

Downtown Plan

Tylertown ▪ Mississippi



Surrounded by forests and the popular Bogue Chitto River, tourism is a growing contributor to Tylertown’s downtown economy. The Town Center remains the community’s primary business district. Strung out along the intersection of two highways, heavy traffic, a poorly-developed street pattern, and long uninterrupted blocks present challenges for commercial activity.

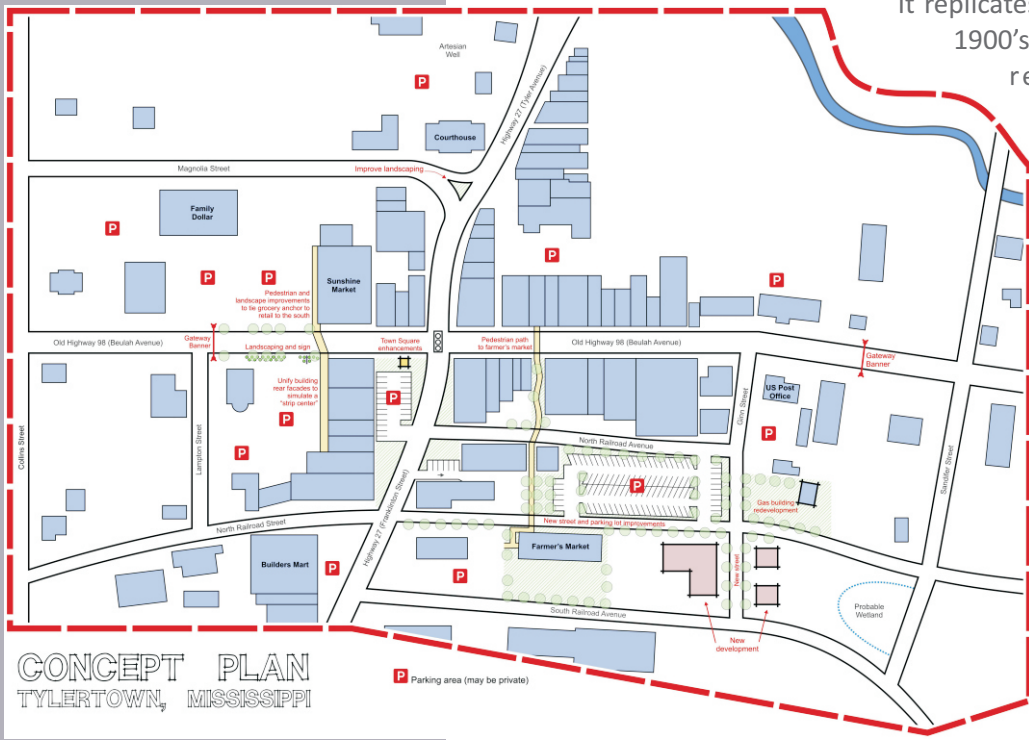
A market assessment sought to identify opportunities in this challenging retail environment. Although the space available was matched to market demand, it was not ideally configured. Similarly, parking was adequate, but not easily accessed. Conditions demanded a design solution.

Our approach began by reconfiguring the secondary street network to improve traffic flow and provide better access to identified redevelopment sites. Pedestrian access is improved through new sidewalks, mid-block crosswalks, and a passageway leading to parking and a popular farmer’s market. Building facade enhancements improve both aesthetics and visibility.

A new streetscape includes unique elements evoking the Town’s history.

It replicates signage from the early 1900’s, along with antique or reproduction arcade games and vending machines placed along sidewalks. The plan reclaims the town square, which had been paved, as public greenspace.

One of the plan’s more innovative ideas was to transform the back of a row of buildings, lining up with the anchor grocery store to create the appearance of a strip center offering parking in front of the stores, which also front the town square.



CONCEPT PLAN
TYLERTOWN, MISSISSIPPI

P Parking area (may be private)



WISCONSIN • COLORADO
www.placedynamics.com