608	2.55			
2010	9,792	2.56			
2020			2.55	26,836	10,524
2030			2.55	29,048	11,391
2040			2.55	31,260	12,259

Source: U.S. Census Bureau and Central Mississippi Planning and Development District.

Additionally, according to the 2010 U.S. Census, the City's housing unit vacancy rate was 5.8 percent. The U.S. Census Bureau's 2017 American Community Survey estimates the vacancy rate to be 4.5 percent. As with the 2010 data, a significant portion of vacancies were in the rental housing market, which may cause the overall vacancy rate to be inflated at times.

According to U.S. Census data, 85 percent of all housing units in the City of Pearl were constructed between 1960 and 2009. While the pace of construction slowed since 2009, the low vacancy rate for owner occupied housing (0.8%) and the overall age of the housing stock indicates a need for additional single-family residential construction.

The housing stock in Pearl is generally well maintained, as only 21 homes were considered dilapidated during the CMPDD Land Use Survey. However, as the housing stock continues to age, maintenance, and pride in property, will be vital. Not only is maintenance important from a housing availability standpoint, but it also can have significant impacts of property values, health, and public safety. The appraised value of surrounding properties can be negatively impacted by the declining value of a dilapidated or neglected property. Therefore, it is likely that some units will be replaced by new construction and major renovations will increase.

According to building permit data, there were 125 new single-family residential building permits issued between February 2016 and September 2019. Of those houses, the average size was 2,123 square feet and the average value was \$193,707. In addition to these single-family homes, there were permits issued for 12 fourplex buildings containing 48 residential units for the same time period.



Housing Unit Summary Pearl, Mississippi

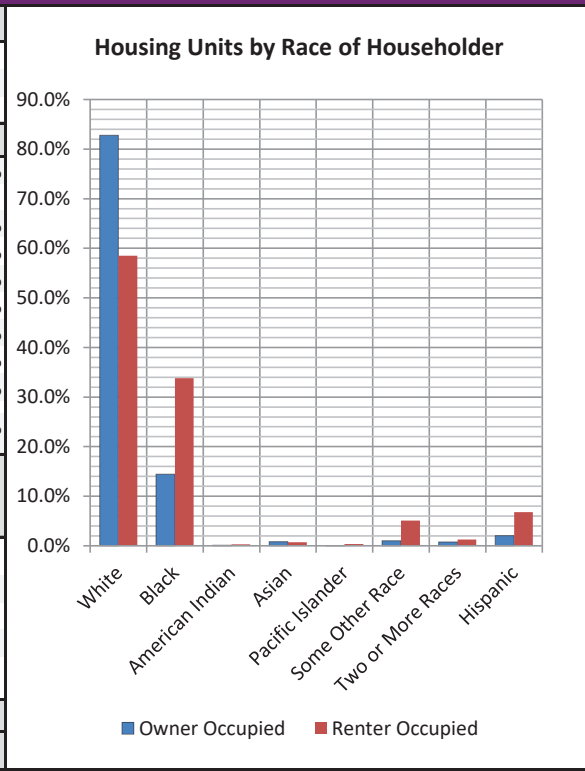
Total Housing Units	
2000	9,771
2010	10,600
Annual Rate (%)	0.82

Total Housing Units by Occupancy	Number	Percent
Occupied Housing Units	9,976	94.11%
Vacant Housing Units		
For Rent	218	2.06%
Rented, not Occupied	15	0.14%
For Sale Only	137	1.29%
Sold, not Occupied	31	0.29%
For Seasonal/Recreational/Occasional Use	25	0.24%
For Migrant Workers	0	0.00%
Other Vacant	198	1.87%
Total Vacancy Rate (%)		5.9%

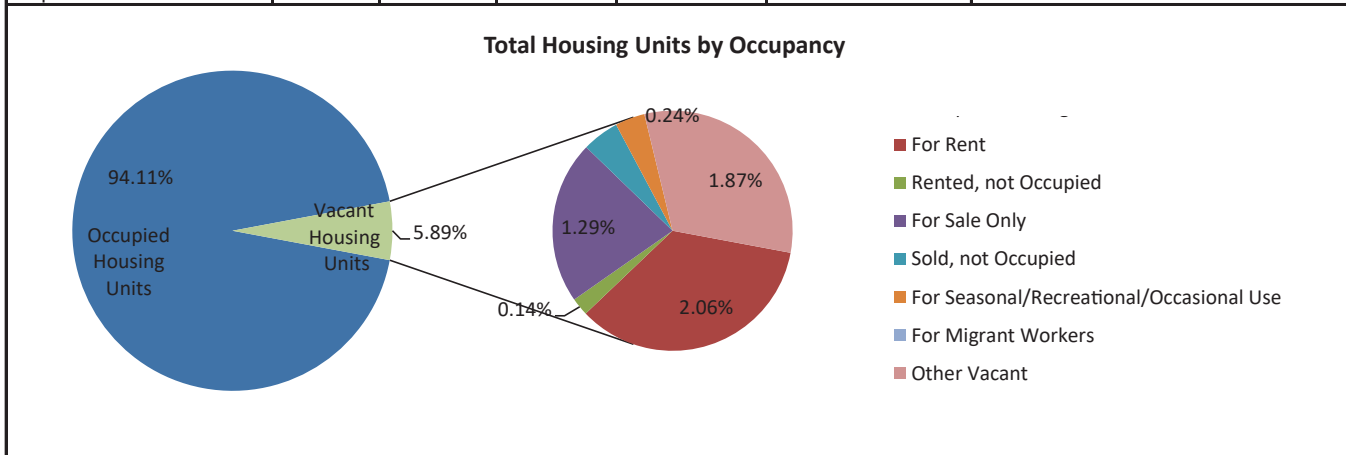
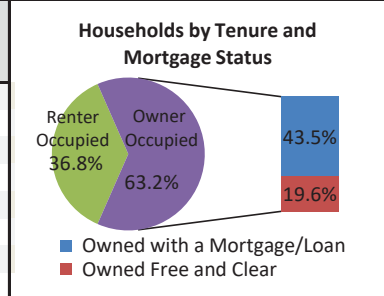
Households by Tenure and Mortgage Status	Number	Percent	Average Household Size
Total	9,976	100.0%	
Owner Occupied	6,303	63.2%	2.54
Owned with a Mortgage/Loan	4,344	43.5%	
Owned Free and Clear	1,959	19.6%	
Renter Occupied	3,673	36.8%	2.60

Housing Units by Race of Householder	Owner Occupied		Renter Occupied	
	Number	Percent	Number	Percent

Total	6,303	100.0%	3,673	100.0%
White	5,216	82.8%	2,148	58.5%
Black	909	14.4%	1,241	33.8%
American Indian	9	0.1%	10	0.3%
Asian	53	0.8%	26	0.7%
Pacific Islander	2	0.0%	14	0.4%
Some Other Race	66	1.0%	188	5.1%
Two or More Races	48	0.8%	46	1.3%
Hispanic	130	2.1%	250	6.8%



Average Household Size	
Total	2.45
White	2.71
Black	2.58
American Indian	2.80
Asian	3.88
Pacific Islander	4.13
Some Other Race	2.74
Two or More Races	4.02
Hispanic	



Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

Taxes

Municipalities generate the majority of their revenues from various taxes, specifically sales and use tax, special use tax, and property taxes. Sales and use taxes are collected on the sale or acquisition of personal property in the State of Mississippi at the rate of seven percent, unless otherwise defined or exempted. Municipalities receive a diversion, or portion, of the sales tax revenue collected in their corporate limits. The current diversion is 18.5 percent. Local governments do not have control over rate of tax or amount of diversion, as the State Legislature sets these amounts. Additionally, the City of Pearl recently approved a three percent tax on gross proceeds from room rentals of hotels and motels in the City for the purpose of funding tourism, recreation, and parks. The revenues received from this tax must be used for a stated purpose and shall not be placed in the general fund for basic operation costs. The final source of tax revenue for a municipality is property, or ad valorem, taxes. A local government has the ability to set the millage rate, or taxing rate, for taxable real property within its corporate limits. The millage rate is set based on the overall value of taxable property within the local government and the local government's budget. If the revenues generated from other taxes (i.e. sales tax) and/or the value of property within the local government increases, the millage rate can be lowered. Low property

tax rates are favorable for property owners; therefore, private investment, especially in the business sector, grows. The City of Pearl has benefited greatly from significant sales tax revenues, which allows the property tax to remain the lowest in Rankin County.

Sales and Use Taxes

As previously noted in the Business Inventory section, the City of Pearl has a significant number of retail trade, wholesale trade, and other non-public service businesses that generate sales and use tax revenues for the City, as well as property taxes. A typical industry, such as a manufacturer, will provide significant property tax revenues to a local government, but generate limited sales taxes. Wholesale trade is the exception to this generalization, and the City of Pearl benefits greatly from a retail sector that generates significant sales taxes. The City of Pearl has averaged \$9,985,739 annually in sales tax diversions since 2016. The City's trade area is pulls from a population that is nearly double the City's population. This indicates a strong trade economy that serves a region, rather than the municipality alone. The table below provides a comparison of sales tax diversions and wholesale/retail trade sectors for the Cities of Pearl, Brandon, Florence, Flowood, and Richland.

TABLE 3-6

	Pearl	Brandon	Florence	Flowood	Richland
Population	25,092	21,705	4,141	7,823	6,912
Population of Trade Draw Area	45,457	33,700	3,879	46,538	27,043
Diversions	\$9,969,397	\$5,884,409	\$866,060	\$11,904,092	\$5,697,207
Percent of Diversion from Retail Trade Only	66%	73%	54%	66%	35%

Source: Mississippi State University Extension, Economic Profiles



The City of Pearl’s traditional retail sector provides 66 percent of the total diversions received by the City, which is in keeping with similar municipalities in Rankin County. Additionally, the City’s economy, which has a significant retail sector, has some diversity in tax revenue sources. This diversity helps the economy weather economic recessions.

Property Taxes

When considering the millage rate of a municipality, the rate of the county and school district must also be included as property is taxed by all three jurisdictions. While the local government only has control over their millage rate, the overall tax rate is more of concern to property, not the individual rates. While a direct comparison of property tax rates is difficult to accomplish due to a variety of factors, a review of data provided by the Mississippi Department of Revenue suggests that property tax rates are similar between Pearl, Florence, and Brandon.

TABLE 3-7

	Richland	Brandon	Florence	Flowood	Pearl
Population	6,912	21,705	4,141	7,823	25,092
County	40.24	40.24	40.24	40.24	40.24
School District	56.55	56.55	56.55	56.55	60.40
City	19.00	33.00	28.40	20.00	27.50
Total	115.79	129.79	125.19	116.79	128.14
Effective Cost on \$100,000 Home without exemptions	\$1,157.90	\$1,297.90	\$1,251.90	\$1,167.90	\$1,281.40

Source: Mississippi Department of Revenue, 2017 – 2018 City Millage Rate

The Cities of Richland, Brandon, Florence and Flowood have the same property tax rate from Rankin County, and the school district rates were equal. The City of Pearl has a separate school district, which increases their overall millage rate. However, the City of Pearl’s overall property tax rate is one mil less than Brandon’s. The importance of maintaining an overall millage rate that is similar to surrounding jurisdictions is clear – holding all other factors equal, a prospective property owner will seek the lowest overall millage rate for their investment.

In summary, strong property values supported by the housing market and business investments will assist the City in maintaining these reasonable tax rates.

CHAPTER FOUR

COMMUNITY FACILITIES

GOALS AND OBJECTIVES

GOAL: Continue to providing public facilities and services in a manner that is cost efficient and makes public facilities accessible and convenient to the City's residents.

OBJECTIVE: To continue planning for maintenance, extension of services, and upgrades to public facilities through the utilization of a Capital Improvement Program.

GOAL: To develop and implement measures necessary for continuation of programs aimed at reducing the fire rating for the City of Pearl.

OBJECTIVE: To aggressively support the Pearl Fire Department's long and short range planning efforts.

OBJECTIVE: Continue to provide the Fire Department with adequate facilities and equipment to meet the needs of that Department and to ensure public safety.

GOAL: To provide a law enforcement system that supports the continuation of the City's low crime rate.

OBJECTIVE: Continue to provide the Police Department with adequate facilities and equipment to meet the needs of that Department and to ensure public safety.

GOAL: To develop parks and open space to ensure that the long-range recreational needs of the residents of Pearl are met.

OBJECTIVE: Continue to provide safe, well-maintained, and steadily improving facilities that promote activities for the physical and mental well-being of citizens of all ages.

OBJECTIVE: Continue to improve and expand the existing recreational facilities.



SENIOR CENTER

The Pearl Senior Center is located directly behind the Pearl Library. Built in 2012, the facility includes a 200 person ballroom, two activity rooms and a congregate meal room and totals 8,750 square feet. The Center offers daily activities and hosts events for Pearl residents of 55 years or older.



CITY HALL

Pearl City Hall is located on the original site of Pearl High School at 2420 Old Brandon Road. The structure was built in 1948, but underwent renovation in 1991 when it converted to City Hall. There are 15 total employees, including one part time. The current space is adequate and no further expansions are expected to be needed. Future needs include renovation of restrooms, improved HVAC, smoke detectors/fire alarms and new exterior windows. Also, continual upgrading to remain ADA compliant in accordance with new regulations.



COMMUNITY CENTER

The Pearl Community Center is located adjacent to City Hall. The Community Center was built in 2002 and has a total of 11,050 square feet consisting of two meeting rooms that are available for rent to host events or meetings.



POLICE DEPARTMENT

The Pearl Police Department is located at 2561 Old Brandon Road and is home to the tenth largest city police force in the state of Mississippi. The 39,000 square foot facility – built in 2014 – accommodates a staff of 80 total employees/officers. Officers are split into four shifts consisting of seven officers each. The Animal Services Division (Animal Control) is also housed within in the Police Department consisting of two Animal Control Officers. There are no jail facilities on site.

The Police Department is currently experiencing several needs. The current space does not include enough long-term file space or outside storage. Also, the building has been experiencing some settling issues, such as sagging doors and will need new paint on the interior in the near future. A secure prisoner area could be added to act as a lockdown facility for prisoner transport.



PUBLIC WORKS

The Pearl Public Works Department is located at 2418 Old Brandon Road directly behind City Hall and the Pearl Community Center. The building was part of the original Pearl High School and renovated in 1995. There are 14 full time employees within the facility. The existing building does not have the adequate space to permit a large expansion and future needs include an update of technology.

FIRE DEPARTMENT

The Pearl Fire Department headquarters (Central Fire Station) is located at 3603 Highway 80 East. Central Fire Station was built in 2001 and is 8,000 square feet. Central Fire Station is one of four stations owned and operated by the Pearl Fire Department. Station 2, the oldest Pearl Fire Station, is located at 201 S. Pearson Road. It was built in 1975, renovated in 2014 and encompasses 3,500 square feet. Station 3 was built in 1979, but has not undergone any major renovation. This station is located at 718 Old Whitfield Road and is 4,000 square feet. Station 4 was built in 1998 and is located nearest the Central Fire Station (2.5 miles) at 5100 Highway 80 East. At 4,500 square feet, it is largest station outside of the headquarters in the city.

Station	Equipment
Central	2016 1500 gpm Pumper 2007 114' 2000 gpm Aerial 2007 Rescue Aerial
Station 2	2010 1500 gpm Pumper
Station 3	2016 1500 gpm Pumper 2010 1500 gpm reserve Pumper
Station 4	2016 75' 1500 gpm Aerial 2010 1500 gpm reserve Pumper

Pearl Fire Department currently has a fire rating of 5. There are 63 total employees, all full-time split in three shift of 19 employees each. Due to foundation issues, the Central Fire Station needs a complete rebuild and possible relocation. One option is to relocate the station to a site around Old Brandon Road in order to improve coverage of the northeast portion of the city. Regarding other future needs, a proposed station should be considered in the Greenfield Area to better serve the residents of Southeast Pearl.



PARKS AND RECREATION

Pearl Parks and Recreation offer a variety of sports year round including Baseball, Fast pitch Softball, Football, Basketball and Cheer. The department is located at 320 Center City Drive and maintains numerous parks and facilities throughout Pearl.

Parks

Name	Size (acres)	Amenities
Jenkins Park	6.5	Ball field, pavilion, basketball court and a playground area.
Bright Park	10	Walking trail, pavilion, and a pond.
Pearl Park	14	Walking trail, pavilion, playground, tennis court, basketball court, ball field and green space.

Special Use Facilities

Name	Size (acres)	Description
Indoor Gyms	N/A	One at City Hall and Parks and Recreation building each
Conference Rooms	N/A	Two at Parks and Recreation building
Shephard Field	3	Football field, concession stand, restroom, walking trail, and bleachers.
Old Library Walking Trail	3	Walking trail, trees, and small green space
Softball Complex	4.8	Five fields total, concession stand, restrooms, batting cages and parking lot. Three fields are new.
Soccer Complex	11	Fields, concession stand, restroom, and a meeting room.
Center City Baseball/Softball Complex	14	Four fields, batting cages, concession stand, restroom, parking lot and a playground.
Baseball Complex	32	Eight fields, concession stand, restrooms, batting cages, parking lot and walking trail.
Golf Course	115	18 holes, clubhouse, cart barn and maintenance building.

Renovations city-wide are currently ongoing using 3% Hotel and 1% Restaurant tax designated for Parks and Recreation. The current priority is to maintain current facilities and upgrade as needed.

WATER SUPPLY

The City of Pearl supplies water throughout the city utilizing eleven water wells and five tanks. The wells offer a total pumping capacity of 9,431 gpm and the tanks provide 5,335,000 gallons of total storage capacity. The existing system is adequate and services an average of 864,563,333 gallons used per month. The system operates at a 62% capacity.

Future needs include the replacement of wells as needed. Three of the five wells were drilled from 1967-1968 and must be inspected consistently and maintained. Future plans will fall in line with the demands and needs of the community.

SEWAGE/WASTEWATER

The West Rankin Sewage Treatment System provides wastewater services to Pearl. The city is undergoing infiltration issues with the sewer system that need to be addressed. Funding would be required to undergo projects to fix this problem. The West Rankin Utility Authority is currently constructing a new wastewater treatment plant. This \$55 million dollar facility is expected to be completed in early 2021 and will serve Pearl and select other municipalities within Rankin County.

STORM DRAINAGE

The City's drainage basin was built in the 1960s and 70s and is a large ditch system used to control heavy rains. The Deeb Street Levee was built in the 1970s and is purposed with keeping flood water out of the Deeb Street subdivision. An action plan should be developed to remove and control vegetation and undergrowth issues, washouts and dumping. A future drainage need is to purchase an additional storm water pump for the Deeb Street Levee. This additional pumping capacity would better control storm water and eliminate the need for additional man power.

SOLID WASTE

The City of Pearl provides solid waste services and utilizes two disposal sites, each built in the 1970s. Pearl does not offer recycling services at this time. The existing system is adequate and no expansion of capacity is needed. A future need is the implementation of a recycling system in order to offer more a more comprehensive service to Pearl residents.

LIBRARY

The Pearl Public Library operates under the Central Mississippi Regional Library System. Located at 2416 Old Brandon Road, the Library is owned and maintained by the City of Pearl. There are 9 full time and 2 part time employees and it is home to the largest computer lab in the System. Internet speed is being increased to improve patron experience. The Library is currently facing issues with air conditioning and will soon need to replace multiple units. New furniture is in the atrium is a priority as well as an improvement in lighting throughout the building.



CHAPTER FIVE

TRANSPORTATION PLAN

GOALS AND OBJECTIVES

GOAL: To provide an efficient and a safe street system which will meet the travel demands of motorists by implementing traffic operational improvements and major street projects, such as widening of thoroughfares and construction of new streets where needed.

OBJECTIVE: To provide better traffic flow, to reduce traffic congestion and accidents, and to improve vehicular accessibility and circulation.

OBJECTIVE: To build on and upgrade existing roadway resources and to add new roads to accommodate expected future development and increased traffic.

GOAL: To incorporate alternate transportation elements into developments and transportation plans initiated by private developers and the City.

OBJECTIVE: To establish a safe, secure, seamless, and user friendly bicycle and pedestrian circulation network that promotes bicycling and walking as healthy, convenient, and cost effective alternative to motor vehicle transport.

OBJECTIVE: To establish a bicycle and pedestrian facility network that increases accessibility for users to schools, parks, commercial areas, transportation centers, and other bicycle and pedestrian facilities.

OBJECTIVE: To integrate bikeway and pedestrian facilities into the design of new roadway construction, as well as proposed roadway widening.



INTRODUCTION

The Central Mississippi Planning and Development District is the “Metropolitan Planning Organization” or “MPO,” designated by the Governor of Mississippi as the agency responsible for coordinating a federally-mandated “Transportation Planning Process” for the three county metropolitan area of Hinds, Madison and Rankin counties. One of the responsibilities of the CMPDD as the MPO is the development and maintenance of an area-wide transportation plan, known as the Metropolitan Transportation Plan (MTP). Under federal regulations, this MTP must include a projection of the metropolitan area’s transportation needs for the next 20-25 years. For the sake of consistency, the horizon year for the Pearl Comprehensive Plan is the year 2040; the same as the horizon year for the MTP.

This plan categorizes the streets/roads (highways, arterials, and collectors) in Pearl and indicates improvements to many of them. The City of Pearl recognizes the important relationship between land uses and transportation. Various community activities such as shopping and employment centers, schools, and high density residential development generate large amounts of traffic. However, it is also true that the construction of major streets will create pressure for more intensive types of development. If designed properly, major traffic arteries connecting focal points or community activities will have better traffic flow and fewer accidents without passing

through residential areas. The land use plan is valuable in helping make determinations between land uses and traffic routes.

Concurrently with preparation of the Land Use Plan for the Pearl study area, the CMPDD developed a Thoroughfares Plan, classifying streets and highways according to the function that they can be expected to perform by the target year of 2040. According to the Federal Highway Administration (FHWA), “functional classification is the process by which streets and highways are grouped into classes, or systems, according to the character of service they are intended to provide” (Highway Functional Classification, U.S. Department of Transportation, July, 1974).

The following are FHWA definitions of each classification:

1. Principal Arterials (red): This system of streets serves the major centers of activity, has some of the highest traffic volumes and the longest trip desires.
2. Minor Arterials (green): The minor arterial street system interconnects with and augments the principal arterial system. It provides service to trips of moderate length and contains facilities that place more emphasis on land access than the principal arterial system.
3. Collectors (purple): The collector street system provides land access service and traffic circulation within residential neighborhoods, commercial and industrial areas. It distributes trips from arterials to their ultimate destinations.

Existing Major Roads

The following is a list of existing major roads and some of the roads are in the Pearl Study Area (Freeways, Principal Arterials, Minor Arterials, and Collector Roads):

Freeway/Limited Access Road:	Minor Arterials:	Collector Roads:
Interstate 20	MS Hwy 475 (South of I-20)	Cooper Rd.
Principal Arterials:	South Pearson Rd.	Eldorado Rd.
U.S. Hwy 49	MS Hwy 468	Henderson Rd.
U.S. Hwy 80	Old Brandon Rd.	Old Whitfield Rd.
MS Hwy 475 (North of I-20)	Greenfield Rd.	Fox Hall Rd.
East Metro Pkwy. (Under Construction/Annexation)	MS Hwy 477 (Under Construction)	Flynn Dr.
		Patterson Dr.
		Barnett Dr.
		King Dr.
		North Bierdeman Rd.
		Braves Blvd.
		Childre Rd.
		Riverwind Dr.
		Airlane (Under Annexation)



**2040 METROPOLITAN TRANSPORTATION PLAN
PROPOSED THOROUGHFARES IMPROVEMENTS FOR THE PEARL STUDY AREA**

Jackson Urbanized Area MTP 2040 Staged Improvement Program – Stage I (2016-2020)				
Route	Location	Improvement	2018 ADT	Projected 2040 ADT
Pearl/Richland Intermodal Connector	Hwy 49 to Pearson Rd.	New 4 lane road	N/A	N/A
East Metro Pkwy	Cooper Rd. to Old Brandon Rd.	New 4 lane road	N/A	N/A
MS 477/W. Rankin Pkwy	Hwy 80 to Hwy 25	New 4 lane road	N/A	N/A
Jackson Urbanized Area MTP 2040 Staged Improvement Program – Stage II (2021-2030)				
N/A	N/A	N/A	N/A	N/A
Jackson Urbanized Area MTP 2040 Staged Improvement Program – Stage III (2031-2040)				
Greenfield Rd.	MS 468 to MS 18	Widen to 4 lanes	11,000	13,927
Old Brandon Rd.	MS 475 to Crossgates Blvd.	Widen to 4 lanes	9,200	13,141
Jackson Urbanized Area MTP 2040 Staged Improvement Program – Vision Needs				
U.S. Hwy 80	State St. to Pearson Rd.	Widen to 6 lanes	15,000	21,878
MS 475	Old Brandon Rd. to I-20	Widen to 6 lanes	32,000	40,424
MS 468	Deeb St. to MS 475	Widen to 4 lanes	6,400	8,265
MS 475	I-20 to MS 468	Widen to 6 lanes	11,000	10,530

LOCAL IDENTIFIED IMPROVEMENTS

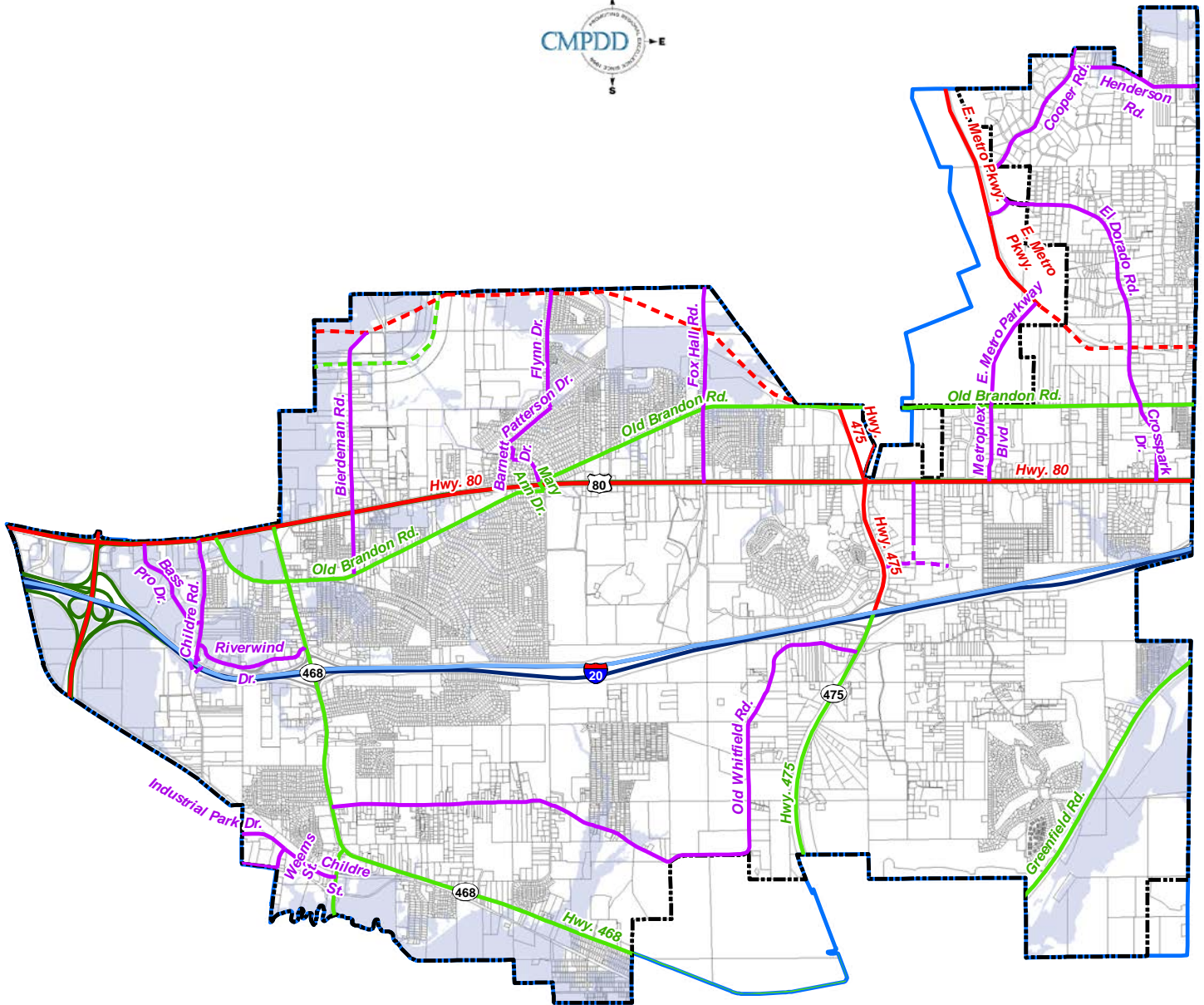
1. Construct an access road north of I-20 connecting Jetport Dr., Concourse Dr. and Excell Dr.
2. Construct an interchange at I-20 and Childre Rd.
3. Add a traffic signal at Old Brandon Rd. and Eldorado Rd.
4. Add a rail spur at Childre Rd.
5. Add a paved Bike/Pedestrian lane along the east side of Pirates Cove.

PROPOSED BICYCLE/PEDESTRIAN IMPROVEMENTS

Location	Beginning Termini	Ending Termini	Bikeway Facility Type
Center City Dr.	Pearl City Park	Center City Park	Path
Country Place Pkwy.	Pirates Cove Rd.	Airport Rd.	Path
Hwy. 80	Airport Rd.	Mary Ann Dr.	Lane/Shoulder
Mary Ann Dr.	Hwy. 80	Old Brandon Rd.	Lane
Old Brandon Rd.	Mary Ann Dr.	Pemberton Dr.	Lane
Old Brandon Rd.	Pemberton Dr.	Pearson Rd.	Path
Old Country Club Rd.	Robert Michael Dr.	S. Bierdeman Rd.	Lane
Pearl City Park Connector 1	Mary Ann Dr.	Center City Dr.	Path
Pearl City Park Connector 2	Center City Dr.	Pearl Upper Elementary	Path
Pearl City Park Connector 3	Center City Dr.	Pirates Cove Rd.	Path
Pearson Rd.	Old Brandon Rd.	Hwy. 80	Path
Pemberton Dr.	Old Brandon Rd.	Robert Michael Dr.	Lane
Pirates Cove Rd.	Hwy. 80	Pearl High School	Lane
Robert Michael Dr.	Pemberton Dr.	Old Country Club Rd.	Lane
S. Bierdeman Rd.	Old Country Club Rd.	Old Brandon Rd.	Lane
West Rankin Pkwy.	Hwy. 80	Hwy. 468	Lane/Shoulder



City of Pearl Transportation Plan 2019

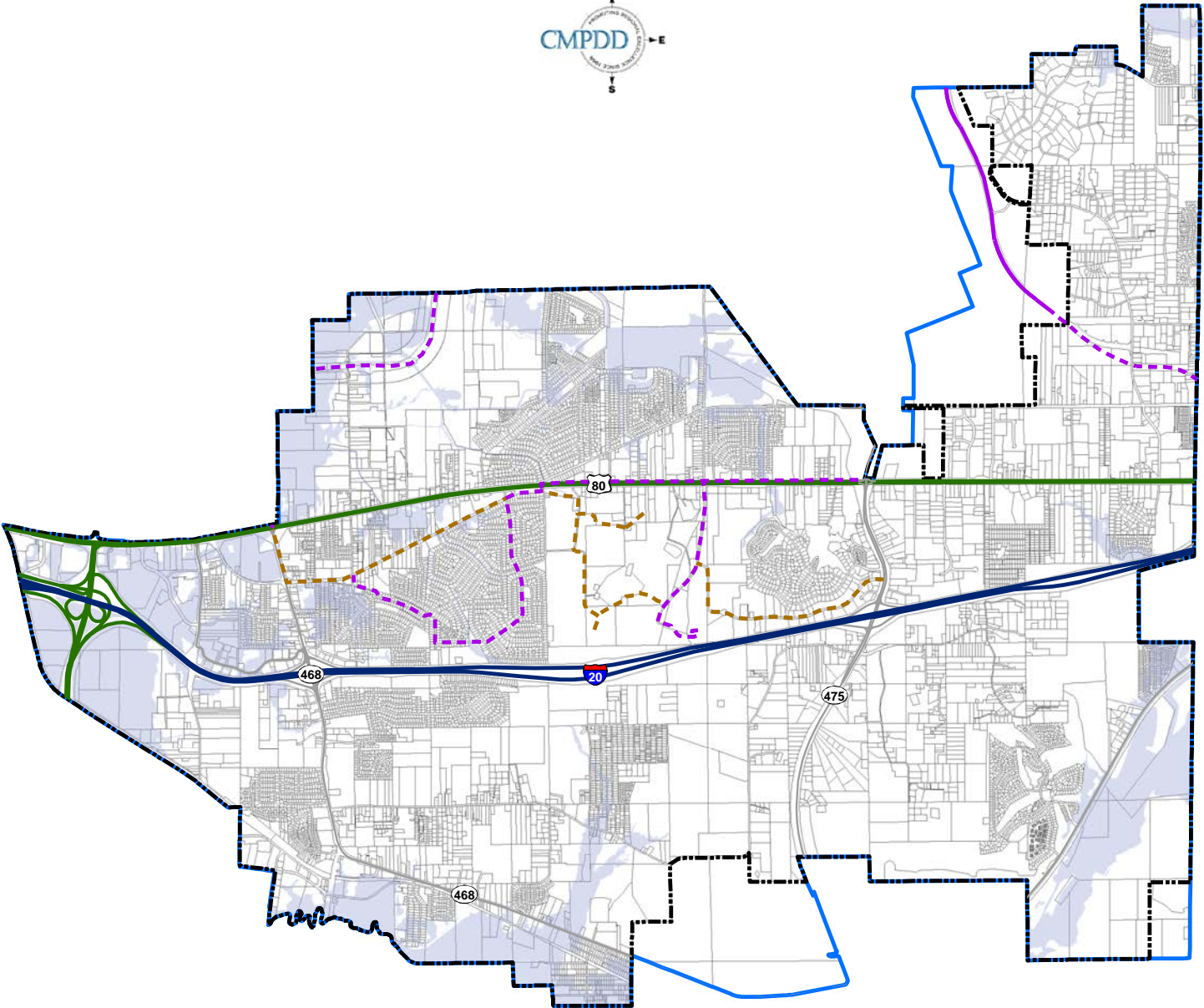


LEGEND

- | | | |
|-----------------------------|-------------------------|--------------------------|
| Interstate | Minor Arterial | 0.2% Annual Flood Hazard |
| Principal Arterial | Minor Arterial Proposed | 100 Yr Floodplain |
| Principal Arterial Proposed | Collector | Corporate Limits |
| Study Area | Collector Proposed | |

City of Pearl

Bicycle and Pedestrian Plan 2019

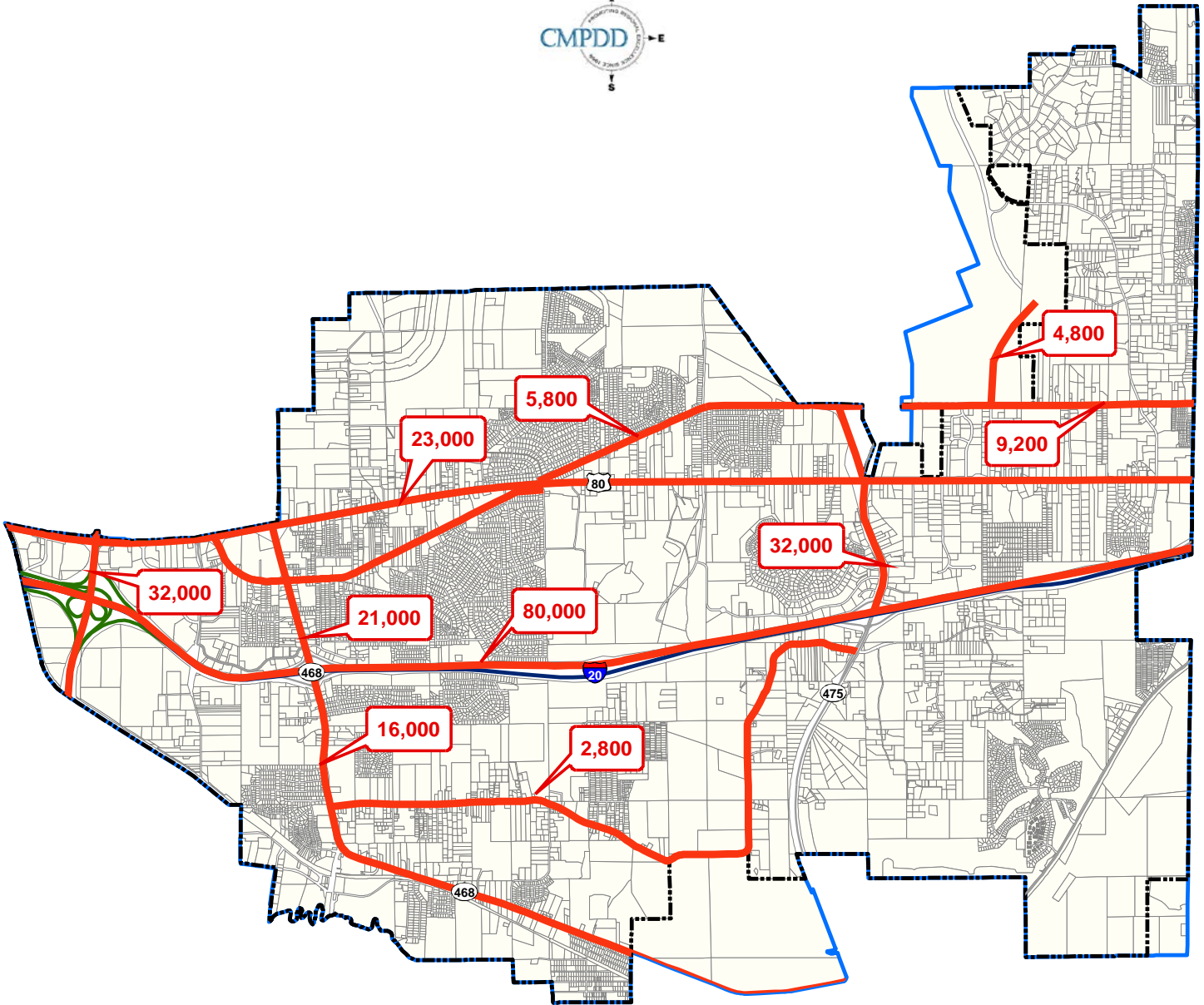


LEGEND

- Existing Bike Path — Existing Bike Route 0.2% Annual Flood Hazard
- - - Proposed Bike Path - - - Proposed Bike Route 100 Yr Floodplain
- Existing Bike Lane - - - Corporate Limits
- - - Proposed Bike Lane Study Area

City of Pearl

Traffic Count Data 2019



CHAPTER SIX

LAND USE PLAN

INTRODUCTION

The purpose of the land use section of the Comprehensive Plan is to inventory the community's existing land use patterns and to recommend policies for future development on how the land use patterns should change. The Land Use Plan map will contain land use categories that are usually more broad-brushed than specific zoning categories. For example, the Land Use Plan may designate "Medium Density Residential" that from a Zoning Ordinance perspective could include two or three zoning categories (i.e. R-2 and R-3).

The Land Use Plan is a vital part of the Comprehensive Plan since zoning decisions are required by State law to be based on the adopted Land Use Plan. The Land Use Plan is subject to change as the City grows and may be amended at any time following the necessary public hearings.



GOALS AND OBJECTIVES

GOAL: To maintain a residential density pattern that will produce desirable concentrations of residences and will not overburden the local community facilities or cause congestion.

OBJECTIVE: To preserve established neighborhoods and development patterns in Pearl and to encourage compatible additional development that will help to maintain the desirability and value of already improved properties.

GOAL: To require sufficient open space in conjunction with all residential uses in order to prevent overcrowding and provide sufficient light and air.

OBJECTIVE: To prevent the location of high density residential or intense commercial uses immediately adjacent to single-family residences, unless proper buffering is provided in the form of wide set-backs with required screening and landscaping.

GOAL: To encourage development of safe housing for residents of Pearl.

OBJECTIVE: To encourage the removal and replacement of sub-standard and dilapidated housing.

OBJECTIVE: To enforce applicable property maintenance and building codes to minimize the physical deterioration of properties in established neighborhoods.

GOAL: To encourage and promote development and redevelopment of quality single family housing.

OBJECTIVE: To encourage the removal of substandard housing and replacement with quality housing and to upgrade substandard housing where practical.

GOAL: To encourage development of low and medium density single family housing.

OBJECTIVE: To encourage development of quality new single family housing by designating additional areas on the Land Use Plan as Low and Moderate Density Residential.

OBJECTIVE: To preserve established neighborhoods and development patterns in Pearl and to encourage compatible additional development that will help to maintain the desirability and value of already improved properties.

OBJECTIVE: To permit the location of manufactured homes only in certain tightly defined areas such as manufactured home parks.

OBJECTIVE: To locate higher density residential developments only in areas where the infrastructure and street system will support such development and where such development is compatible with neighboring land uses.

GOAL: To promote development of well-designed, attractive commercial uses in appropriately zoned areas of Pearl.

OBJECTIVE: To permit and encourage future outdoor oriented commercial activities to locate along major thoroughfares.

OBJECTIVE: To require parking lot and perimeter/interior lot landscaping in all new commercial developments.

OBJECTIVE: To provide sufficient neighborhood oriented convenience commercial development to accommodate the residential population.



EXISTING LAND USE METHODOLOGY

The land use survey is traditionally the most important survey of the planning process. This survey is a field “windshield” survey conducted in Pearl and the surrounding study area. The field work was recorded on a base map and aerial photographs, and each parcel was coded according to its present land use and then transferred to a large base map, which is divided into the following categories:

1. Agricultural/Vacant
2. Residential Estate (1-2 dwelling per acre)
3. Low-density Residential (3 dwelling units per acre)
4. Medium-density Residential (5 dwelling units per acre)
5. High-density Residential (8 or more dwelling units per acre)
6. Manufactured Home Residential
7. Low Intensity Commercial (offices, medical clinics, etc.)
8. General Commercial (indoor commercial uses)
9. High Intensity Commercial (primarily commercial uses with outdoor storage)
10. Light Industrial (uses with little noise, bad odors, or other objectionable characteristics)
11. Heavy Industrial (uses with objectionable characteristics)
12. Parks/Open Space
13. Public/Quasi-Public (schools, churches, libraries, parks, public buildings, etc.)
14. The existing land use map shows current land use patterns and provides a basis for the development of the future land use plan and future zoning map.

**TABLE 6-1
PEARL EXISTING LAND USE**

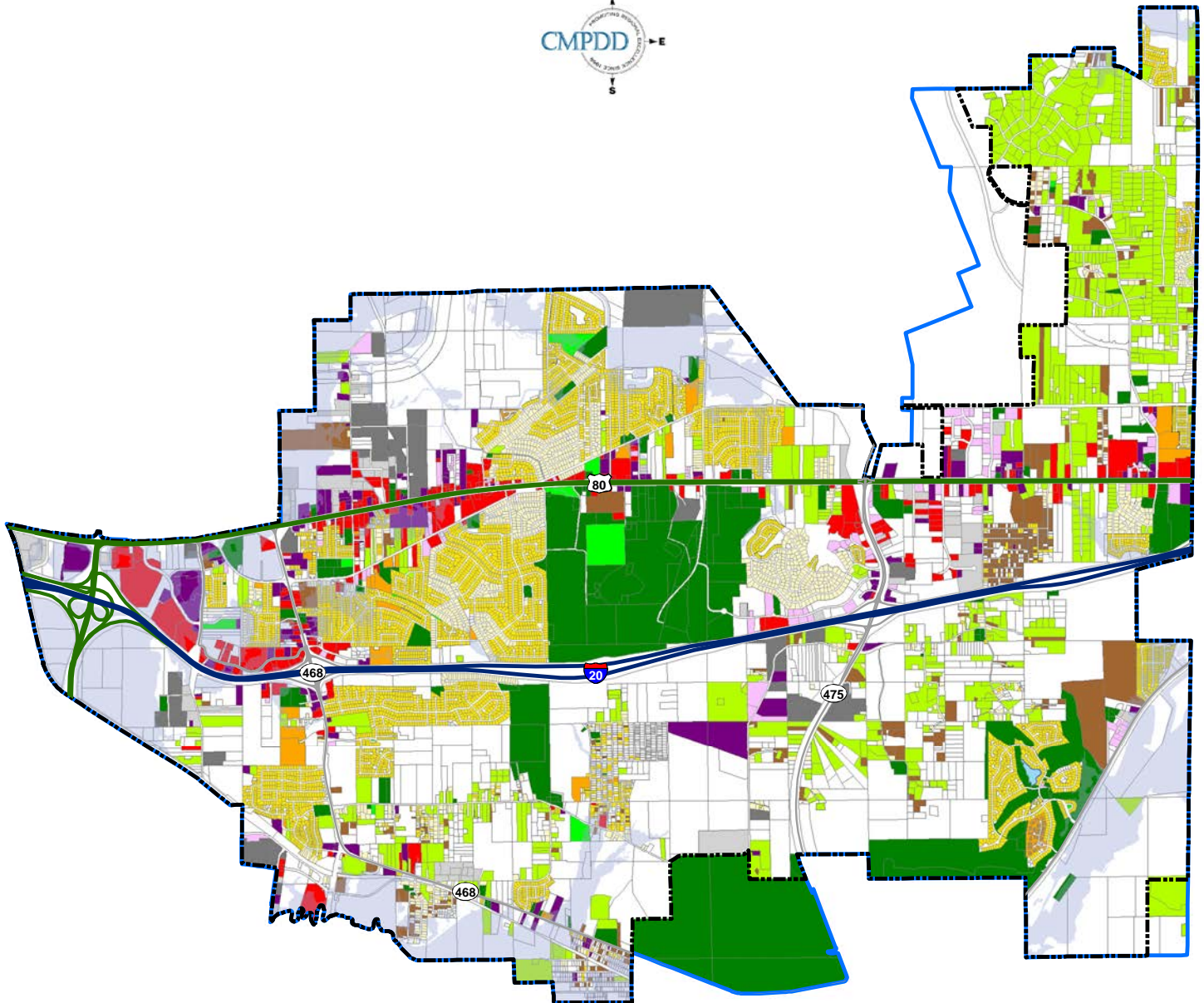
Existing Land Use	Study Area (Acres)	Incorporated Area (Acres)	Unincorporated Area (Acres)
Agricultural / Vacant	7,673.63	6,883.59	790.04
Residential Estate	1,705.70	1,661.63	44.07
Low Density Residential	577.32	577.32	0.00
Medium Density Residential	1,406.93	1,406.93	0.00
High Density Residential	147.14	147.14	0.00
Manufactured Homes	501.26	501.26	0.00
Low Intensity Commercial	157.26	157.26	0.00
General Commercial	519.13	519.13	0.00
High Intensity Commercial	383.96	383.96	0.00
Light Industrial	256.21	256.21	0.00
Heavy Industrial	369.24	369.24	0.00
Parks / Opens Space	90.81	90.81	0.00
Public / Semi-Public	1,972.70	1,440.94	531.75
Waterbodies	35.19	35.19	0.00
Totals:	15,796.46	14,430.61	1,365.86

Dwelling Type	Study Area Count	Incorporated Count	Unincorporated Count
Single Family	7,628	7,620	8
Dilapidated Single Family	21	21	0
Mult-Family/Apts	1,797	1,797	0
Manufactured Home	1,516	1,512	4
Totals:	10,962	10,950	12



City of Pearl

Existing Land Use 2019



LEGEND

Agricultural/Vacant	General Commercial	0.2% Annual Flood Hazard
Residential Estate	High Intensity Commercial	100 Yr Floodplain
Low Density Residential	Light Industrial	Corporate Limits
Medium Density Residential	Heavy Industrial	Study Area
High Density Residential	Parks/Open Space	
Manufactured Home Residential	Public/Semi-Public	
Low Intensity Commercial	Water Bodies	

THE LAND USE PLAN - Explanation of Land Use Categories

AGRICULTURAL/RURAL (White): Maximum development of one residential unit for every one to two acres.

This land use classification depicts areas that are expected to remain rural or agricultural with no significant concentrations of residential, commercial, industrial or other development. These areas of the Land Use Plan are not expected to be served by municipal sewer service within the next 25 years.

RESIDENTIAL ESTATE (light green): Maximum density of one single family detached residential unit for every one-half acre.

This land use classification is intended to promote development of large, residential estate size lots with a minimum lot size of one-half acre. These areas on the Land Use Plan may or may not be served by a municipal sewer system within the next 25 years.

LOW DENSITY RESIDENTIAL (yellow): Maximum density of three single family detached residences per acre.

This land use classification is intended to promote the development of single family detached dwellings on relatively large lots (approximately 11,500 square feet).

MEDIUM DENSITY RESIDENTIAL (gold): Maximum density of five single family detached residential units per acre.

This land use classification allows the development of single family detached dwellings on moderate size lots (at least 8,500 square feet) as well as patio homes and also townhouses on lots at least 6,000 square feet in size.

HIGH DENSITY RESIDENTIAL (orange): Maximum density of eight dwelling units per acre.

This land use classification allows the development of apartments or condominiums on arterial streets/roads or highways which have the capability of carrying higher traffic volumes generated by these higher density residences.

MANUFACTURED HOME RESIDENTIAL (brown):

This classification also allows the development of manufactured home parks.

GENERAL COMMERCIAL (red): Enclosed Commercial Activities Only.

This classification would encompass all types of commercial uses, excluding outdoor storage and commercial activities.

HIGHWAY/HIGH INTENSITY COMMERCIAL (purple): All Commercial Activities

This classification would encompass all types of commercial uses, including outdoor commercial activities.

LOW INTENSITY COMMERCIAL (light pink): Restricted Commercial.

These areas should include small-scale, low-intensity, predominately indoor, retail, service, and office uses that provide goods and services primarily serving the daily needs of residents of the immediately surrounding neighborhoods (e.g., personal service uses, professional offices, recreational facilities, small restaurants, banks, convenience stores, drug stores, and grocery stores).

LIGHT INDUSTRIAL (light gray): Enclosed Industrial Activities Only.

This classification includes manufacturing and warehousing uses conducted primarily indoors. These manufacturing uses are those that do not generate noise, vibration or offensive odors detectable to human senses off the premises.

HEAVY INDUSTRIAL (dark gray): All industrial uses, including outdoor.

This classification includes manufacturing uses where all or part of the associated activities are conducted outdoors, or where the use requires large volumes of water or generates noise, vibration, etc., detectable off the premises.

PARKS AND OPEN SPACE (medium green):

This land use classification includes all existing and proposed parks, ballfields, bicycle/pedestrian trails and other similar uses.

PUBLIC/QUASI PUBLIC USES (dark green):

This land use classification includes all existing and proposed public/quasi-public uses such as churches, schools, governmental buildings and facilities, cemeteries, etc.

100 YEAR-FLOOD PLAIN (light blue pattern):

These areas are shown on the latest available Federal Insurance Administration “Flood way: Flood Boundary and Flood way Map” as 100-year flood plain (i.e., subject to a one percent chance of flooding in any year).

Land

Availability of land for all types of development is key to economic growth. While infill development and redevelopment/reuse is strongly encouraged, it is not always suitable or financially feasible. Therefore, it is vital that a local government have developable land available for its economy to grow. A comparison of developed lands and undeveloped lands was completed to ensure that there is ample land to meet future development needs within each land use category. Overall, 52 percent of the incorporated areas Pearl is developed. When the larger study area, which is the anticipated growth pattern for the City, is considered approximately 52 percent is developed. It is noted that approximately 16 percent of the City is within the 100-year floodplain and has been deemed undevelopable.

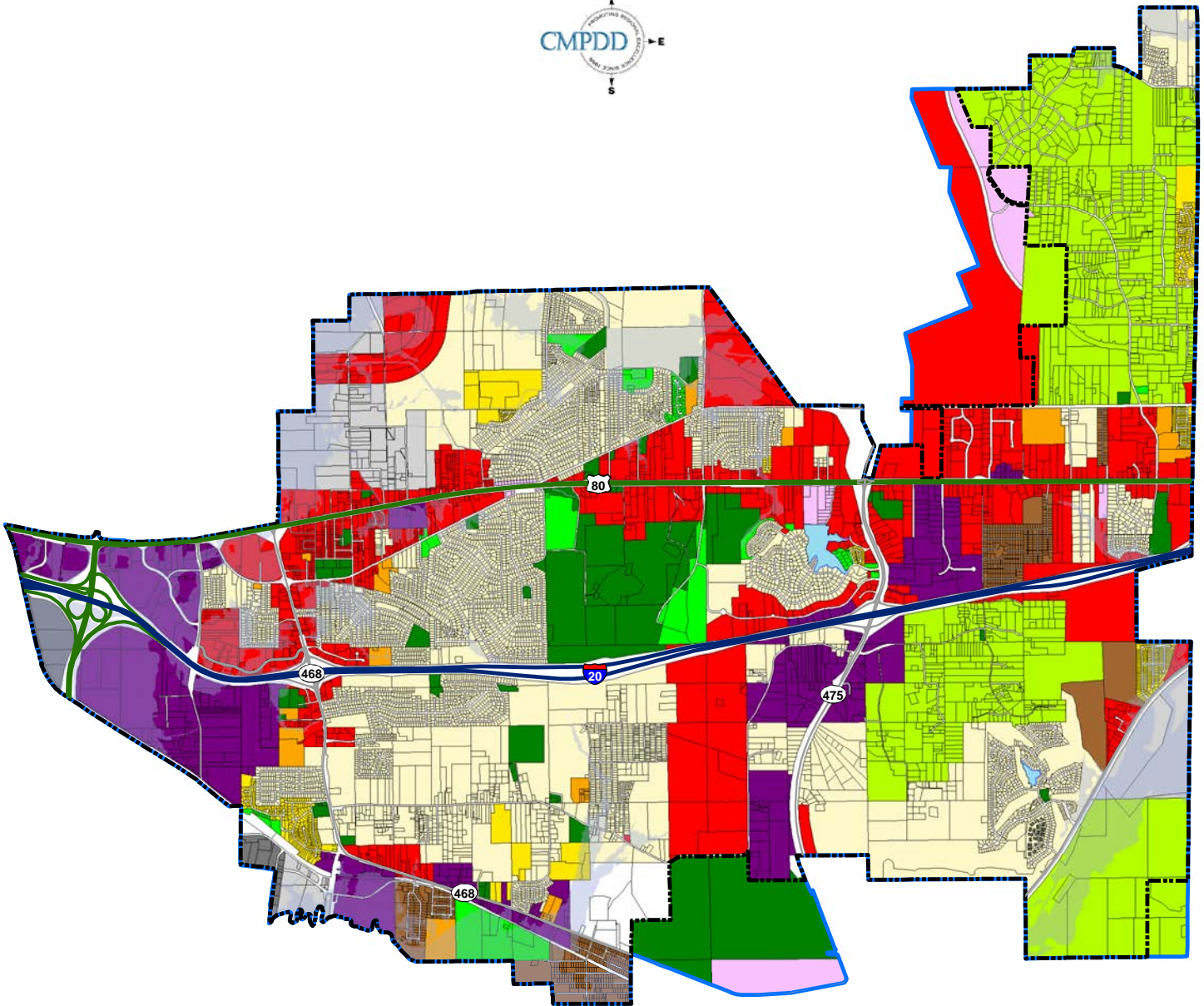
The City’s previous Land Use Plan classifies an abundance of lands as Industrial, specifically near the West Rankin Parkway. At the same time, as noted in Chapter 3 of that Plan, there is a need for additional single-family housing. This need for housing remains as noted in Chapter 3 of this Plan. Therefore, this Land Use Plan designates some of the previously classified industrial lands as residential and commercial.

**TABLE 6-2
PEARL LAND USE PLAN**

Land Use	Study Area (Acres)	Incorporated Area (Acres)	Unincorporated Area (Acres)
Agricultural / Vacant	248.38	248.38	0.00
Residential Estate	2,691.91	2,530.23	161.68
Low Density Residential	4,628.62	4,595.09	33.53
Medium Density Residential	344.48	344.48	0.00
High Density Residential	194.70	194.70	0.00
Manufactured Homes	425.31	425.31	0.00
Low Intensity Commercial	277.12	42.53	234.59
General Commercial	3,161.48	2,735.57	425.91
High Intensity Commercial	1,566.70	1,513.74	52.96
Light Industrial	655.91	623.52	32.39
Heavy Industrial	106.99	106.99	0.00
Parks / Opens Space	312.37	306.37	6.00
Public / Semi-Public	1,147.29	728.50	418.79
Waterbodies	35.19	35.19	0.00
Totals:	15,796.45	14,430.60	1,365.85

City of Pearl

Future Land Use 2019



LEGEND

- | | | |
|-------------------------------|---------------------------|--------------------------|
| Agricultural/Vacant | General Commercial | 0.2% Annual Flood Hazard |
| Residential Estate | High Intensity Commercial | 100 Yr Floodplain |
| Low Density Residential | Light Industrial | Corporate Limits |
| Medium Density Residential | Heavy Industrial | Study Area |
| High Density Residential | Parks/Open Space | |
| Manufactured Home Residential | Public/Semi-Public | |
| Low Intensity Commercial | Water Bodies | |



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