

# SOUTHSIDE NEXT



**SOUTHSIDE STRATEGIC MASTER PLAN**

October 20th, 2021

**GMC**



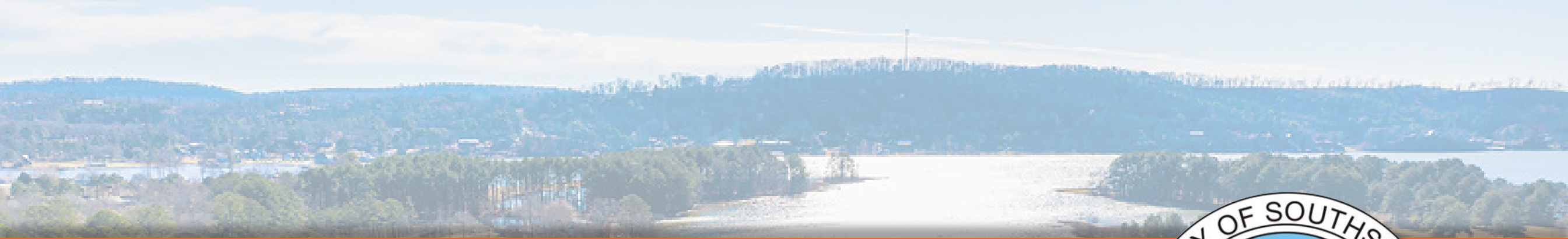
# WELCOME BACK!

MEETING #2



- 
- 1. Process Update**
  - 2. Online Presence**
  - 3. Southside Today**
  - 4. Market Analysis**
  - 5. Group Discussion**  
*Emerging Themes*
  - 6. Upcoming Community Meeting**

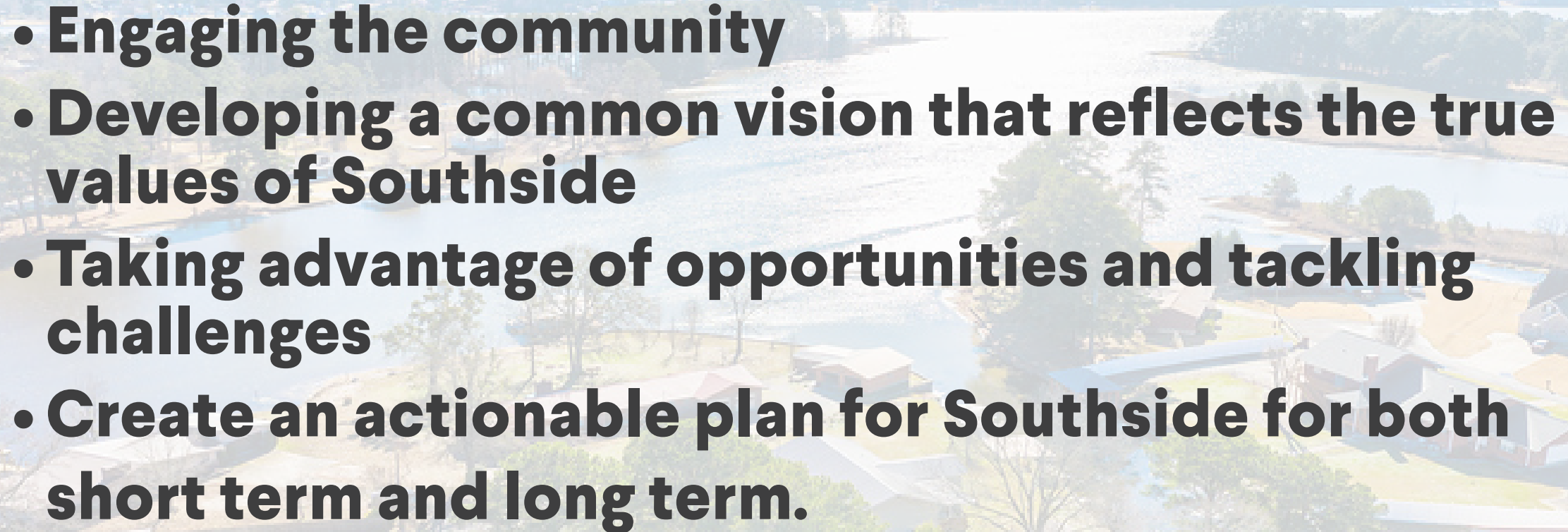
# AGENDA



# PROCESS OVERVIEW

## STRATEGIC MASTER PLAN



- 
- **Engaging the community**
  - **Developing a common vision that reflects the true values of Southside**
  - **Taking advantage of opportunities and tackling challenges**
  - **Create an actionable plan for Southside for both short term and long term.**

# PROCESS GOALS

**Land Use**

**Community  
Design**

**Parks &  
Recreation**

**Economic  
Development**

**Housing**

**Hwy 77  
Corridor**

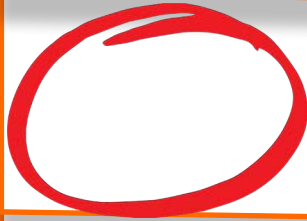
**Infrastructure  
& Facilities**

**Mobility**

# TOPICS OF THE PLAN



**1. Understand the Details of Southside**



**2. Define a Vision for the Future of Southside**

**3. Define Actions to achieve Our Vision**

**4. Implement the Southside Vision**

Develop HWY 77 Zoning Ordinance to Fit Community Vision and Need

**PROGRESS OUTLINE**





# ONLINE PRESENCE

WEBSITE, FACEBOOK, SURVEY







# SOUTHSIDE NEXT

## 2022 STRATEGIC MASTER PLAN

The city of Southside in the Spring of 2021 initiated a strategic master planning process to develop a new comprehensive plan and draft a new corridor overlay zoning district. Known as Southside Next, this process will draw upon statistical analysis, community and stakeholder vision, and strategic recommendations to generate an action plan that can be used by Southside to guide future development practices. The final product will be a living document forged by and for the community.

GET INVOLVED

TAKE SURVEY

# WEBSITE

# 9.4K

people living in the city of Southside

# 20

square miles between the Coosa River and Green Mountain

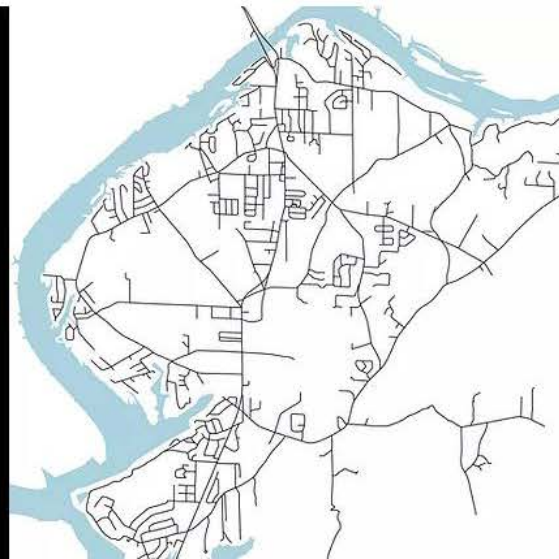
# 1

community for us to plan... together

## About Southside's Comprehensive Plan

The comprehensive planning process can be a bit complex at times. For more information on what a comprehensive plan is and what the process will look like in Southside, check out the link below.

[Learn More](#)



## Documents and Resources

Comprehensive plans build off a history of past planning efforts and are based on a lot of statistical and demographic research. For a look at past planning documents, socioeconomic research, and current planning documents, check out the link below.

[Link Library](#)

# WEBSITE



- **Promote through existing community accounts**

- Updates

- Dates

- Website

- Survey

# FACEBOOK

**SOUTHSIDE NEXT**

Southside NEXT  
Create @Username · City Infrastructure

Home Groups Jobs Events More

Promote

Access all your business tools in one place  
Create and schedule posts, manage your Inbox, view insights and more in Facebook Business [Go to Business Suite](#)

**Set Your Page up for Success**  
Finish setting up your Page so people on Facebook know you're a credible business.  
6 of 13 steps completed

Completed  
Establish Your Page's Identity

6 steps left  
Provide Info and Preferences

1 step left  
Introduce Your Page

Create Post

Photo/Video Get Messages Feeling/Activity

Create Live Event Job Offer

Southside NEXT  
October 13 at 9:35 AM

ATTENTION ALL RESIDENTS! Please take 10 minutes to fill out this survey. Let YOUR VOICE be heard as we update our City Comprehensive Plan!!  
<https://www.surveymonkey.com/r/PDTT6MY>

Create Ad  
How would you like to grow your business?

SurveyMonkey

- **32 Questions**
- **5 to 10 minutes**
- **Strategic questions**
- **We will document and refine results**
- **Built-in Outreach**

### Southside NEXT

First, a little about you...

\* 1. What is your relationship to the City of Southside? (check all that apply)

- I live in Southside
- I work in Southside
- I worship in Southside
- I own property in Southside
- I own a business in Southside
- I live nearby
- I often visit Southside for recreational purposes
- Other (please specify)



# ONLINE SURVEY





# **SOUTHSIDE TODAY**

## **EXISTING CONDITIONS ANALYSIS**



# COMMUNITY ANALYSIS

DRAFT



SOUTHSIDE  
**NEXT**

# SUMMARY



SOUTHSIDE  
**NEXT**



# SUMMARY

## COMMUNITY ANALYSIS DRAFT

### Summary of Existing Conditions and Trends



#### 1. PEOPLE (pg. 3)

Population and household characteristics and demographic trends.

##### Key Findings:

##### *Growing Population...*

City Population  
**+ 34%**

Between 2000 and 2020, the population of Southside grew by 2,390.

##### *Aging Population...*

Median Age  
**45.2**

Between 2000 and 2020, the median age in Southside increased by 7.1 years.

##### *Diversifying Population...*

Non White Residents  
**+ 395%**

From 2000 to 2020, the non white population grew by 722 people.

#### 2. PROSPERITY (pg. 8)

Economy and employment, income, poverty, housing costs, and education.

##### Key Findings:

##### *Increasing Poverty...*

Poverty Rate  
**+ 4.7% pts.**

While poverty in 2019 was low at 7.9%, it increased since 2010 when it was 3.2%.

##### *Higher Incomes...*

Median Household Income  
**\$73,594**

The city's median household income in 2019 was \$22,427 higher than Alabama's.

##### *Unemployment Higher than State...*

Unemployment Rate  
**7.2%**

Southside's average unemployment in 2020 was slightly higher than the state's 6.1% rate.

#### 3. PLACE (pg. 14)

Development, land use and character, housing, transportation, and environment.

##### Key Findings:

##### *Little Housing Diversity...*

Multi-Family Housing Units  
**0.7%**

Less than 1% of Southside's housing stock is multi-family. 86.7% is single-family.

##### *Increasing Vacancy...*

Housing Vacancy Rate  
**10.5%**

Between 2000 and 2020, housing vacancy increased from 4.7% to 10.5%.

##### *Few Local Employment Options...*

Local Workers  
**4.7%**

Less than 5% of employed Southside residents work in the city of Southside.



# MARKET ANALYSIS

## DEVELOPMENT OPPORTUNITIES





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- An aerial photograph of a river valley, likely the Coosa River, showing a winding river, residential houses, and greenery. The image is slightly faded to serve as a background for the text.
- **Significant traffic through the primary intersection in the market providing the opportunity to capture consumer dollars south of the Coosa River.**
  - **New retail should be driven by aggressive recruitment and incentives to entice a regional grocery concept.**
  - **Opportunity to drive entrepreneurial retail growth and support existing Southside businesses.**

**MARKET OPPORTUNITIES**



- **Grocery and Pharmacy leakage from the Southside custom trade area further illustrates consumers are currently traveling across the Coosa River and spending significant dollars on Food, Beverage, Health, Personal Care and Restaurant services.**

**MARKET OPPORTUNITIES**

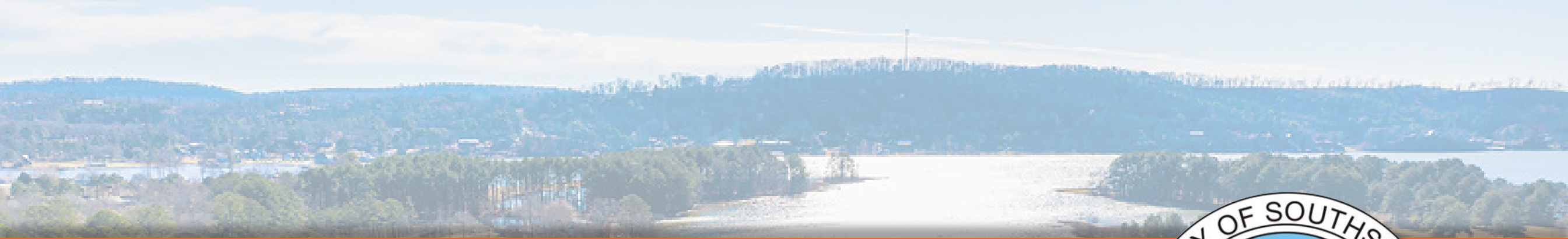


Business Type	Supply 2020	Demand 2020	GAP Surplus
Food and Beverage (Grocery)	<b>\$8,039,113</b>	<b>\$23,618,450</b>	<b>\$15,579,337</b>
Health and Personal Care (Pharmacies)	<b>\$8,077,973</b>	<b>\$11,906,339</b>	<b>\$3,828,366</b>
Food and Drinking Services (Restaurants)	<b>\$10,888,947</b>	<b>\$22,559,657</b>	<b>\$11,670,711</b>

City	State	3 mi Population	3 mi Avg HH Inc	5 mi Population	5 mi Avg HH Inc	Ace Hardware	Food City	Dairy Queen	Scooter's Scooter's	Marco's Pizza	Metro by T-Mobile	Boost Mobile	Napa Auto Parts
York	SC	12,986	\$62,987	21,309	\$68,355	12	104	14	39	10	11	1	8
Breaux Bridge	LA	13,854	\$68,879	23,561	\$69,791	8	488	11	218	112	7	7	0
Winchester	TN	12,653	\$71,650	18,121	\$69,555	15	40	2	55	37	30	26	0
<b>Southside</b>	<b>AL</b>	<b>9,612</b>	<b>\$84,565</b>	<b>21,690</b>	<b>\$83,009</b>	9	70	8	68	16	8	7	17
Lugoff	SC	9,800	\$67,544	18,409	\$68,228	1	165	2	54	12	1	3	5
Alexandria	KY	14,558	\$94,562	25,521	\$92,044	1	112	7	274	8	9	5	0
Butner	NC	13,356	\$64,752	20,411	\$71,505	15	120	15	128	10	11	9	2

# MARKET OPPORTUNITIES





# GROUP EXERCISES



**1. What factors have led to Southside experiencing more growth than any other city in the region?**

**2. What are the most important quality of life factors or city services in the city that should be improved to match city growth?**

**UNDERSTANDING SUCCESS AND GROWTH**

Help us understand the success that Southside has seen in the region and the opportunities and challenges that growth brings.

**1. What factors have led to Southside experiencing more growth than any other city in the region?**

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**What are the most important quality of life factors or city services in the city that should be improved to match city growth?**

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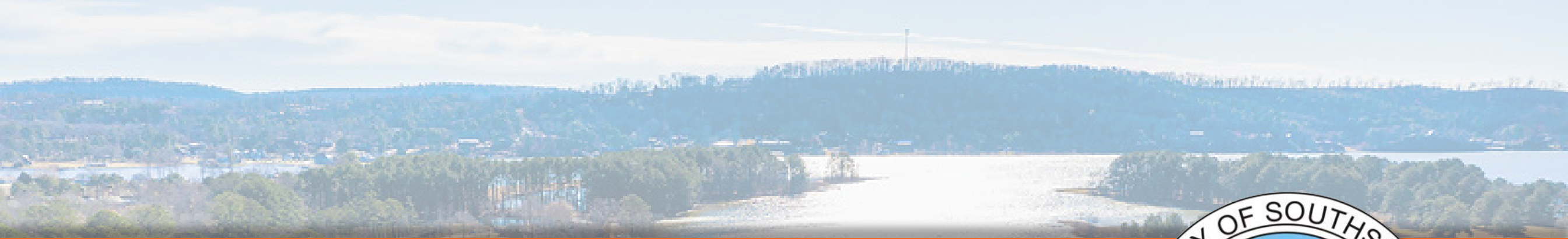
**TABLE DISCUSSION**

# NOV 4

# 1ST COMMUNITY MEETING



GMC



**THANK YOU!**



**GMC**