

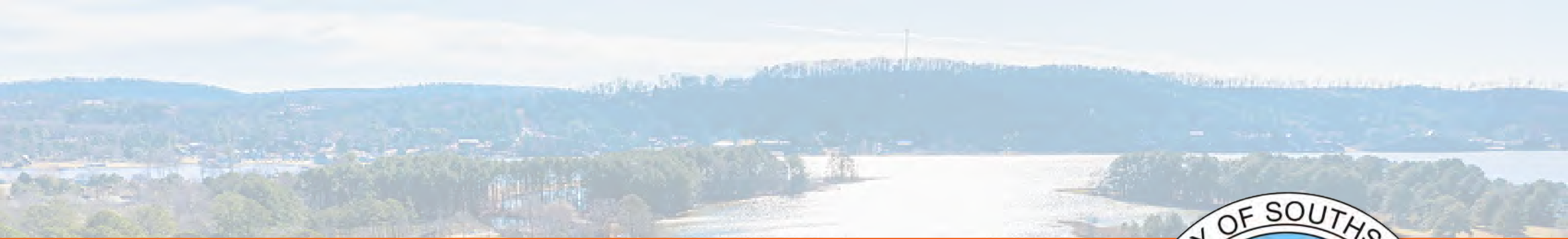
# STEERING COMMITTEE KICK-OFF MEETING



**SOUTHSIDE STRATEGIC MASTER PLAN**

August 2nd, 2021

**GMC**



# WELCOME

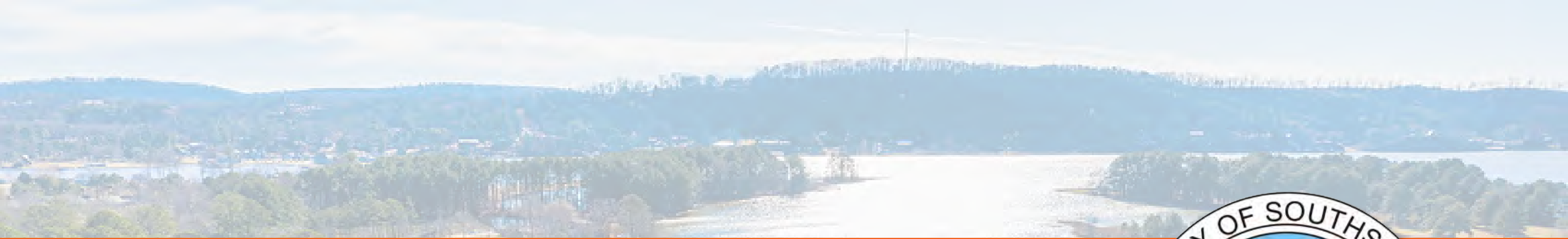
MAYOR DANA SNYDER



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- 
- An aerial photograph of a residential development. In the foreground, there are several houses with varying roof colors (brown, grey, blue) and green lawns. A large, winding lake or reservoir is the central feature, reflecting the sky. The background shows rolling hills under a clear sky. The text is overlaid on the left side of the image.
1. WELCOME
  - 2. INTRODUCTIONS**
  - 3. PROCESS OVERVIEW**
  - 4. GROUP EXERCISES**
  - 5. NEXT STEPS**

# AGENDA



# INTRODUCTIONS

## STEERING COMMITTEE

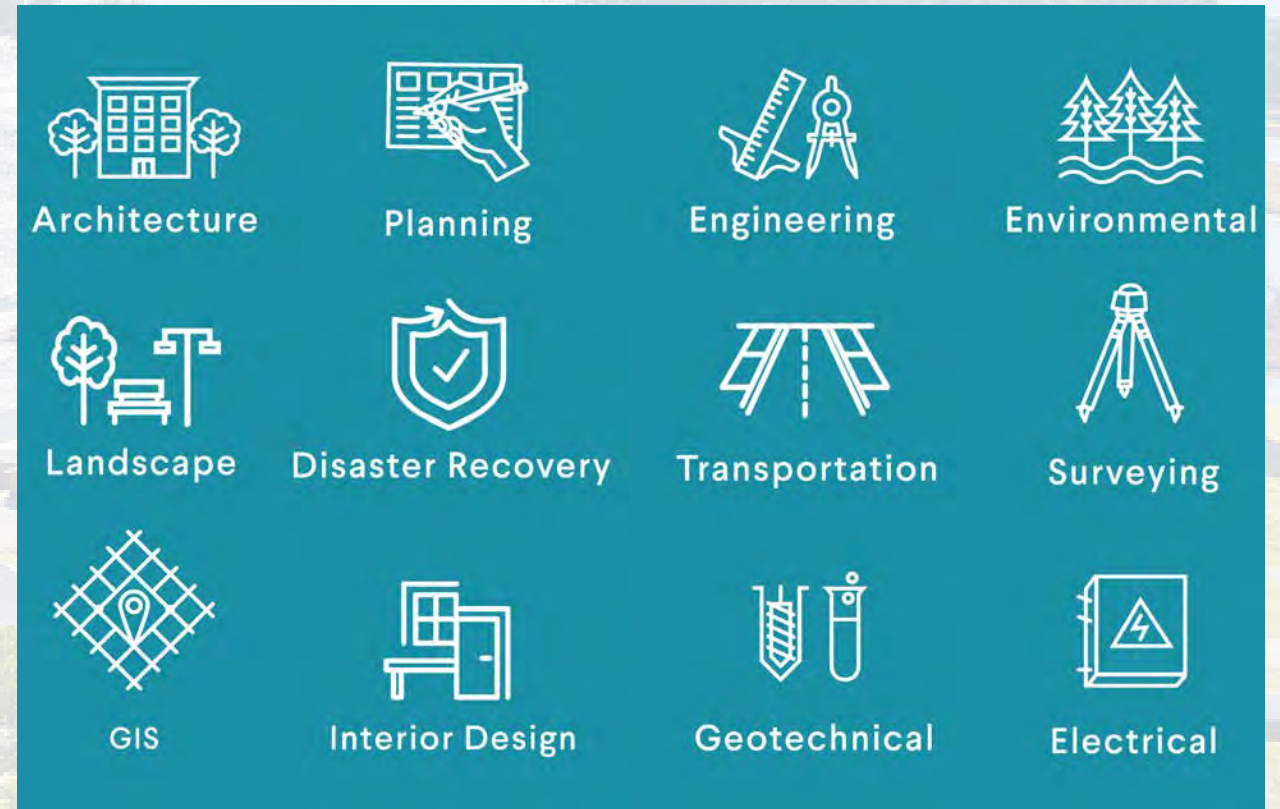
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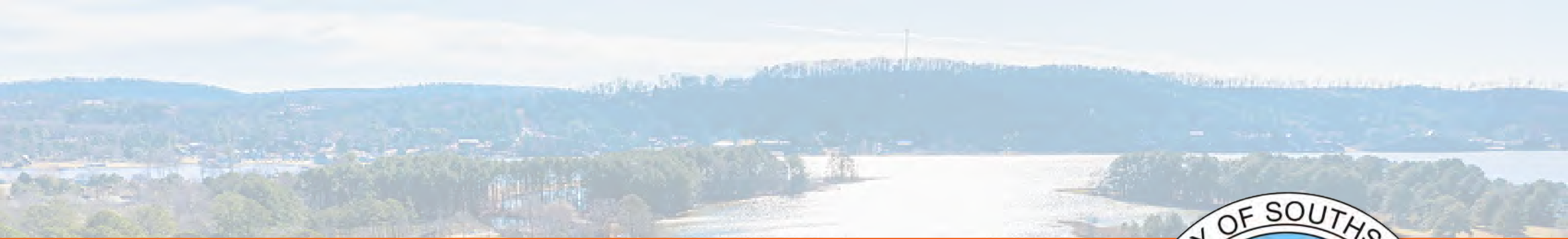
**OFFICE LOCATIONS**

<b>Alabama</b> Andalusia Auburn Birmingham Daphne Eufaula Huntsville Mobile Montgomery Vernon	<b>Georgia</b> Albany Atlanta Augusta Brunswick Savannah
<b>Florida</b> Pensacola Sarasota Tampa	<b>South Carolina</b> Columbia Greenville
	<b>Tennessee</b> Franklin Nashville



 Architecture	 Planning	 Engineering	 Environmental
 Landscape	 Disaster Recovery	 Transportation	 Surveying
 GIS	 Interior Design	 Geotechnical	 Electrical

# OUR TEAM



# PROCESS OVERVIEW

## STRATEGIC MASTER PLAN

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An aerial photograph of a city, likely Nashville, Tennessee, showing a large body of water (the Cumberland River) in the background and a residential area with houses and trees in the foreground. The image is slightly faded to allow text to be overlaid.

**A strategic guide for the City that is shaped by the communities values. It sets forth a collective vision, and both the short and long-term actions to achieve that vision.**

- Citywide plan that is a tool for community guided improvement
- A guidebook for local decision makers
- A marketing and economic development tool

**WHAT IS A STRATEGIC PLAN?**

- 
- An aerial photograph of a residential neighborhood, likely Southside, showing houses, trees, and a large body of water in the background. The image is slightly faded to allow text to be overlaid.
- **Engaging the community**
  - **Developing a common vision that reflects the true values of Southside**
  - **Taking advantage of opportunities and tackling challenges**
  - **Great, livable, and prosperous communities don't just happen**

**WHY PLAN AS A COMMUNITY?**



**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

**SOUTHSIDE PLANNING PROCESS**

# PLAN INITIATION AND ANALYSIS

- PROCESS BRANDING
- SOUTHSIDE TODAY DOCUMENT
- SOUTHSIDE MARKET ANALYSIS



# PHASE PRODUCTS

## PERSONAL PROSPERITY

**Demopolis median household income is almost half of the state's.** The median household income in Demopolis was \$26,908 in 2017. Since 2000, the median household income has increased 1.6% from 26,481. During this same time period the state's median household income increased 36% from 34,135 in 2000 to 46,472 in 2017.

**Children are the most at risk of poverty.** Poverty increased among children and adults, but decreased among seniors. Children under the age of 18 are the most likely age segment to be in poverty, 41% of all children under the age of 18 in Demopolis live with families earning less than the poverty threshold.

**African-American at most risk for poverty.** The Poverty rate among African-Americans has dropped since 2000, but it is still high at 37.8%. 100% of Hispanic or Latinx are under the poverty rate. The white population have the lowest poverty rate, but it is on the rise, having more than doubled since 2000.

**Homeownership is in decline.** The share of residents that own their home decreased by 10 percent from 2000, moving from 68 to 58 percent. While this decrease also occurred at the state level, homeownership for Alabama only decreased by 4 percent during the same period.

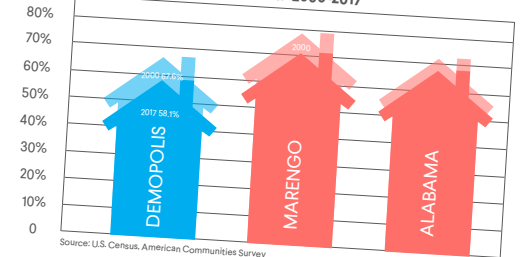
**A significant share of residents are cost-burdened by housing.** Just over 44 percent of renters pay more than 30 percent per month of their gross income in housing costs, and 11 percent pay more for housing than they make in a month. Any rate above 30 percent is generally considered to be unaffordable as it places inordinate pressures on other costs (healthcare, childcare, etc.). This lack of affordability is especially acute among renters.

FIGURE 2.3 CITY POVERTY RATES 2012-2017

	2012	2017	Alabama (2017)
Overall Rate	25.6%	28.2%	18.0%
Under-18 Years	28.0%	41.1%	26.0%
18 Years and Over	24.2%	24.5%	16.9%
65 Years and Over	27.2%	18.1%	10.4%
Black or African American	44.9%	37.8%	29.1%
White	5.5%	14.5%	13.3%
Hispanic or Latinx	25.9%	100%	32.3%

Source: U.S. Census, American Communities Survey

FIGURE 2.4 HOME OWNERSHIP 2000-2017



Source: U.S. Census, American Communities Survey

### Poverty Rate Calculation

The poverty rate refers to the percentage of the population whose household income falls below the nationally-calculated Poverty Thresholds. If a household's total (pre-tax) income is less than the corresponding threshold, all members of that family are considered to be in poverty. Thresholds are determined according to family size; for example, the threshold income for a family of four (with two children) is \$24,008. The threshold for a single person under the age of 65 is \$12,071. (Source: US Census) The threshold to qualify for the School Breakfast and Lunch Programs in Alabama is higher (more generous) than the federal poverty threshold. For example, a family of four must have a household income under \$44,955 to qualify for free or discounted meals.

# COMMUNITY VISION

- OUTREACH CAMPAIGN
- DIGITAL AND PHYSICAL
- COMMUNITY VISION SUMMARY



# PHASE PRODUCTS



## OPPORTUNITY DEVELOPMENT

- POLICY, PROGRAM AND, PROJECT PLAN
- STRATEGIC DESIGN PLANS
- HIGHWAY 77 CORRIDOR STUDY
- POTENTIAL LAND USE IMPROVEMENTS



# PHASE PRODUCTS



# IMPLEMENTATION ACTION STRATEGIES FOR EACH OPPORTUNITY

- STRATEGY
- TIMEFRAME
- RESPONSIBILITY
- COST
- FUNDING SOURCE
- MILESTONE
- IMPACT

**FINAL PLAN!**

# PHASE PRODUCTS

**COMPREHENSIVE PLAN: VISION 2035**  
Columbia County, Georgia

## ACTION PLAN TO IMPLEMENT THE COMPREHENSIVE PLAN

The Implementation Program identifies the specific measures to implement Vision 2035. The Implementation Program includes the following elements:

- 2015-2020 Community Work Program
- Long Term Policies & Projects
- Supplemental Plans
- Plan Maintenance

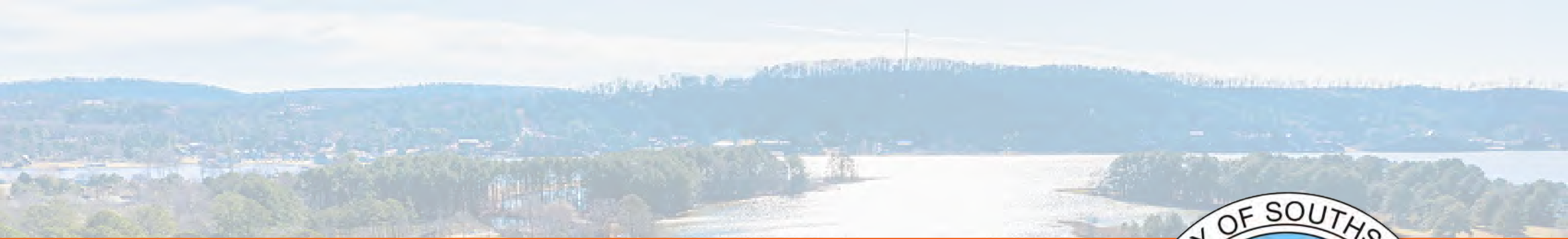
**Community Work Program**  
The Community Work Program (CWP), shown in Table 5-1, identifies specific implementation actions the County and other entities intend to take during the first five-years of the planning time-period. Action items are organized into overarching

categories of activities including:  
Regulations, Functional Plans, Small Area/ Master Plans, Process/Program, Inventory/ Assessment, and Infrastructure Projects.  
For each action item, the CWP outlines the following information:

- Brief description of the Action Item
- Timeframe for undertaking the Action Item (2021- 2025)
- Estimated cost to implement the Action Item
- Party responsible for implementing the Action Item
- Potential funding source
- Strategy reference number to tie the action item to the strategies listed in the Community Vision.

**TABLE 5-1: COMMUNITY WORK PROGRAM**

Action/Implementation Strategy	Time Frame					Cost Est.	Responsible Party	Funding Source	Strategy Ref. Number
	2021	2022	2023	2024	2025				
Update Sewer Use Ordinance.	✓					Staff Time	Water Utility	Water & Sewer Fund	DP 1.1., SED 4.1, RC 1.3
Update Water Utility Engineering Standards and Specifications.				✓		Staff Time	Water Utility	Water & Sewer Fund	DP 1.1, SED 4.1, RC 1.3
Develop design standards for both commercial and residential development.	✓	✓	✓			Staff Time	Planning	GF	DP 3.2, DP 3.3
Develop standards for Columbia Activity Center.	✓	✓				Staff Time	Planning	GF	DP 3.3
Develop standards to protect rural corridors.		✓	✓			Staff Time	Planning, Traffic, Road Construction	GF	DP 1.3
Amend regulations to incorporate common conditions of zoning that can ensure a high-quality of residential development.			✓			Staff Time	Planning	GF	DP 3.1
Adopt additional standards to protect water resources based on the state model ordinance for groundwater recharge, water supply watersheds and wetland protection.	✓					Staff Time	Planning	GF	RC 1.1




# STEERING COMMITTEE

## TEAM EFFORT



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- An aerial photograph of a residential community, likely a retirement village, featuring several large, modern houses with gabled roofs and manicled lawns. A large, calm lake is visible in the background, surrounded by trees and distant hills under a clear sky. The image is overlaid with a semi-transparent white box containing text.
- **REPRESENT THE LARGER COMMUNITY**
  - **OPEN MINDED ATTITUDE**
  - **HOPEFUL FOR THE FUTURE**
  - **TAKE OWNERSHIP**

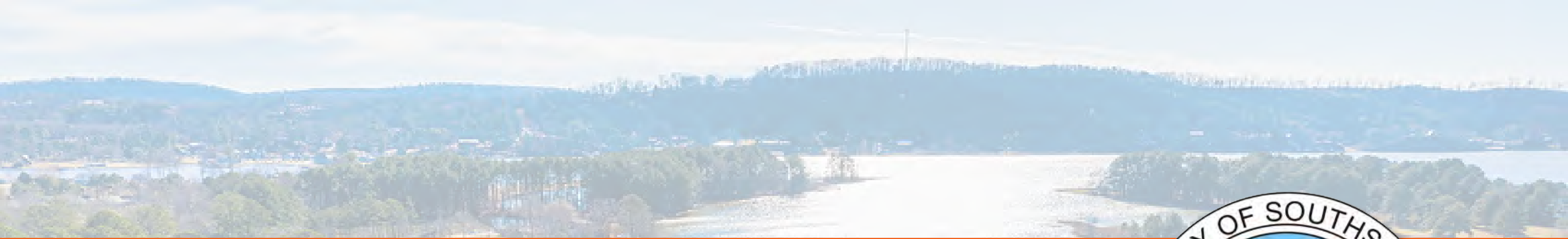
**YOUR MISSION**

- 
- **PROVIDE GUIDANCE, DIRECTION, AND SUPPORT**
  - **ACT AS A SPOKESPERSON**
  - **4 TENTATIVE MEETINGS**

*OCTOBER 21 / JANUARY 22 / FEBRUARY 22 / MARCH 22*

**YOUR ROLE**





# GROUP DISCUSSION

## BREAKING THE ICE



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An aerial photograph of a residential neighborhood with a large lake in the background. The houses are mostly two-story structures with varying roof colors. The lake is a light blue color, and there are trees and greenery around the water's edge. In the distance, there are hills and a clear sky.

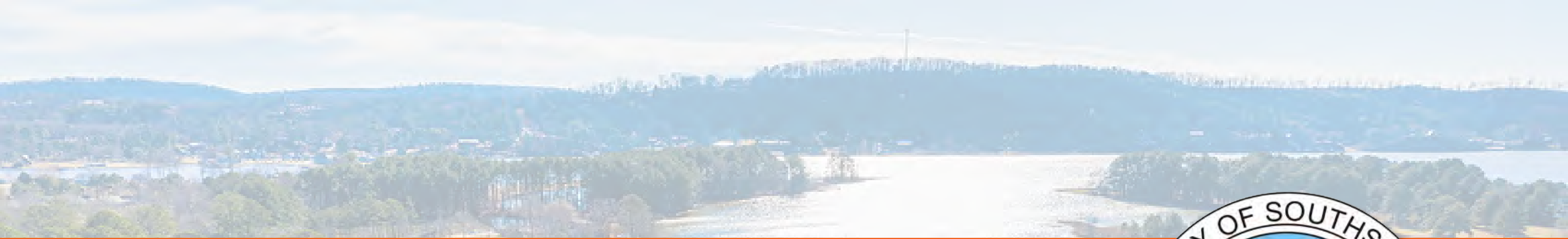
# **What are the greatest opportunities in Southside?**

**DISCUSSION**

An aerial photograph of a residential development. In the foreground, several houses with varying roof colors (brown, grey, blue) are visible, interspersed with green trees. A large, calm lake occupies the middle ground, reflecting the sky. In the background, a dense line of trees borders the water, and further back, rolling hills or mountains are visible under a clear sky. The overall scene is bright and clear.

**What are the key issues this plan should address?**

**DISCUSSION**

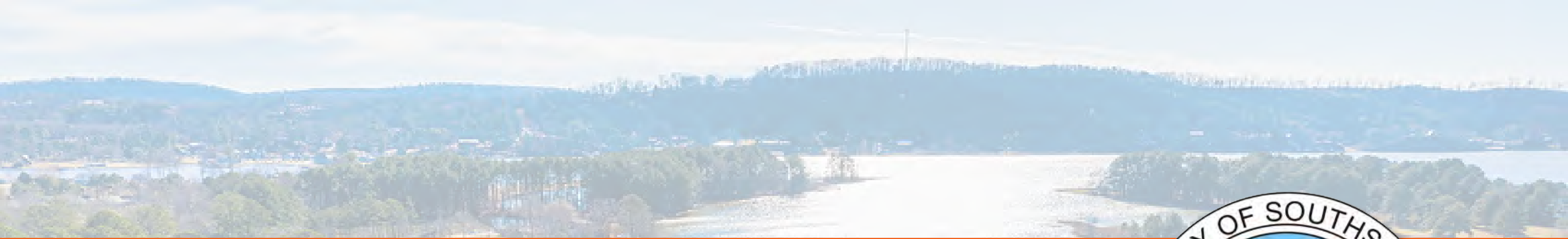


# NEXT STEPS



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**THANK YOU!**



**GMC**