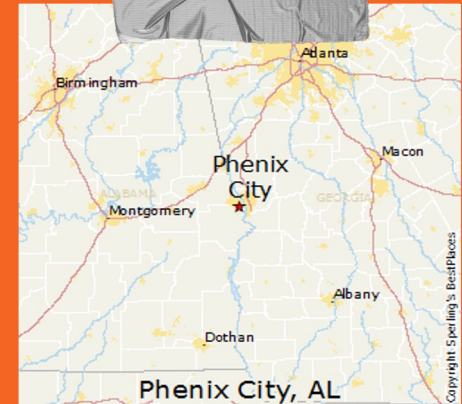
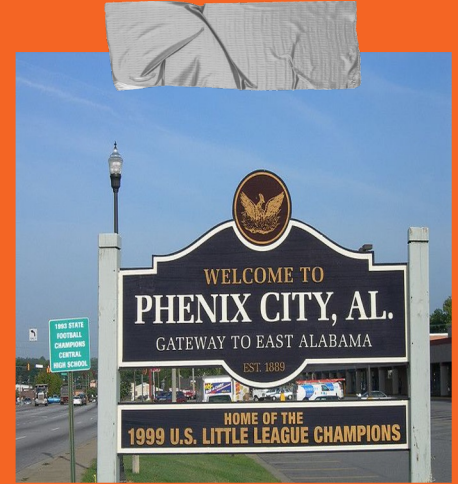

Phoenix City Downtown Revitalization

CPLN 7240

Yasaman Bahadori, Kelsey Bousquet, Bria
Hudson

Who is Phenix City?

- Phenix City is between Lee County and Russell County.
- The population is 36,516
- Phenix City had unique characteristics from the very beginning.
- Over the past decades Phenix City has gone through multiple changes and is still transforming to a lively city today.

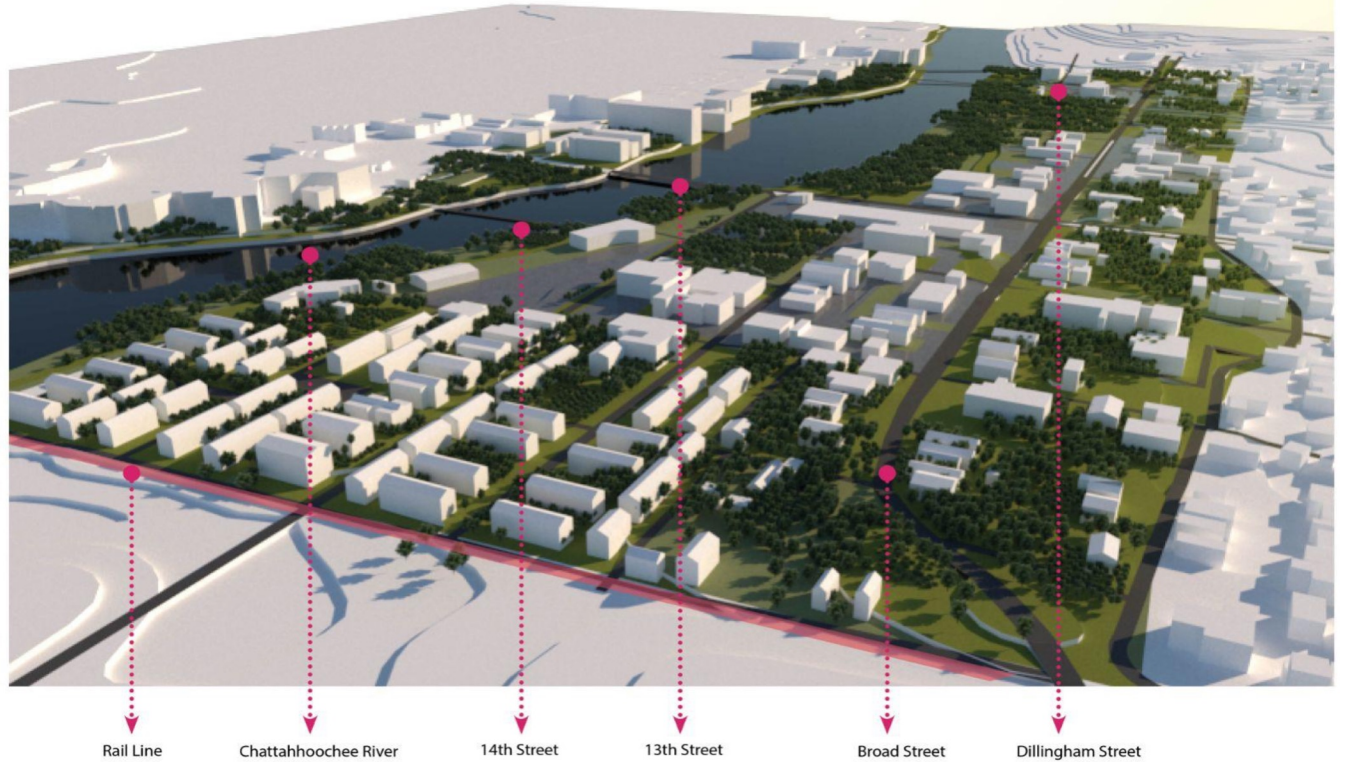


What to **Expect** ?

- In this plan the main focus is to revitalize the Phenix City downtown area and to enhance the assets that Phenix City already have.
- The downtown area along 13th street, 14th street, Broad street, and the Chattahoochee riverwalk are the targeted areas to enhance due to its high volume traffic.
- The goal is to create an environment that welcomes everyone through nature & its small city charm.



Bird's Eye View



Frame of Mind!

Paving the way towards a **vibrant** and **active** future.

Mission Statement!

Creating a **lively** and **vibrant** downtown for a future thriving Phenix City. This will be achieved by providing successful public spaces to bring people together, promoting economic growth, and creating a city with a distinct architectural style. Residents and visitors alike will be drawn to the walkable, friendly community that is being cultivated in the revamped Phenix City.

What are our **values**?

Connectivity

Uniqueness

Community

Inclusivity

Vision

Economic
Growth

What are the **goals, objectives, and strategies** of the Phoenix City downtown revitalization plan?



Who Are the **Stakeholders**?



- Tourists and Visitors
- Residents
- Business Owners and Employees
- Government Sector

Case Studies

Lockhart, TX

- A renaissance in smaller cities is happening where young people and families are looking to start new businesses and settle down affordably



- The presence of existing buildings, lower property prices, and opportunities for small businesses have encouraged people to build community and establish a sense of culture in towns that were previously experiencing decline

Strengths In Phenix City

- Unique History
- Pedestrian Bridge and Car bridge
- Access and Proximity to the River
- Ample Free, Public Parking
- Existing Entertainment District



Weakness In Phenix City

- Heavily car oriented, not safe for pedestrians
- No consistent Public transportation options
- Lack of seating, lighting, and walking space on sidewalks
- Lack of unique architecture
- Not much buildable space for new buildings



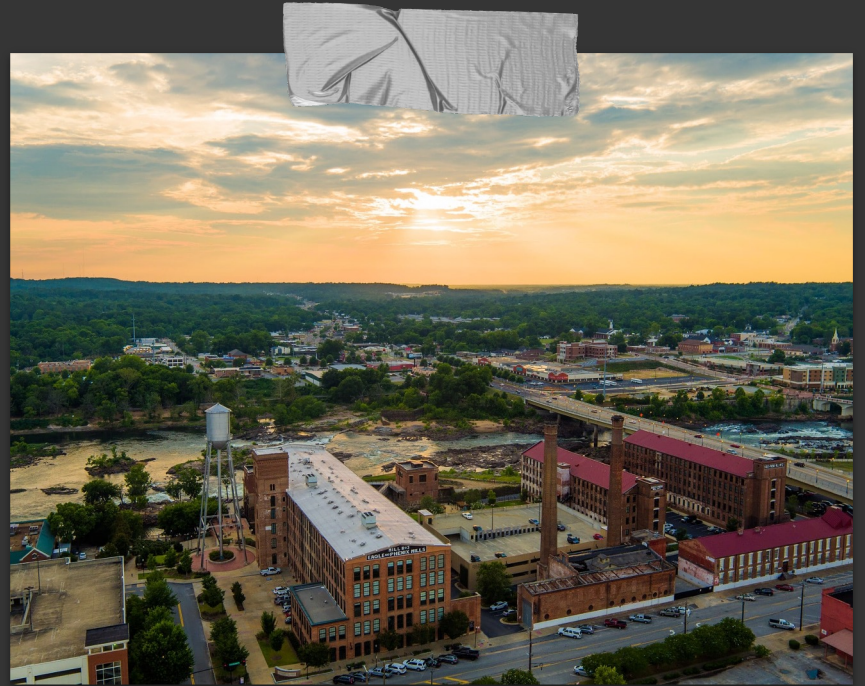
Opportunities In Phenix City

- Potential to work with influencers in the outdoor activity communities
- Enhancing existing riverfront
- Proximity to Columbus
- Ability to repurpose and/or demolish empty buildings



Threats In Phenix City

- Opportunities for economic development heavily rely on private investment; interest in private development is lacking
- Stigma from the city's turbulent history
- Proximity to Columbus
- Safety and walkability of existing entertainment district



SWOT

Map Title: SWOT analysis

Strengths

- 1 Unique History
- 2 Pedestrian Bridge and Car bridge
- 3 Access and Proximity to the River
- 4 Ample Free, Public Parking
- 5 Existing Entertainment District

Weaknesses

- 1 Heavily Car Oriented, not Safe for Pedestrians, and no Consistent Public Transportation Options
- 2 Lack of Seating, Lighting, and Walking Space on Sidewalks
- 3 Lack of Unique Architecture
- 4 Not Much Buildable Space for New Buildings
- 5 Unavailability of Usable Public Green Space

Opportunities

- 1 Potential to Work With Influencer in the Outdoor Activity Communities
- 2 Enhancing Existing River-Front
- 3 Proximity to Columbus
- 4 Use of Eminent Domain to Re-Purpose and/or Demolish Empty Buildings
- 5 Established Entertainment District

Threats

- 1 Opportunities for Economic Development Heavily Rely on Private Investment; Interest from Private Development is Lacking
- 2 Stigma from City's History
- 3 Proximity to Columbus
- 4 Safety and Walkability of Existing Entertainment District
- 5 Potential Flooding



– Five Year Plan

Phase 1: Landscaping & Aesthetics

Approximately One year



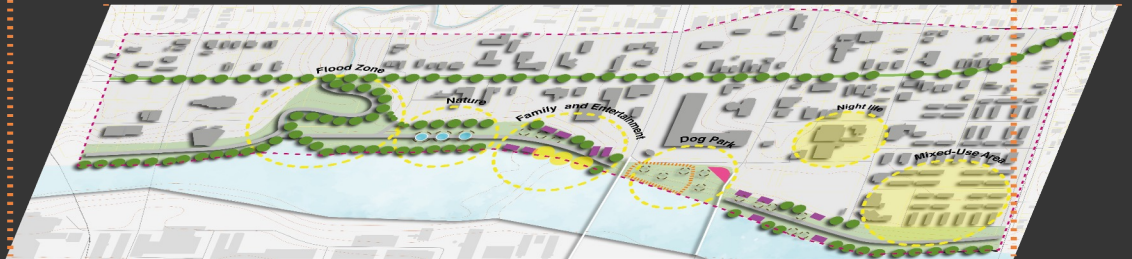
Phase 2: Amenities & Enhancements

Approximately Two Years



Phase 3: Development

Approximately Two Years



— Phase 1: Landscaping & Aesthetics

- Add additional trees, flowers, and shrubbery along Broad St and throughout the riverwalk
- Add colorful sidewalk in
Place dog waste bag dispensers along riverwalk near existing trash cans and at entrances of riverwalk
- Add signage to signify an entrance to riverwalk near 11th street



— Phase 2: Amenities & Enhancements



WASHINGTON SQUARE CONVENIENCE STATION

- **Add public restroom facilities near entrance of pedestrian bridge**

- **Enhance Holland's Creek riverwalk entrance by removing asphalt and adding stairs, railing, and wheelchair ramp**

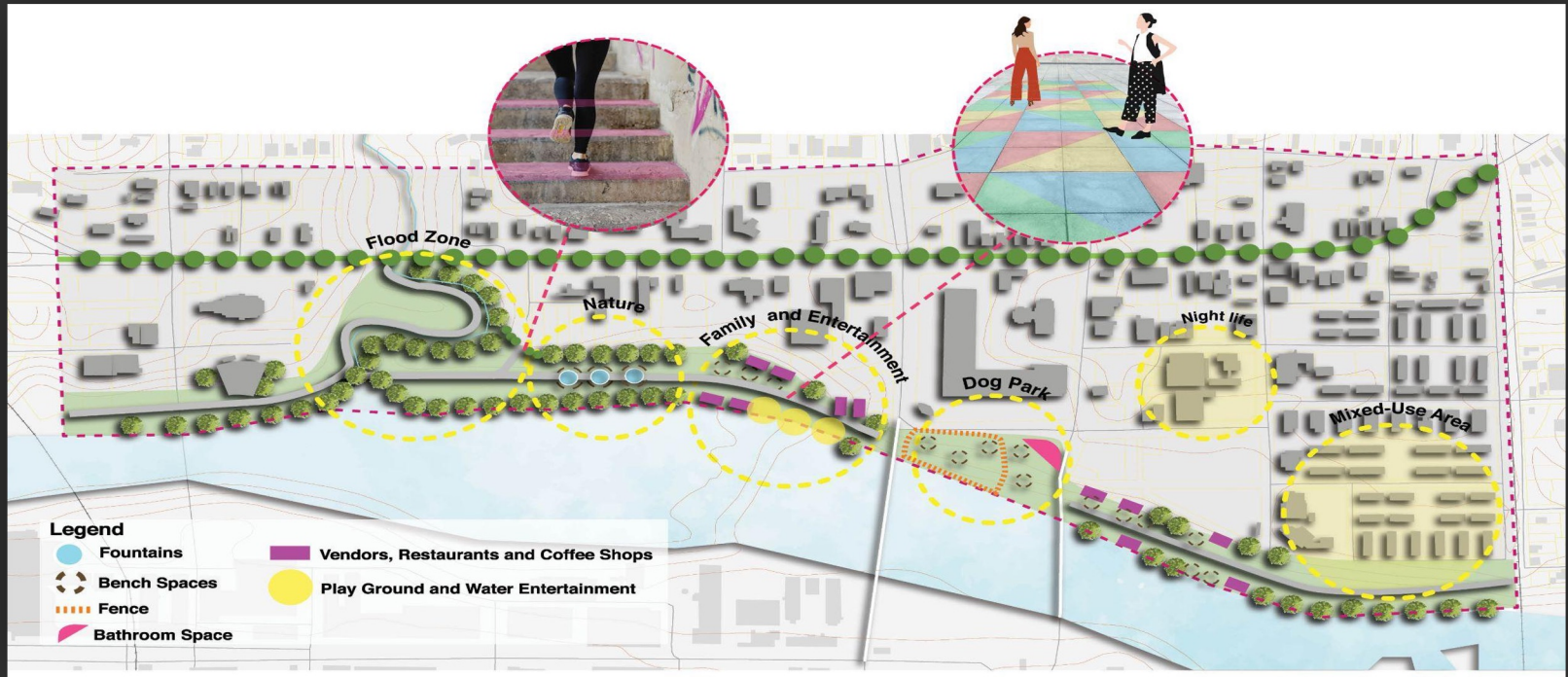
- **Establish 1 acre dog park adjacent to existing Arts Park**
- **Add 4,000 sq.ft. playground**
- **Plan monthly events for food vendors near the amphitheater, along riverfront trail, and near pedestrian bridge entrance**



CURTIS HIXON WATERFRONT DOG PARK

— Phase 3: Development

- Repurpose parcels located between 5th and third avenue, and 15th and 16th street for 1-2 story multi-use buildings, primarily food establishments such as coffee shops, bars, and restaurants.
- Establish permanent locations for small, mobile vendors throughout the riverwalk; particularly near pedestrian bridge and designated 'family zone'



What are the limitations?

- Outside forces such as success of vendors
- Emphasis on outdoor amenities and events
- Sources of funding



Opportunities for the future

- Collaborate with nature based social media enforcers
- Landmarks and photo stations throughout the downtown area
- Emphasize Community Involvement

References

Lomax, John Nova. Texas Monthly. *How a New Generation is Revising Small Town Texas*. August 2018. [How a New Generation Is Reviving Small-Town Texas – Texas Monthly](#)
