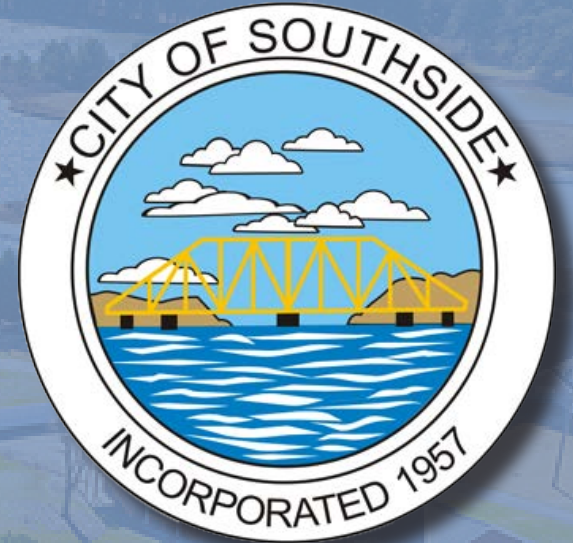


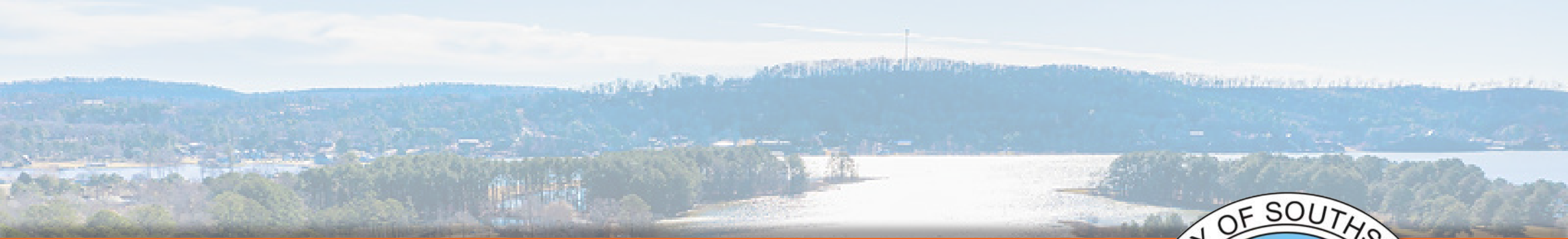
SOUTHSIDE NEXT



COMMUNITY EVENT

November 4th, 2021

GMC



WELCOME

MAYOR DANA SNYDER



1. WELCOME

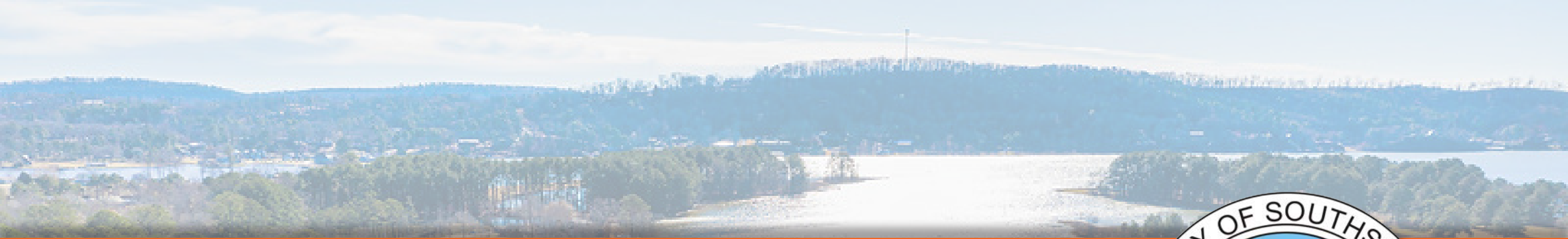
2. INTRODUCING SOUTHSIDE NEXT

3. PROCESS OVERVIEW

4. GROUP EXERCISES

AGENDA

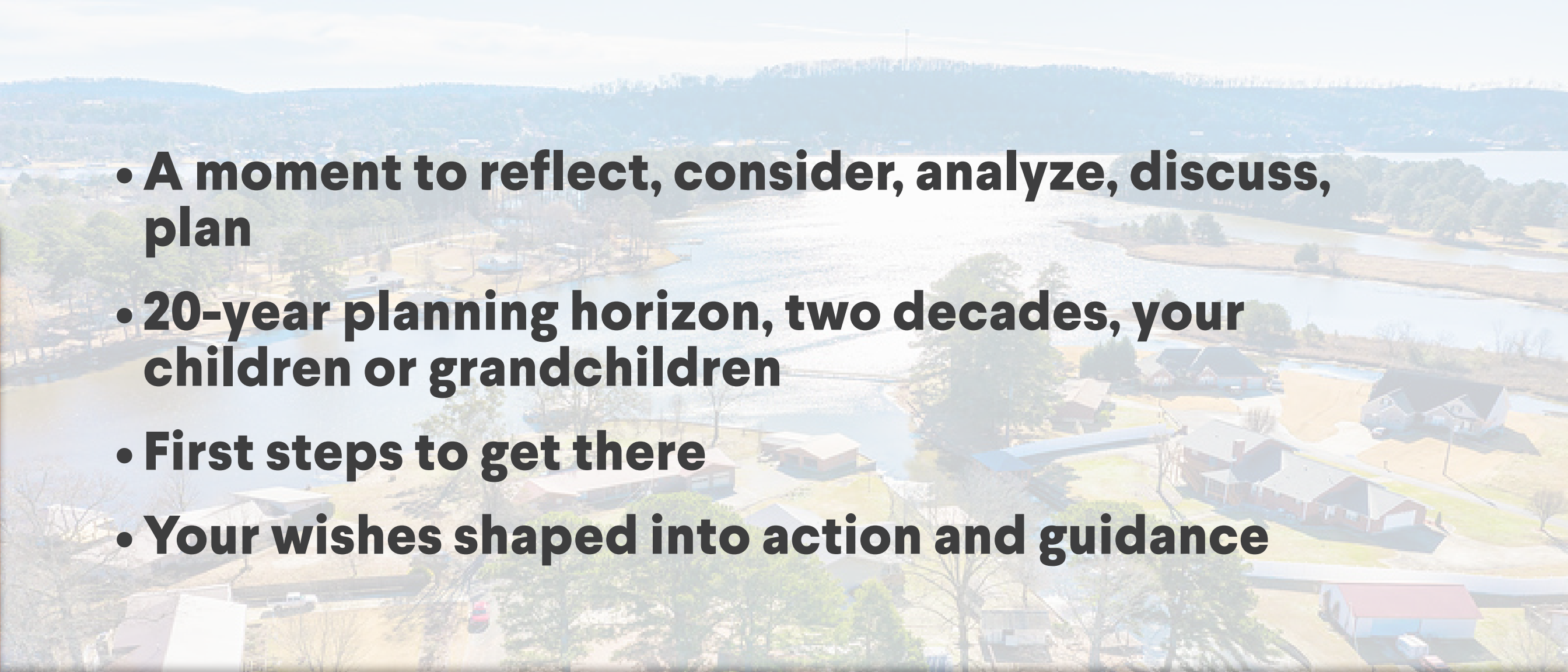




INTRODUCTION

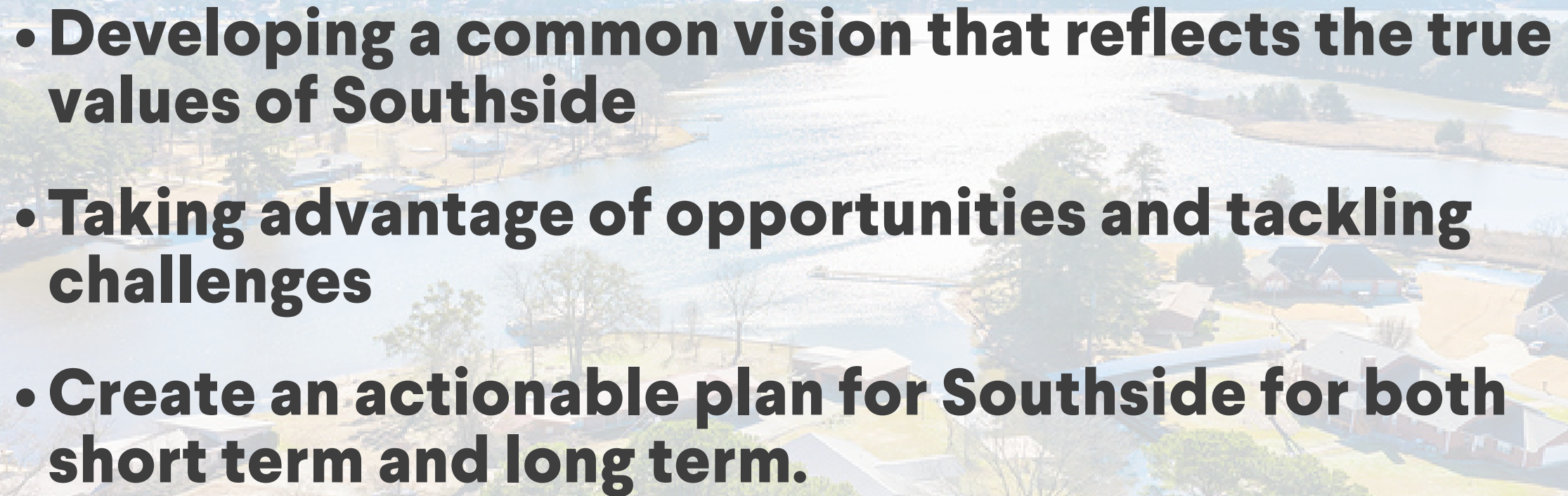
SOUTHSIDE NEXT



- 
- **A moment to reflect, consider, analyze, discuss, plan**
 - **20-year planning horizon, two decades, your children or grandchildren**
 - **First steps to get there**
 - **Your wishes shaped into action and guidance**

EXCITED TO BE HERE!



- 
- An aerial photograph of a residential neighborhood with a large body of water in the background. The houses are mostly single-story with various roof colors. The water is a light blue-grey color. The sky is overcast and grey.
- **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.**

PROJECT GOALS

• GMC Multi-disciplined Firm

- Jason Harper
- Jane Reed Ross
- Bryan King
- Matthew Tindal

• Steering Committee

NextSite




Architecture


Planning


Engineering


Environmental


Landscape


Disaster Recovery


Transportation


Surveying


GIS


Interior Design


Geotechnical


Electrical

PLANNING TEAM

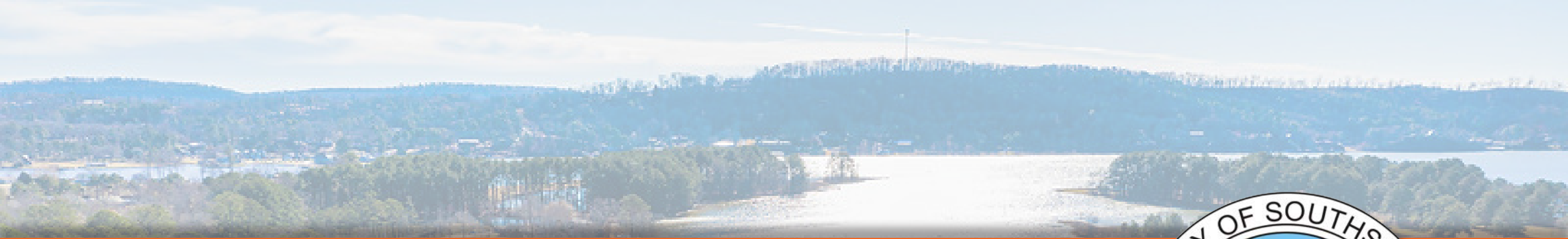
A strategic guide for the City that is shaped by the community's values. It sets forth a collective vision, and both the short and long-term actions to achieve that vision.

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

Alabama Law 11-52-72 “regulations shall be made in accordance with a comprehensive plan.”

WHAT IS A STRATEGIC PLAN?





PROCESS OVERVIEW

STRATEGIC MASTER PLAN



Land Use

**Community
Design**

**Parks &
Recreation**

**Economic
Development**

Housing

**Hwy 77
Corridor**

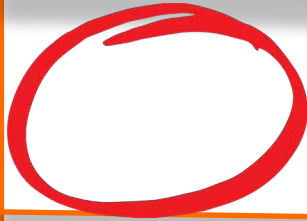
**Infrastructure
& Facilities**

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 Vision

4. Implementation Strategy

Develop HWY 77 Zoning Ordinance to Fit Community Vision and Need

PROCESS OUTLINE

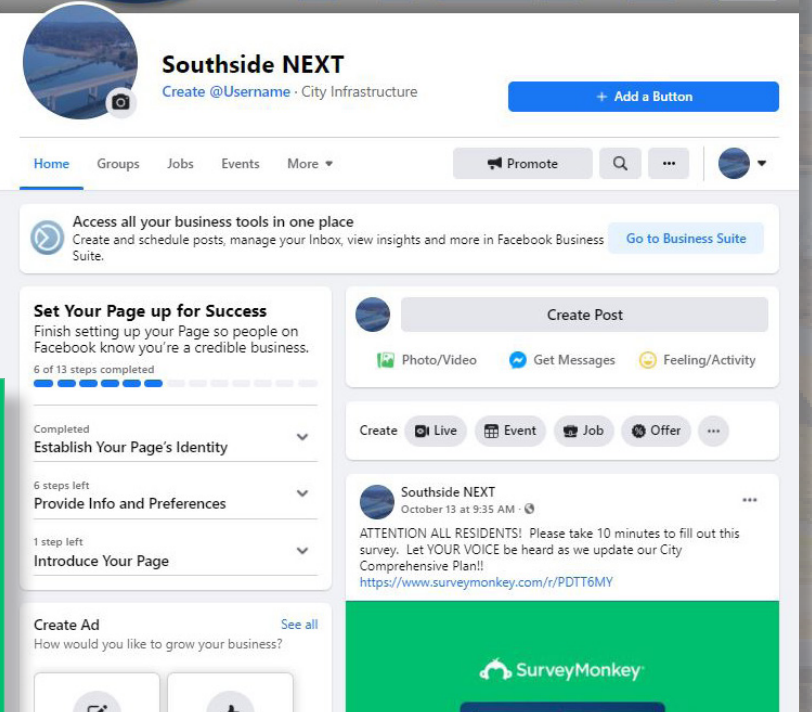
SOUTHSIDE NEXT

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



ONLINE

COMMUNITY ANALYSIS



SOUTHSIDE
NEXT

EXISTING CONDITIONS



SOUTHSIDE
NEXT

GROWTH

- **By Far the Fastest Growing City in Region**
- **+34% Change**
- **888 New Homes**

Figure 1.1 - Regional City Populations, 2000-2020

	2000	2020	Percent Change	
Southside	7,036	9,426	34.0%	↑
Rainbow City	8,428	10,191	20.9%	↑
Gadsden	38,978	33,945	-12.9%	↓
Glencoe	5,152	5,372	4.3%	↑
Attalla	6,592	5,827	-11.6%	↓
Hokes Bluff	4,149	4,446	7.2%	↑
Steele	1,093	992	-9.2%	↓
Ohatchee	1,215	1,157	-4.8%	↓
Ragland	1,918	1,693	-11.7%	↓
Ashville	2,260	2,346	3.8%	↑
Reece City	634	615	-3.0%	↓

Source: U.S. Decennial Censuses, 2000 & 2020

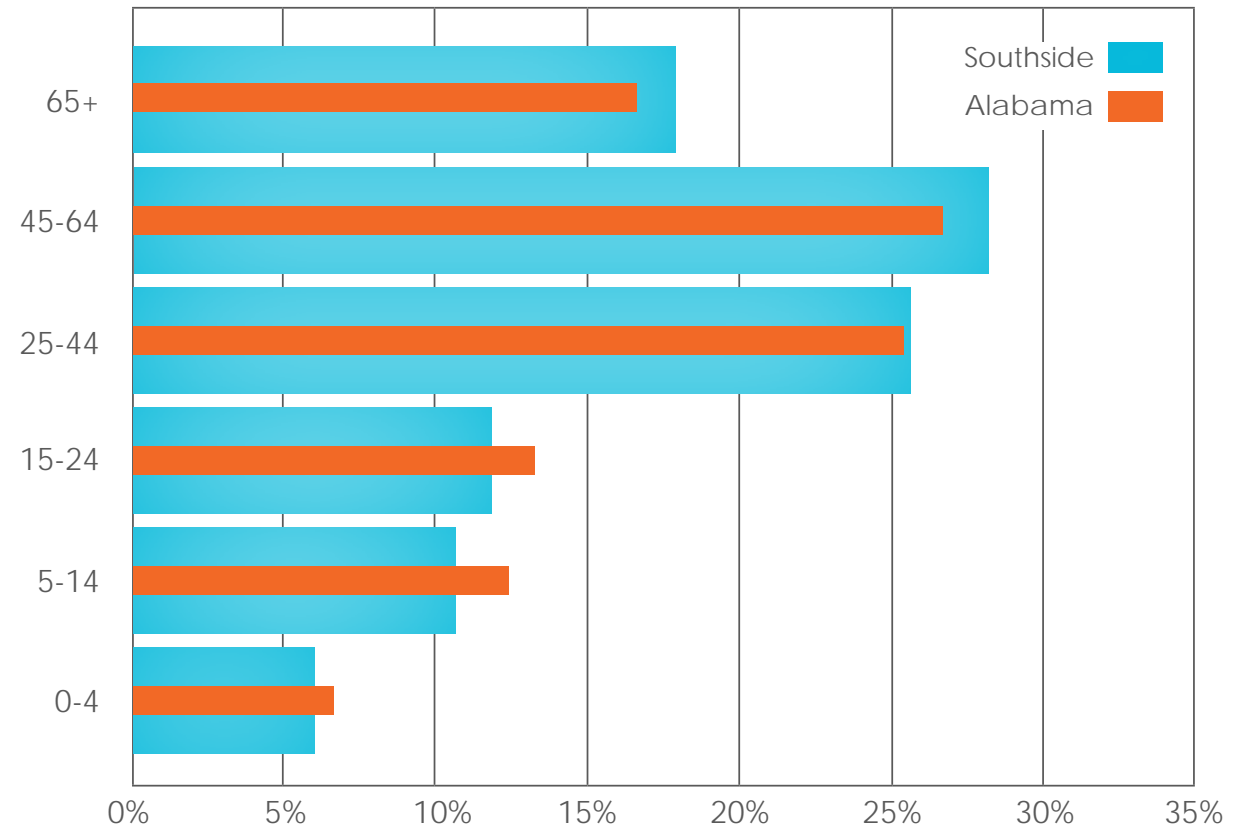
EXISTING CONDITIONS



PEOPLE

- Southside is aging rapidly
 - 1 in 5 Residents 65/+65
- Southside is Becoming More Racially Diverse

Figure 1.4 - Age Groups, City & State in 2019



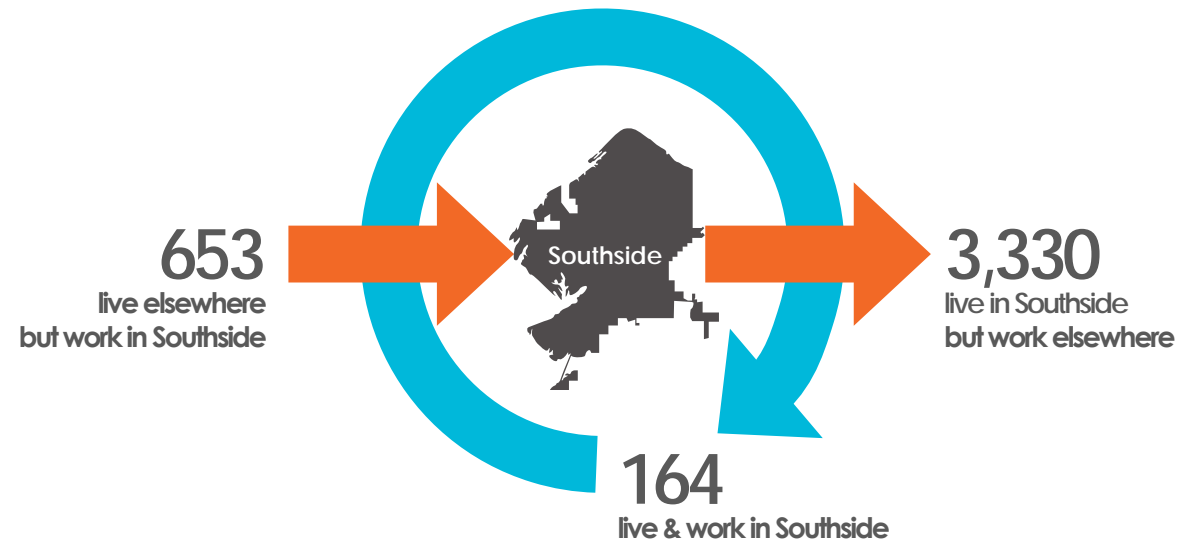
Source: American Communities Survey (5-year estimates, 2015-2019)

EXISTING CONDITIONS

PROSPERITY

- **Employment Industries:**
 1. Food Service
 2. Education
- **Median Household Income**
 - Higher than County (63%)
 - and State (44%)

Figure 2.4 - Labor Force Origin Destination, 2019



Source: U.S. Census Bureau, On the Map, Longitudinal Employer-Household Dynamics, 2019

EXISTING CONDITIONS



DEVELOPMENT CHARACTER

Commercial



Traditional Suburban



Rural/ Agricultural



Natural/ Tree Cover



Commercial



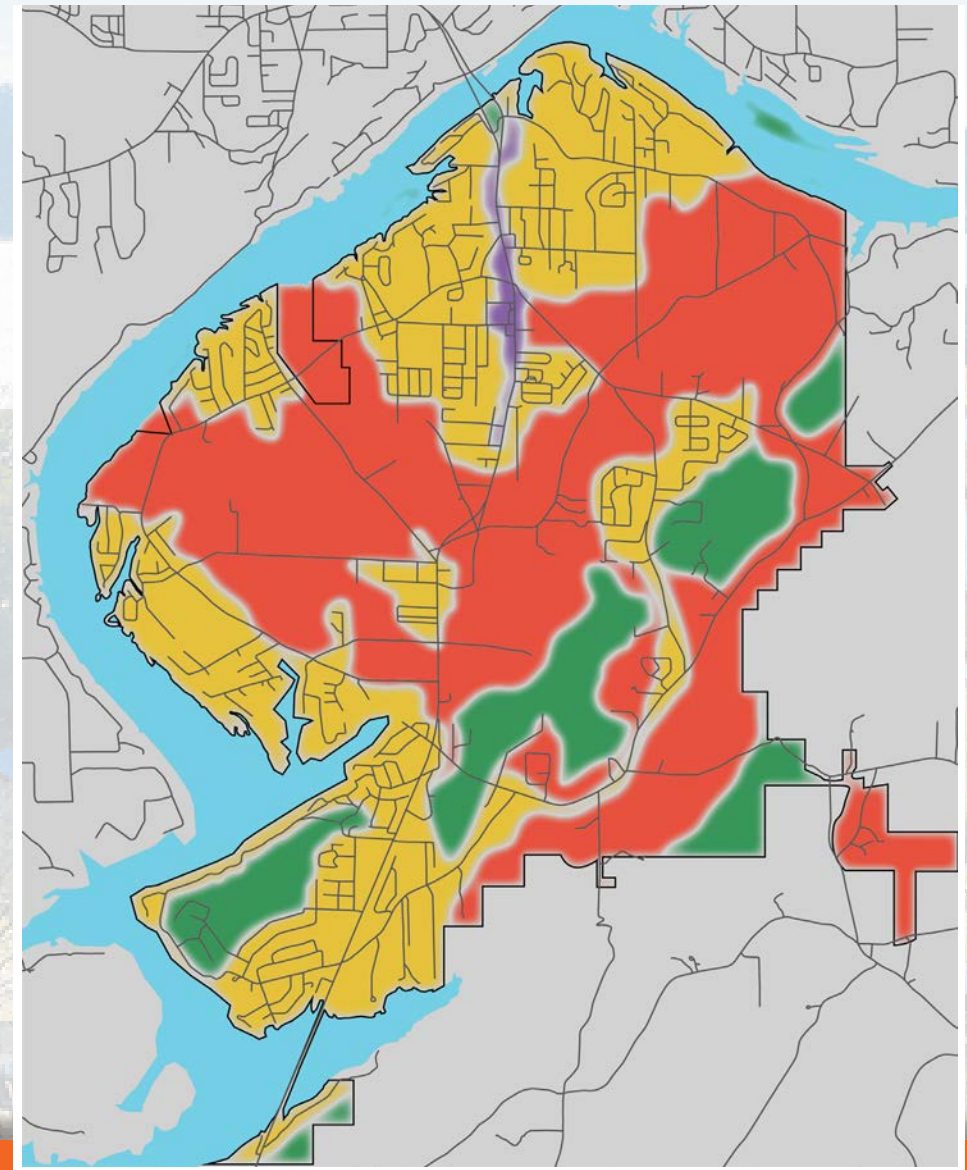
Traditional Suburban



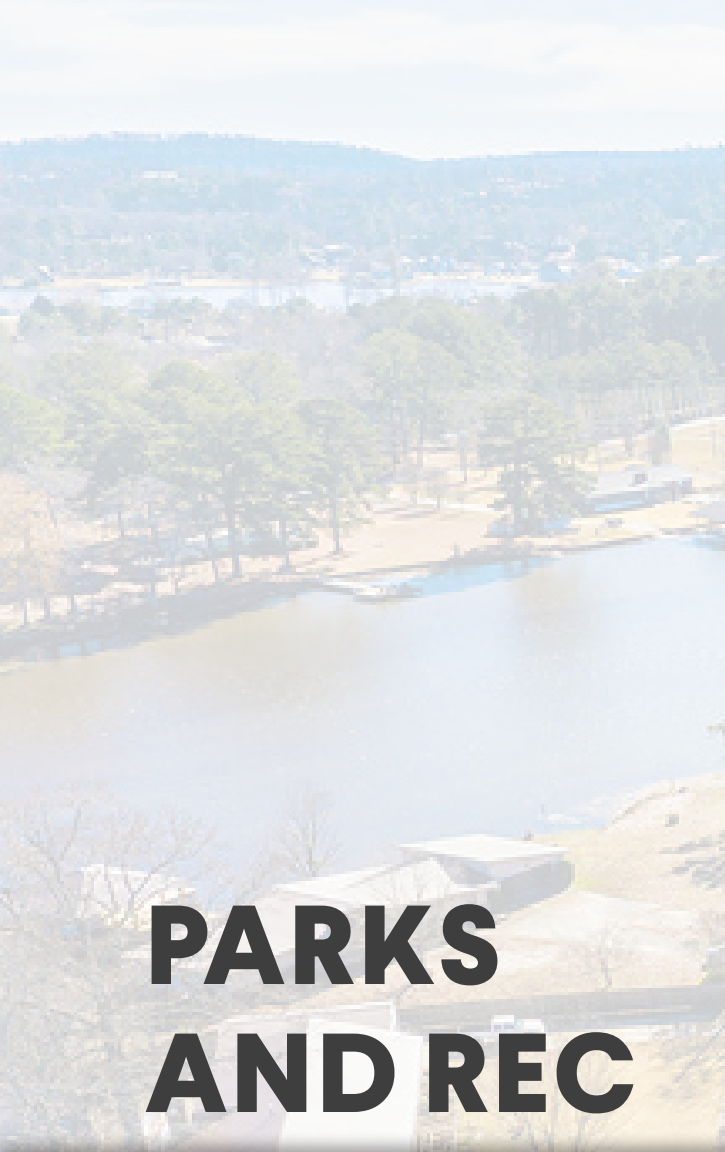
Rural/ Agricultural



Natural/ Tree Cover



EXISTING CONDITIONS



PARKS AND REC



Southside Soccer Fields: 3 ac



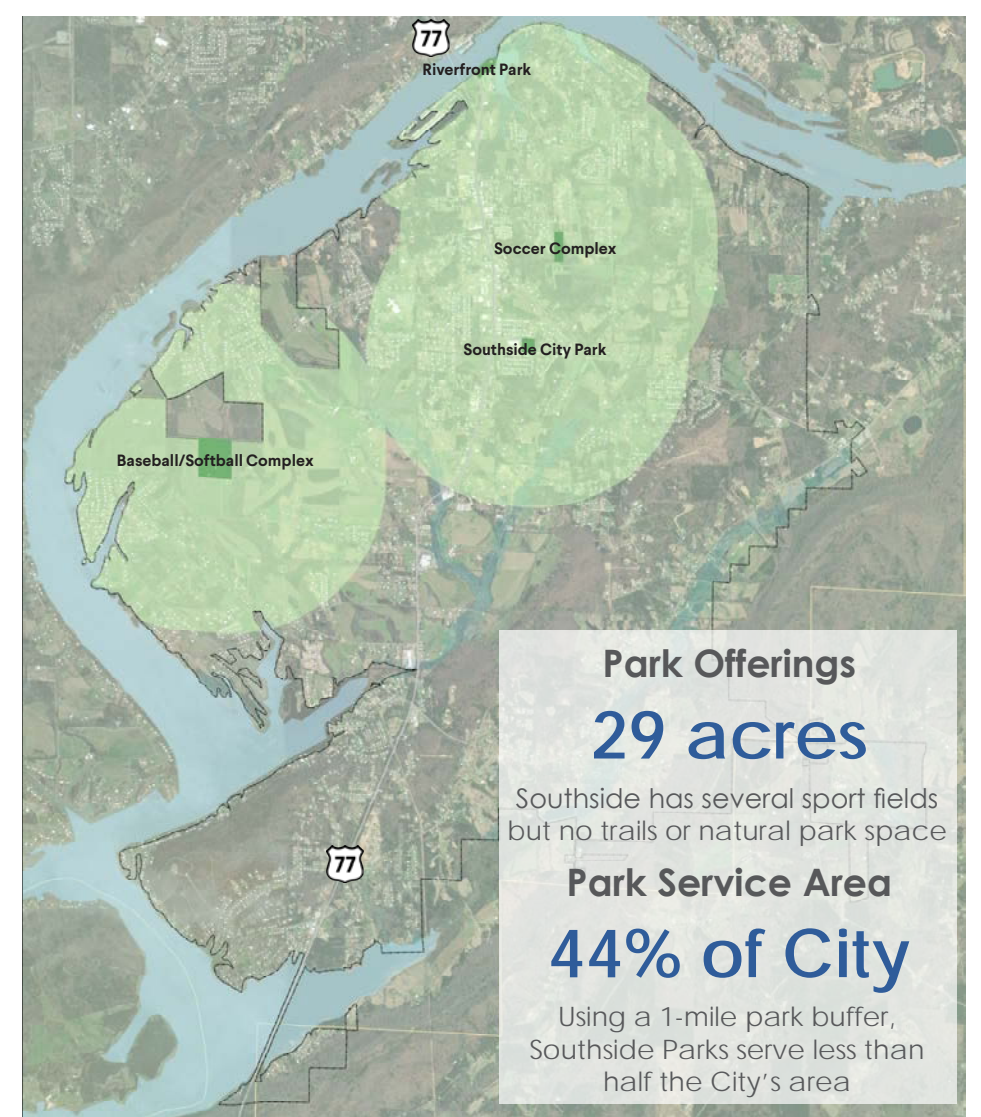
Southside Baseball/Softball Complex: 18 ac



Southside City Park: 3.5 ac



Riverfront Park: 4.5 ac



EXISTING CONDITIONS



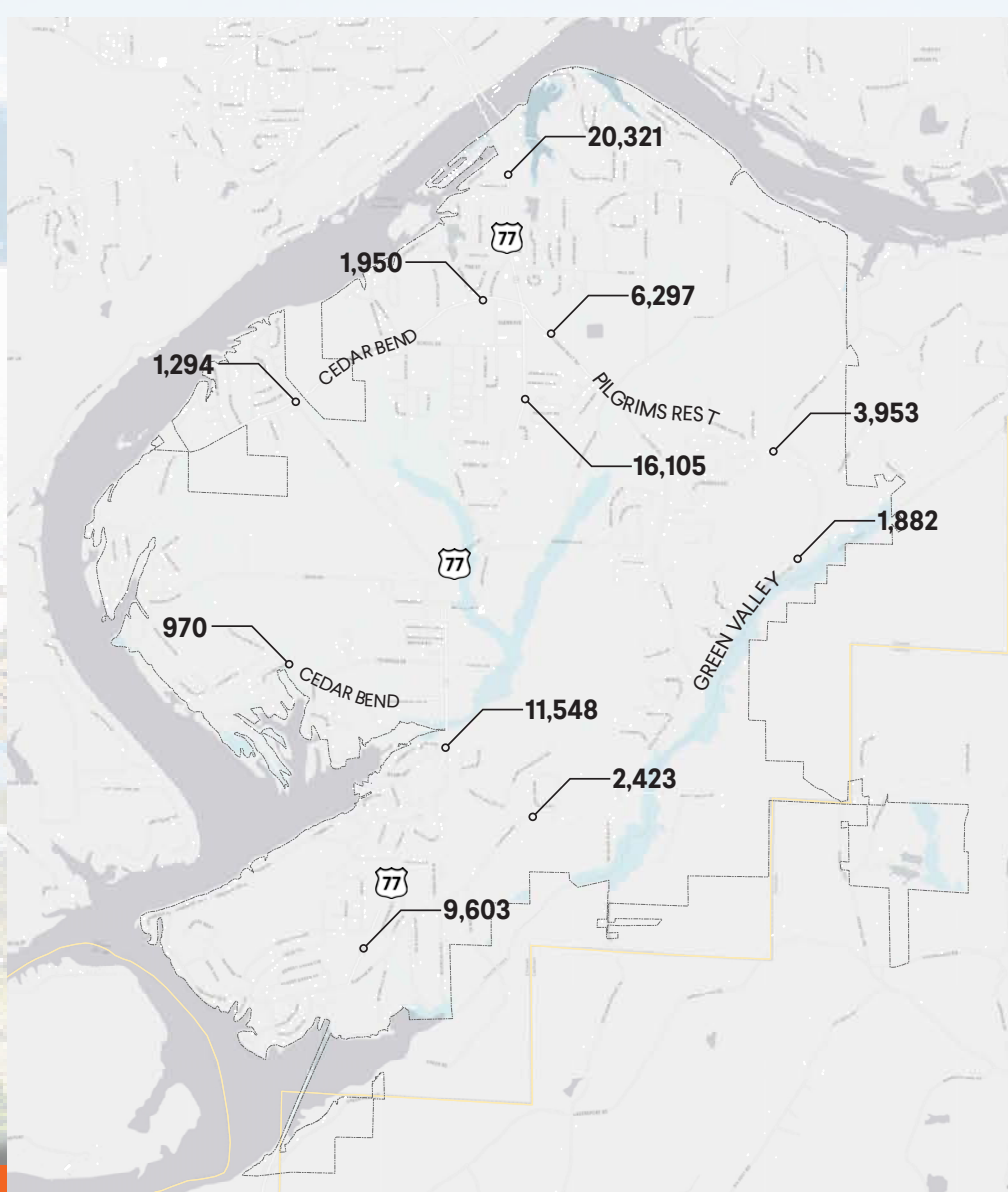


HIGHWAY 77
20,321 ADV

CEDAR BEND RD
1,950 ADV

PILGRIMS REST RD
6,297 ADV

GREEN VALLEY RD
2,423 ADV



MOBILITY

EXISTING CONDITIONS

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

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
Southside	AL	9,612	\$84,565	21,690	\$83,009	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 ANALYSIS

- 
- 1. Document & Analyze Your Input**
 - 2. Develop Action Plans for a Wide Number of Topics**
 - 3. Prioritize and Quantify Action Plan**

ACTION PLANS *NEXT STEP*



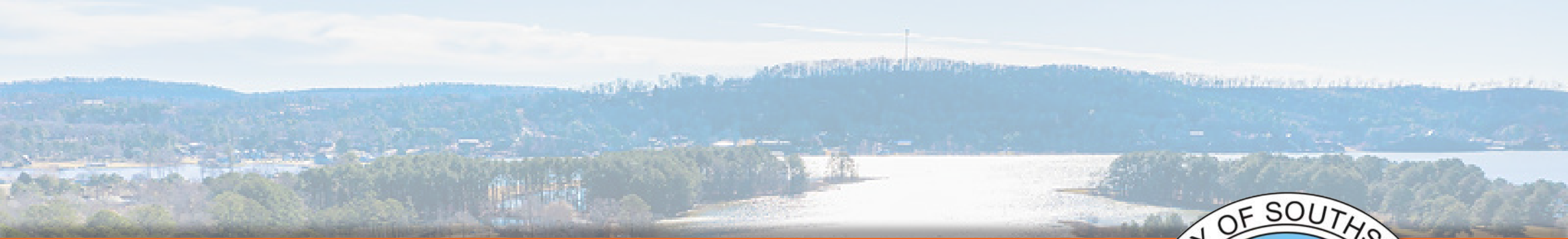


TABLE EXERCISES



Individual Activity

- Consider Your Vision for the Future
- Provide Feedback by Ranking Direction

Themes

- Tell Us More About A Theme or Add Some

DIRECTION THEMES

Though the steering committee, city employee meetings, and the community analysis data we have produced these emerging themes.

1. Review all of these statements and rank them by importance. 1 meaning not important 5 meaning very important
2. Add any statements that are important to you, but not listed, and any thoughts or ideas you would like to share.

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Not Important 1 2 3 4 5 Very Important

Encourage Southside's growth while protecting its charm.

Develop a retail town center in Southside.

Increase and improve public access to the Coosa River.

Improve roads as Southside continues to grow.

Improve the "Look and Feel" of Hwy. 77.

Develop walking trails in the city.

Become a more engaging city for elderly and youth.

Continue to expand and improve city parks.

Expand the city's job market.

Proactively Recruit Retail Business.

ADDITIONAL COMMENTS

DIRECTIONS WORKSHEET

- **Table Volunteer to Take Notes**

- **Think about the Question for a Moment**

- 1. What do we need to do to make Southside a better community in the future?*
- 2. How will we know when we've succeeded?*
- 3. What are the challenges or obstacles to realizing our opportunities?*

- **Group Discussion**

- **Share**

TABLE DISCUSSION

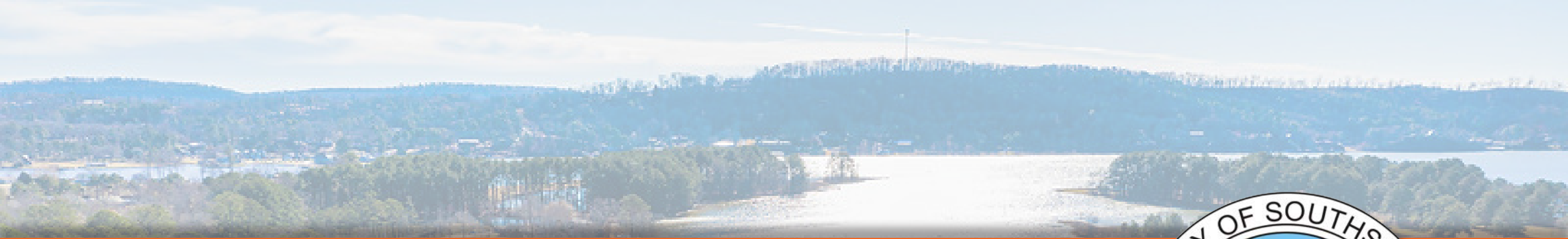
TABLE DISCUSSION

What do you as a group think about the future of Southside?

1. Wait for instructions.
2. Record the work using participants' own words as much as possible.
3. Make sure everyone can contribute.

1. *What do we need to do to make Southside a better community in the future?*

2. *How will we know when we've succeeded?*



THANK YOU!

