

# CPLN 7200: URBAN DESIGN STUDIO | DOWNTOWN REVITALIZATION PLAN, PHENIX CITY, AL

Spring 2022 | Assignment 6A: Communicating – Final Poster Instructor: Binita Mahato | Project Facilitator: Phenix City, AL | Student Name: Yasaman Bahadori, Kelsey Bousquet, Bria Hudson

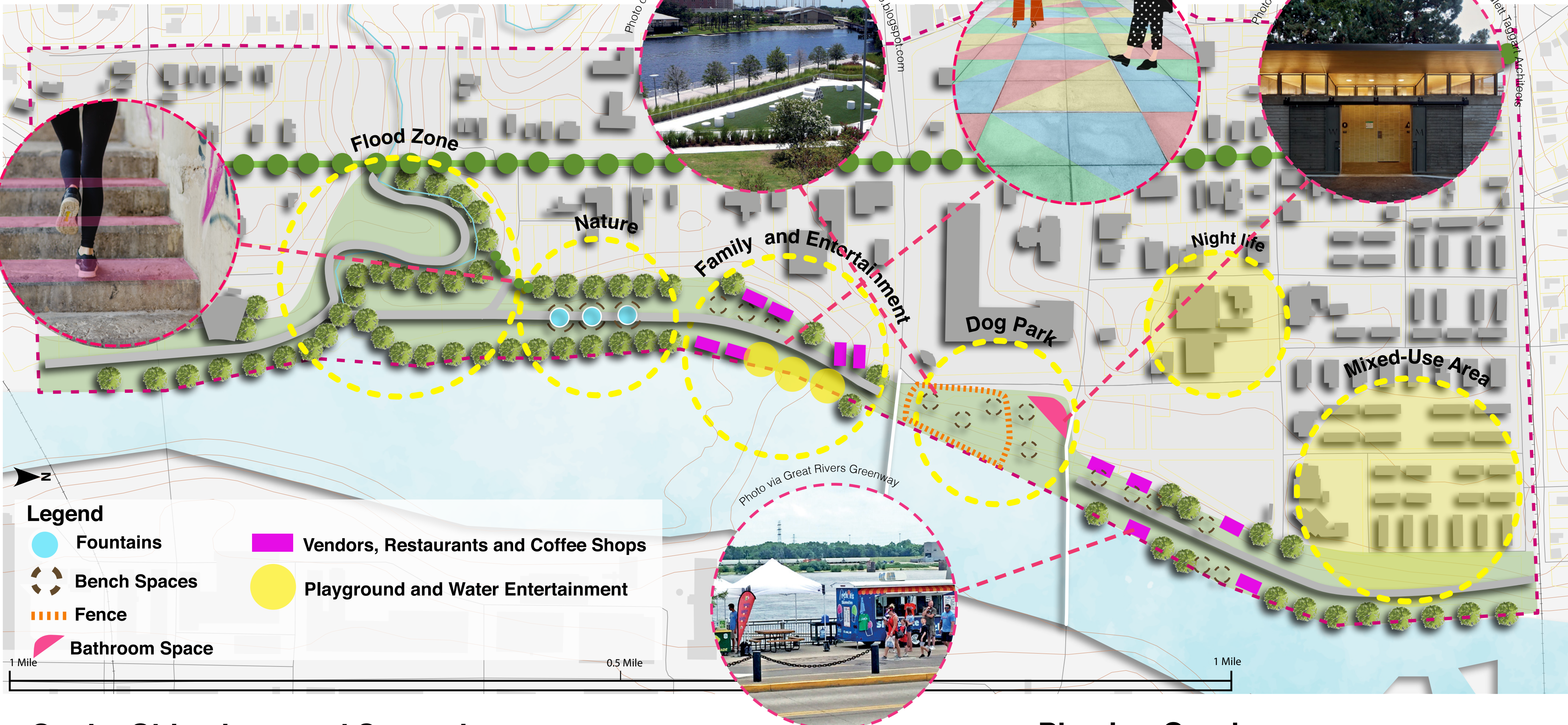
## ● Mission Statement

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 while preserving historic resources. Residents and visitors alike will be drawn to the walkable, friendly community that is being cultivated in the revamped Phenix City.

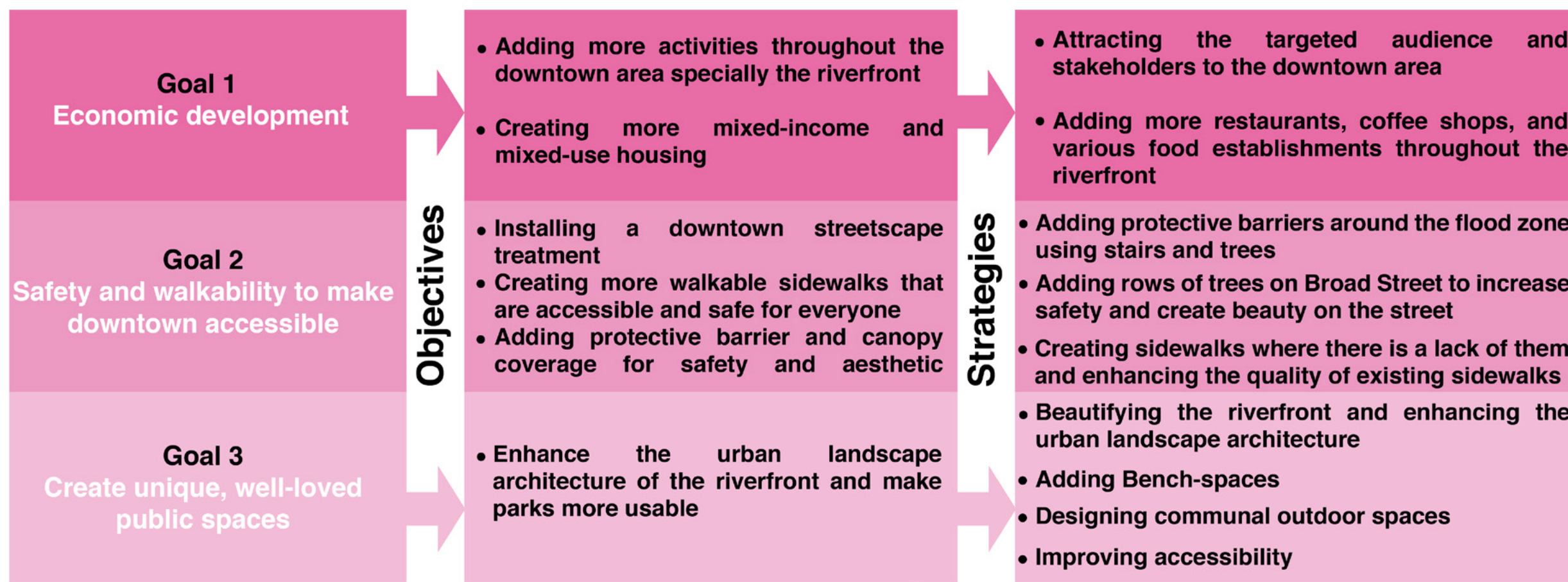
## ● Vision Statement

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

## ● Concept Plan



## ● Goals, Objectives, and Strategies



## ● Phasing Graph

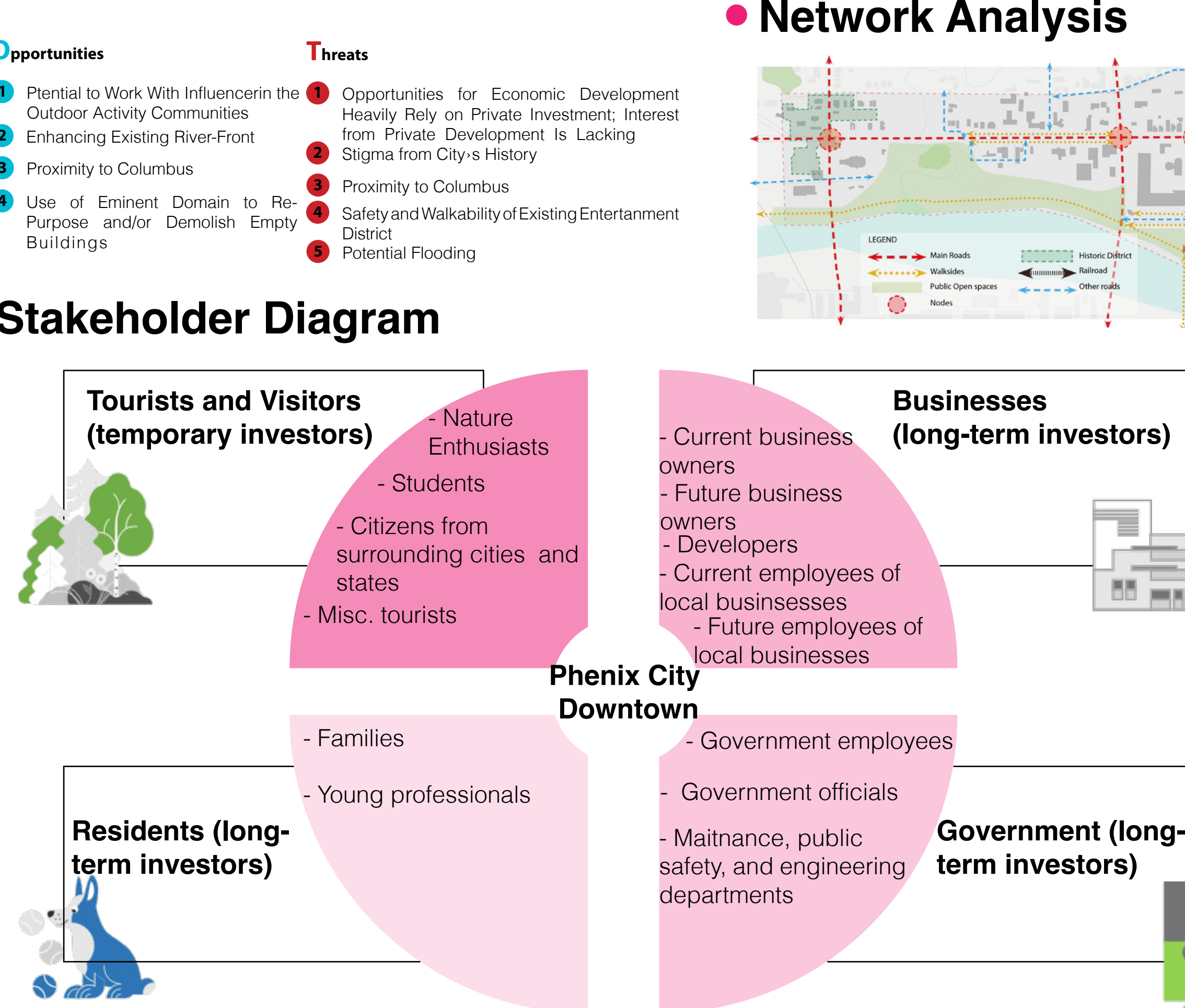


## ● SWOT Analysis

- | Strengths                                                                                                                                                                                                                                                                   | Weaknesses                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>Unique History</li> <li>Pedestrian Bridge and Car bridge</li> <li>Access and Proximity to the River</li> <li>Ample Free, Public Parking</li> <li>Existing Entertainment District</li> </ol>                                          | <ol style="list-style-type: none"> <li>Heavily Car Oriented, not Safe for Pedestrians, and no Consistent Public Transportation Options</li> <li>Lack of Seating, Lighting, and Walking Space on Sidewalks</li> <li>Lack of Unique Architecture</li> <li>Not Much Buildable Space for New Buildings</li> <li>Unavailability of Usable Public Green Space</li> </ol> |
| Opportunities                                                                                                                                                                                                                                                               | Threats                                                                                                                                                                                                                                                                                                                                                            |
| <ol style="list-style-type: none"> <li>Potential to Work With Influencer in the Outdoor Activity Communities</li> <li>Enhancing Existing River-Front</li> <li>Proximity to Columbus</li> <li>Use of Eminent Domain to Re-Purpose and/or Demolish Empty Buildings</li> </ol> | <ol style="list-style-type: none"> <li>Opportunities for Economic Development Heavily Rely on Private Investment; Interest from Private Development Is Lacking</li> <li>Stigma from City's History</li> <li>Proximity to Columbus</li> <li>Safety and Walkability of Existing Entertainment District</li> <li>Potential Flooding</li> </ol>                        |



## ● Stakeholder Diagram

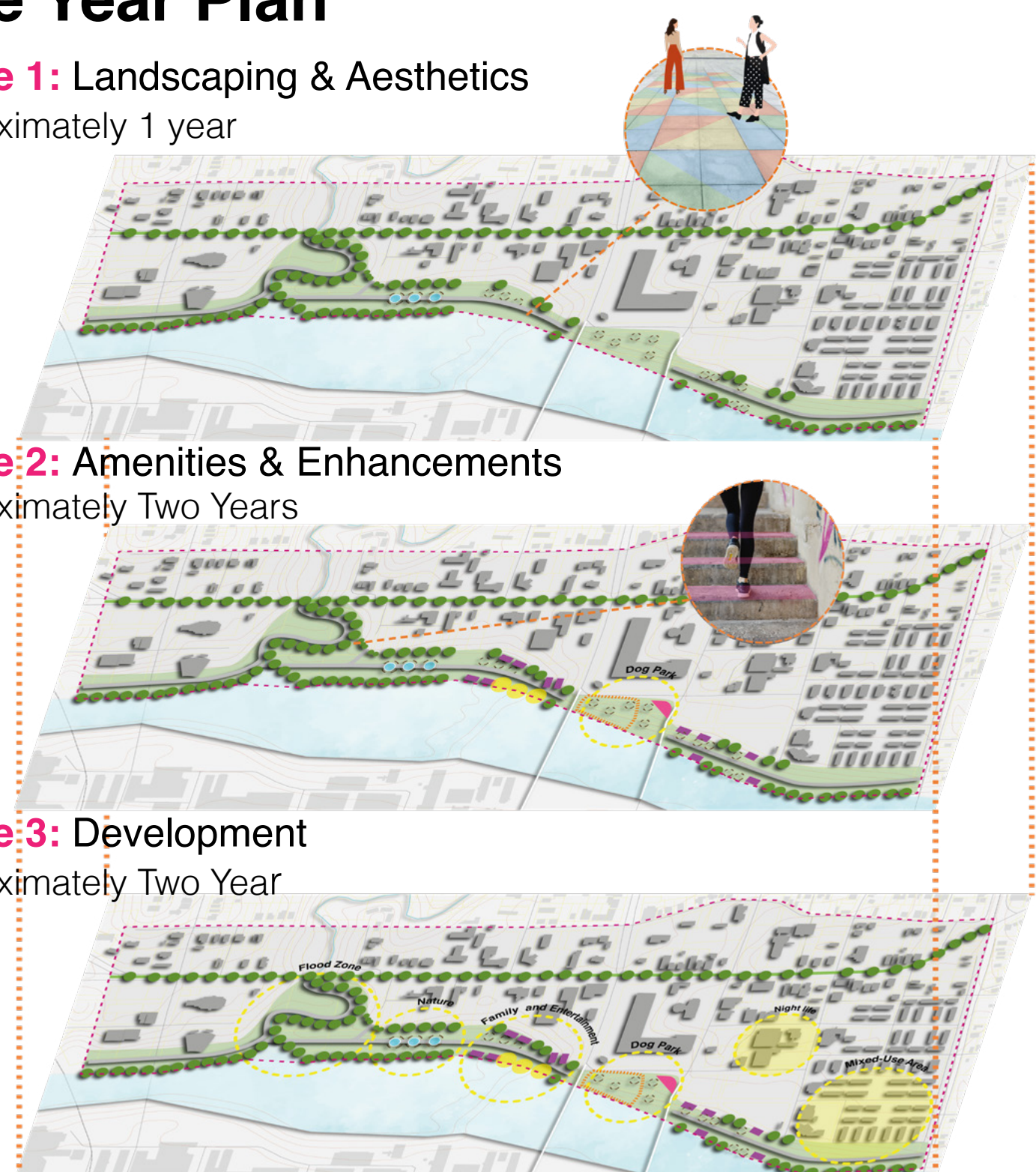


## ● Five Year Plan

**Phase 1: Landscaping & Aesthetics**  
Approximately 1 year

**Phase 2: Amenities & Enhancements**  
Approximately Two Years

**Phase 3: Development**  
Approximately Two Year





# Downtown Revitalization Plan | Phenix City, AL

## CPLN7200: Urban Design Studio

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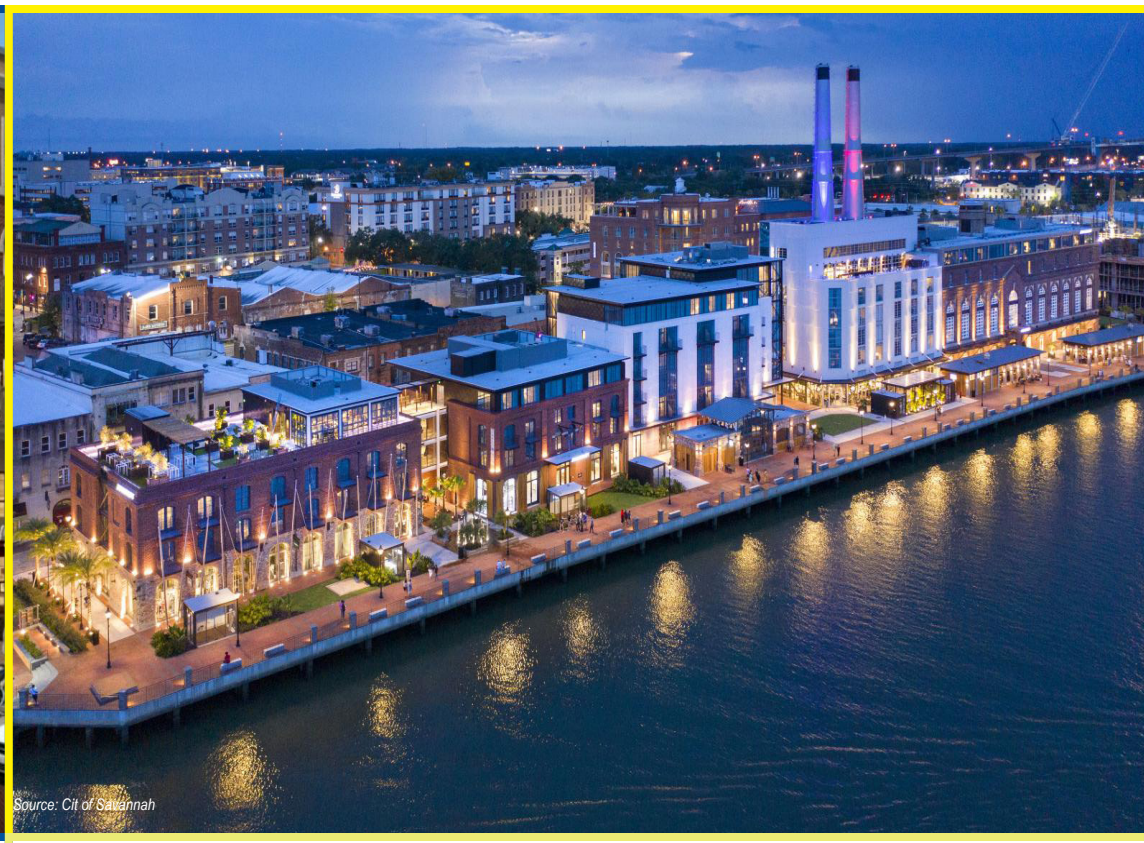


### New Commercial Zone

New multi-use building at the location of Phenix Plaza – have commercial space along the bottom with apartments on the top. Maximum of 4 stories.

Design specifications for the Commercial District should require multi-use space on the bottom floor while allow office or living space in the floors above. Phenix City should consider Incentive Zoning that would allow developers to build a fifth story if they implement features that further City goals.

New multi-use buildings along west of Broad Street that allow for City buildings to be consolidated.



### New Entertainment Zone

Design specifications for the Entertainment district should require entrances on both the east and west sides of the buildings; strict specifications for decks and what can be placed on them; and signage specification.

Incentive Zoning should be utilized to allow buildings to have a second story if they implement features that further City goals.



### New Historic District

New infill in the historic district that conforms to the new form-based code.

Form-based codes allow the City to maintain the characteristics of its historic downtown while also allowing for diverse uses.

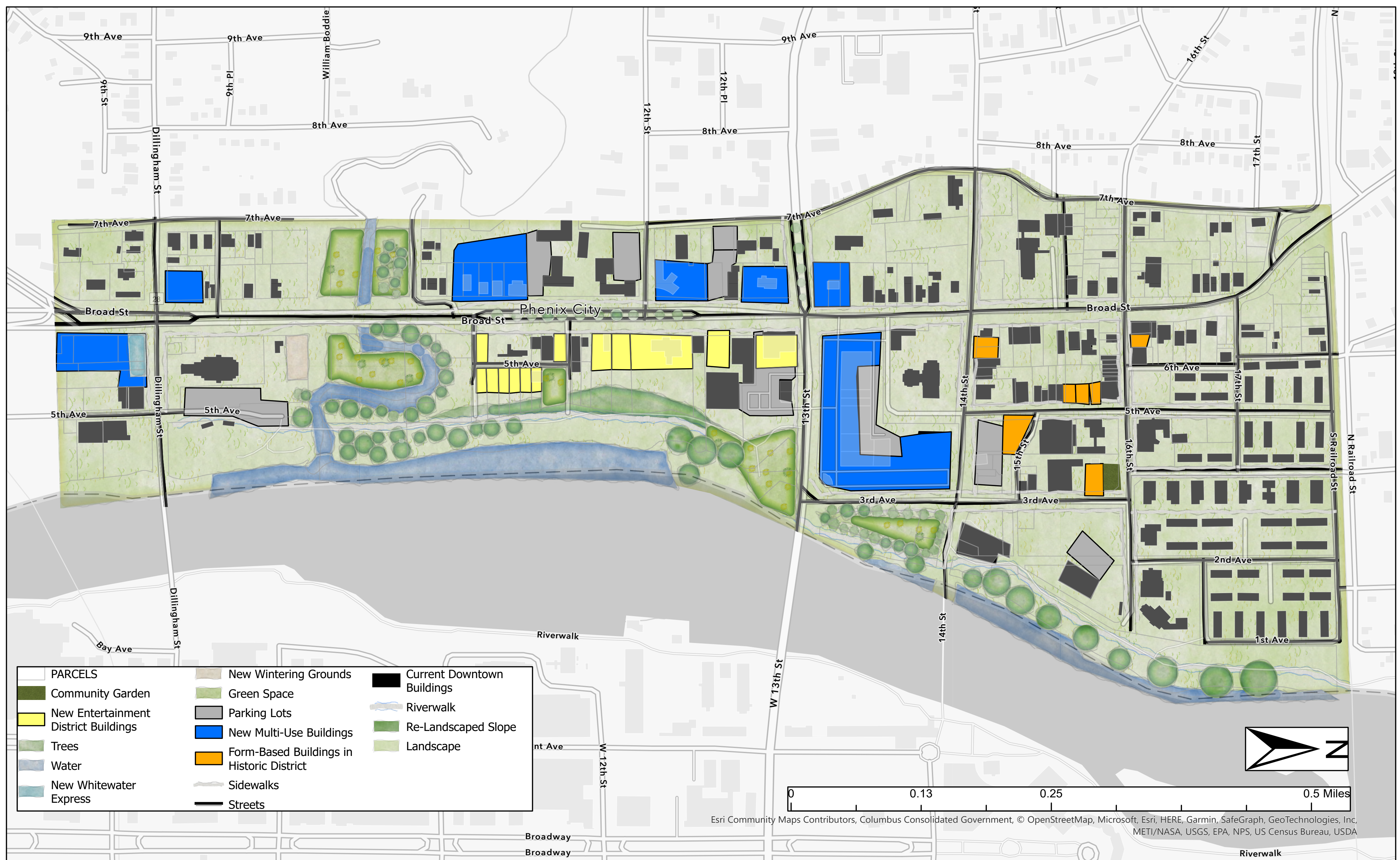
Form-based codes also give developers room to put modern twists on new buildings while incorporating the required historic elements.



### Relandscaping

Work with a Landscape architect to redesign the riverbank to make it more accommodating for pedestrian travel.

A tiered embankment would allow pedestrians to travel from the riverwalk to Broad Street and visa-versa.



## Case Study

City of Soledad (CA) Downtown Specific Plan



Vision: There is no over-arching vision. Instead, they have visions for each street in their downtown area

- Goals: 1. A vibrant hub for commercial activity, entertainment, and hospitality
- 2. A pedestrian-oriented downtown that showcases the City's unique culture and history
- 3. A compact, mixed-use downtown
- 4. A memorable place

Objectives: There are no objectives or strategies. Instead, there are suggested policies and actions.

Visuals: Several visuals from their downtown's form-based code assisted in this project's development.

Main Takeaways: How form-based coding can allow for economic diversity in the downtown area while still molding the features of buildings to fit the fabric and history of a city. This applies to Phenix City in that, just like Soledad, CA, different types of zoning in downtown can allow the city to shape the area into an economic center; this can be seen by the goals for downtown Soledad.



### Residents



Residents will provide the city with constant feedback and suggestions as this plan is implemented.

Residents will also determine the project's level of success by their interaction with the downtown area.

### Business and Homeowners

Business leaders from around the city will inform leaders of the needs for successful business in the downtown area.



Homeowners, particularly those located close to the downtown area, will provide city leaders with feedback as to how the implementation of this projects is effecting them.

### Those Employed in the Downtown Area



Those employed in the downtown area will provide city leaders with feedback on issues such as: transportation to downtown, safety, and quality of jobs.

### University Students in the Surrounding Area

Attracting young adults to the downtown area will not only increase economic activity and pedestrian interaction with downtown, it will also help the city retain an educated workforce.



The downtown area will serve as a space for students to study, work, and socialize.



**Vision Statement: A City of New Beginnings**

**Mission Statement:** For Phenix City we want to create a vibrant downtown area that has a lot to offer to its citizens and people visiting. We want to improve the economic development in the downtown area and land use conditions. We also want to support many transportation options in the downtown area (walking, driving, biking, public transportation). We will enhance and protect the historical districts, while promoting new growth and sustainable development.

- Values:**
1. Activity
  2. Connectivity
  3. Uniqueness
  4. Sustainability

**Case Study**

**“Curbside Eating: Mobilizing Food Trucks to Activate Public Spaces”**

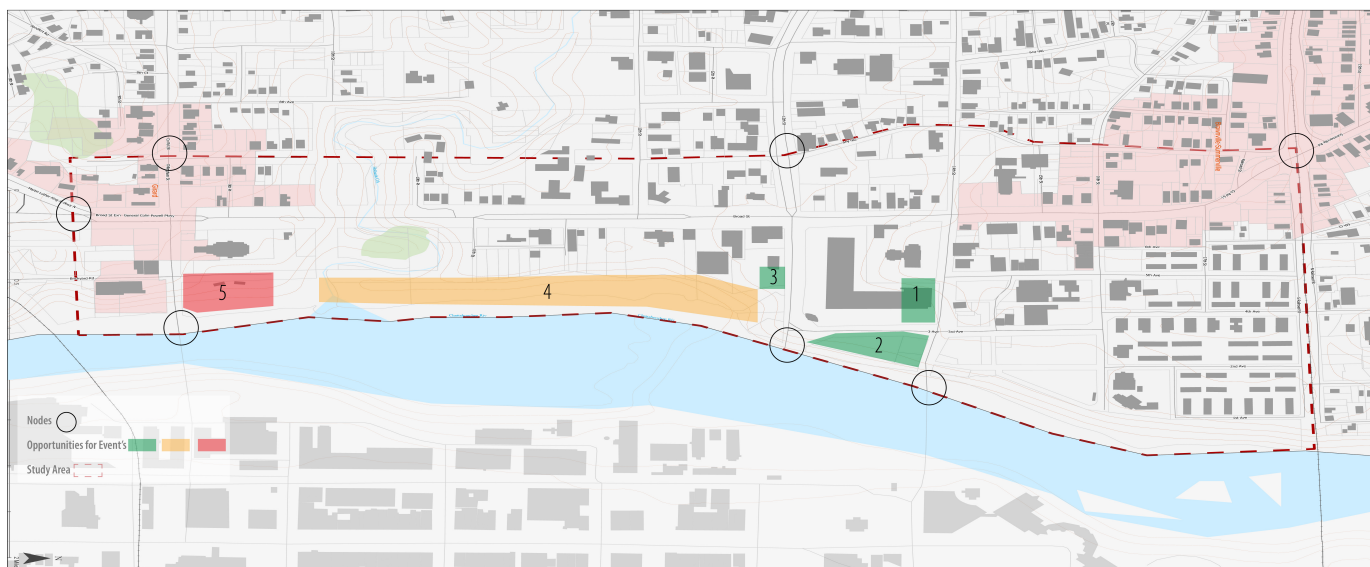
A masters in Urban Planning Student studied the effect of Food Trucks in underutilized spaces throughout the Los Angeles area Food trucks can act as a magnet in otherwise ubiquitous landscapes by bringing people to sidewalks, alleyways, and parking lots that otherwise go unused. This ability to create hubs of activity and interaction can be capitalized on by planners, policy-makers, and designers seeking on-the-ground, low-investment mechanisms to improve the urban environment.

**Takeaways:**

- Events allow an area to be reinvented and strengthen the connection between people and the place they share.
- Event based development can help kickstart development and revitalization in Phenix City, with very little cost.



Credit: <https://www.visitphoenix.com/news/the-4th-annual-phenix-city-food-truck-festival>



**Concept Plan**

Above is a map that displays the areas that have been identified by our group as prime areas for events. These areas include; A gravel lot just north of White Water Alabama (1), the grassy area across White Water Avenue (2), grass lot next to Chattahoochee Brewing Company (3) along the Riverfront (4), and next to the Phenix City Amphitheater (5). Three out of the Five areas identified are also owned by the Phenix City government, which will make it easier to plan the events. We have also identified the major nodes of the downtown Phenix City area. These nodes are where the vast majority of people will be coming into the area and the event spaces were set up where they are in order to try and capitalize on the amount of traffic. The main goal is to implement these small, consistent events to attract attention and people to the downtown area. This will then lead to larger, more sporadic, events in the downtown area to attract more attention, which will then lead to permanent stores, restaurants, and investment in the downtown Phenix City Area.

**Project Details:**

- Add Park benches along riverfront and in grassy areas
- Add restrooms or provide access to public restrooms
- Make sure area is safe for pedestrians
- Add trees and lights in green space across White Water Alabama
- Plenty of parking in adjacent parking lot and parking deck
- Work with Troy University to help market events to students and staff
- Add landscaping along railing near the river in grass lot
- Offer the outdoor activities along the riverfront
- Use food trucks to change use of large surface parking lots in downtown Phenix City (Phenix City Plaza & Russell County)

**Implementation Phases**

**Year 1-Phase 1**

Hold consistent food truck events and get people curious about downtown Phenix City

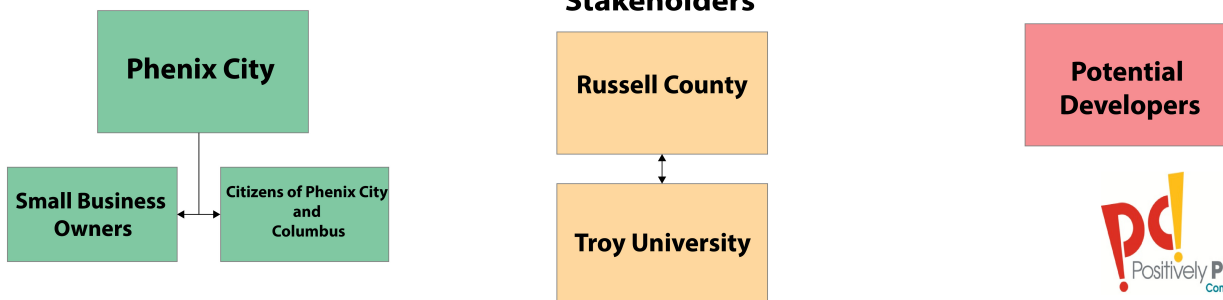
**Year 2-3-Phase 2**

Hold larger, more sporadic events in the downtown area to garner more attention

**Year 3-5-Phase 3**

Consistent and larger sporadic events will lead to permanent investment and improved infrastructure

**Stakeholders**



Credit: <https://phenixcityworldstudies.com/pics-ppc/>