

Southside NEXT Master Plan

Feb 23, 2022

Steering Committee Meeting #3
Goals & Actions



SOUTHSIDE
NEXT

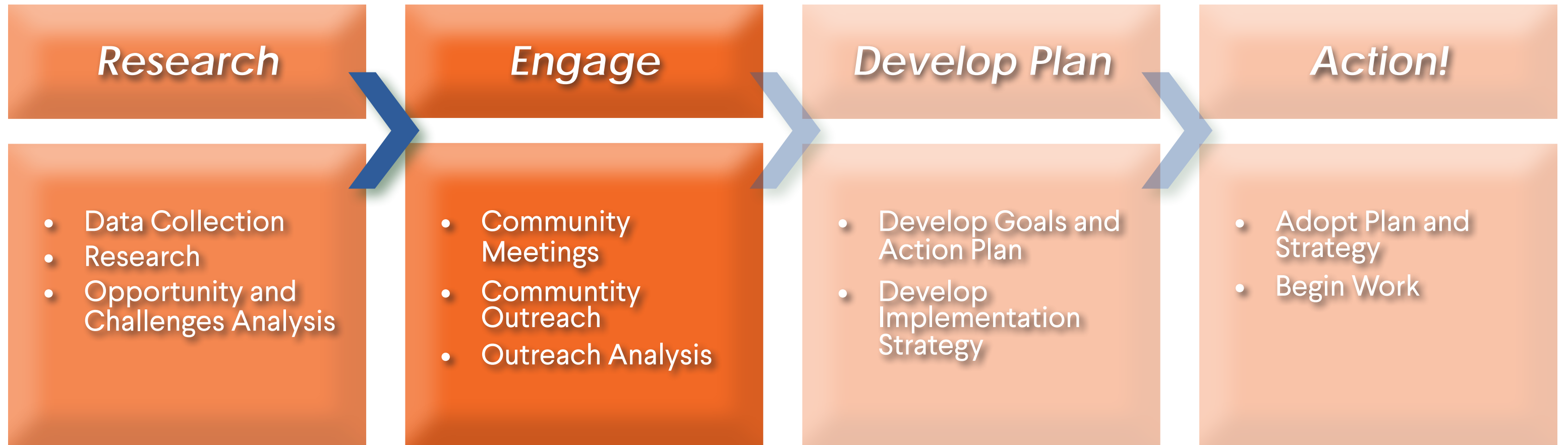
PLAN PROCESS



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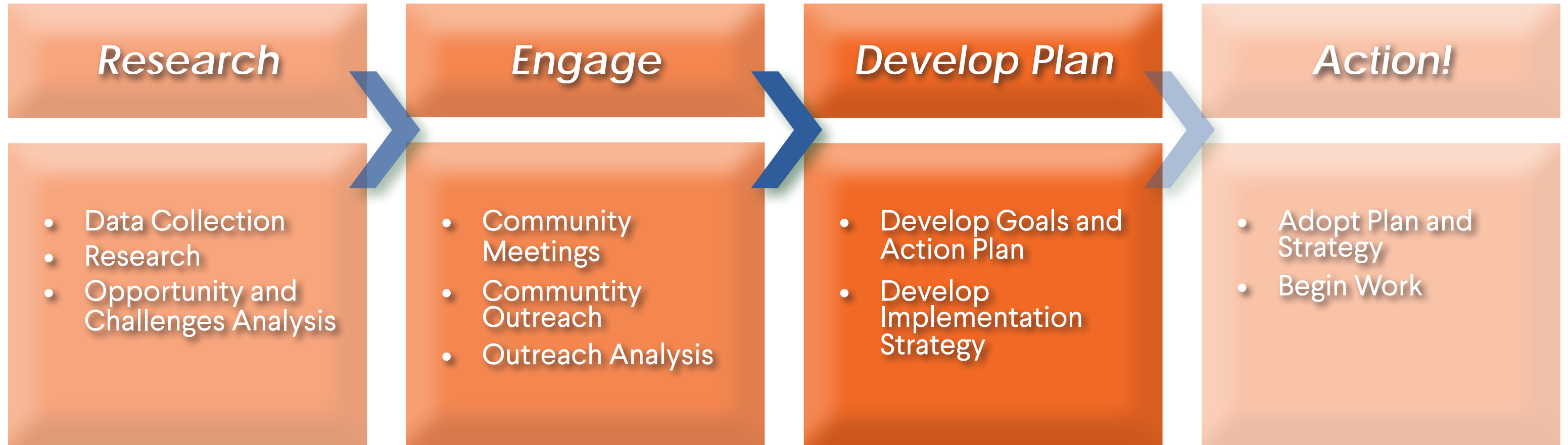


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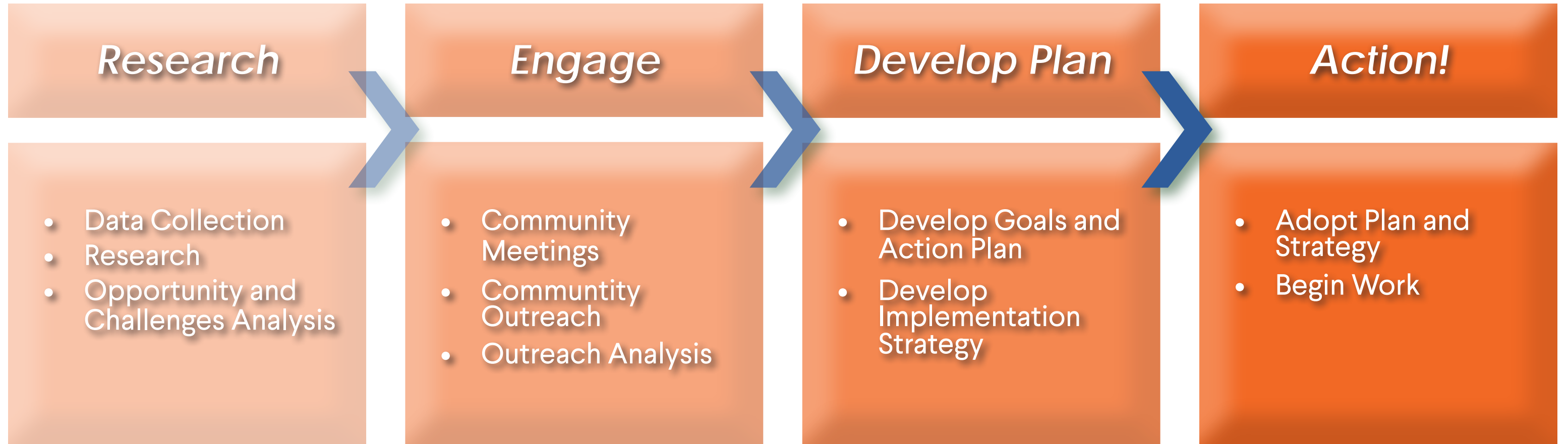
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PLAN PROCESS



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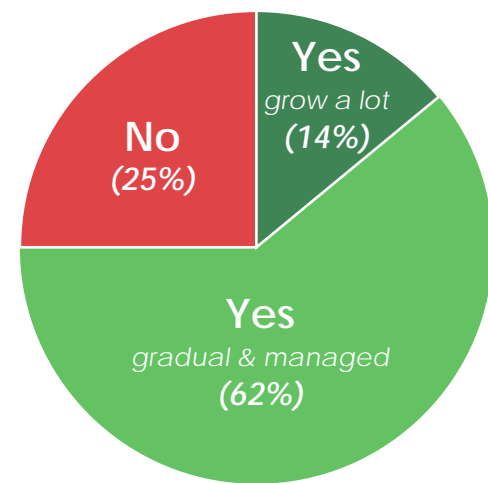


Public Input

What we learned...

Future Growth & Development

Would you like to see continued population growth in Southside?

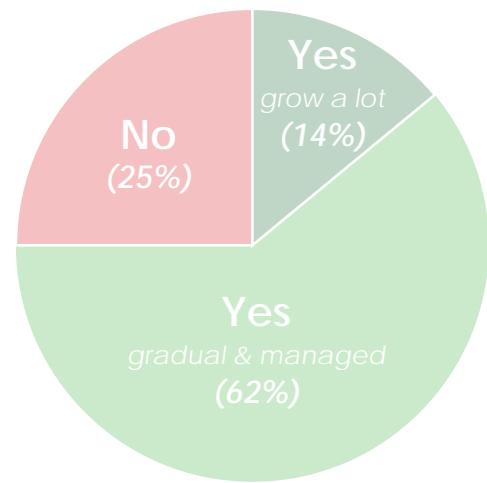


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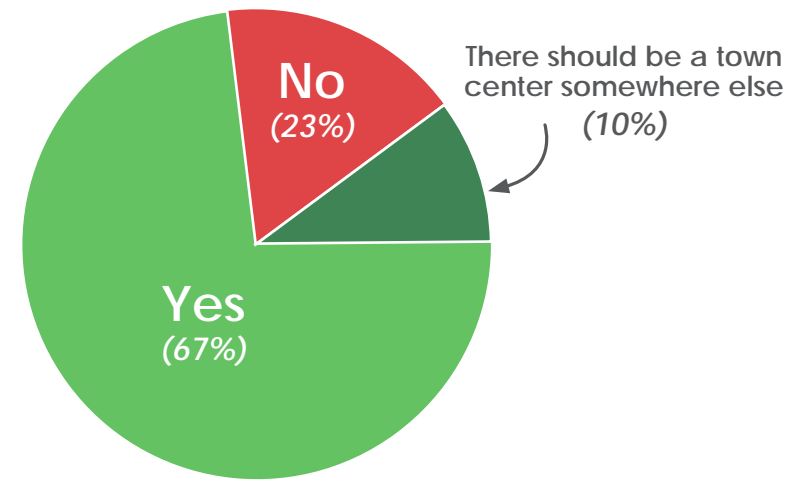
What we learned...

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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?

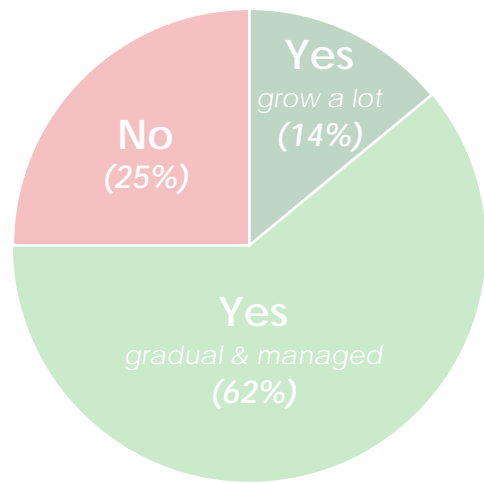


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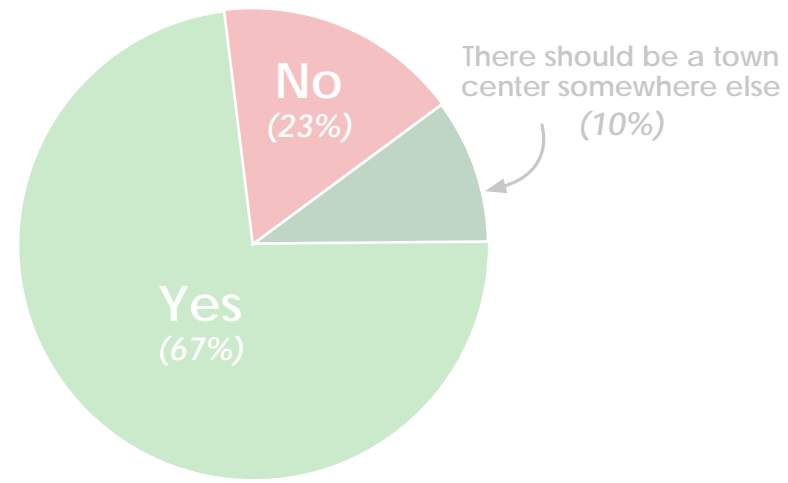
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Development Priorities Ranking

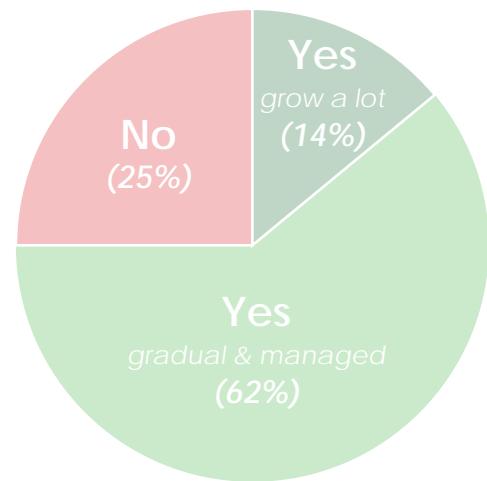
1. Encourage Southside's growth while protecting its charm.
2. Improve roads as Southside continues to grow.
3.
 - Improve the "look and feel" of Hwy 77.
 - Proactively recruit retail businesses.
4. Develop walking trails in the city.
5.
 - Become a more engaging city for seniors and youths.
 - Continue to expand and improve city parks.
6. Expand the city's local job market.
7. Increase and improve public access to the Coosa River.
8. Develop a retail town center in Southside.

Public Input

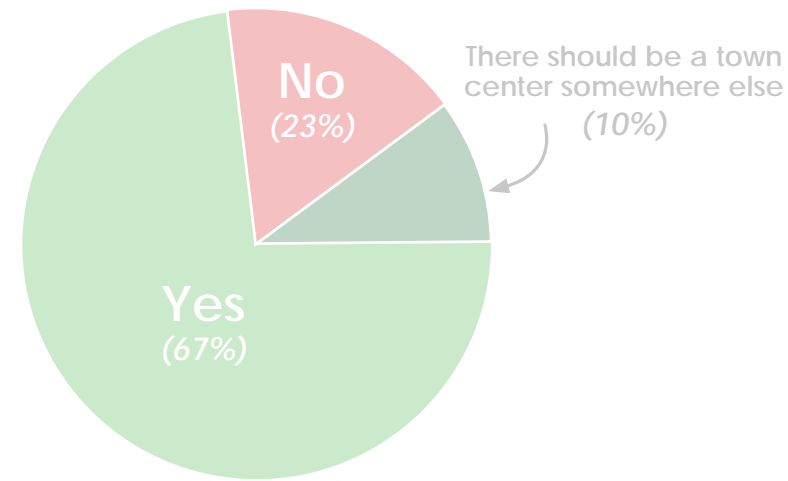
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New Recreation Wanted

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

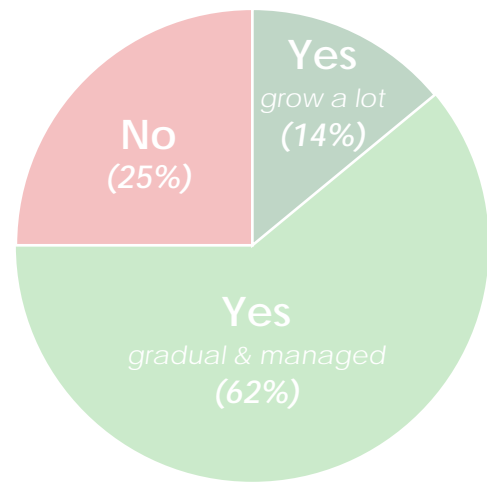
1. Parks / playgrounds
2. Walking / biking / hiking trails
3. Splash pad / pool

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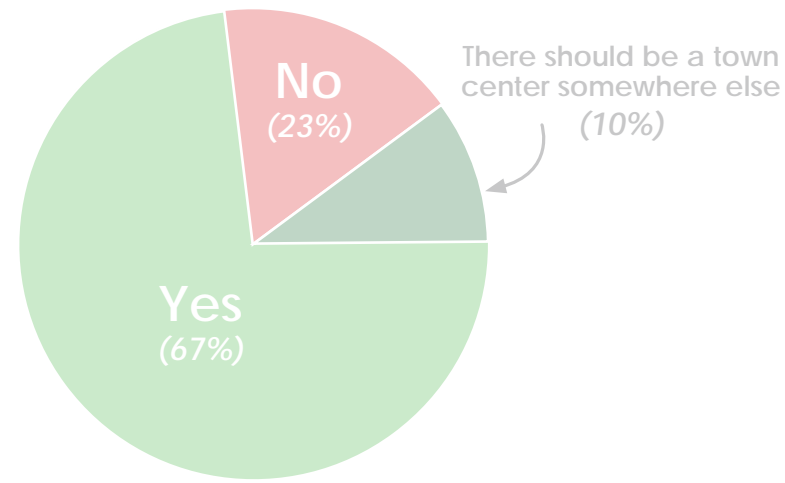
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New Businesses Wanted

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

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

Crafting the Plan

Our process...



1 Vision Statement

2 Vision Principles

3 Goals + Actions

Place-based Strategies

Citywide Strategies

4 Implementation

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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.”

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.**”

Vision Principles

Focus topics...



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

Vision Principles

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Enhanced Connectivity

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



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River - Oriented

- 1 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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Active Town Center



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



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Strong Economy



- 1 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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Expanded Recreation

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



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Goals + Actions



Vision Principles



Goals + Actions



**Place-Based
Framework**

**Citywide
Framework**

Goals + Actions



Vision Principles



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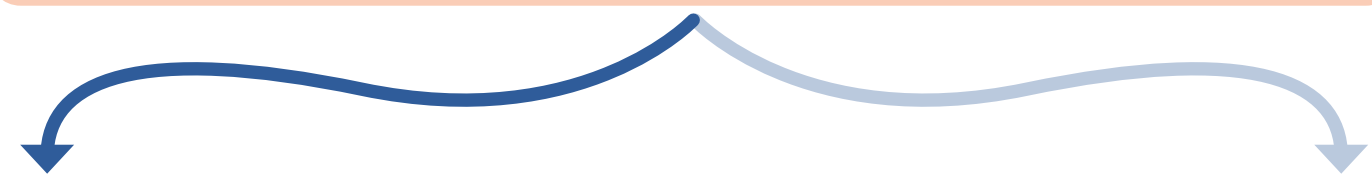
Goals + Actions



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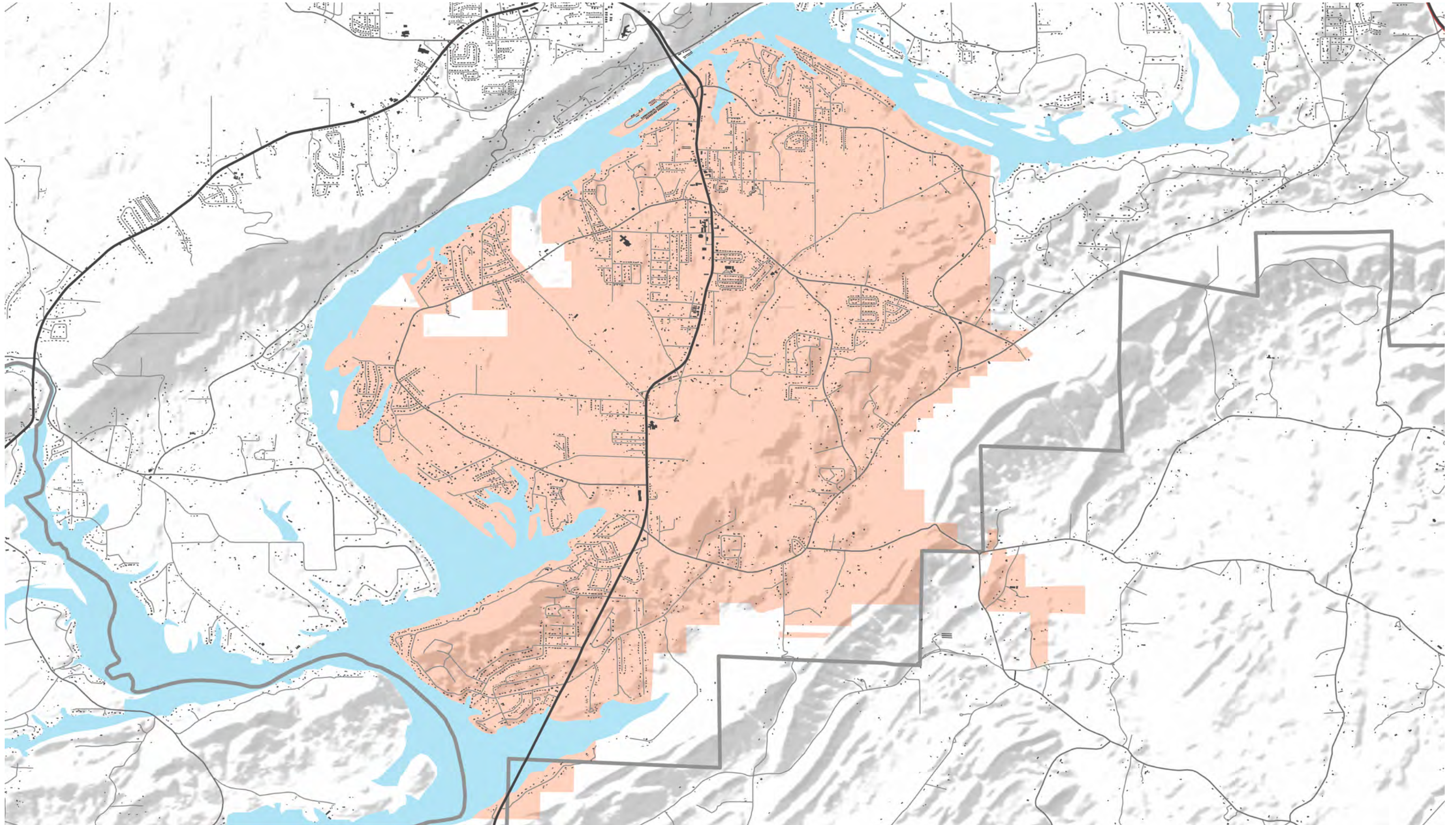
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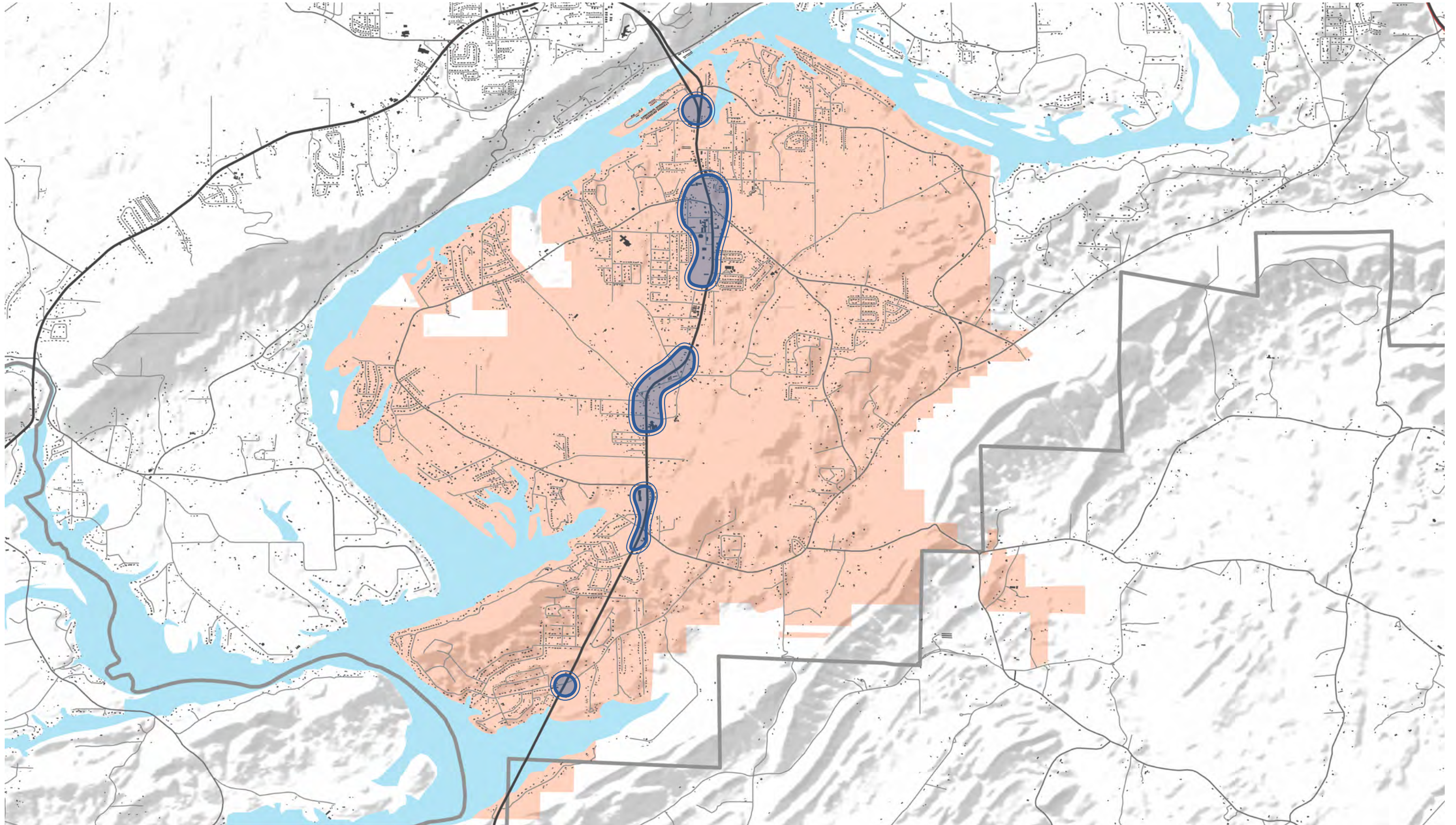
**Place-Based
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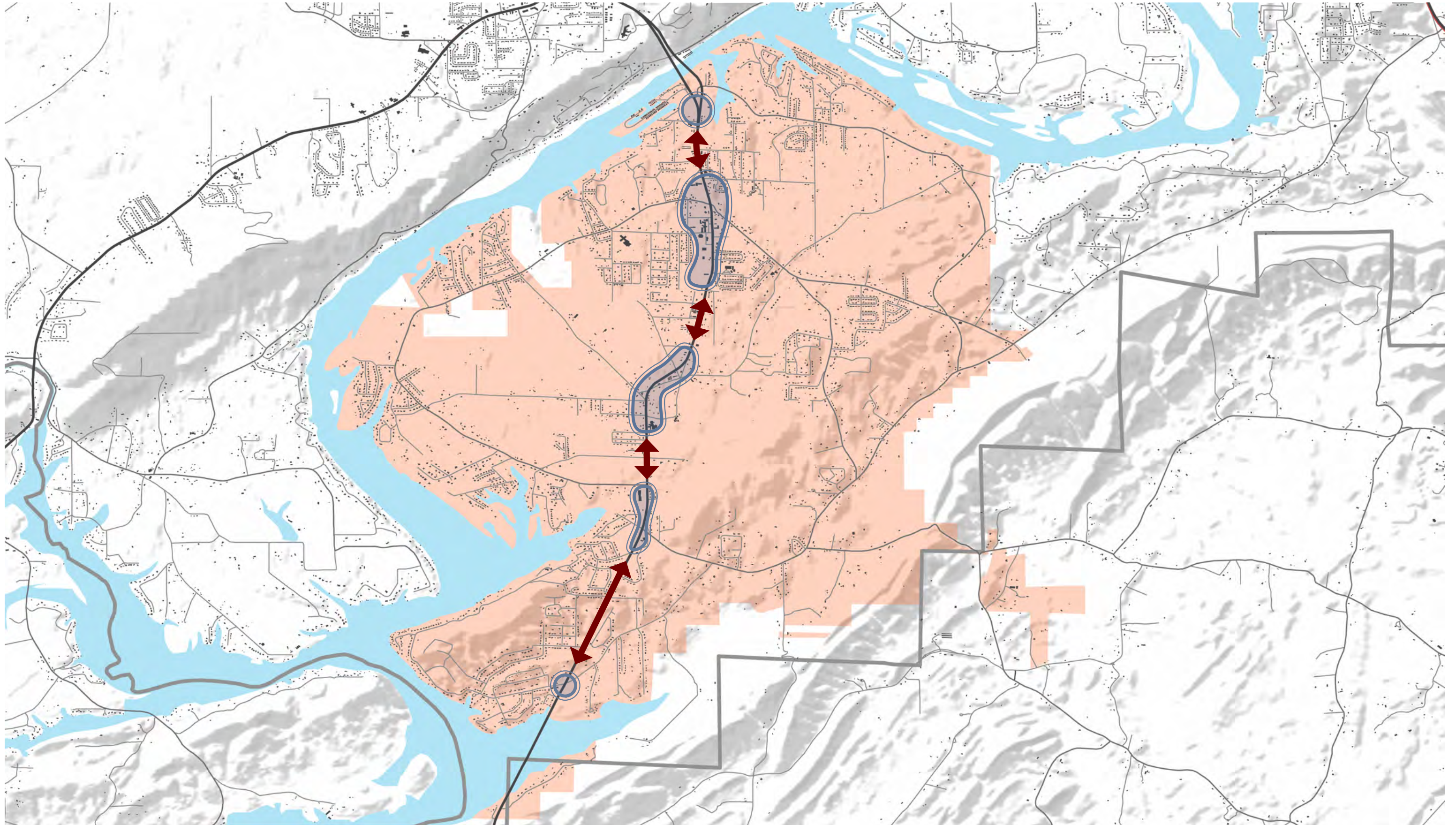
Existing Conditions



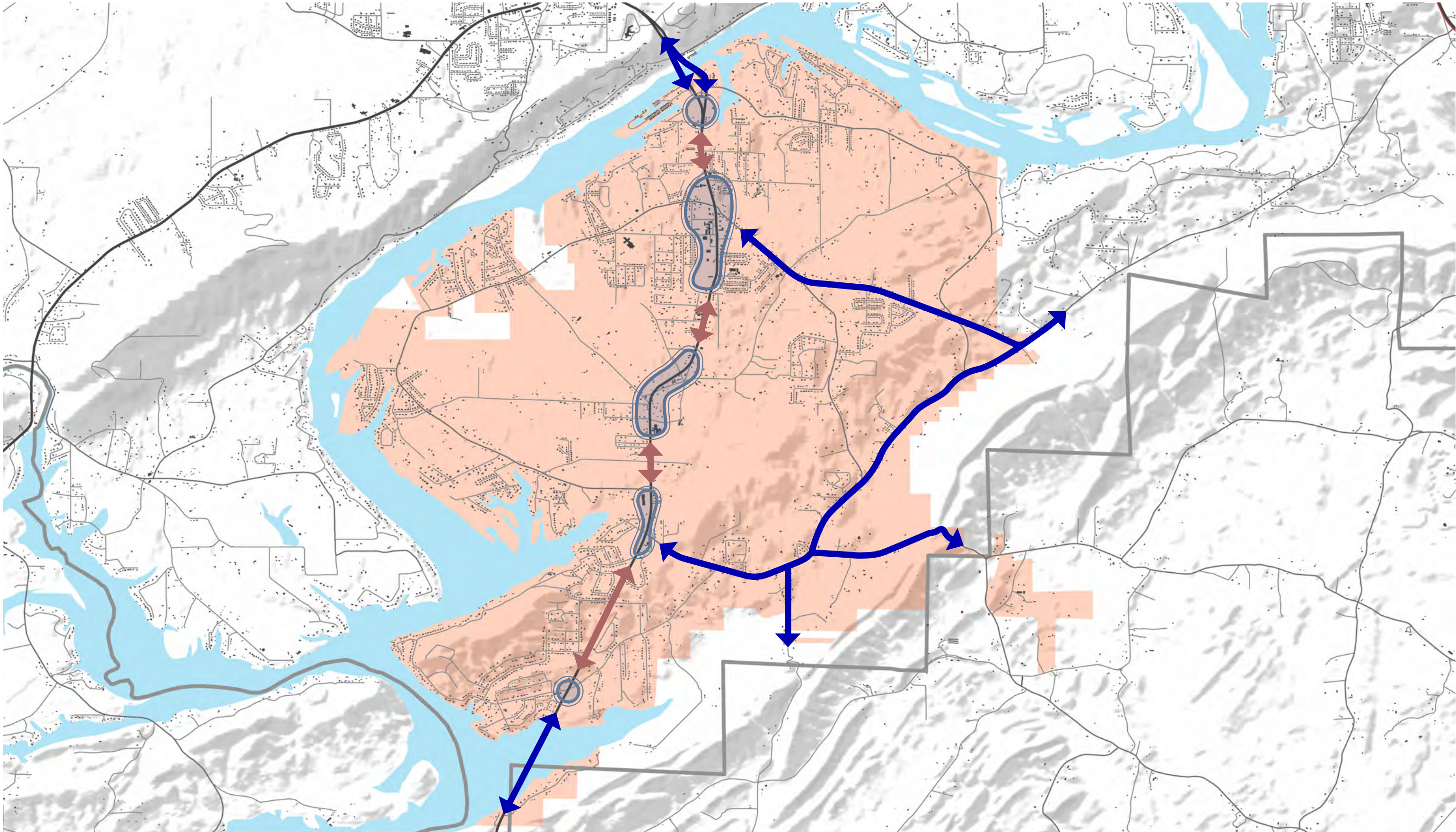
I. Enliven Commercial Nodes



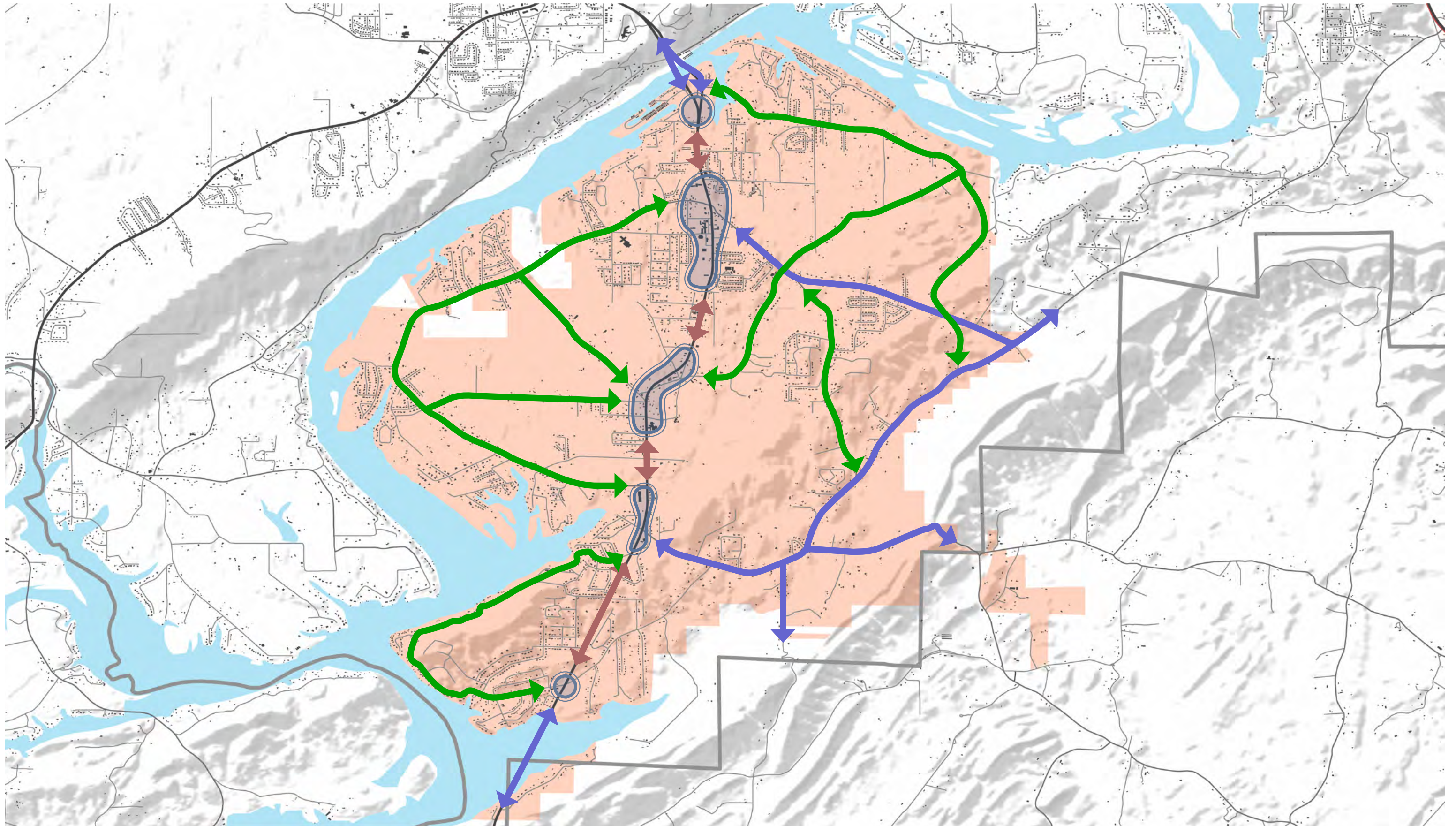
2. Improve Connections between Nodes



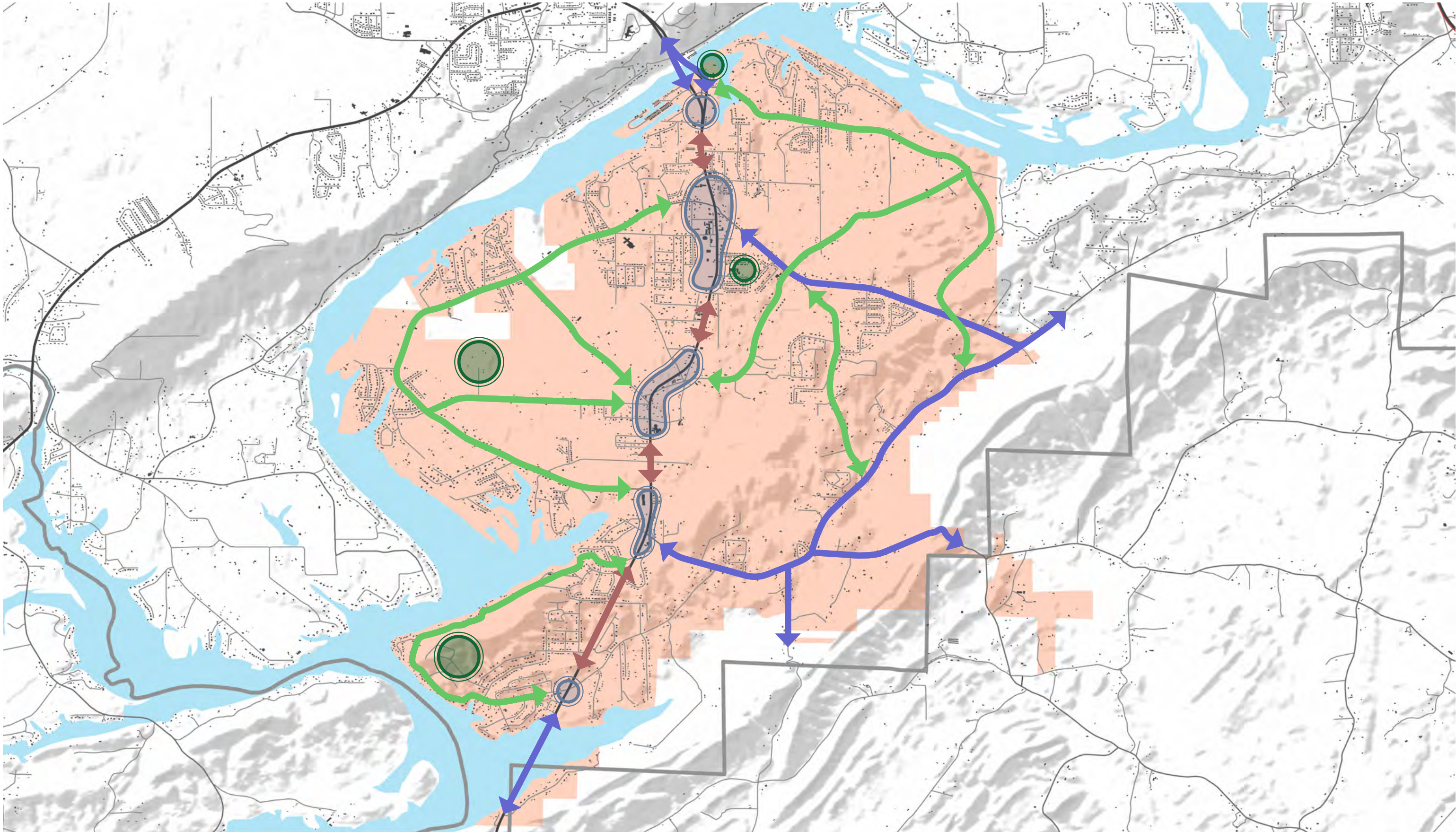
3. Improve Connections to the Region



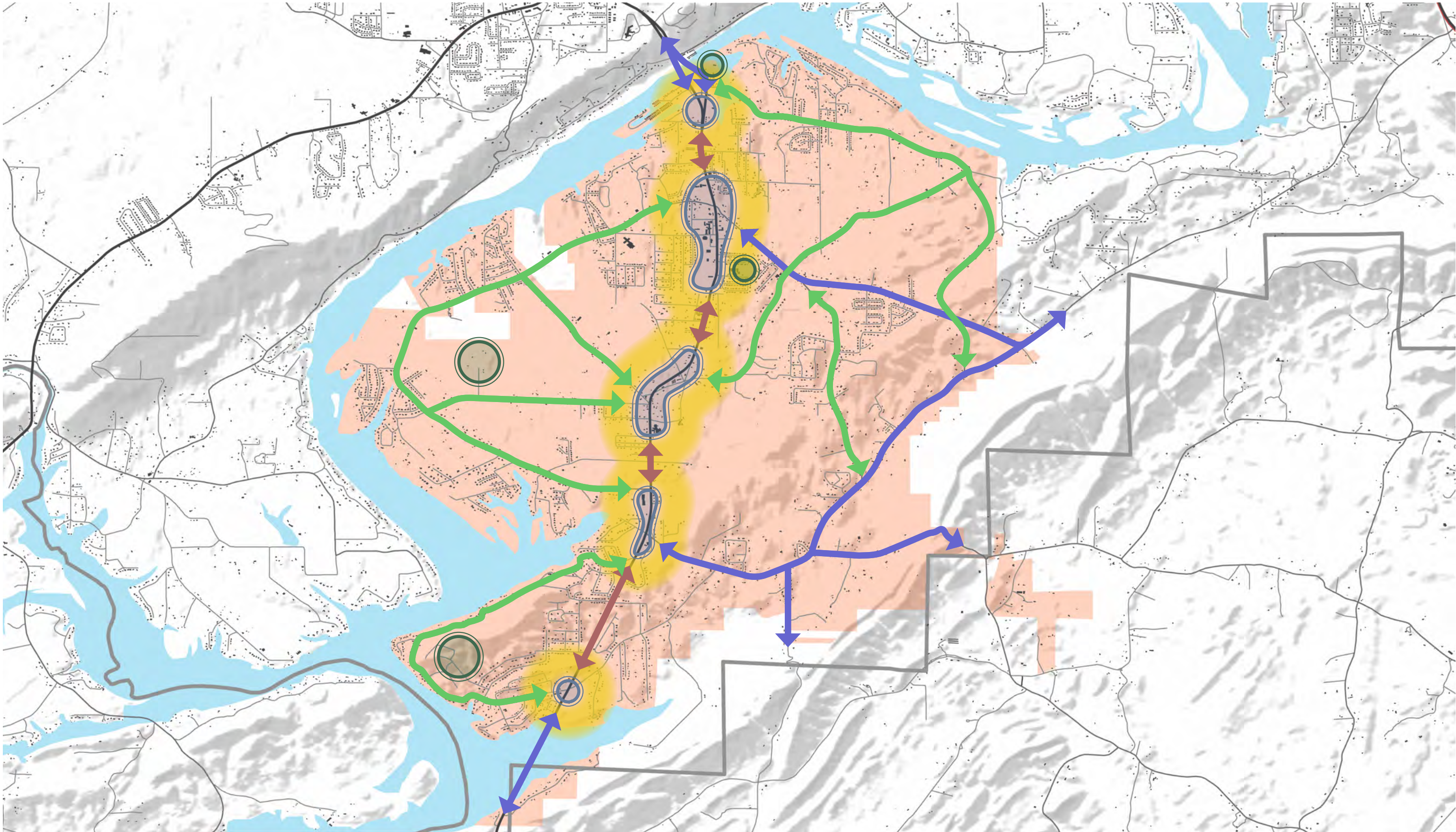
4. Develop non-Motorized Connections



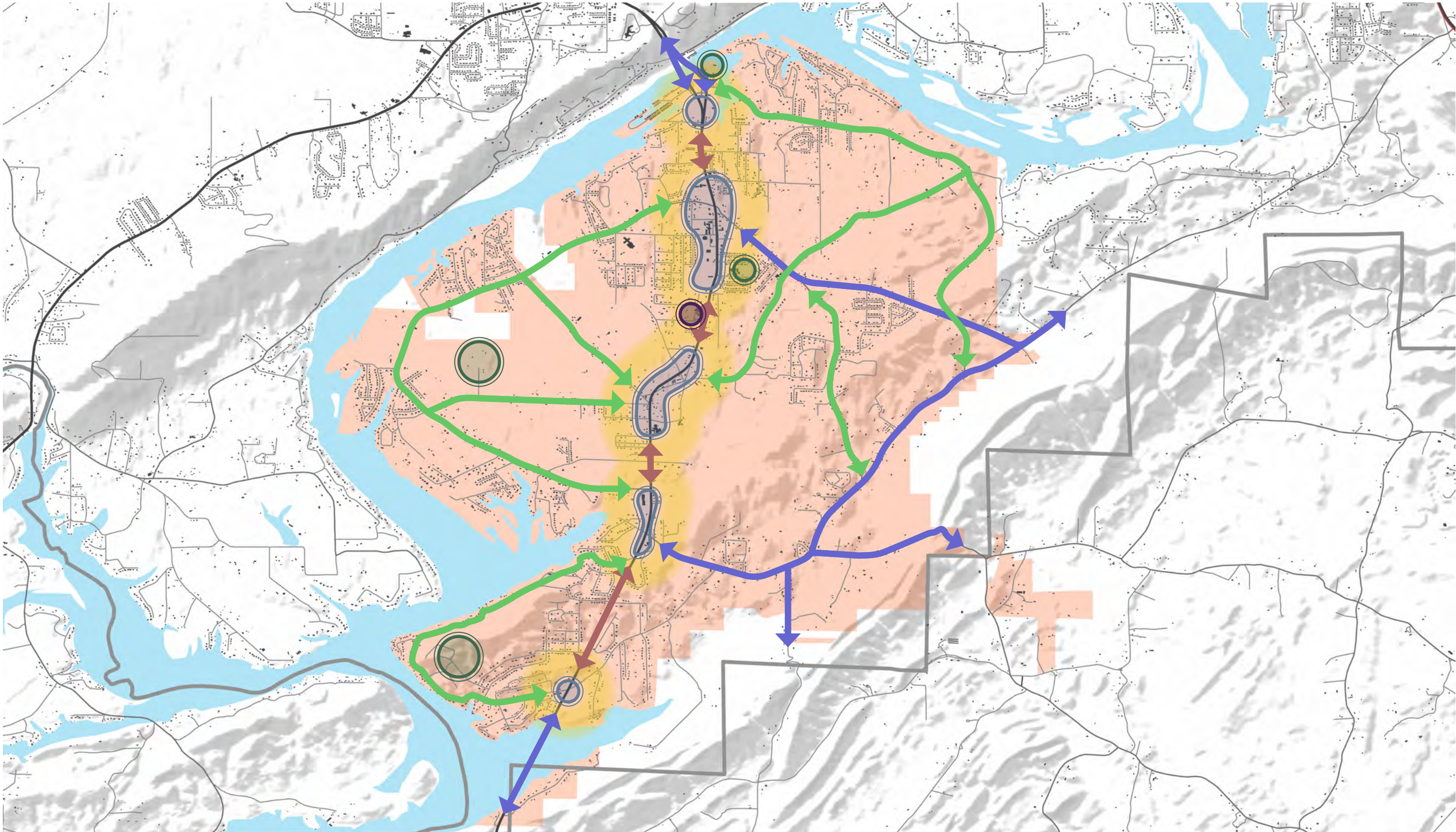
5. Link to nearby Parks



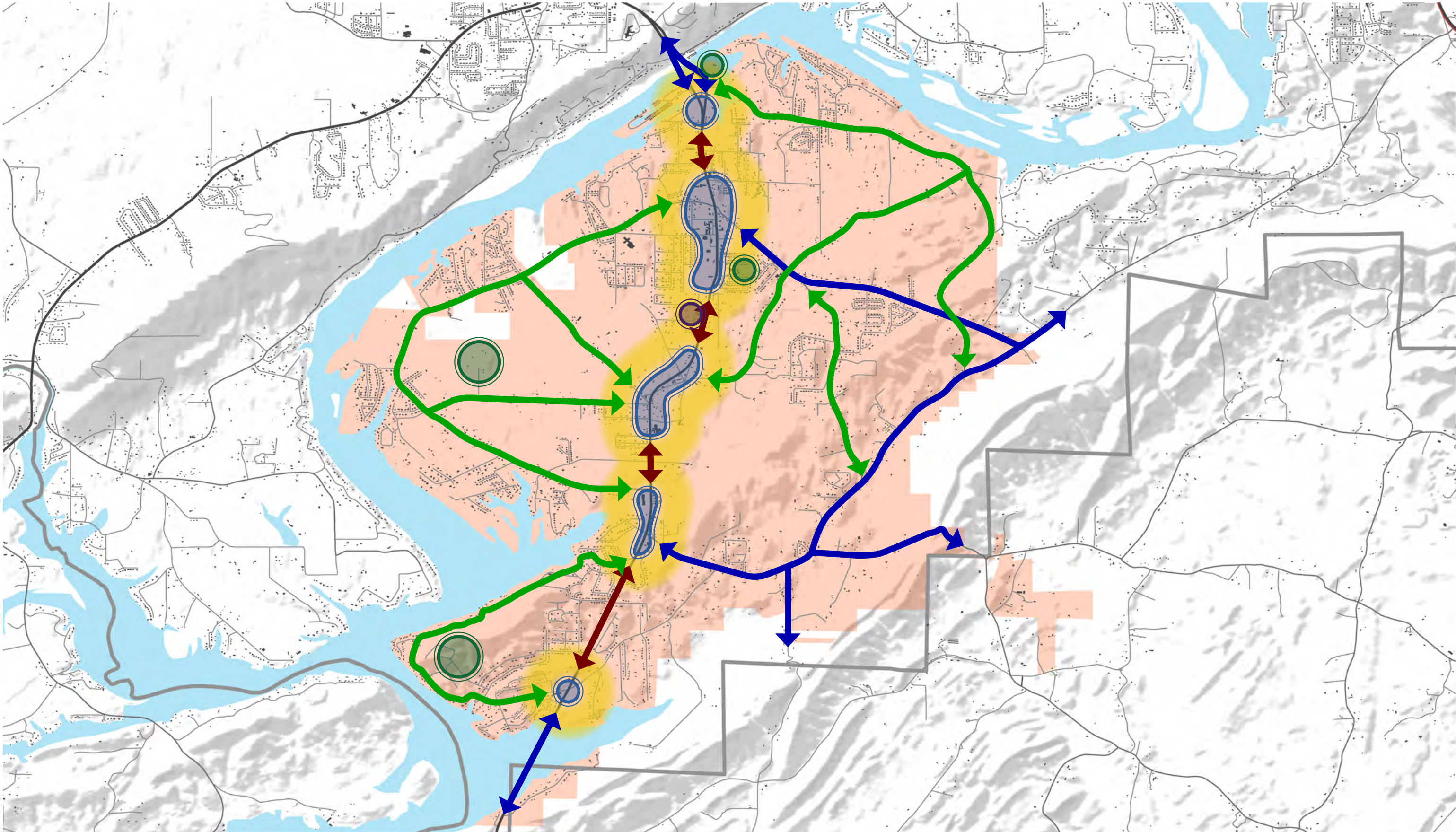
6. Strengthen Surrounding Neighborhoods



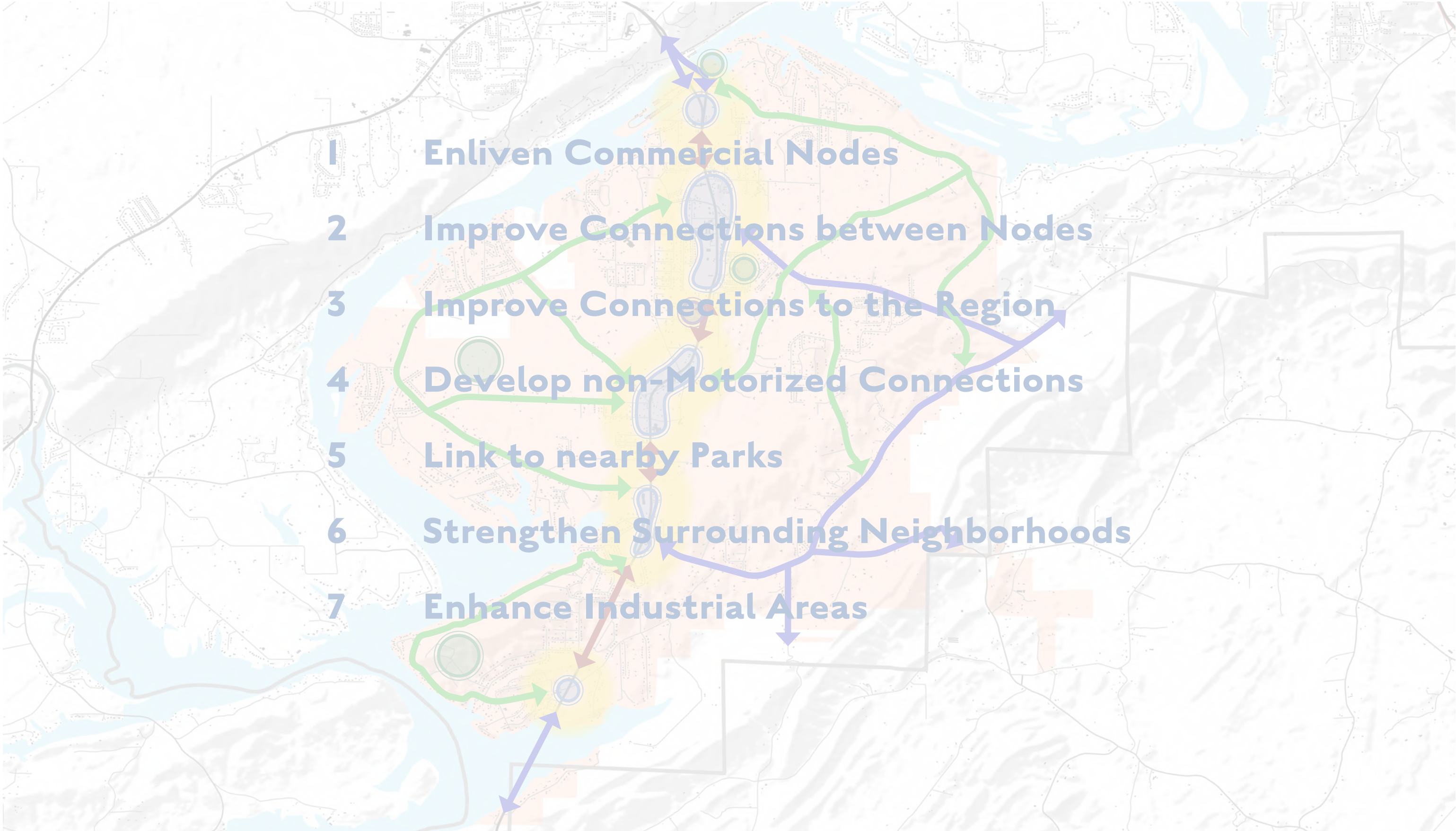
7. Enhance Industrial Areas



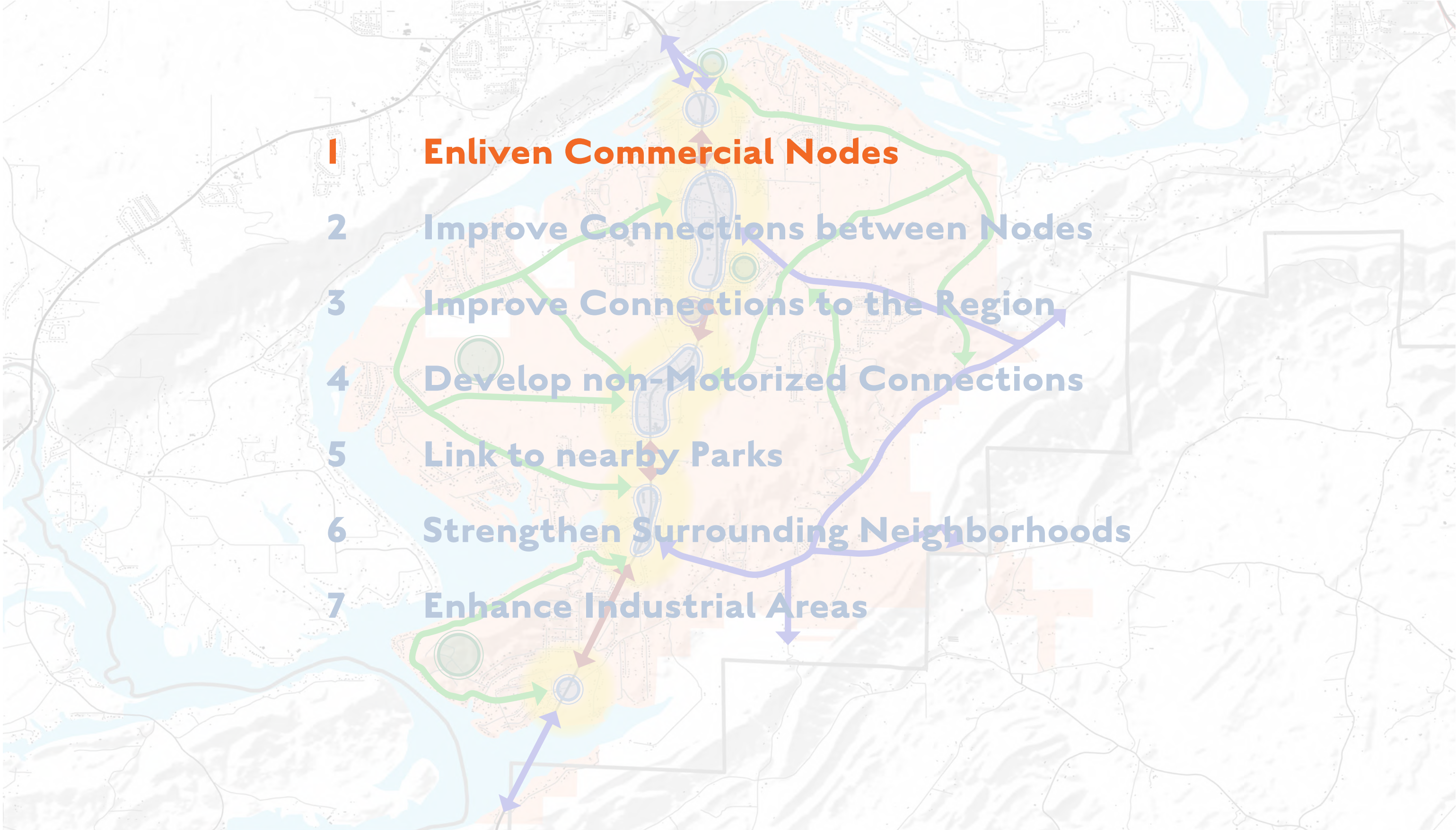
Framework Plan



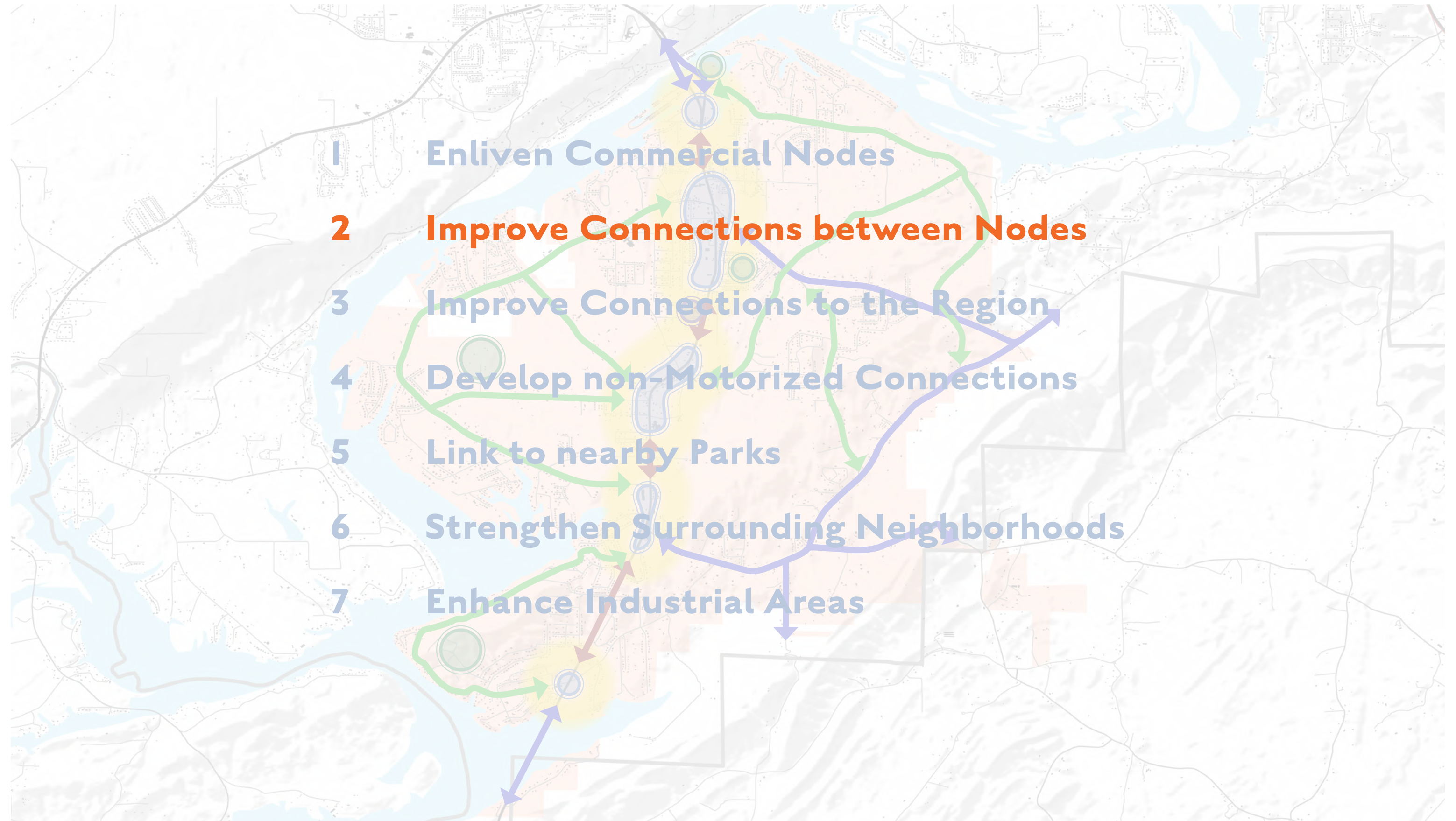
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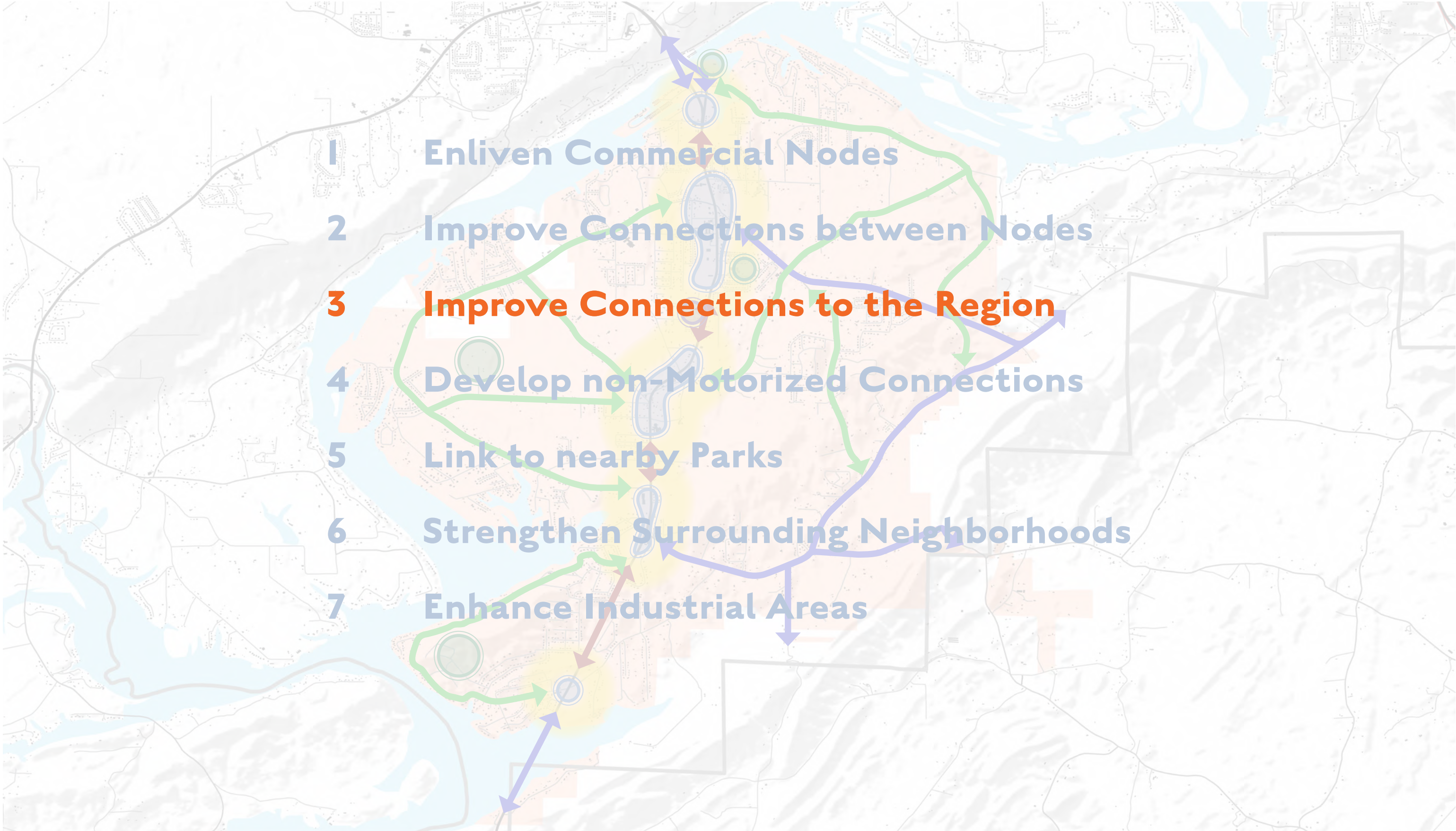
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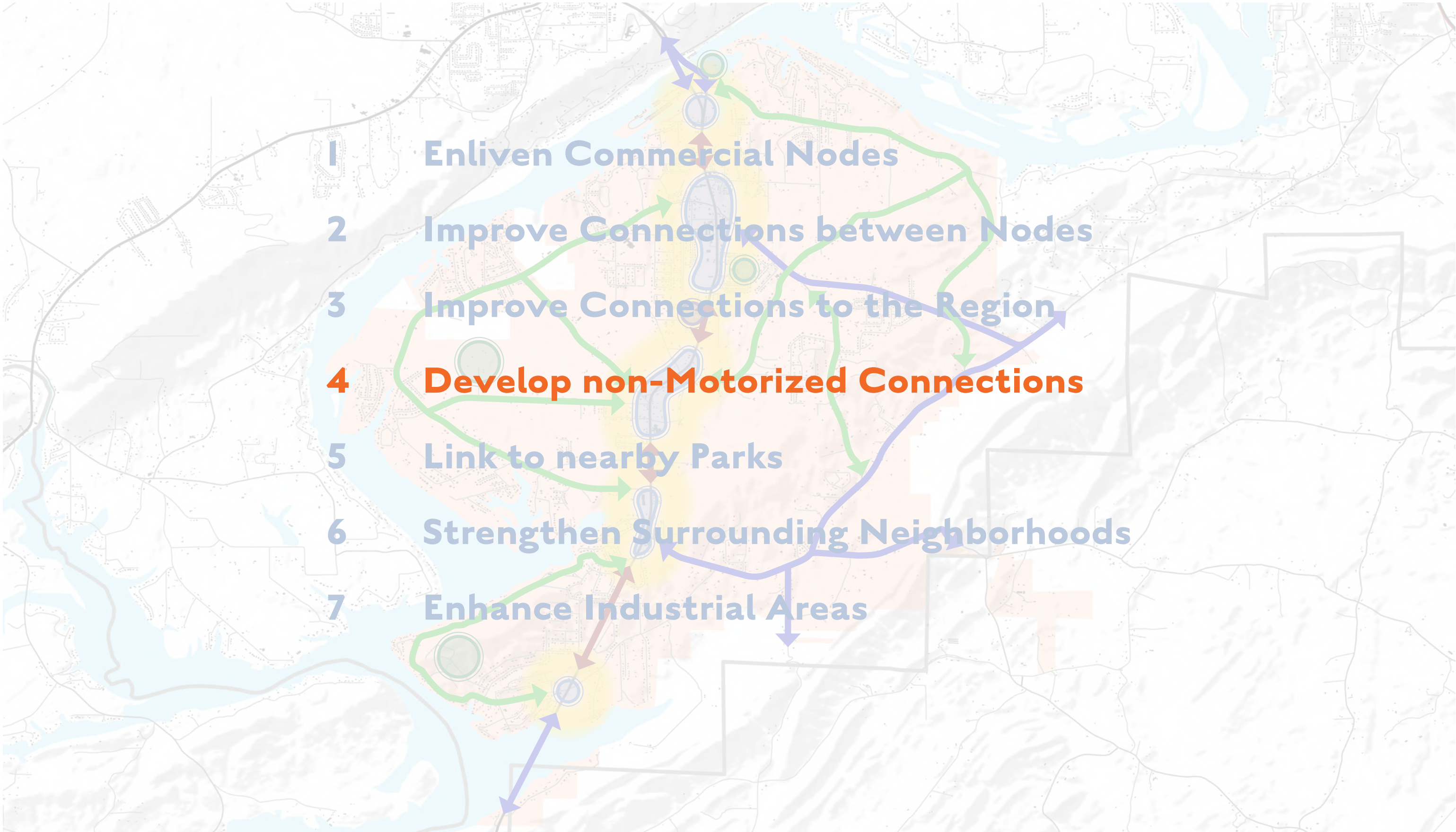
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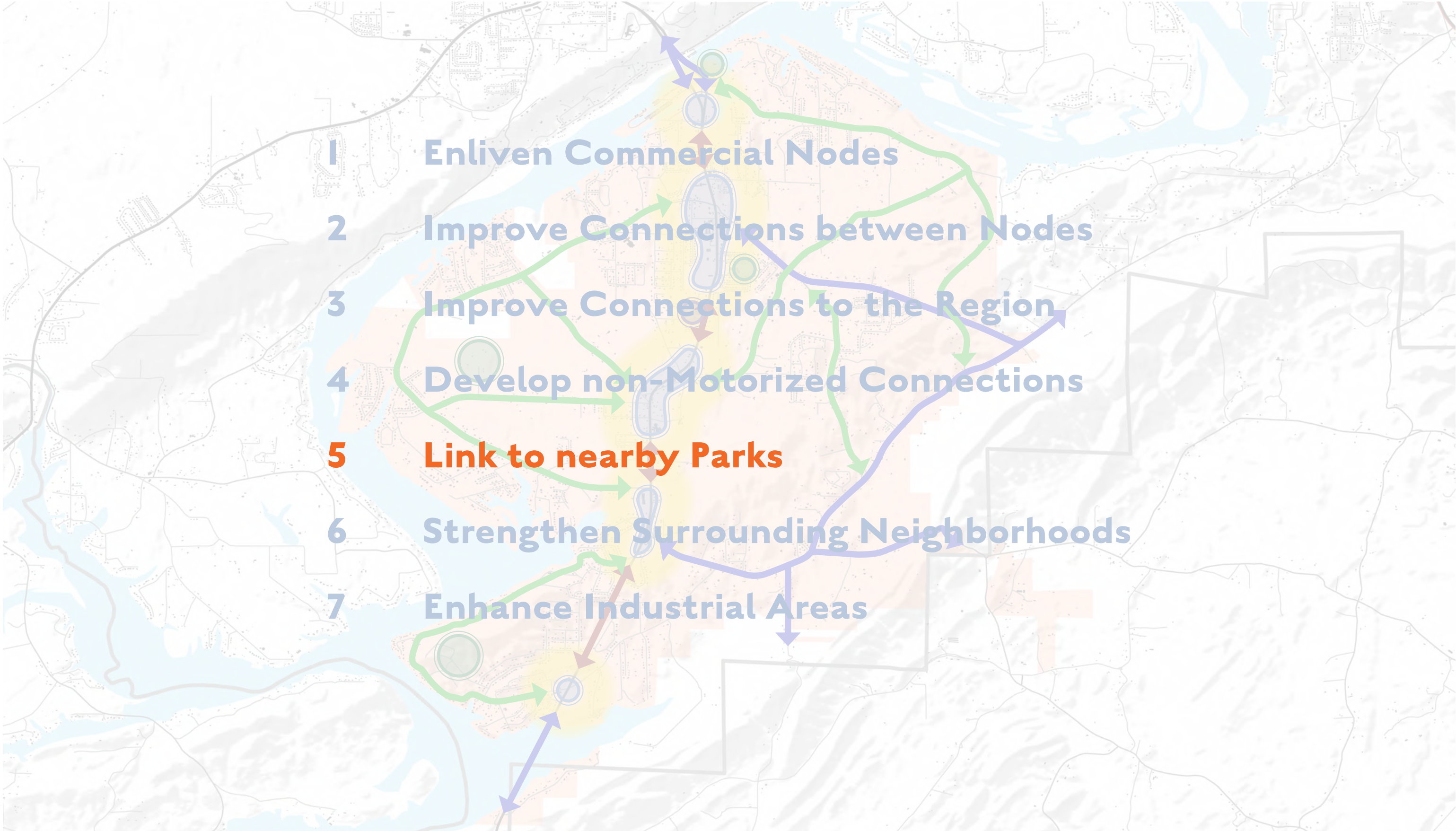
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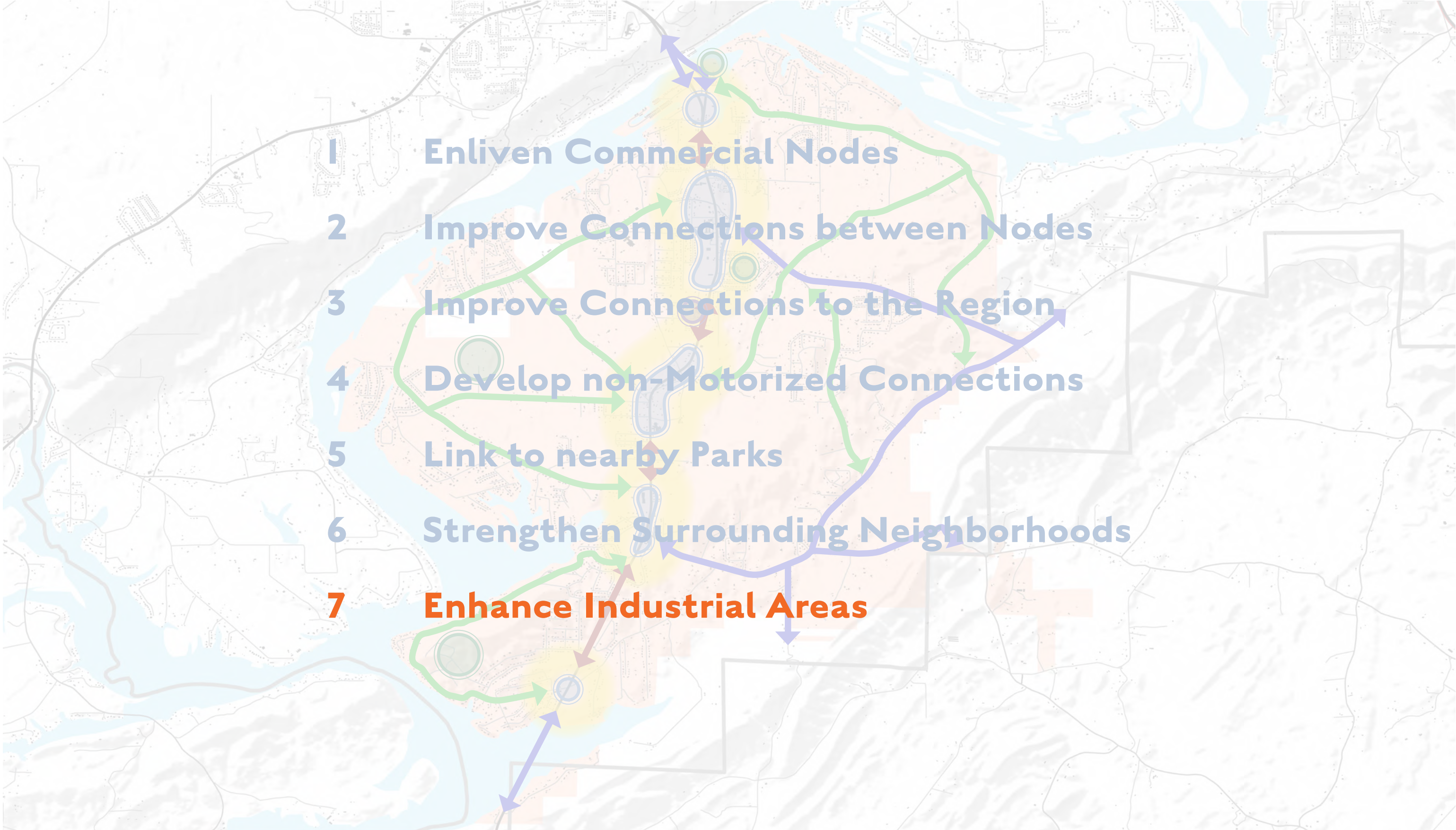
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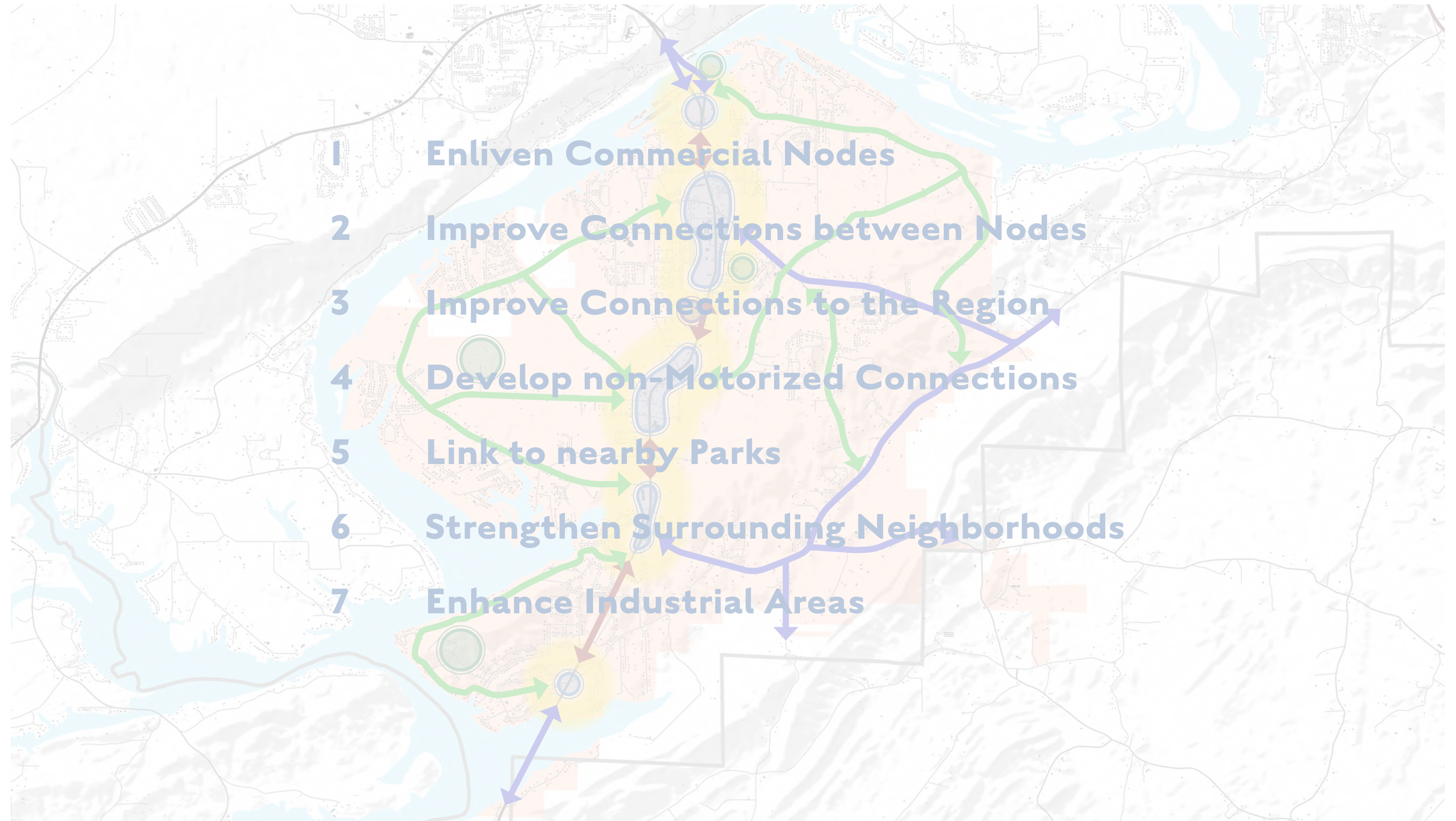
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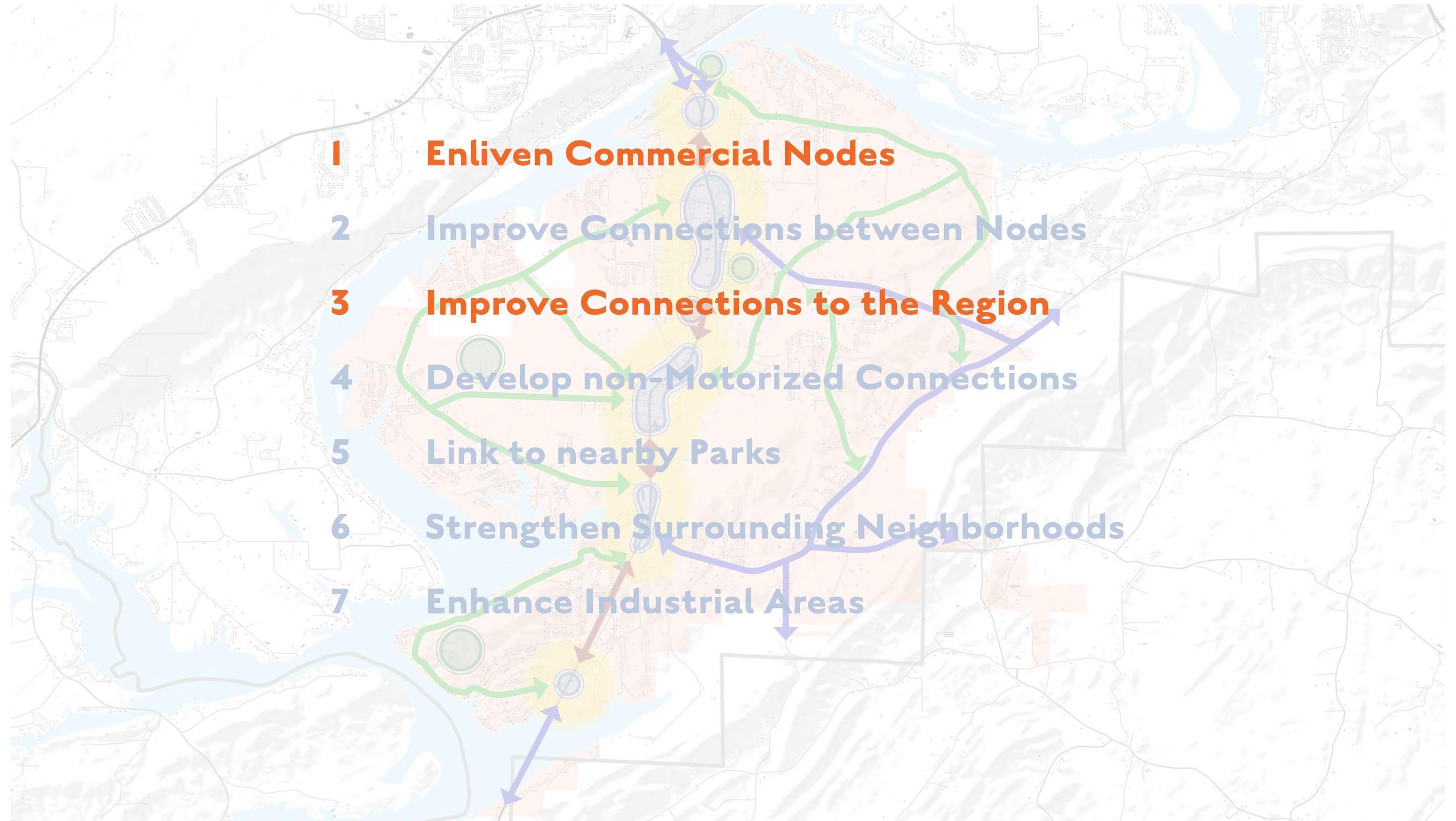
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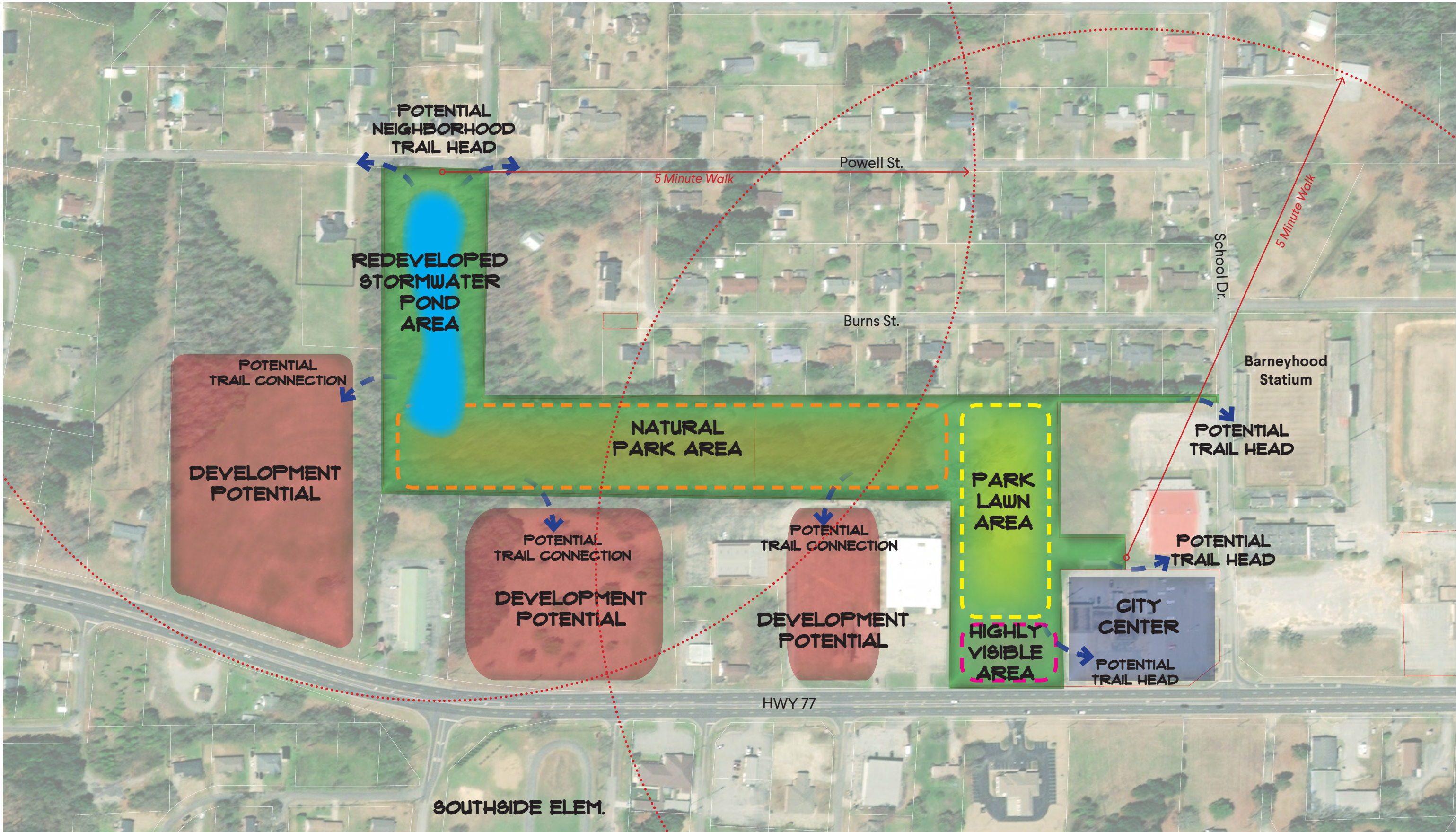
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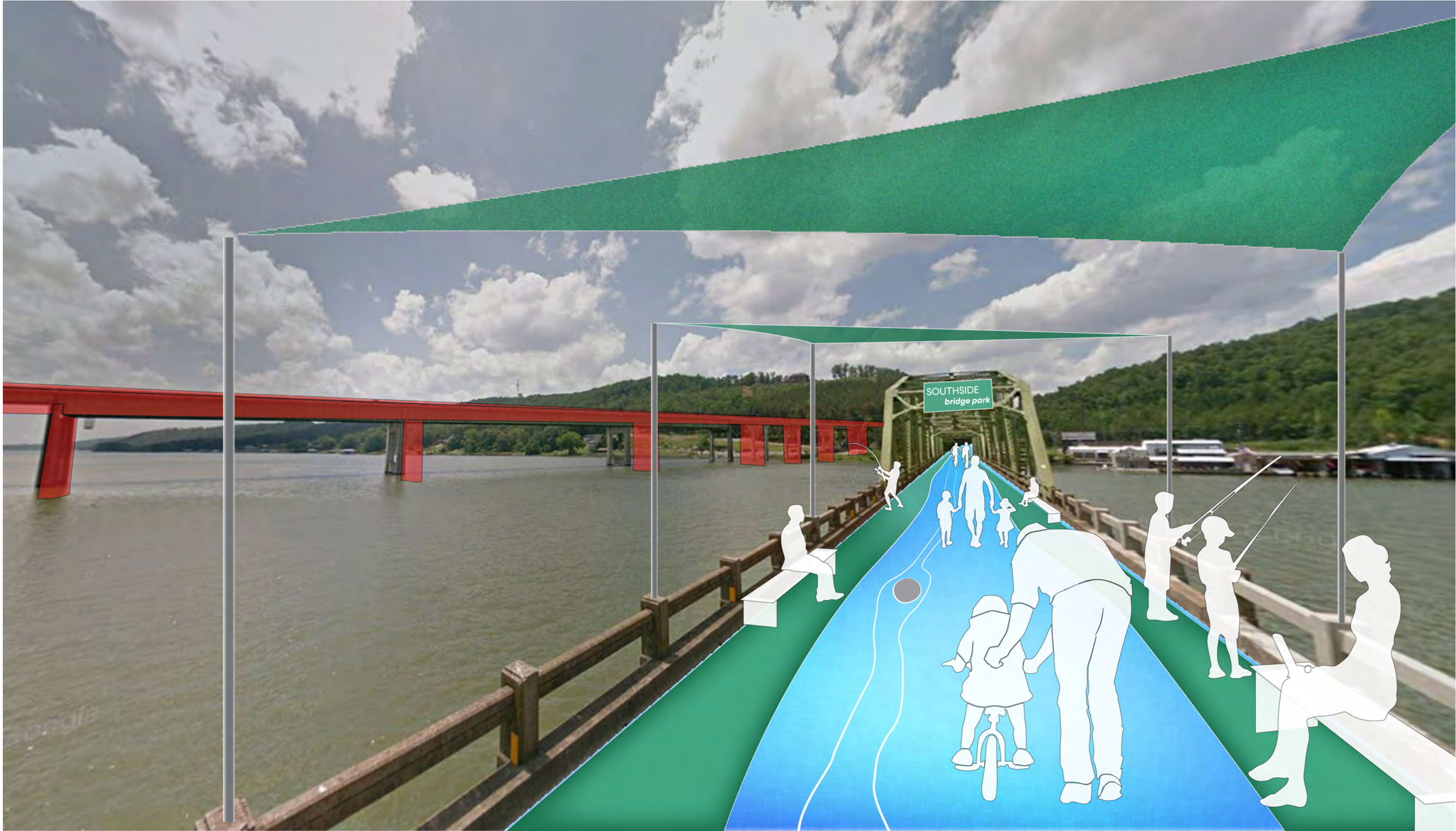
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Enliven Commercial Nodes



Improve Connections to the Region



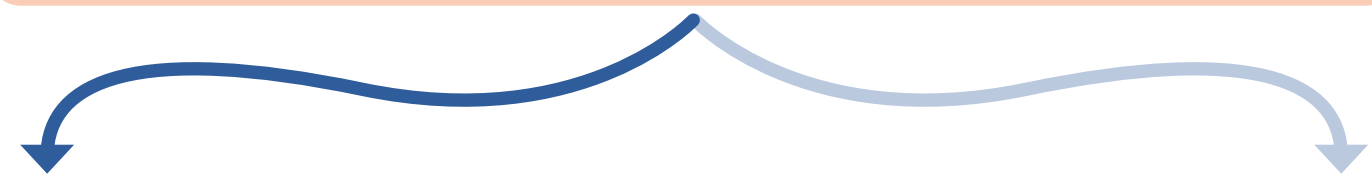
Goals + Actions



Vision Principles



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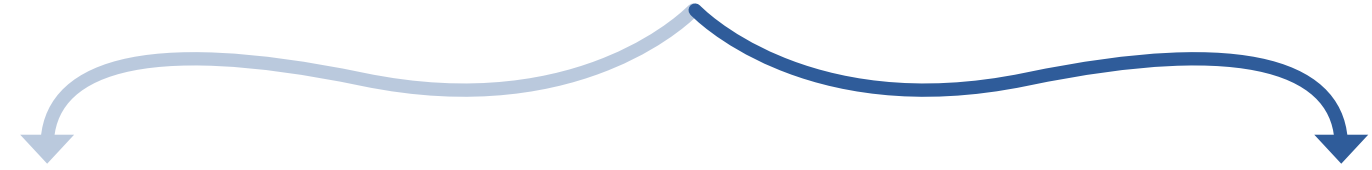
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- 2 Strategic support for smart housing development**
- 3 Improve the vibrancy of business districts**
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- 5 Protect key environmental areas and features**
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- 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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Foster Community Identity + Pride



- 1 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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- 2 Promote neighborhood level identity through block clubs
- 3 Foster a shared sense of community among a diversity of residents**
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Age - Inclusive Development



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- 2 Establish youth engagement programs and support youth employment options to help retain population
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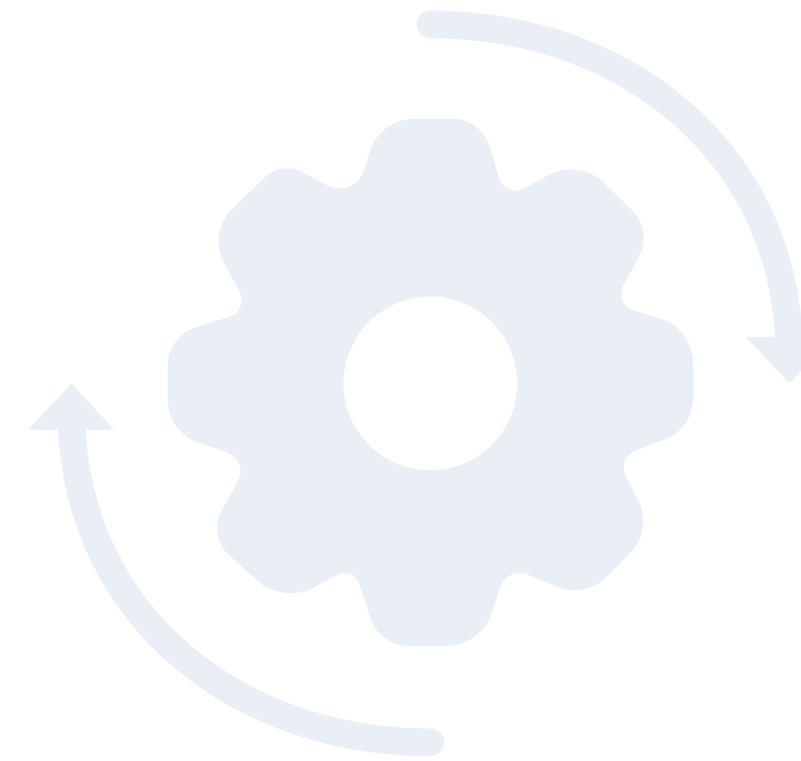
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Implementation Strategy

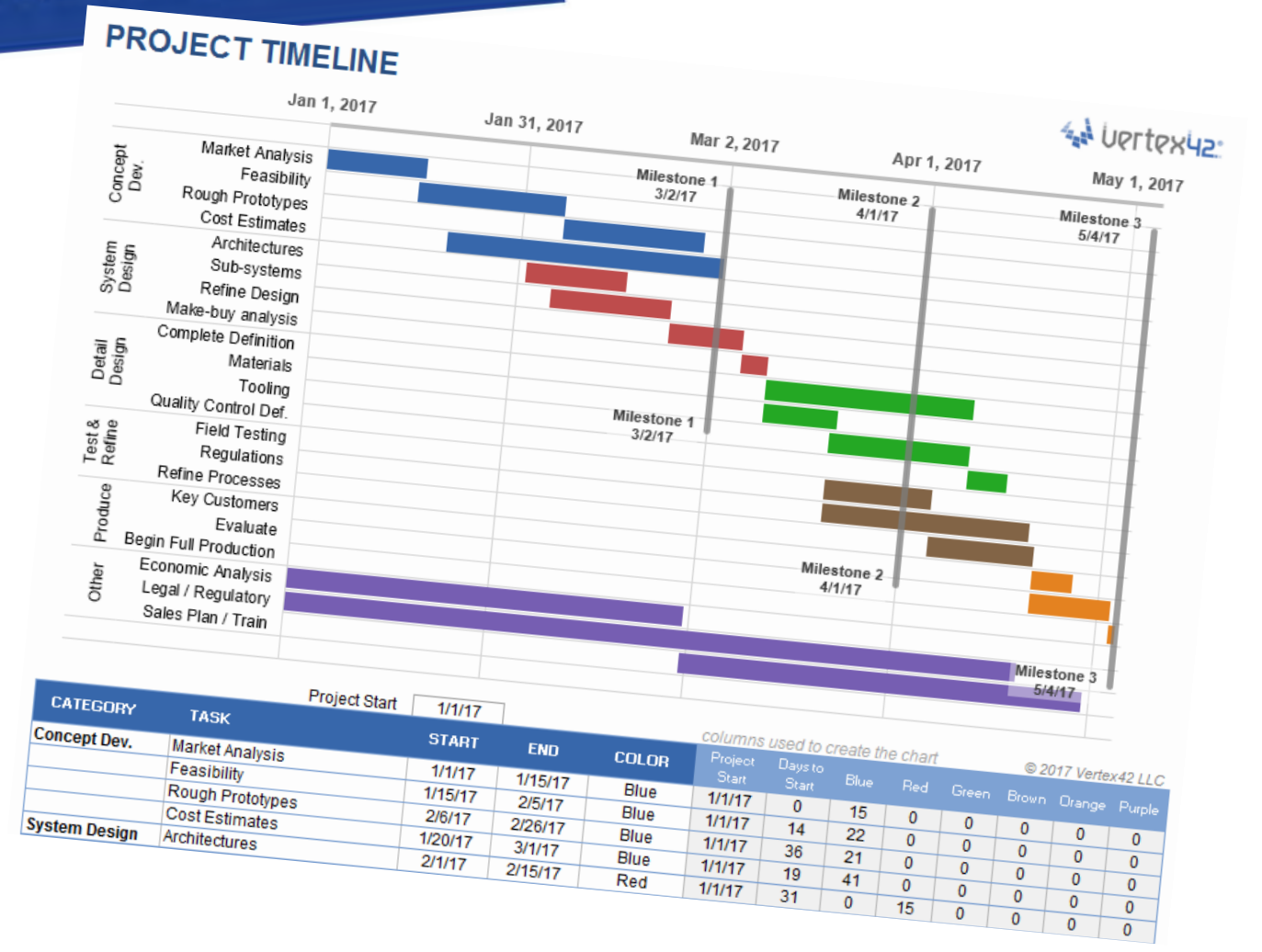


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- 2 Identification of strategic partnerships
- 3 Timeline and responsibility for individual actions
- 4 Accountability and metrics for measuring success

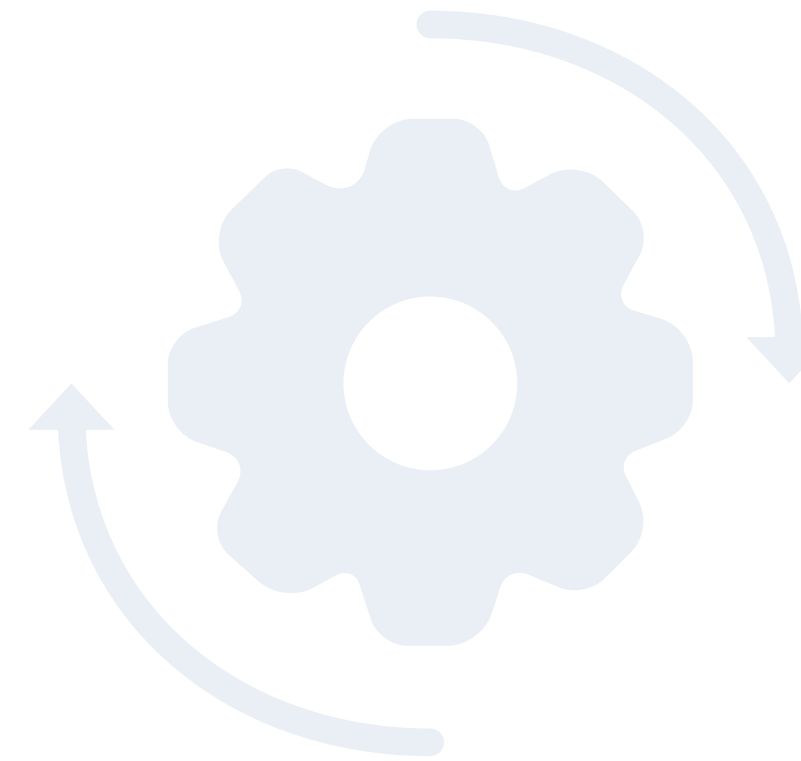
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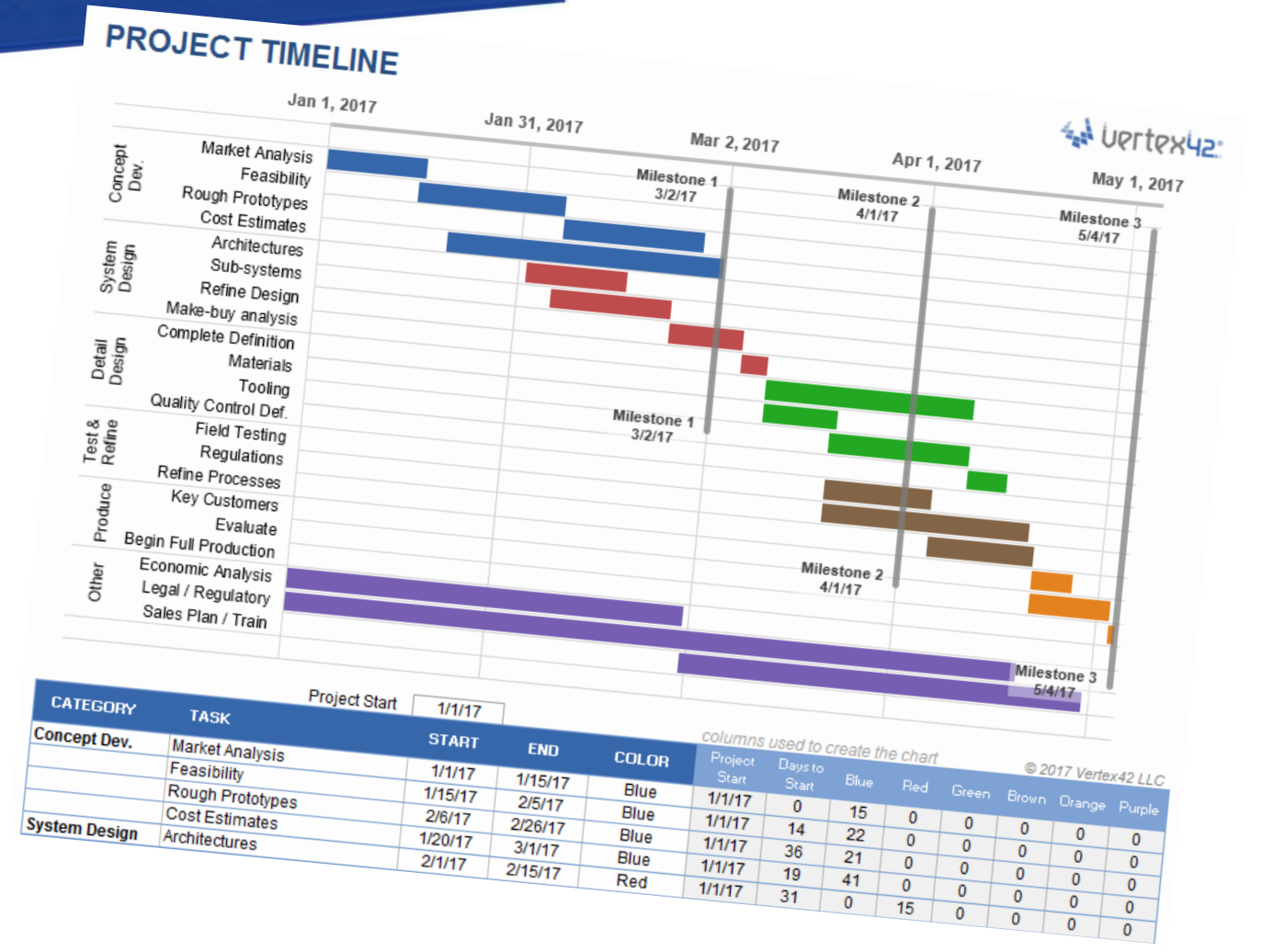


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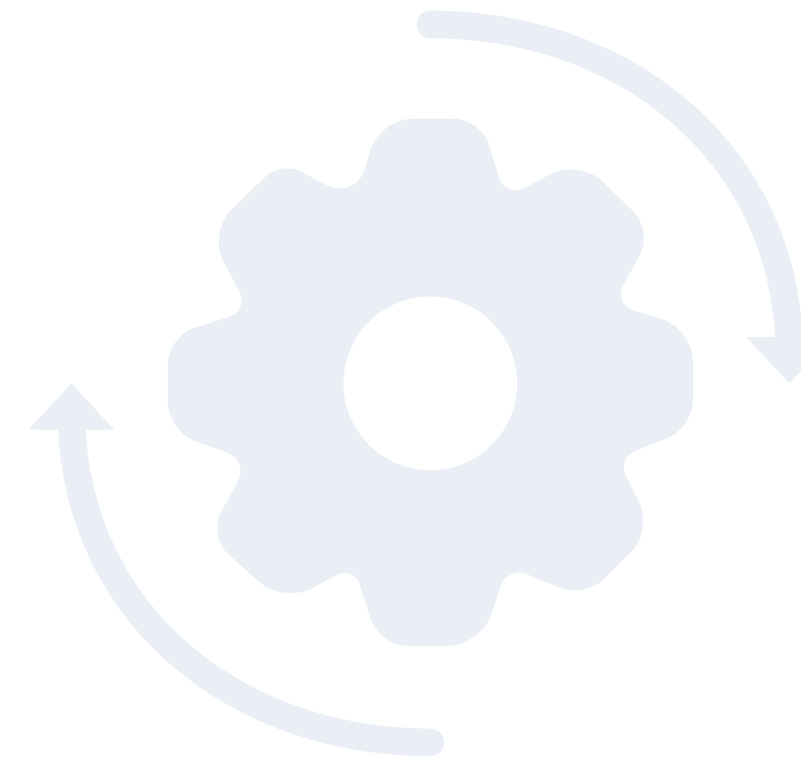
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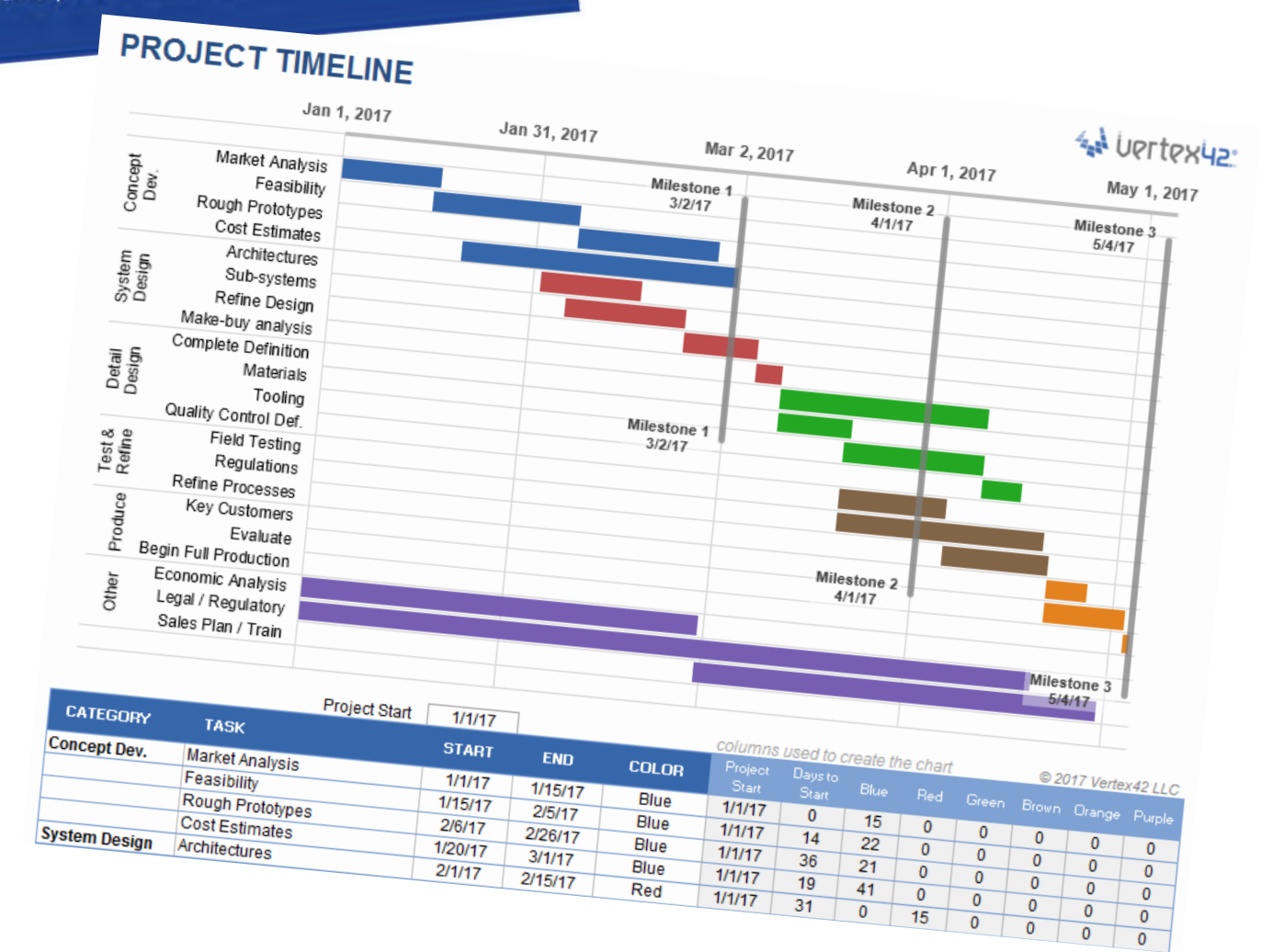


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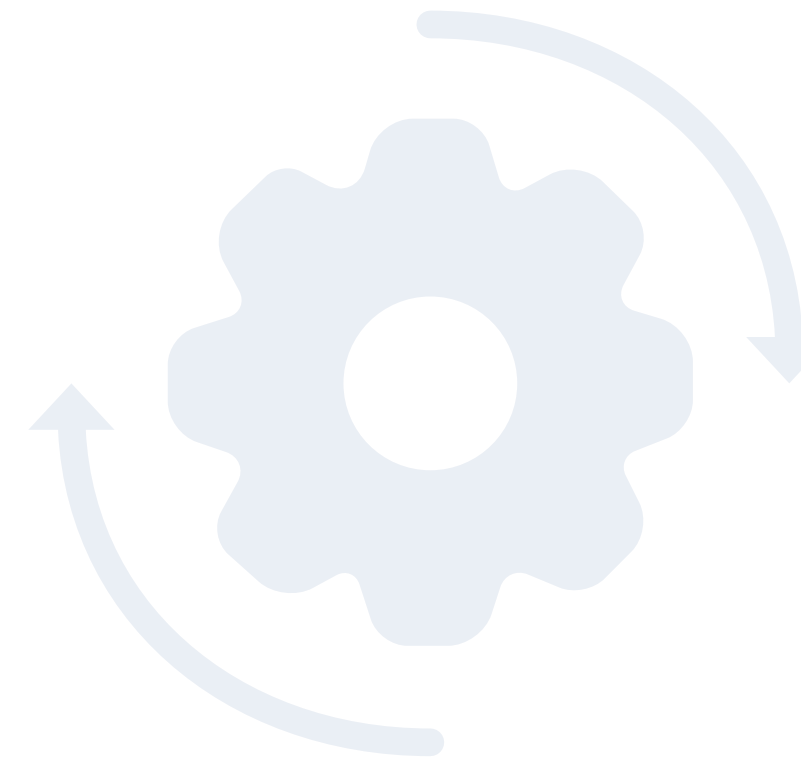
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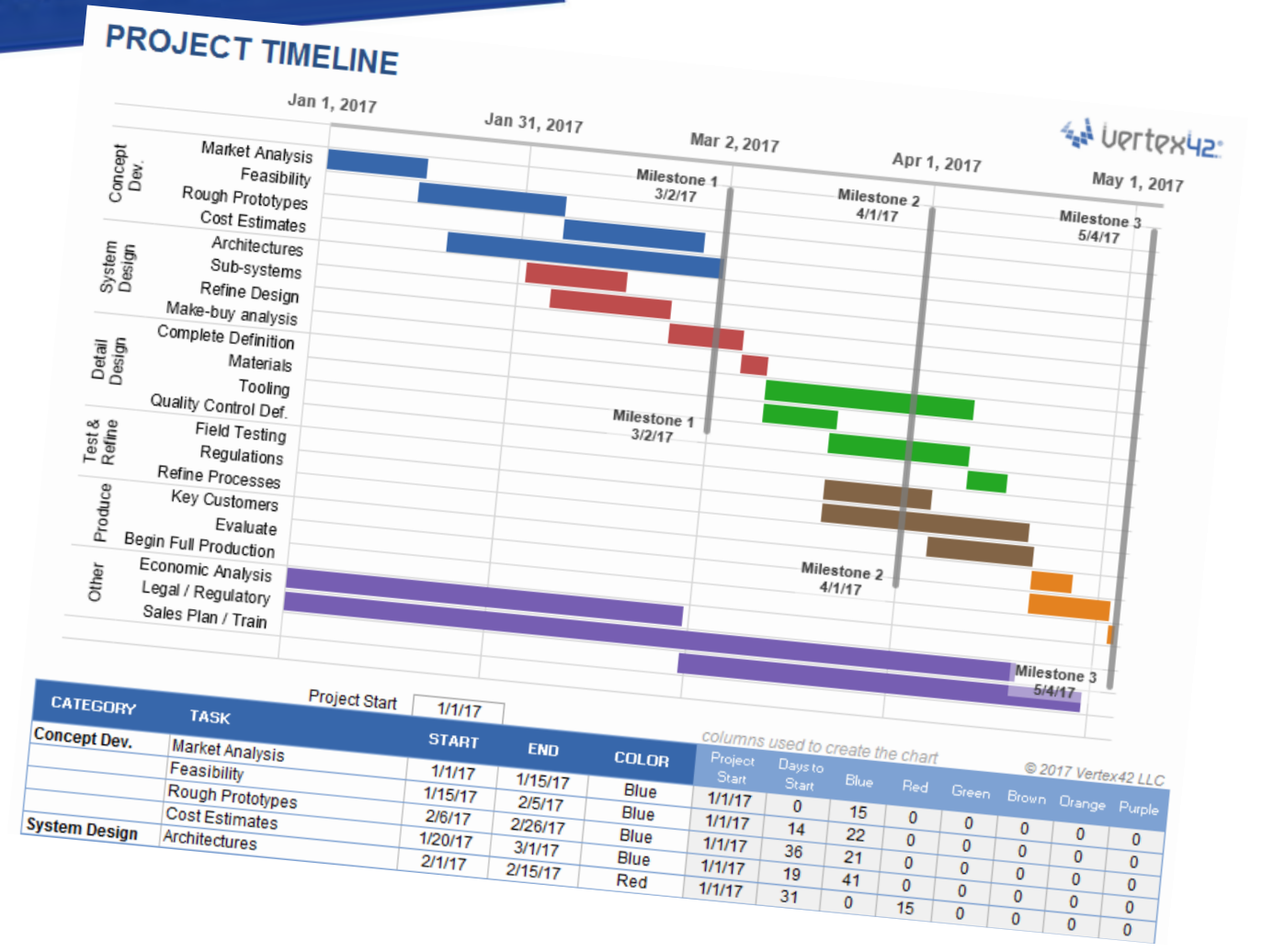


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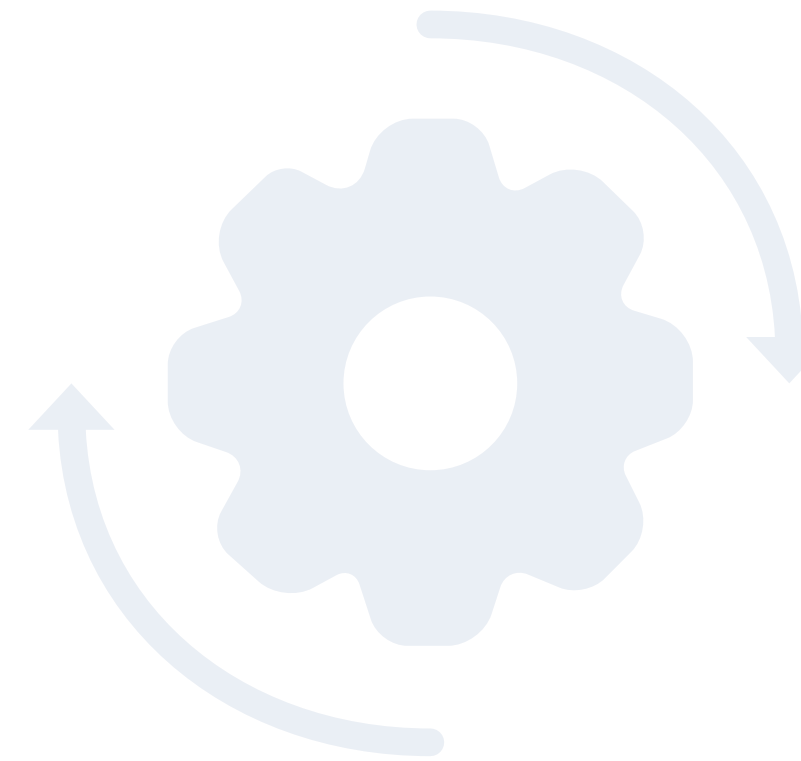
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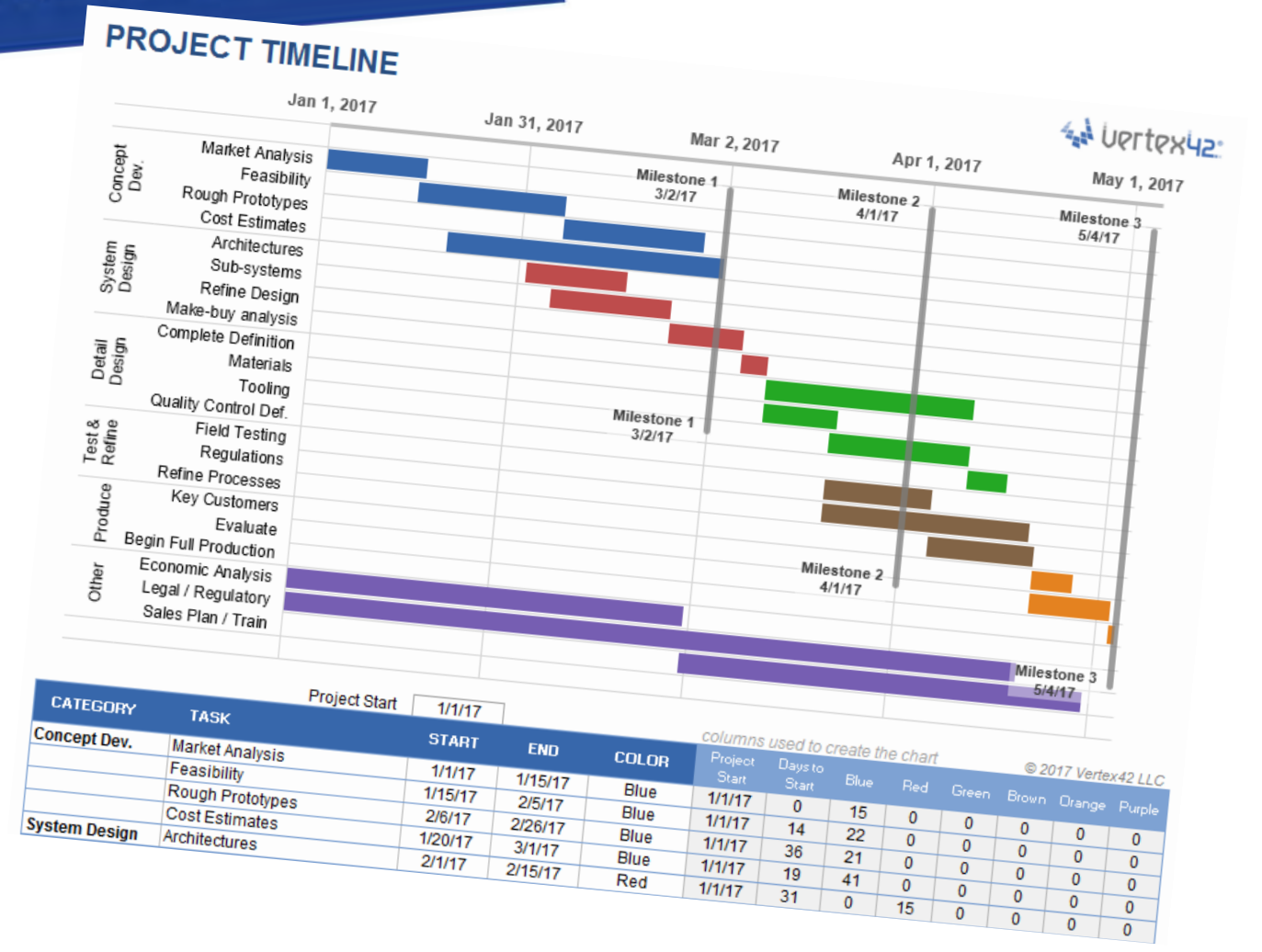


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SOUTHSIDE
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