

CITY OF DIAMONDHEAD, MISSISSIPPI

JOINT APPLICATION FOR REZONING

Submitted by: City of Diamondhead, Mississippi, and the Property Owner(s) identified below

Date: 7/28/2026

1. Application and Requested Action

The **City of Diamondhead, Mississippi** (the "City") and the undersigned owner(s) of the property described below (collectively, the "Applicants") jointly submit this application for an amendment to the Official Zoning Map of the City of Diamondhead.

The Applicants request that the City rezone the Subject Properties from **R-6 (Medium Density Dwelling District to ADMU (Aloha District Mixed Use) and ADCC (Aloha District Conventional Commercial)**, subject to review, public hearing, recommendation by the Planning Commission, and final legislative action by the Mayor and City Council as required by the Diamondhead Zoning Ordinance.

This application is submitted in reliance on and to implement the applicable goals, policies, future land-use designations, and recommendations of the **Diamondhead 2040 Comprehensive Plan**, and in accordance with Section 2.8 of the **Diamondhead Zoning Ordinance**.

2. Applicant and Ownership Information

A. City Applicant

City of Diamondhead, Mississippi

Address: 5000 Diamondhead Circle

Authorized representative: Beau King

Title: Building Official

Telephone: 228-222-4626

Email: bking@diamondhead.ms.gov

B. Property Owner(s)

Owner name(s): Tara Corp

Mailing address(es): 758 Augusta Way Diamondhead, MS 39525

Telephone: [REDACTED]

Email: [REDACTED]

Owner name(s): Purcell Co Inc

Mailing address(es): 4402 E Aloha Dr Ste 3 Diamondhead, MS 39525

Telephone: [REDACTED]

Email: [REDACTED]

The undersigned represent that they are the owner(s) of the entire land area proposed for rezoning, or are authorized agents of all such owners. If the Subject Property is held in more than one ownership, all owners or their authorized agents join in this application.

C. Interest in Application

The City seeks the requested rezoning as consistent with its adopted land-use planning policies and the public interest. The Property Owner(s) seek the requested rezoning to allow lawful development and use of the Subject Property in the requested zoning district, subject to all applicable City ordinances, approvals, and regulations.

3. Subject Property

Street address or location: Attached as **Exhibit B.**

Tax parcel number(s): Attached as **Exhibit B.**

Total acreage: Attached as **Exhibit B.**

Legal description: Attached as **Exhibit A.**

Current zoning: R-6

Requested zoning: ADMU and ADCC

Current use(s): Vacant land

Existing structures and ownership of structures: n/a

A map and site plan identifying the Subject Property, affected land area, easements, existing and proposed structures, supporting facilities, and applicable open-space areas are attached as **Exhibit B.**

4. Proposed Development and Timing

Description of Proposed Development or Use

The Applicants propose the following development, use, or land-use pattern for the Subject Property: T/B/D No proposed development currently. Rezoning from residential to mixed use is desired before significant investments are made to design developments. The requested rezoning does not itself authorize construction, subdivision, site development, or any particular use. Any subsequent development remains subject to all applicable zoning, subdivision, site-plan, permitting, drainage, utility, access, environmental, and other City, state, and federal requirements.

5. Basis for Requested Rezoning

A. Comprehensive Plan Consistency

The requested rezoning is consistent with the Diamondhead 2040 Comprehensive Plan because:

- 1.- The Subject Property is located within or is appropriately related to the following Comprehensive Plan future land-use designation, planning area, policy, goal, objective, strategy, or recommendation: **See attached Exhibits.**
- 2.- The requested zoning district supports the Plan's intended pattern of land use, development character, infrastructure, public facilities, transportation, housing, economic development, conservation, or other applicable planning objectives as follows:
- 3.- The requested zoning classification advances orderly development and is compatible with the City's Comprehensive Plan and/or Land Use Plan.

B. Zoning Ordinance Criteria

The Applicants submit that the requested rezoning satisfies Section 9.10 of the Diamondhead Zoning Ordinance because it is in harmony with the Comprehensive Plan and/or Land Use Plan, is compatible with the zoning of the surrounding area, and benefits the community and the City in a consistent manner.

The requested rezoning is supported by the following applicable criterion or criteria:

Changed or changing conditions / neighborhood character and public need. The character of the surrounding neighborhood has changed or is changing, and a public need exists for additional land bearing the requested zoning classification, as shown by Exhibit F.

6. Surrounding Area and Probable Effects

The surrounding-area analysis and tax parcel map are attached as **Exhibit D**. The exhibit identifies existing streets or roads, property lines, current and proposed zoning boundaries, and the area necessary to show the Subject Property's relationship to surrounding properties, as determined by the Zoning Administrator.

The Applicants anticipate the following probable effects of the requested rezoning on surrounding land uses and properties: none.

Measures proposed to address compatibility, access, drainage, buffers, utilities, traffic, screening, or other foreseeable impacts include: All issues to be addressed in permitting and approval processes for the development when submitted.

7. Adjacent Property Owners

A list of all owners of adjacent property within five hundred (500) feet, exclusive of the width of intervening streets, alleys, or bodies of water, is attached as **Exhibit E**. The list includes each owner's name and mailing address.

8. Required Exhibits and Supporting Materials

The Applicants submit or will submit the following materials as part of this application:

- **Exhibit A:** Legal description of the Subject Property.

- **Exhibit B:** Site plan showing the affected area, easements, existing and proposed structures, supporting facilities, and applicable open-space areas.
- **Exhibit C:** Development schedule and, if applicable, phased-development description.
- **Exhibit D:** Tax parcel and surrounding-area map showing existing streets or roads, property lines, current and requested zoning boundaries, and the required surrounding area.
- **Exhibit E:** Names and mailing addresses of qualifying adjacent property owners.
- **Exhibit F:** Comprehensive Plan consistency narrative and cited Plan provisions.
- **Exhibit G:** Evidence of ownership, right of possession, and authority of any signing agent.
- **Exhibit H:** City Council motion or resolution authorizing City initiation of or participation in the application, if applicable.
- **Exhibit I:** Any additional information, reports, studies, or maps requested by the Zoning Administrator.

9. Request for Review and Public Hearing

The Applicants request that the Zoning Administrator determine the application complete, conduct the required review and investigation, transmit the application and staff recommendation to the Planning Commission, and schedule the required public hearing and notice.

The Applicants further request that, after the public hearing and consideration of the evidence, the Planning Commission recommend approval and the Mayor and City Council approve the requested amendment to the Official Zoning Map.

10. Certifications and Signatures

The undersigned certify that the information supplied in this application and its exhibits is true and correct to the best of their knowledge. The Property Owner(s) authorize City staff and authorized representatives to enter the Subject Property as reasonably necessary to review this application, subject to reasonable notice and applicable law.

This application is a request for legislative rezoning action. Nothing in this application limits the City's legislative discretion, commits the City to approve the requested rezoning, or waives any requirement of the Diamondhead Zoning Ordinance or other applicable law.

CITY OF DIAMONDHEAD, MISSISSIPPI

By: 
 Name: BEN RINE
 Title: BUILDING OFFICIAL
 Date: 7-28-26

PROPERTY OWNER

Owner: _____
 By: _____

Name/Title: _____

Date: _____

ADDITIONAL PROPERTY OWNER(S), IF APPLICABLE

Owner: _____

By: _____

Name/Title: _____

Date: _____

11. City Staff Use Only

Date received: 7-28-26

Application complete: ☒ Yes ☐ No

Fee received, if applicable: N/A

Zoning Administrator: ✓

Posted on Property and at City Hall: ✓

Notices sent to adjoining property owners: ✓

Advertising Dates: ✓

Planning Commission hearing date: 9-22-26 6PM

Planning Commission action: _____

Mayor and City Council action: _____

132G-1-03-020.000

EXHIBIT A**Owner City, State ZIP:****Physical Address:****Improvement Type:****Year Built: 0****Base Area: 0****Adjusted Area: 0****Actual Total Value: 2000****Taxable Total Value: 0****Estimated Tax: 37.65****Homestead Exemption: No****Deed Book: BB1****Deed Page: 296****Legal Description 1: 3 BLK 1 DIAMONDHEAD PHASE #3****Legal Description 2: UNIT #1****Legal Description 3:****Legal Description 4:****Legal Description 5:****Legal Description 6:****Longitude: 0****Latitude: 0****Square Footage: 7734.42**

132G-1-03-165.000

EXHIBIT A

Owner City, State ZIP: DIAMONDHEAD, MS 39525

Physical Address:

Improvement Type:

Year Built: 0

Base Area: 0

Adjusted Area: 0

Actual Total Value: 600

Taxable Total Value: 0

Estimated Tax: 11.3

Homestead Exemption: No

Deed Book: 2024

Deed Page: 12581

Legal Description 1: PT 7 BLK2 PH3 UN1 DIAMONDHEAD

Legal Description 2:

Legal Description 3:

Legal Description 4:

Legal Description 5:

Legal Description 6:

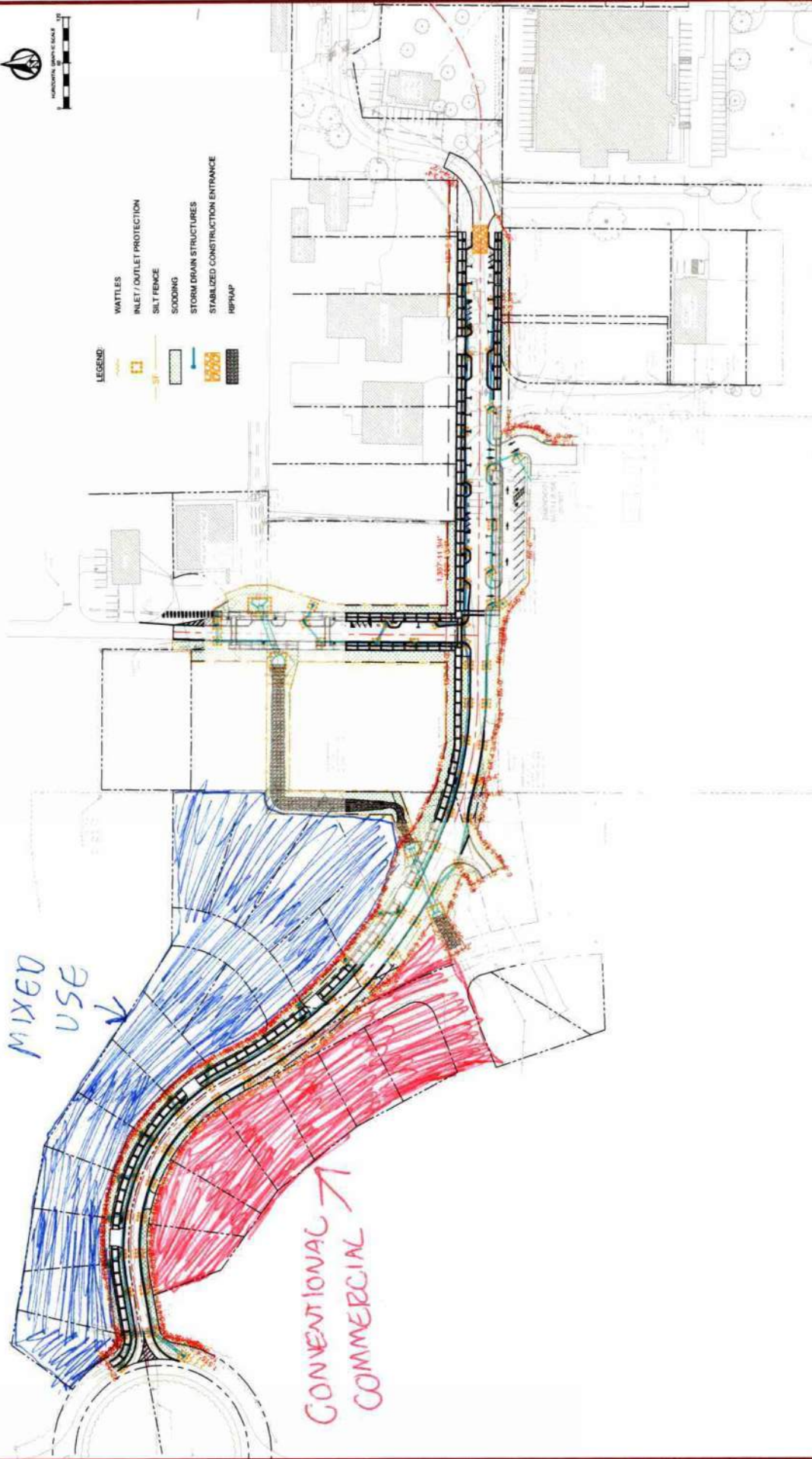
Longitude: 0

Latitude: 0

Square Footage: 8173.12

USE
MAXIM

CONVENTIONAL
COMMERCIAL



REVIEWS			DRAWING INFORMATION	
NO.	DATE	BY	DESCRIPTION	
				FILE NO.: 1456-21
				DATE: 04/12/2023
				SCALE: 1" = 80'
				DRAWN BY: RLN
				CHECKED BY: WRT
				QA/QC: WRT

DIAMONDHEAD TOWN CENTER DISTRICT
DOWNTOWN TRANSFORMATION
PHASE 1

CITY OF DIAMONDHEAD
DIAMONDHEAD, MISSISSIPPI

COVINGTON
CIVIL AND ENVIRONMENTAL
PHONE: 228.396.0486
2300 14th STREET
GULFPORT, MS 39501

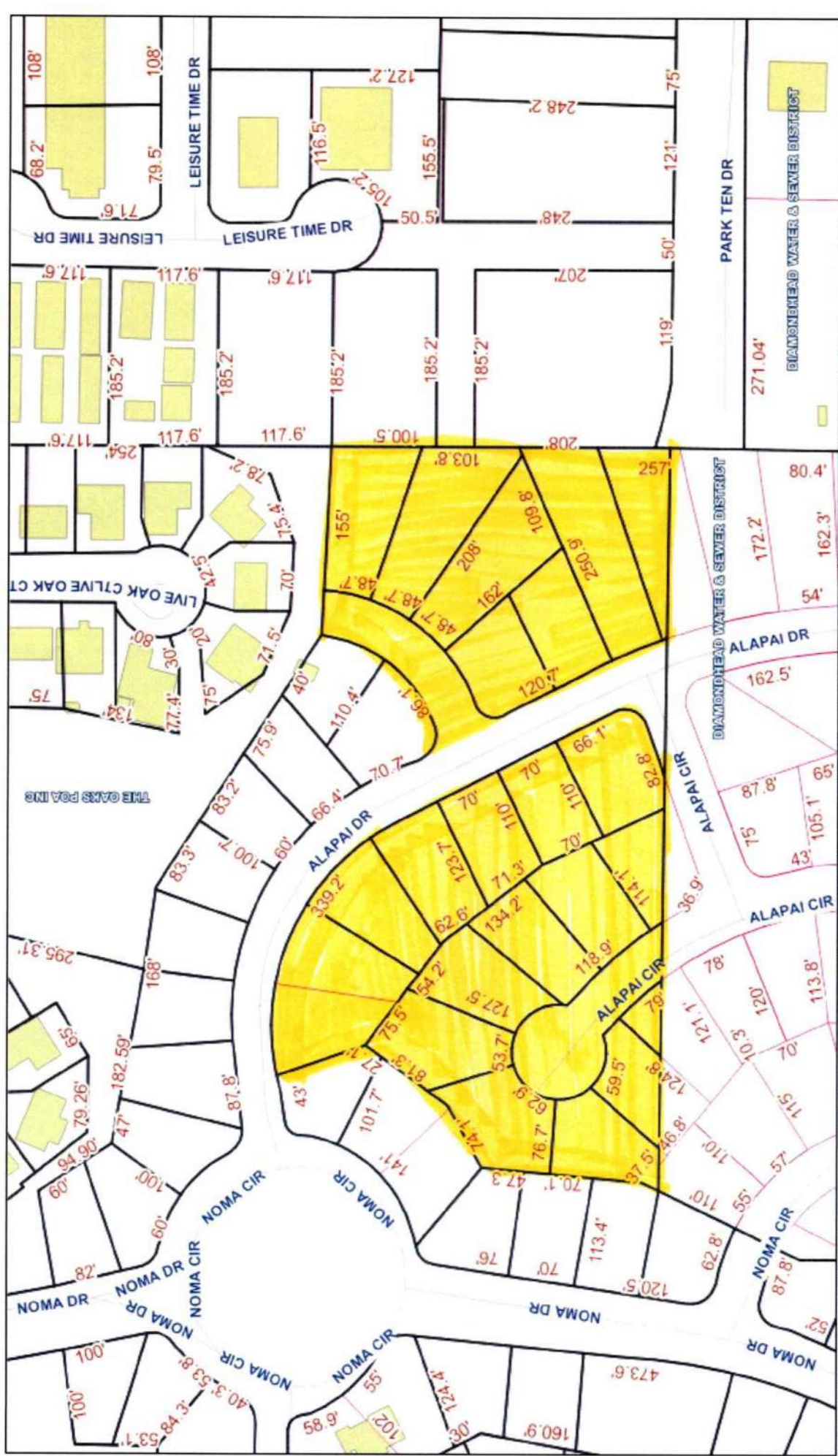
TEI **TICE**
ENGINEERING, INC.
ENGINEERS / SURVEYORS
Trusted Engineers. Experienced Surveyors. Innovative Results.

510 S. VARDAMAN ST.
WIGGINS, MS 39577

STORM WATER POLLUTION PREVENTION PLAN	WORKING NUMBER: SWPPP-1	SHEET NUMBER: 48
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EXHIBIT B

Geoportal Map



DISCLAIMER: Any user of this map product accepts its faults and assumes all responsibility for the use thereof, and further agrees to hold Hancock County harmless from and against any damage, loss or liability arising from any use of the map product. Users are cautioned to consider carefully the provisional nature of the maps and data before using it for decisions that concern personal or public safety or the conduct of business that involves monetary or operational consequences. Conclusions drawn from, or actions undertaken, on the basis of such maps and data, are the sole responsibility of the user.

TARA CORP - PARK TEN CONVENTIONAL COMMERCIAL (ADCC)

EXHIBIT B



Parcels

132G-1-03-
019.000

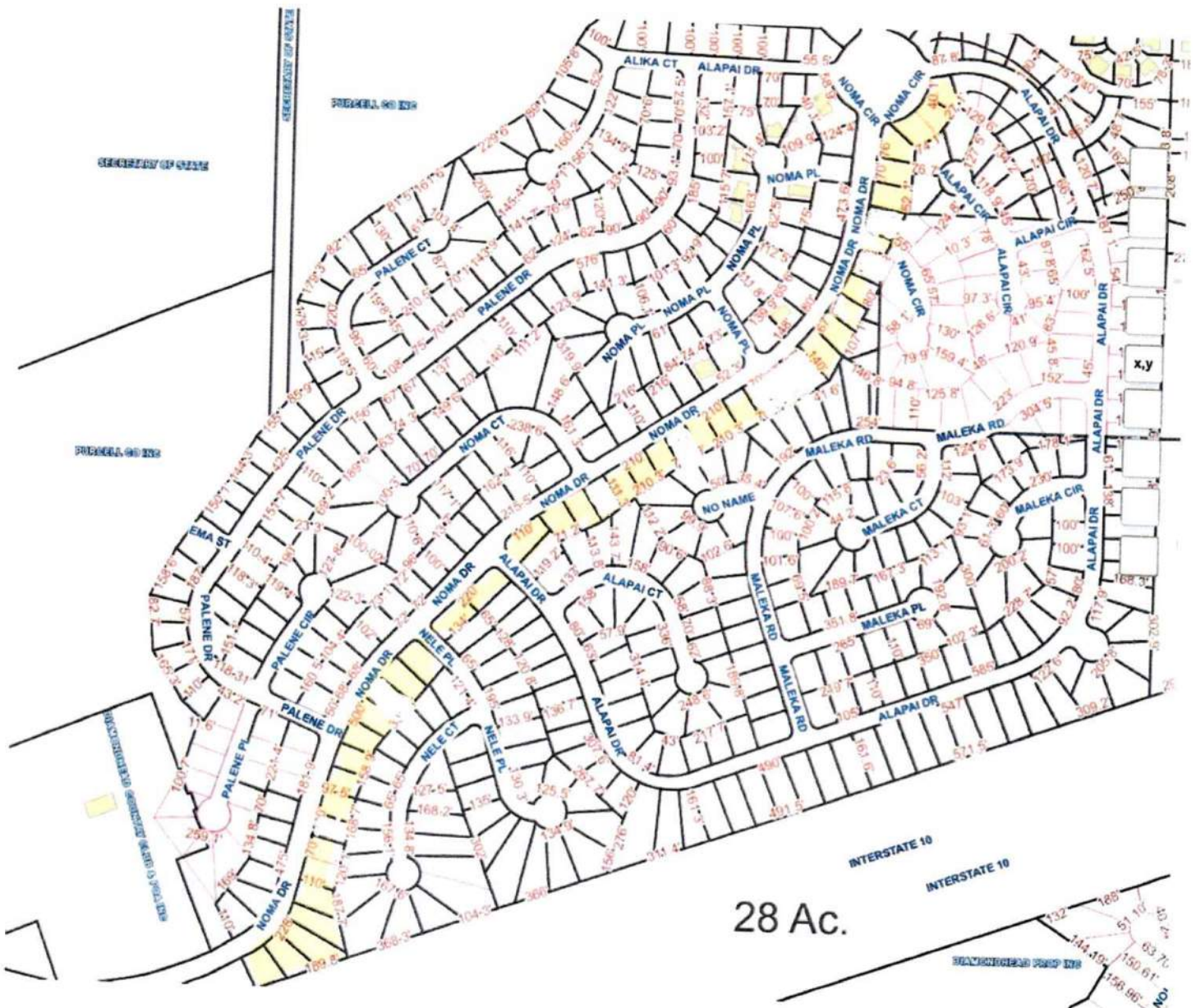
Parcel Number: 132G-1-03-019.000
 Owner Name: WILLIAMS JANE E
 Owner Address: 5400 INDIAN HILL BLVD
 Owner City, State ZIP: DIAMONDHEAD,
 MS 39525
 Physical Address:
 Improvement Type:
 Year Built:
 Base Area:
 Adjusted Area:
 Actual Total Value: 2000
 Taxable Total Value:
 Estimated Tax: 37.65
 Homestead Exemption: No
 Deed Book: BB51
 Deed Page: 785
 Legal Description 1: 2 R1 K 1 L1 N 1

LOTS 1, 3, 4, 5, 6, 7, 8, 9, 10 & 11,
 PHASE III, UNIT 1, BLOCK 1

ALOHA DISTRICT MIXED USE
 ADMU

0 30 60ft

EXHIBIT B



35 Purcell Lots ON THE SOUTH SIDE
OF NOMA DRIVE.

ALOHA DISTRICT MIXED USE
ADMU

1326-1-03-020.00
THRU

1326-1-03-165.000



0 150 300ft



EXHIBIT D



EXHIBIT D



EXHIBIT D

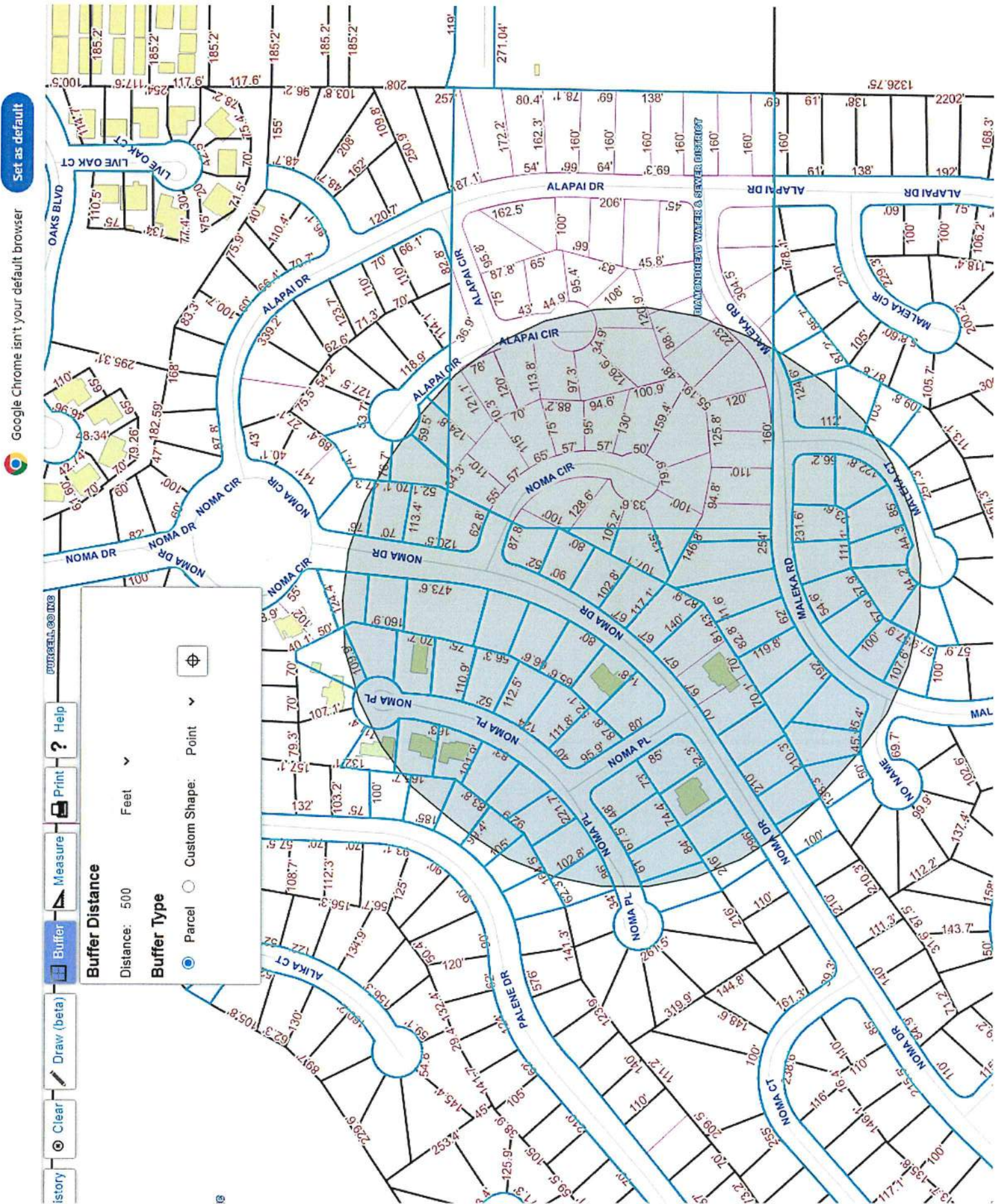
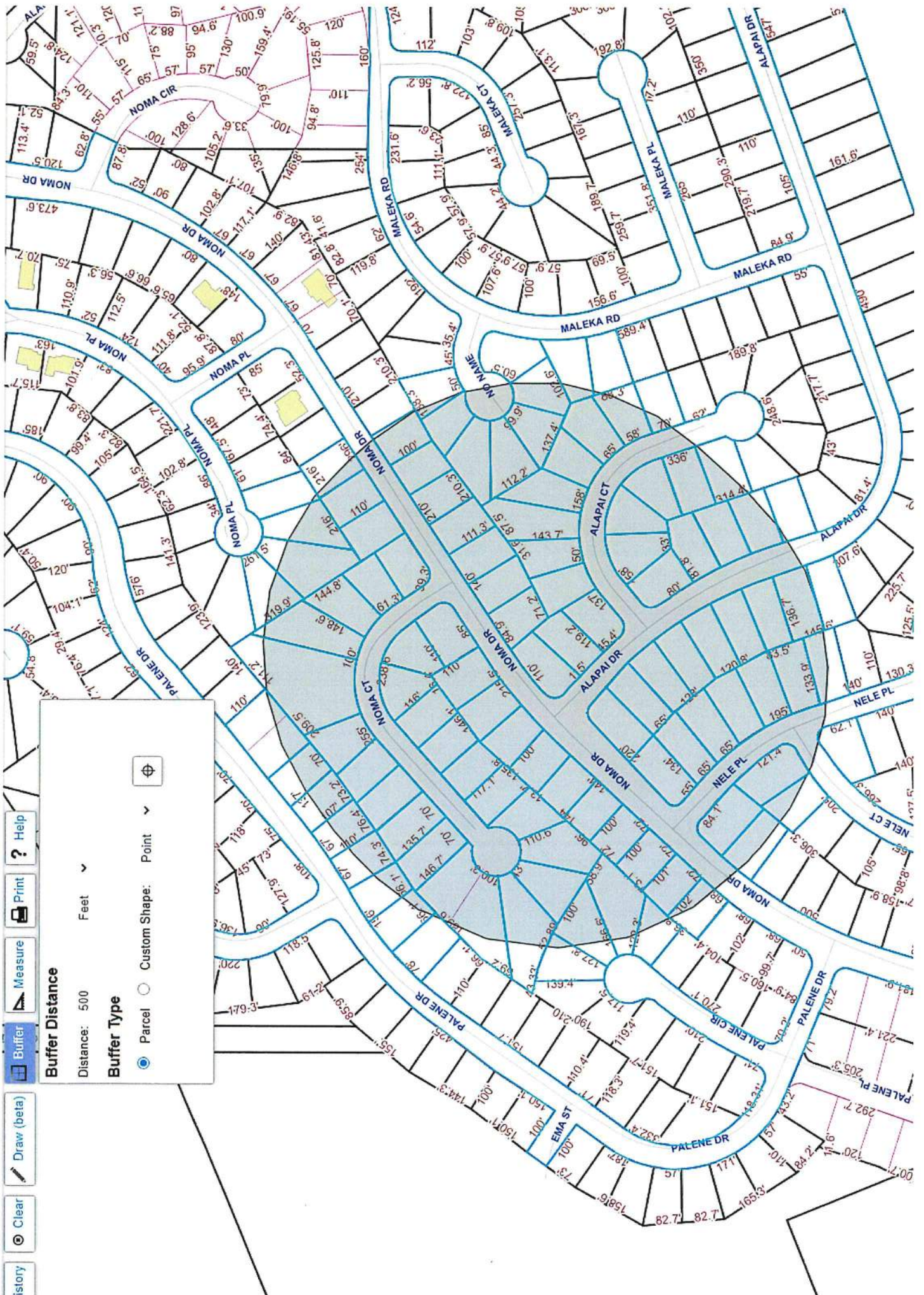


EXHIBIT D

Google Chrome isn't your default browser



Set as default



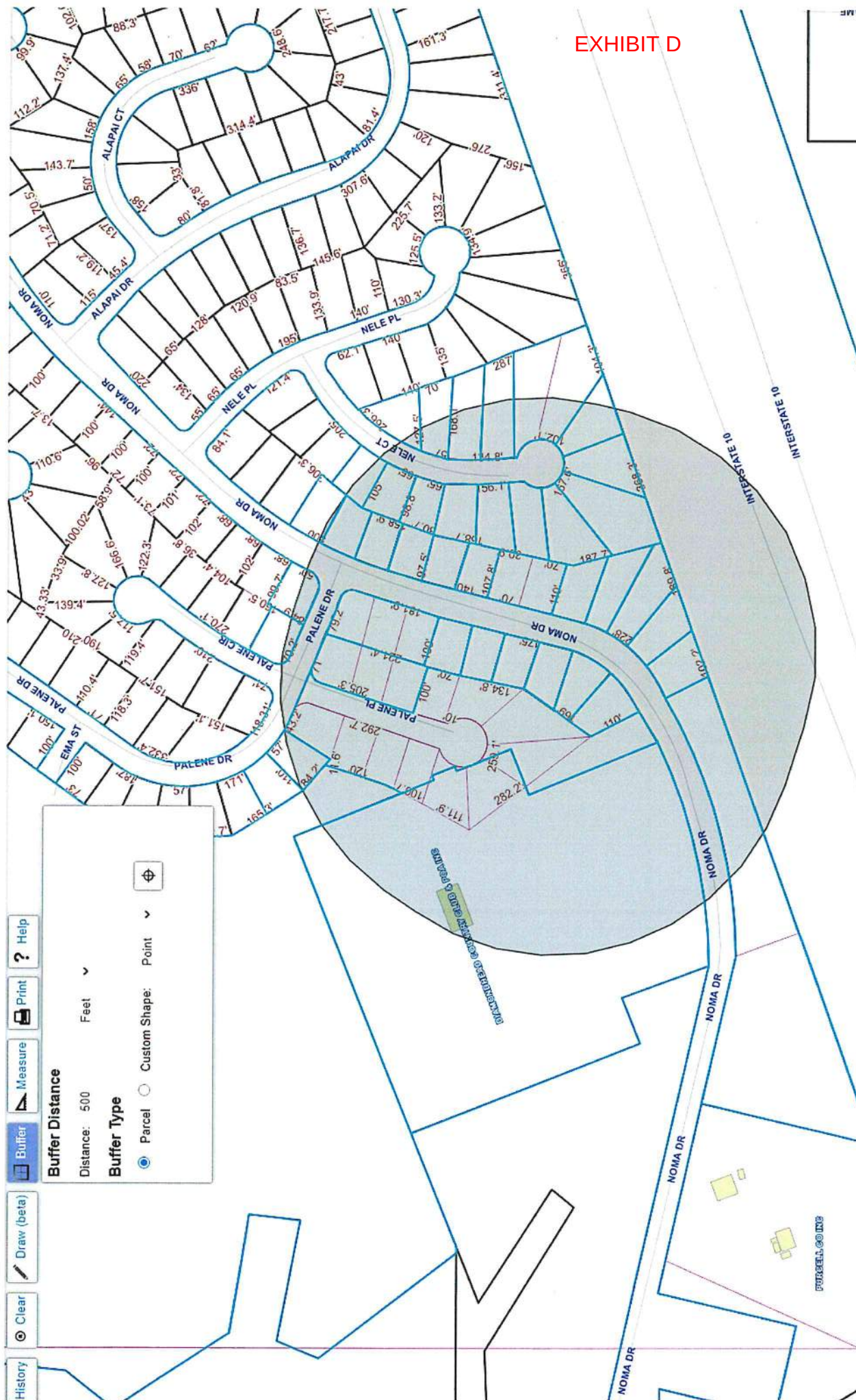


EXHIBIT D

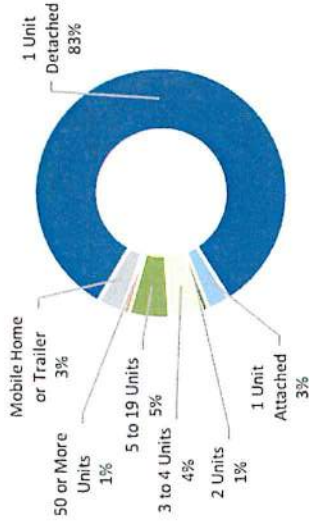
AMF

PUCELLA.COM

EXHIBIT E

WILLIAMS JANE E 5400 INDIAN HILL BLVD DIAMONDHEAD, MS 39525	LAMB MELANIE 4212 NOMA PLACE DIAMONDHEAD, MS 39525	HARRIS JAN A #3 HOLLY CORNER DIAMONDHEAD, MS 39525
SWAIN DILLON V #1 HOLLY CORNER DIAMONDHEAD, MS 39525	CLARK LIONEL V 4218 NOMA PLACE DIAMONDHEAD, MS 39525	GOWEN LISA C 4224 NOMA PLACE DIAMONDHEAD, MS 39525
JEMILO-ROSE CAROL C ET VIR 1 WILDERNESS RUN DIAMONDHEAD, MS 39525	FAVRE E SCOTT 4014 ROAD 319 PERKINSTON, MS 39573	SOUTHERN MS REAL ESTATE LLC 2252 BEACH DRIVE GULFPORT, MS 39507
DEREYNA OTIS 216 JUNIPER RIDGE CRT SANDFORD, FL 32771	KOCH JOHN G ETUX 2833 MCKEAG DR FT COLLINS, CO 80526	HAGGERTY DANIEL B ETAL 102 HERRING DR SLIDELL, LA 70461
CUMMINS APRIL N 42138 NOMA DR DIAMONDHEAD, MS 39525	CROSBY CYNTHIA 7 TIMBER PARK DIAMONDHEAD, MS 39525	REAVES KENNETH ETAL 8921 MAILI WAY DIAMONDHEAD, MS 39525
MICELI KATHLEEN E (LIFE ESTATE) 5 HOLLY CORNER DIAMONDHEAD, MS 39525	MILLER DEREK ETAL 4 TIMBER PARK DIAMONDHEAD, MS 39525	PAUL KATY 3 WILDERNESS RUN DIAMONDHEAD, MS 39525
BISSELL JOHN J ETAL 3514 LOULU PLACE DIAMONDHEAD, MS 39525	ROCHA DECORATIVE 5337 DOVE TREE ST ORLANDO, FL 32611	HILLIARD EDWARD 117 BELLE TERRE CRT LONG BEACH, MS 39560
SACKETT DUSTIN M ETUX #2 TIMBER PARK DIAMONDHEAD, MS 39525	SECRETARY OF STATE 401 MISSISSIPPI ST JACKSON, MS 39201	PARSANLALL KRISHNA 4 HOLLY CORNER DIAMONDHEAD, MS 39525
DIAMONDHEAD WATER & SEWER 4425 PARK TEN DR DIAMONDHEAD, MS 39525	SHARLOW HEATHER M 5 TIMBER PARK DIAMONDHEAD, MS 39525	PARKER PAUL LINDSAY #2 HOLLY CORNER DIAMONDHEAD, MS 39525
PEELER CAROLYN T #7 HOLLY CORNER DIAMONDHEAD, MS 39525	SELF RICHARD 855 PIERREMONT RD SUITE 123 SHREVEPORT, LA 71106	DIAMONDHEAD COUNTRY CLUB 5300 DIAMONDHEAD CIRCLE DIAMONDHEAD, MS 39525

Diamondhead Housing Units by Type



Diamondhead Housing Tenure

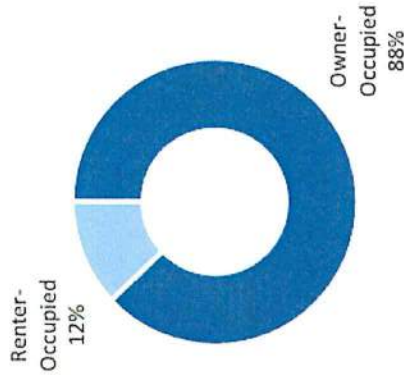


Figure 15: Diamondhead Housing Units by Type (top) and Tenure (bottom), 2020 (Source: Envision Analytics)

Residential Real Estate Market

Data from the Multiple Listing Services provides yet another insight into the residential market in Diamondhead. Median listing price is a measure of home values as they come on the market. The graphic to the right displays the median listing price in June 2020 by zip code for Diamondhead and surrounding communities. The median listing price in 39525 Diamondhead was \$229,500. The 39571 Pass Christian had the highest median listing price at \$339,050. The median number of days on the market for listings in the 39525 Diamondhead zip code

was 84.

The number of new single-family permits in Diamondhead has been steadily increasing over the past five years, with 64 new single-family permits granted in 2019.

Opportunities for Future Residential Development in Diamondhead

The demographics analysis indicates continued growth in Diamondhead, particularly among two age brackets (Ages 25-34 and Ages 65-74). Housing will be an important component in accommodating this growth while shaping the community according to its overall vision, as population projections suggest an additional 800 housing units will be needed by 2040. Opportunities exist to

develop a variety of housing product that meets the needs of the aging population in Diamondhead while also attracting young professionals and families in the region. Types of housing development in Diamondhead may include:

- **Middle Housing:** Multi-unit housing comparable in scale and form to single-family homes and located within a walkable neighborhood that includes neighborhood commercial uses, green spaces and amenities. Examples of middle housing include cottage courts, townhomes, duplexes, live-work spaces and mixed use buildings.
- **Senior Housing:** Allows residents to age in place while providing easy access to retail, medical and professional services, fitness and wellness. This includes assisted living, group living, cottage homes and independent senior apartments.



Typical housing types in Diamondhead

The data presented in the Retail Leakage Table comes from Nielsen Claritas, Inc., a national retail marketing service used by town planners, retail & restaurant site planners, and national chains for their market research. Claritas gets its data from a number of sources including: Census of Retail Trade; Annual Survey of Retail Trade; Claritas Business Facts; Census of Employment and Wages; Sales Tax Reports; and various Trade Associations.

The retail leakage analysis indicates that both Diamondhead and the 15-minute drivetime primary trade area leaked approximately \$135 million in retail sales over the past year.

- Stores in Diamondhead sold \$69.8 million in merchandise while consumers living in Diamondhead spent \$204.9 million in merchandise. Therefore, Diamondhead leaked \$135.1 million in sales last year.
- Stores in the 15-minute drivetime primary trade area sold \$172.1 million in merchandise while consumers living in the 15-minute drivetime spent \$308.1 million in merchandise. Therefore, the 15-minute drivetime area leaked \$136 million in sales last year.

The chart below provides retail leakage in select categories experienced in the 15-minute drivetime. This leakage translates into opportunities to capture existing market demand. Key opportunities include grocery stores, restaurants (both full-service and limited-service), clothing stores, and pharmacies and drug stores.

Potential Retail Capture

The retail leakage analysis suggests that there is significant demand in both Diamondhead and the 15-minute trade area, but much of that demand is absorbed within the larger region. Therefore, it is not realistic to expect to capture all of the existing retail leakage experienced in Diamondhead and the trade area.

However, there are many opportunities for Diamondhead to capture a percentage of both local and regional demand, particularly if attention is given to recruiting businesses that match the local market. For example, if Diamondhead were to recapture 25% of the LOCAL demand generated by residents of the city limits, it could support approximately 67,436 sf of new retail. This is a conservative scenario.

A more moderate scenario shows that if Diamondhead were to recapture 15% to 25% of leakage from the 15-minute drive trade area, it could support approximately 94,614 to 157,690 square feet of retail space. Key retail categories include:

Restaurants

- 20,473 square feet of demand
- 5-8 restaurants depending on size

Retail Leakage in 15-Min Drivetime

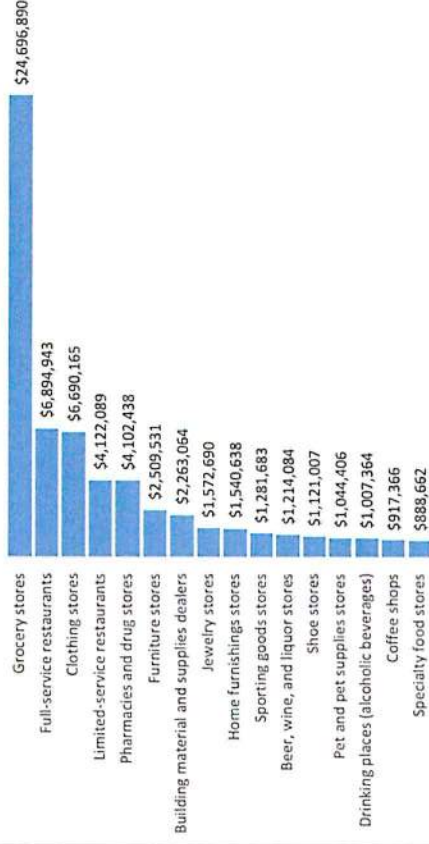


Figure 22: Retail Leakage in Select Categories in the 15-Minute Drivetime Trade Area
(Source: Environics Analytics)

- Both fast food (\$4.5m local demand) and full-service restaurants (\$5.3m local demand)

Grocery

- 16,687 square feet
- A small format grocery store is typically 25,000 square feet
- Opportunity for expanding existing grocer, merchandising in retail store, farmers market

TABLE 5 - RETAIL LEAKAGE TABLE

	Diamondhead	15-Minute Drivetime	Gulfport MSA	30-Minute Drivetime
Consumer Expenditures	\$204,946,102	\$308,087,951	\$1,143,545,703	\$3,444,405,036
Retail Sales	\$69,796,979	\$172,093,540	\$1,903,078,488	\$4,204,953,376
Retail Leakage (Gain)	\$135,149,123	\$135,994,411	(\$759,532,785)	(\$760,548,340)

The development vision is vital its success. The vision may include a walkable, mixed-use development that serves as a community gathering place and town center. Elements of the mixed-use development may include:

Retail, Dining and Entertainment

- Variety of options

- Local and unique

- Office Space

- Headquarters

- Creative Lofts

- Other Commercial

- Professional services

- Health and wellness

- Hotel

- Housing Options

- Apartments or condominiums

- Live-work units

- Townhomes

- Single-family housing

- Senior housing

- Green space

- Community gathering space

- Dog park

- Walkability

- City Hall

- Library

- Courthouse

- Performing arts center

- Amphitheater

- 735,000 in local demand for specialty food (meat, fruits and vegetables, baked goods)

Furniture/Home Furnishings

- 6,148 square feet

- Small independent boutique or specialty shop with home decor

- Clothing

- 5,575 square feet

- 1 or 2 specialty stores

- Family clothing (\$3.3m local demand) and Women's clothing (\$1.2m local demand)

Sporting Goods

- 2,150 square feet

- Small independent / specialty store – golf, tennis, outdoor sports, etc.

Coffee Shop

- \$625k in local demand, \$917k demand in trade area

- Identified as a local need

Other categories that show a more limited amount of demand, but may provide opportunities for expansion of existing businesses, include beer and wine stores, drinking places, shoes, jewelry, books, gifts, hobby, pet and pet supplies, and automotive stores.

Mixed Use Opportunity

Projected population growth, coupled with local and regional retail demand, present an opportunity for Diamondhead to create a signature mixed-use development that meets the needs of local residents while also pulling in customers from the surrounding region.

TABLE 6 - POTENTIAL RETAIL CAPTURE		
	15% Scenario	25% Scenario
Retail Sales Captured	\$20,399,162	\$33,998,603
Square Footage	94,614	157,690

Right, Above and Below:
Suwannee Town Center in
Suwannee, Georgia



RESIDENTIAL NEIGHBORHOODS

SUBURBAN NEIGHBORHOODS

The Suburban Neighborhoods place type applies to land in the expansion area identified as suitable and desirable for conventional residential development. Suburban Neighborhoods typically serve as a transition from the least dense natural and rural environment to the more dense urban environment while strategically incorporating natural features into site design and providing formal open spaces. Existing landscapes may be preserved to define curvilinear streets, common areas, parks and recreation opportunities associated with civic and institutional uses. Ideally landscapes, rather than buildings, are used to frame these neighborhoods. A range of lot sizes are encouraged to create opportunities for diverse housing choices. The suburban character of these residential areas is best maintained by preserving or adding to existing vegetation and a balance between buildings and open space.

TRADITIONAL NEIGHBORHOODS

The Traditional Neighborhoods place type applies to land in the expansion area identified as suitable and desirable for residential development. While higher density residential use is typically dominant, they often feature a core of commercial and civic activity such as a library, small scale store, coffee shop, bank or other



Above: Typical Diamondhead home

PLANNED CHARACTERISTICS		PLANNED CHARACTERISTICS	
SUBURBAN NEIGHBORHOODS		TRADITIONAL NEIGHBORHOOD	
Primary Land Uses	Single Family Dwellings	Primary Land Uses	Single Family Dwellings and Commercial Mixed
Secondary Uses	Condominiums, Townhomes, Multiple-family Dwellings, Institutional Uses	Secondary Uses	Condominiums, Townhomes, Multiple-family Dwelling
Intensity Range	4 to 8 dwellings/acre	Intensity Range	6 to 20 dwellings/acre
Development Policies	Low Impact Design Resource Buffers Tree Canopy Preservation	Development Policies	Low Impact Design Resource Buffers Vertically and Horizontally Mixed Uses
ESSENTIAL BUILDING CHARACTER		ESSENTIAL BUILDING CHARACTER	
Building Placement	Buildings placed at varying setbacks, clustering for non single family units	Building Placement	Buildings placed very close to street
Frontage and Height	No Requirement	Frontage and Height	3 stories
ESSENTIAL SITE CHARACTER		ESSENTIAL SITE CHARACTER	
Parking and Access	Low impact parking preferred	Parking and Access	On street and parking to rear in commercial areas
Landscape	None prescribed but trees and foundation plantings are encouraged	Landscape	Street trees, parking lot and foundation plantings
Amenities	As provided in original Diamondhead Master Plan	Amenities	10 to 20 percent open space
MOBILITY		MOBILITY	
Street Types	Local, Collector	Street Types	Local, Collector
Bike/Pedestrian/Golf Carts	Bikeways, trails - See mobility section for plan	Bike/Pedestrian/Golf Carts	Bikeways, Trails, Golf Carts - See mobility section for plan

neighborhood oriented businesses. They may feature parks, schools or other public features. They should be easy to navigate on foot with important features within a 20 minute walk for the average resident.

The context of a traditional neighborhood includes small blocks on a grid formation with a discernible center public space and an edge that transitions into different, less intensive uses. Traditional neighborhoods are pedestrian friendly and accessible for all modes of transportation. Buildings are built close to the street at a human scale, with abundant transparency on the ground floor of buildings. Buildings have minimal setbacks from the street, but allow for wide

tree-lined sidewalks, as well as space for sidewalk uses like cafés and sales tables. Traditional neighborhoods provide parking that is on the street or within parking lots that are behind or underneath new buildings. Some buildings contain multiple uses. A wide variety of housing types are provided, both in size and affordability, with higher density housing types closer to the center of the neighborhood. Active public open space is located at or near the center. This space will be suitable for passive recreation as well as organized events, such as festivals, farmers markets and performances.

COMMERCIAL CENTERS

SECTION OVERVIEW

Diamondhead contains four types of commercial places and activity centers. Each of these will be described in this section. The four classifications for commercial areas and activity centers are:

- Suburban Redevelopment
- Town Center Mixed Use
- Aloha District and Suburban Redevelopment
- Suburban Center

In addition to the general description provided for each of these types, detailed designs illustrating development principles more precisely are provided for the Aloha District.

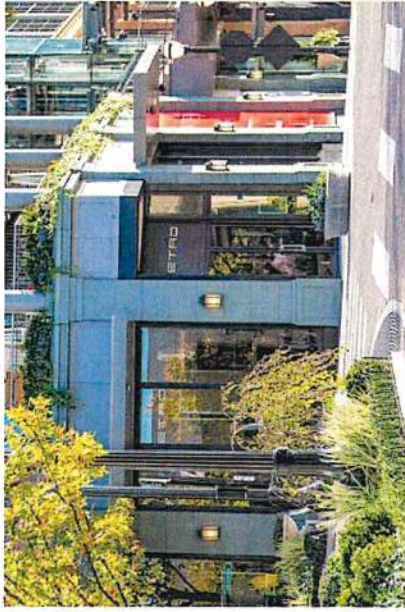
SUBURBAN REDEVELOPMENT

As was mentioned in the historic context for Diamondhead in the introductory section of the plan, the primary area classified as suburban redevelopment in Diamondhead was not a part of the original master planned community. This area lies at the major



Above: Example suburban redevelopment

PLANNED CHARACTERISTICS OF SUBURBAN REDEVELOPMENT	
Primary Land Uses	Retail, office, general commercial Uses
Secondary Uses	Upper floor residential, lodging
Intensity Range	Floor area ratio of 1
Development Policies	Low impact design required
ESSENTIAL BUILDING CHARACTER	
First generation buildings to maintain positioning	
Building Placement	Redevelopment buildings placed near the street to create enclosure of street spaces
Frontage and Height	1 to 3 stories typical, taller building are possible
ESSENTIAL SITE CHARACTER	
Parking and Access	As required
Landscape	Formalized street trees and parking lot landscaping
Amenities	Multi-modal pathway connections where planned (see mobility section)
MOBILITY	
Street Types	Local, Collector, Arterial depending on intensity and context
Bike/Pedestrian/Golf Carts	Bike lanes, bike parking, pedestrian facilities provided throughout as well as provisions for the circulation and parking of golf carts



Above: Example town center mixed use development

entryway into Diamondhead at the intersection of Aloha and Gex Drives. Because the area was not master planned, it developed in unincorporated Hancock County under county zoning controls. These controls allowed for commercial development that was heavily automobile oriented, of minimal architectural character, and characterized by excessive parking areas devoid of landscaping and lacking pedestrian facilities.

Additional suburban redevelopment place types are designated in the expansion area with one being located at Interstate 10 and Delisle Road and the other located at the northern entrance into Diamondhead along Kapalama.

Envision Diamondhead 2040 seeks to implement policies that will promote redevelopment of these areas through the retrofit of parking lots with appropriate landscaping, the infilling of parking lots with buildings lined close to the streets, and complimented by ample pedestrian facilities. In addition, commercial and residential uses are intended to be mixed with residential uses permitted above ground floor retail and office uses.

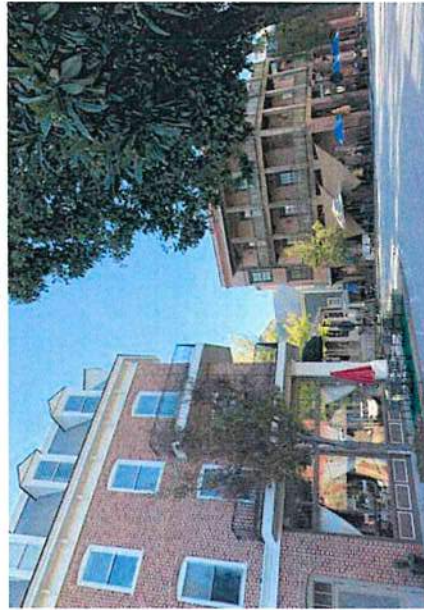
COMMERCIAL CENTERS

TOWN CENTER MIXED USE

Town Center Mixed Use is to provide for and promote the development of a compact mixed use town center reflecting the timeless building patterns of traditional downtowns. These characteristics include design features that prioritize pedestrian activity, human scales, outdoor environments, abundant landscape and natural features, and quality architecture. The district accommodates a range of commercial, residential, small scale production, open space and recreational activities. While land use is a very important element in the district, building form, lot placement, and streetscape take precedent in creating the desired environment.

The general development principles of the Town Center Mixed Use District are to:

- Promote form-based development through form-based standards. In contrast to conventional zoning standards that emphasize on the regulation of land uses, form-based mixed-use development standards focus on promoting a walkable,



Above: Example of town center mixed use development

PLANNED CHARACTERISTICS OF TOWN CENTER MIXED USE	
Primary Land Uses	Retail, office, general commercial Uses
Secondary Uses	Upper floor residential, lodging
Intensity Range	Floor area ratio of 1
Development Policies	Low impact design required
ESSENTIAL BUILDING CHARACTER	
Building Placement	First generation buildings to maintain positioning Redevelopment buildings placed near the street to create enclosure of street spaces
Frontage and Height	1 to 3 stories typical, taller building are possible
ESSENTIAL SITE CHARACTER	
Parking and Access	On street parking and parking to the rear of buildings
Landscape	Formalized street trees and parking lot landscaping
Amenities	Multi-modal pathway connections where planned (see mobility section)
MOBILITY	
Street Types	See mobility section
Bike/Pedestrian/Golf Carts	Bike lanes are provided along with bike parking, pedestrian facilities are provided throughout as well as provisions for the circulation and parking of golf carts



Above: Example of town center mixed use development

- urban form of development consistent with traditional downtowns and commercial centers.
- Require excellence in the design of the public realm and of buildings that front public spaces. The most successful and memorable urban environments are those in which walking down the street is appealing. Streets, plazas, parks, and other public spaces should be comfortable and inviting, and buildings fronting those spaces should be active and visually interesting at the pedestrian level.
- Encourage creativity, architectural diversity, and exceptional design.
- Promote high quality design, and the development review process for mixed-use projects is intended to promote flexibility. Standards and guidelines, as well as the development review process, are intended to support creativity and exceptional design while discouraging uniformity.

NEW COMPLETE STREETS AND RETROFITS

Multiple street projects are planned within the City of Diamondhead to provide new connections, reduce pressure at traffic pinch points, and transform existing streets into complete streets.

1. I-10 Interchange and Gex Drive/West Aloha Drive Intersection

MDOT is in design phase for a project that will build roundabouts at the relatively high traffic intersections of the I-10 exit ramps and at the intersection of Gex Drive and W. Aloha Drive, the primary entrance point for the entire City. A wide sidewalk is included along the entire length of this project, from Yacht Club Drive south of the Interstate to all four corners of the proposed roundabout at Gex Drive and W Aloha Drive. Because this focal point is the primary gateway from the Interstate, all medians and islands will be landscaped to create a beautiful entrance into the City.

2. East Aloha Drive

To support the redevelopment of Aloha Drive as the City's walkable main street with mixed-use storefront buildings, East Aloha Drive will be retrofitted into a complete street. It will feature on-street parking, wide tree-lined sidewalks, and a multimodal sidewalk on one side to

facilitate bicycles and 10' walks on both sides.

3. Golf Course Subdivisions

Proposed residential subdivisions in the golf course area will enable new street connections from Diamondhead Drive North to Golf Club Drive, which will enable safe pedestrian, bicycle and car travel directly to the Diamondhead Country Club.

4. New Town Center

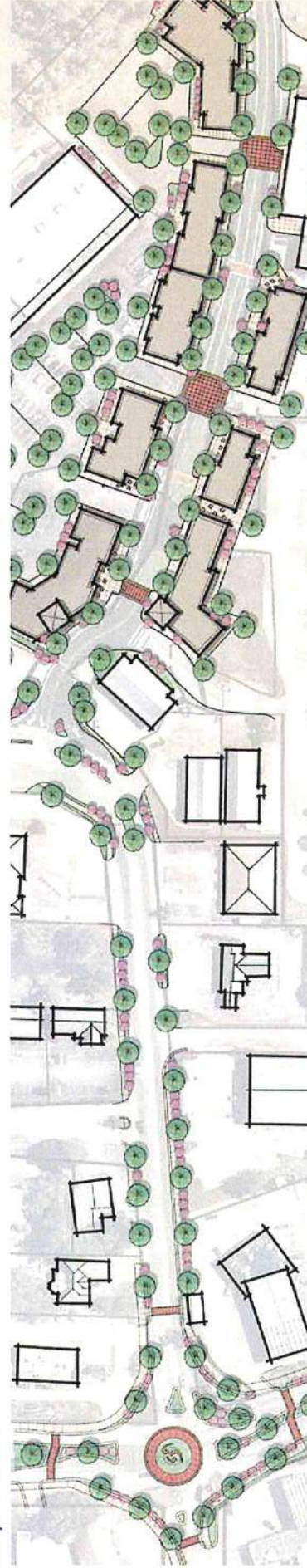
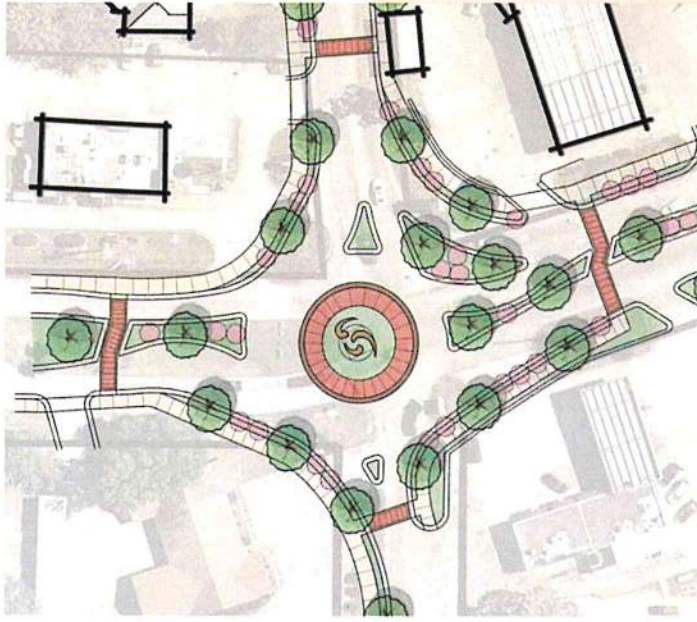
The area between Gex Drive and Norma Drive will be redeveloped into a mixed-use town center with residential units over retail, attached and detached residences, office space, hotels and civic space. A new grid of complete streets will form the framework of this new development providing for internal multimodal circulation and connectivity to surrounding neighborhoods.

5. Expansion Area

Any proposed expansion to the east should be accompanied by new street connections that provide new access points to residents on the east side of the City and expand walking and biking routes for residents.

Right: Roundabout retrofit of existing intersection

Below: The Aloha District retrofitted for a roundabout intersection and pedestrian access



ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX										
Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
21.Improve Athletic Fields	Project	5	1	• Improved and permanent athletic fields	• Task group	• Task established		Park Comm., Admin, Council	\$ TBD	Open
22.Design Indoor Recreation Center	Project	5	2	• Conceptual Design	• Commission design	• Services retained		Park Comm., Admin, Council	\$ TBD	Open
23.Construct Indoor Recreation Center	Project	5	2	• Creation of recreation center	• Commission design	• Project funded		Park Comm., Admin, Council	\$ TBD	Open
2 Growing Diamondhead										
With a mixed-use, walkable, and aesthetically pleasing downtown										
24.Establish a Mixed Use District	Policy	2	1	• Mixed Use District established	• Draft district	• Adopted district	IM	PC, Admin, Council	Budgeted	✓
25. Revise design for Aloha Drive consistent with Suburban Redevelopment Place Type	Project	5	1	• Revised plan for walkability	• Revise Plans	• Revised plans	IM	Admin	Budgeted	✓
26.Develop incentive package of downtown economic incentives for development and redevelopment to include TIF Eligibility	Project and Policy	5	1	• Accessible information, motivated investors and investment activity	• Catalog, publish and promote	• Incentive package	LT	Admin	\$0	✓
27.Initiate a "Main Street" Program	Mgmt		2	• Main Street program organized as a 501(c)3	• Join MS Main Street Assn., Initiate program feasibility	• MMSA joined	ST	Chamber, Council, Admin	\$5000 to initiate	Open
28.Actively mitigate nuisance properties through code enforcement	Policy	5	1	• Attractive properties in standard condition	• Administer policy	• # Of properties cleaned	OG	Council, Admin	Initial outlay with costs recouped	Open
With sensitive waterfront development along the Bay										
29.Implement public portion of the Town Waterfront development plan	Project	5	1	• Public amenity constructed, private development catalyzed	• Complete feasibility study	• Services retained	ST	Admin, Council	#10,000	Open

ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX									
Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Status
30. Promote the development of the Resort Waterfront development place type	Policy	5	2	• Resort established	• Align development code to place type	• Code aligned	MT	PC, Admin, Council	Open
With enlarged territory to accommodate growth and expanded community opportunity									
31. File for annexation	Policy	5	1	• Diamondhead territory is expanded	• Initiate annexation study	• Services retained	ST	Council, Admin	Open
With diversified housing choices accommodating all life stages									
32. Enact mixed use zoning districts	Policy	3,5	1	• Zoning that facilitates diversified housing choices	• Align zoning code to Envision Diamondhead 2040 vision	• Code alignment	ST	PC, Admin, Council	Open
33. Incentive and/or recruit a high quality retirement facility	Project, Policy	3,5	1	• Establishment of desired retirement facility	• Identify and contact developers	• Contacts	ST	Admin	Open
34. Enact rental housing policy for short term and long term rentals	Policy	3,5	2	• Enacted policies	• Retain services	• Services Retained	IM	PC, Admin, Council	Open
As a prepared and resilient in the face of coastal climate challenges									
35. Establish low impact environmental design elements in the development code	Policy	2,5	1	• LID design standards incorporated into development code	• Retain service	• Services retained	IM	Admin, PC	Open
36. Administer Flood Zone Provision of the Mississippi Emergency Management Agency	Policy, Project	2,5	2	• Flood resilient city	• Review requirements for compliance	• Review completed	OG	Admin	Open
37. Monitor Sea Level Rise Conditions and promote issue awareness	Policy	3,5	1	• Ongoing awareness and adjustment as conditions change	• Review latest reports	• Reports reviewed, information decimated to public	OG	Admin	Open
38. Maintain and administer most current building code	Policy, Project	3	1	• Resilient and storm damage resistant buildings	• Adopt latest building code	• Adoption	IM	Admin	Budgeted
3 Connecting Diamondhead									
By enhancing bike and pedestrian pathways and linkages throughout the city									

ENVISION DIAMONDHEAD 2040 IMPLEMENTATION MATRIX										
Action	Type	Plan Section	Priority	Expected Outcome	Next Steps	Progress Indicators	Timeframe	Partners	Cost	Status
39. Adopt Complete Streets Policy	Policy	5	1	Policy Adoption	Draft policy	Services retained	ST	PC, Admin, Council	\$0	Open
40. Designate, prioritize and design multimodal lanes, greenways, sidepaths, and trails according to mobility plan	Project	5	1	Expanded trails, multimodal lanes, greenways and sidepaths	Design	Project authorization		Admin, Council	\$15,000	✓
41. Build multimodal lanes, greenways, sidepaths, and trails according to mobility plan	Project	5	1	Expanded trails, multimodal lanes, greenways and sidepaths	Build	Project authorization		Admin, Council	\$ TBD	Open
By linking the original community to downtown for pedestrians, cyclists, and alternative vehicles, and by linking the downtown to the waterfront										
42. Revise MDOT Roundabout design for pedestrian connections	Project	5	1	Implementation of the Downtown core provisions of this plan	Plan and initiate the project	Strategy outline, MDOT support, tactical urbanism event	ST	Admin Council	\$0	✓
43. Design Way Finding System	Project	5	1	Comprehensive way finding	Retain services, establish design	Services retained	IM	Admin, Council	\$ TBD	Open
44. Build Way Finding System	Project	5	2	Comprehensive way finding	Retain services, establish design	Services retained	ST	Admin, Council	\$ TBD	Open
By creating additional entry points and access to and within the city										
45. Plan an eastern connection through the expansion area connecting to Delisle Road	Project	5	1	Future connection to Diamondhead	Retain services	Services retained	LT	Admin, Council	\$ TBD	Open
46. Request Notification from Hancock County of any development proposed in the Reserve Area	Policy	5	1	Input on development that might impede future connection to Diamondhead	Advance request	Request initiated	IM	Admin	\$0	Open
47. Request Hancock County adopt the plan for the reserve area	Policy	5	1	Reservation of land for future connection to Diamondhead	Advance request	Request initiated	IM	Admin	\$0	Open
48. Establish street grid in the Town Center Mixed Use area	Project	5	1	New street construction	Design and engineering	Retain services	IM	Admin	& TBD	✓
With selected connections to the river and bayou										

MOTION CARRIED UNANIMOUSLY

12. **2025-307:** Motion to approve the Planning Commission recommendation to allow a carport addition within 5 feet of the side yard property line. The address is 842 Kipona Ct. Tax parcel number is 067M-1-35-275.000. The property is in a R-6 zoning district. The side yard setback for a carport addition 10 feet. The variance requested is 5 feet. The Case File Number is 202500732

Motion made by Ward 3 Harwood, Seconded by Ward 1 Finley to approve the Planning Commission recommendation to allow a carport addition within 5 feet of the side yard property line. The address is 842 Kipona Ct. Tax parcel number is 067M-1-35-275.000. The property is in a R-6 zoning district. The side yard setback for a carport addition 10 feet. The variance requested is 5 feet. The Case File Number is 202500732.

Voting Yea: Mayor Liese, Councilmember-At-Large Maher, Ward 1 Finley, Ward 2 Sheppard, Ward 3 Harwood, Ward 4 Clark

MOTION CARRIED UNANIMOUSLY

13. **2025-308:** Motion to concur with the Planning Commission recommendation to approve a Text Amendment to the Fence Ordinance Article 4.3.10. The amendment is to add "Residential Districts abutting Commercial Districts or the I-10 Walking Trail shall not exceed eight (8) feet in height, and must be constructed of wood fencing material, for the section of the fence abutting the above. The Case File Number is 202500498.

Motion made by Ward 1 Finley, Seconded by Ward 4 Clark to concur with the Planning Commission recommendation to approve a Text Amendment to the Fence Ordinance Article 4.3.10. The amendment is to add "Residential Districts abutting Commercial Districts or the I-10 Walking Trail shall not exceed eight (8) feet in height, and must be constructed of wood fencing material, for the section of the fence abutting the above. The Case File Number is 202500498.

Voting Yea: Mayor Liese, Councilmember-At-Large Maher, Ward 1 Finley, Ward 2 Sheppard, Ward 3 Harwood, Ward 4 Clark

MOTION CARRIED UNANIMOUSLY

14. **2025-310:** Motion to approve a text amendment to remove the 10 feet setback from the primary residence requirement for accessory structures. The case file number is 202500573.

Motion made by Mayor Liese, Seconded by Ward 1 Finley to approve a text amendment to remove the 10 feet setback from the primary residence requirement for accessory structures. The case file number is 202500573.

Voting Yea: Mayor Liese, Councilmember-At-Large Maher, Ward 1 Finley, Ward 2 Sheppard, Ward 3 Harwood, Ward 4 Clark

MOTION CARRIED UNANIMOUSLY

15. **2025-311:** Motion to direct the Planning and Zoning Commission, at its earliest opportunity, to update the City's official zoning map to ensure alignment with the Envision 2040 Comprehensive Plan. (Liese)

Motion made by Mayor Liese, Seconded by Ward 3 Harwood to direct the Planning and Zoning Commission, at its earliest opportunity, to update the City's official zoning map to ensure alignment with the Envision 2040 Comprehensive Plan.

**NOTICE OF PUBLIC HEARING
PLANNING AND ZONING COMMISSION
DIAMONDHEAD, MS**

Tara Corp, represented by Jim Grotkowski, and Purcell Corp, Represented by Carl Joffe and the City of Diamondhead, have jointly filed an application requesting a Map Amendment (Rezoning) to change the current zoning from R-6 (Medium Density Dwelling District) to ADMU (Aloha District Mixed Use) and ADCC (Aloha District Conventional Commercial).

The properties are the Purcell and Tara Corp parcels located on the Park Ten Extension and on the southern side of Noma Drive. The tax parcel numbers are 132G-1-03-020.000 through 132G-1-03-165.000. The Case File Number is 202600721.

In accordance with Article 9.10.6, the City Council shall have jurisdiction with respect to all Text Amendments and Rezoning. The Planning Commission shall review and submit a recommendation to the City Council on Text Amendments and Rezoning.

The Planning and Zoning Commission will consider this application at its next regularly scheduled meeting on **Tuesday, September 22, 2026 at 6:00 p.m.** The public hearing will be held at Diamondhead City Hall in the Council Chambers at 5000 Diamondhead Circle in Diamondhead, MS 39525. This meeting will also be live streamed for your convenience.

If you have any questions or comments or would like to review the application, you may contact the Building Department at the above address and/or at 228-222-4626.

September 4, 2026 at 3:48 PM
Park Ten Rd
Diamondhead MS 39525



September 4, 2026 at 8:38 AM
79281 Diamondhead Dr E
Diamondhead MS 39525

NOTICE OF PUBLIC HEARING
PLANNING AND ZONING COMMISSION
DIAMONDHEAD, MS

Coastal Pour Company, represented by Taylor Bourgeois has filed an application requesting a Conditional Use Permit in accordance with the Zoning Ordinance Table 4.1 to allow a mobile food vendor in a C-1 district. The tax parcel number is 131E-1-13-006.001. The proposed location is Rouses Markets Store #47, 4407 E. Aloha Drive.

In accordance with the Zoning Ordinance Article 9.7, the Planning Commission may recommend approval of a Conditional Use Permit as the permit was applied for or in a modified form or subject to conditions or may recommend denial of the application.

The Planning and Zoning Commission will consider this application at the regularly scheduled meeting on Tuesday, September 22, 2026, at 6:00 p.m. The public hearing will be held at Diamondhead City Hall in the Council Chambers at 5000 Diamondhead Circle in Diamondhead, MS 39525. Interested members of the public are invited to attend. The meeting will also be live streamed on the city's YouTube channel.

If you have any questions or comments or would like to review the application, you may contact the Building Department at the above address and/or at 228-222-4626.

PLANNING AND ZONING COMMISSION
DIAMONDHEAD, MS

Steven and Sandra Ricks has filed an application requesting a variance from the Zoning Ordinance Article 4.3.7 to allow an \$18 square foot accessory structure within 5' of a rear property line.

The property address is 7440 Mahalo Hui Drive. The tax parcel number is 067N-2-35-009.000. The property is in a R-4 zoning district. The setback for the accessory structure from the rear property line is 20'. The maximum square footage allowed is 775. The variance requested is 12' and 81 square feet. The Case File Number is 202600668.

In accordance with the Comprehensive Zoning Ordinance Article 9.6, the Planning Commission may recommend to the Mayor and City Council a variance be granted as the variance was applied for or in a modified form or subject to conditions or the application may be denied. A variance may be revocable, may be granted for a limited period, or may be granted subject to conditions at the Planning Commission or Mayor and City Council may prescribe.

The Planning and Zoning Commission will consider this application at its next regularly scheduled meeting on Tuesday, September 22, 2026, at 6:00 p.m. The public hearing will be held at Diamondhead City Hall in the Council Chambers at 5000 Diamondhead Circle in Diamondhead, MS 39525. Interested members of the public are invited to attend. This meeting will also be live streamed for your convenience.

If you have any questions or comments or would like to review the application, you may contact the Building Department at the above address and/or at 228-222-4626.

PLANNING AND ZONING COMMISSION
DIAMONDHEAD, MS

Tara Carr, represented by Jim Gorkowski, and Parcel Corp, represented by Carl Jolly and the City of Diamondhead, have jointly filed an application requesting a Map Amendment (Re-zoning) to change the current zoning from R-4 (Medium Density Residential) to AD-1 (Alaska District Mixed Use) and AD-C (Alaska District Commercial).

The properties are the Parcel and Tara Corp parcels located on the Park View Extension and on the south side of Noma Drive. The tax parcel numbers are 11303-1-03-020.000 through 11303-1-03-161.000. The Case File Number is 202600223.

In accordance with Article 9.10.6, the City Council shall have jurisdiction with respect to all Text Amendments and Re-zoning. The Planning Commission shall review and submit a recommendation to the City Council on Text Amendments and Re-zoning.

The Planning and Zoning Commission will consider this application at its next regularly scheduled meeting on Tuesday, September 22, 2026, at 6:00 p.m. The public hearing will be held at Diamondhead City Hall in the Council Chambers at 5000 Diamondhead Circle in Diamondhead, MS 39525. This meeting will also be live streamed for your convenience.

If you have any questions or comments or would like to review the application, you may contact the Building Department at the above address and/or at 228-222-4626.

DIAMONDHEAD, MS

Tara Corp, represented by Jim Gorkowski, and the City of Diamondhead, have jointly filed an application requesting a Map Amendment (Re-zoning) to change the current zoning from R-4 (Medium Density Residential) to AD-1 (Alaska District Mixed Use) and AD-C (Alaska District Commercial).

The properties are located on 11311 Noma Drive. The tax parcel number is 11311-1-03-001.001. The Case File Number is 202600491.

In accordance with Article 9.10.6, the City Council shall have jurisdiction with respect to all Text Amendments and Re-zoning. The Planning Commission shall review and submit a recommendation to the City Council on Text Amendments and Re-zoning.

The Planning and Zoning Commission will consider this application at its next regularly scheduled meeting on Tuesday, September 22, 2026, at 6:00 p.m. The public hearing will be held at Diamondhead City Hall in the Council Chambers at 5000 Diamondhead Circle in Diamondhead, MS 39525. This meeting will also be live streamed for your convenience.

If you have any questions or comments or would like to review the application, you may contact the Building Department at the above address and/or at 228-222-4626.

PLANNING AND ZONING COMMISSION
DIAMONDHEAD, MS

Parcel Corp, represented by Carl Jolly and the City of Diamondhead, have jointly filed an application requesting a Map Amendment (Re-zoning) to change the current zoning from R-4 (Medium Density Residential) to AD-1 (Alaska District Mixed Use) and AD-C (Alaska District Commercial).

The properties are located on 11311 Noma Drive. The tax parcel number is 11311-1-03-001.001. The Case File Number is 202600491.

In accordance with Article 9.10.6, the City Council shall have jurisdiction with respect to all Text Amendments and Re-zoning. The Planning Commission shall review and submit a recommendation to the City Council on Text Amendments and Re-zoning.

The Planning and Zoning Commission will consider this application at its next regularly scheduled meeting on Tuesday, September 22, 2026, at 6:00 p.m. The public hearing will be held at Diamondhead City Hall in the Council Chambers at 5000 Diamondhead Circle in Diamondhead, MS 39525. This meeting will also be live streamed for your convenience.

If you have any questions or comments or would like to review the application, you may contact the Building Department at the above address and/or at 228-222-4626.

PUBLIC NOTICE

The Planning and Zoning Commission is holding a public hearing on the application for the City of Diamondhead to amend the Comprehensive Zoning Ordinance to change the current zoning from R-4 (Medium Density Residential) to AD-1 (Alaska District Mixed Use) and AD-C (Alaska District Commercial).

Application Number: 202600223

Project Name: City of Diamondhead

Location of Project: 11311 Noma Drive, Diamondhead, MS 39525

Project Description: The project is to amend the Comprehensive Zoning Ordinance to change the current zoning from R-4 (Medium Density Residential) to AD-1 (Alaska District Mixed Use) and AD-C (Alaska District Commercial).

Project Address: 11311 Noma Drive, Diamondhead, MS 39525

Project Owner: Parcel Corp, represented by Carl Jolly

Project Contact: Carl Jolly, 228-222-4626

Project Meeting: Tuesday, September 22, 2026, at 6:00 p.m.

Project Meeting Location: Diamondhead City Hall, 5000 Diamondhead Circle, Diamondhead, MS 39525

Project Meeting Link: <https://www.youtube.com/watch?v=...>

Project Meeting Agenda: The agenda for the meeting will be posted on the city's website.

Project Meeting Registration: Registration is not required for the meeting.

Project Meeting Cost: There is no cost to attend the meeting.

Project Meeting Contact: Carl Jolly, 228-222-4626

Project Meeting Email: carl.jolly@diamondhead.ms

Project Meeting Phone: 228-222-4626

Project Meeting Fax: 228-222-4626

Project Meeting Website: <https://www.diamondhead.ms>

Project Meeting Social Media: <https://www.facebook.com/diamondheadms>

Project Meeting YouTube: <https://www.youtube.com/channel/UC...>

Project Meeting Twitter: <https://twitter.com/diamondheadms>

Project Meeting Instagram: <https://www.instagram.com/diamondheadms>

Project Meeting LinkedIn: <https://www.linkedin.com/company/diamondheadms>

Project Meeting Facebook: <https://www.facebook.com/diamondheadms>

Project Meeting Nextdoor: <https://www.nextdoor.com/neighborhood/diamondhead-ms>

Project Meeting Zillow: <https://www.zillow.com/diamondhead-ms/>

Project Meeting Realtor: <https://www.realtor.com/diamondhead-ms/>

Project Meeting MLS: <https://www.mls.com/diamondhead-ms/>

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Project Meeting MLS: <https://www.mls.com/diamondhead-ms/>



5000 Diamondhead Circle · Diamondhead, MS 39525

Phone: 228.222.4626 Fax: 228-222-4390

www.diamondhead.ms.gov

STAFF REPORT – PARK TEN/SOUTH NOMA – REZONING

TO: Planning & Zoning Commission

FROM: Beau King, Building Official

DATE: September 15, 2026

SUBJECT: Rezoning before the Planning & Zoning Commission – Park Ten/South Noma

NATURE OF REQUEST: Tara Corp, represented by Jim Grotkowski, and Purcell Corp, Represented by Carl Joffe and the City of Diamondhead, have jointly filed an application requesting a Map Amendment (Rezoning) to change the current zoning from R-6 (Medium Density Dwelling District) to ADMU (Aloha District Mixed Use) and ADCC (Aloha District Conventional Commercial). The properties are the Purcell and Tara Corp parcels located on the Park Ten Extension and on the southern side of Noma Drive. The tax parcel numbers are 132G-1-03-020.000 through 132G-1-03-165.000. The Case File Number is 202600721.

DATE OF PUBLIC HEARING: September 22, 2026, at 6:00 PM.

RECOMMENDATION: To **approve** the rezoning as petitioned.

The staff recommends approving the rezoning based on the following findings of fact.

9.10.10 a) i. Whether or not there has been a change in the character of the neighborhood surrounding the subject property and a public need exists for additional lands bearing the requested zoning classification. *There has been a change in the neighborhood with new roadways, infrastructure, and developments being constructed. The public need exists as is shown in the Comprehensive Plan. Please see attached application and exhibits for further explanation of recommendation.*

Coastal Pour Company, represented by Taylor Bourgeois has filed an application requesting a Conditional Use Permit in accordance with the Zoning Ordinance Table 4.1 to allow a mobile food vendor in a C-1 district. The tax parcel number is 131E-1-13-006.003. The proposed location is Rouses Markets Store #47, 4407 E Aloha Drive.

ITEM REMOVED FROM AGENDA

4. Tara Corp, represented by Jim Grotkowski, and Purcell Corp, Represented by Carl Joffe and the City of Diamondhead, have jointly filed an application requesting a Map Amendment (Rezoning) to change the current zoning from R-6 (Medium Density Dwelling District) to ADMU (Aloha District Mixed Use) and ADCC (Aloha District Conventional Commercial). The properties are the Purcell and Tara Corp parcels located on the Park Ten Extension and on the southern side of Noma Drive. The tax parcel numbers are 132G-1-03-020.000 through 132G-1-03-165.000. The Case File Number is 202600721.

Tara Corp, represented by Jim Grotkowski, and Purcell Corp, Represented by Carl Joffe and the City of Diamondhead, have jointly filed an application requesting a Map Amendment (Rezoning) to change the current zoning from R-6 (Medium Density Dwelling District) to ADMU (Aloha District Mixed Use) and ADCC (Aloha District Conventional Commercial). The properties are the Purcell and Tara Corp parcels located on the Park Ten Extension and on the southern side of Noma Drive. The tax parcel numbers are 132G-1-03-020.000 through 132G-1-03-165.000. The Case File Number is 202600721.

Jon McCraw, City Manager, introduced and explained rezoning requests.

Derek Cusick, City Attorney, explained procedures of rezoning and public hearings.

Beau King, Building Official, explained the request.

Eric Nolan, Diamondhead Water and Sewer District Board Commissioner, spoke about concerns the District would have about long-term residential abutting the sewage treatment plant.

Laura Colavita spoke in opposition.

Don Rose spoke in opposition.

Von Biggs spoke in opposition.

Reid Parker spoke in opposition.

Bob Harko spoke in opposition.

City Attorney and Building Official answered questions from the Commission.

Motion made by Commissioner White, Seconded by Commissioner Raymond to accept the findings and to approve the recommendation with the following additional stipulations or amendments to the City Council:

These findings are based on the information contained in the Joint Application and from letters and objections received for The Oaks Property Owners Association, Diamondhead Water and Sewer District, and others.

The Findings support the recommendation to approve the rezoning application pursuant to Zoning Ordinance Article 9.10.10 a)i: that there has been a change in the character of the neighborhood surrounding the properties and a public need exists for additional lands bearing the zoning classifications proposed in the Joint Application.

The Findings are:

1. Beginning in 2020, the City of Diamondhead engaged Orion Planning to update its Comprehensive Plan; survey residents on the future development and need of the city; hold charrettes and public hearings on their recommendations for a new town center and commercial district; and make recommendations on updating our Zoning Ordinance.
2. In 2021, the City of Diamondhead approved its new Comprehensive Plan which provided the following: a. A new future use map was created, b. New Zoning Districts were established creating form-based mixed-use districts, c. New design standards for commercial development and setbacks for development adjoining residential districts were established.
3. Thereafter, the Council updated its Tree Ordinance; established a full-time position for Code Enforcement to enforce ordinances such as the Stormwater Ordinance; and set up an Architectural Review process for all new commercial development in the city.
4. The Council then completely revised the Zoning Ordinance to formally create the new Aloha Districts.
5. The Council, just this year, amended the Zoning Ordinance to allow property owners in the C-1 District to elect to convert their properties to one of the newly approved Aloha Districts. This amendment further encourages the Town Center vision and form-based development in the existing commercial district, but that area is limited and property near and adjacent to the commercial district is now ripe for development in that same manner.
6. With the assistance of our state and federal representatives, the City has been granted millions of dollars to develop its commercial district.
7. Those funds have been used to extend Park Ten Drive and connect it to Leisure Time Drive; plan for updating East and West Aloha (those projects will be continuing in the next fiscal year); and building a better connection to Park Ten Drive from Gex Drive. These projects have and will include the construction of new roadways, street lights, sidewalks, and water/sewer infrastructure.
8. On Noma Drive, the City has now acquired the football fields and is seeking funding and donations for improvements; we have our new boat ramp and boardwalk nearing completion; and over 3 million dollars for the construction of the Rotten Bayou Nature Trail. In addition, an RV/Boat Storage business has opened and other businesses have expressed interest in developing on Noma Drive.
9. The City's 2021 Comprehensive Plan recognized the large percentage of tax revenue that is lost in the city as residents must go to the "back of Diamondhead" or to neighboring cities for goods and services. Therefore, a great need exists for new commercial development.
10. The Diamondhead Water and Sewer District relocated its sewer treatment plant adjacent to a residentially zoned area. They have concerns about residents living adjacent to the plant.
11. The City has new buffer rules, a stronger Stormwater Ordinance, setback requirements, the revised Tree Ordinance, drainage and subdivision rules, which will place more rules on development than previously in place prior to the establishment of Diamondhead as a City. The City is well positioned, and the residents are well positioned, to have a greater say in development than ever before.

12. A public hearing was held on September 22, 2026, where residents were able to speak and present information to the Commissioners.

13. For the property adjacent to the Diamondhead Water and Sewer Treatment Plant, the recommendation will be to change the zoning to Aloha Conventional Commercial; with the exception that there can be no long-term residential housing on those parcels.

14. For property on Noma adjacent to The Oaks - specifically Lots 1-11, the recommendation would be to rezone to Aloha District Townhome.

15. The properties adjacent to The Oaks subdivision and all of the properties along Noma Drive that are included in the three rezoning applications are all currently zoned for development. The City of Diamondhead does not own those properties. It would be up to those property owners to develop them.

Voting Yea: Commissioner Lawson, Commissioner Parrish, Commissioner Raymond, Commissioner Sutherland, Commissioner White, Commissioner McKnight

MOTION CARRIED UNANIMOUSLY

5. Tara Corp, represented by Jim Grotkowski, and the City of Diamondhead, have jointly filed an application requesting a Map Amendment (Rezoning) to change the current zoning from R-6 (Medium Density Dwelling District) to ADMU (Aloha District Mixed Use). The physical address is 5310 Noma Drive. The tax parcel number is 132A-2-03-026.003. The Case File Number is 202600597.

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Beau King, Building Official, explained the request.

Laura Colavita spoke in opposition.

City Attorney and Building Official answered questions from the Commission.

Motion made by Commissioner White, Seconded by Commissioner Parrish to accept the findings and to approve the recommendation with the following additional stipulations or amendments to the City Council:

These findings are based on the information contained in the Joint Application and from letters and objections received for The Oaks Property Owners Association, Diamondhead Water and Sewer District, and others.

The Findings support the recommendation to approve the rezoning application pursuant to Zoning Ordinance Article 9.10.10 a)i: that there has been a change in the character of the neighborhood surrounding the properties and a public need exists for additional lands bearing the zoning classifications proposed in the Joint Application.

The Findings are:



Aloha District
Conventional
Commercial
with no
long-term
residential
allowed.

Aloha District
Townhome

Aloha District Mixed
Use

RECOMMENDED
CHANGES FROM
PLANNING AND
ZONING
COMMISSION.



 Aloha District Mixed Use