Southside NEXT Master Plan

Steering Committee Meeting #3 Goals & Actions

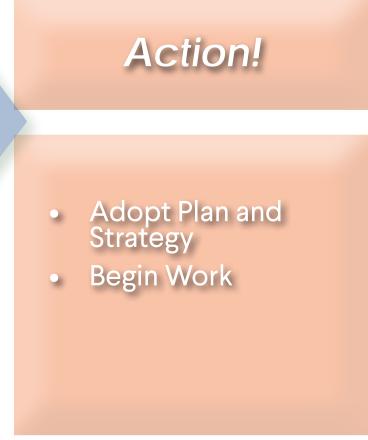


Feb 23, 2022



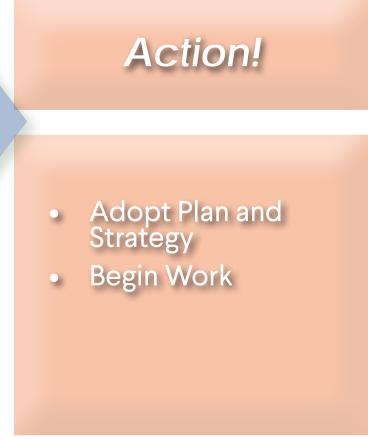
























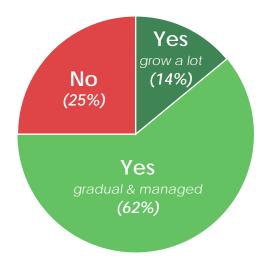






Future Growth & Development

Would you like to see continued population growth in Southside?

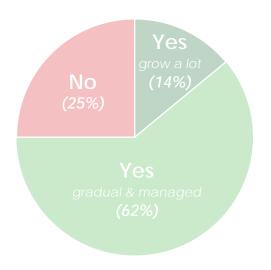


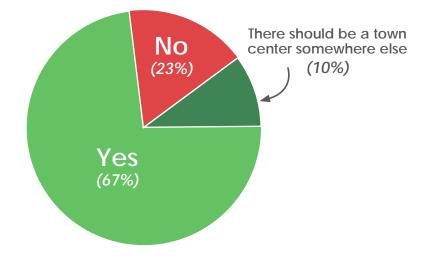


Future Growth & Development

Would you like to see continued population growth in Southside?

Would you like Southside to have a walkable town center on the Hwy 77 commercial corridor?



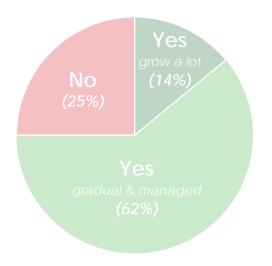


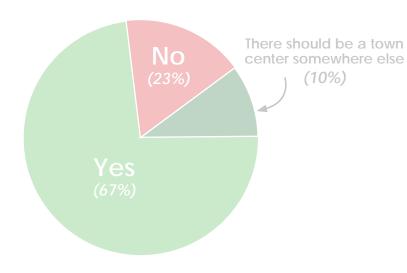


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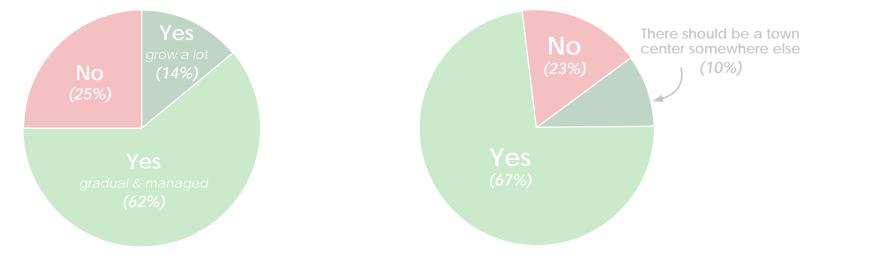
Development Priorities Ranking

- Encourage Southside's growth while protecting its charm.
- Improve roads as Southside continues to grow.
 - Improve the "look and feel" of Hwy 77.
 - Proactively recruit retail businesses.
 - Become a more engaging city for seniors and youths.
 - Continue to expand and improve city parks.
- Expand the city's local job market.
- Increase and improve public access to the Coosa River.
- Develop a retail town center in Southside.

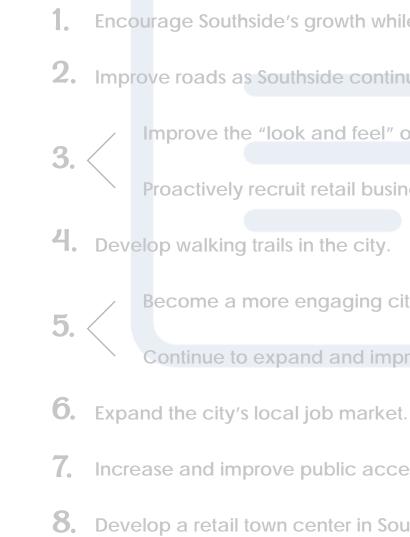
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Development Priorities Ranking



New Recreation Wanted

What recreational opportunities does Southside not have that you would like to see added?

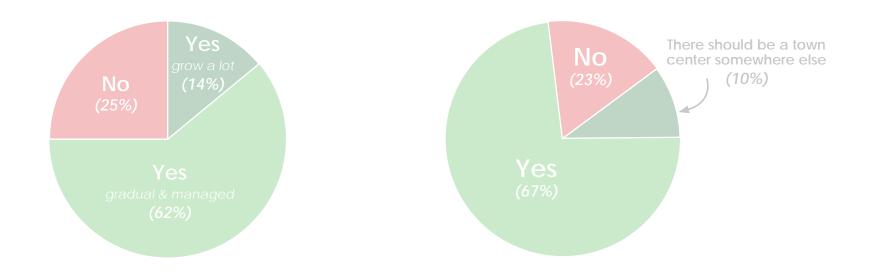
- Parks / playgrounds
- **2.** Walking / biking / hiking trails
- **3.** Splash pad / pool

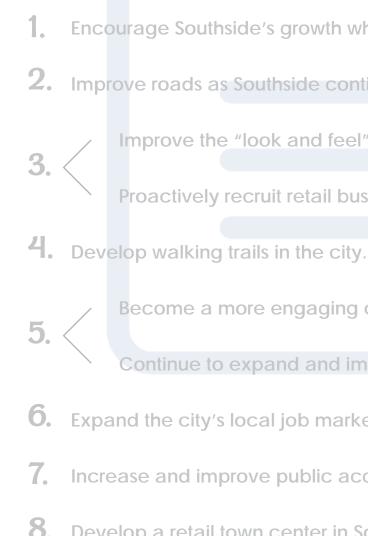
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New Recreation Wanted

What recreational opportunities does Southside not have that you would like to see added?

- Parks / playgrounds
- **2.** Walking / biking / hiking trails
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New Businesses Wanted

What kinds of businesses would you like to have more of in Southside?

Development Priorities Ranking

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- Sit-down restaurants
- 2. Grocery
 - 3. Retail

I Vision Statement

2 Vision Principles

3 Goals + Actions

Place-based Strategies Citywide Strategies



I Vision Statement

2 Vision Principles

3 Goals + Actions

Place-based Strategies Citywide Strategies



I Vision Statement

2 Vision Principles

3 Goals + Actions

Place-based Strategies Citywide Strategies



I Vision Statement

2 Vision Principles

3 Goals + Actions

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Vision Statement

"We want Southside to be a better connected town that is river-oriented, with an active town center, a strong economy, and more opportunities for recreation."

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- **River Oriented** 2
- **Active Town Center** 3
- **Strong Economy** 4
- **Expanded Recreation** 5



Enhanced Connectivity River - Oriented 2

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Enhanced Connectivity

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- **Better controlled flow of** traffic on major streets
- 2 Strategic bike routes
- 3 **Sidewalks**
- **Repair and enhancement of** 4 current roads
- 5 Improved functioning and beautification of Hwy 77



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- Public parks or access areas on the Coosa River
- 2 Riverfront dining options
- 3 Marinas + boat rentals
- 4 Kayak / paddleboard rentals
- 5 Public launches + put-ins
- 6 Trails



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- Attracting target businesses to the city (grocery, etc.)
- 2 Community gathering space
- 3 Walkable districts
- 4 Integration with surrounding neighborhoods





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- I Quality local businesses and jobs
- 2 Incentivize new businesses while supporting existing companies
- 3 Expanded light industry/ manufacturing sector
- 4 Renovation, enhancement, and landscaping of existing commercial structures



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- Additional parks and playgrounds
- 2 **Diversity of experiences** (riverfront, mountaintop, etc.)
- 3 Trail connections between parks and important locations
- Amenities for all age groups
- 5 **Additional events** (live music, food festival, etc.)





Additional parks and playgrounds

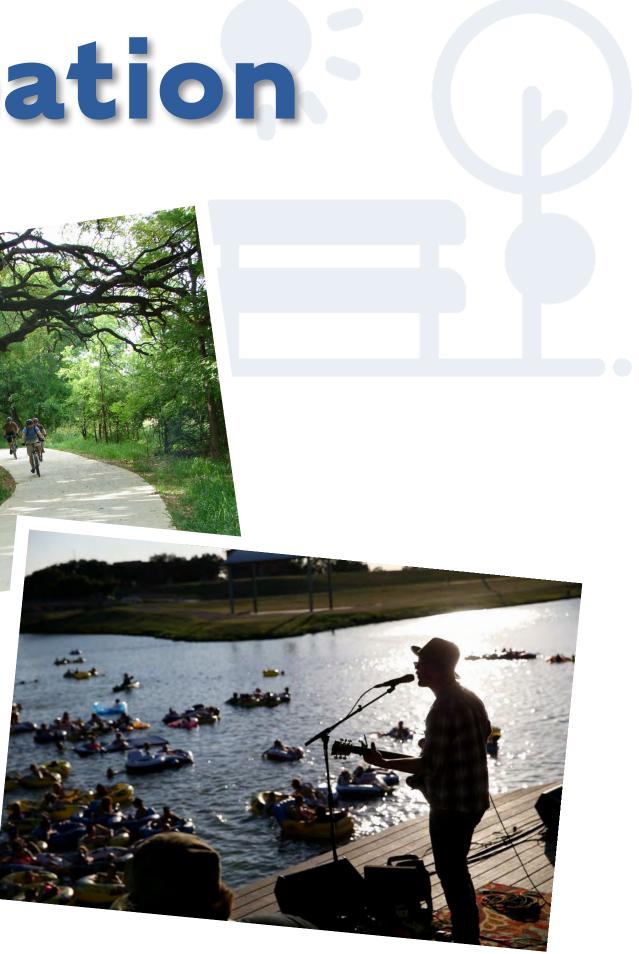
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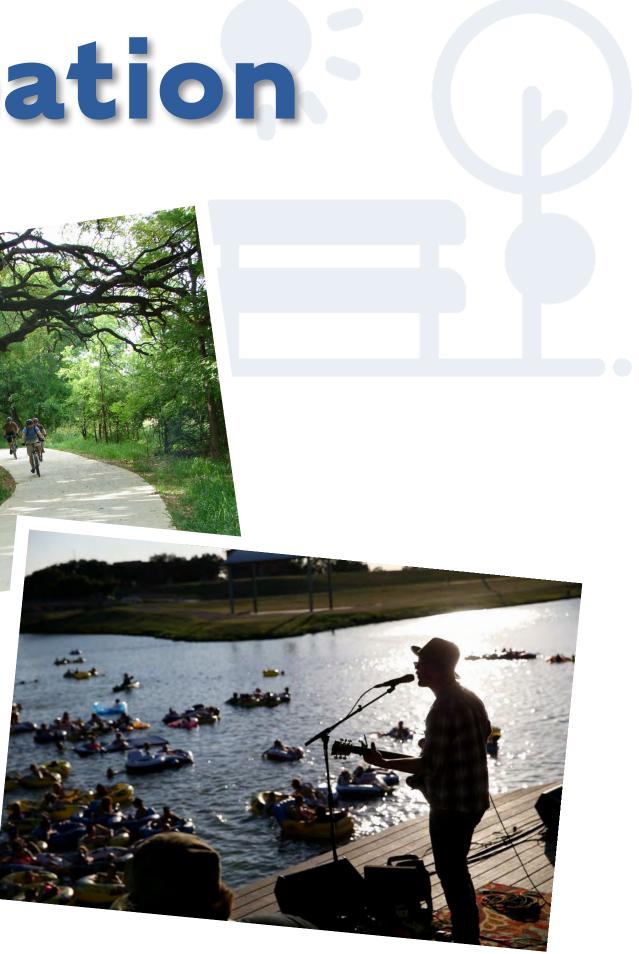
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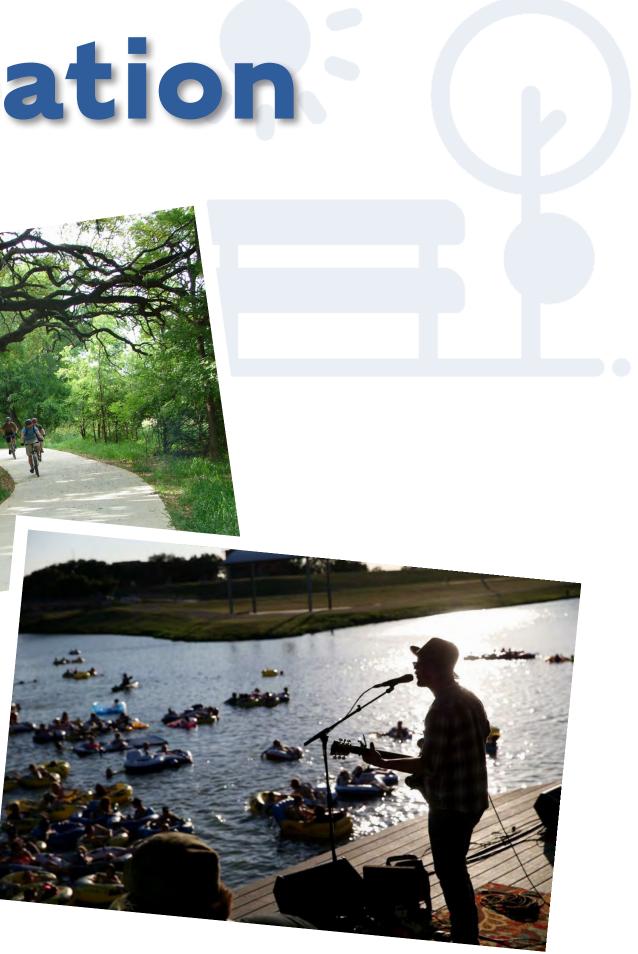
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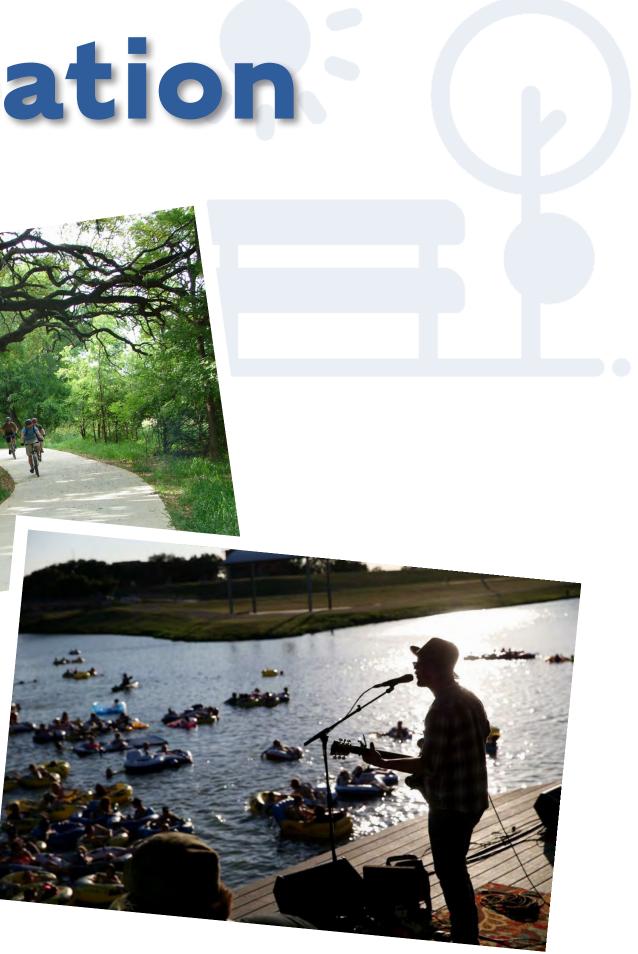
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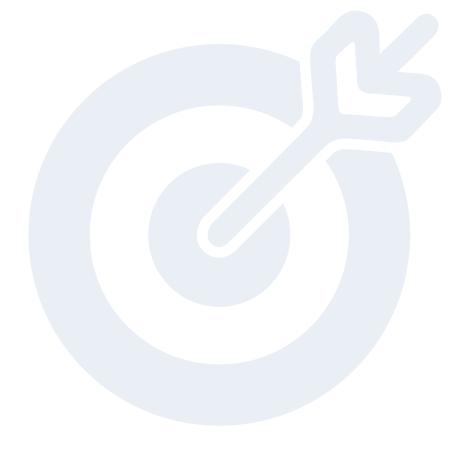


Vision Principles

Goals + Actions

Place-Based Framework

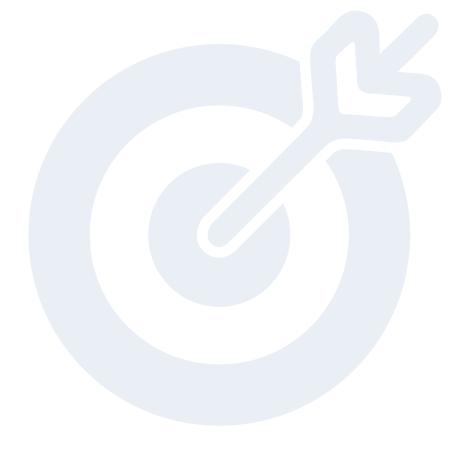
Citywide Framework



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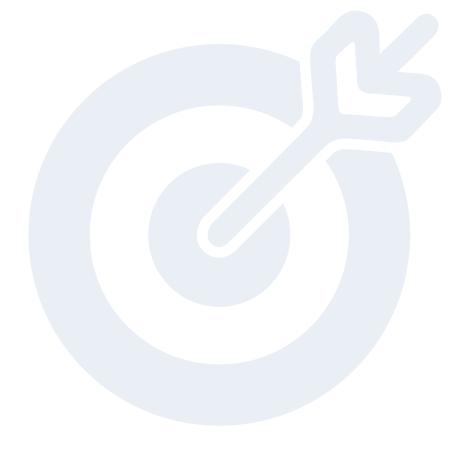
Citywide

Framework

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Citywide

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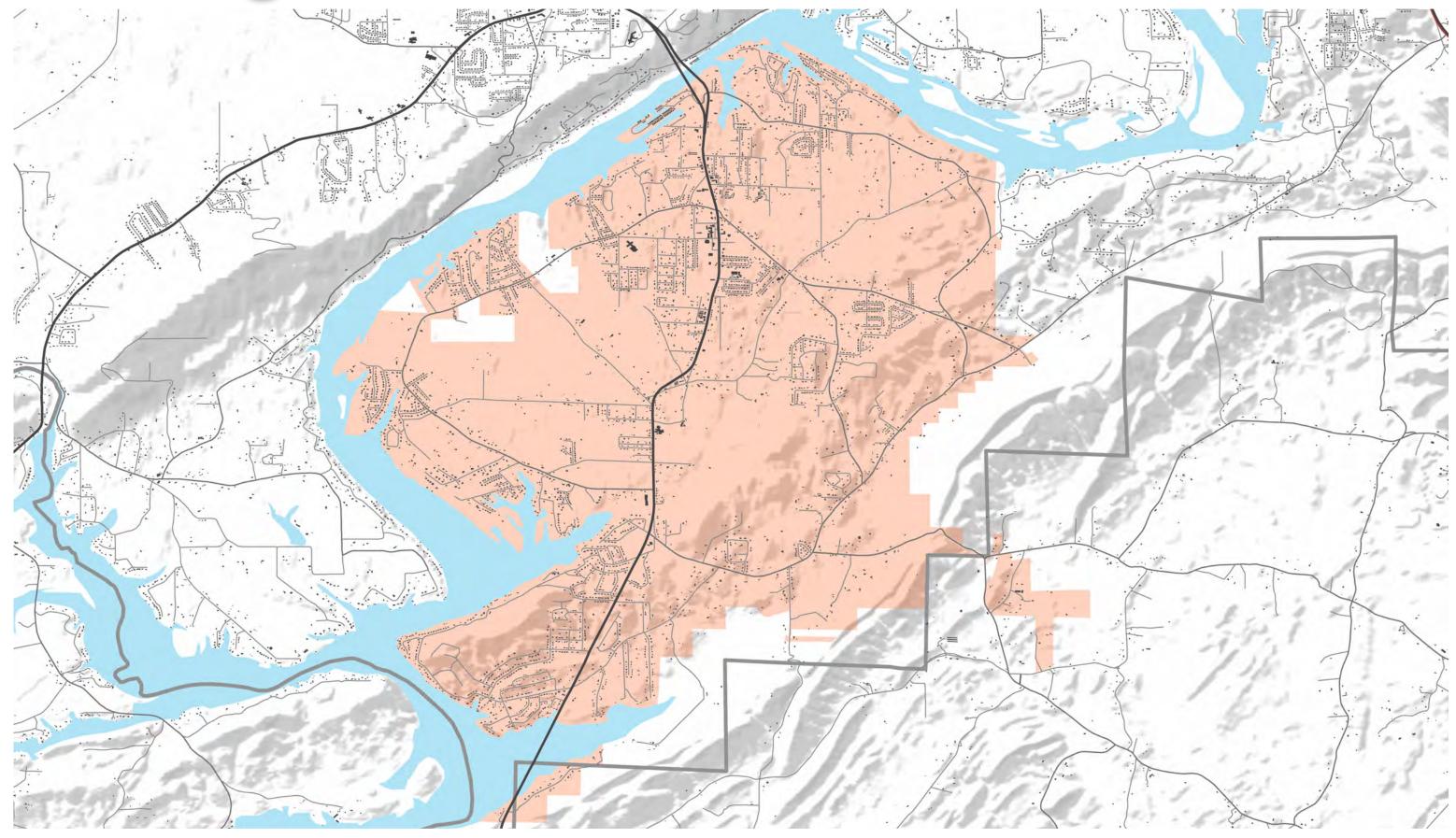
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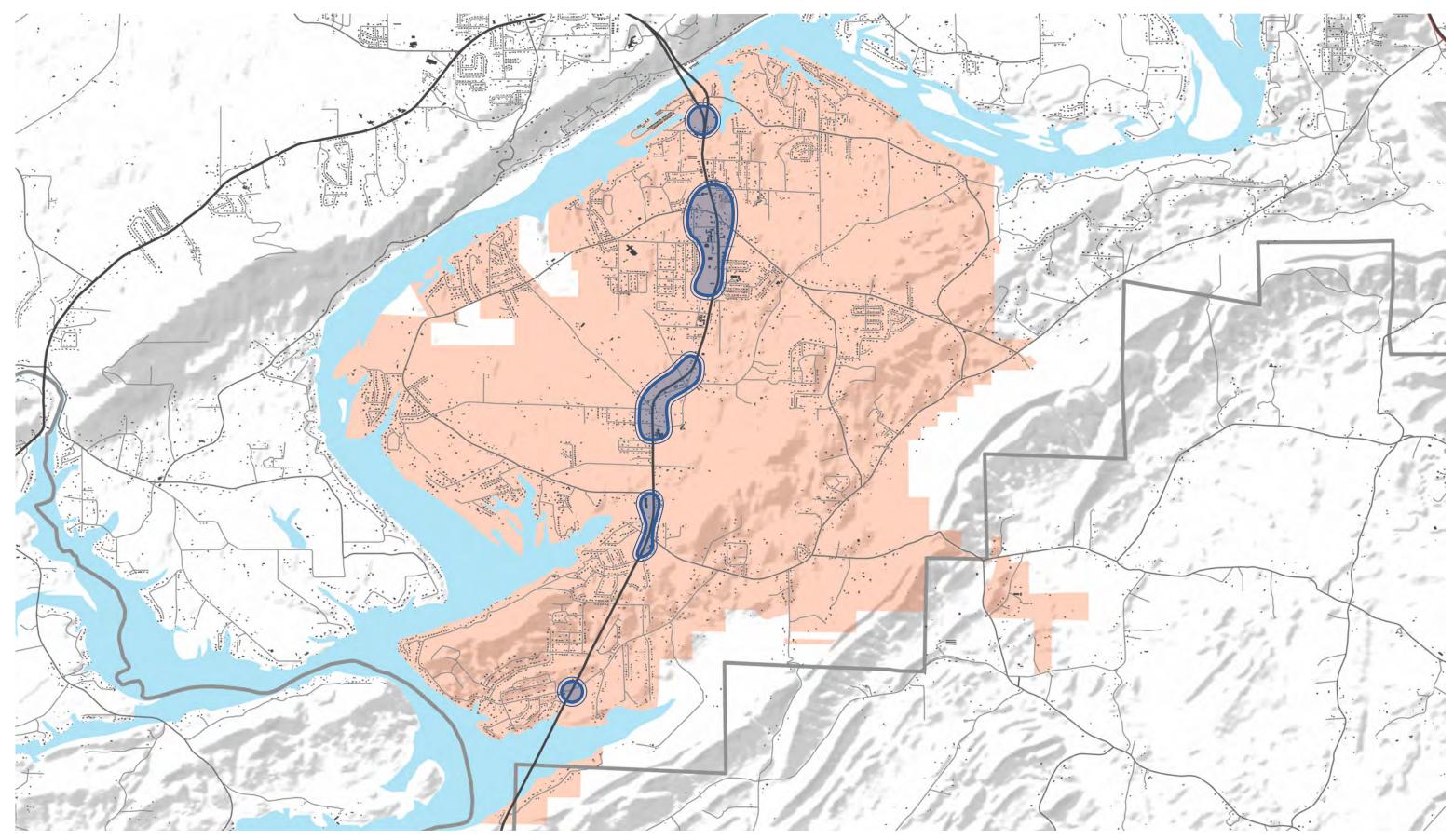
Framework

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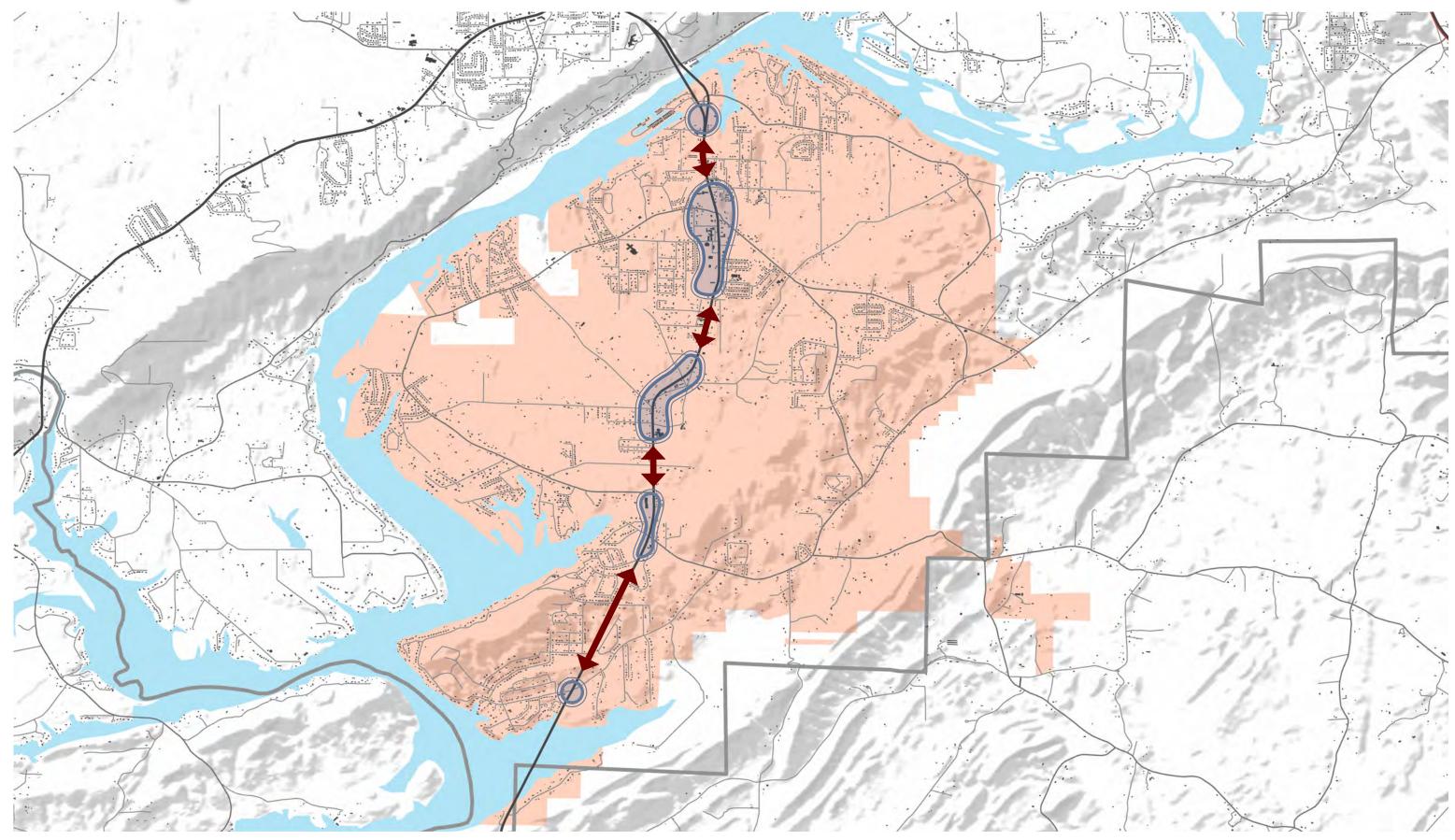
Existing Conditions



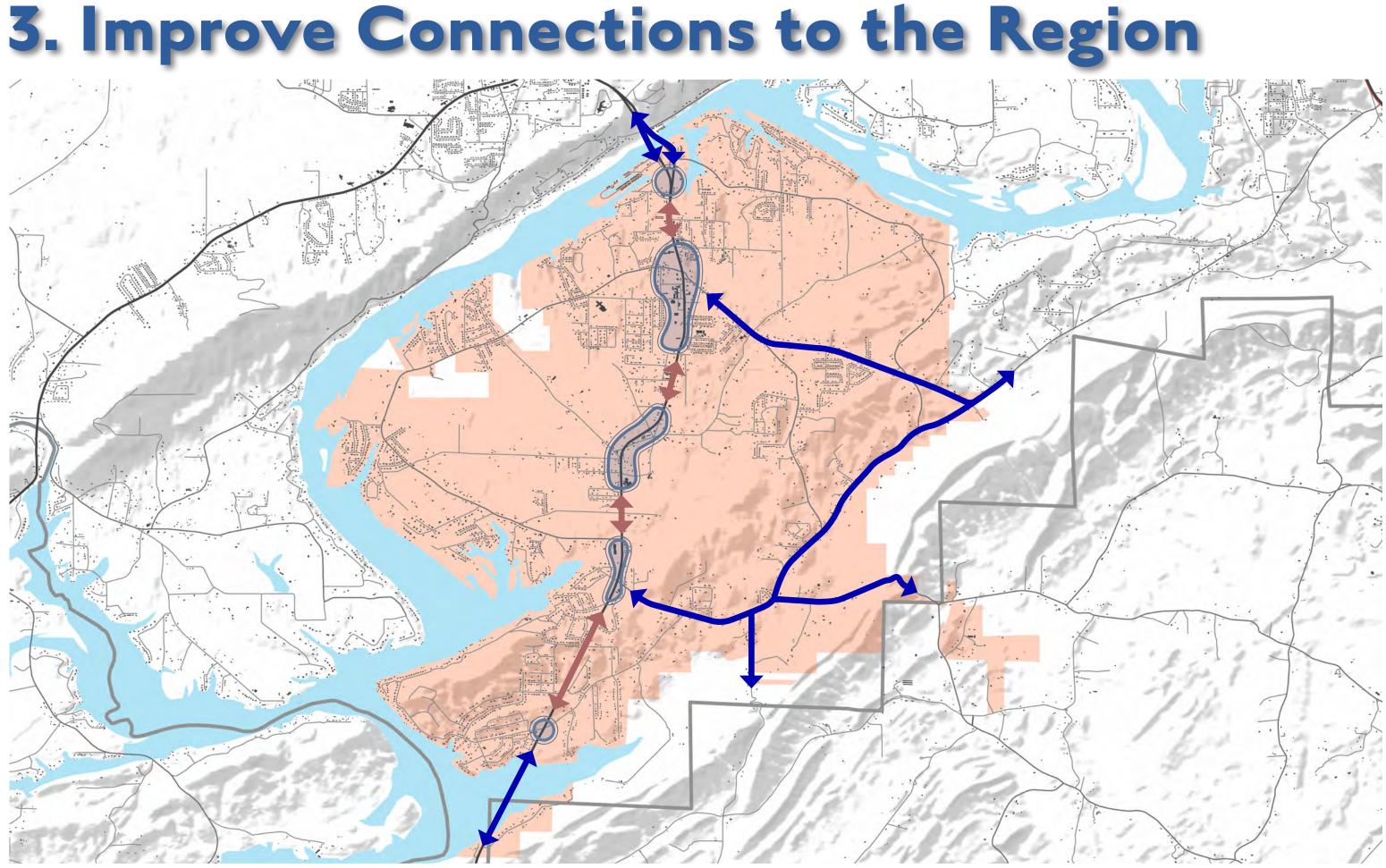
I. Enliven Commercial Nodes



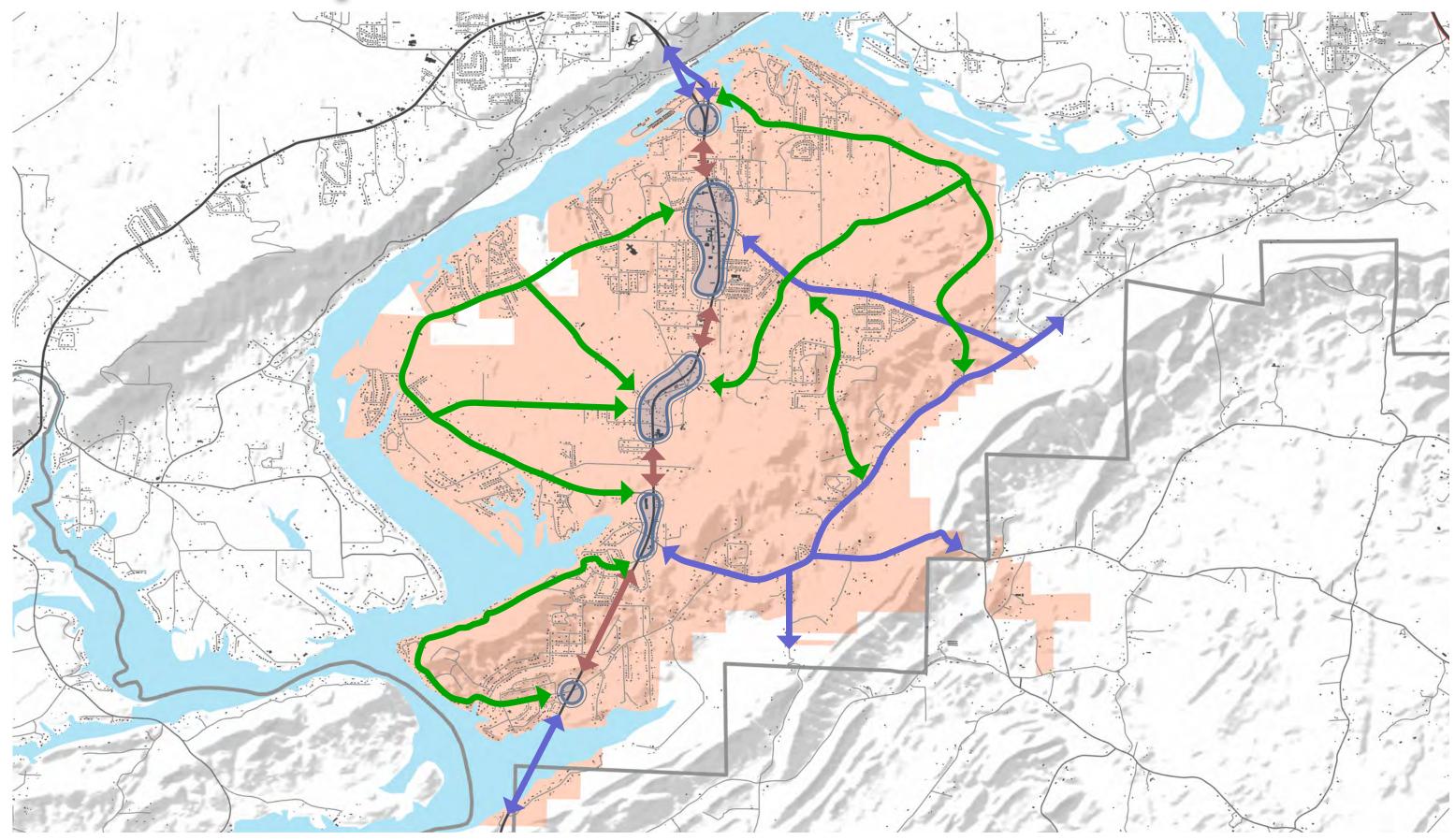
2. Improve Connections between Nodes





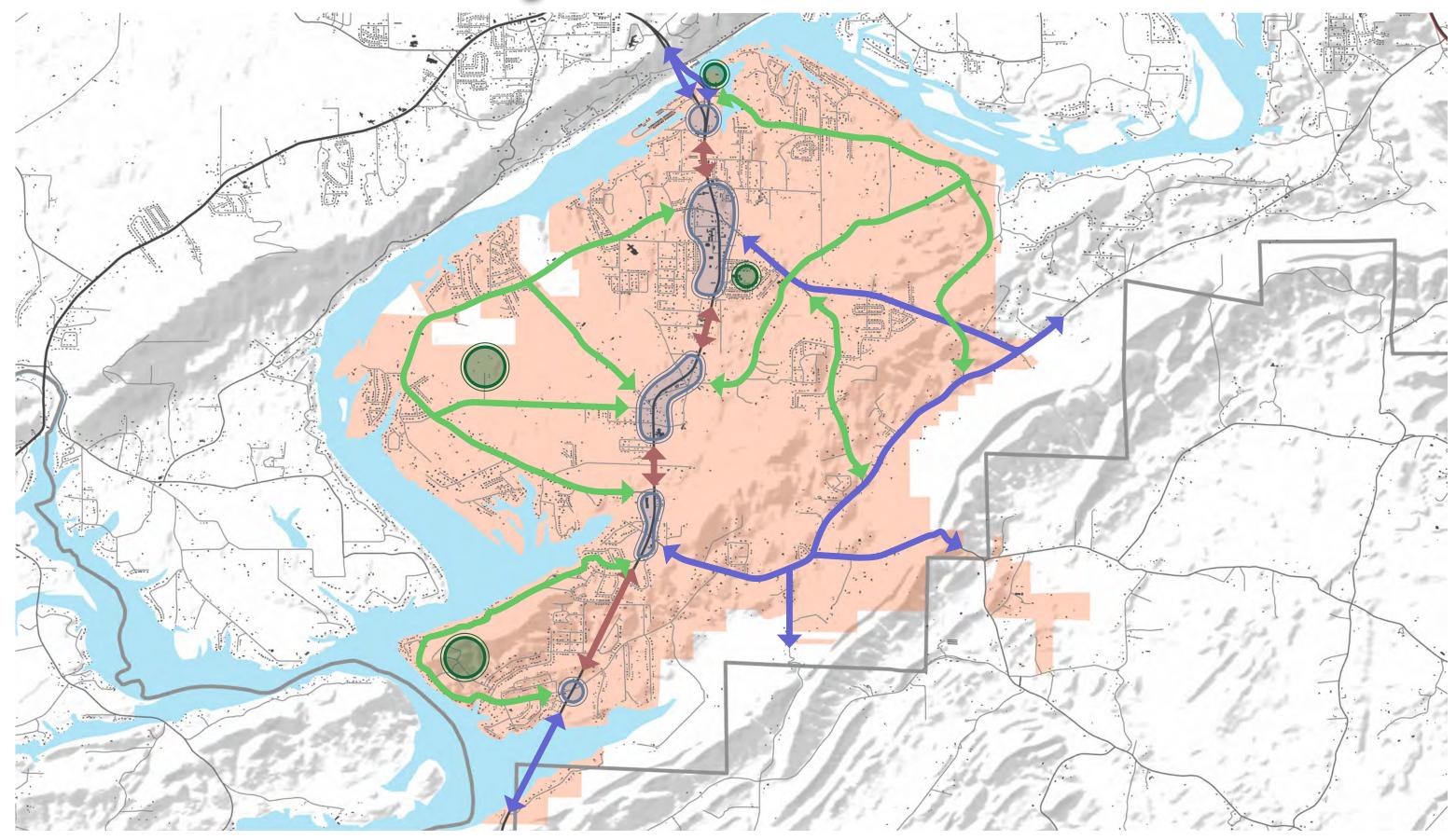


4. Develop non-Motorized Connections

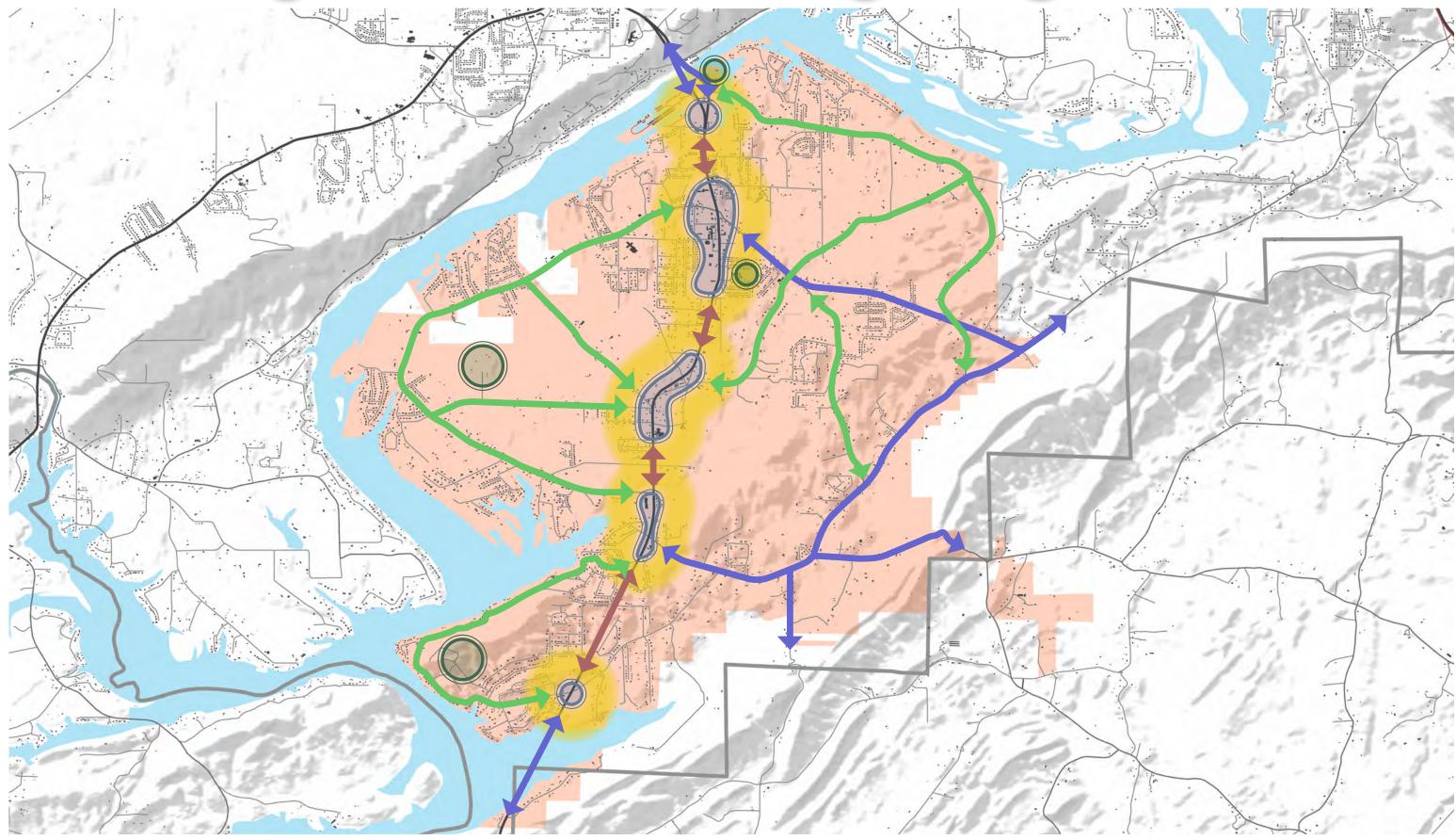




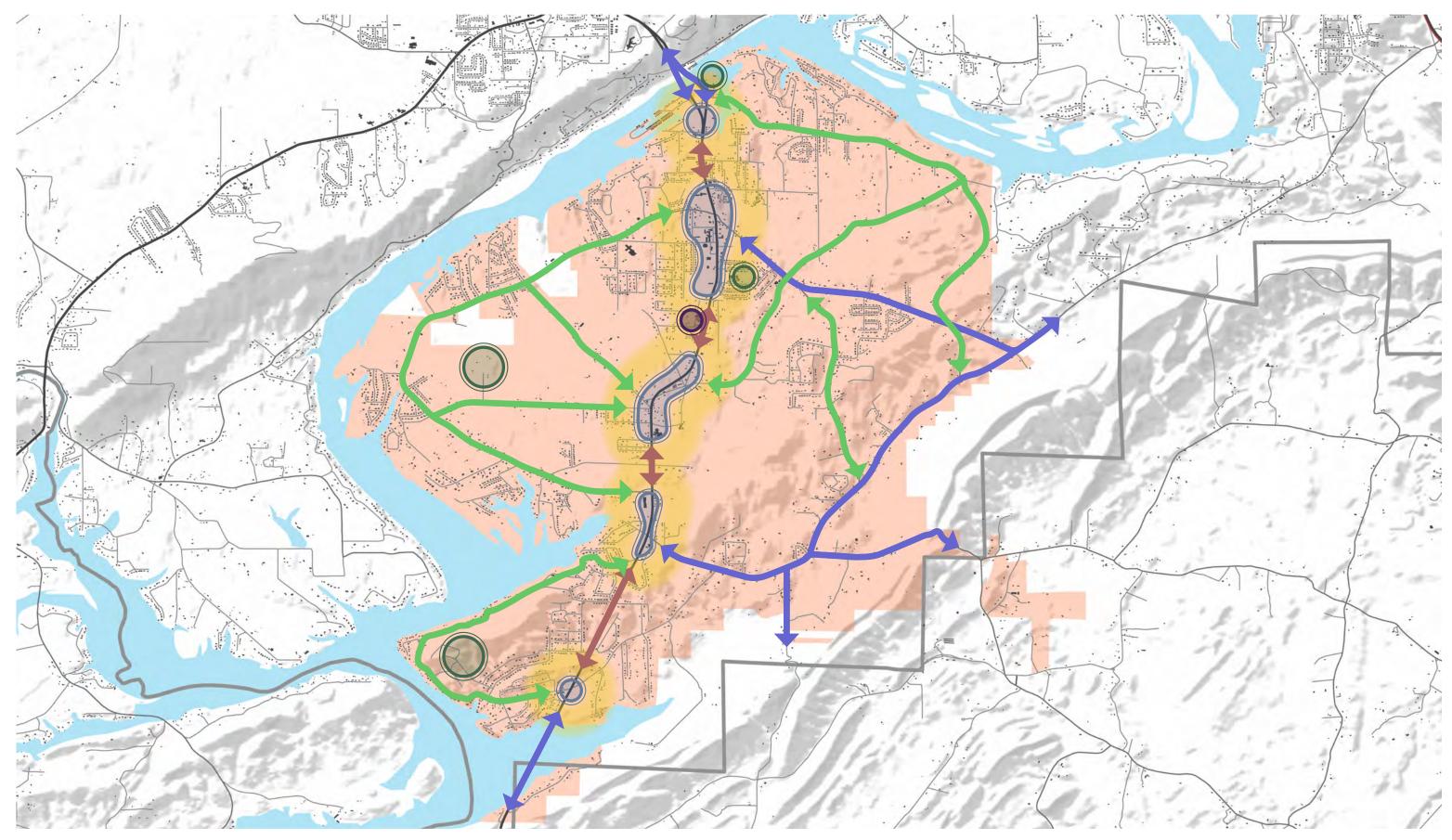
5. Link to nearby Parks

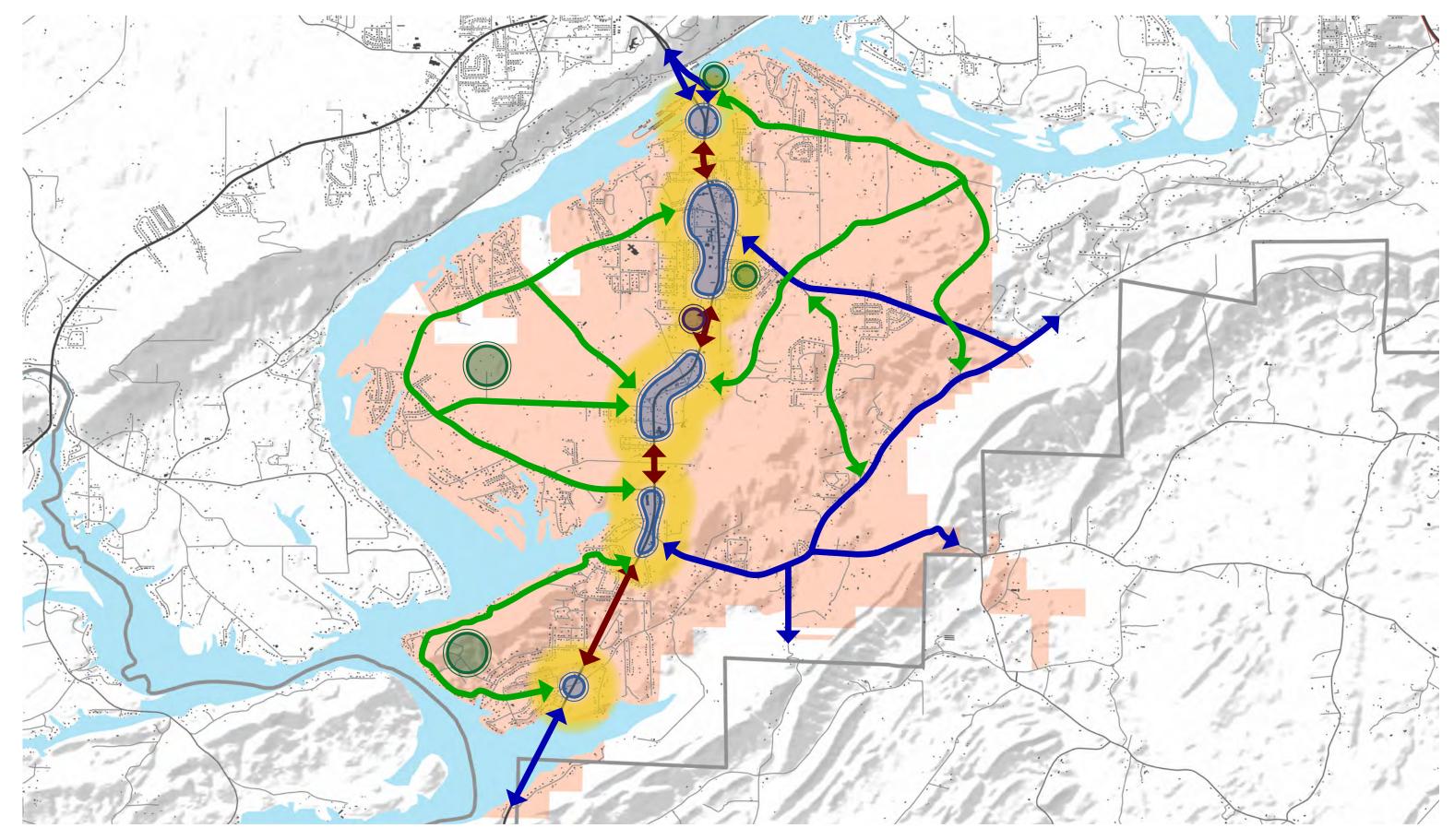


6. Strengthen Surrounding Neighborhoods









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Enliven Commercial Nodes

Improve Connections between Nodes

Improve Connections to the Region

Develop non-Motorized Connections

Link to nearby Parks

Strengthen Surrounding Neighborhoods



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3

4

5

Enliven Commercial Nodes

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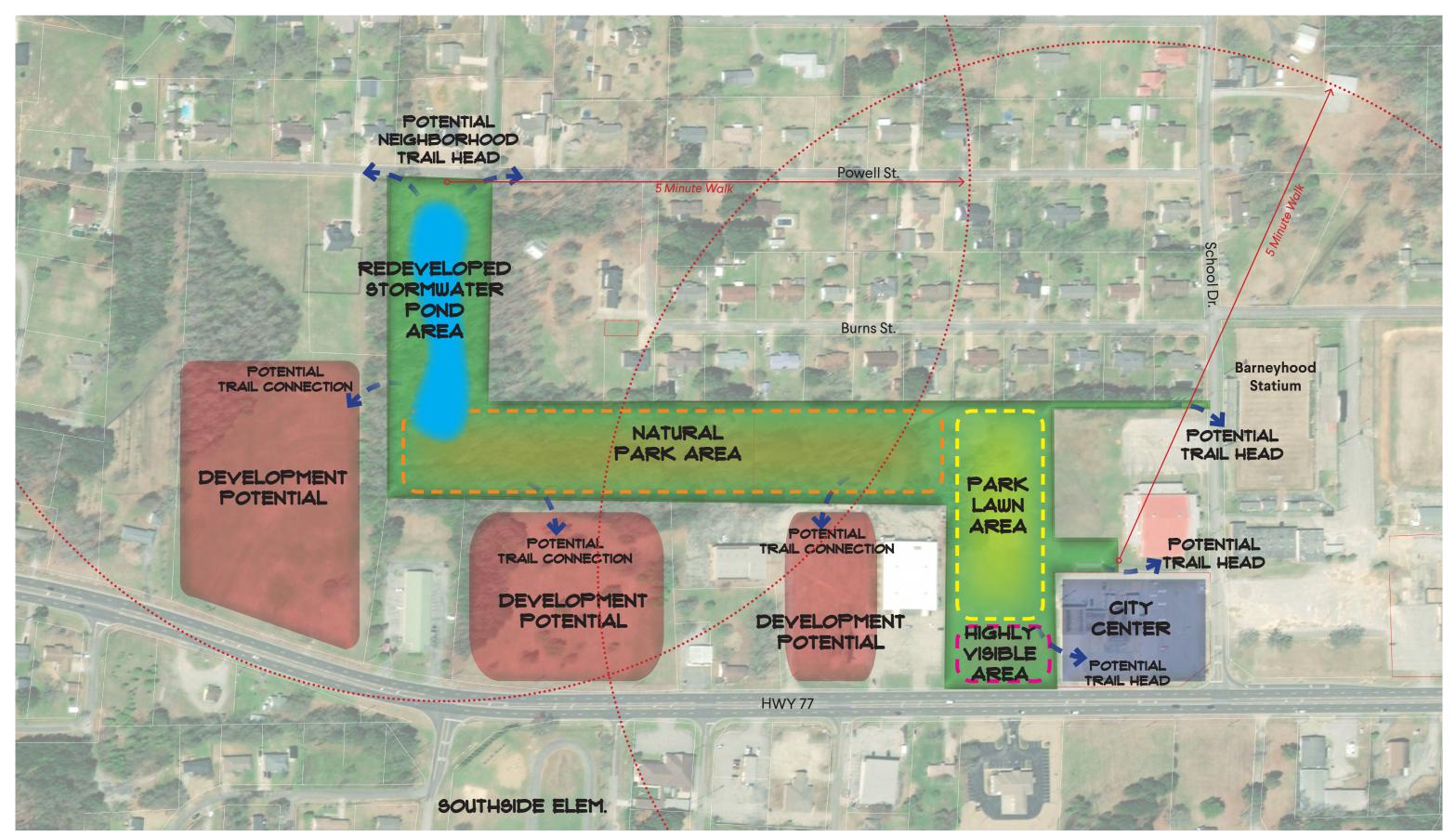
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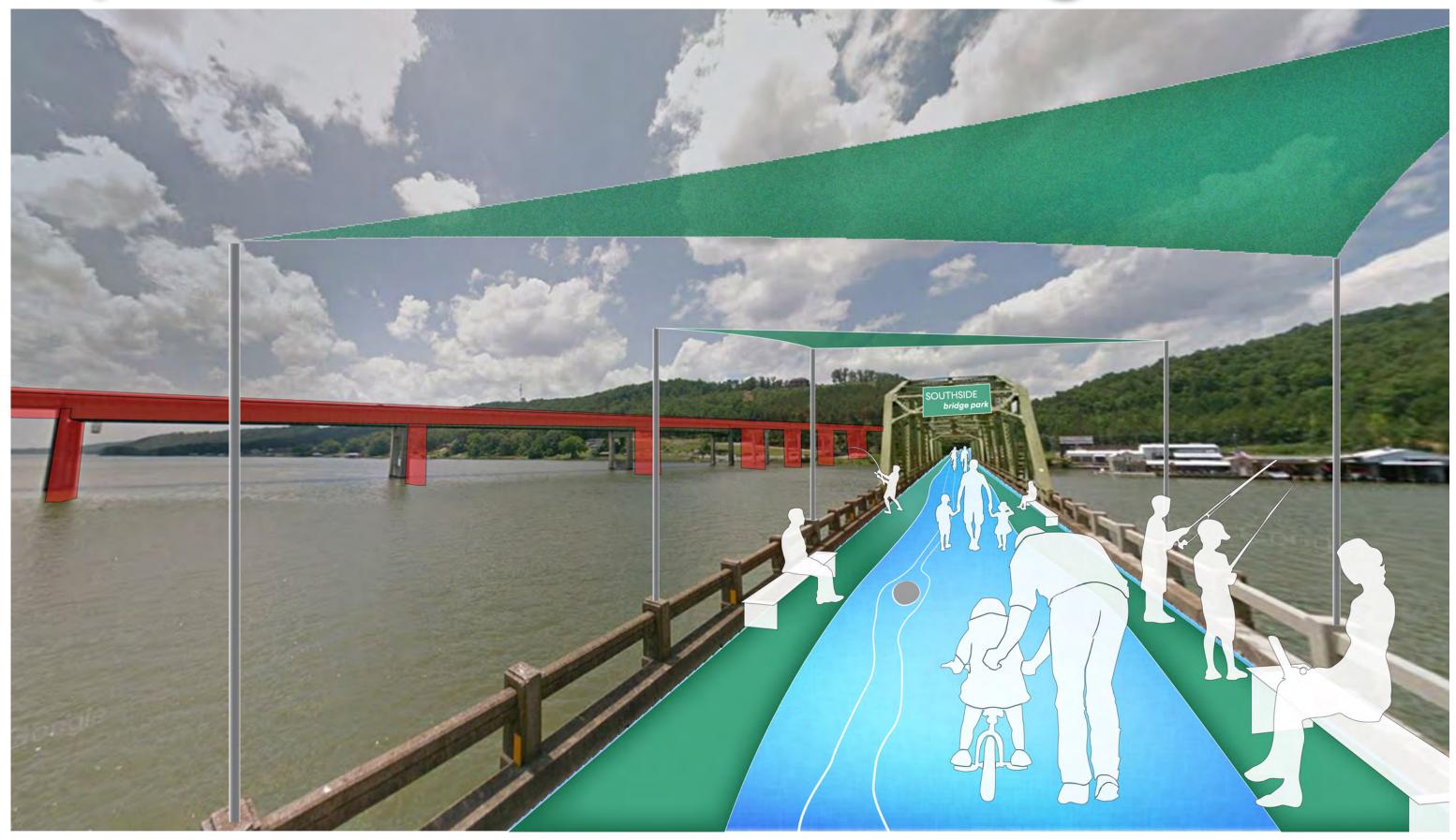
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Enliven Commercial Nodes



Improve Connections to the Region





Vision Principles

Goals + Actions

Place-Based Framework



Framework

Citywide

Vision Principles

Goals + Actions

Place-Based Framework





Citywide

- Foster a sense of community identity and pride
- 2 Strategic support for smart housing development
- 3 Improve the vibrancy of business districts
- **Provide infrastructure for pedestrian and cycling opportunities** 4
- 5 **Protect key environmental areas and features**
- Revitalize and expand existing parks and recreation system 6
- 7 **Coordinate infrastructure improvements and pursue grants**
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- 9 Attract and retain youth population while allowing residents to "age in place"



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- I Develop a consistent brand identity to be used in public spaces throughout the city
- 2 Promote neighborhood level identity through block clubs
- 3 Foster a shared sense of community among a diversity of residents
- 4 Encourage safety through neighborhood watches



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- I Quality educational and recreational opportunities for children + young adults
- 2 Establish youth engagement programs and support youth employment options to help retain population
- 3 Diverse housing options that appeal to both younger and older populations
- 4 Intergenerational public spaces + senior center









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Implementation Strategy SHORT-TERM GOALS Goals that can be accomplished within 2 years

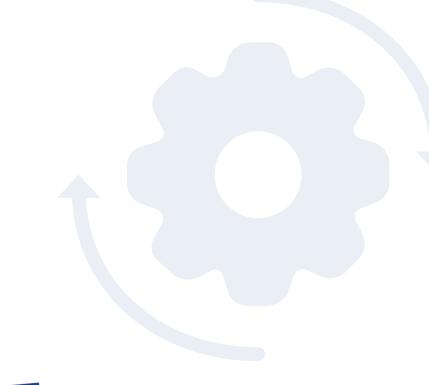
- **Prioritization of individual** goals and actions
- 2 Identification of strategic partnerships
- 3 **Timeline and responsibility** for individual actions
- Accountability and metrics 4 for measuring success

MID-TERM GOALS Goals that can be accomplished within 2 to 5 years.

LONG-TERM GOALS Goals that may take more than 5 years to accomplish.



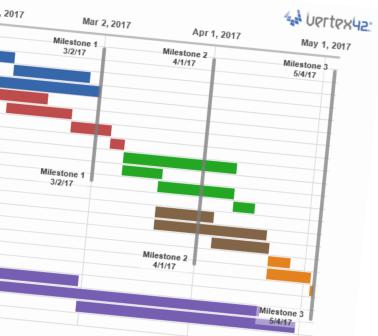
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Concept	Market Analys Feasibilit Rough Prototype Cost Estimates	ty		
System Desian				
Detail Design	Complete Definition Materials Tooling Quality Control Def.			
Test & Refine	Field Testing Regulations Refine Processes			
Produce	Key Customers Evaluate egin Full Production			
Other	Economic Analysis Legal / Regulatory Sales Plan / Train			
CATEGORY	TASK	Project Start	1/1/17	
Concept Dev.	Market Analysis		START	EN
	Feasibility Rough Prototypes		1/1/17 1/15/17	1/15 2/5/
System Design	Cost Estimates Architectures		2/6/17 1/20/17	2/26/





2/15

2/1/17



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5/17	Blue	Start			Red	Green		17 Vertex	(42 LLC	
5/17		1/1/17	0	15			Brown	Orange	Purple	
6/17	Blue	1/1/17	14	15	0	0	0		. suble	
/17	Blue	1/1/17		22	0	0	0	0	0	
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/17	Red	1/1/17	19	41	0		0	0	0	
		11111	31	0	15	0	0	0	0	
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- 2 Identification of strategic partnerships
- 3 Timeline and responsibility for individual actions
- 4 Accountability and metrics for measuring success

MID-TERM GOALS Goals that can be accomplished within 2 to 5 years.

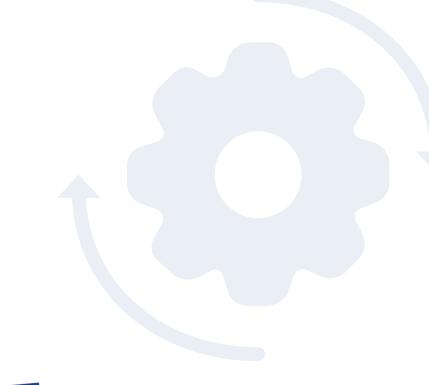
LONG-TERM GOALS Goals that may take more than 5 years to accomplish.



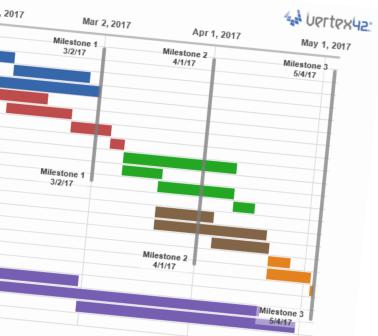
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Implementation Strategy SHORT-TERM GOALS Goals that can be accomplished within 2 years

- **Prioritization of individual** goals and actions
- 2 **Identification of strategic** partnerships
- 3 **Timeline and responsibility** for individual actions
- **Accountability and metrics** 4 for measuring success

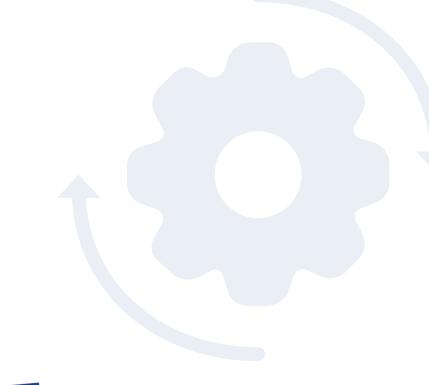
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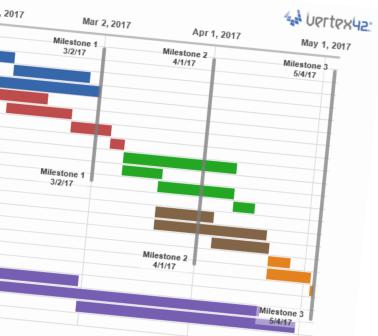


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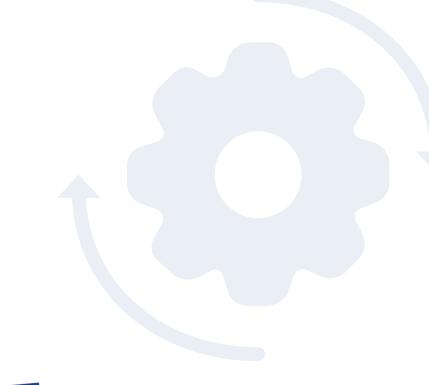
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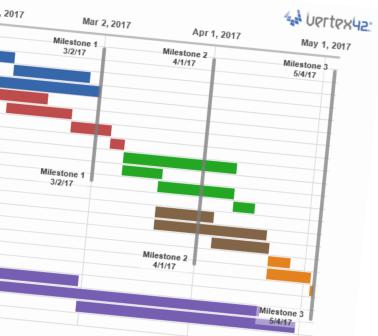
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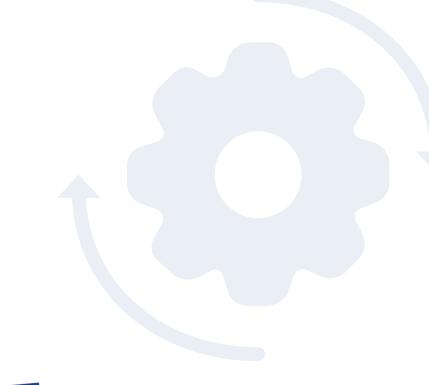
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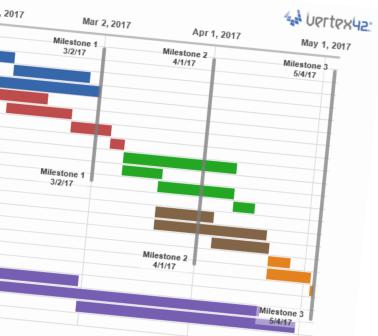
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