

# RENEWING THE HEART OF PHENIX CITY

1

MARK ANIADAGA



2

BENJAMIN MCGARR



3

CHARLES JONES



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# OUTLINE OF THE PRESENTATION

1

SCOPE OF PROJECT

2

DEMORGRAPHICS

3

ANALYSIS

4

PLAN AND CONCLUSION



# MY HIGHLIGHTS



**SCOPE OF STUDY**



**DEMORGRAPHICS**



**CRIME**



**VISION, MISSION AND VALUES**

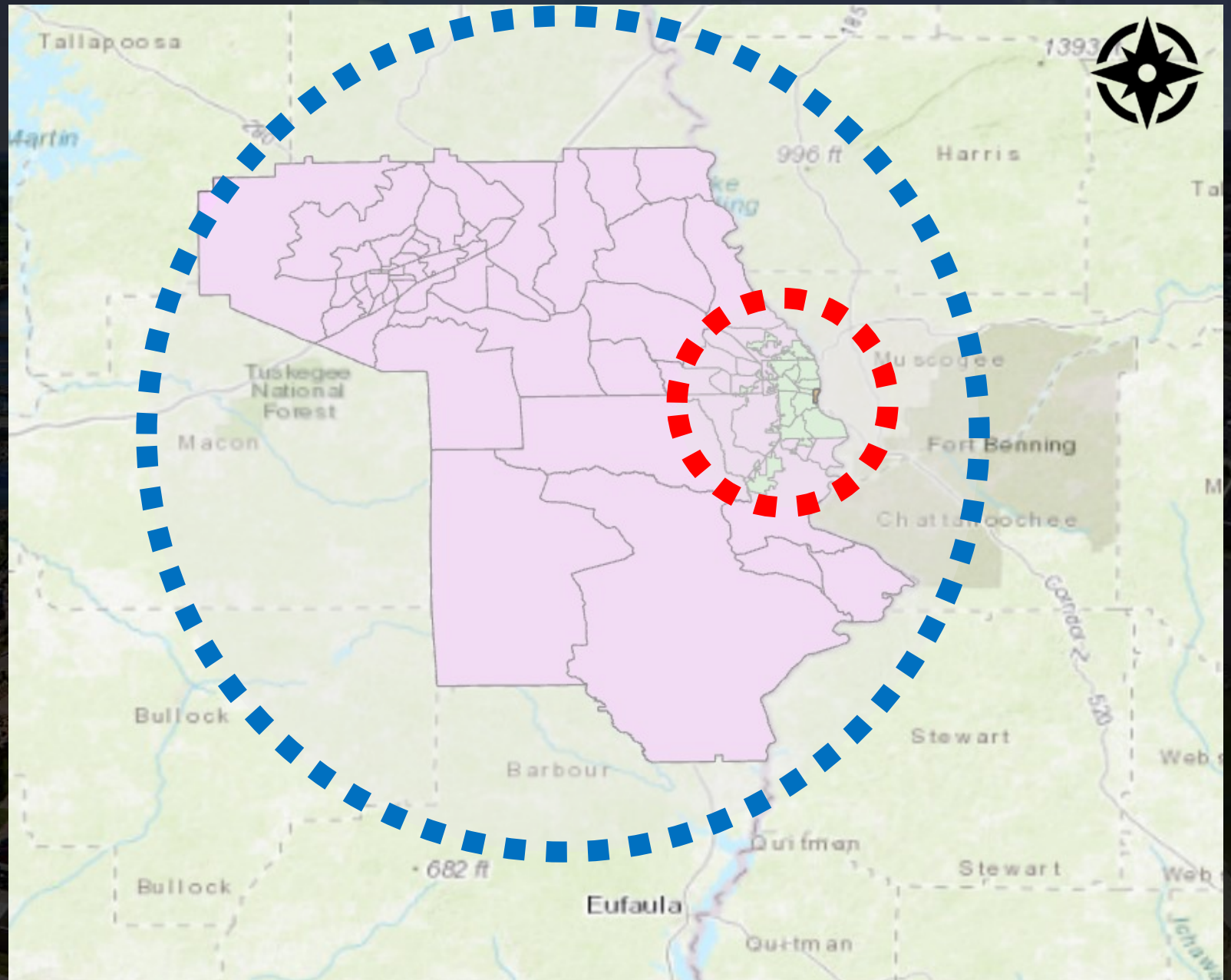




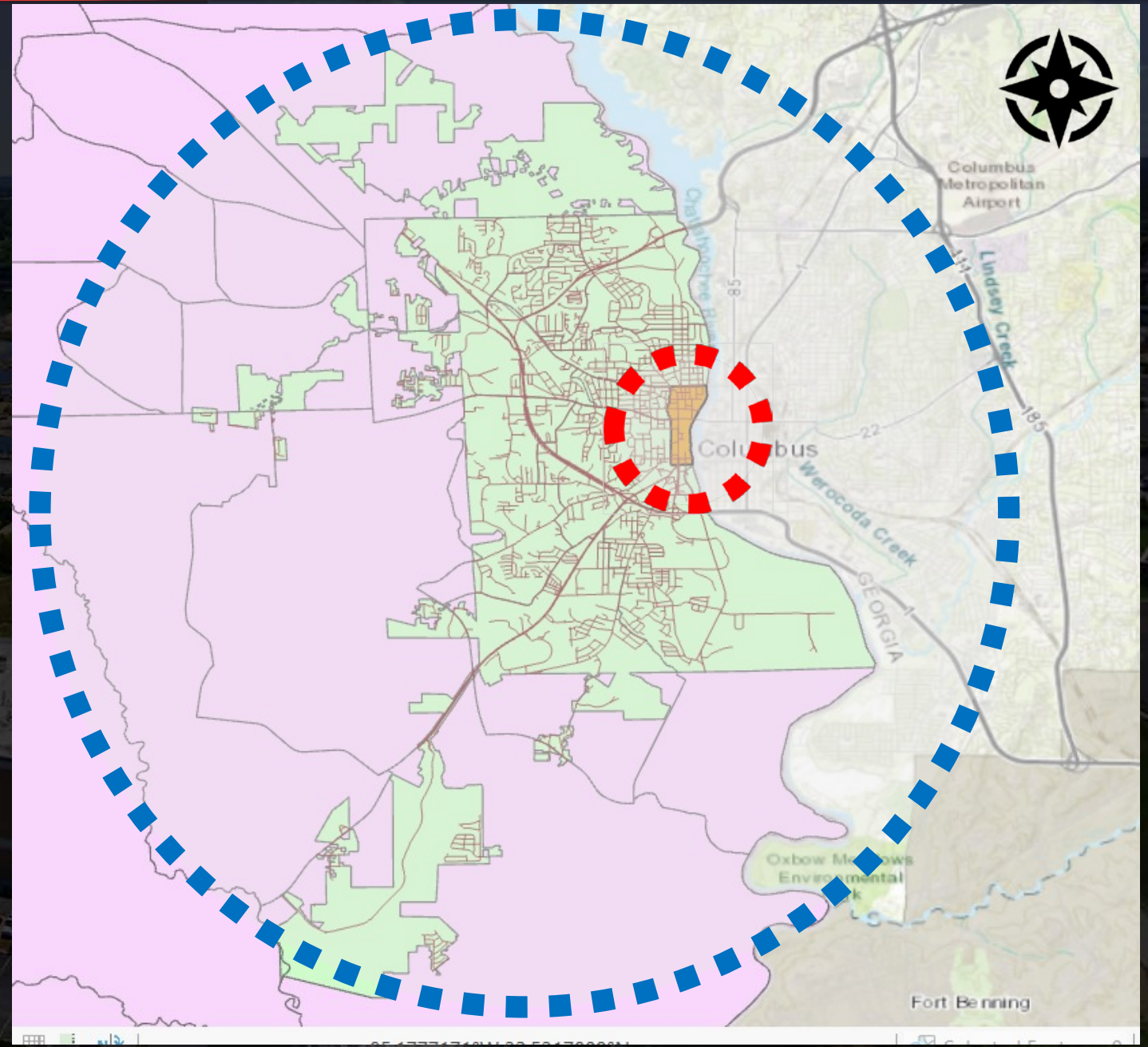
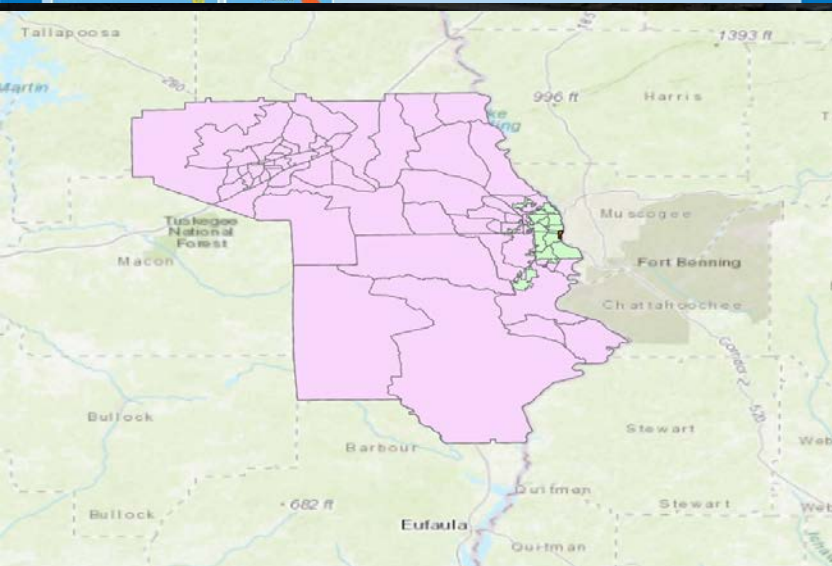


# RUSSEL AND LEE COUNTY

# SCOPE



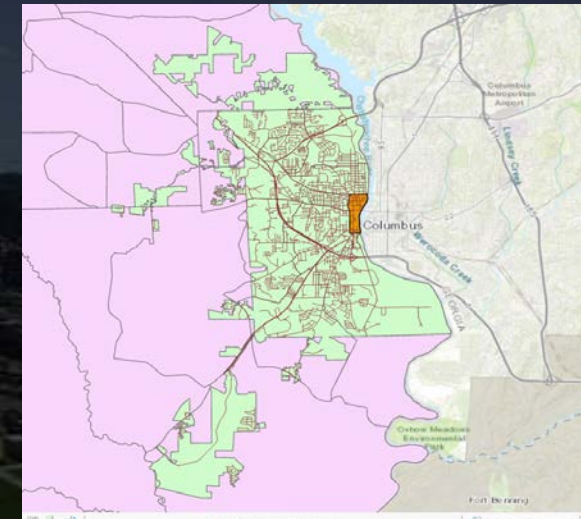
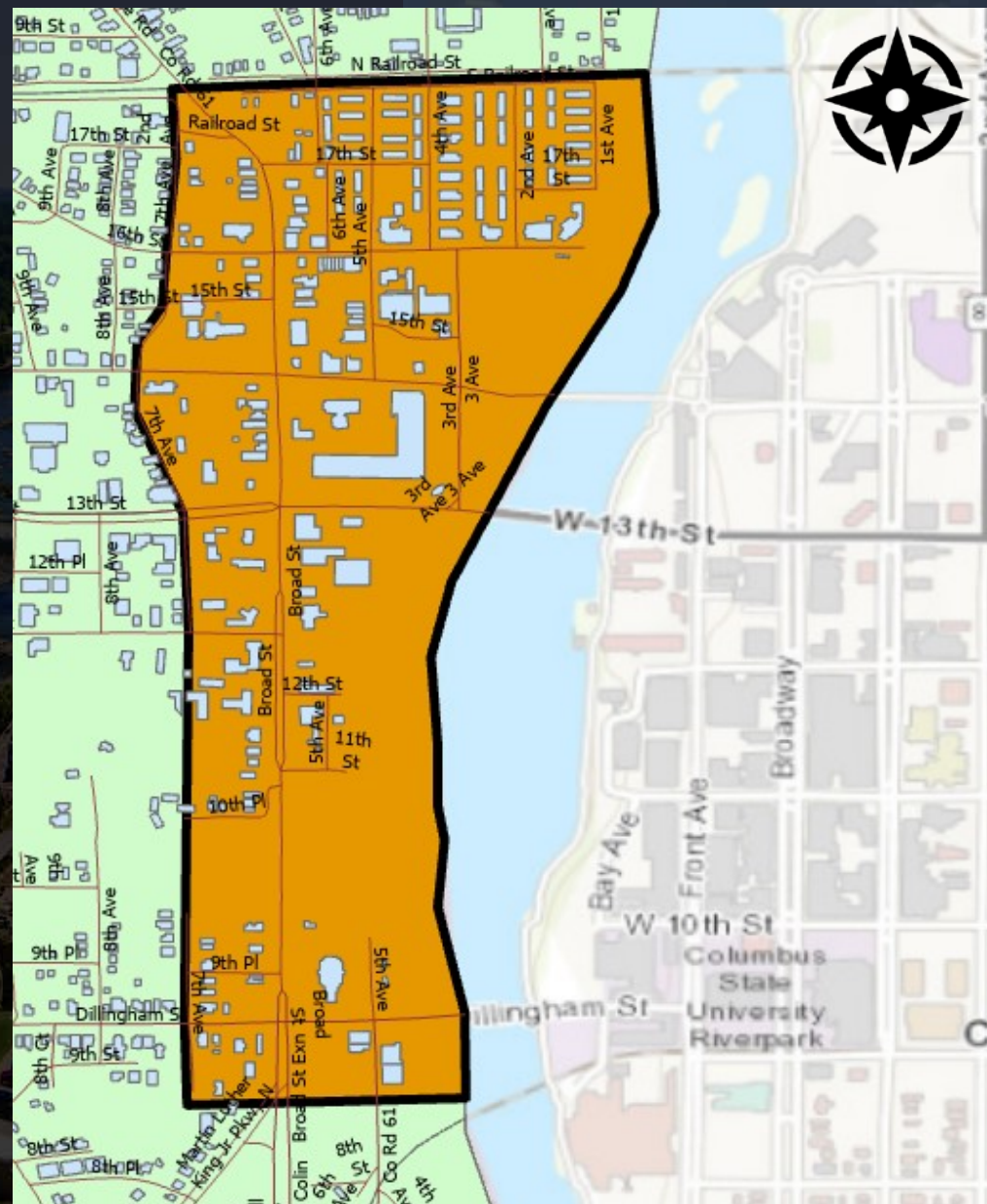
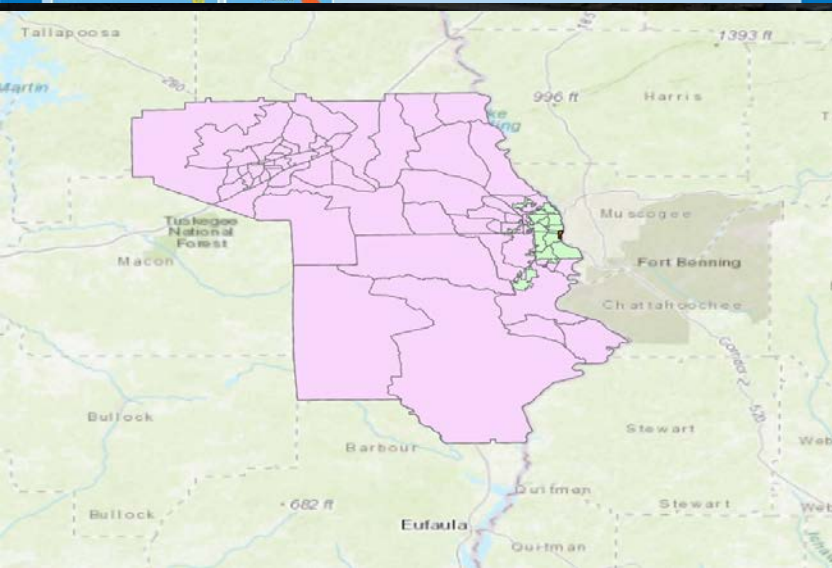






# DOWNTOWN

# SCOPE

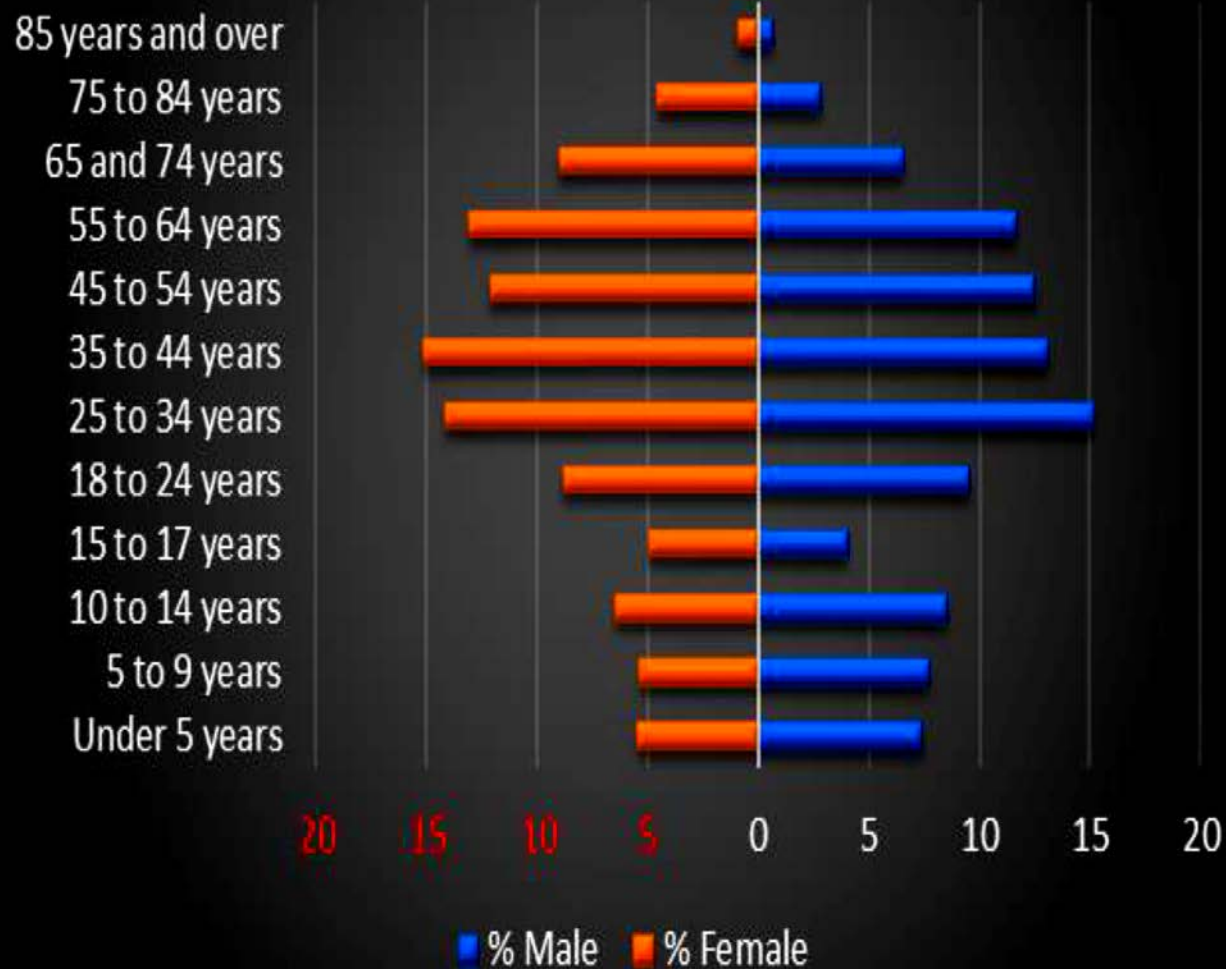




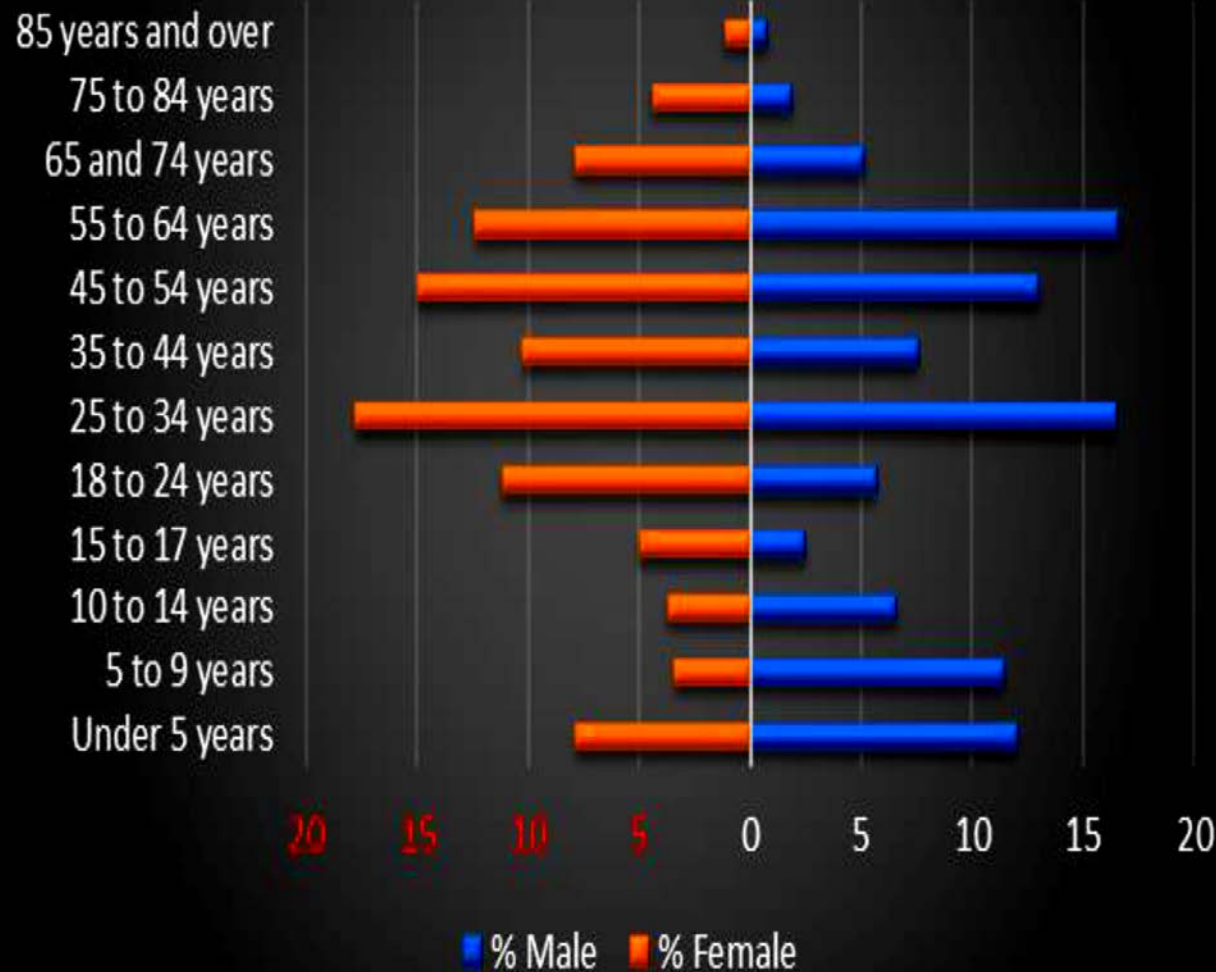
# AGE-SEX STRUCTURE

# DEMORGRAPHICS

## Phenix City 2020



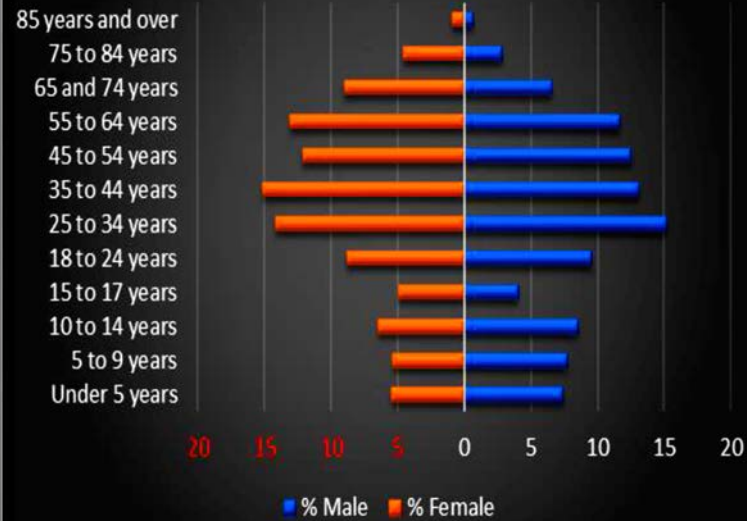
## Downtown 2020



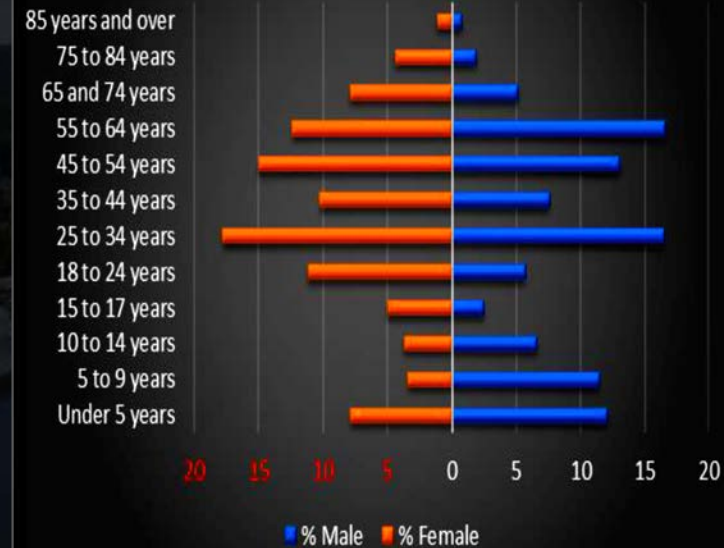
# AGE-SEX STRUCTURE

# DEMORGRAPHICS

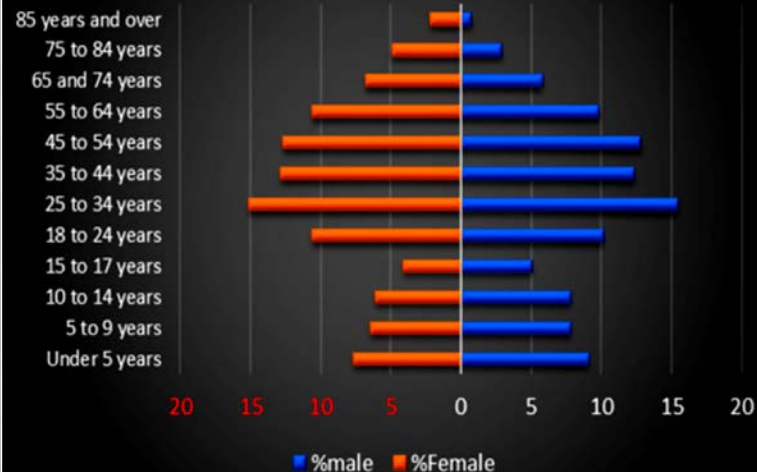
## Phenix City 2020



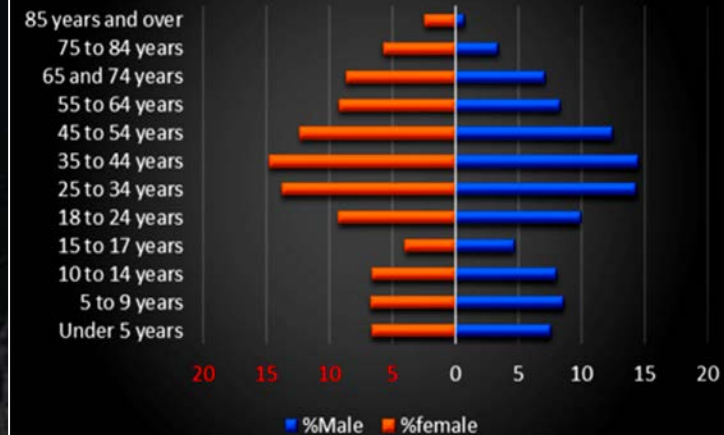
## Downtown 2020



## Phenix City 2010



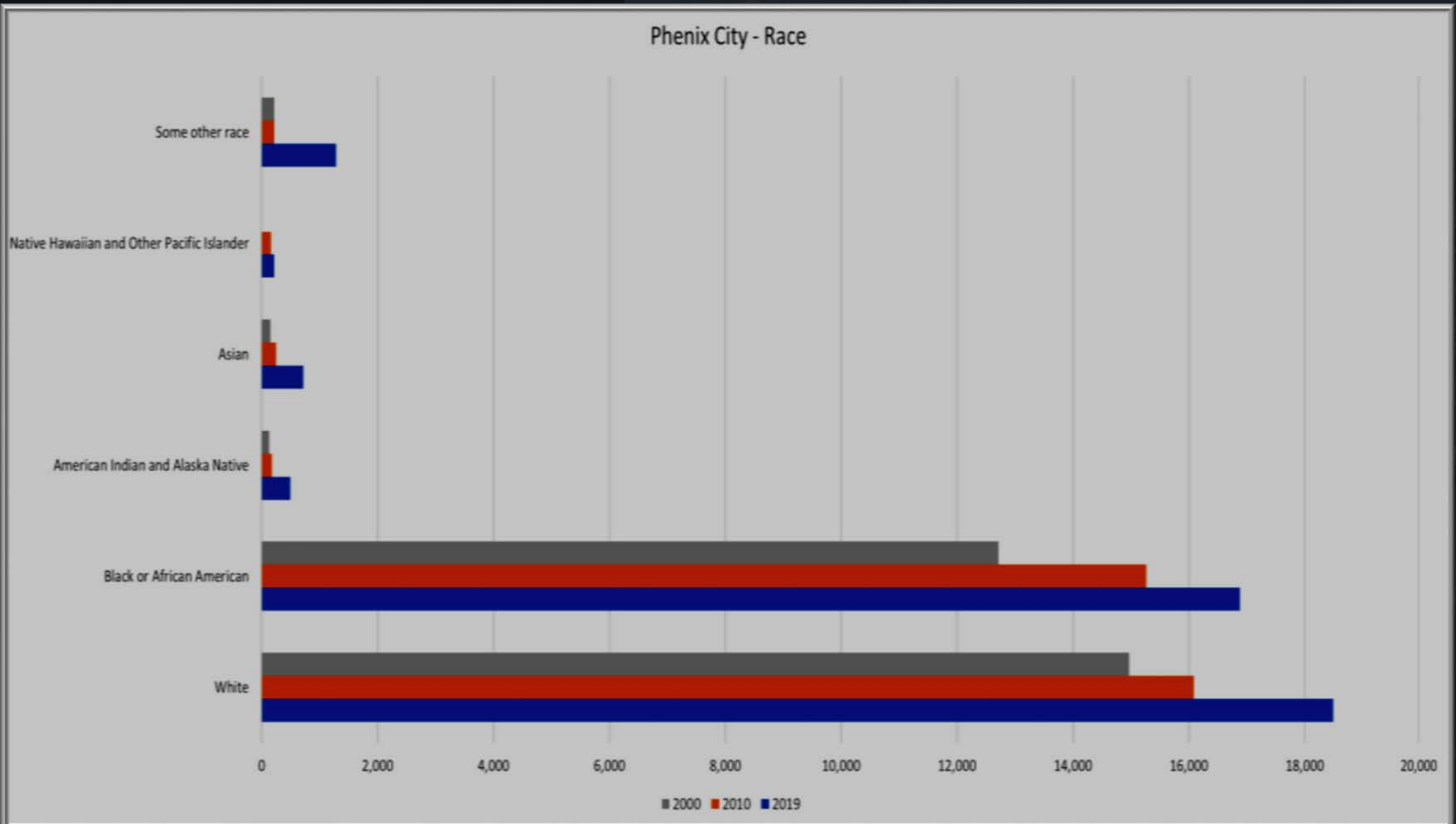
## Phenix City 2000





# DEMORGRAPHICS

## RACE

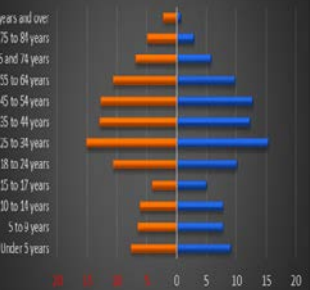


# DEMOGRAPHICS

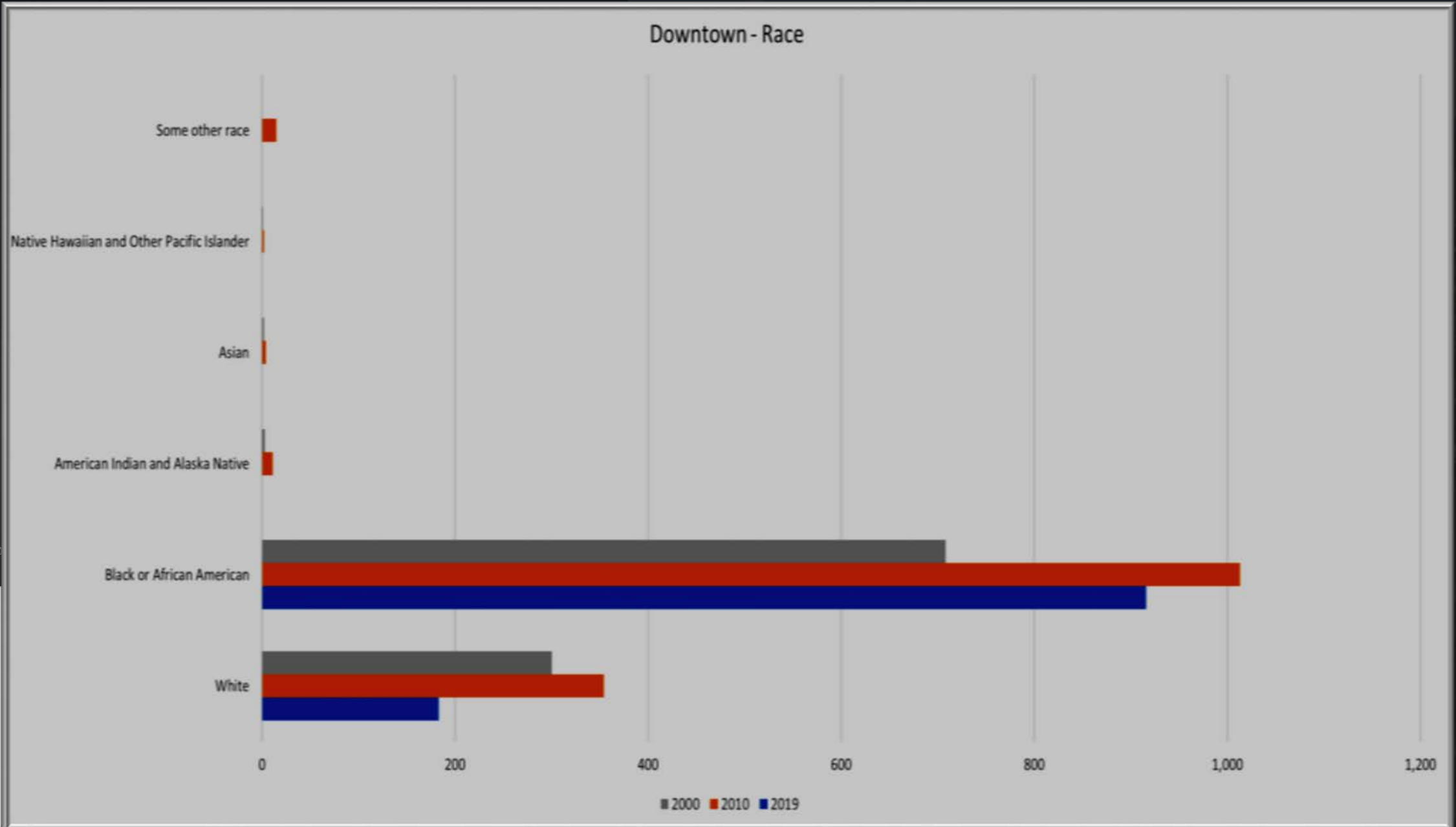
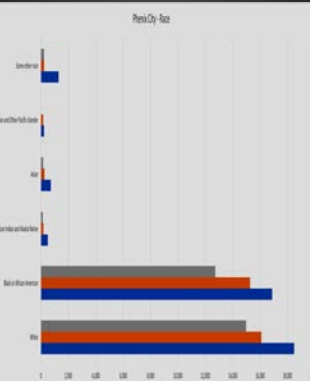
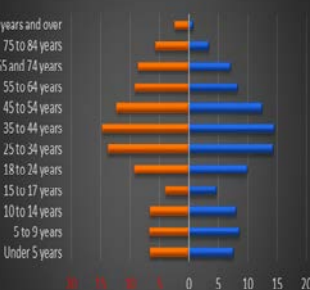
## RACE



Phenix City 2010



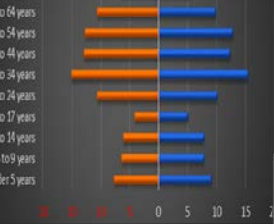
Phenix City 2000



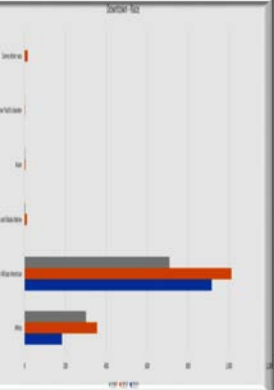
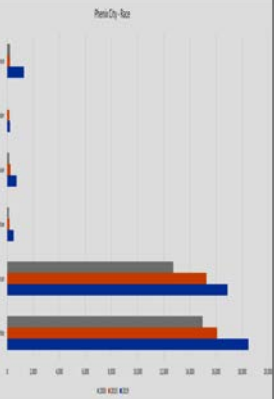
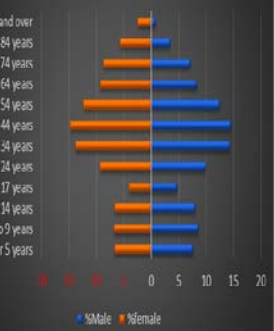


# MEDIAN INCOME

# DEMORGRAPHICS

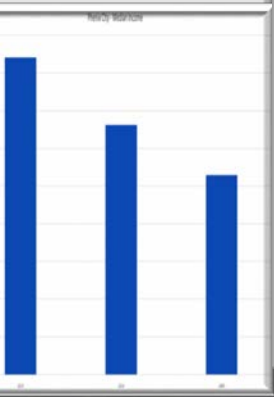
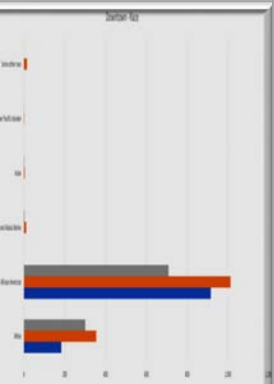
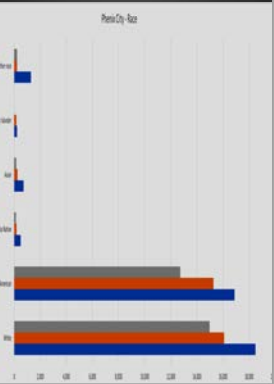


Phenix City 2000

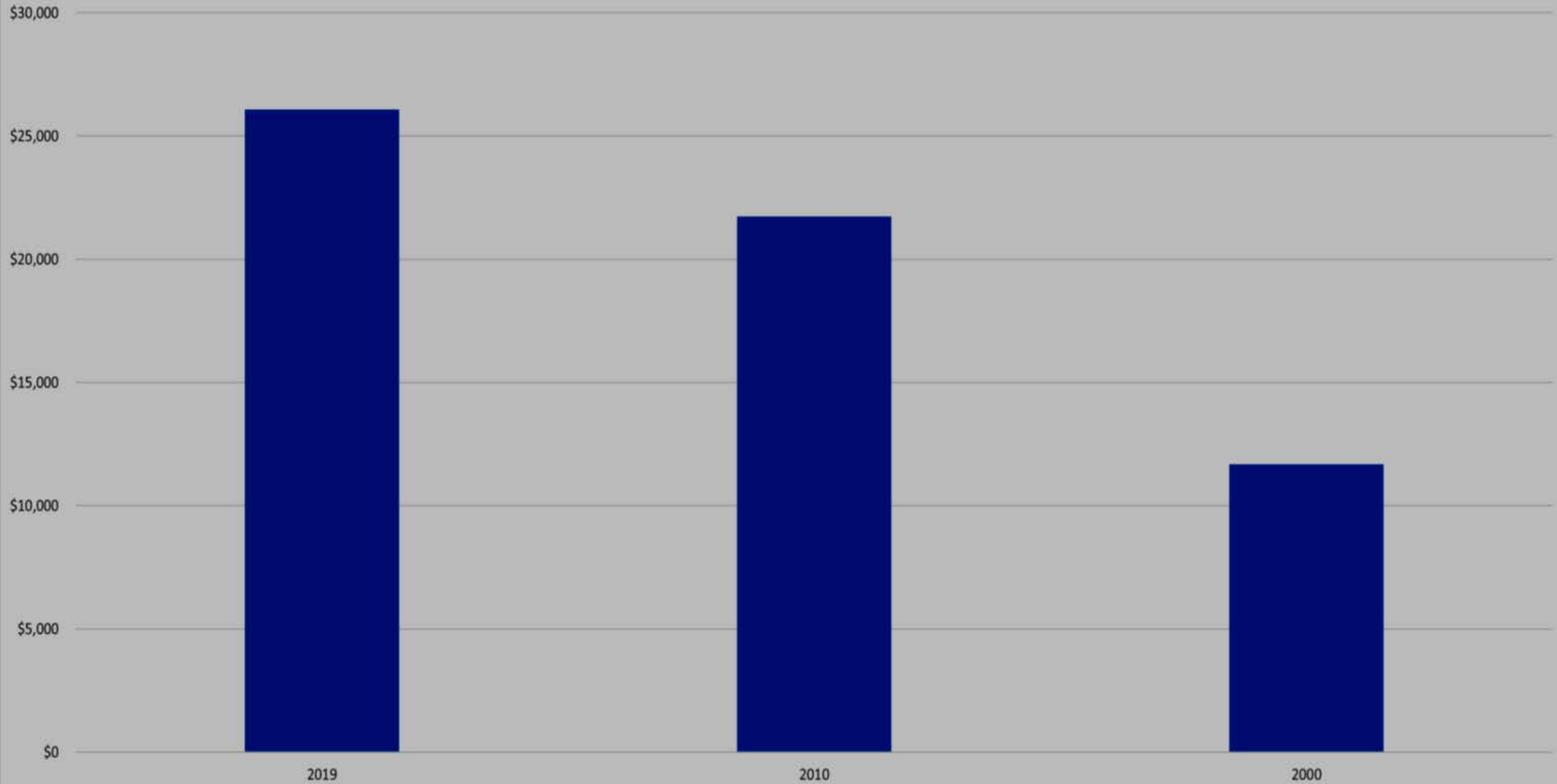


# MEDIAN INCOME

# DEMOGRAPHICS



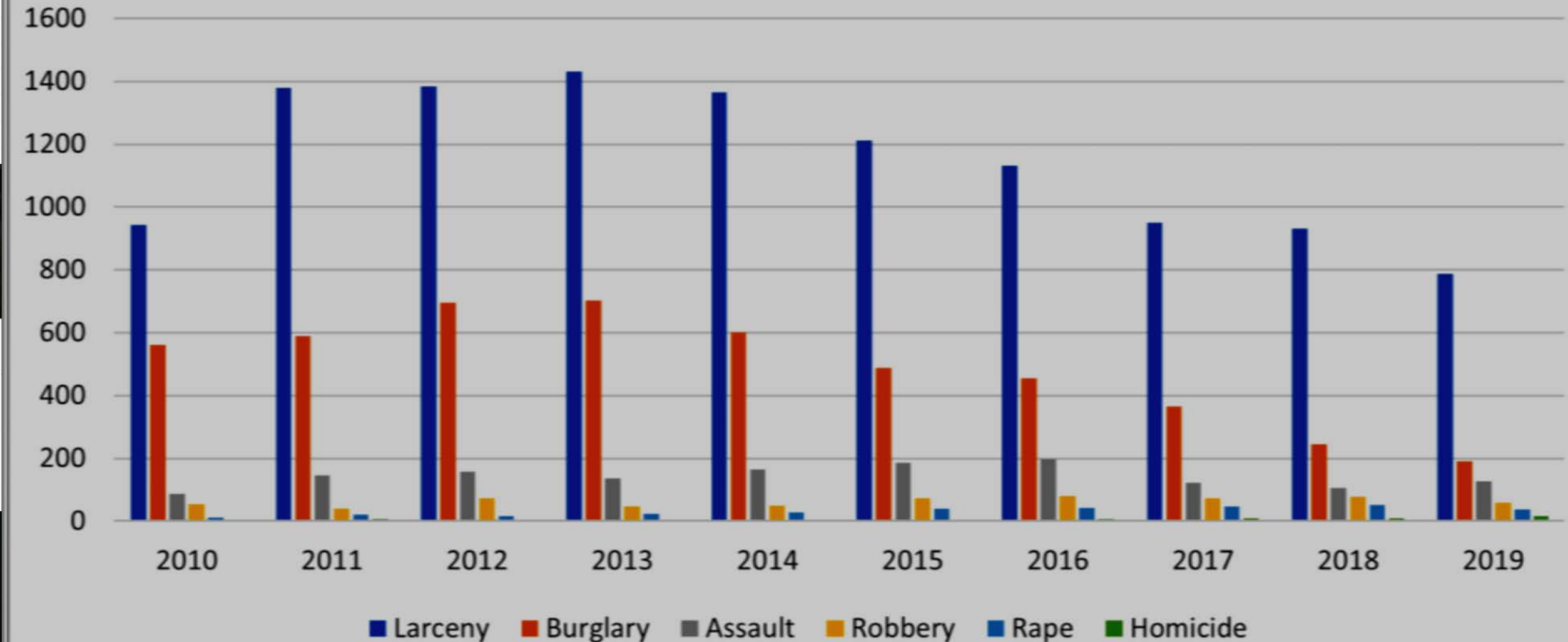
Downtown- Median Income





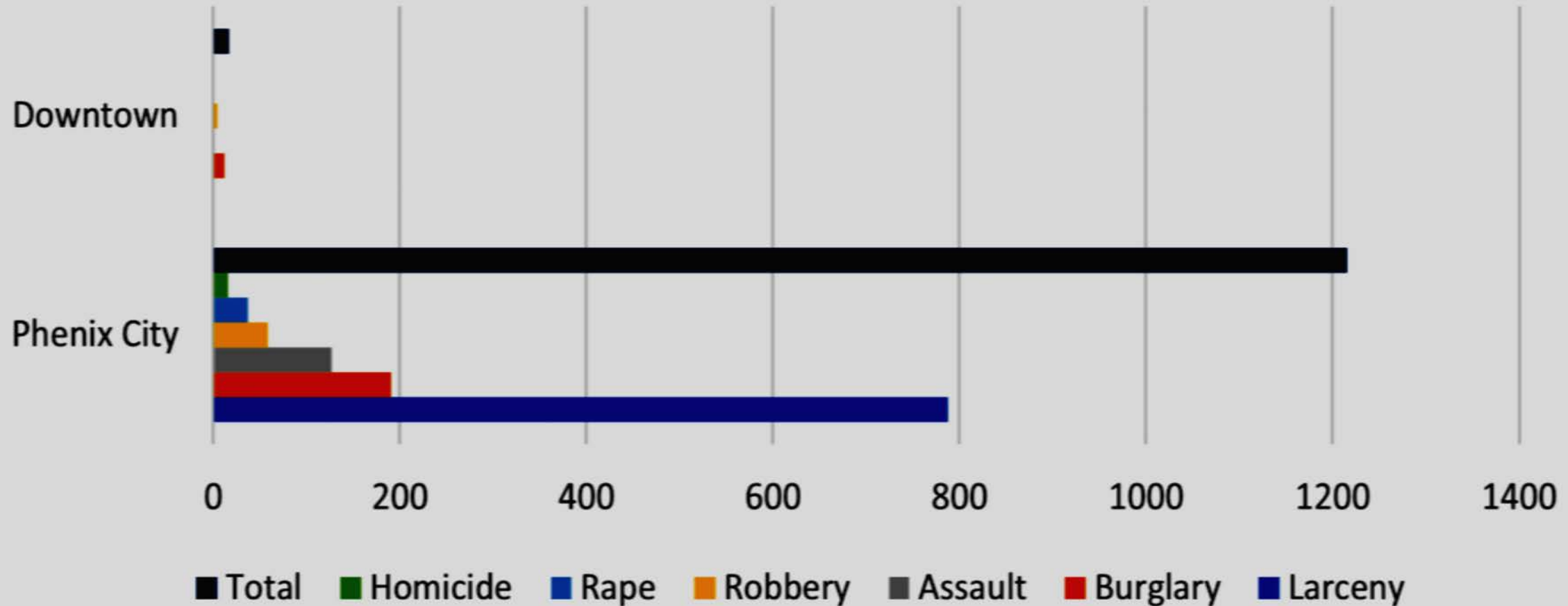
# CRIME TREND IN PHENIX CITY

## Local Crimes Over the Past Years

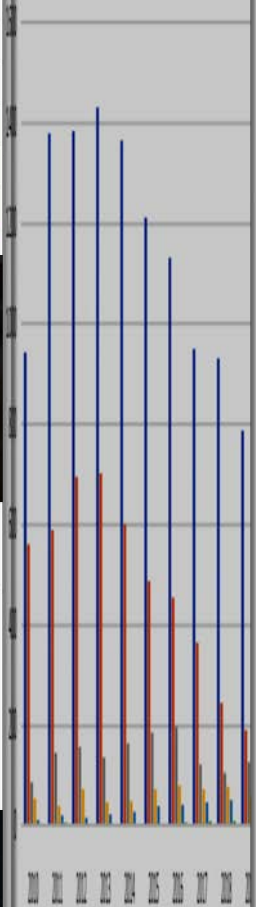


# CRIME TREND IN PHENIX CITY

## Downtown vs. Phenix City



Local Crimes Over the Past Years





# VISION, MISSION, AND VALUES



**VISION**



**MISSION**



**VALUES**

**PAST**



**FUTURE**



**VISION**

**RENEWING THE HEART OF PHENIX CITY**





## MISSION

The City will work in conjunction with the residents of Phenix City to create a vibrant downtown area that is the economic and recreational heartbeat of Phenix City. This will be accomplished by the implementation of planning and economic development policies to mold the downtown area into a place that is welcoming to diverse businesses and encourages public gatherings. The City envisions a downtown area where residents come to socialize, shop, engage in recreational activities, and interact with City officials.



VISION



VALUES



MISSION

1

- SMALL TOWN

2

- UNIQUE

3

- ACTIVE

4

- VIBRANT

5

- NATURAL

6

- SAFE

7

- WELCOMING



# VISION, MISSION, VALUES



## RENEWING THE HEART OF PHENIX CITY



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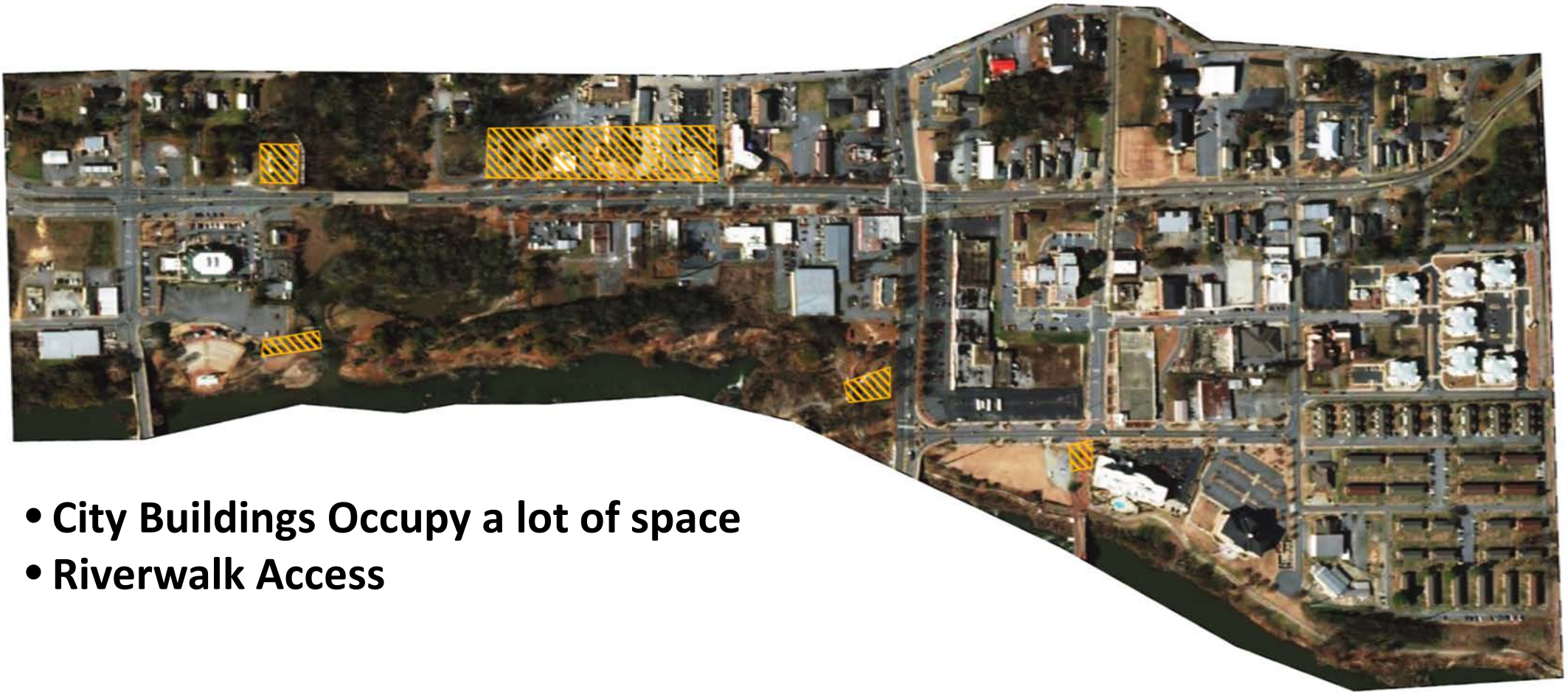
- Amphitheater
- Riverwalk
- Chattahoochee River and Access
- Whitewater Express and Wintering Grounds
- Historic District

*Data Source: Esri; Phenix City Site Visit*





- Population Increase
  - The population in the area continues to increase.
- Low crime
  - Compared to other downtowns the crime rate is low.
- Rich history
  - Makes for a good guided tour story. Highlighted with to particular historic locations.
- 13 street is a gateway
  - Popular route to highways and the two downtowns.
- Riverfront Aesthetics
  - Great place to relax and enjoy nature.



- City Buildings Occupy a lot of space
- Riverwalk Access

*Data Source: Esri; Phenix City Site Visit*

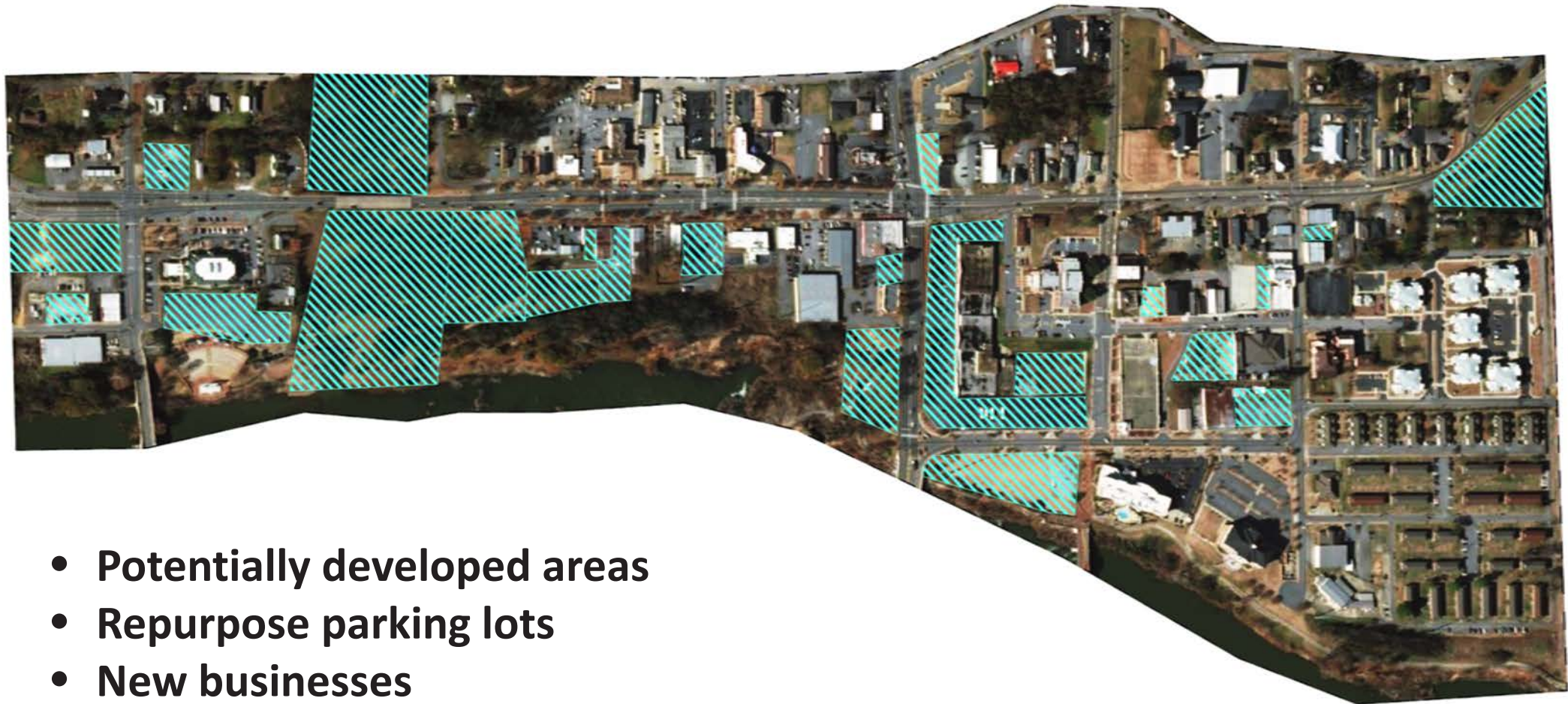
0 0.13 0.25 0.5 Miles





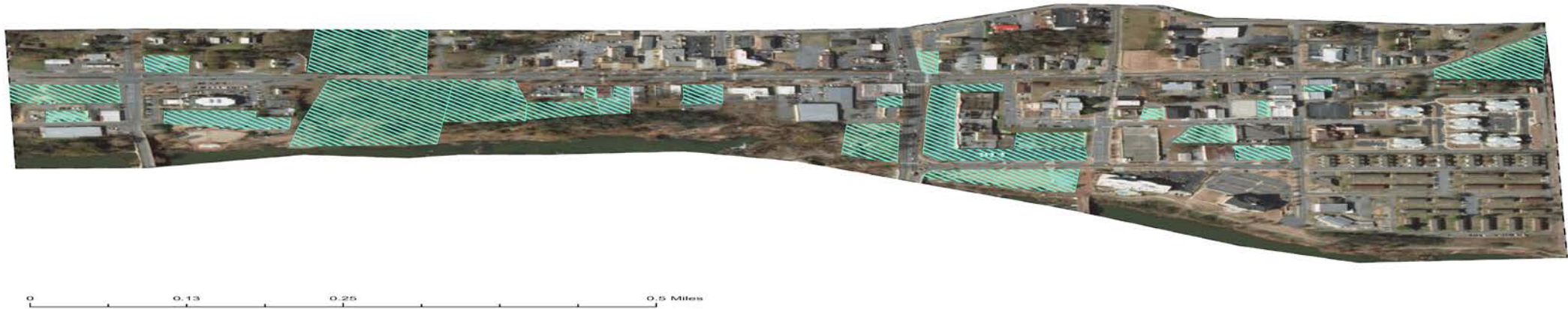
- Access to the Riverwalk
  - Access points are extremely limited
- Flooding
  - The river floods the riverwalk and surrounding area with very little rain fall.
- Private use
  - Most land is privately owned
- Powerlines
  - Causing a height restriction
- Lack of transit
  - Public transportation is lacking. Not ideal for people without vehicles.





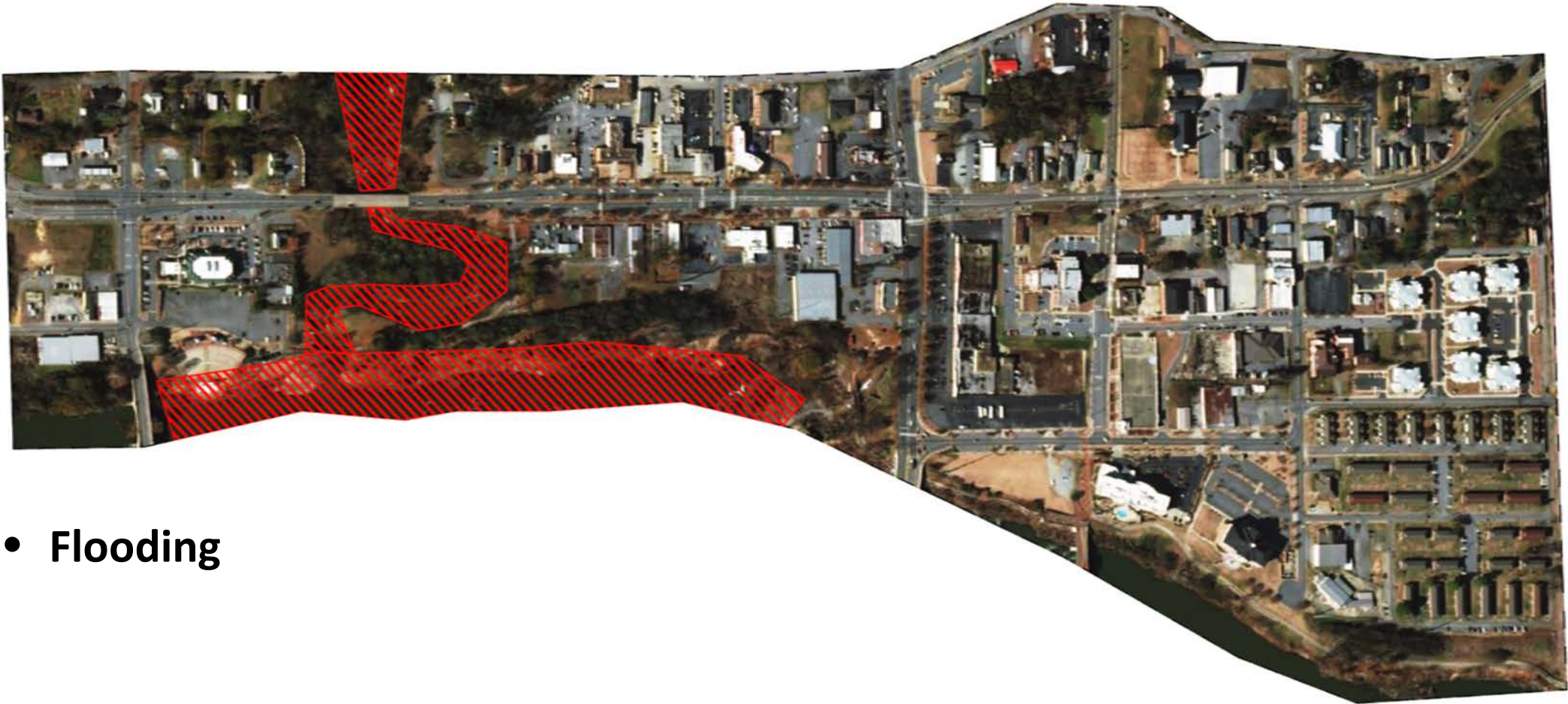
- Potentially developed areas
- Repurpose parking lots
- New businesses

*Data Source: Esri; Phoenicia City Site Visit*



- Aesthetics Open public space
- Guided Tours
- Build on open public space
- Increase population of people between ages 25-54
- Accommodations for tourists coming for wintering grounds/ White water events





- **Flooding**

0 0.13 0.25 0.5 Miles

*Data Source: Esri; Phenix City Site Visit*





- Brain drain
- Columbus, GA
- Brain drain
- Height restrictions

# PHENIX CITY IN CONTEXT

An aerial photograph of a city area, likely Phoenix, showing a river, a large building, and surrounding urban development. The image is dark and serves as a background for the slide.

- Plan for how to use the land was adopted in 2002, Amended in 2014
- Made up of three distinct land use types
  - Core Commercial
    - Downtown area
  - Apartment and Office
- High Density Residential
  - Are for apartments



GOAL 1

GOALS, OBJECTIVES AND STRATEGIES

Design downtown signage and plots in corridors

OBJECTIVE	STRATEGY
<ul style="list-style-type: none"><li>•Create a feeling of pride and ownership of the community</li></ul>	<ul style="list-style-type: none"><li>•Create sign design guidelines for the downtown area</li></ul>
<ul style="list-style-type: none"><li>•Direct people coming to the area to downtown</li></ul>	<ul style="list-style-type: none"><li>•Place downtown signage along main corridors into Phenix City and Highway 280</li></ul>
<ul style="list-style-type: none"><li>•Highlight the beauty and history of a particular area</li></ul>	<ul style="list-style-type: none"><li>•Place signs around downtown that point out interesting facts about the City or land</li></ul>
<ul style="list-style-type: none"><li>•Create sidewalk/crosswalk design standards for the downtown corridor</li></ul>	<ul style="list-style-type: none"><li>•Install sidewalks along all streets in downtown according to new design guidelines</li></ul>
<ul style="list-style-type: none"><li>•Ensure all intersections have crosswalks on all sides</li></ul>	<ul style="list-style-type: none"><li>•example: Signage that points out interesting plants around Holland Creek or aquatic life in the Chattahoochee River</li></ul>



Unique signage ideas





## GOAL 2

# GOALS, OBJECTIVES AND STRATEGIES

## Create a community gathering space

OBJECTIVE	STRATEGY
<ul style="list-style-type: none"><li>•Purchase property (ideally along the east side of Broad Street)</li></ul>	<ul style="list-style-type: none"><li>•Purchase property along the east side of Broad Street or utilize publicly owned space</li></ul>
<ul style="list-style-type: none"><li>•Design the space to host community gatherings</li></ul>	<ul style="list-style-type: none"><li>•Work with a landscape architect to design the space to allow for multiple uses</li></ul>
<ul style="list-style-type: none"><li>•Promote the new space to host community gatherings</li></ul>	<ul style="list-style-type: none"><li>•Host new events in the public space</li></ul>





GOAL 3

GOALS, OBJECTIVES AND STRATEGIES

Promote and preserve the City’s Historic District

OBJECTIVE	STRATEGY
•Create preservation guidelines for Historic District	•Zone area bordered by Broad Street to the west, 4th Avenue to the east, 16th Street to the north, and 14ths Street to the south as a historic district, keeping currently allowed uses, but changes design guidelines to maintain historic Phenix City feel.
•4.b. Restore historic buildings	•Create design and maintenance guidelines for buildings in the newly-zoned historic district
•4.c. Create historic walking tour with signage describing the importance of the area and pictures	•Plan route for walking tour
	•Design a distinguishing feature or sign that will guide tourists from one historic place to the other
	•Place signage along route



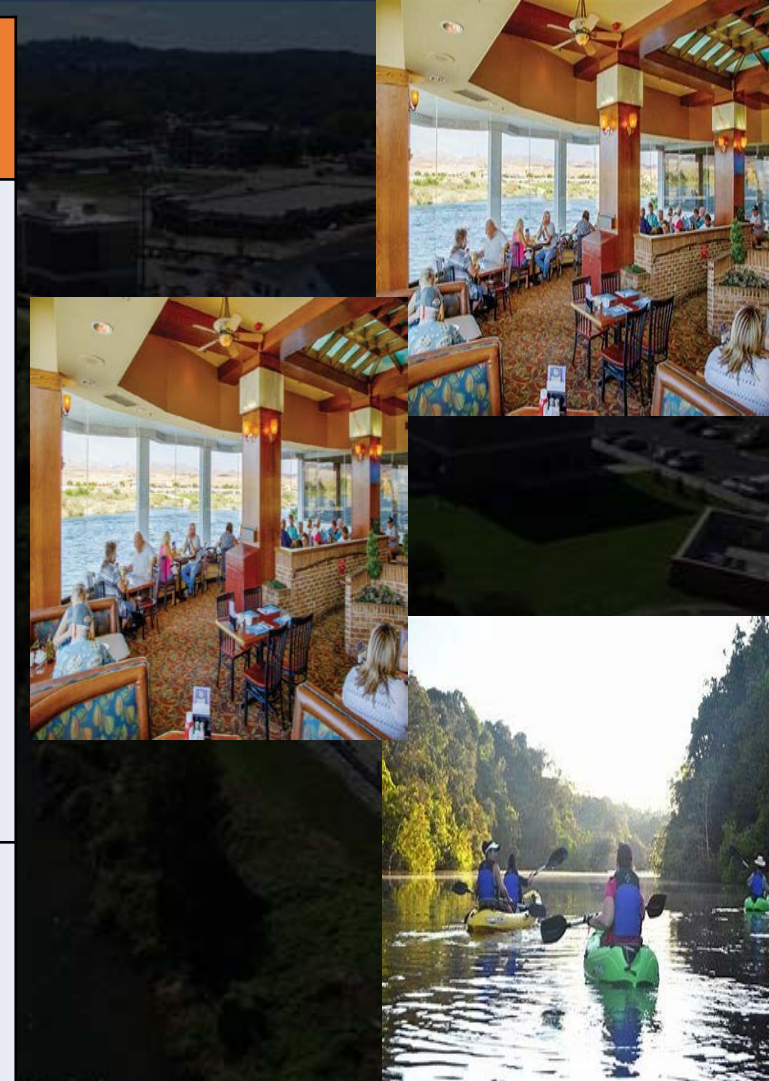


## GOAL 4

# GOALS, OBJECTIVES AND STRATEGIES

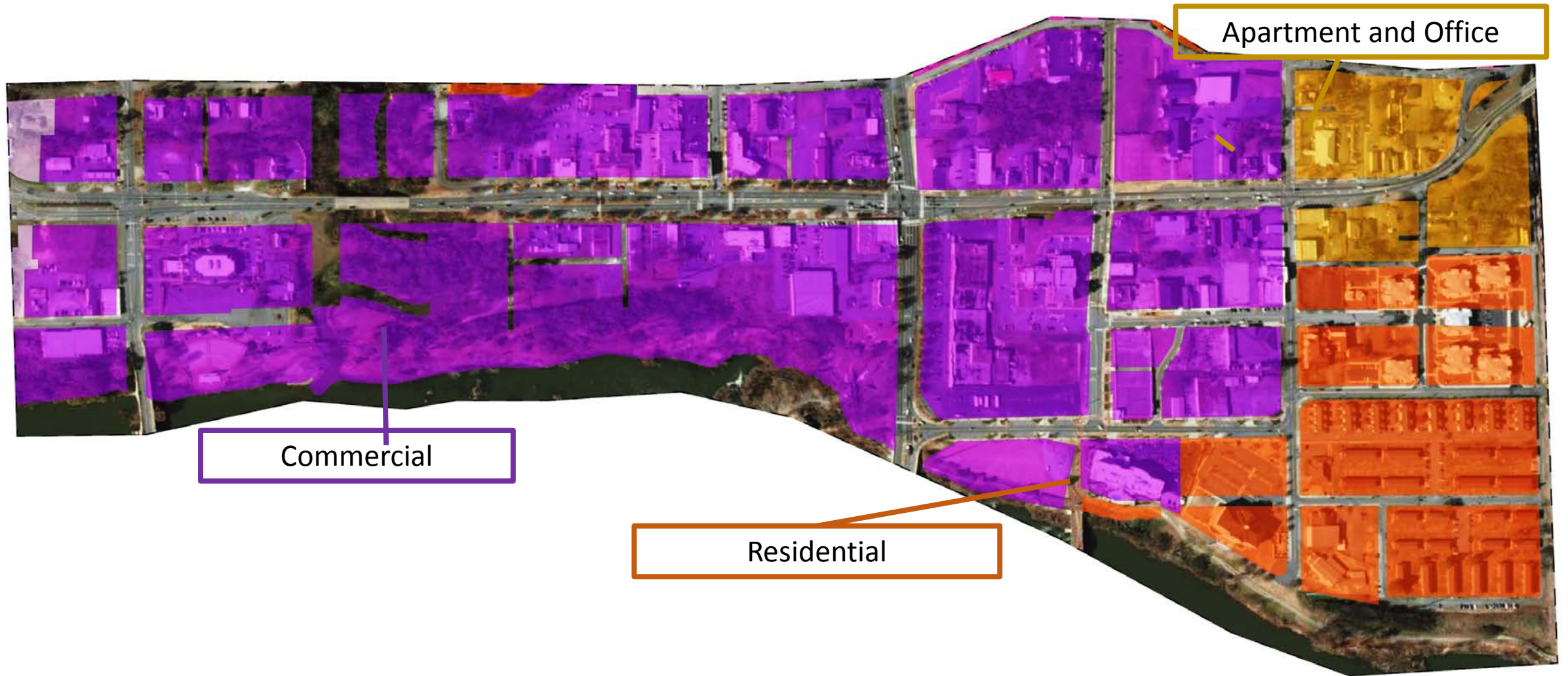
To promote economic diversity within the downtown area

OBJECTIVE	STRATEGY
<ul style="list-style-type: none"><li>•Identify and analyze existing businesses in the downtown area</li></ul>	<ul style="list-style-type: none"><li>•Identify and analyze existing businesses in the downtown area by looking at the downtown area and downtown Columbus, GA</li></ul>
<ul style="list-style-type: none"><li>•Recruit various new businesses to promote economic diversity</li></ul>	<ul style="list-style-type: none"><li>•Recruit businesses that are missing based on analysis</li></ul>

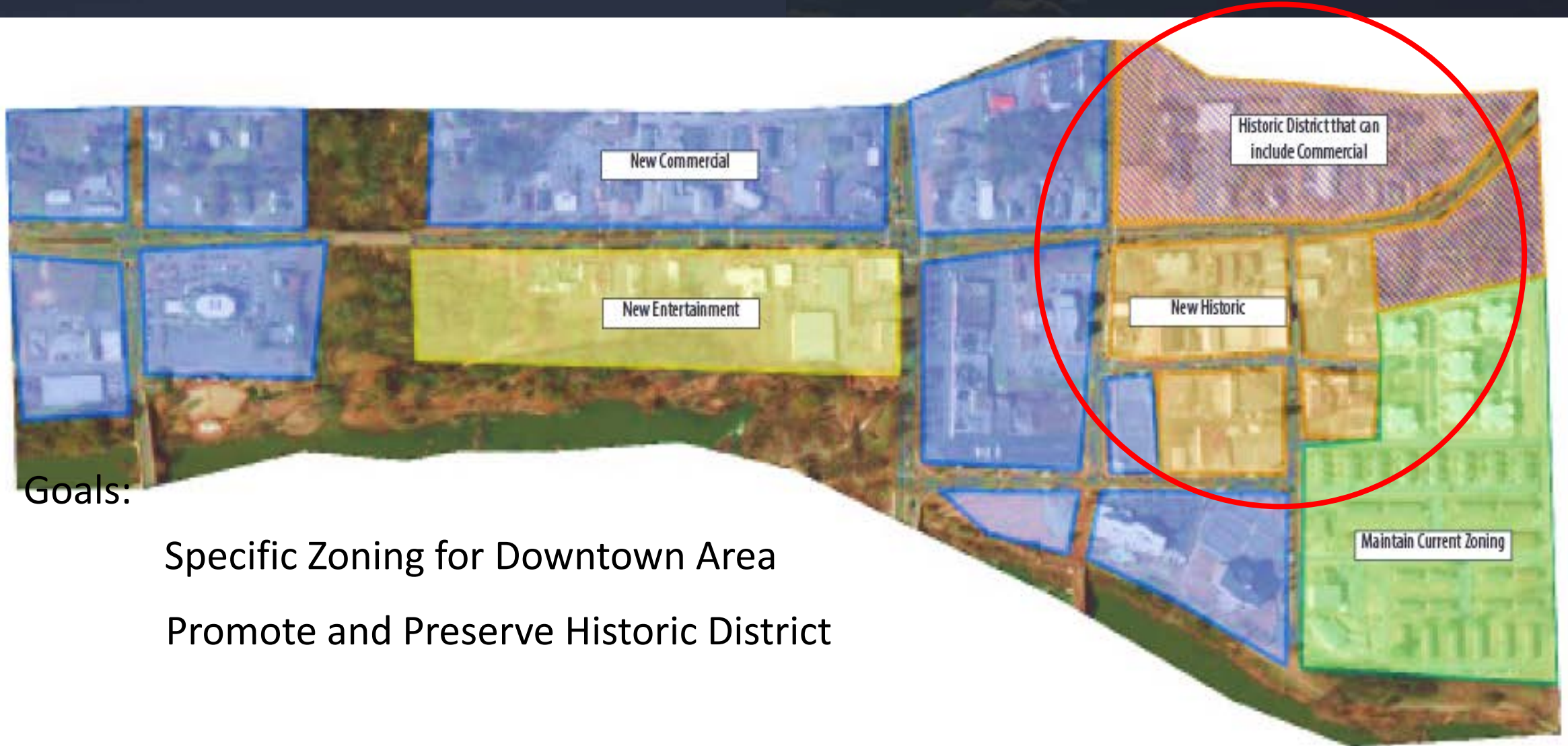


# CURRENT ZONING

# PROPOSED PLAN







Goals:

Specific Zoning for Downtown Area

Promote and Preserve Historic District

## Form Based Codes

Using physical features of buildings (instead of separation of uses) as the base of your zoning ordinance

Architectural Style, Landscaping, Signage, Environmental Resources



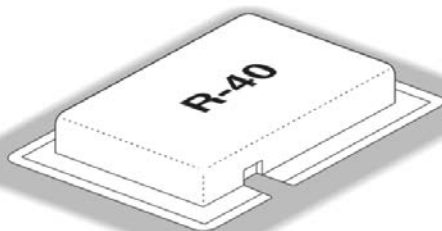
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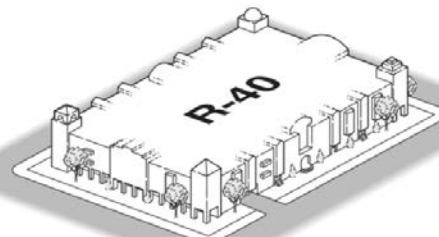
### Conventional Zoning

Density use, FAR (floor area ratio), setbacks, parking requirements, maximum building heights specified



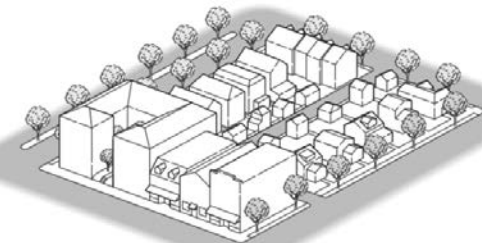
### Zoning Design Guidelines

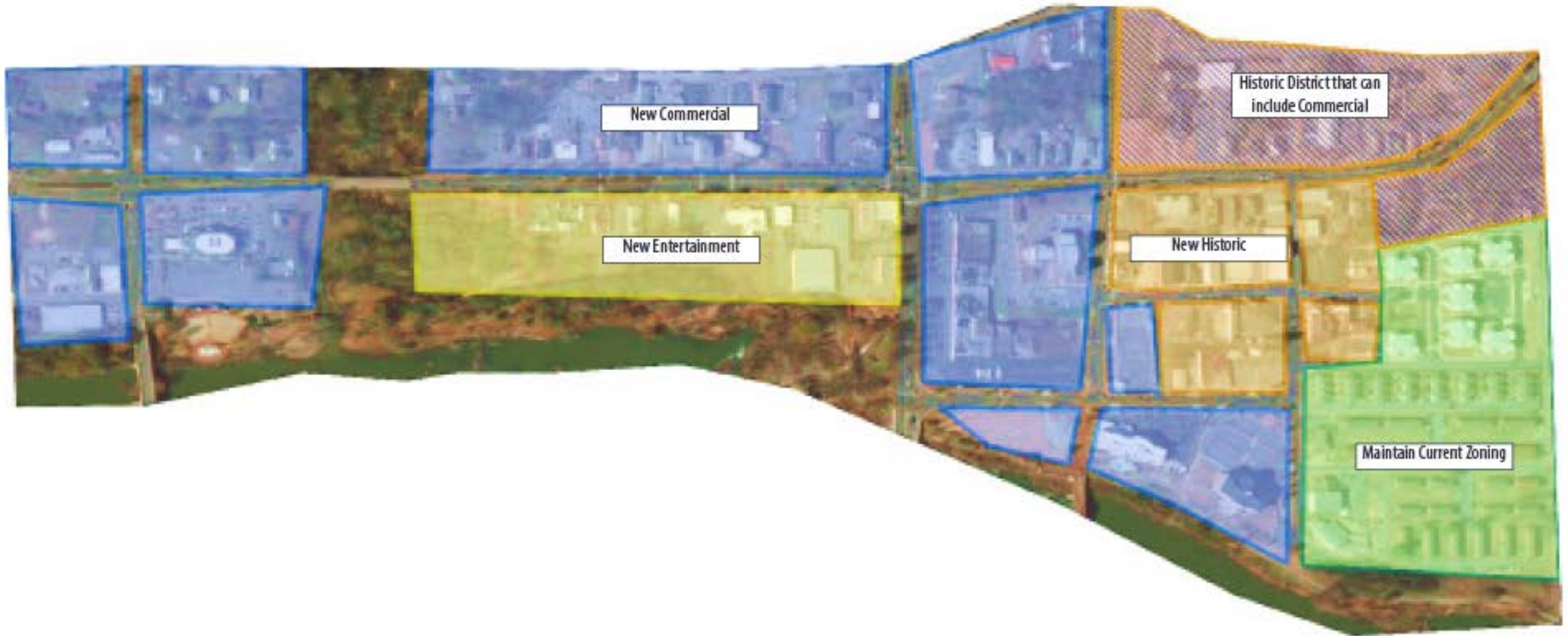
Conventional zoning requirements, plus frequency of openings and surface articulation specified



### Form-Based Codes

Street and building types (or mix of types), build-to lines, number of floors, and percentage of built site frontage specified.



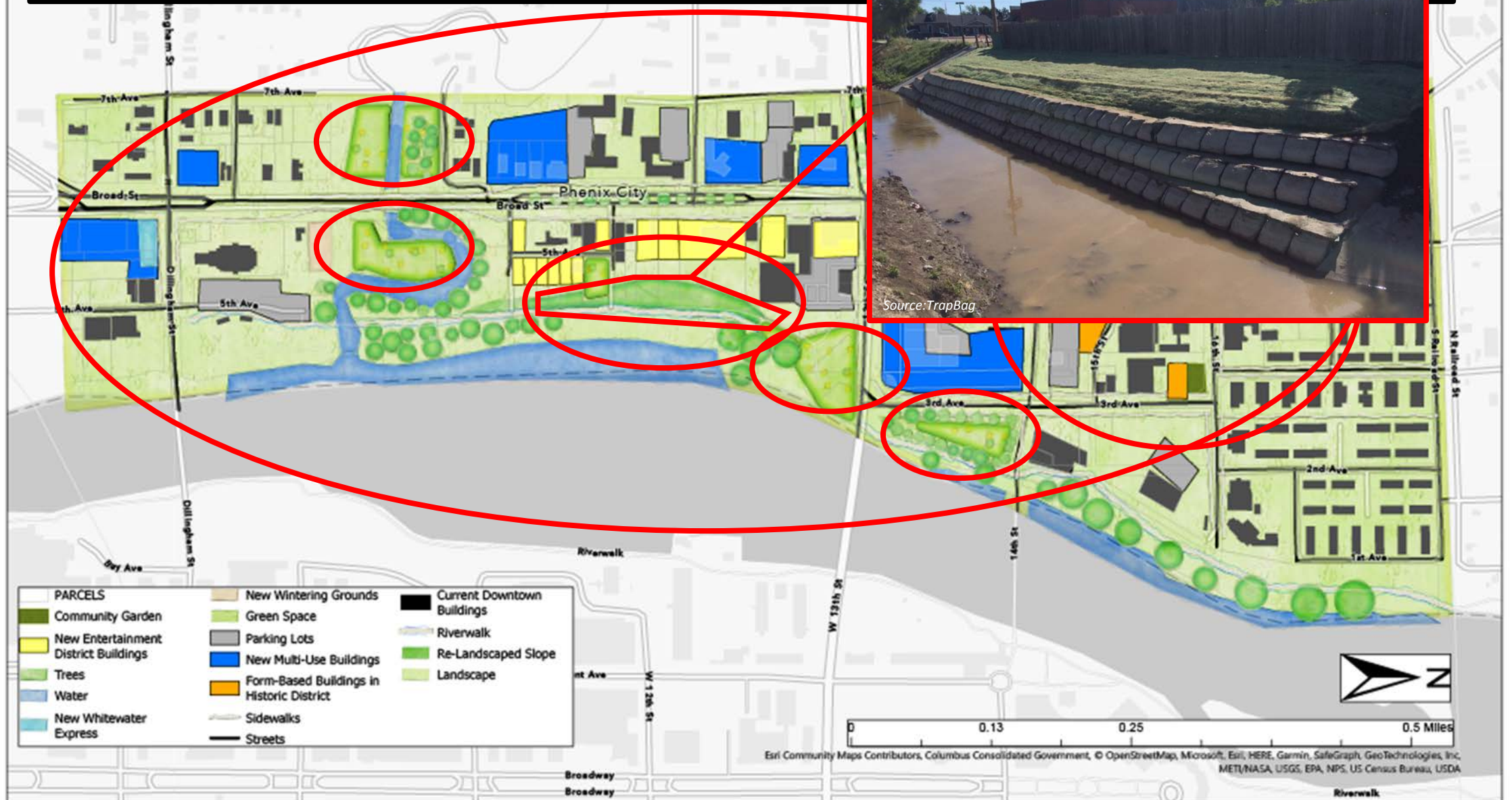




## Goals:

- ✓ Promote Downtown Walkability
- ✓ Create Community Gathering Space

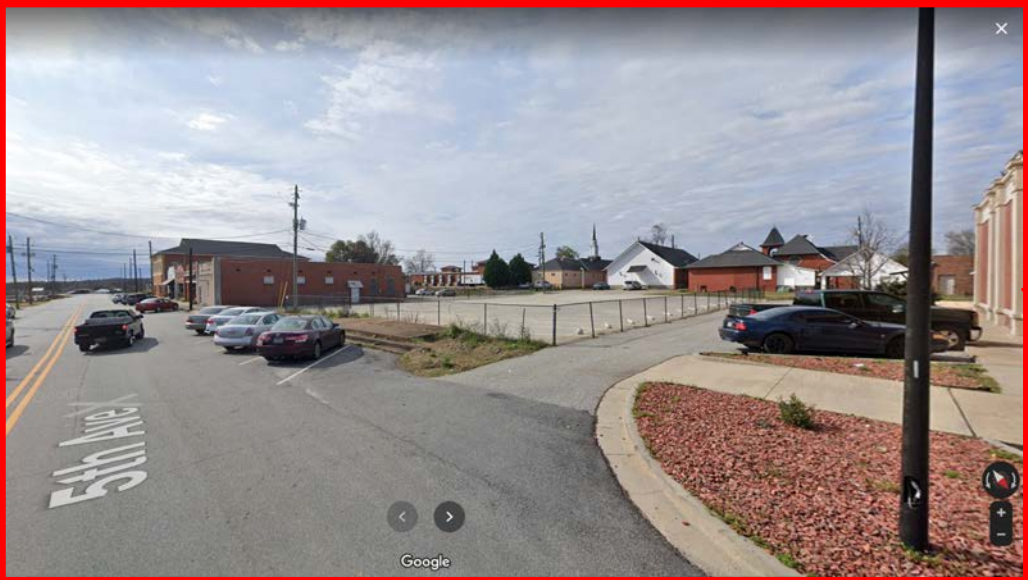
- ✓ Promote Downtown Walkability
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# NEW HISTORIC DISTRICT

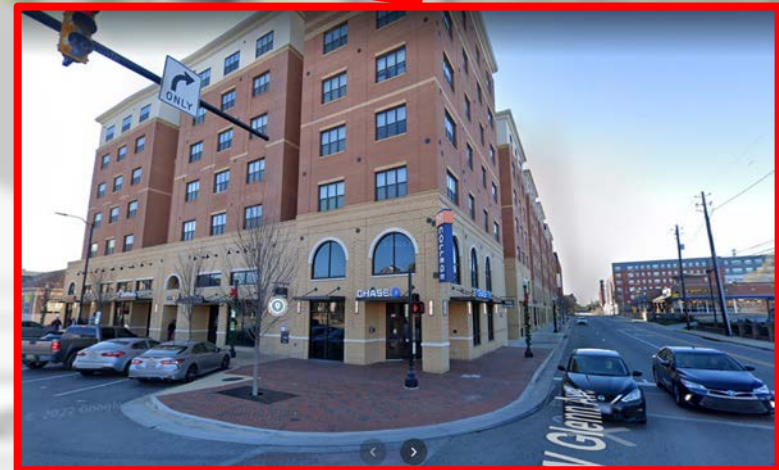
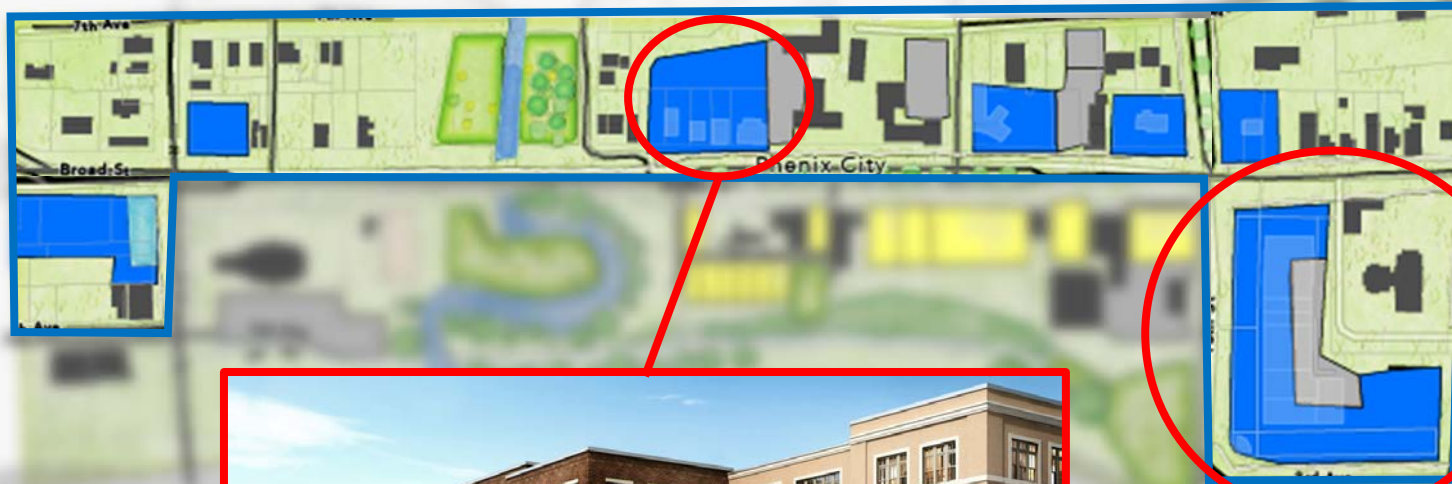
# PROPOSED PLAN





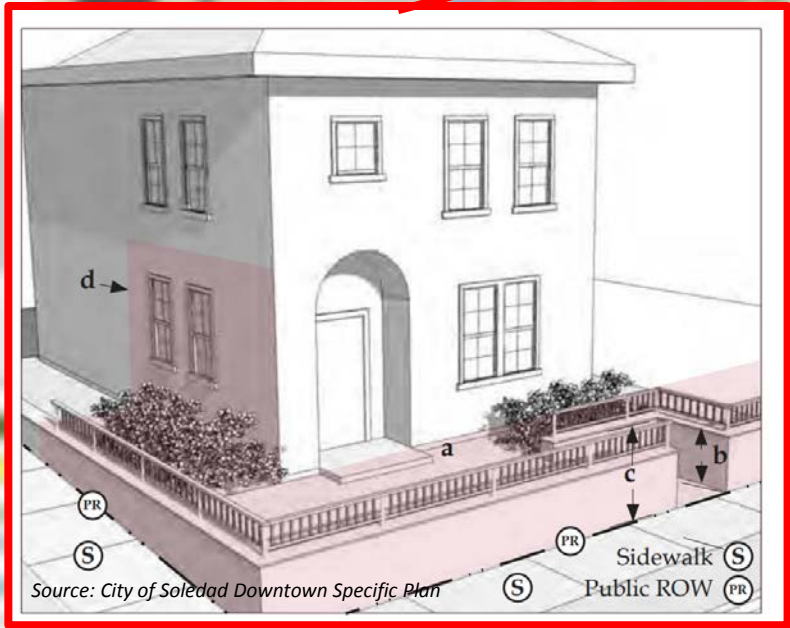
# NEW COMMERCIAL DISTRICT

# PROPOSED PLAN



# NEW ENTERTAINMENT DISTRICT

# PROPOSED PLAN





# NEW ENTERTAINMENT DISTRICT

# PROPOSED PLAN



Source: Iron Mountain Hot Springs, Glenwood Springs, Colorado

## OUR PROPOSAL

## PROPOSED PLAN

1

Promotes Downtown Walkability

2

Creates Community Gathering Spaces

3

Promotes and Preserves the City's Historic District

4

Promotes Economic Diversity

5

Provides New Zoning for Downtown



# **LIMITATIONS**

# **PROPOSED PLAN**

TIME

1

Update current zoning ordinance

RESOURCES

2

Create downtown revitalization steering committee

PUBLIC  
ENGAGEMENT

3

Work with an architectural planner or urban designer

ANALYSES

3

Work with a landscape architect

## **FUTURE RECOMMENDATIONS**

**THANK YOU**

