



STEERING COMMITTEE MEETING #4

June 8th, 2022

GMC



Welcome back!

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- 1 WHAT WE HEARD**
- 2 PROCESS UPDATE**
- 3 NEW PUBLIC INPUT**

- 4 WORKING PLAN**
- 5 CORRIDOR ZONING**
- 6 DISCUSSION & EXERCISES**



WHAT WE HEARD

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FEEDBACK FROM LAST MEETING

Pause plan to refocus on expanding outreach

Expand younger demographic engagement

Emphasize revenue generation for the city

Develop potential RV Park adjacent to the Coosa

Consider protecting existing farmland from future development



PROCESS UPDATE

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PROCESS UPDATE



**RESEARCH
& DATA**

**COMMUNITY
INPUT**

**DEVELOPING
ACTIONS**

IMPLEMENTATION

SEP - NOV

COMMUNITY
MEETING #1

NOV - MAR

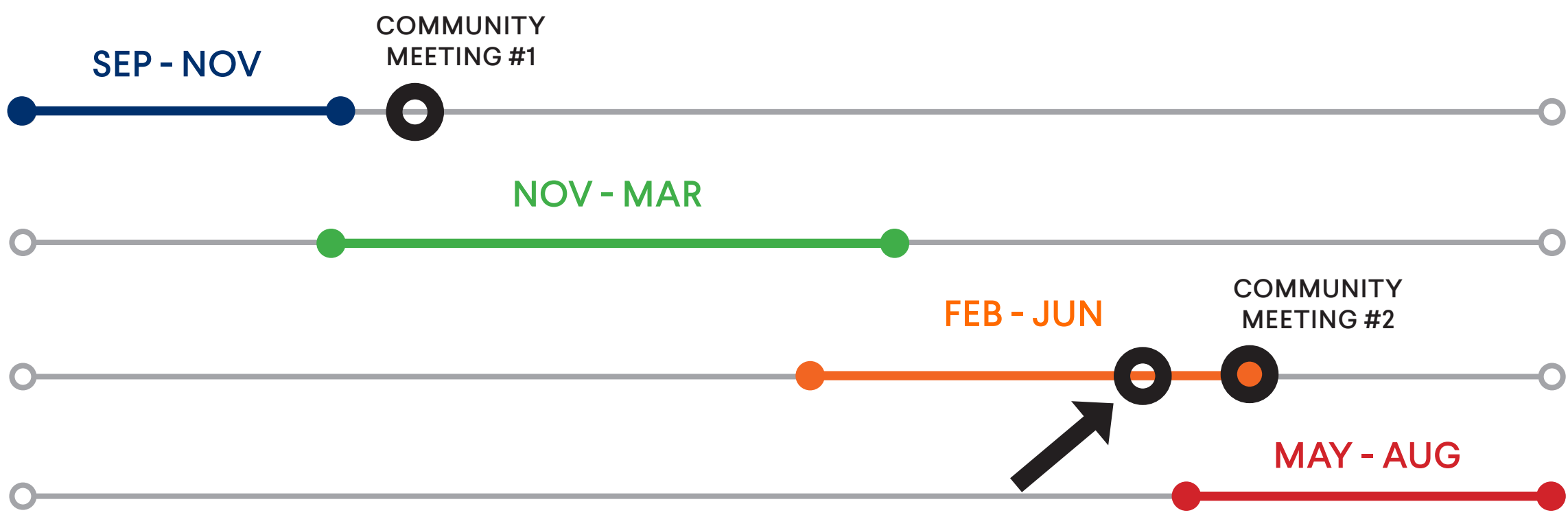
FEB - JUN

COMMUNITY
MEETING #2

MAY - AUG

TODAY

ZONING

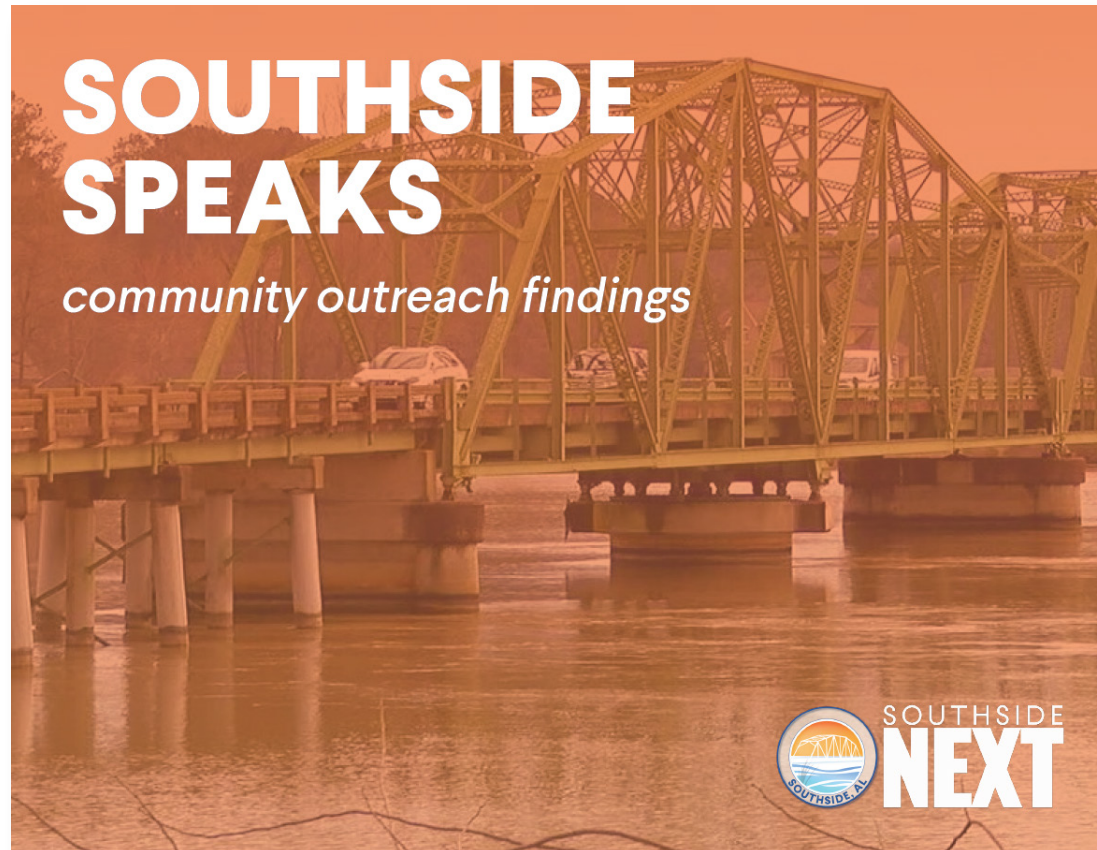




PUBLIC INPUT

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PUBLIC INPUT



Total People Involved

1,030

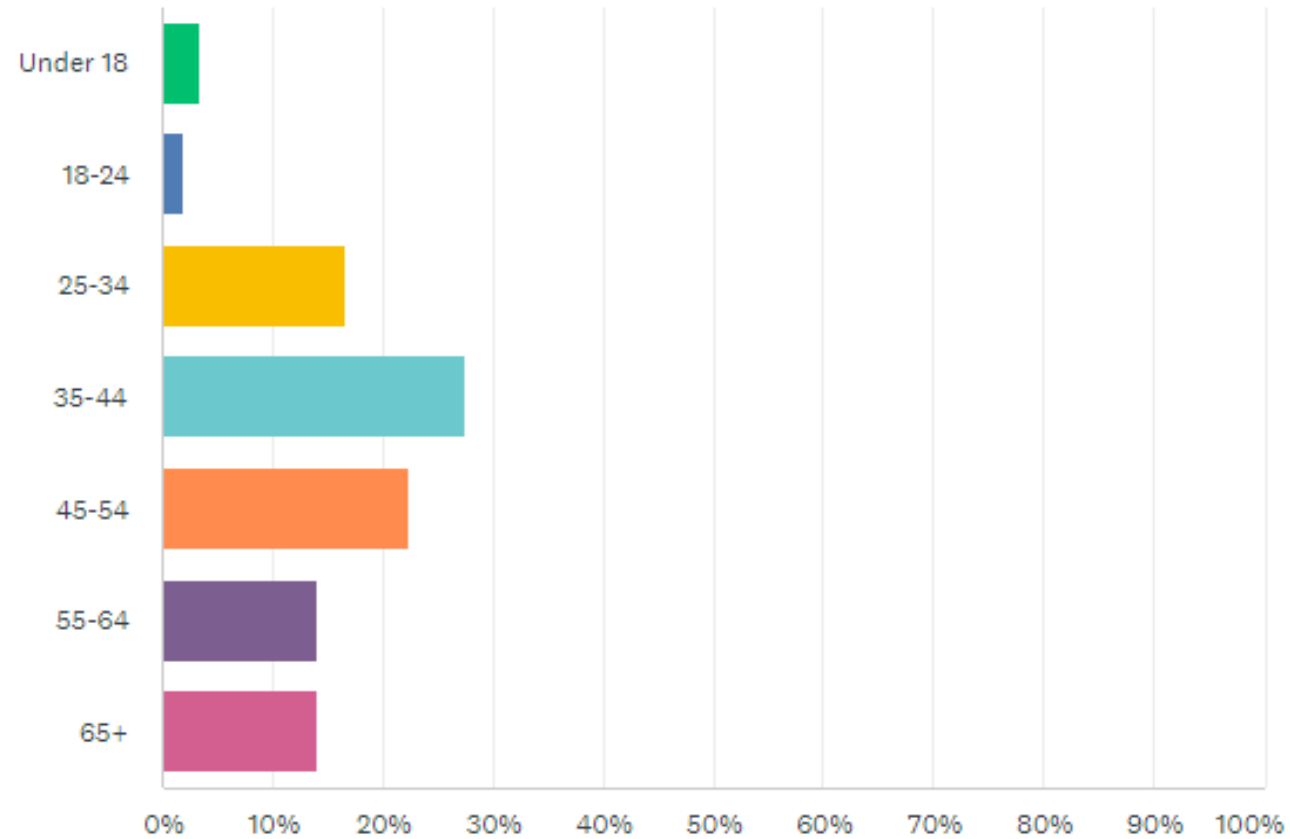
(up from 583)

Methods of Engagement

Stakeholders | Online Surveys |
Website | Social Media | Meetings |

Youth Input

AGE BREAKDOWN OF NEW INPUT



YOUTH MEETING



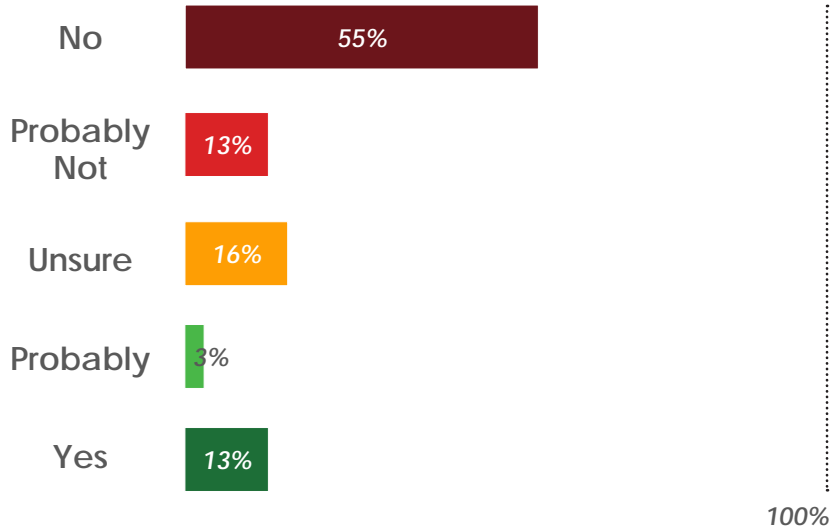
STEERING COMMITTEE MEETING #4



YOUTH INPUT

Future Living Plans

Do you plan on living in the Southside area as an adult?



Development Priority Rank

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

Why leave?

- Southside is too small
- Want a new life experience
- Limited career growth potential
- Few dining/ recreation options
- Need to live elsewhere for job

Why stay?

- Better job base/ career potential
- More parks and trails
- "Cool" town center
- Coosa River recreation
- More local dining/ entertainment



WORKING PLAN

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WORKING PLAN

- 1 HIGHWAY 77 IMPROVEMENTS**
- 2 DESTINATION RETAIL DEVELOPMENT**
- 3 PARKS & RECREATION IMPROVEMENTS**
- 4 CONNECTIVITY IMPROVEMENTS**
- 5 LAND USE PLAN**

HIGHWAY 77 IMPROVEMENTS

Beautification

- Enhancements through zoning regulations
- Land use
- Tree plantings in commercial areas of highway
- Gateway + key intersection landscaping
- Gateway signage

Connectivity Improvements

- Potential updated access regulations
- Buffered trail along highway

Assist city w/ ALDOT grants



DESTINATION RETAIL DEVELOPMENT

Develop schematic designs for 2 retail developments

Develop graphics to assist the city's marketing efforts

Develop a retail recruitment sheet based on market data



PARKS & RECREATION IMPROVEMENTS

Citywide parks + recreation plan

New parks and existing park expansion
improvements w/ graphics

Coosa River park opportunities

Trail development opportunities



CONNECTIVITY IMPROVEMENTS

Road repair + improvement plan

- Identification of needs and problems
- Prioritization of repairs and upgrades
- Implementation plan

Sidewalk & bike priority plan

- Identification of needs and problems
- Prioritization of repairs and upgrades
- Implementation plan

Subdivision connectivity plan



LAND USE PLAN

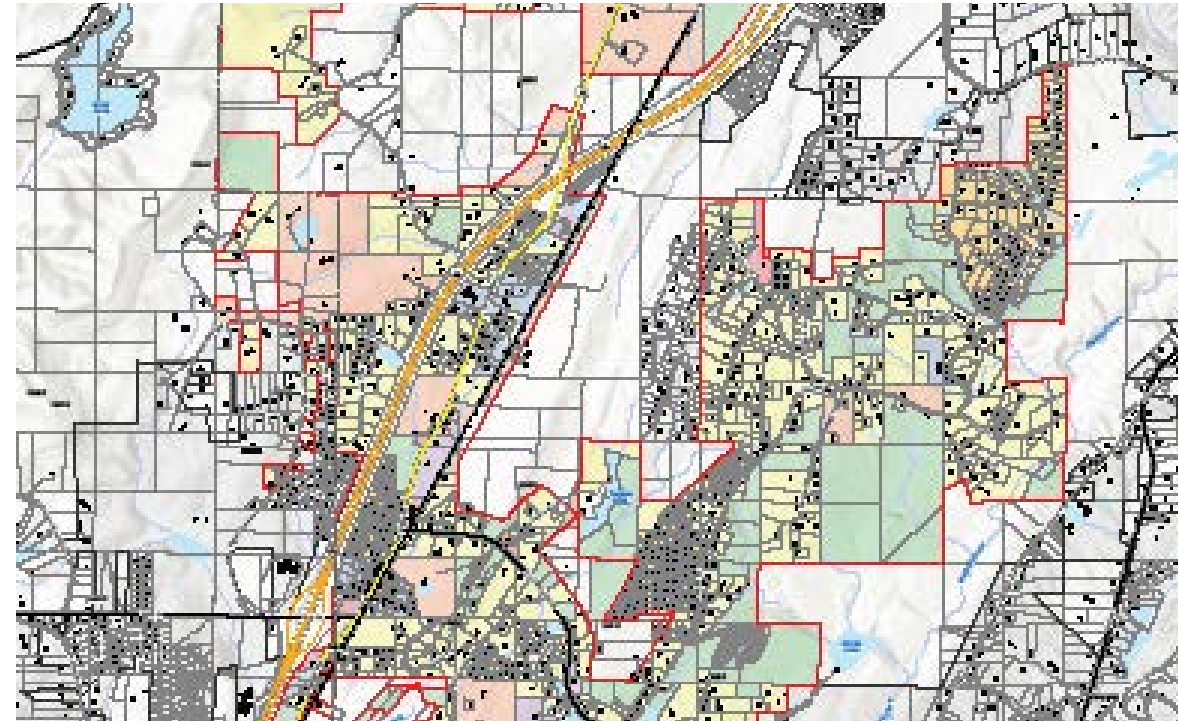
Future land use plan

Potential zoning suggestions

Use areas (residential, retail, industrial, etc.)

Site plan

Subdivision regulations



TOWN CENTER GOALS

**Expand and Improve
Existing Commercial Area**

**Highlight Park
Opportunity Adjacent to
Retail district**

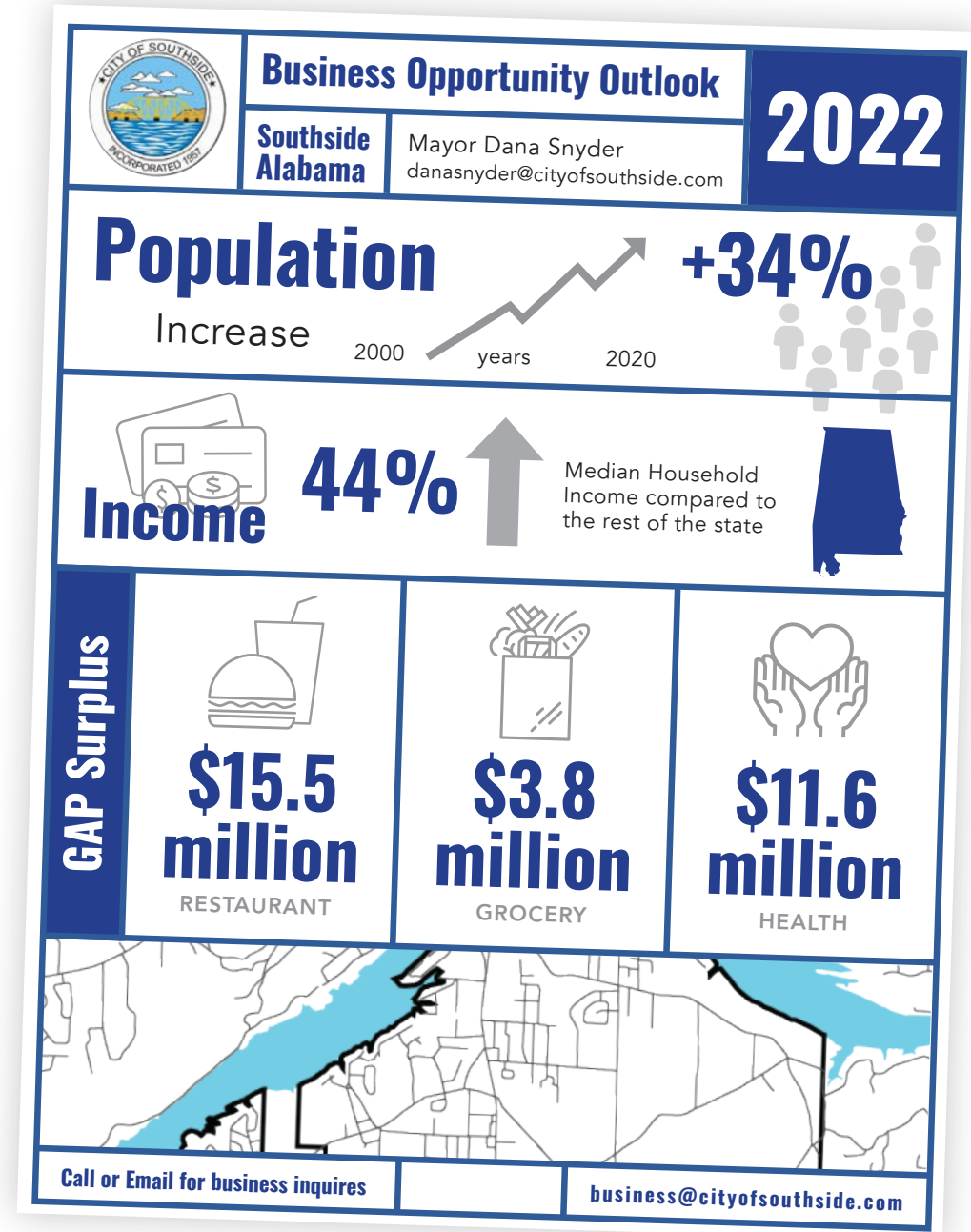
**Honor future of retail
Development (experience
based)**



TOWN CENTER GOALS

Business Recruitment

An infographic PDF showing demographic and economic trends that can be distributed to encourage small business to locate in Southside





CORRIDOR ZONING

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CORRIDOR ZONING

Corridor Overlay Draft

Provide unique design requirements to ensure the safe flow of traffic and provide for compatible development along important, major arterial roadways.

Three proposed districts

1. Village Center (VC) (Existing)
2. Village Corridor
3. Rural Corridor



Background

From the responses to the "Southside Speaks" online community survey, the following issues related to the Highway 77 corridor were identified:

1. Improve the "look and feel" of Highway 77. Specifically, the corridor has a lack of identity and recommendations to improve the corridor include:
 - Retail vibrancy;
 - Mix of interesting uses;
 - Signage;
 - Landscaping;
 - Walkability; and
 - Traffic, safety and access management.
2. There is a need to proactively recruit retail businesses and other uses such as:
 - Dine-in restaurants;
 - Grocery;
 - Retail; and
 - Local businesses.
3. Develop opportunities to attract business and potential customers from commuters using Highway 77.

Purpose

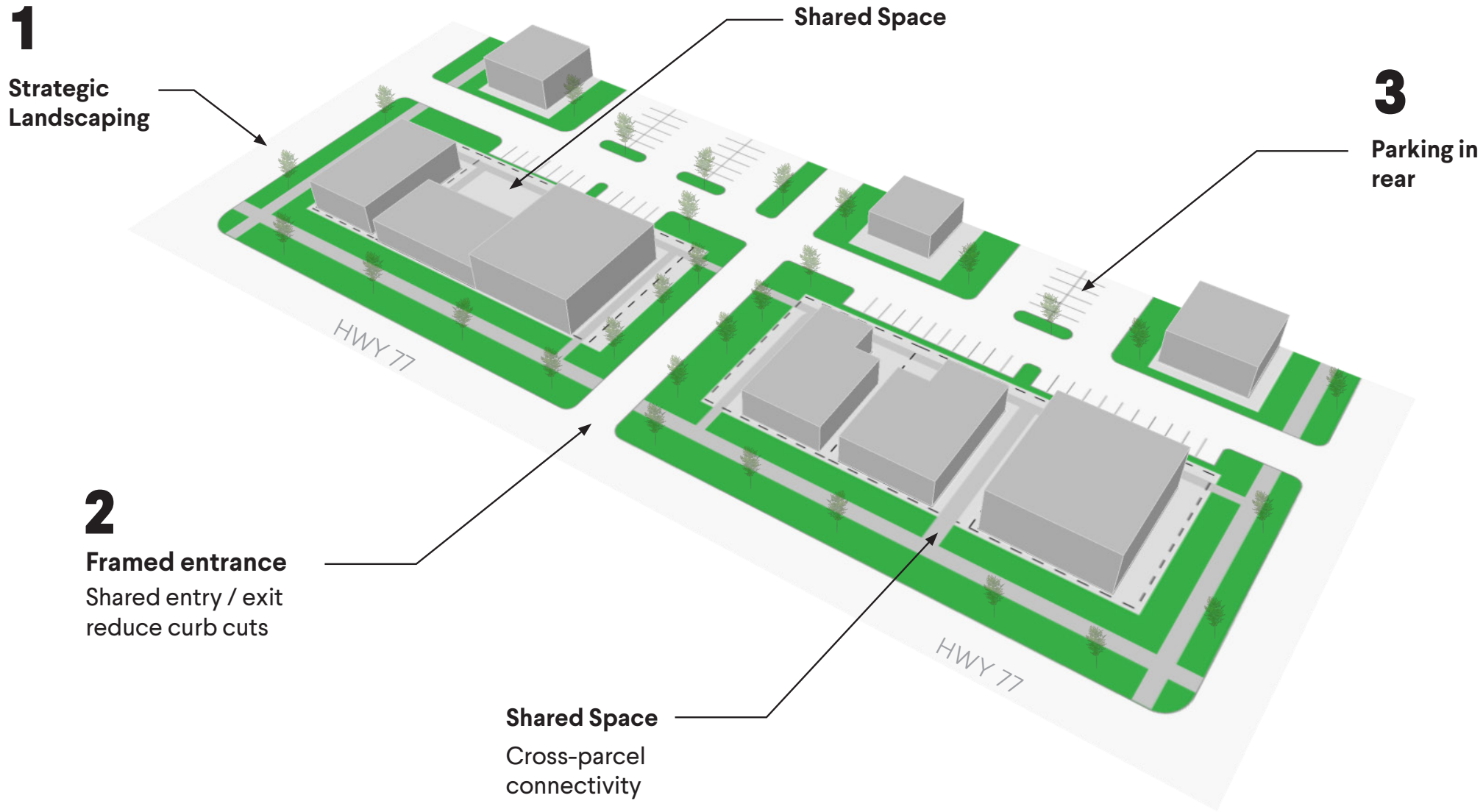
The purpose of the Corridor Overlay is to provide for the unique design requirements to ensure the safe flow of traffic and provide for compatible development along important major arterial roadways. The overlay district includes specific design standards for signs, access, parking, landscaping, inter-parcel connectivity, and other corridor design standards.

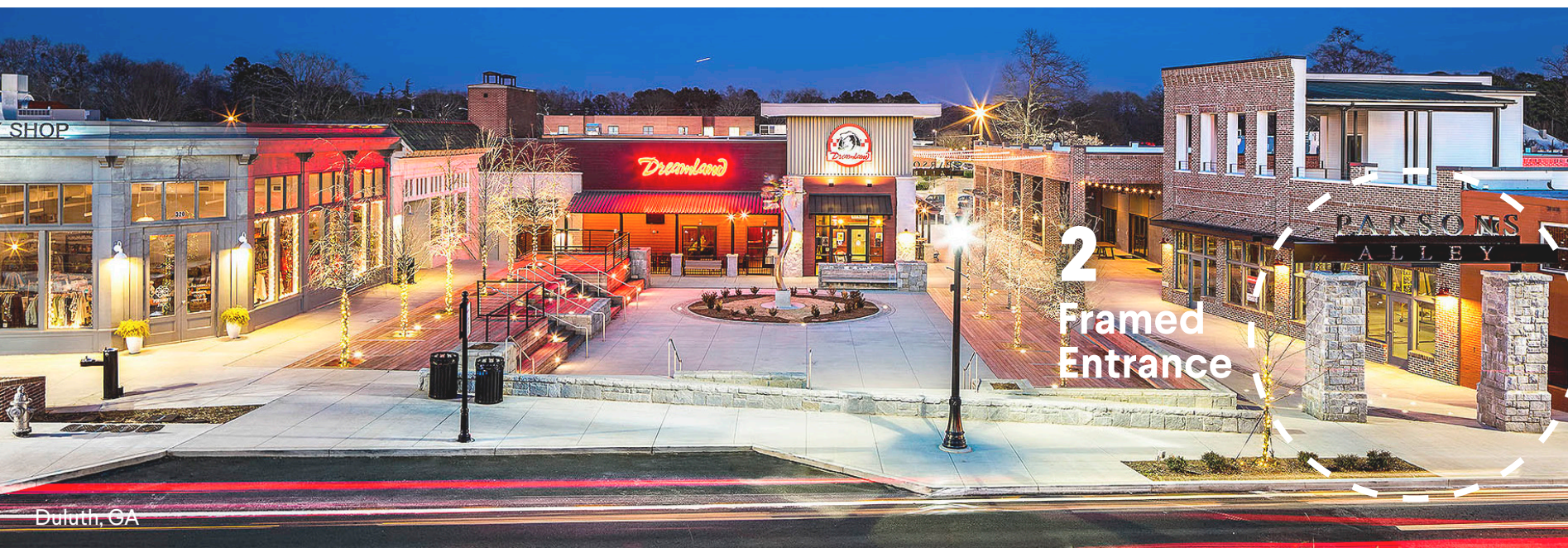
Village Center (VC) – Existing Zoning District

From the existing City of Southside Code Section 30-147:

The purpose of this district shall be to create development opportunities for one or more mixed use urban centers within the city. The district is designed for intensive site development fully served by supporting public facilities, including municipal water and sewer. All site development shall include facilities to support and encourage pedestrian access. Building design is an important factor and consideration within this district to ensure that a harmonious visual environment will be maintained, consistent with the city's overall design plans for the downtown area (as identified in the comprehensive plan). The inclusion of landscaping and civic improvements, such as street front public seating areas, public art and sculpture displays, and pocket parks is strongly encouraged as an integral component of the overall site development plan.

CORRIDOR OVERLAY CONCEPTS







DISCUSSION & EXERCISES

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Median Improvements

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Median Improvements

Proposed Roundabout

Roundabouts improve traffic flow and traffic safety.

62 %
reduction in
all crashes

85 %
reduction in
injury crashes

FUTURE TOWN CENTER



DETENTION

Burton's

City Hall

Stadium

Community Center & Library

Gym

City Hall

Mixed-Use Shops

Mixed-Use Shops

Mixed-Use Shops

Trail

Disc Golf

Pickleball

Playground

Lawn

Lawn

Stage

Mixed-Use Shops

Downtown Landmark

Downtown Landmark

Downtown Landmark

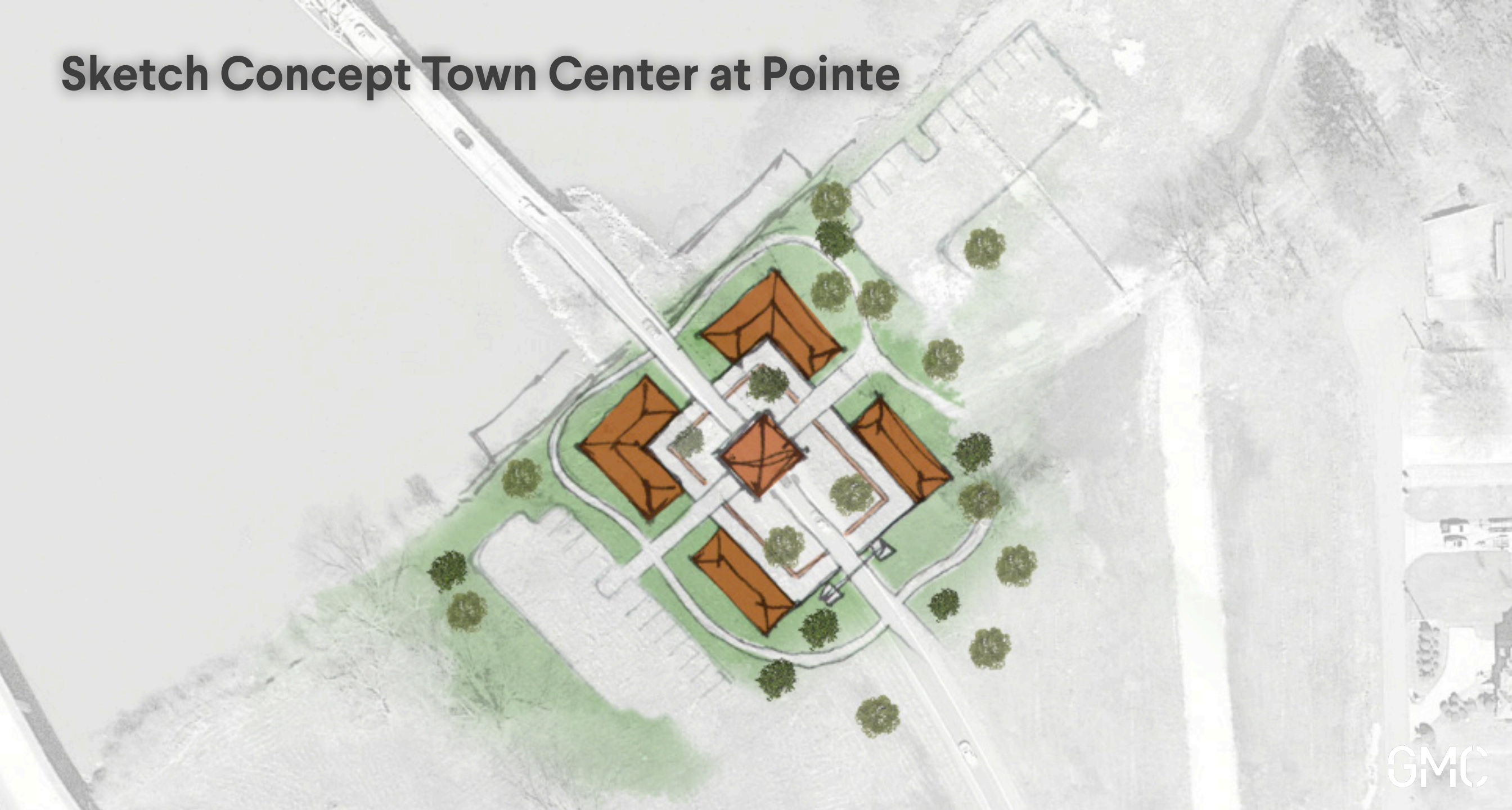
HIGHWAY 77

Glenn Avenue

1 inch = 80 feet

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Sketch Concept Town Center at Pointe



EXERCISE 3

Map Future Land Use

Areas appropriate for future development – 10-15 years

Areas facing development pressure – Residential, commercial, industrial, other

Areas in need of redevelopment

Areas with unique characteristics

Areas In need of protection/conservation



NEXT STEPS

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THANK YOU!

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