

RIDGELAND AREA MASTER PLAN

2008



First Edition

prepared for the
City of Ridgeland,
Mississippi



MOORE PLANNING GROUP, LLC
LANDSCAPE ARCHITECTS ■ SITE PLANNERS



January 2008

Citizens of Ridgeland

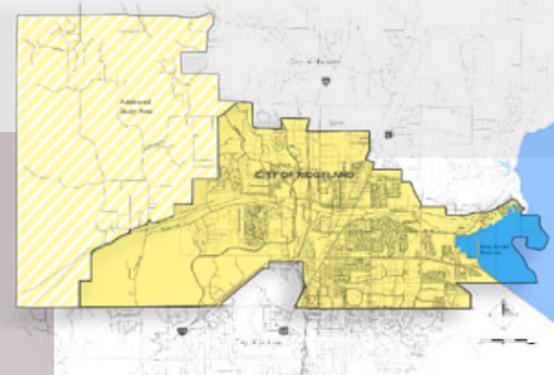
In August 2007, the City of Ridgeland was included as one of Money Magazine’s prestigious “100 Best Places to Live”. This award is an indication of the hard work and leadership this community has consistently demonstrated over the past several years and we all should be proud of our accomplishment. It does not, however, signal an opportunity for us to sit back and rest on our laurels. Our city must constantly look for opportunities to improve the quality of life for all our citizens and remain competitive with surrounding communities by attracting quality jobs and desirable development. The Ridgeland Area Master Plan is an invaluable tool that will help us meet new challenges with confidence.

This plan represents a comprehensive effort by city leaders and community participants to identify opportunities that make our city even better. As the plan suggests, doing so will require two things: that we continue to grow in a way that enhances the quality and character of our community, and that we remain vigilant for opportunities to maintain and improve the vitality and quality of our existing schools, neighborhoods, shopping areas, recreational facilities and services.

It is with great enthusiasm that I present to the citizens of Ridgeland this master plan. Your Board of Alderman and I look forward to working with you as we begin the implementation phase of this important work. We would like to express our sincere thanks to all who generously shared their time and insights in developing this plan. With your continued support and cooperation I know we will continue to be rated among the best places to live.

Sincerely,

Gene F. McGee, Mayor
City of Ridgeland



Mayor Gene F. McGee



At Large
Mayor Pro-tem
Gerald Steen



Ward 1
Ken Heard



Ward 2
Chuck Gautier



Ward 3
Kevin Holder



Ward 4
Larry Roberts



Ward 5
Scott Jones



Ward 6
Linda S. Davis



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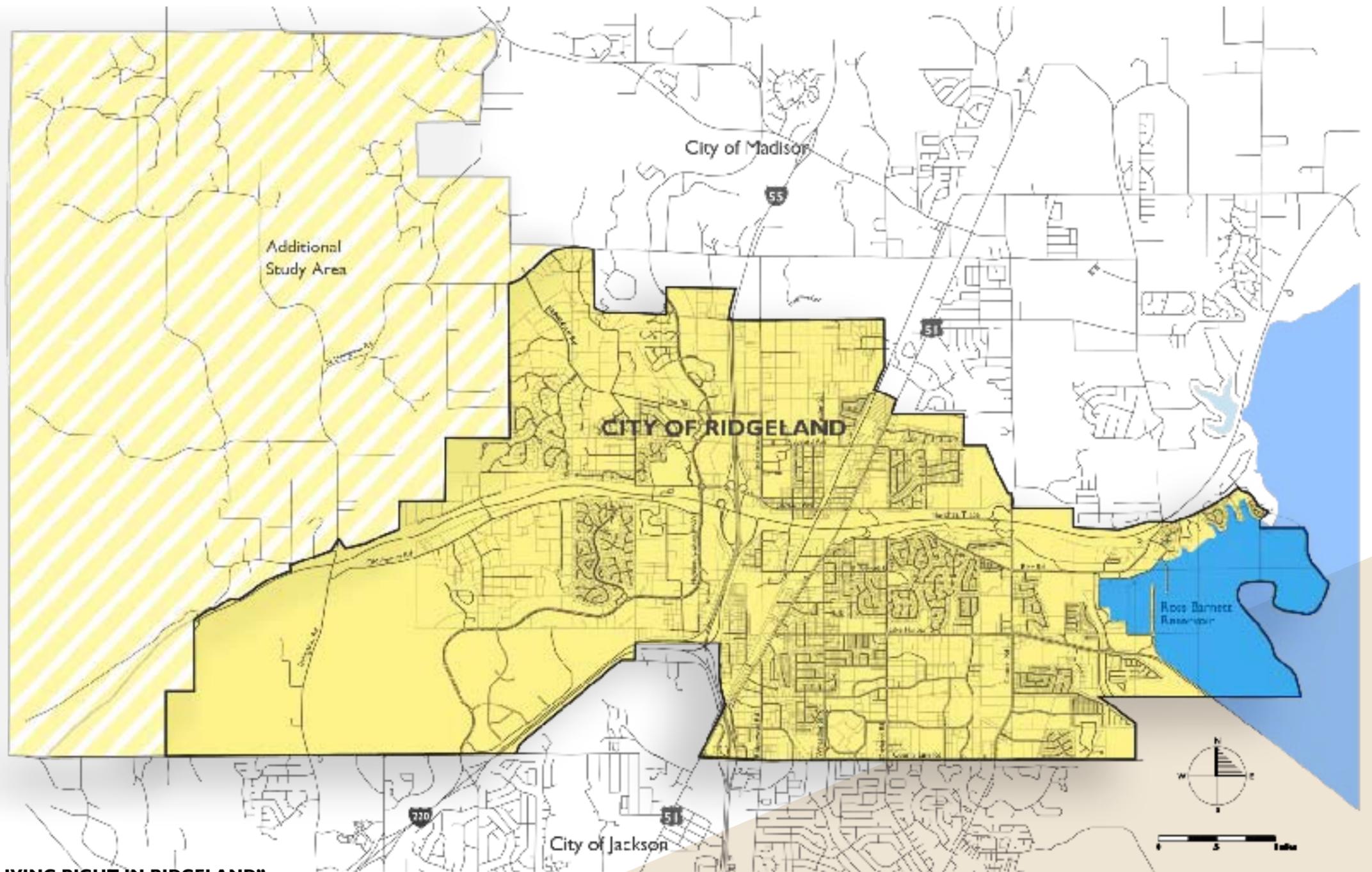


PROJECT DESCRIPTION

The City of Ridgeland has come a long way from its origins as a sleepy settlement at the intersection of the railroad and the Natchez Trace. In its early years, Ridgeland was little more than a staging platform for agricultural products and raw materials that would be transported to Mississippi’s Capitol City and to the more distant cities of New Orleans and Memphis. It is doubtful that the early settlers imagined that Jackson would swell in size to one day share a boundary with its little neighbor to the north. A less determined community might have eventually succumbed to the pressure and been engulfed by Jackson.

Fortunately, due to strong and confident leadership, Ridgeland established itself as an important participant in the economic life of the region on its own terms and has become a refuge of well-tended neighborhoods, quality schools, robust shopping areas and thriving small businesses. Taking full advantage of the access afforded by the Interstate Highways, the proximity of the growing market of Jackson, and an abundance of developable land, Ridgeland has grown to a city of over 20,000 with a bright future.

However, the growth and prosperity enjoyed by Ridgeland has not come without challenges. Through its success, Ridgeland has attracted the attention of residents and businesses that want to escape the hectic pace of Jackson while continuing to enjoy its assets. The continuing growth of Jackson, its suburbs to the east and second-tier suburbs to the north, along with the associated sprawl and traffic pose a threat to Ridgeland’s quality of life. Never known to shrink from a challenge, the community convened to chart a positive course into the future.



“LIVING RIGHT IN RIDGELAND”

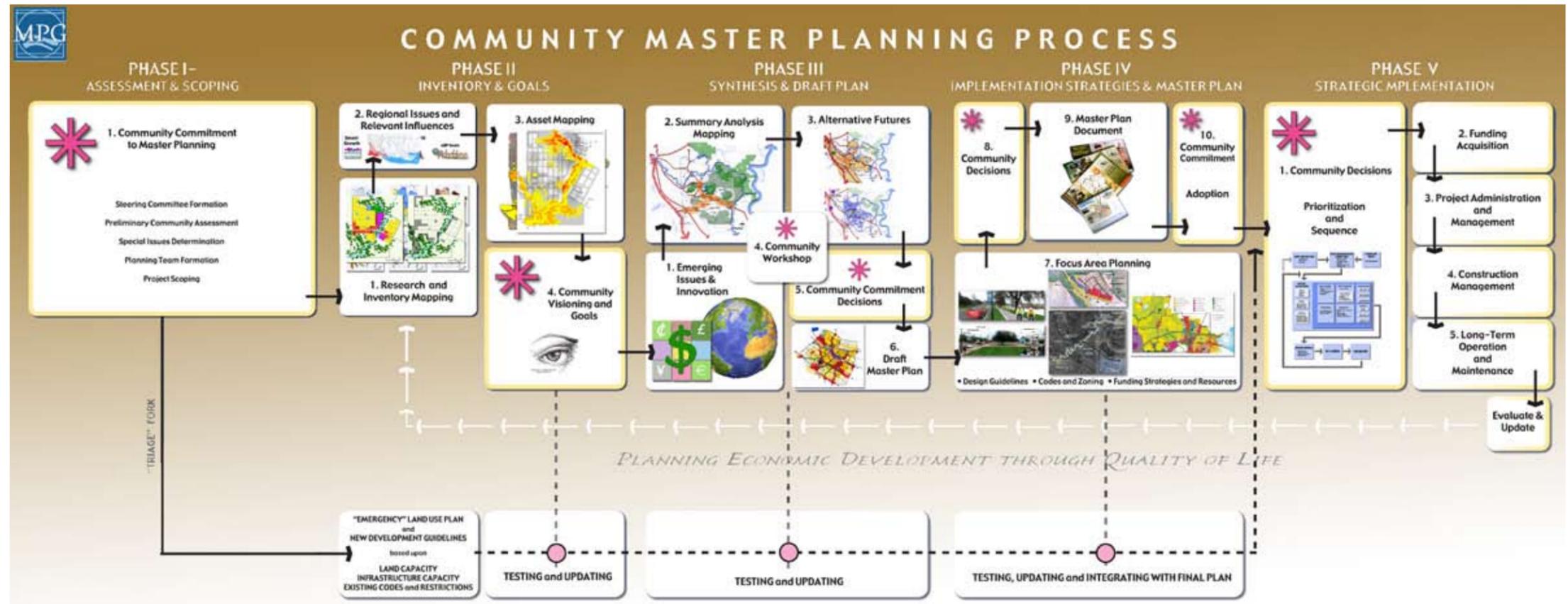
In August of 2006, the City of Ridgeland initiated work on the Ridgeland Area Master Plan (RAMP). The project area includes all areas within the city limits and a large area to the west designated as the Additional Study Area. The intent of the plan is threefold:

- To engage Ridgeland residents in an asset-based planning process that will identify opportunities to further strengthen the quality of life.
- To provide a tool that enables City leaders to adopt a proactive approach to future growth.
- To provide a means for prioritizing improvements and implementation strategies.

The Ridgeland Area Master Plan also represents the weaving together of a variety of other planning efforts previously initiated by the City of Ridgeland including the City’s Comprehensive Plan, Transportation Plan, and Recreation and Parks Master Plan. As such, it provides an integrated and balanced approach to both the planning and management of City resources toward a more sustainable community.

This plan represents the hard work and dedication of many people who participated in community meetings and workshops and offered their ideas and concerns via the Master Plan Web Site. It was crafted with the guidance of the members of the Master Plan Steering Committee whose diligence and wisdom is reflected herein.





COMMUNITY MASTER PLANNING PROCESS

Simply stated, the master planning process involves performing an assessment of existing conditions in the community, which are then compared against the community’s expressed vision and goals for the future of their city. The juxtaposition of these two elements then leads to the identification of opportunities for accomplishing community goals. It is a very user-intensive process wherein the planner serves as a conduit through which community goals are transformed into concrete and achievable projects, programs and policies.

A fundamental assumption imbedded within the process is the commitment of the local community or user group to participate in the planning process. In essence, the master plan process requires that a partnership of trust and honesty be established between the planners and the community.

Participants generally fall into one of three important categories:

1. The citizenry or members of the community.
2. The project “owner” or community leadership, typically an elected Mayor and Council.
3. The professional consulting entity or planner.

Each entity has a vital role to play, and actions by one partner are often required so that the other may proceed to subsequent steps in the process.

The Master Planning Process proceeds through five phases. Although distinct, the phases occasionally overlap. These phases are:

Phase I - Needs Assessment

The first phase requires the acknowledgement of the need to develop a plan and a commitment to the time and resources needed to formulate it. During this phase, the owner and its chosen planner have an opportunity to assess the existing data available, to begin framing critical issues of concern, and to establish the management structure which will be employed to support the process. The end product is a well-defined scope of work and resource allocation.



Phase II - Inventory and Goals

In this phase, the existing conditions are inventoried, mapped and assessed to establish a starting point. In essence, the planners construct a portrait of the community as it exists today so that realistic decisions can be made about the future. The assessment provides an evaluation of the existing conditions when compared to other successful



communities, best planning practices, regional influences, and future trends. Visioning and Goal setting requires meaningful community participation. Community ideas are gathered at open community meetings, interviews, and via an interactive web site established for this purpose. Of vital importance, the identified vision and goals will be used to guide the direction and emphasis of the rest of the master planning process.

Phase III - Analysis, Synthesis, and Preliminary Plan

In this phase, the vision and goals are combined with the assessment of existing conditions to identify opportunities, problem areas, and issues that need to be addressed in the master plan. This leads to summary mapping and delineation of alternative futures for the community. When community consensus is achieved, a draft master plan is mapped for review.



Phase IV - Implementation Strategies and Final Plan

In the end, a plan is only as good as its execution. This phase is focused upon identifying strategies for implementing plan recommendations. Areas of focus that are broadly applicable to community needs are identified. Design schematics and graphics are developed to illustrate desired outcomes, attract funding opportunities and inspire community investment. Recommended design guidelines and community standards are tested and reviewed for community approval before

being incorporated into the final master plan.

Phase V - Strategic Implementation and Evaluation

In the final phase, the planner’s work decreases while the community’s work must increase. Getting organized, setting priorities and sequences, and managing the implementation are assisted by consultants but must be driven by community commitment and supported by allocation of community resources.



In the RAMP process, this phase will also be enhanced by the RAMP web site, which will provide ongoing monitoring of the implementation process. Through this web site, citizens, leaders, and prospective investors will be able to keep abreast with improvements and coordinate their strategies with Ridgeland’s progress and with the goals and priorities of the community.

INVENTORY and GOALS

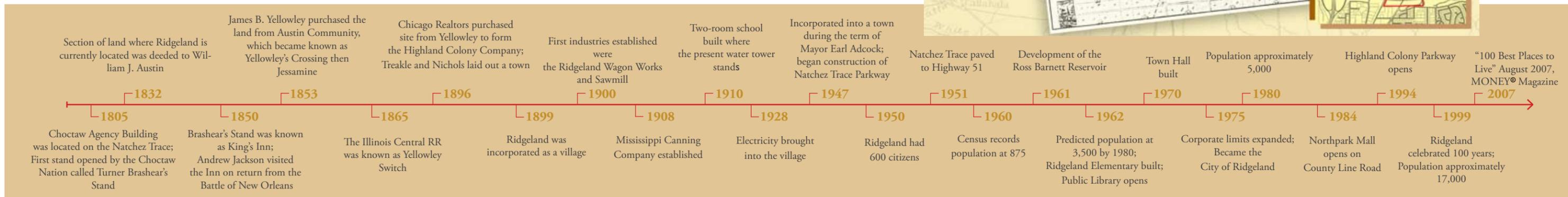


BEGINNINGS

The Natchez Trace

Recorded history shows the Ridgeland area originally occupied by members of the Choctaw tribes who were frequent users of an ancient trail that came to be known as the Natchez Trace. During the European exploration and settlement, the trail became a well-traveled “river” of commerce, especially from the late 1700’s, when “boatmen” returned north from markets in Natchez and New Orleans.

Land negotiations between the United States and the Choctaw Tribes led to the establishment of the Choctaw Indian Agency in 1805 on the eastern edge of present day Ridgeland. It was called Turner Brashear’s Stand with Silas Dinsmore as the agent in charge. Andrew Jackson and other famous Americans passed through Ridgeland on the Natchez Trace. This facility was later known as Hawthorne Vale; it was destroyed by fire in 1896 and is currently represented by a stop on the Natchez Trace Parkway just west of I-55 in Ridgeland.



HISTORY

The history of Ridgeland, like most other American cities, is closely associated with the “rivers of commerce” upon which they are located. In Ridgeland’s case, beginning with the Natchez Trace, these “rivers” have always been based upon overland transportation.

Illinois Central Railroad

In 1856, the railroad, a second river of commerce was laid along the high ridge lands and would have a profound affect on the settlement of the Ridgeland area. Yellowley’s Switch, named after James Yellowley who had purchased the “Ridgeland area” in 1853, became a stop on the Illinois Central between Memphis and New Orleans. The industrial age of transportation had arrived and made importing and exporting goods possible for future settlers of the area.

In 1896, opportunistic Chicago investors Edward M. Treacle and Gorton W. Nichols purchased Yellowley property and formed the Highland Colony Company with the intent of bringing northern settlers to the area. The land on both sides of the railroad was surveyed, lots were laid out, streets were cleared and the new town was named Ridgeland. As agricultural families from the Midwest arrived, they found the area’s sloping soils generally unsuitable for large scale row cropping but acceptable for truck farming of fruits and vegetables. The railroad provided the raw materials for

community building as well as an export vehicle for crops. Hotels, sawmills, schools and mercantile businesses followed. In 1928, electrical service arrived and the settlement’s prosperity as a farming community and center of commerce continued.

Highways

By the early 1940’s the United States was moving steadily to an automobile culture. As a result, new rivers of commerce began to reshape those communities. U.S. Highway 51, built roughly parallel to the railroad in the 1920’s, became Ridgeland’s principal transportation artery between Memphis, Jackson and New Orleans. The presence of this highway in an era of muddy state roads and non-existing county roads had a significant impact on the community. By 1947, the town was incorporated and the population was approaching 1,000.

In 1957, construction of Interstate 55 was started in Coldwater, Mississippi. Over the next twenty years, the completion of Ridgeland’s newest river of commerce would once again redefine the community. Located west of the older “rivers”, the Interstate would encourage growth to the west and placed Ridgeland squarely along a major multi-modal transportation corridor. In contrast to the now traffic-choked city streets of Jackson, the ease of movement afforded by the new Interstate added great value to the sleepy

community as a comfortable suburb.

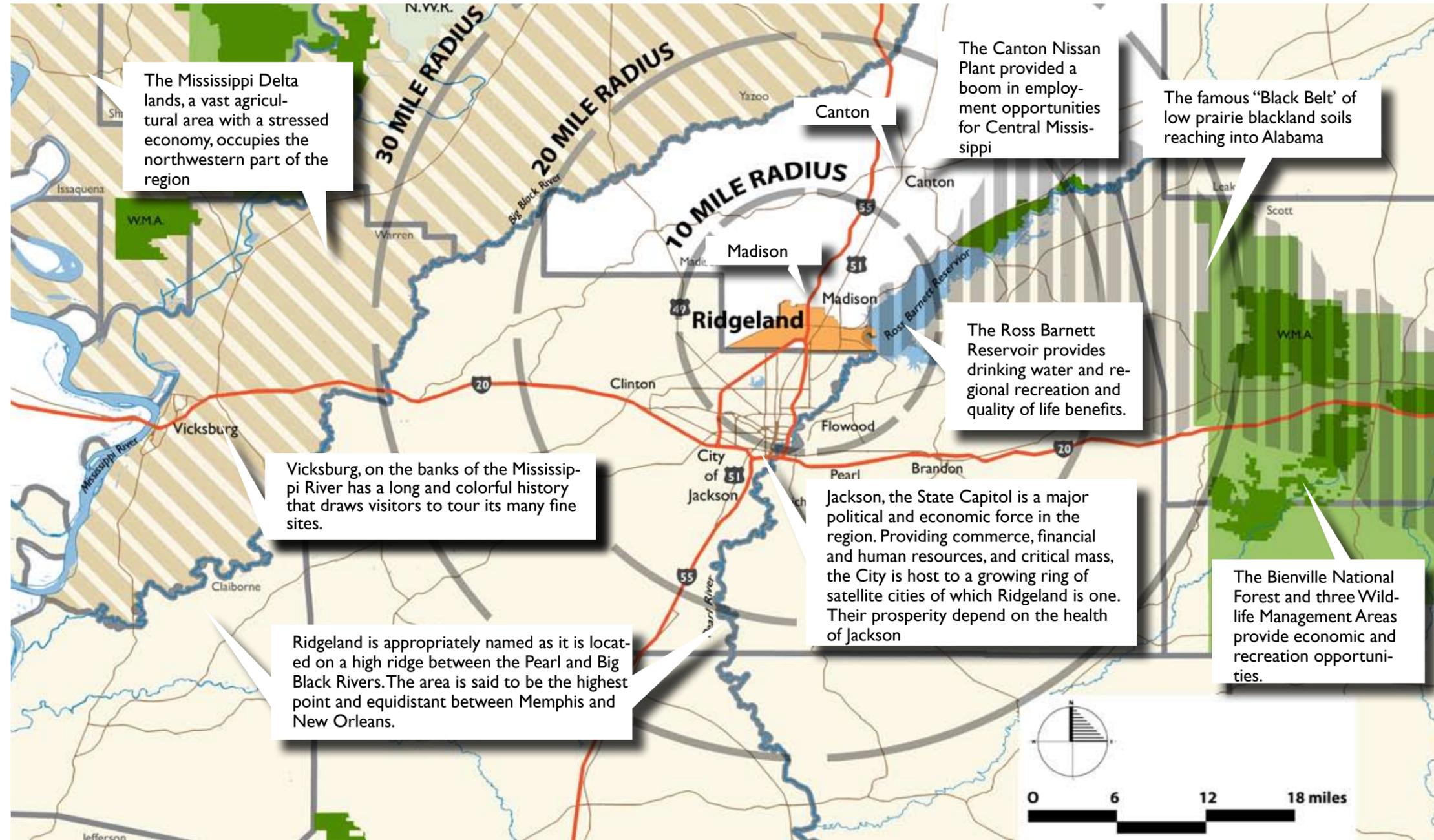
In 1960, the construction of the Ross Barnett Reservoir began. The combination of easy access along I-55 and recreational opportunities of the lake was too much to resist. Ridgeland experienced a housing construction boom in the 1960’s and 70’s. By 1990, the population had grown to 11,000 and Ridgeland had become a city.

In the mid-90’s, Highland Colony Parkway was completed and formed a much needed north-south corridor west of the interstate. This access has spawned a great deal of new residential and commercial development and contributed to the annexation of large areas to the southwest. The current population of Ridgeland is over 20,000.

Although linkages between east and west Ridgeland have been limited in the past, two new connectors are currently in the works and will, no doubt, encourage new growth.

There are many other factors not mentioned here that have led to the success of Ridgeland today - good leadership, good schools, and high quality of life - all of which need to be continued in order to ensure Ridgeland’s continued prosperity. Careful planning of future growth that respects the historic roots of the past and takes advantage of the technologies of the future is essential.





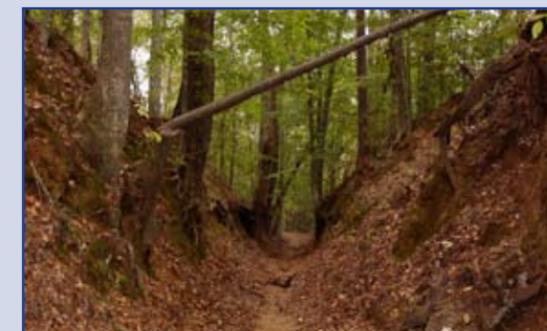
REGIONAL NATURAL RESOURCES

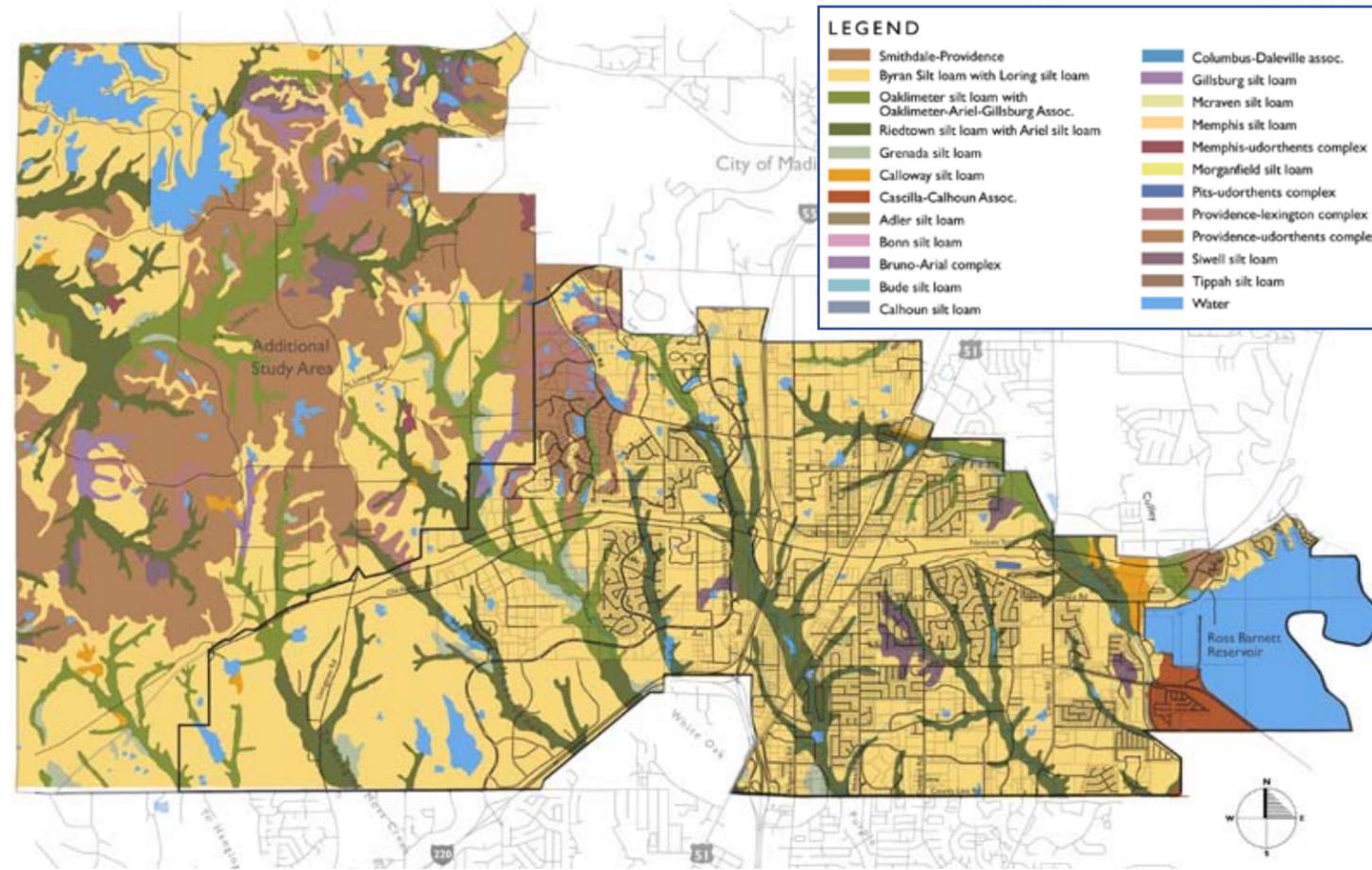
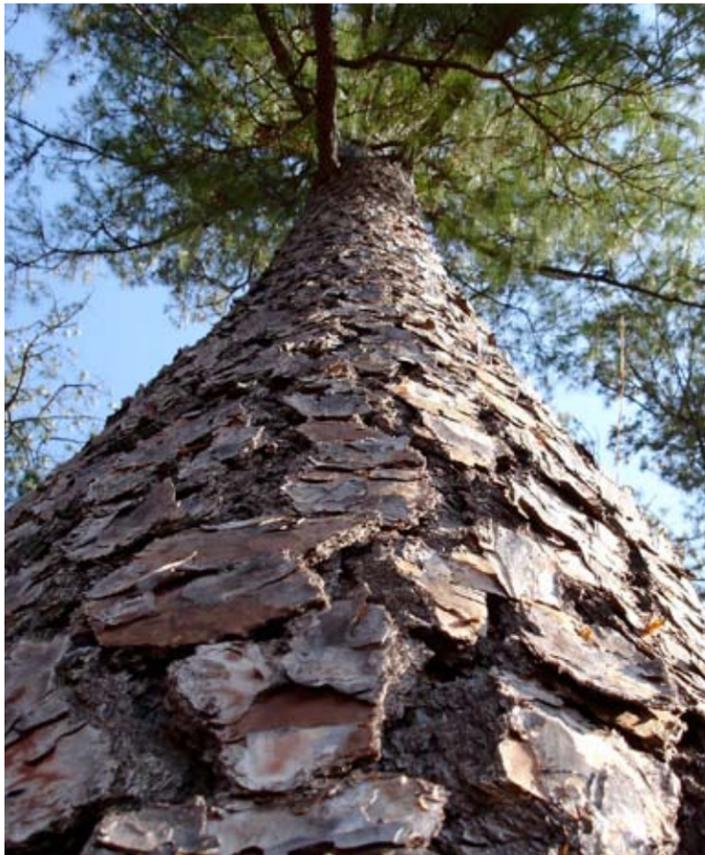
From a broader perspective, the Ridgeland region is approximately 50 miles east of the Mississippi River and the port city of Vicksburg (see map at right). Fifteen miles to the east and north lay the vast agricultural "Delta" lands that span three states. The rest of the region is surrounded predominantly by forestlands.

The region boasts many quality transportation advantages including: Interstates (I-20, I-220, and I-55), Kansas City Southern and Illinois Central Railroads, Jackson International Airport.

Several other key regional considerations include:

- The Canton Nissan Plant and associated supplier businesses have significantly increased the employment base for the region. It is located less than ten miles north of Ridgeland
- The Pearl River and Ross Barnett Reservoir provide water, recreation and invaluable atmosphere to the region.
- The Natchez Trace Parkway National Park provides one of the finest driving experiences in the U.S. and brings travelers and heritage tourism right into the heart of Ridgeland.
- Forestry is and has always been a critical industry in central Mississippi.
- Evidence of Ridgeland's agricultural past is disappearing but can still be seen in rural areas beyond the incorporated areas.





SOILS

The soils in the Ridgeland area fall into four main groups:

Cascilla-Calhoun - Nearly level, well-drained and poorly drained silty soils on flood plains and stream terraces.

Byram Silt Loams - Gently sloping to strongly sloping, moderately well-drained silty soils on uplands and stream terraces.

Loring Silt Loams - Gently sloping to moderately steep, moderately well-drained silty soils on uplands and stream terraces.

Smithdale-Providence - Gently sloping to steep, well-drained loamy on upland ridge tops and side slopes.

Riedtown-Oaklimters - Gently sloping, deep, moderately well-drained, moderately permeable soils in silty alluvium on flood plains and low terraces along streams.

The Loring and Byram soils are the most stable for continued development, followed by the Smithdale-Providence. The Cascilla-Calhoun is the least desirable soils for further development stability.

As can be seen in the state map below, Ridgeland rests on a narrow band of thin Loess soils on high land between the Delta and the Upper Coastal Plain. Immediately to the east and currently covered by the Ross Barnett Reservoir is a band of Blackland Soils that stretch across the state into Alabama. It is interesting to note that early railroad engineers selected this same strip of land upon which to construct the main line between Memphis and new Orleans.

AVERAGE MONTHLY TEMPERATURE



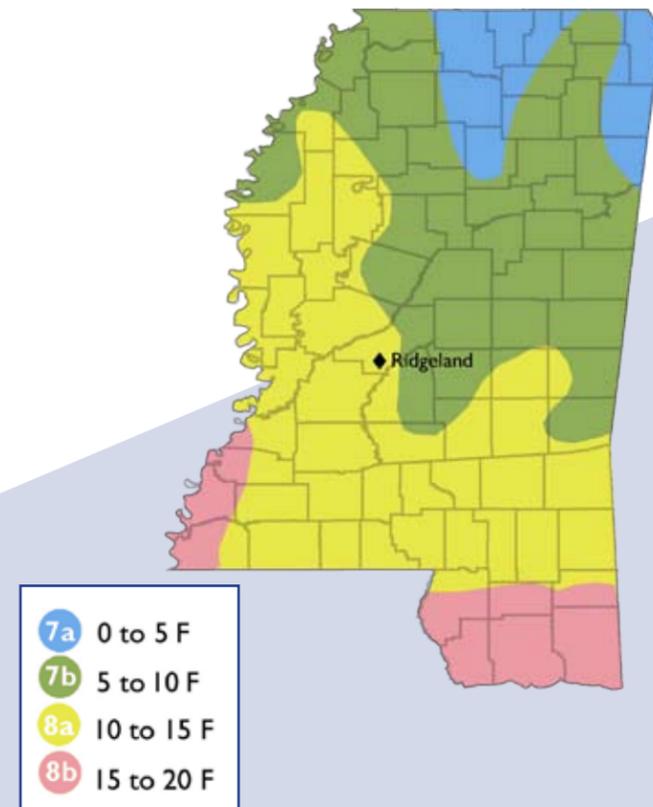
AVERAGE MONTHLY PRECIPITATION



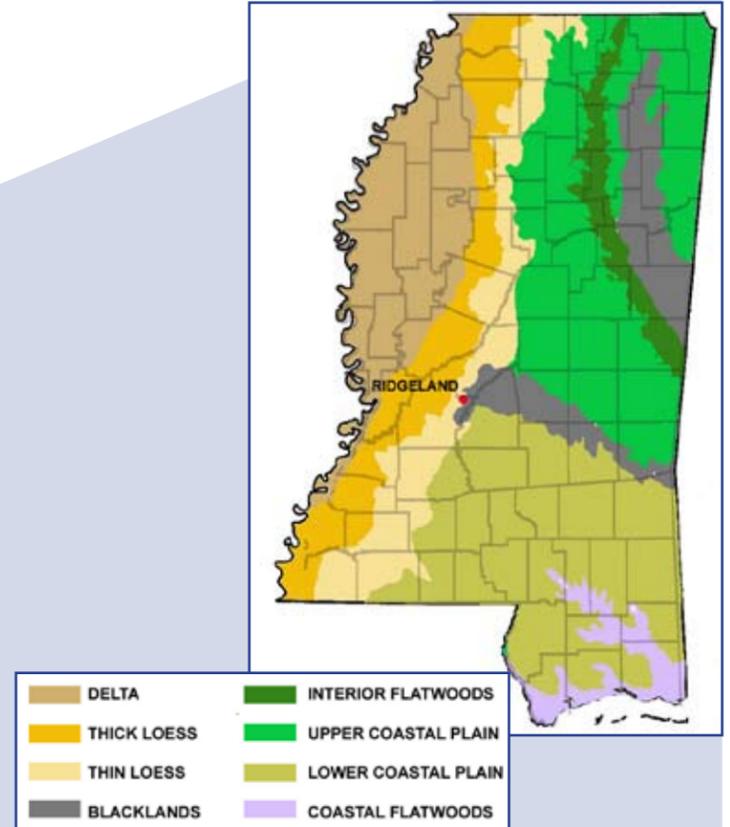
CLIMATE

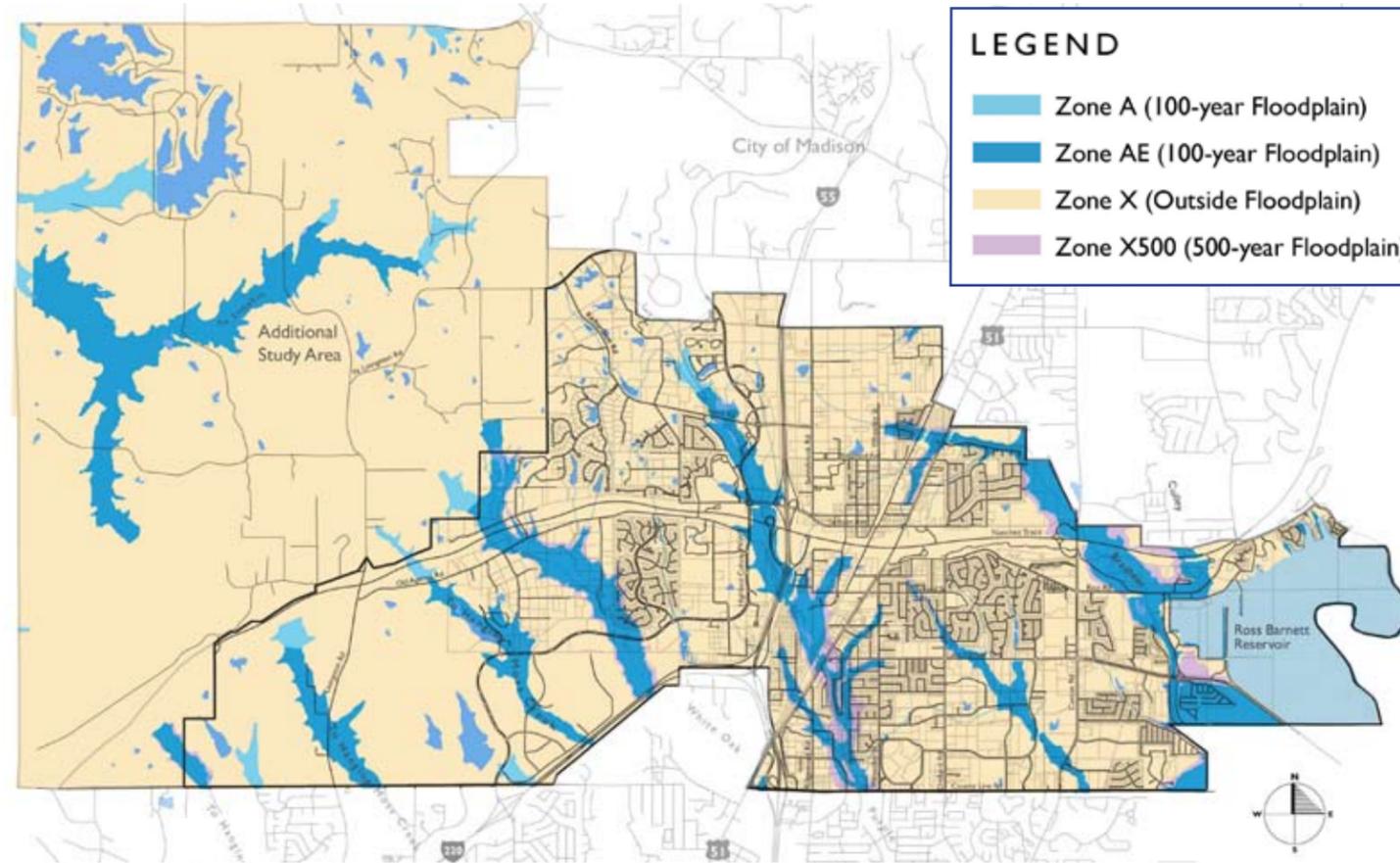
The climate in Ridgeland, Mississippi is typically warm and moderately humid in the summer, and mild in the winter. July is the average warmest month with an average temperature of 91 degrees, and the maximum average precipitation of 5.98 inches occurs in April. Rainfall is fairly high, approximately 55 inches per year, compared to the U.S. average of only 35.9 inches per year. Ridgeland is located in Plant Hardiness Zone 7b and 8a. Zone 7b has an average minimum temperature range of 5 to 10° F while Zone 8a is milder with an average 10 to 15° F as depicted on the map. The soils in the region are not suited for large crop production, which led early settlers to turn to production of pears and strawberries as two of the main crops.

PLANT HARDINESS ZONES



SOIL ZONES





FLOOD ZONES

The City of Ridgeland, being mostly developed on high lands, is relatively safe from major flooding. However, as can be seen on the Flood Zone Map, there are several linear areas associated with major creeks that are included in the 100-Year Flood Zone determination. Most of these creeks, including Brashear, White Oak, and Purple Creeks, and tributaries of Hanging Moss Creek flow to the southeast into the Pearl River Basin. In the Additional Study Area, a major tributary of Limekiln Creek flows to the west, then on to the Black River.

Zones A and AE - Area subject to inundation by a typical 100-year flood event. These areas are at greatest risk for inundation during heavy rain events that occur within the watershed area. Note that flooding may occur during less intense rainstorms depending upon rainfall concentrations and on capacity conditions downstream.

Zone X500 - Area between the 100 and 500-year flood. These areas are less likely to become inundated but may still experience problems with backwater flooding and slow drainage after significant rainfall events.

Zone X - Area of moderate or minimal hazard from the principal source of flooding in the area. These are areas that have never experienced significant flooding. It should be understood, however, that significant changes in grades and/or increases in runoff due to increased hard surface construction can increase risks to all areas.

THE GREAT OUTDOORS

The quality and quantity of open spaces in a community are indicators of several things including:

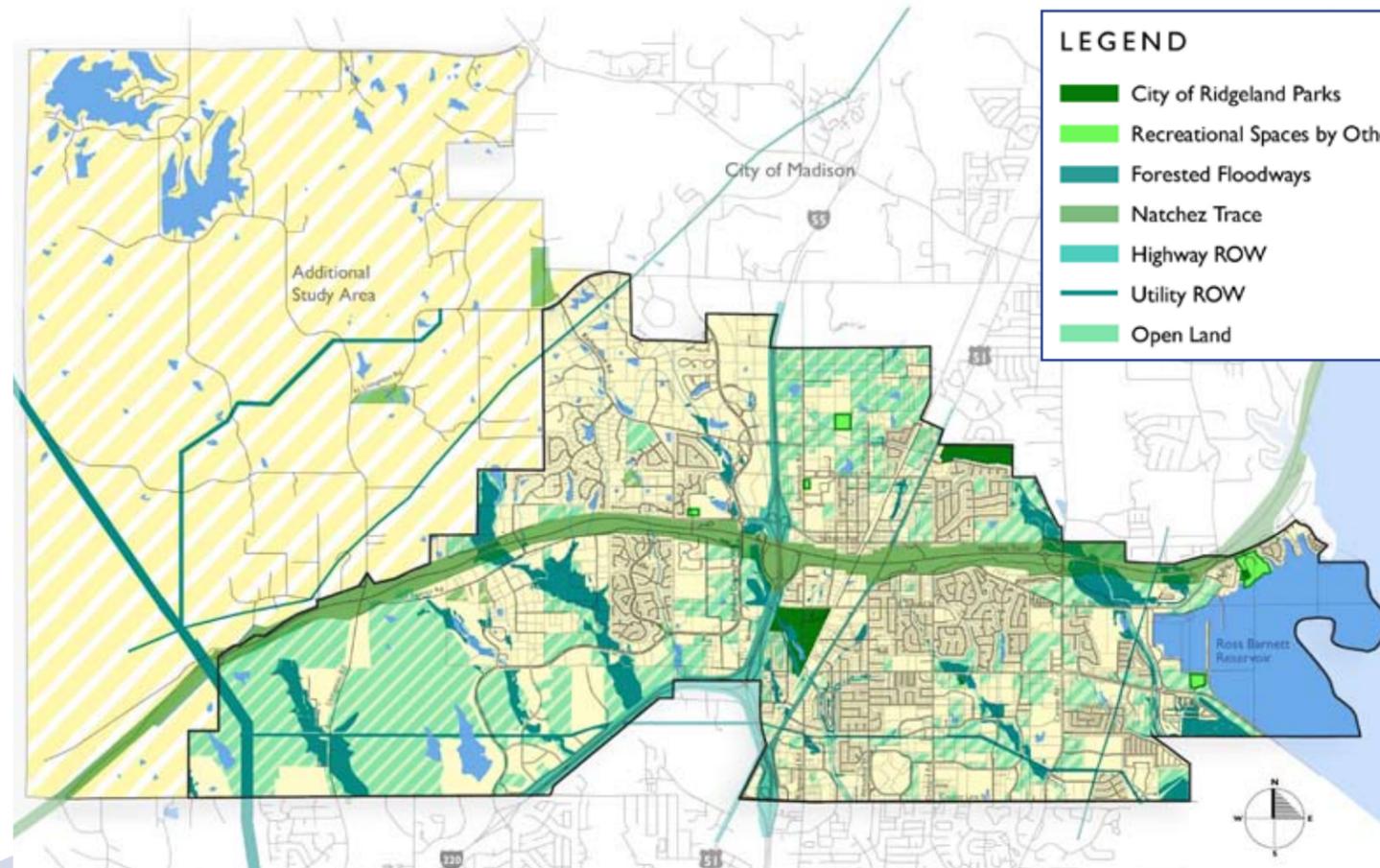
- Amount of park and recreation space
- Amount of space available for future development
- Scenic quality of the community
- Amount of buffer space between developments and noisy highways

As the City of Ridgeland has grown, it has managed to maintain a considerable amount of open space. Much of it, as can be seen on the map, is a result of highway right-of-way along the Natchez Trace Parkway and Interstate 55. The parkway is a beautiful asset with its forested boundaries while the Interstate, being devoid of trees, leaves much to be desired.

The City operates three beautifully maintained parks that are supplemented by two parks at the reservoir and several miles of bike trails. While park acreage per population is low, the quality of active recreational facilities is exceptional. Passive recreation space is lacking.

Another source of open space within Ridgeland is a series of creek basins that provide storm drainage for the City. These areas, which lie within the flood zone or in designated floodways, provide opportunities for linear green space throughout the City.

Several utility right of ways that traverse the City provide a similar opportunity.

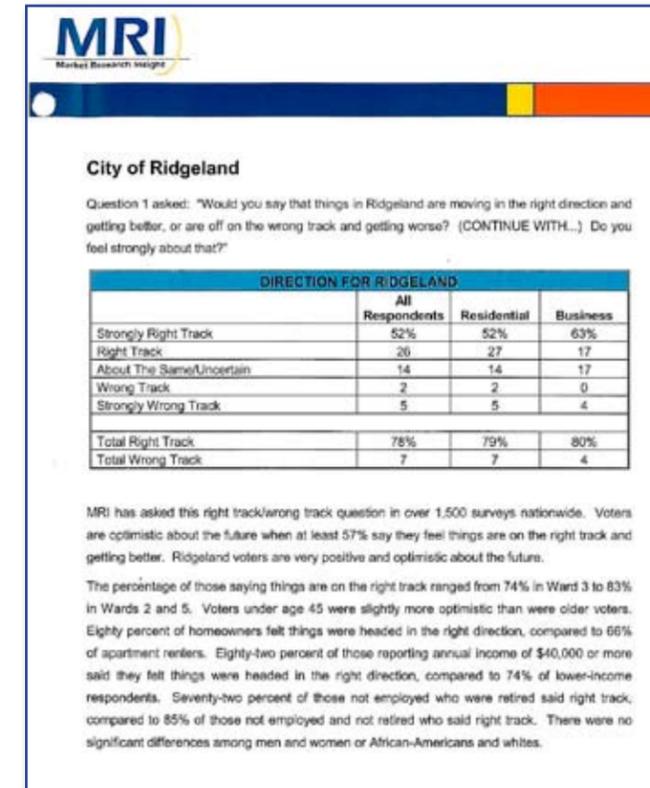


OPEN SPACE

There remains an ample amount of open, undeveloped land within the city. In some areas (southwest and northeast Ridgeland), open land constitutes approximately 50% of the area. These spaces should be carefully considered in future development plans so that the current forested quality of the community can be preserved. They represent good opportunities for increasing park space and pedestrian and bicycle trails in preparation for future development. There are several potential strategies currently being used by other communities to conserve and protect green spaces. They include:

- Establishing or working with Open Space Conservation organizations who purchase land for conservation purposes.
- Adopting Transfer of Development Rights (TDR) policies which create mutually beneficial economic incentives for developers and property owners to preserve green space.
- Adopting Conservation Development Ordinances which provide density, set-back, and reduced parking requirements as incentives to conserve green space.





THE PEOPLE OF RIDGELAND

The population of Ridgeland has grown steadily throughout its history to arrive at a total of over 20,000 by 2005. A slight flattening in growth between 2000 and 2005 should be rectified with the annexation of a large extension of the city to the southwest. Projections show that the City could grow to over 27,000 in currently incorporated areas by 2020. If the Additional Study Area is added, the number could easily swell to 35,000.

MARKET STUDY

In 2005, the City commissioned a market study whose results were very useful in this planning effort. The researchers combed through demographic data and conducted a scientific survey of public opinion among Ridgeland residents and business owners. They queried citizens on a wide variety of topics including: age, type of housing, income, internet access, employment status, ethnic background, and many others.

The main purpose of the study was to determine citizens' satisfaction with the direction of the City and to identify critical areas that need improvement.

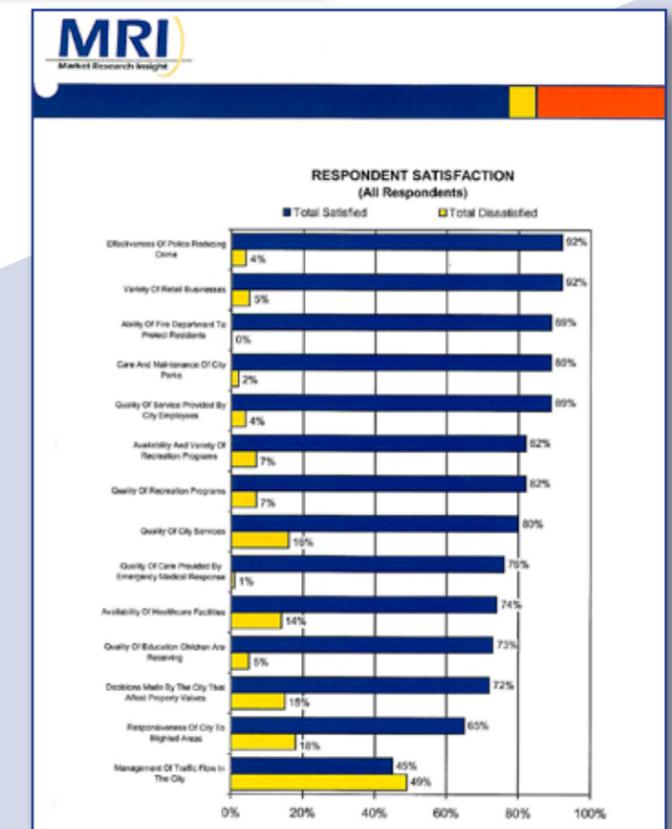
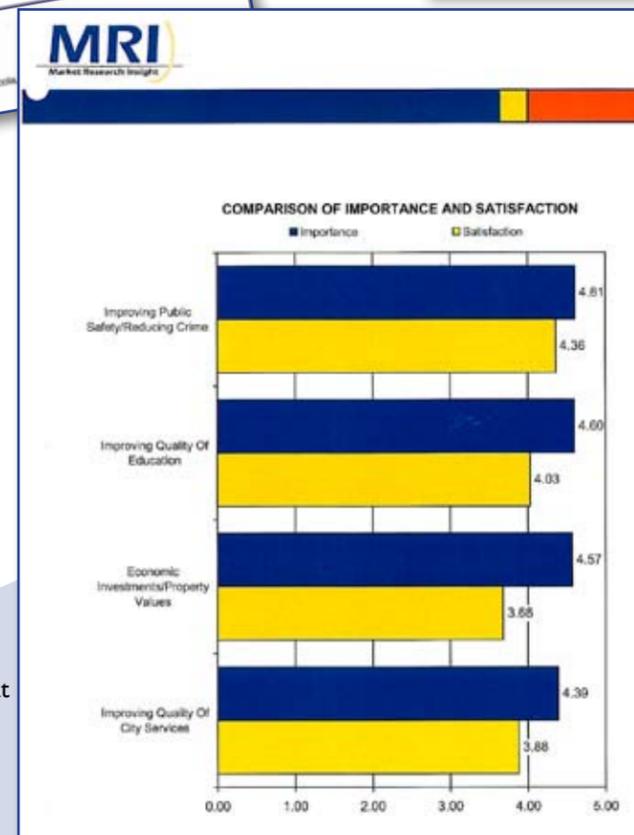
Some key findings included:

- They enjoy the location and convenience of Ridgeland.
- They appreciate that Ridgeland has a low crime rate and feels safe.
- They don't like the traffic congestion.
- They don't like the run-down apartment complexes.
- They are satisfied with the quality of the schools and with the availability and variety of recreational programs.
- They are less satisfied with the availability of health care facilities and with the City's response to blighted areas.

The conclusions reached through the survey revealed that a large majority of people felt that the City is on the right track and that overall, things are improving. The main issue that respondents complained about was traffic congestion.

The City's efforts scored very well in most areas. Those areas that merited the most attention, besides the traffic congestion, were;

- The availability of health care facilities.
- The quality of garbage pick up and street maintenance services.
- City response to blighted areas.
- Decisions that affect property values.





DEMOGRAPHICS

A quick study of the population of Ridgeland and the surrounding area reveals several significant facts that should be taken into consideration in the master planning process. It should be noted that demographic data from the U.S. Census Bureau was used for this study and that in some cases the information may either be projections, or be up to five years old. Despite these inherent error factors, the data does provide a general profile of the people the planning will affect most.

The charts at right provide a graphic representation of the statistics gathered. They are described below beginning at the top center and then from top to bottom. Some of the charts and data are Ridgeland specific while others present Ridgeland statistics in context with other cities in the area, and/or with state and U.S. averages.

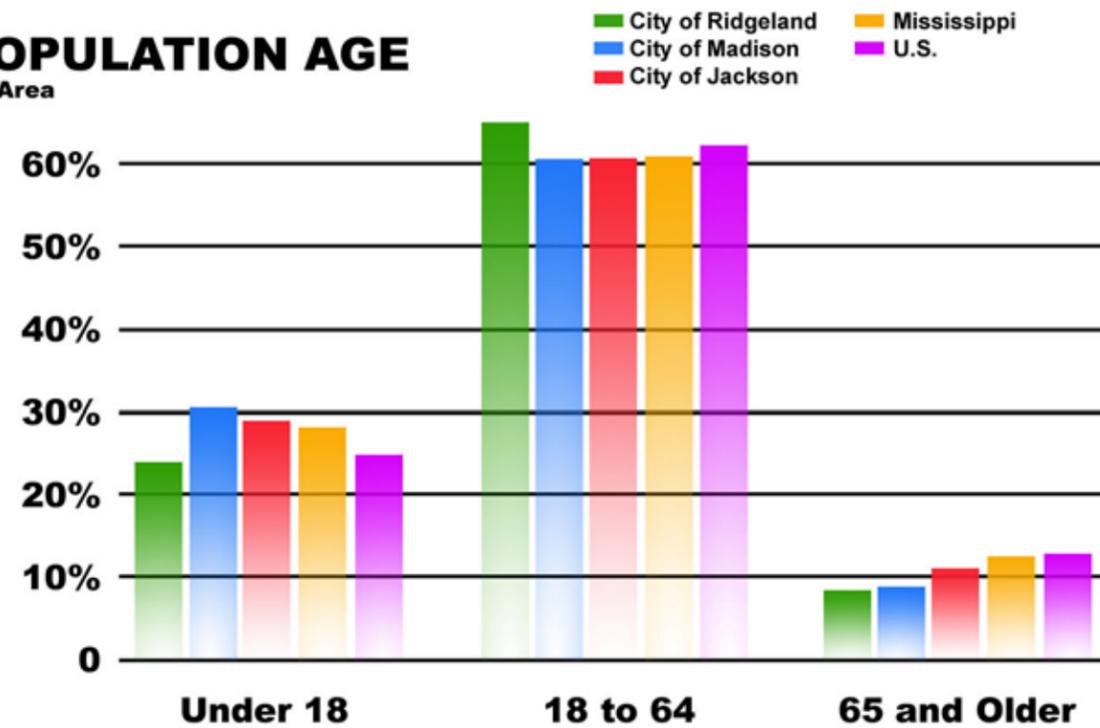
Population Age- City of Ridgeland

The age breakdown within Ridgeland shows a high percentage of residents between the ages of 25 and 44. These would typically be single and married couples with children. This assumption is confirmed by the fact that the next largest segment of the population is school age children. This fact has significant bearing upon school, housing and recreational issues over the next 20 years. Note that the data also shows a low percentage of residents who would be college-age and new to the workforce. It also demonstrates a significant growth in the retirement population



POPULATION AGE

By Area



Source: U.S. Census 2000

over the next 20 years.

Population Trends- Area

The City of Ridgeland experienced a surge in population in the 80's and 90's, primarily due to the construction of new homes and apartments in the city. This surge flattened out between 2000 and 2005 primarily due to a lack of new and moderately priced housing. Recent annexations and new development in northwest Ridgeland could precipitate renewed growth depending upon the density of new housing. Note that as the populations of Ridgeland and Madison grew, the City of Jackson has been decreasing steadily.



Population Age- Area

When compared with other area cities, the State of Mississippi and U.S. Averages, Ridgeland is under-represented in the under 18 category, above average in the 18-64 category and slightly below average in the 65 and older category. Note the general bulge in the 18 to 64 category. This accounts for the concern decision



makers have with issues such as Social Security, Medicare, and other retirement concerns.

Income/Earnings- Area

When compared with other area cities, the State of Mississippi and U.S. Averages, Ridgeland along with the City of Madison far exceed other local, state and U.S. Averages in Per Capita Income. This is a very positive sign. In the Household Income category, while Ridgeland fares well against Jackson and state averages, it is falling behind the City of Madison and only slightly higher than U.S. averages. This could indicate that while strict development requirements may have a cooling effect on some forms of business development, it attracts high quality residential development.

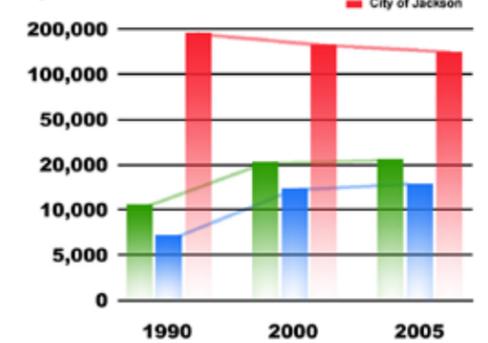


Income/Earnings- City of Ridgeland

This graph shows a healthy and steady increase in the Per Capita, Median Household and Median Family incomes of Ridgeland residents.

POPULATION TRENDS

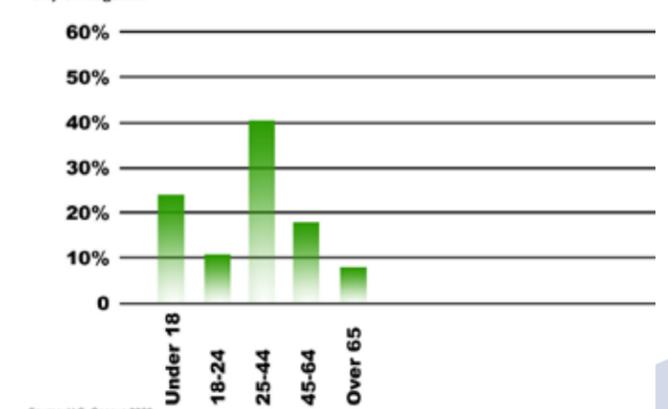
By Area



Source: U.S. Census 2000

POPULATION AGE

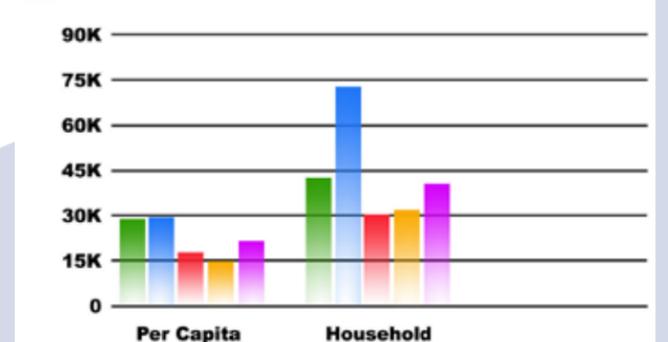
City of Ridgeland



Source: U.S. Census 2000

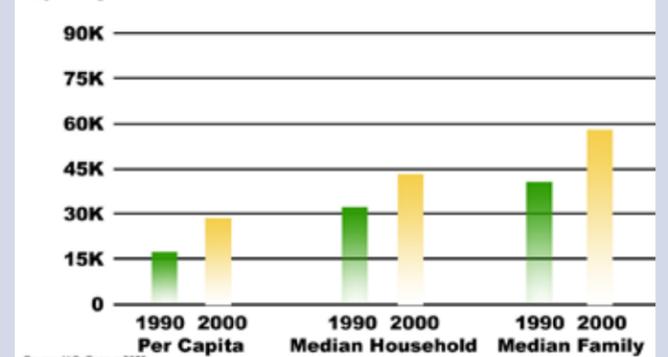
INCOME/EARNINGS

2000

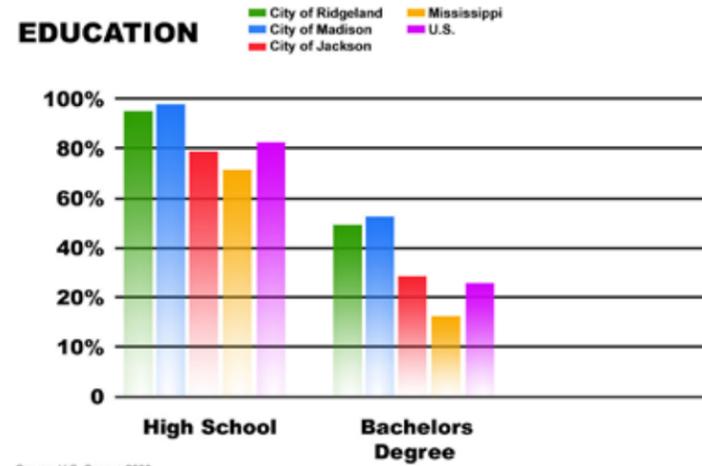


INCOME/EARNINGS

City of Ridgeland



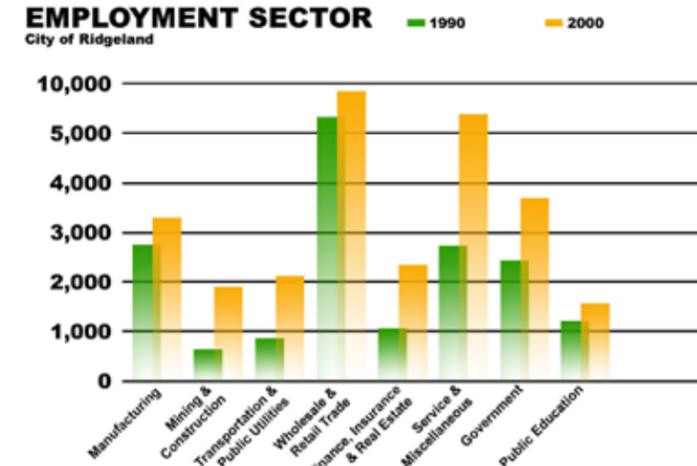
Source: U.S. Census 2000



Source: U.S. Census 2000

Education Attainment - Area

The data shows that Ridgeland is doing extremely well in terms of the educational attainment of its citizens when compared to regional, state, and U.S. averages. It attests to the quality of the school system and serves to attract employers seeking a well-educated workforce. These jobs usually pay higher than average salaries and bode well for Ridgeland workforce income earnings. Quality schools also act as a powerful attractant to families with school-age children who will often choose to live in a community with good schools despite housing costs and commute length.



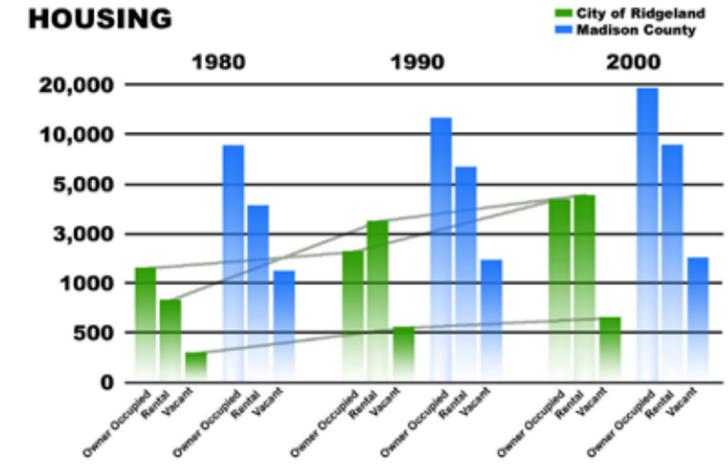
Source: Mississippi Employment Security Commission Annual Averages for 1990-2000

Employment Sector - City of Ridgeland

Several significant changes have occurred in the employment sector of Ridgeland over the ten years between 1990 and 2000. In terms of the change in percentage of jobs provided in Ridgeland by sector, please notice that:

Manufacturing -----	decreased by 6%
Mining & Construction -----	increased by 4%
Transportation & Utilities -----	increased by 4%
Wholesale & Retail Trade -----	decreased by 7%
Finance, Insurance & Real Estate -----	increased by 3%
Service & Miscellaneous -----	increased by 6%
Government -----	decreased by 3%
Public Education -----	decreased by 2%

These changes demonstrate that Ridgeland is gaining ground in the service and professional sector and has begun to lose in some of its traditional employment sectors of wholesale/retail trade and manufacturing.



Source: U.S. Census 1980, 1990, 2000

Housing - Area

The housing data shows a comparison over the past twenty years between the City of Ridgeland and Madison County in three categories: Owner Occupied Housing, Rental Housing and Vacant Housing.

Notice that during the first ten years, while Madison County housing categories increased proportionally, Ridgeland saw a flattening of Owner Occupied Housing and a steep increase in Rental Housing. This occurred due to the annexation of County Areas that already contained apartments, and to residents moving into new housing situations and renting their previous domicile.

This trend has moderated somewhat during the last ten years. However, Ridgeland still has a proportionately lower percentage of Owner Occupied Housing than the county average. This indicates either a deficiency in moderately priced housing or a high percentage of rental units, or both.

DEMOGRAPHICS

Understanding the movements of people within and through the City of Ridgeland can help with the planning of needed facilities and anticipating future infrastructure needs. Employment, housing and education complete the portrait of Ridgeland citizens.

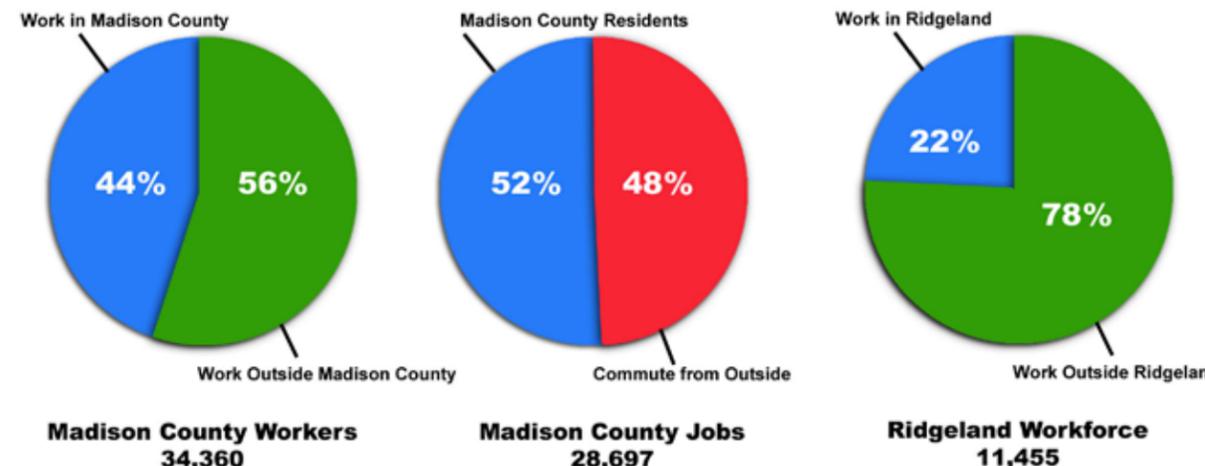
Commuter Patterns - Area

The pie charts (right) show an interesting area phenomenon regarding the relationship between where people live and where they work. While the figures were only available at a county level, they reflect a general tendency within the Ridgeland workforce and reveal important considerations for the master planning.

Of the county's 34,360 workers, over half commute to outside the county for work. Of the 28,697 jobs provided in the county, almost half of them are occupied by workers from outside the county. This means that on a typical day, more than 19,000 people who live in Madison County cross the county line on their way to work. On their drive, they cross, going the opposite direction, more than 13,000 people commuting from other counties to their jobs in Madison County. This has major implications for the street and highway system in the area.

Commuter Patterns - City of Ridgeland

In keeping with the data at the county level, of the 11,455 employed residents of Ridgeland, almost 9,000 of them commute to outside the city to their jobs. That's a whopping 78% of the workforce crossing the city limits each day going to and from work.





EDUCATION

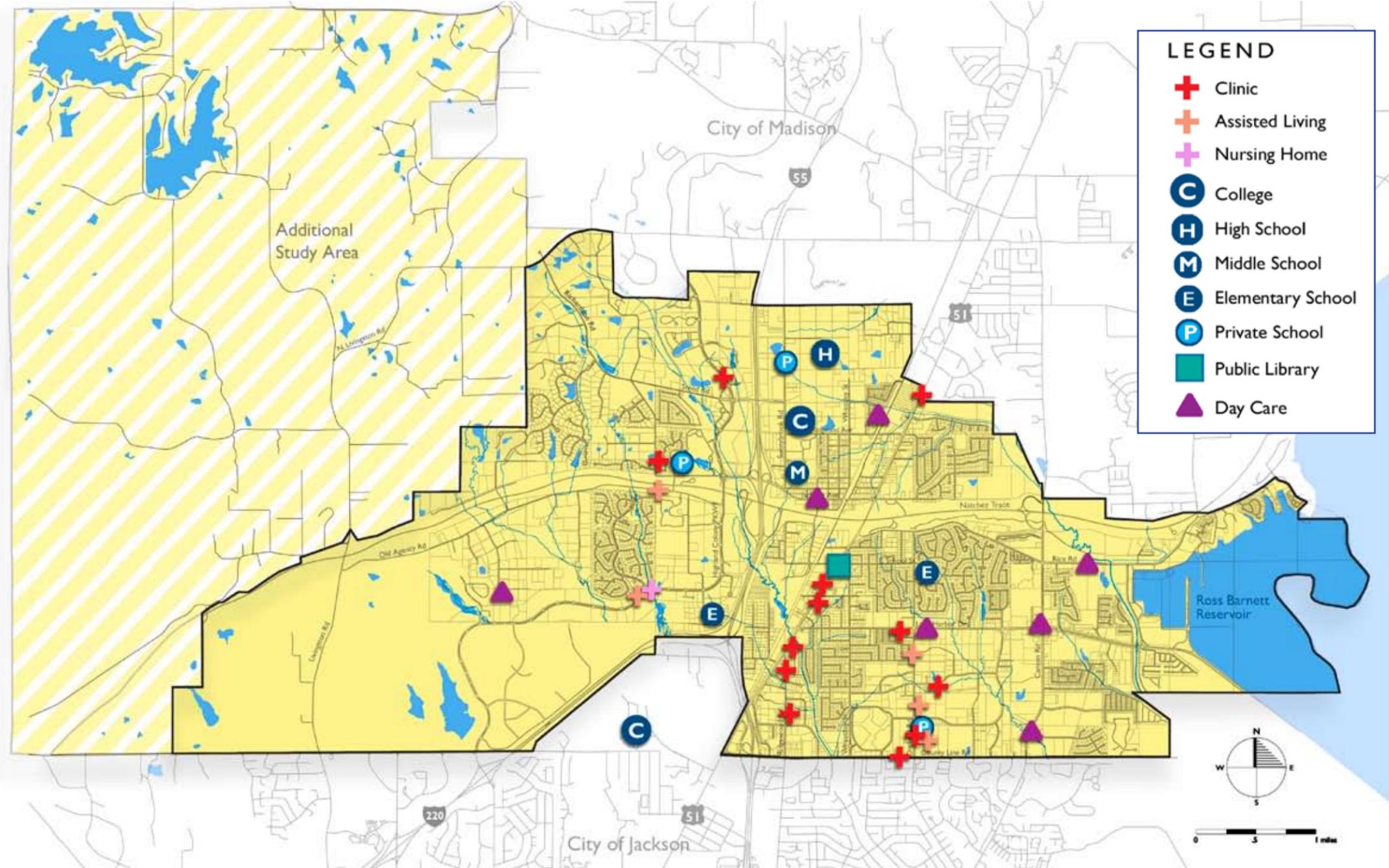
The families of Ridgeland are very fortunate to have access to a fine public school system that is supplemented by three private schools. Within the city limits are two public elementary schools, one middle school, and a high school. Three of these are new schools that have fine new facilities and ample resources. Ann E. Smith Elementary, while being a bit older, is the definition of a neighborhood school. It is nestled into the city's principal residential area and is near and dear to the neighborhoods it serves. Ridgeland High School and Olde Towne Middle School are both located on Sunnybrook Road in the northeast part of the city, while Highland Elementary is located west of Highland Colony Parkway near the southern edge of the City.

In addition to the public schools, Ridgeland is also served by three fine private schools including Christ Covenant School (K-6), Heritage School (K-8), and St. Andrew Episcopal School (K-12).

Located between the high school and middle schools on Sunnybrook Road is Holmes Community College. This college offers several degrees and vocational certificates and is an important resource for continuing education within the community. Its expansive campus contains several new buildings and recent property acquisitions have prepared the college for future expansion to the east.

Tougaloo College is located just outside the city limits on the southern boundary of the city. Tougaloo is a historically African American, private institution. It is a co-educational, church-related liberal arts college offering degrees in a number of areas. Its fine reputation for preparing students for advanced degrees in medicine is a strong draw for talented students from across the south.

Together, this constellation of educational institutions and their



history of high performance have made the City of Ridgeland a destination for families with school-age children.

While the school's connectivity with residential areas they serve should be improved in some cases, the facilities are strategically located to address the city's near term growth patterns.

HEALTH CARE

As can be seen in the map above, the City of Ridgeland has a number of private medical clinics, assisted living facilities and nursing homes. While there are several hospitals in the City of Jackson and surrounding areas, there are no hospitals in the city. The growing age of the population indicates the need for growth in this area of human services.





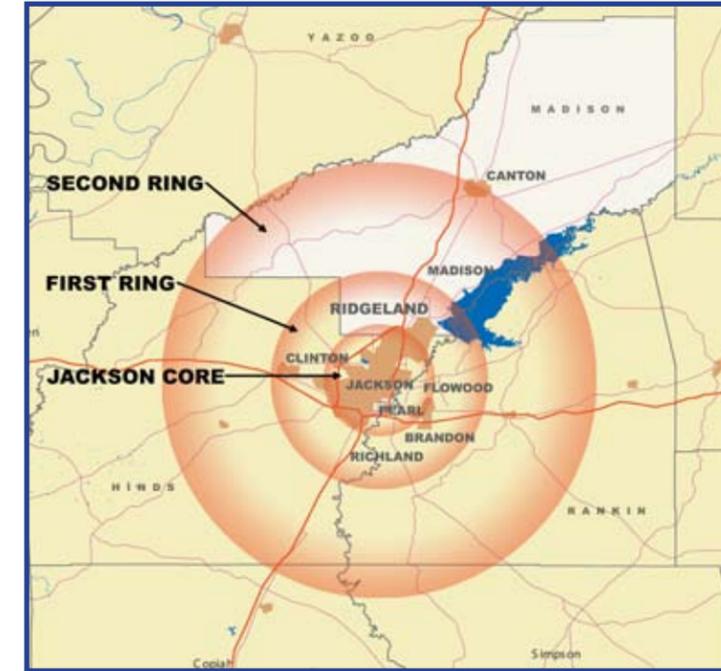
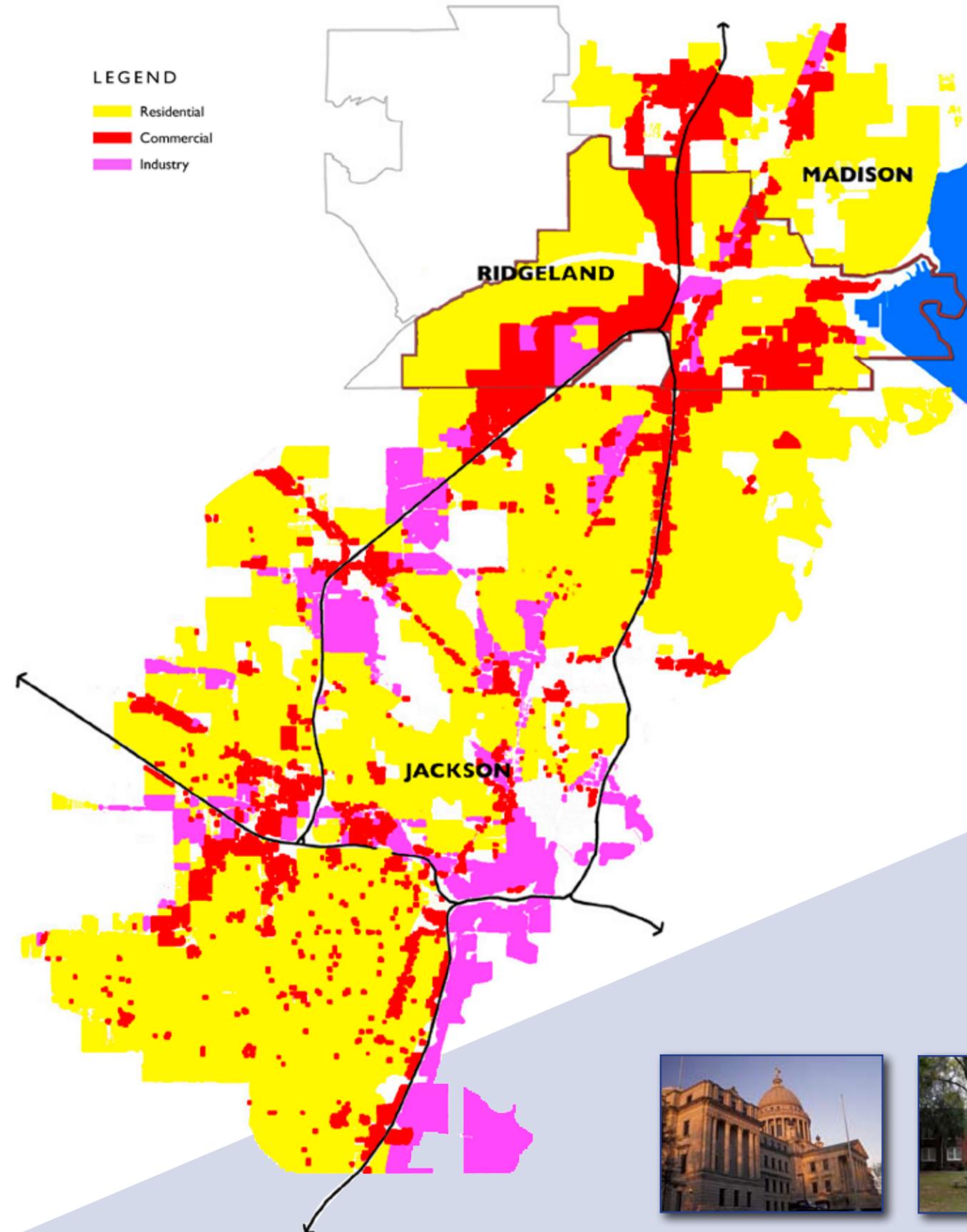
ECONOMIC REGION

Planning for the City of Ridgeland must take into consideration the influence of its surroundings. To an ever-increasing extent, our mobile society allows us to take advantage of natural, human and economic resources well beyond the City Limits. Conversely, Ridgeland can be adversely affected by economic downturns that may have their root at the regional level.

The City of Ridgeland is located on the southern border of Madison County. Immediately to the south lay Jackson, Mississippi, the State Capitol, with a population of nearly 180,000. The Jackson Metropolitan Area, which includes Madison County and Ridgeland, has a combined population of over 500,000.

Ridgeland, while originally a country town outside the big city, has evolved into a “first ring suburb” of Jackson. Its growth and prosperity have been due in part to the economic opportunities offered by the past stability and growth of Jackson. The population pool and businesses of the Metro Area have formed a strong regional economic base while Ridgeland has provided welcome relief from crowding and traffic of the larger city.

As can be seen in most modern American cities, this phenomenon is often repeated in a “second ring”. The City of Madison is emerging as a second ring element. This development deserves serious consideration in planning Ridgeland’s future. Any reduction in quality within Ridgeland could precipitate a flight into the second ring by residents and businesses. In addition, the health of the Jackson community is of vital concern to Ridgeland since deterioration in that community will have ripple effects in Ridgeland.



The diagram above illustrates Ridgeland’s position within the metro area. It includes the Core Area of Jackson along with First and Second Ring suburb/cities like Clinton, Pearl, Brandon, Flowood, Madison and Ridgeland.

REGIONAL LAND USE

The map at left provides a good analysis of the generalized land use patterns in the metro area. Note the high ratio of residential and industrial uses in Jackson contrasted with the high levels of commercial uses in Ridgeland. It appears that over the past decade, Ridgeland has developed into the commercial center of the region. This has had positive implications on the city’s financial status. It is also a gamble for any community to become unbalanced and to invest too much of its territory into one pursuit, especially if it is done without an eye on the negative impact upon city image and quality of life. For example, some of the crowding on Ridgeland’s roads is, no doubt, due to its success as a regional shopping venue.

On the positive side, if the City of Ridgeland should be fortunate to eventually annex the Additional Study Area, it could certainly do so in a well-balanced way that would help alleviate pressures in existing areas.





TRANSPORTATION

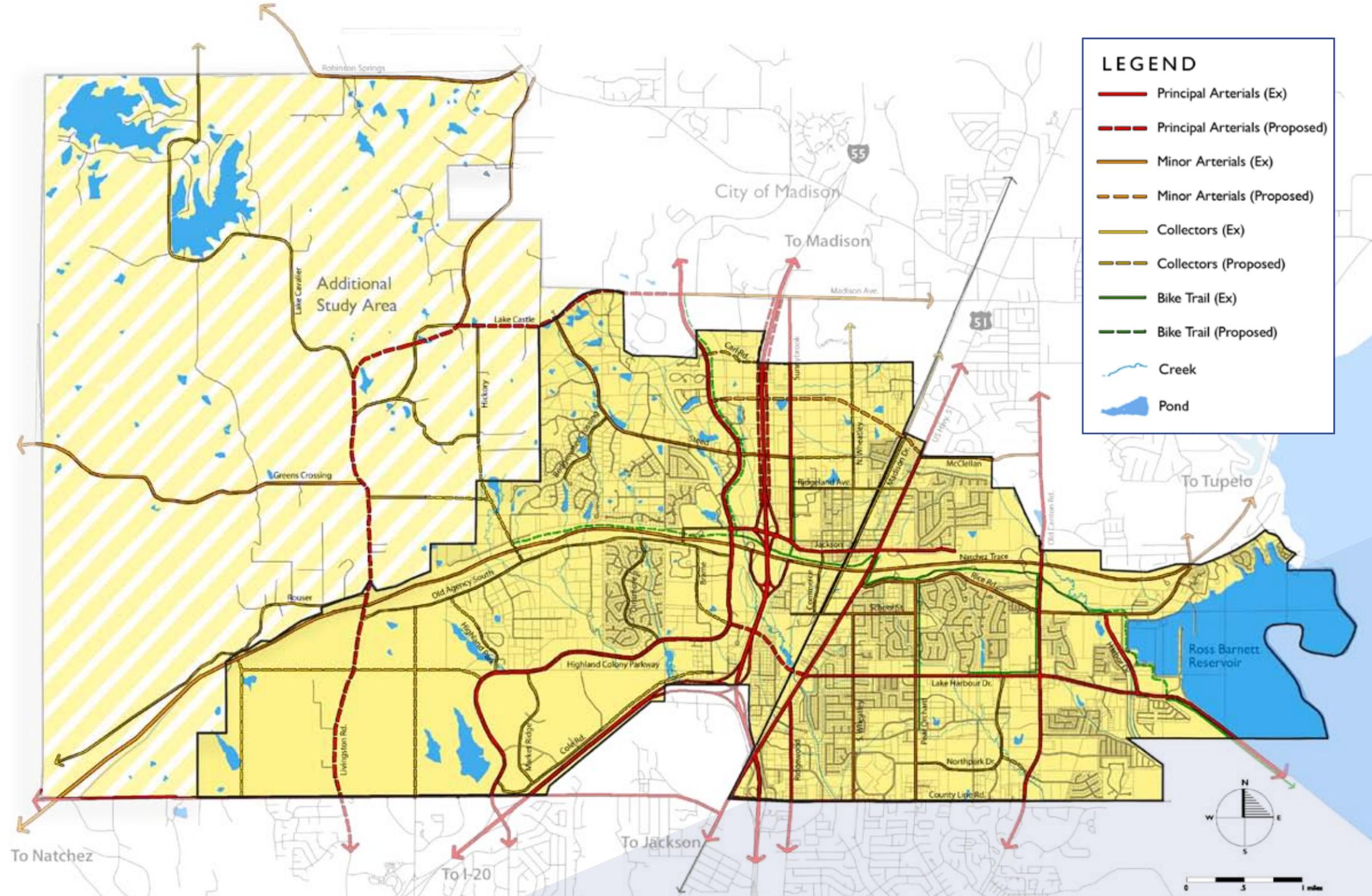
The transportation system of a city can be compared to the veins and arteries of the body. Growth and regeneration can only occur where there is good circulation. This map illustrates the “blood flow” within the City of Ridgeland.

Major circulation systems shown include: railroads, roadways of various capacity, and bike trails. In addition to existing facilities, it also shows proposed facilities whose progress is substantial and can be considered reliably imminent.

Interstate 55 and the Natchez Trace both bisect the city. These two arterials provide reliable north-south and east-west circulation, although access is limited. The city is well served by north-south routes including Old Canton, Ridgewood, Highway 51, Interstate 55, Highland Colony Parkway, and future improvements to Livingston Road. East-west circulation is much less effective relying on the Natchez Trace, Rice and Lake Harbour roads. The city’s Transportation Plan does take this into consideration and includes plans to augment several east-west routes including Colony Park Blvd, Steed Road, Lake Harbour and several other roads in the extreme western parts of the city.

The city’s commitment to bicycle trails is impressive and in conjunction with the Natchez Trace will soon boast more than ten miles of interconnected trails which reach most residential neighborhoods on the east side of the city. Additional connections to shopping, schools, workplaces and recreational facilities would further enhance the system.

A major concern from a planning standpoint is the lack of inter-connectivity. In several areas of the city, access to the overall circulation system is limited to one arterial. This lack of redundancy can cause serious backups if a mishap occurs.



Finally, pedestrian circulation is a significant element of community livability. The ability to walk to neighborhood shopping, churches, schools and parks can add significantly to community awareness and identity. Many of Ridgeland’s residential neighborhoods, developed during an era when the importance of sidewalks were ignored, are lacking in this essential community ingredient.

Several key issues related to circulation should be remembered during the planning process:

- Two major new roadway projects - Colony Park Blvd and Lake Harbour Road Extension- will have a significant positive impact upon the unification of the eastern and western halves of the City of Ridgeland.
- New service roads along I-55 between Madison Ave and Jackson Street and a new exit at Colony Park Blvd will redefine circulation and development patterns in north Ridgeland.
- Gated subdivisions in extreme western Ridgeland create serious challenges to circulation system inter connectivity and should be supplemented by routes accessible to the public whenever possible.
- Minimum standard roadways currently serve the Additional Study Area. Extensive development in these areas should be accompanied by an equivalent investment in public circulation systems in order to avoid overburdening of these low capacity roadways.

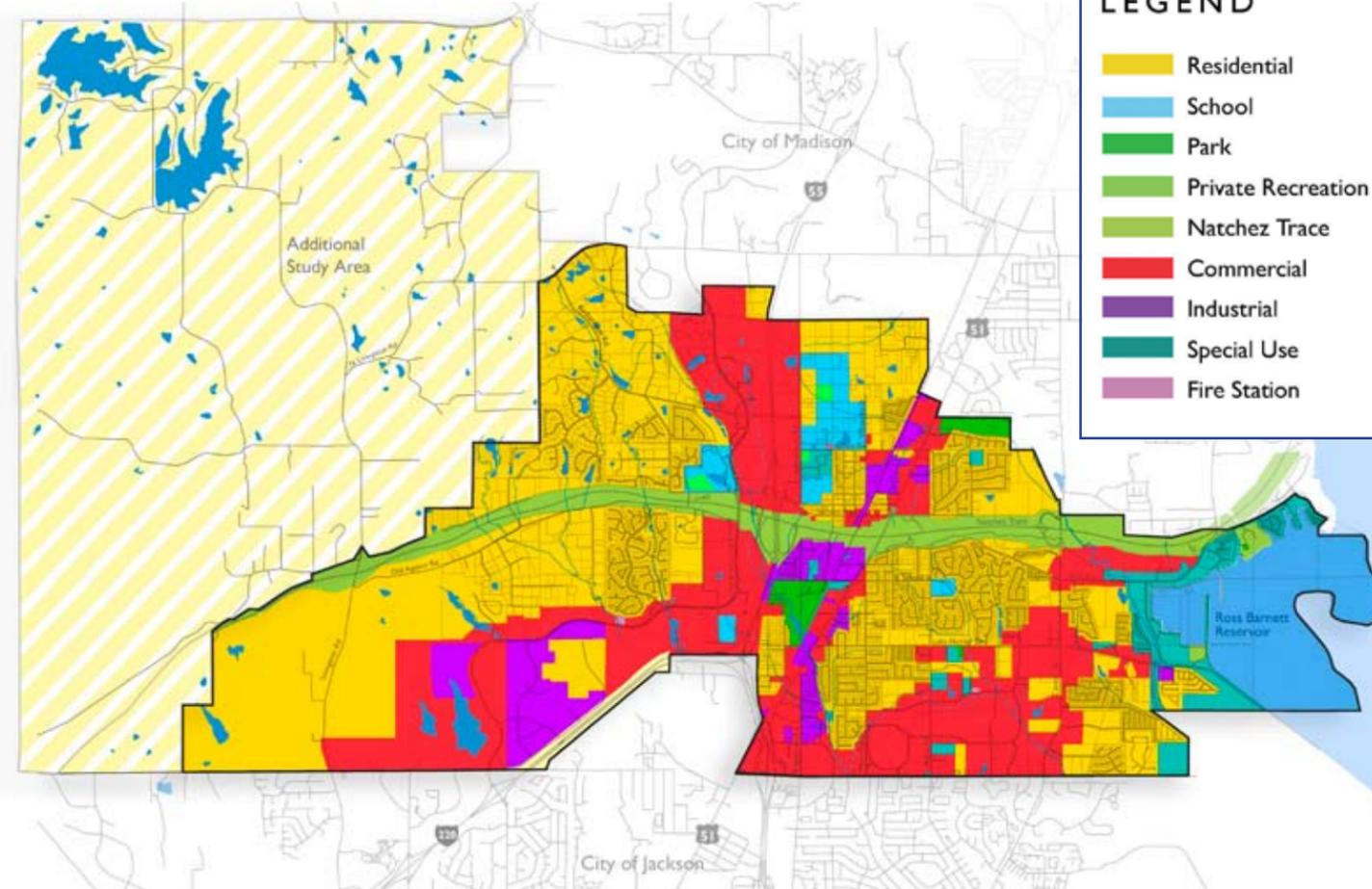


LAND USE & ZONING

The existing land use plan (right) shows the general breakdown of current zoning in the City (lower right). The land uses represented by these zoning categories are mapped as follows:

- Residential - Single family homes, condos, town homes and apartments.
- Schools - Including public and private educational facilities.
- Parks - City-owned park space.
- Private Recreation - Ball fields, play spaces and golf courses on private property.
- Natchez Trace - Natchez Trace Parkway property.
- Commercial - All forms of businesses from convenience stores and gas stations to hotels, offices, malls, auto dealerships and lumber yards.
- Industrial - Manufacturing operations as well as technical industrial parks.
- Special Use - Cemeteries, institutional, and property with utility equipment.
- Fire Stations - Existing Fire Stations within the City Limits

CURRENT LAND USE MAP



LEGEND

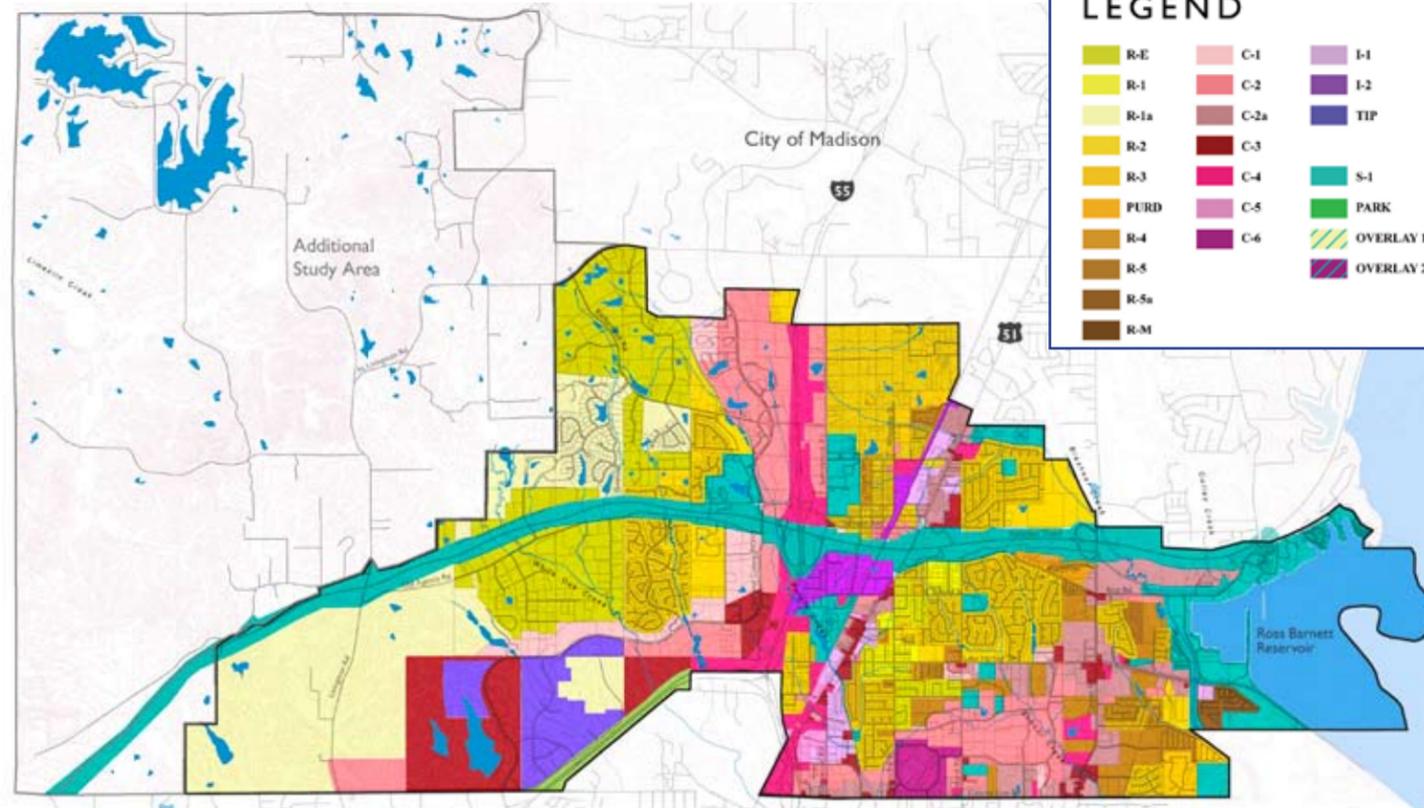
- Residential
- School
- Park
- Private Recreation
- Natchez Trace
- Commercial
- Industrial
- Special Use
- Fire Station

The balance and position of land uses within a city can determine the health, vitality and quality of life in the community.

An analysis of a simplified breakdown is revealing:

LAND USE	% OF CITY AREA	OBSERVATIONS
Residential	43.6%	One third of the areas zoned residential are undeveloped.
Commercial zoned	25.5%	Half of the areas commercial are undeveloped.
Industrial	2.4%	Almost all of the areas zoned industrial are fully developed.
Technical Industrial Park	1.6%	Over half of the area zoned TIP is undeveloped.
Special Use	26.94%	

CURRENT ZONING MAP



LEGEND

- R-E
- R-1
- R-1a
- R-2
- R-3
- PURD
- R-4
- R-5
- R-5a
- R-M
- C-1
- C-2
- C-2a
- C-3
- C-4
- C-5
- C-6
- I-1
- I-2
- TIP
- S-1
- PARK
- OVERLAY 1
- OVERLAY 2

Several things stand out in this breakdown:

- The balance between residential and other land uses is very good. High percentages of commercial and special use areas ensure easy access to shopping, work, schools and recreational opportunities.

- The relatively high percentage of commercial land uses can mean a good stream of revenue for the City as long as the businesses remain competitive. The businesses along County Line Road benefit greatly from the large residential areas of Jackson that lie directly to the south.

- The city has a very high percentage of special use areas (in this analysis including schools, parks, and recreational areas). This indicates the presence of ample open space and contributes to a high quality of life and the aesthetic quality of the community.





CULTURE, RECREATION & TOURISM

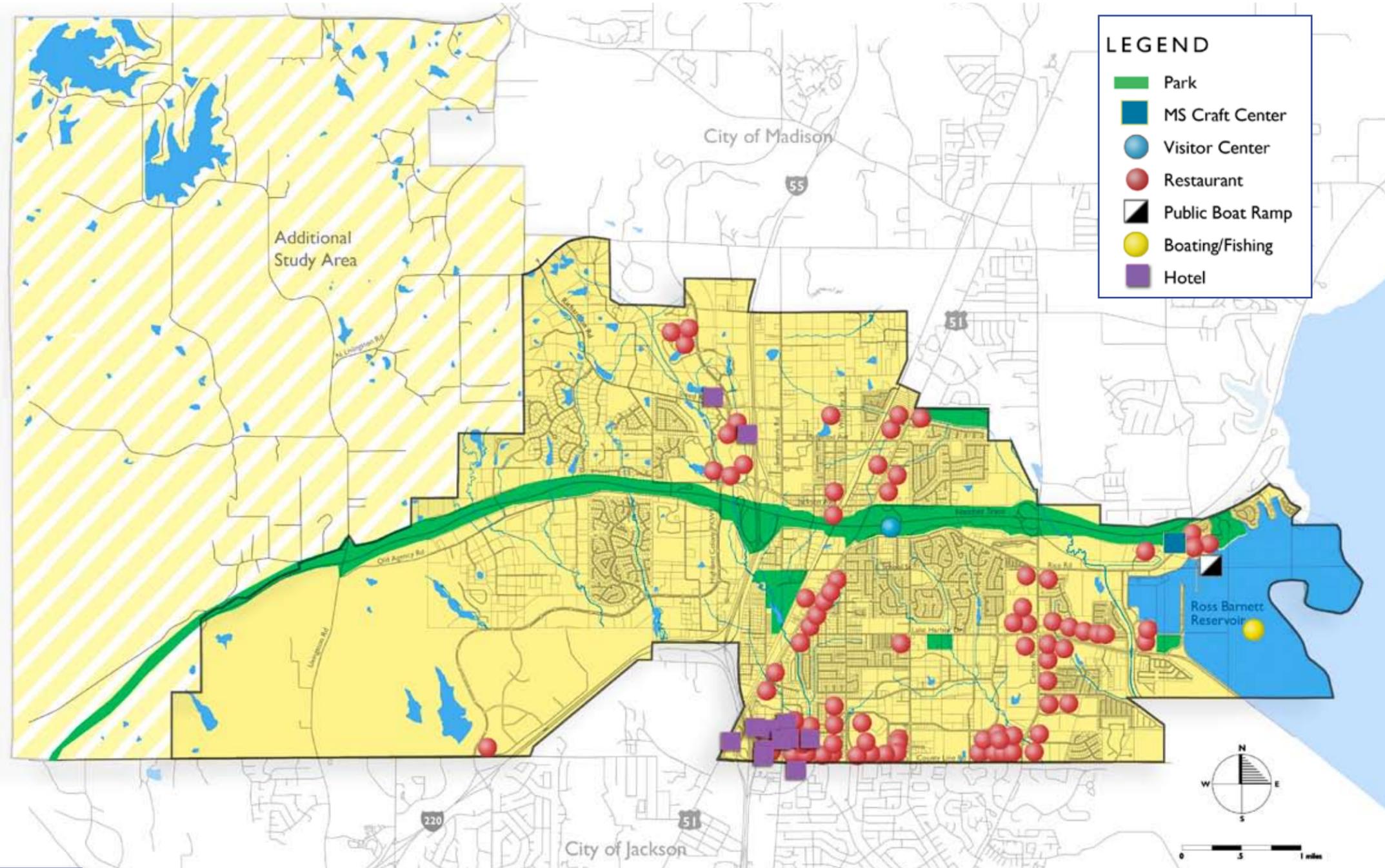
This element of the community’s economic equation is particularly attractive as it represents a “clean industry” that provides jobs, expanded educational opportunities and, most importantly, a sense of life and excitement to the community.

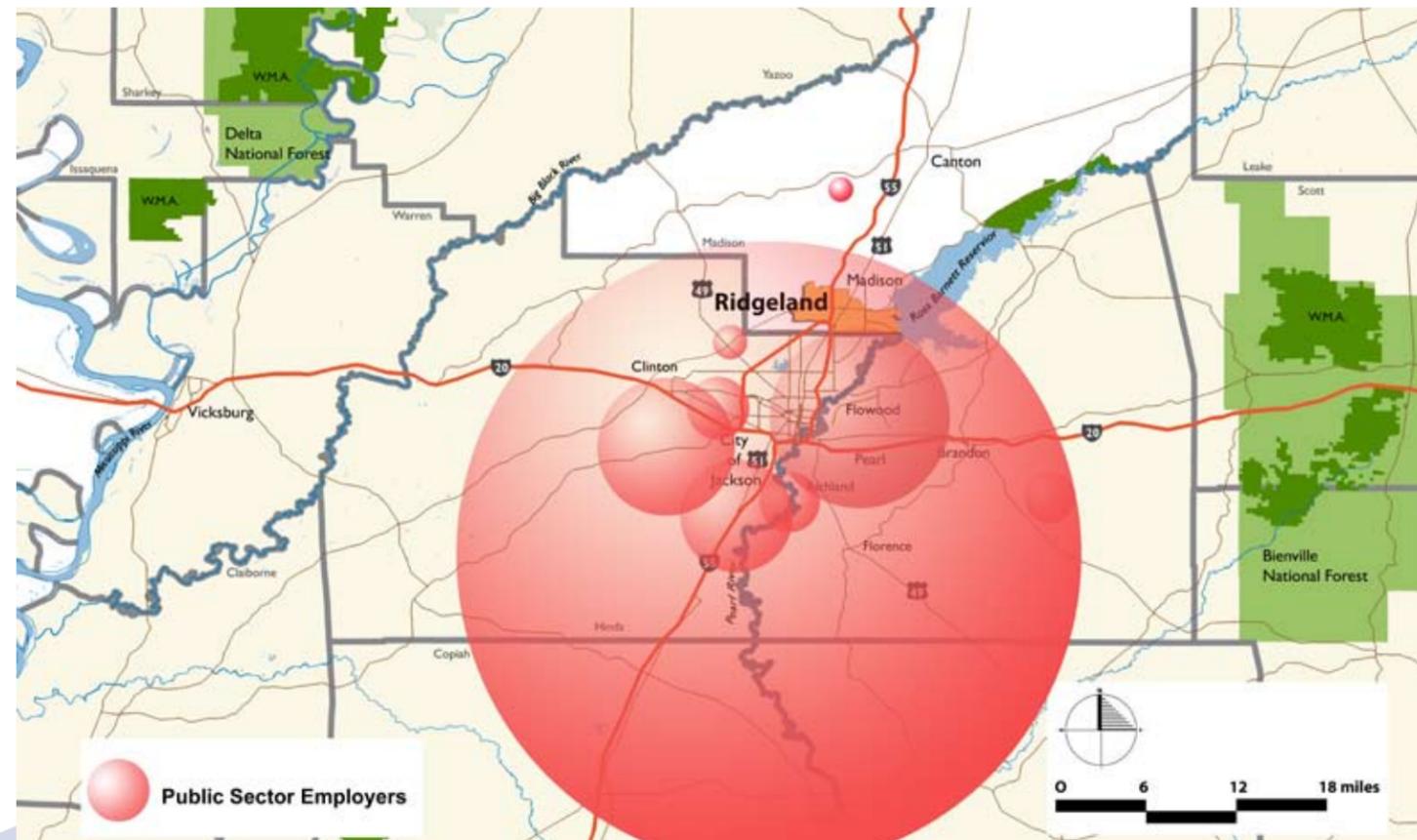
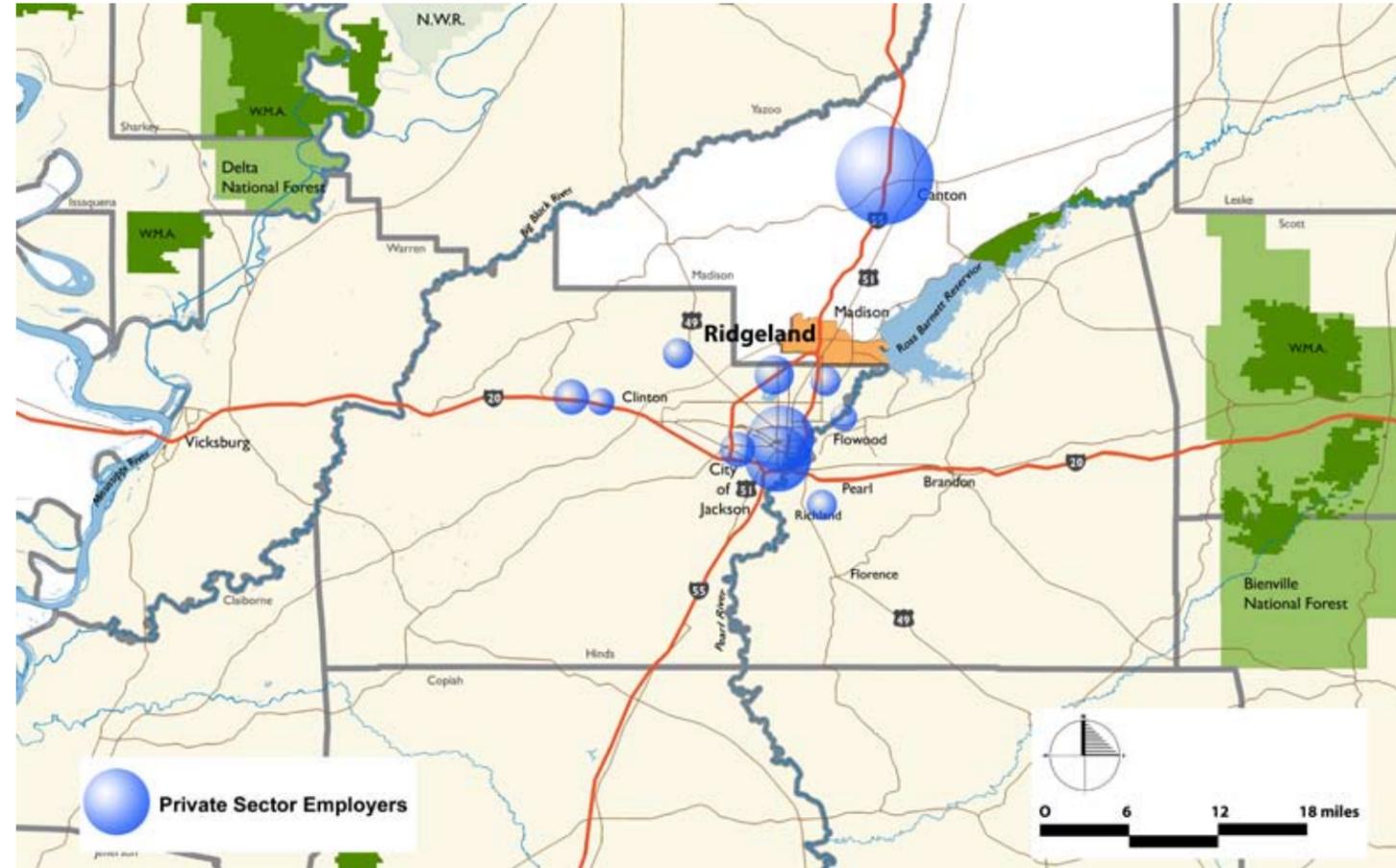
As can be seen on the map, Ridgeland has considerable hospitality resources (hotels and restaurants) as well as ample shopping opportunities. The Natchez Trace Parkway and Ross Barnett Reservoir combine to attract and “capture” travelers with their combination of heritage tourism and outdoor recreational assets.

Ridgeland parks, especially the tennis center and ball fields, also offer powerful attractions to visitors and residents alike. There are several parks and recreational facilities around the reservoir within Ridgeland. These facilities, however, are operated by the Pearl River Valley Water Supply District and do not have the advantage of Ridgeland’s rigorous maintenance standards and recreational programming. There are no golf courses in Ridgeland.

An important area in which Ridgeland is lacking is in the cultural arena. The city lacks museums, performing arts facilities, art galleries, and a true “sense of place” environment in which to host these activities. While it is true that Jackson currently serves as host for many cultural offerings, some presence in Ridgeland would be a welcome addition to community life.

The historic business district of the City has been lost to railroad and highway expansion and is only now in the process of being re-developed along Jackson Street just north of the Natchez Trace.





ECONOMY GENERATORS

As seen in previous demographic data, the most powerful economic generators in the region are headquartered in the Capitol City of Jackson. Fortunately for Ridgeland, the center of Jackson is only five miles away connected by Interstate Highway.

Major employers were mapped in two categories: Public Employers and Private Employers. There is a disconcerting imbalance between the two in the region, undoubtedly due to the fact that Jackson is the seat of state government.

Of the employers mapped, over 70 percent are public sector generators. The largest is the State of Mississippi, followed by state-funded hospitals, and educational institutions. In the private arena, the new Nissan plant near Canton is the largest employer followed by hospitals and banks.

Public employment has some positive attributes, principally its stability even in poor economic periods. It is important, however, to balance public with the private sector since entrepreneurial activity and job creation is typically where innovation and value creation occurs.

Within the City of Ridgeland, the most important economic generator remains the Northpark Mall followed closely by the many businesses, restaurants and hotels along County Line Road. Businesses and industry along Highway 51 continue to hold their own but will require some updating in order to remain competitive. Their main assets are ease of access and proximity to residential neighborhoods. Of growing importance are the new retail, business and residential developments underway in northwest Ridgeland. This new development could dramatically raise Ridgeland's economic potential west of the interstate and spur continued growth and development of the west side of the City.

PRIVATE

Nissan North America, Inc.	4,000
Baptist Health Systems	2,700
St. Dominic Health Services	2,600
Trustmark National Bank	1,600
Saks, Inc.	1,440
SkyTel Communications, Inc.	1,400
River Oaks Health Systems	1,236
BellSouth	1,210
Kroger	1,200
Delphi Automotive Systems	1,100
Blue Cross Blue Shield	1,100
Jackson Partnership d.b.a. McDonald's Corporation	1,000
Winn Dixie	1,050

PUBLIC

State of Mississippi	31,556
University of Mississippi	7,200
US Government	5,500
Jackson Public School District	1,600
Mississippi State Hospital	1,440
City of Jackson	1,400
Rankin County School District	1,236
Jackson State University	1,210
Central MS Medical Center	1,200
Madison County School District	1,100



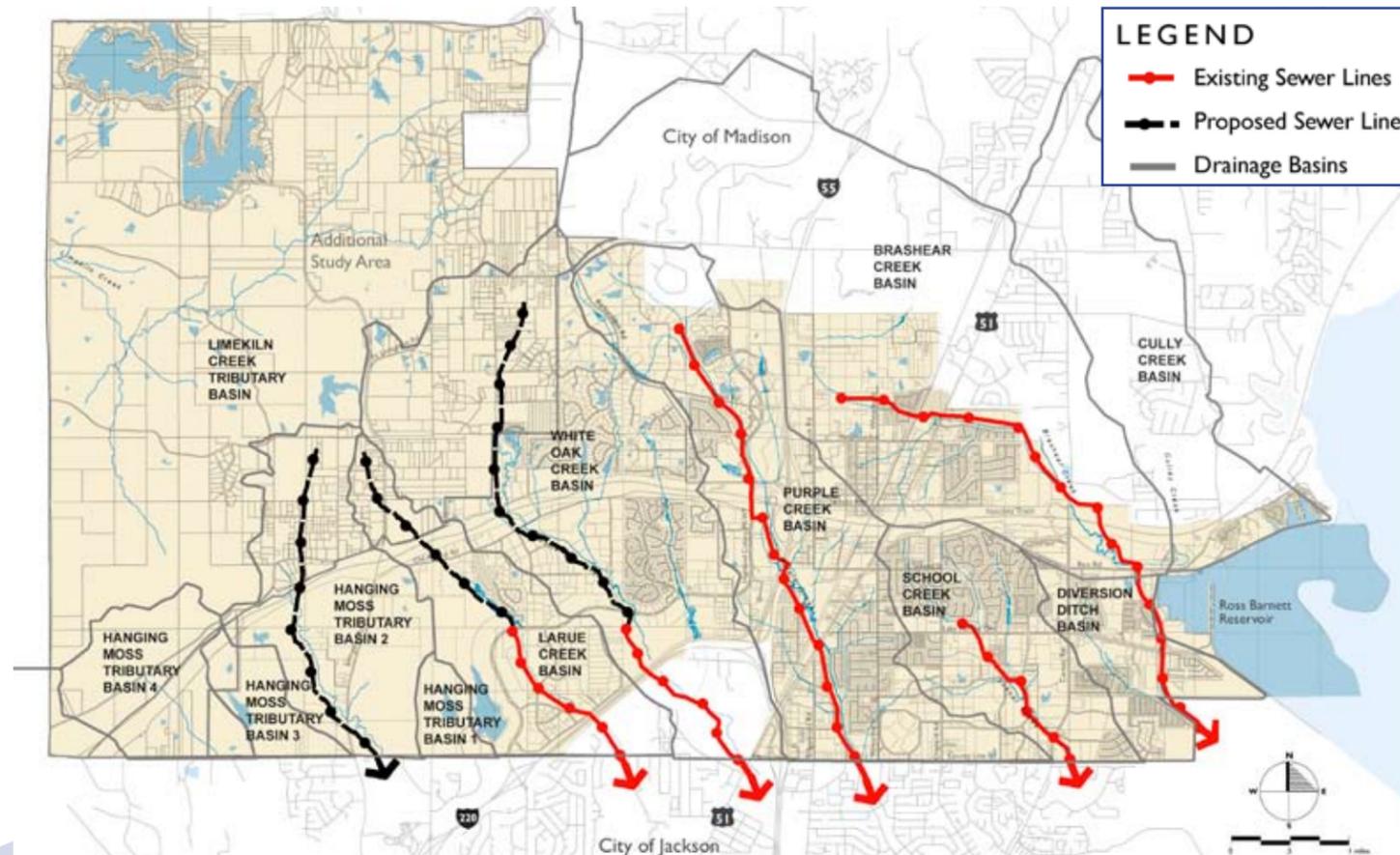
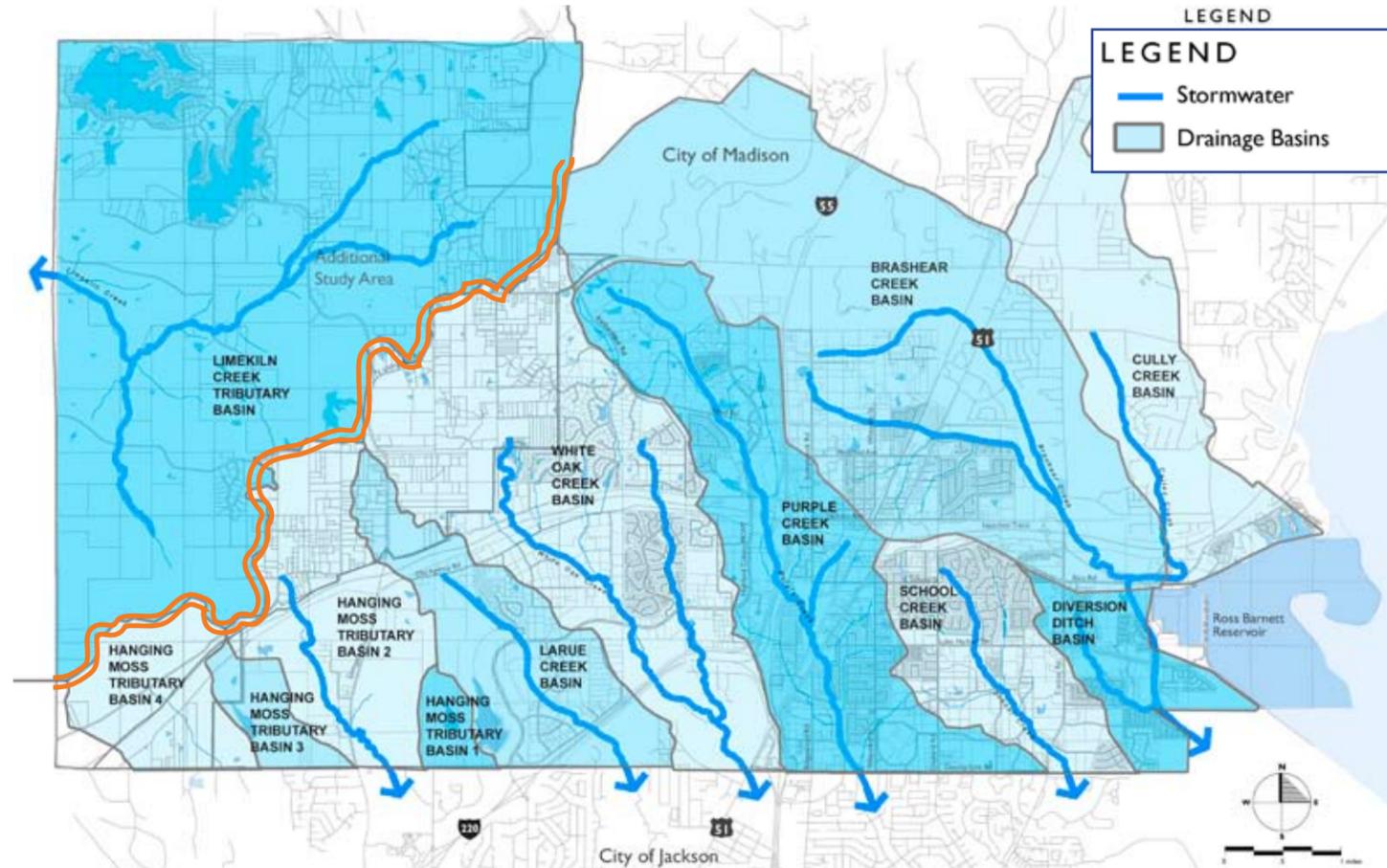
DRAINAGE & UTILITIES

Drainage and sewer utilities play a significant role in the long-term sustainability of community growth and prosperity. They are often invisible and frequently forgotten - until they fail.

Adequate drainage is a prerequisite to opening new land for development and a thorough understanding of floodplain and watershed management is crucial to reducing the risks of overburdening the man-made and natural drainage systems. It is important to remember that every new roof, driveway and parking lot not only adds to the volume of water that must be collected and conveyed, but also the speed with which it enters the system. Careful monitoring of storm water impact and required retention ponds must be a part of all new developmental planning.

Sanitary sewerage conveyance and treatment is quickly becoming the number one challenge for communities around the country. Absolutely essential for the health and safety of the population, and for accommodating new development of any kind, sewer utilities must meet demanding standards to ensure environmental quality. Facilities are expensive to build and maintain, and customers are seldom content to finance improvements through higher fees.

Ridgeland currently has a cooperative agreement with the City of Jackson to manage sewerage treatment. While capacity does not seem to be an issue right now, it could become a key limitation depending on the overall stability of Jackson.



STORM WATER

Ridgeland, as its name suggests, is fortunate in that it is situated on a ridge; the crest of which runs from northeast to southwest through the west side of the city.

The drainage map (left) illustrates the major creeks and associated watersheds that are responsible for carrying storm water out of the city. As can be seen, most of these creeks flow toward the southeast into the Pearl River Basin while the western areas which are beyond the ridge line, flow west toward the Big Black River.

These creeks flow through developed and undeveloped areas across the city and should be considered critical infrastructure. Fortunately, other than the Brashear Creek Basin, all the watersheds are contained within the jurisdictional area of Ridgeland and thus can be managed by the City.

The floodways of these basins also offer potential for the establishment of permanent greenways through the community, which could be developed with bike and pedestrian trails to improve connectivity and conserve wildlife habitat. The value of vegetation conservation in these floodways also contributes to important environmental protection by filtering and slowing storm water runoff before it gets to downstream reservoirs and into aquifers.

SANITARY SEWER

The sewer map (left) illustrates the existing primary sanitary sewer framework serving Ridgeland along with proposed new lines intended to serve the recently annexed area. With this new infrastructure in place, the city will be well covered and will have adequate capacity for growth in the southwest parts of the city.

Large parts of the additional study to the northwest are currently not served by sanitary sewer systems. A new system to serve this area will either require considerable investments in lift stations to pump effluent over the ridge or connections with existing or new treatment facilities to the west should be carefully considered before any decisions about annexation progresses.



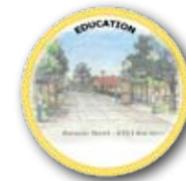
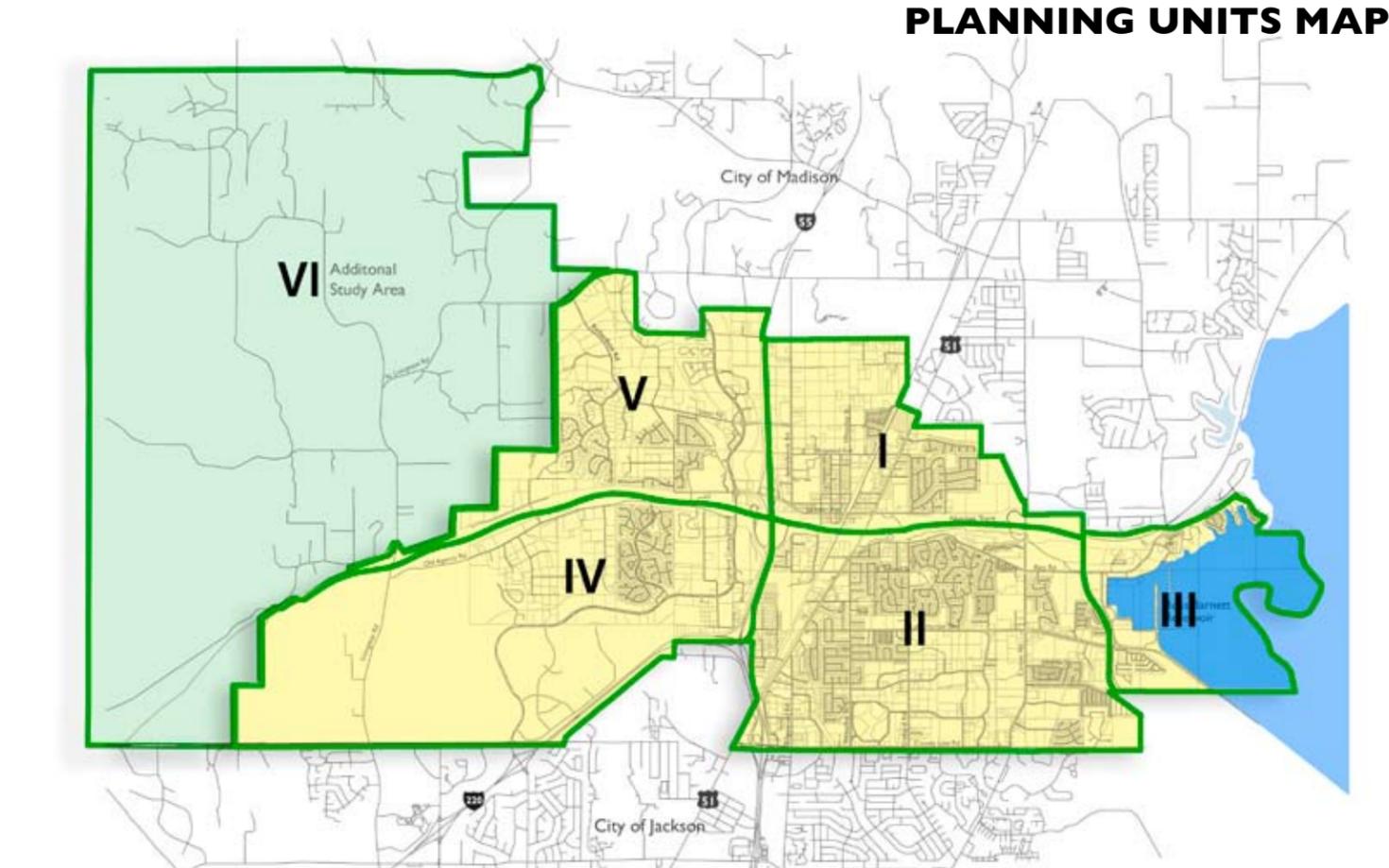
PLANNING UNIT ANALYSIS

The City of Ridgeland and the Additional Study Area consist of approximately thirty square miles. Analysis of the inventory of Natural, Human and Economic Resources represented in the area will be facilitated by the establishment of Planning Units.

Planning Units are parts of the city defined by natural and man-made, physical and psychological borders. They do not consider political borders because the basis is the underlying land forms and real barriers. By disregarding political boundaries, the analysis can also proceed without prejudice. Planning Units allow for a more detailed analysis of the assets and liabilities within their confines.

The study area, as shown in the map at right, was divided into six Planning Units. They are:

- Planning Unit I - Northeast Ridgeland**
- Planning Unit II - Southeast Ridgeland**
- Planning Unit III - Reservoir Area**
- Planning Unit IV - Southwest Ridgeland**
- Planning Unit V - Northwest Ridgeland**
- Planning Unit VI - Additional Study Area**



ESSENTIAL ELEMENTS FOR SUSTAINABILITY

In order to achieve sustainable growth, communities should strive for a balance of these four Essential Elements:

- Education
- Economic Development
- Infrastructure
- Livability

This analysis of the Planning Units of Ridgeland will identify assets in each category as a way of identifying concentrations that can be built upon, or areas lacking one or more essential element for strengthening.

The units were defined primarily by the intersection of Interstate 55 and the Natchez Trace Parkway which divide the city at its center. The Reservoir was carved out due to its strong connection to the Ross Barnett Reservoir and the division created by Brashear's Creek.

The Additional Study Area was separated out due to the fact that it is not a part of the City and because of the natural topographic break that occurs along the ridge.

Each of the Planning Units will be analyzed according to three critical areas in order to develop a basic understanding of its relationship with the other parts and then to the whole. The three areas to be analyzed are:

Composition - The approximated percentage of land uses within the Planning Unit will be determined.

Opportunities and Constraints - General potentials and potential problem areas are identified and recommendations made.

Balance - The presence of the Four Essential Elements (see top right) for sustainability are identified as a preliminary step to achieving city-wide balance.

This analysis will create a "snapshot" of each planning unit and help to identify general strengths and weaknesses that may require more attention as the planning process continues.



Rolling meadows constitute large parts of Planning Unit VI



A retention pond with new residential development in Planning Unit V



Residential neighborhood in Planning Unit I



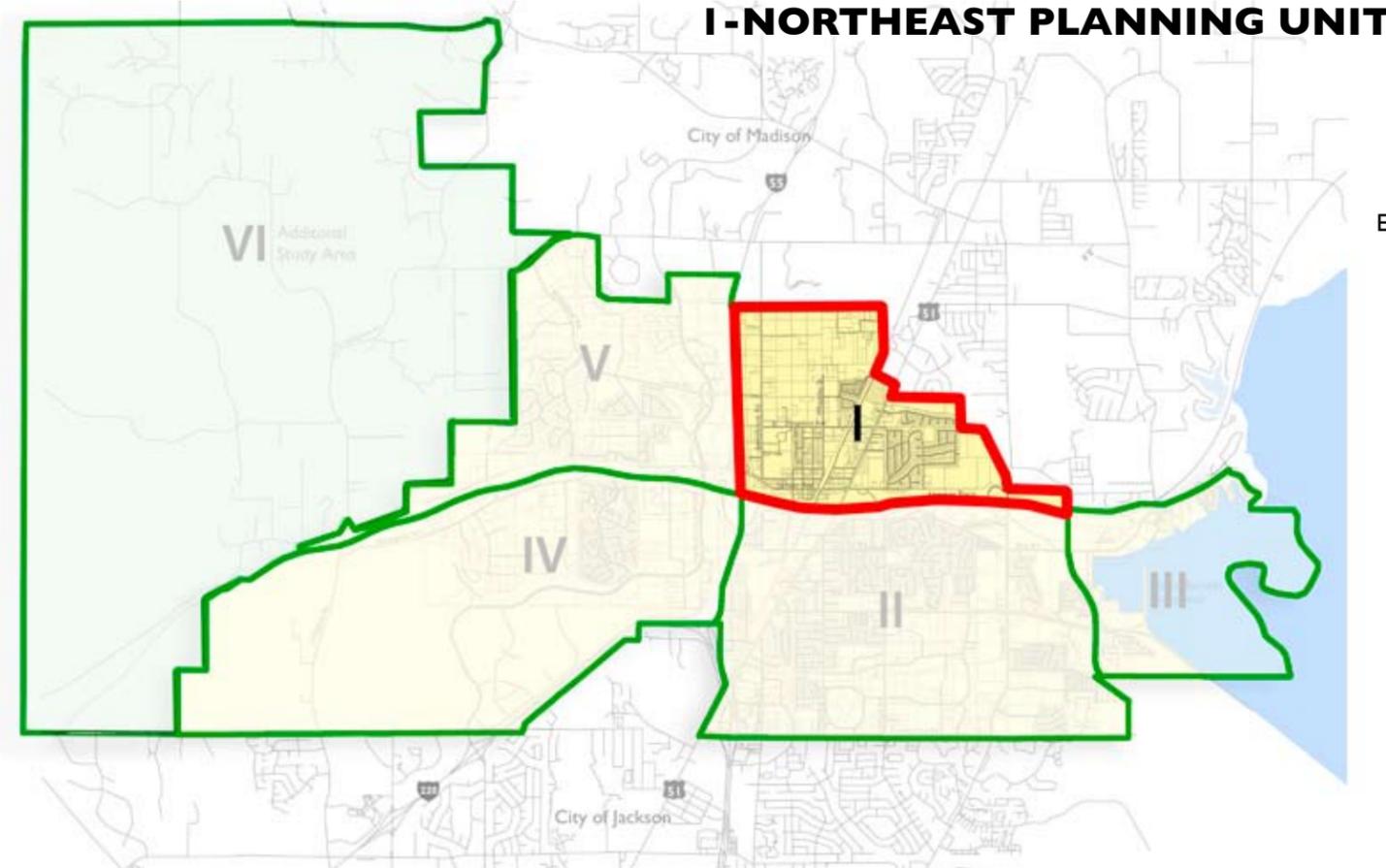
Major utility corridor slices through Planning Unit IV



New apartment complex in Planning Unit II

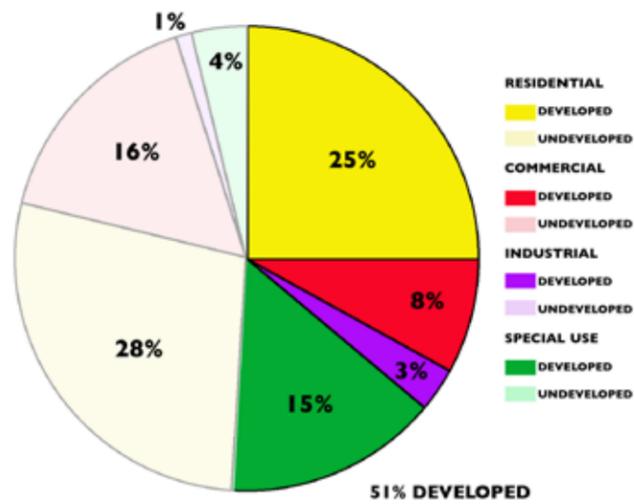


Boat houses at the lake in Planning Unit III



- EDUCATION**
 - Ridgeland High School
 - Olde Towne Middle School
 - Holmes Community College
 - Sunnybrook Children's Home
- ECONOMIC DEVELOPMENT**
 - Widened Highway 51 Commercial Corridor
 - New Service Roads
 - Railroad
 - Widened Sunnybrook
 - Colony Park Blvd Connection across Interstate
 - Undeveloped Land
- INFRASTRUCTURE**
 - Interstate Access
 - Jackson Street East/West Connector
 - Brashear's Creek Drainage System
 - Natchez Trace Parkway and Bicycle Trails
 - High Speed Internet Access
- LIVABILITY**
 - Wolcott Park and Tennis Center
 - Proximity to Schools, Parks, Shopping
 - Fire Station
 - Abundant Open Space
 - West Jackson Street Overlay District

I - NORTHEAST PLANNING UNIT



UNIT ANALYSIS

Good north/south connectivity via Highway 51, Old Canton Road and Sunnybrook. East/west access is currently weak with Jackson Street being the only connector. This will soon be improved with access to I-55 via Colony Park Boulevard. It has an educational core along Sunnybrook comprised of a high school, middle school, community college and children's home.

Opportunities

Individual neighborhoods have a distinct character and quality that is appreciated by residents. Schools and parks serve as important gathering places. Abundant undeveloped land exists in this unit which, if carefully developed, could be linked to schools, parks and shopping in innovative ways that would be unique for Ridgeland. The West Jackson Street Overlay District has begun to reclaim some of the image quality of Ridgeland's past and should be expanded over to Highway 51. The new interstate access and east/west connectivity via Colony Park Boulevard will bring unprecedented development opportunities to this Unit. The Natchez Trace serves as the southern boundary of this Unit and provides a reliable natural edge.

Constraints

The area most frequently mentioned as needing image enhancement was the Highway 51 Corridor. Older developments in disrepair, industrial development, and a general lack of continuity are the most serious concerns. Being a principal artery of the city, residents are concerned with the image that is presented to travelers and visitors to Ridgeland who travel Highway 51. Some older industrial uses clustered around the railroad present a barrier between the east and west parts of the unit.

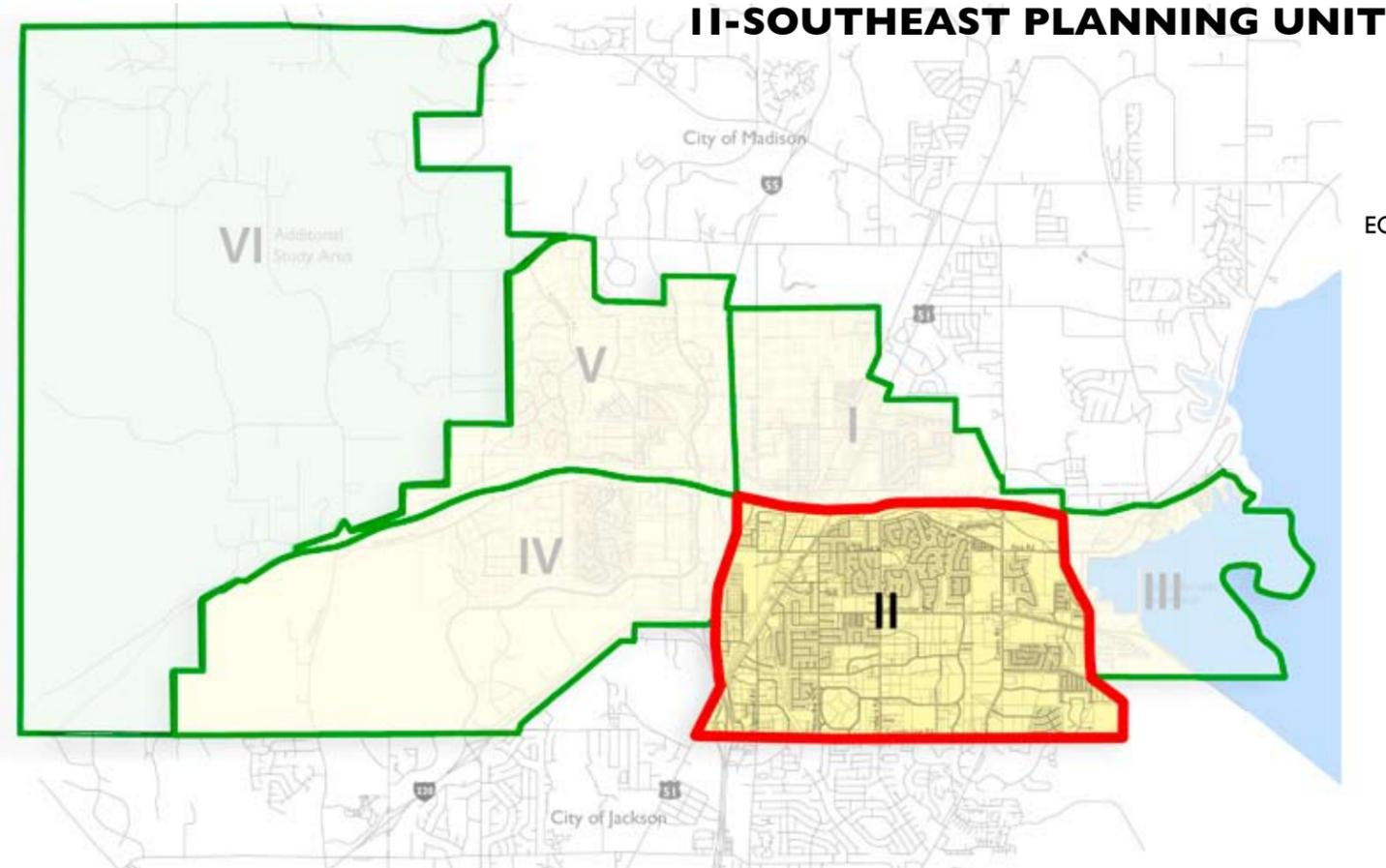
Recommendations

The unit is well balanced from a land use standpoint. Future residential development should be carefully planned to promote connections to other neighborhoods, schools and shopping areas. The proximity to schools should support a fairly dense residential mix which could include moderately priced units for young families and middle income earners. Much of the commercial development along the Highway 51 Corridor will require some renovation to address the image issues and to align with new development standards as are being used on Jackson Street. A fuller integration of the educational assets with the fabric of the unit could distinguish this area of the city. It is a tremendous opportunity to have quality education as the center of the life of neighborhoods and businesses. The West Jackson Street Overlay District standards, which are proving very successful along Jackson Street, should be expanded to include Highway 51. New development which will be prompted by the new east/west connection should be well planned in order to compliment, rather than overwhelm, the rest of this unit.

Unit Composition

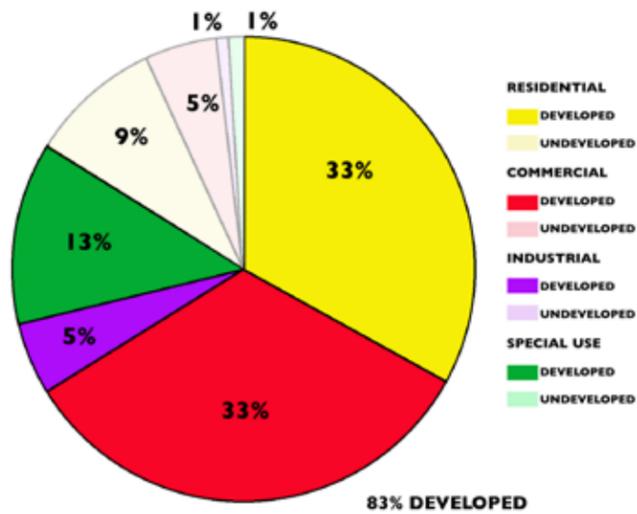
	Developed	Undeveloped	Unit
Residential	25%	28%	53%
Commercial	8%	16%	24%
Industrial	3%	1%	4%
Special Use	15%	4%	19%
Total	51%	49%	100 %





- EDUCATION**
 - Anne E Smith Elementary School
 - Christ Covenant Private Grade School
 - Library
- ECONOMIC DEVELOPMENT**
 - Interstate 55 Access
 - Highway 51 Commercial Corridor
 - County Line Road Corridor
 - North Park Mall and Shopping District
 - Natchez Trace
 - Hotels
- INFRASTRUCTURE**
 - Light Industrial Campus
 - Drainage Corridors
 - Good Street Connectivity
 - Railroad
 - Widening of Lake Harbor
 - Natchez Trace and City Bike Trails
- LIVABILITY**
 - Friendship and Freedom Ridge Parks
 - Bicycle Trails
 - Proximity to Jobs, Shopping, Parks
 - Natchez Trace Parkway
 - Fire, Police and City Hall

II - SOUTHEAST PLANNING UNIT



Unit Composition

	Developed	Undeveloped	Unit
Residential	33%	9%	42
Commercial	33%	5%	38
Industrial	5%	1%	6
Special Use	13%	1%	14
Total	84%	16%	100

UNIT ANALYSIS

This unit has the best overall connectivity with several east/west and north/south options. The widening of Lake Harbour Road and improvements to East County Line Road in the Northpark District represent continuing improvements to these assets. The unit is densely developed and contains the majority of Ridgeland’s population. It also has two parks, City Hall and the Library. If Ridgeland has a City core, it would be located in this unit. Important shopping and commercial areas are also located in this unit.

Opportunities

The predominant opportunities in this unit exist in the potential to improve the interconnections of the many assets of the unit. Many of the principal assets exist in isolated clusters accessible only by automobile across major thoroughfares and railroad tracks. Drainage corridors and roadway improvements offer great opportunities to both increase open space and create image improvements and connections. Imitation of the Natchez Trace edge in other areas would be a great improvement. The new east/west access across the interstate via Lake Harbour Extension offers great opportunities to establish connections with the west side and to Friendship Park, the Reservoir and Highway 51.

Constraints

The density and high percentage of commercial development in this unit have both positive and negative aspects. One constraint is the continuing trend to expand commercial areas which can have negative impacts on surrounding residential properties. The steady aging and decline of some businesses and residential areas represent a danger to the long-term prospects for this unit. With little land remaining for new development, redevelopment of older declining structures is challenging. Ridgewood Road, a major arterial roadway into the City from Jackson, is flanked on both sides by unruly development creating a poor image at a major entrance.

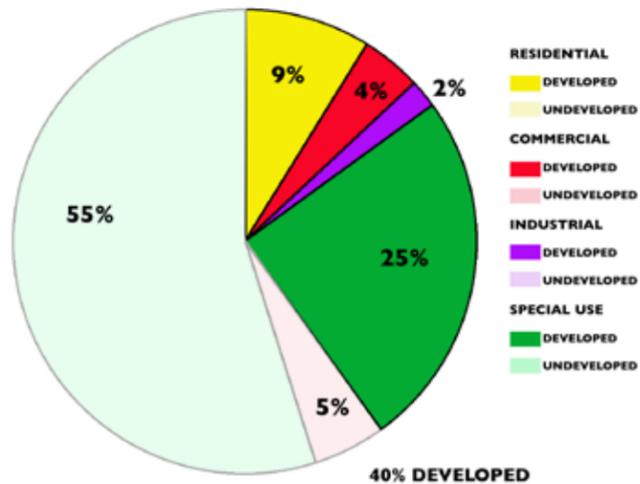
Recommendations

Land use is heavily weighted toward commercial development which is good from a fiscal standpoint, but could begin to threaten the viability and sustainability of high-value residential areas. Advantage should be taken of the high density in this unit by offering alternative access to nearby business, shopping, schools and recreation via expanded trails and green spaces. High density areas require concentrated green spaces to maintain livability levels, and providing easy access to them is critical. Establishing design guidelines and new development standards for the Northpark District will help to retain the vitality of this important area. Creating continuity will improve the image of the area and promote a more enjoyable shopping experience and greater profitability for businesses.



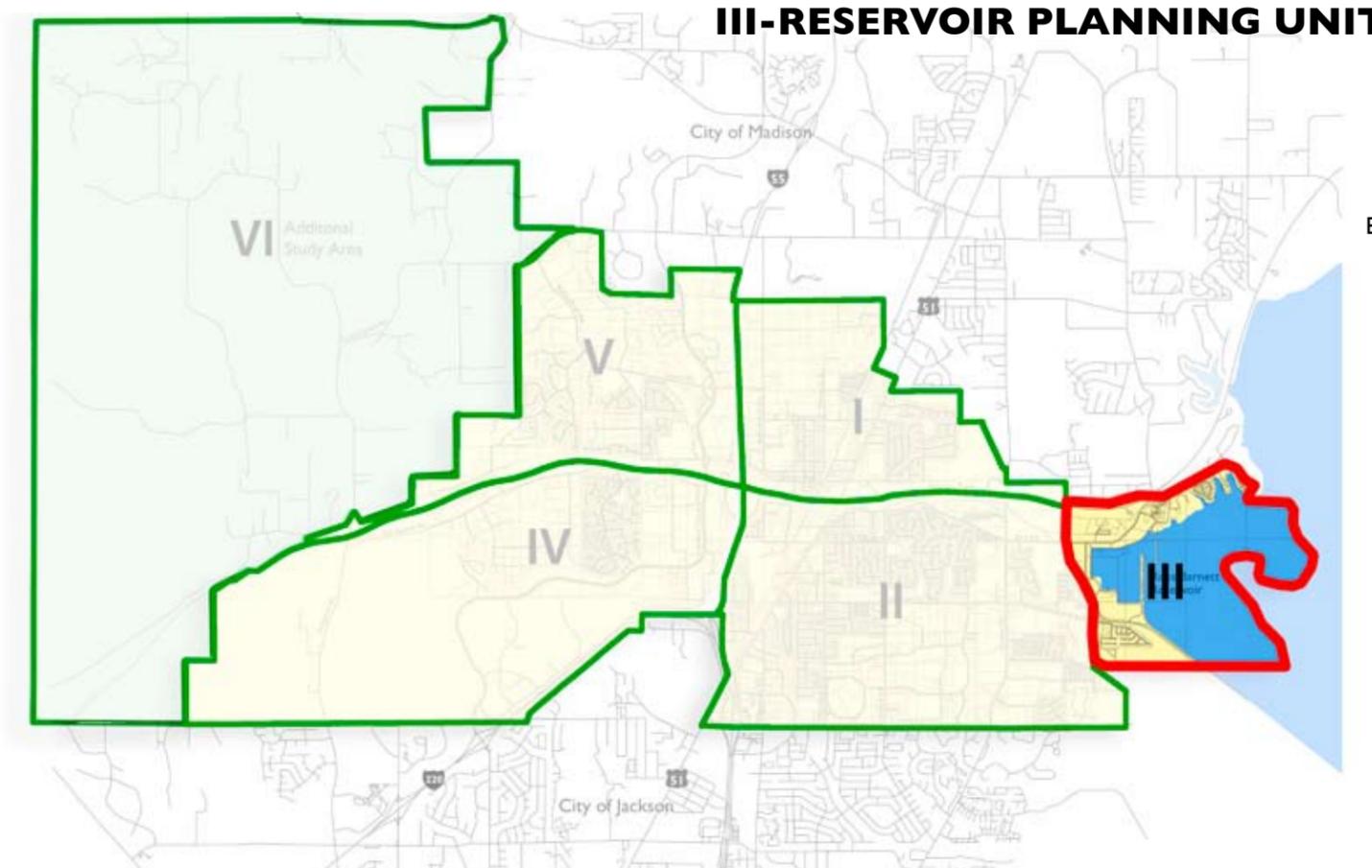


III - RESERVOIR PLANNING UNIT



Unit Composition

	Developed	Undeveloped	Unit
Residential	8.5%	.5%	9
Commercial	4.5%	5%	9.5
Industrial	1.8%	0%	1.8
Special Use	25.5%	54.2%	79.7
Total	40.3%	59.7%	100



III-RESERVOIR PLANNING UNIT

- EDUCATION**
 - Mississippi Craft Center
 - Ridgeland Recreation Center
- ECONOMIC DEVELOPMENT**
 - Lake front Property
 - Natchez Trace
 - Boating and Recreation
 - Proposed Harbor Walk Development
- INFRASTRUCTURE**
 - Brashear Creek Drainage System
 - Natchez Trace Parkway
 - Old Canton Road
 - Lake Harbour Road
- LIVABILITY**
 - Lake side Living
 - Bike Trails
 - Lake side Parks
 - Natchez Trace
 - Ross Barnett Reservoir
 - Fire Station

UNIT ANALYSIS

The Reservoir Unit is the most unique area of the City. Perched on the edge of the Ross Barnett Reservoir it has the advantage and the limitations of a waterfront area. Good access to the area is provided by the Natchez Trace, Rice Road, Lake Harbour, and Harbor Drive. It also has easy access to water sports and recreational opportunities and lake side parks operated by the Pearl River Valley Water Supply District (PRVWSD). The limitations exist only in that the City shares responsibilities with the PRVWSD, thus, may not have complete control over all issues affecting this area. Due to the importance of flood control and water quality management, a large majority of the land use in this unit is designated Special Use and is unavailable for development. A proposed major development around the west end of the lake could have a major impact on this unit bringing high quality commerce to the highly desirable waterfront.

Opportunities

The predominant opportunity in this unit exists in the potential offered by the Harbor Walk development. It could provide a unique waterfront experience in the region and would undoubtedly attract businesses and visitors from many areas. The mixture of offices, condominiums, hotel and retail would create an important business node on the eastern edge of the city and help improve property values in some declining neighborhoods in the southeastern part of the city. There are other significant opportunities to increase access to the lake front in the form of trails and open space that should be explored as well. This enormous asset is currently very under utilized.

Constraints

The primary constraint is, as mentioned above, the shared jurisdiction. Beyond this, much of the area is confined by the Natchez Trace and the Brashear Creek flood way. An additional constraint is the fact that it is difficult to identify this area with the City of Ridgeland which, in turn, is due to the lack of image throughout the City.

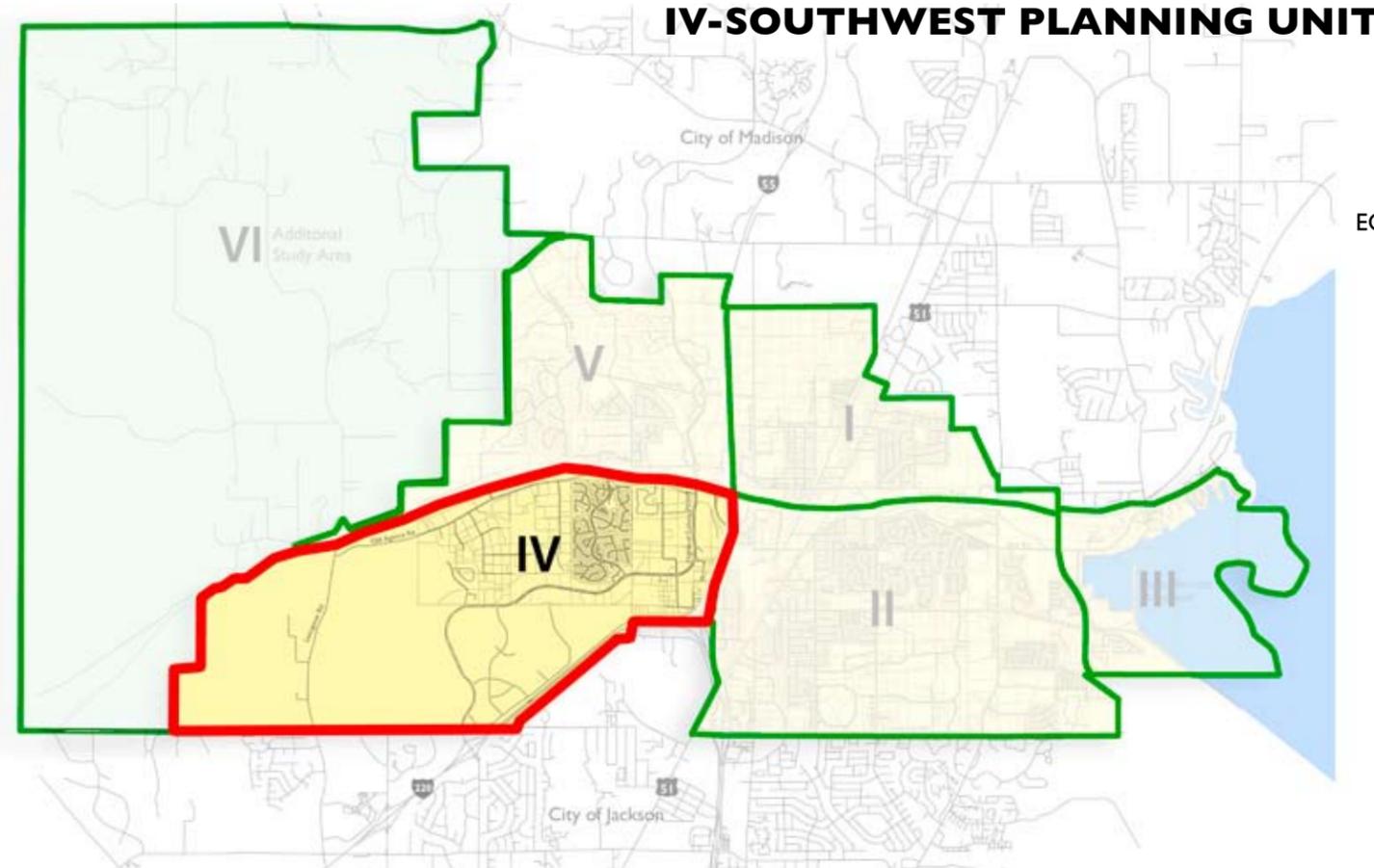
Recommendations

Being a confined area, emphasis should be centered around the new development proposed for the lake front. This development could stimulate a renaissance of the lake area and should be carefully managed to leverage with new public open space and enhancements in the area. Cooperative endeavors with the PRVWSD should be continued and expanded to further blend the city's park and recreation offerings to the lake front.





IV - SOUTHWEST PLANNING UNIT



IV-SOUTHWEST PLANNING UNIT

EDUCATION



Highland Elementary School
Proximity to Tougaloo College

ECONOMIC DEVELOPMENT



Highland Colony Parkway Corridor
Technical Industrial Park
Available Properties for New Development
Natchez Trace
I-55 and I-220 Frontage

INFRASTRUCTURE

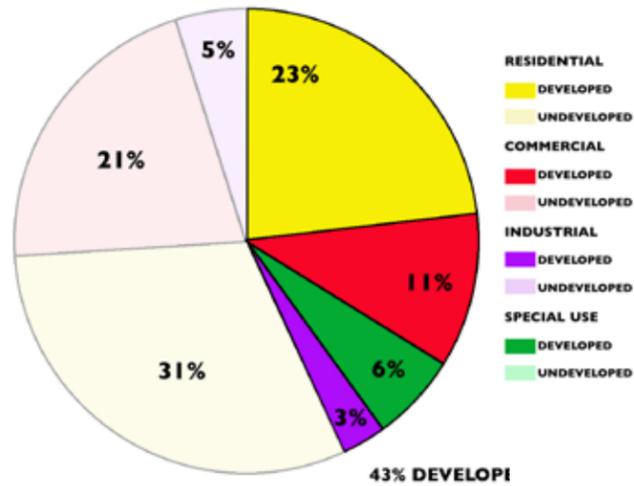


I-55 and I-220
Highland Colony Parkway
Proposed Lake Harbour Drive Extension
Purple Creek and White Oak Drainage ways
Natchez Trace
Proposed Sanitary Sewer Improvements

LIVABILITY



Ample Open Space and Forested Areas
Natchez Trace
Proposed Bicycle Trail along HCP and
Natchez Trace
Fire Station



UNIT ANALYSIS

This unit includes the newly annexed part of western Ridgeland. The unit has good east/west circulation via the Natchez Trace, Highland Colony Parkway, and Old Agency Road but poor connectivity north/south. Livingston Road offers some relief but more is needed to encourage new development and provide alternative routes and decrease future traffic congestion. The proposed Lake Harbour Extension will touch down into this unit and will offer new development opportunities between Brame Road and the interstate. The existing Technical Industrial Park (TIP) is an important asset and diversifies the economic base of the City. The western parts of this unit remain sparsely developed as do some areas along Highland Colony Parkway. Future development should be carefully managed in order to create value across the area and avoid isolated pockets with poor connectivity. It should also be noted that should this area begin to develop, related population increases will require consideration of additional public facilities in this area including schools, police and fire facilities, and parks.

Opportunities

The I-220/Highland Colony Parkway connection is currently under utilized and should be considered a major future gateway into Ridgeland. Cooperative efforts between the City and Jackson should be intensified to improve the overall image and development potential of this shared intersection. The TIP would benefit from this improved gateway recognition and from improved physical and investment linkage to Tougaloo College. The college currently owns considerable property in this unit and should be included in final land use schemes. The availability of high quality open land in the western area offers great opportunities for residential growth in carefully planned developments that could offer highly desirable mix of secluded estate homes with traditional subdivisions. Careful conservation of existing woodlands would add atmosphere and value to such development.

Constraints

The principal constraint appears to be a perceptual one involving the proximity to a sparsely developed part of north Jackson. Additional constraints would include a lack of interconnecting roadways to support new development. A major electrical transmission line also interrupts the continuity of the area. However, this feature could be integrated into development schemes and even become an asset as open space and trails linkage.

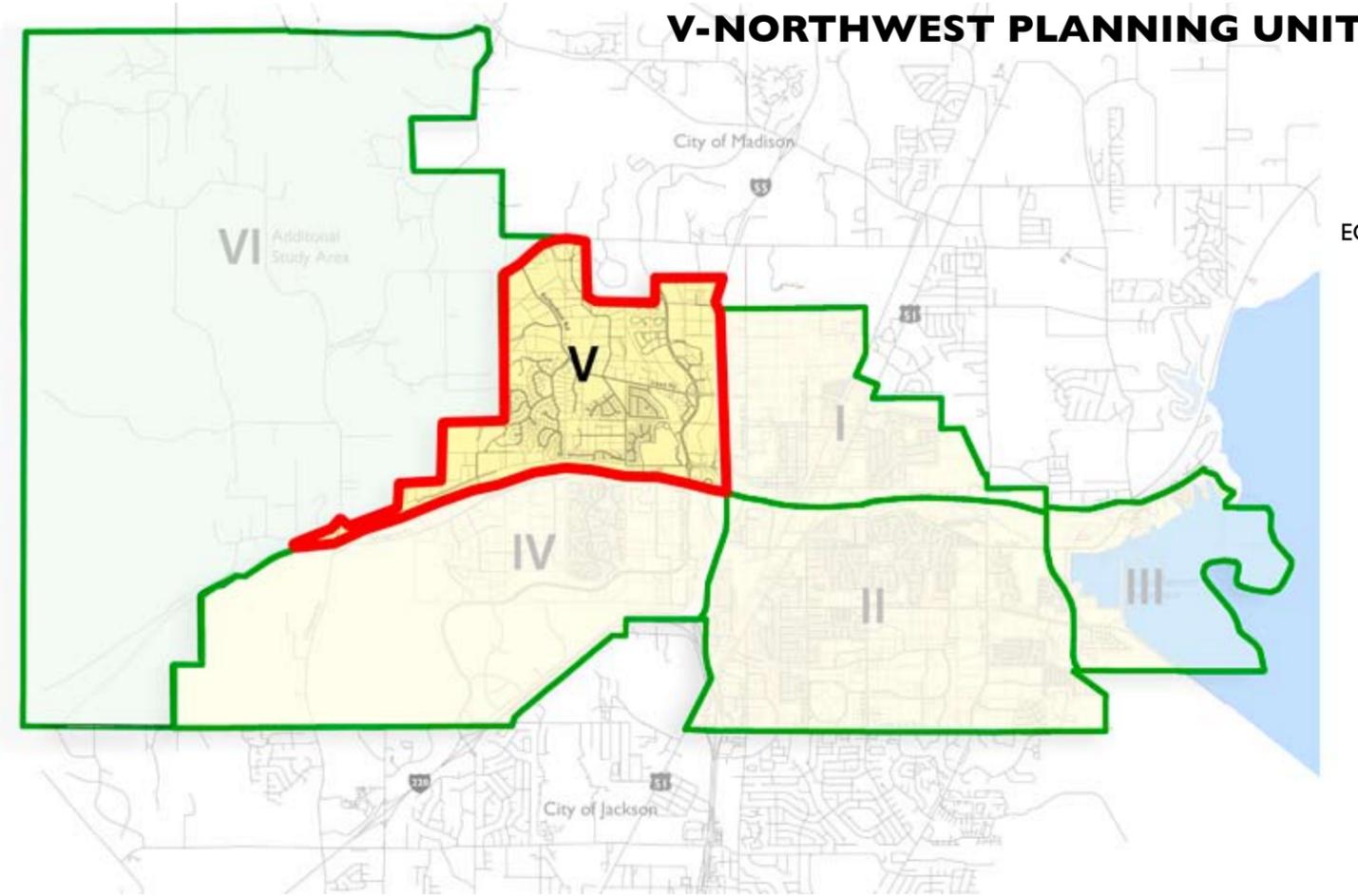
Recommendations

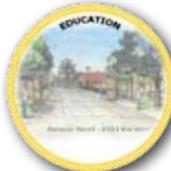
The most important recommendation involves establishing a dialogue with Jackson on the future of the area. Cooperation could establish development patterns that would encourage positive new development on both sides. Otherwise, Ridgeland may have to resort to creating a strong defining edge that will buffer new development from perceived threats from its southern neighbor.

Unit Composition

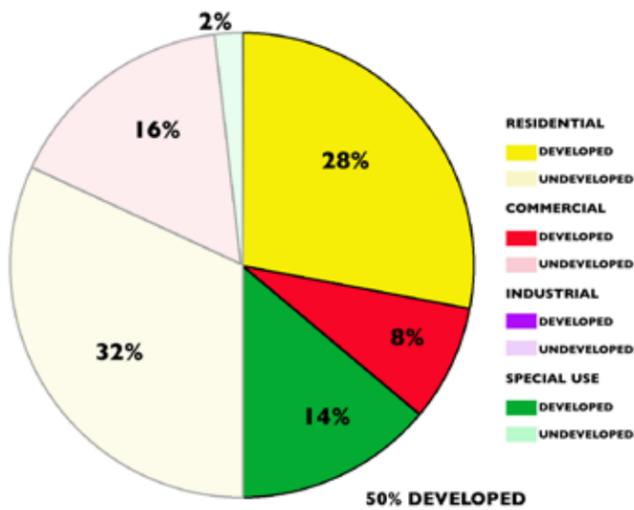
	Developed	Undeveloped	Unit
Residential	23%	31%	54
Commercial	11%	21%	32
Special Use	6%	0%	6
Tech. Ind. Park	2.5%	5.5%	8
Total	42.5%	57.5%	100





- EDUCATION**
 St. Andrews Episcopal School
- ECONOMIC DEVELOPMENT**
 Highland Colony Parkway Corridor
 New Mixed Use Development (Renaissance, Concourse, Township.)
 Available Properties for New Development
 Natchez Trace
 I-55 Frontage
- INFRASTRUCTURE**
 Secluded "Country" Living
 Natchez Trace Parkway
 Proximity to School and Shopping
- LIVABILITY**
 Ample Open Space and Forested Areas
 Natchez Trace
 Quiet, Uncrowded Estate Homes

V - NORTHWEST PLANNING UNIT



UNIT ANALYSIS

The Northwest Unit has until recently been predominantly an area of residential development of large properties and stately homes. Recent development along Highland Colony Parkway has added another dimension to the unit. High-value office buildings, condominiums, mixed-use retail and shopping centers have combined to create a major node of commerce in this part of the City. Good access via the Interstate and Highland Colony Parkway and from the east via Jackson Street, Steed Road and the proposed Colony Park Boulevard promise continuing success. While the Natchez Trace offers a secure southern edge to the unit, other east/west connectivity is almost non-existent. The same is true along the north/south direction with the exception of Highland Colony Parkway. Fortunately, low densities in the western areas put little strain on existing roadways, but future development into the west could create serious problems. A major private school in this unit adds an important dimension to the unit and is well located for easy access to neighborhoods.

Opportunities

There is still a considerable amount of undeveloped residential area in this unit, although it is shrinking daily. Building open space connectivity in the new developments could add considerable value while better preparing the area for possible western expansion. The new development along Highland Colony Parkway should include trails and open space as well to avoid excessive environmental and runoff problems.

Constraints

The main constraint to improving connectivity is the unwillingness of some residential developments to permit through streets. While providing a sense of security in the short term, this attitude could create serious long term problems. This is especially true for developments along the unprotected western edge of the city. With or without annexation, these areas may develop in patterns that are undesirable due to connectivity challenges that could lower the value of surrounding development.

Recommendations

Continued monitoring of new development to ensure consistent standards and capacity of infrastructure is essential for this unit. The City of Ridgeland should include the Additional Study Area (Planning Unit VI) in all future land use planning scenarios in order to adequately anticipate development trends adjacent to this unit. Consideration of annexation is indicated in order to protect the investment of existing homeowners and to ensure that new development in the west is compatible with City standards.

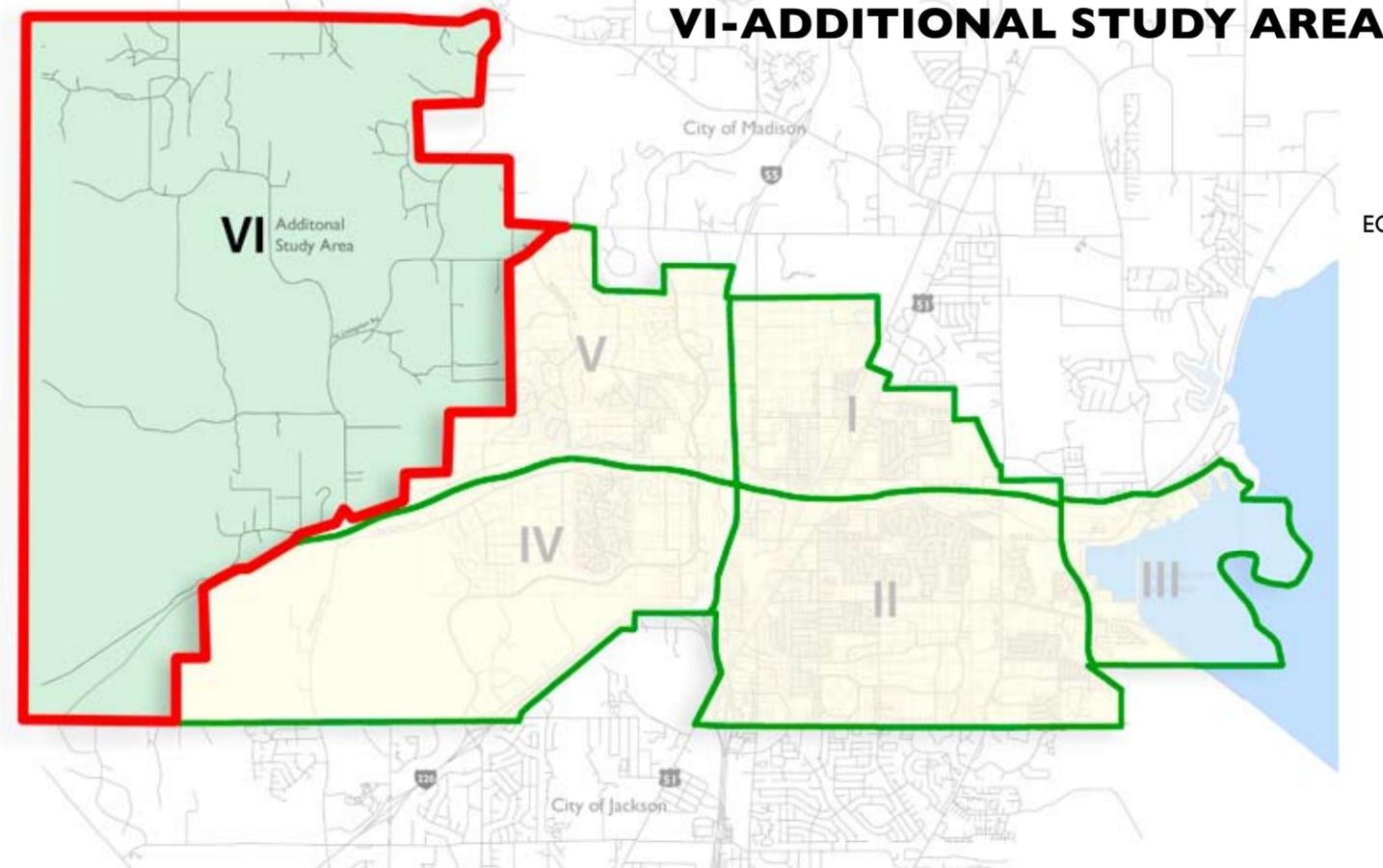
Unit Composition

	Developed	Undeveloped	Unit
Residential	28%	32%	60
Commercial	7.5%	16.5%	24
Industrial	0%	0%	0
Special Use	14%	2%	16
Total	49.5%	50.5%	100



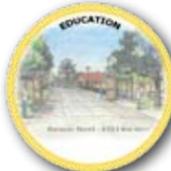


VI - ADDITIONAL STUDY AREA



VI-ADDITIONAL STUDY AREA

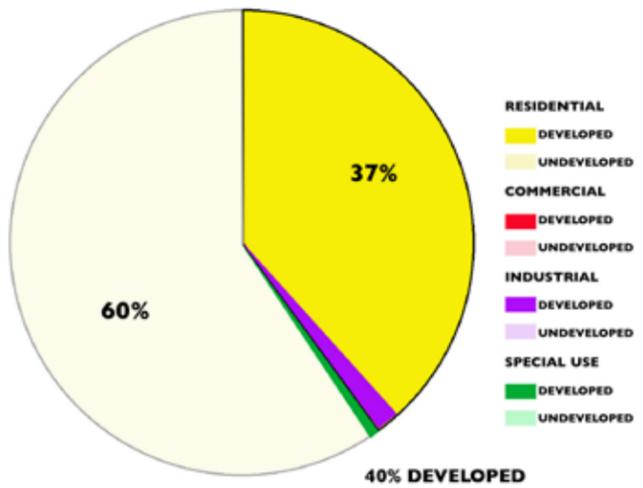
- EDUCATION**


 - Undeveloped 16th section land
- ECONOMIC DEVELOPMENT**


 - Available Properties for New Development
 - Natchez Trace
 - Industrial Base in Southwest Corner
- INFRASTRUCTURE**


 - Some Existing Roadways
 - Existing Water System w/planned improvements
 - Existing Fire Station
 - Drainage Basin
 - Nearby Railroad Tracks
- LIVABILITY**


 - Rural Living
 - Natchez Trace
 - Ample Open Space and Forested Areas



UNIT ANALYSIS

This unit is composed of some scattered residential development, mostly around the two lakes in the northwest corner, some industrial uses in the extreme southwest corner and open land. The residential areas around Lakes Cavalier and Lorman are very nicely clustered around the edges of the two moderately-sized reservoirs and provide a very nice environment for country living. The industrial uses in the southeast are predominantly landfill and waste disposal sites. Special Use areas include the edge of the Natchez Trace and electrical transmission lines that traverse the area. The remaining land is open and either forested or open pasture land. A steep drop off from the ridge top characterizes much of the eastern part of this unit.

Opportunities

The principal opportunity is potential expansion area for Ridgeland. The City is denied expansion on all other edges by the Ross Barnett Reservoir, the City of Jackson, and the City of Madison. There are valuable opportunities to increase the residential, commercial and industrial base of the City in this area, although the pressures are not currently strong. It would be advantageous to gain control over this area to prevent undesirable development from occurring.

Constraints

As mentioned earlier, the main constraint will be the cost of developing transportation and sanitary sewer infrastructure for the area. In addition, some parts of the area are steeply sloped and rather rough terrain, which will limit access and be difficult to develop. It would be advantageous to capture these areas as open space.

Recommendations

Consider beginning annexation process or, at the very least, develop a cooperative agreement with Madison County officials to allow City review and approval of new development permits in this area.

Unit Composition

	Developed	Undeveloped	Unit
Residential	37%	60%	100
Commercial			
Industrial	2%		
Special Use	1%		
Total	40%	60%	100





PLANNING UNIT GROWTH

An analysis of population projections for the six Planning Units yields some interesting and important information that must be considered in planning for the future.

The population growth diagrams (right) offer a three dimensional model representation of the distribution of City residents in 1990, 2000, and as projected for the year 2020. The model is a bird's eye view of the City as seen from the northeast - approximately above the Madison Airport. The relative heights of the color-coded Planning Units represent the existing and projected population in the unit.

Some of the key implications of this analysis are as follows:

1990

Seventeen years ago, seventy percent of the population lived in the Southeast Unit and growth into the other areas was only beginning. Almost half of the Southwest Unit was not even a part of the City at that time.

2000

Ten years later, even though the Southeast Unit grew by 30 percent, its population share had significantly decreased mostly due to rapid growth in the Northeast unit which grew by 140 percent. The western areas also grew extremely fast in this period, although they still comprise a relatively small overall percentage of population share.

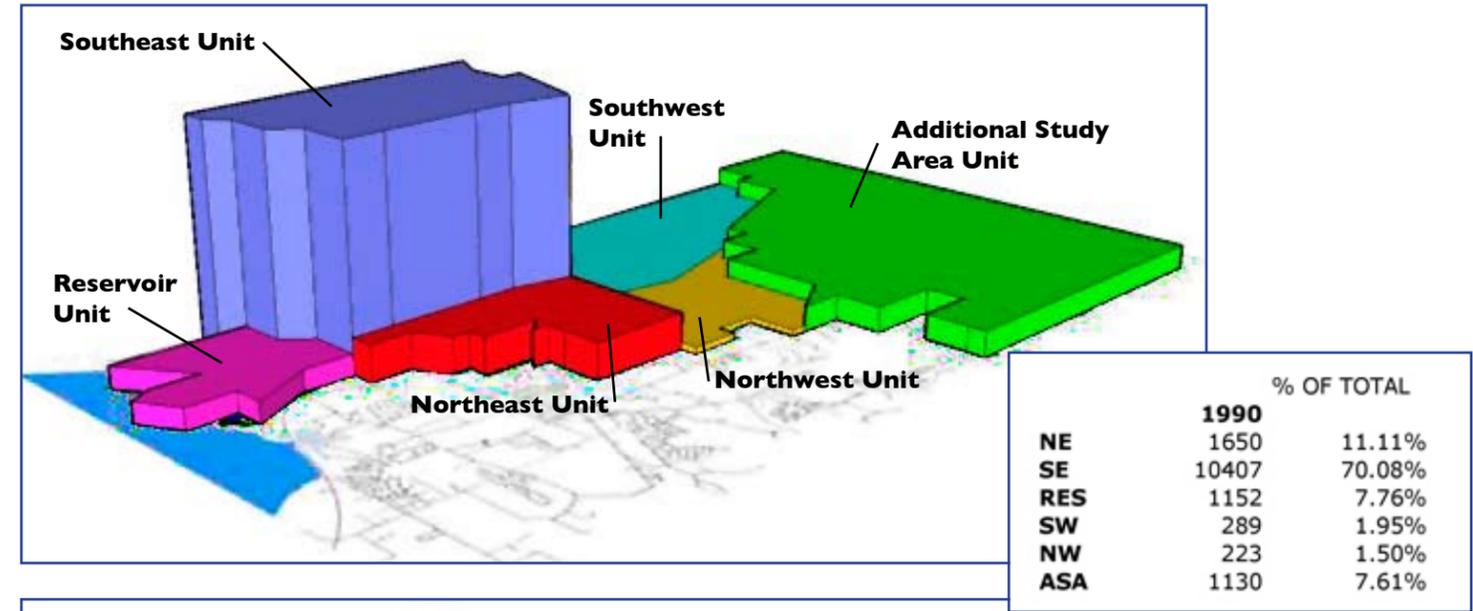
2020

Projections for the next twenty years indicate the potential for a 50 percent overall population growth in the study area raising the total population to over 30,000. Growth in the Southeast Unit has slowed, primarily due to saturation. The Northeast and Reservoir Units each

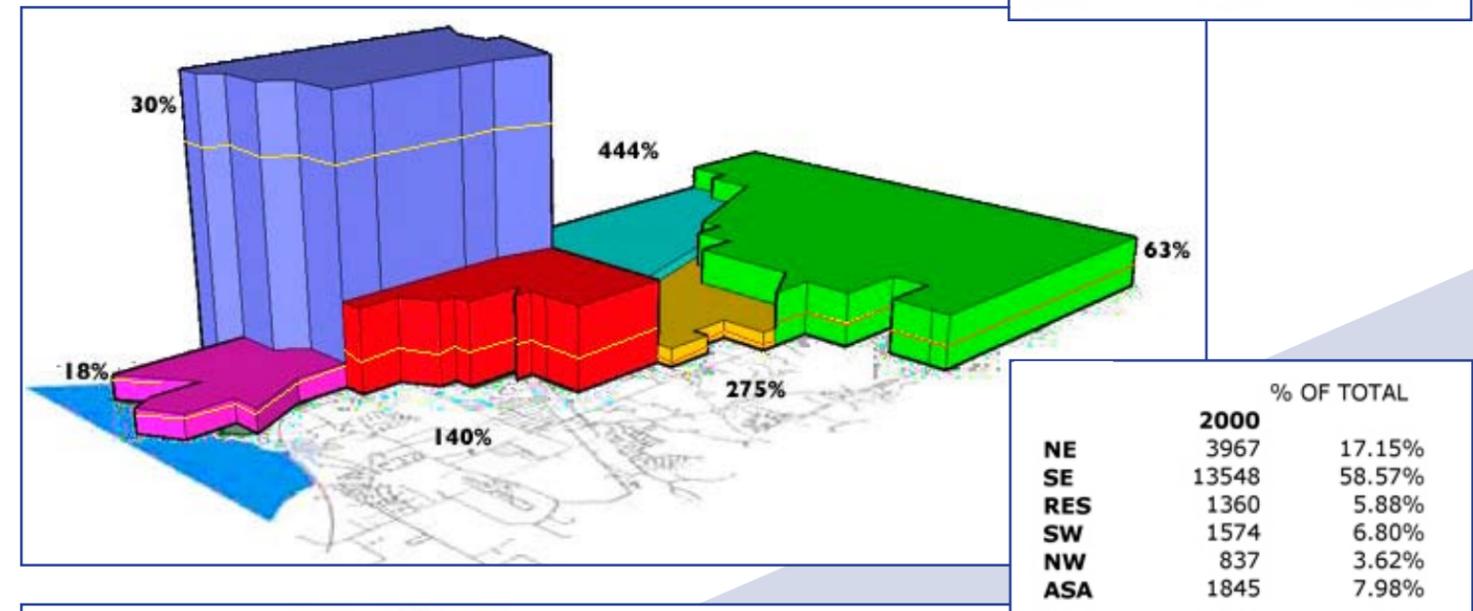
grow by more than 20 percent. Due to the high densities possible in mixed use development in the Northwest Unit, its population surges by 87 percent, while in the Southwest Unit, development in the annexed areas doubles the population there. The most striking growth is seen in the Additional Study Area, which more than triples over the next twenty years. While this figure shows dramatic growth, it could actually be underestimated since the projections used very light density development formulas for this area which may be reconsidered.

The conclusion of this analysis shows that growth should continue throughout the City with the greatest pressure being in the western part of the study area. Advanced planning for future schools, utilities and roadways should be entering the process as soon as possible to ensure timely financing and implementation of these crucial support assets.

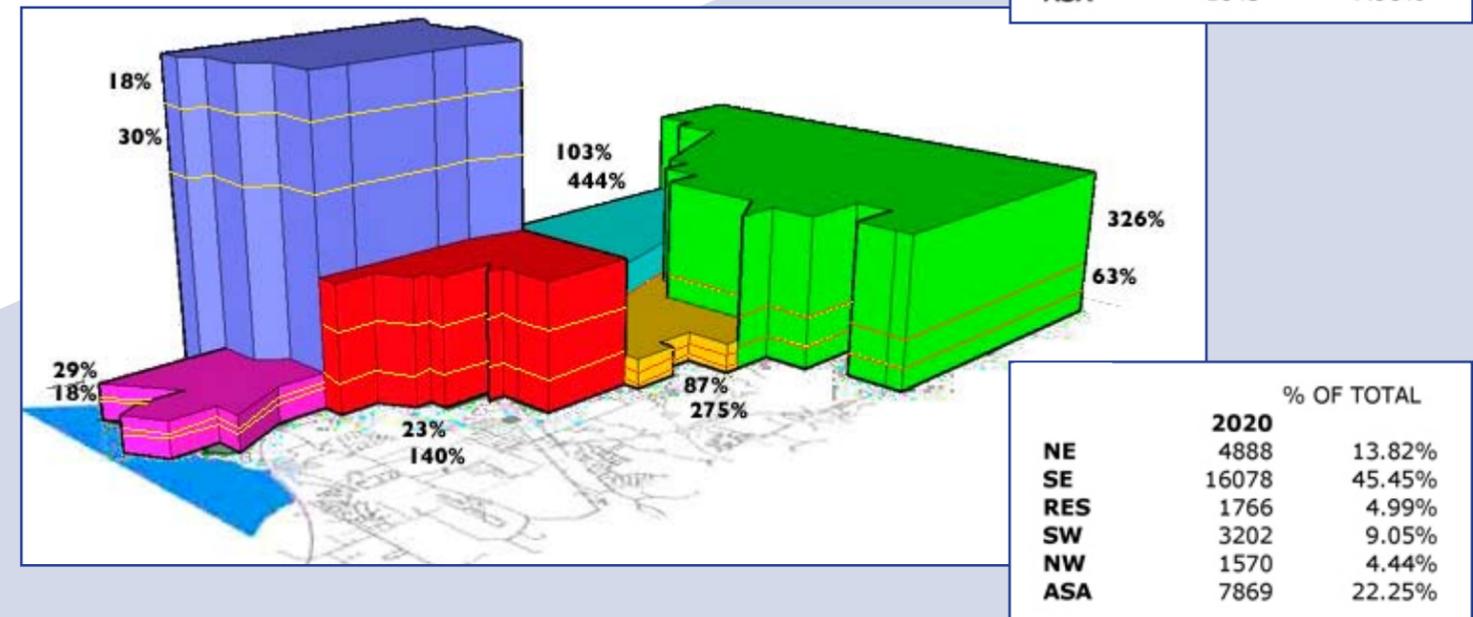
1990



2000



2020

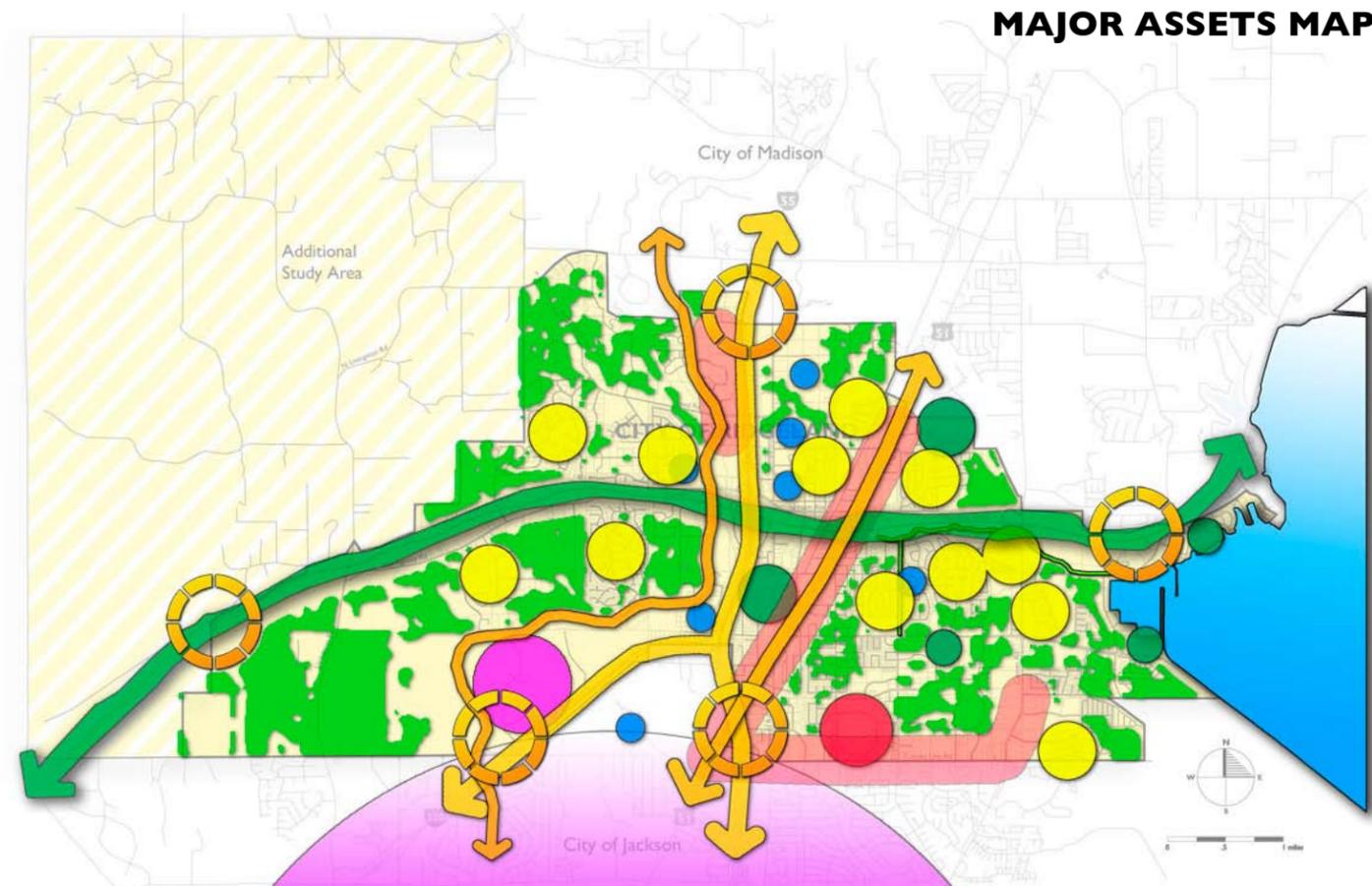




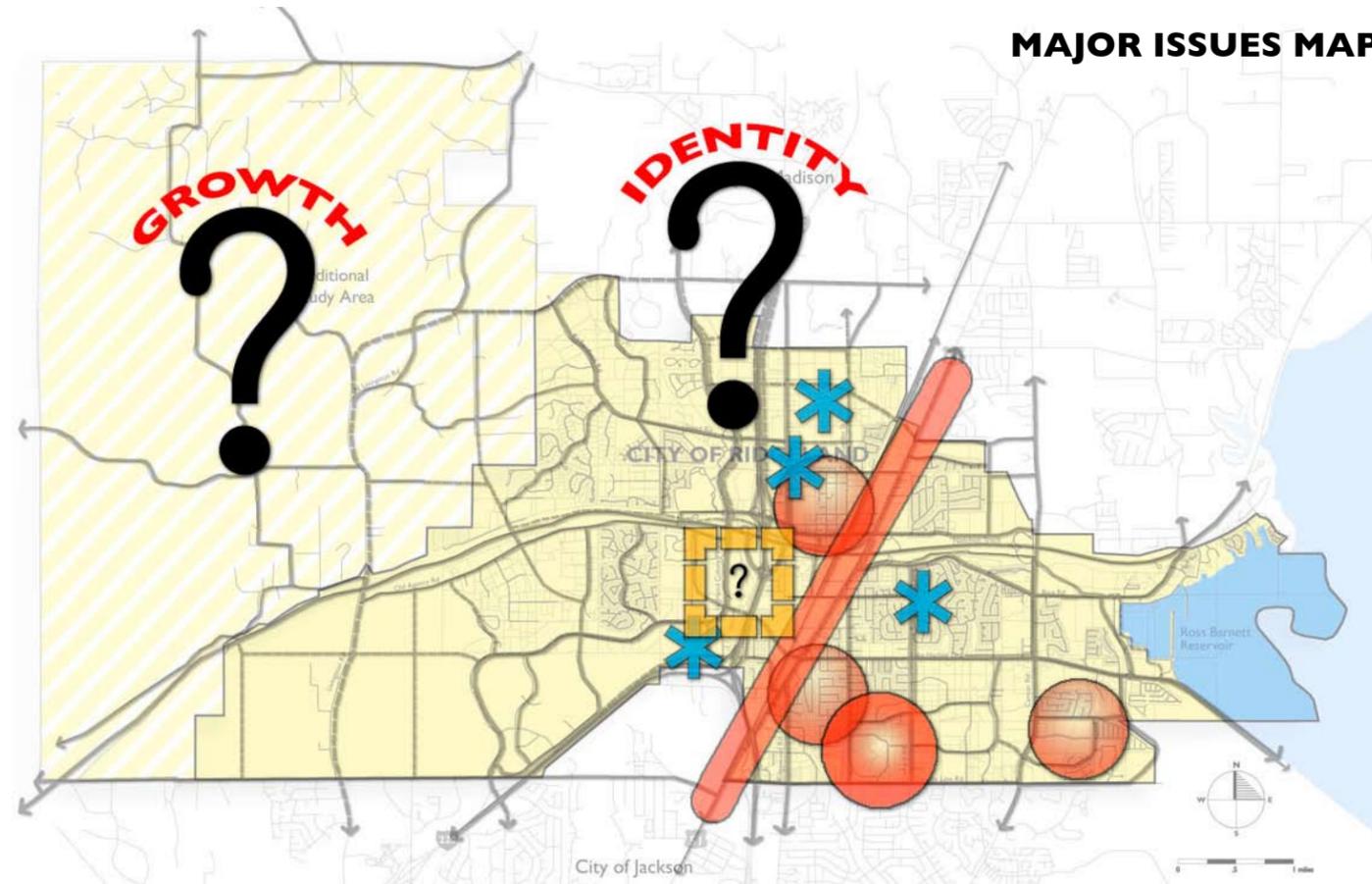
COMMUNITY ASSETS AND ISSUES

The analysis of the Inventory Mapping and the Planning Units reveals important assets and issues which should receive special consideration in the planning process. Fortunately for Ridgeland, the assets outnumber the issues.

The assets include City Gateways which offer opportunities to establish the image of the City to visitors and create a positive first impression. The Natchez Trace Parkway is a treasure to the entire state, and its path through Ridgeland is a great opportunity to entice travelers to experience the City's offerings. Good transportation access is provided by the Interstate and US Highways as well as by Highland Colony Parkway which all have the capacity to support strenuous economic activity. The Technical Industrial Park in southwest Ridgeland provides an opportunity to broaden the economic base into research and high technology, high value business. Northpark Mall and the commercial corridors, while aging, are still vital and capable of providing good business opportunities. Strong schools and residential neighborhoods offer stability and community character. Open space, bike trails, the reservoir and City parks provide a pleasant setting for City activities and the City of Jackson remains a steady source of jobs and market for Ridgeland businesses. Troublesome issues include several declining neighborhoods in southeast Ridgeland that threaten the quality of life of the community. Northpark Mall and the schools are susceptible to decline as well, if measures are not taken to ensure their continued strength. The City, while being clean and well maintained, has no discernible identity around which to rally and no "heart"- no central identifiable place that communicates the character of its people. Future growth of the city, hemmed in on three sides must be addressed. And, while well served by major roadways, inter-connectedness is still a challenge.



- MAJOR ASSETS LEGEND**
- City Gateways
 - Natchez Trace Parkway
 - Highland Colony Parkway
 - Interstate Highways
 - Highway 51
 - Technical Industrial Park
 - Northpark Mall
 - Commercial Districts
 - Residential Neighborhoods
 - Schools
 - Open Space
 - Bike Trails
 - City Parks
 - City of Jackson
 - Reservoir



- MAJOR ISSUES LEGEND**
- Declining Neighborhoods
 - Northpark Mall
 - Aging Commercial
 - Schools
 - City Center
 - City Identity
 - Future Growth
 - Connectivity



INTRODUCTION

Community commitment to the planning process is tested in the visioning and goals-setting step. Community participation is crucial to the success of this part of the planning process. It requires that community members dedicate some part of their busy lives to gathering at meetings and working together to express common desires.

In essence, the planners construct a portrait of the community, as it exists so that realistic decisions can be made about the future. The assessment provides an evaluation of the existing conditions when compared to:

- Other Successful Communities
- Best Planning Practices
- Regional Influences
- Future Trends

Visioning and goal setting requires meaningful community participation. Community ideas are gathered at open community meetings, interviews, and via an interactive web site established for this purpose. Of vital importance, the identified vision and goals will be used to guide the direction and emphasis of the rest of the master planning process.

COMMUNITY VISIONING MEETINGS

A series of community visioning meetings were held in the City of Ridgeland during the week of February 26 through March 2, 2007. The purpose of the meetings was to allow residents and business owners an opportunity to offer their thoughts about issues under consideration in the Ridgeland Area Master Plan. The meetings were open to the public and were held in the new facilities of Ridgeland High School on Sunnybrook Road.

Open meetings were held on Tuesday and Thursday evening and Thursday morning. A special meeting was held on Friday with the eleventh grade Ridgeland High School Ambassadors. In addition, two roundtable meetings were held, one on Wednesday with area bankers, and one on Thursday with area developers to hear their thoughts and to solicit their financial and civic support for the planning process.

In addition to the visioning meetings, input data was also retrieved from the rampupridgeland.com web site.

During the community meetings, participants were asked to review the inventory and analysis presented by the planners and then respond to a series of inquiries. Four break out groups were organized around the four essential elements of sustainable communities - Education, Economic Development, Infrastructure, and Livability - and were asked to join in a conversation to discuss three topics:

- The adequacy of current City efforts to provide a balanced community with high quality of life.
- Investment priorities within the Economic Development, Education, Infrastructure and Livability elements.
- Respond to a series of questions about the positive and negative elements of their City.



A spokesperson from each break-out group was then tasked with reporting the results of their discussion. Many common issues and concerns were reported and recorded and, combined with the results from the online survey, which formed the basis for the Community Goals for the Master Plan.

After all the data was collected and analyzed, the planners prepared a summary of findings and proposed planning goals derived from the results. These were presented to the RAMP Steering Committee for review, revision and approval. The Steering Committee then presented the goals to the Mayor & Board of Aldermen for adoption.

The following pages provide a summary of this process and an analysis of the adopted Community Goals.





WEB ADEQUACY SUMMARY	Totally Inadequate	Inadequate	Mediocre	Adequate	Excellent	RANKING
INFRASTRUCTURE	1	6	12	21	3	17
EDUCATION	1	2	8	15	17	29
LIVABILITY	0	2	6	21	12	31
ECONOMIC DEVELOPMENT	0	2	3	27	10	35
TOTALS	2	12	29	84	42	

ADEQUACY

In the web survey, participants were asked to review the inventory data and mapping in order to give more informed opinions to the survey.

Participants were asked to rate the adequacy of the City's *Infrastructure, Education, Economic Development, and Livability* assets. This was the most generalized input requested. The ratings come exclusively from web participants because, for time considerations, this rating was not included in the community sessions.

The summary (shown at right) can be analyzed as follows:

Considering all four elements:

- 50% think the City is doing an adequate job
- 25% think the City is doing an excellent job
- 17% think the City is doing a mediocre job
- 7% think the City is doing an inadequate job
- 1% think the City is doing a totally inadequate job

Removing the mediocre:

- 75% think the City is doing well
- 8% think the City is doing poorly

Among individual elements:

Participants feel like the City is doing the best job of **Economic Development**, and needs to do a much better job of **Infrastructure**. Both **Education** and **Livability** received fairly high marks.

These adequacy ratings indicate that **Infrastructure** needs the most attention, followed by **Education, Livability**, and **Economic Development** in that order.

Some notes of interest:

1. The City is currently allocating extensive resources to infrastructure improvements to the transportation system and sanitary sewer system. This work progresses slowly and causes surface complications that may contribute to the totals.
2. Public schools in the City face an image problem that is contradicted in many cases by school performance. Investment in school facilities has not been a problem.
3. Livability issues rated quite highly in this ranking, but were mentioned frequently as needing to be improved in other formats.
4. The city is definitely seen as being pro-business.

Rampupridgeland.com

The City of Ridgeland felt that in order to allow as many people to participate in the visioning and goals setting process of the Master Plan, a web site should be established to allow participation from home and work. The web site was linked to the City's web site and includes a great deal of information about the planning process, meeting schedules, planning schedules and facts about the Master Plan. Working with web developers and the planners, the site included an interactive survey which required that users review the inventory information before offering their opinions on the future of the City. Plan Goals were posted for review as well as draft plans, schematic drawings and the finalized Master Plan. The site will be maintained after completion of the plan and will be used to show progress with implementation of projects, programs and policies proposed by the plan. It will also be used as a positive marketing tool for the City in attracting new residents and developers.





INVESTMENT

Participants in the community sessions and the web survey were asked to divide a symbolic sum of \$400.00 between the four elements (\$100.00 each), and to indicate where within the elements they would invest. This exercise adds specificity by showing what parts of each element need the most improvements according to participants. The summary (right) is recorded by element and then by amount of overall investment.

The greatest total investments were made in the **Livability** element with the other three closely following.

- Livability** ----- \$10,305.00
- Infrastructure** ----- \$10,270.00
- Education** ----- \$10,190.00
- Economic Development** ---- \$10,160.00

The closeness can be explained by the fact that most people allocated exactly \$100.00 to each element. The disparity can be explained by the fact that some allocated more funds to some elements and less to others.

When listed and ranked by individual components, the results list the top 15 components in terms of investment priority. They include:

Five **Infrastructure** components including the top investment category: Roads.

Four **Education** components including the second most valued investment: Public Schools.

Five **Economic Development** components, the top one being: Business Environment.

Five **Livability** components, the top one being: Image

Some notes of interest:

1. Roads and public schools, by far, attracted the most investment. It should be noted that city and county leaders have already begun responding to this call with major street, sewer and educational facility investments.

2. One question for consideration is: Understanding the current investment levels, should the community continue to invest heavily in these categories?

3. According to other information included in web and community session comments, the high investment total in the business environment category may express a concern about image rather than a concern about the city having an anti-business environment. Adding just half of this investment total to the image category would raise the image component to the highest ranking. This would also drop economic development out of the top ten investing categories, confirming the opinion that the city is already seen as being very pro-business.

4. Affordable housing, or more accurately, starter homes for young families, ranked higher in investment than was anticipated. This may indicate the need to develop a better understanding of this terminology before planning concepts are developed.

Handout 2
RAMP COMMUNITY VISIONING
INVESTING SUMMARY March 29, 2007

Infrastructure Investments:	10270
1. Roads	4923
2. Drainage	1894
3. Water and Sewer	1558
4. Communications	1580
5. Hardscape, landscape, irrigation and lighting	100
6. Keep things in tip top shape	50
7. Better Drainage	50
8. Community center	25
9. Green Space	50
10. Other unspecified	30
11. Need park on west side of 55	10
Education Investments:	10190
1. Public Schools	4660
2. Libraries	2730
3. Continuing Education	1490
4. Workforce Training	1135
5. Scholarship opportunities to top students	110
6. Police & Fire	25
7. Other unspecified	30
8. Physical education/fitness	5
9. Promotions	5
Economic Development Investments:	10160
1. Business Environment	3155
2. Affordable Housing	2105
3. Job Creation	1280
4. Marketing and Promotion	1160
5. Entrepreneurship Opportunities	1640
6. Parking	670
7. Youth Center for teens	100
8. Hwy 51. Redevelopment	10
9. Other unspecified	35
10. Preservation of trees and green space	5
Livability Investments:	10305
1. Image	2705
2. Public Safety	2405
3. Environments	1670
4. Cultural Arts	1515
5. Parks and Recreation	1515
6. Overlay development and planning enforcement of plan	130
7. Enforce litter control	50
8. Change to underground powerlines	50
9. Other unspecified	25
10. Police/Fire	15
11. Preservation of historical importance, Old Agency, Reservoir	25

Overall Investment Priorities - Top 20

Roads	INFRA	4923
Public Schools	EDU	4660
Business Environment	ECODEV	3155
Libraries	EDU	2730
Image	LIVABILITY	2705
Public Safety	LIVABILITY	2405
Affordable Housing	INFRA	2105
Drainage	INFRA	1894
Environment	LIVABILITY	1870
Entrepreneurship Opportunities	ECODEV	1640
Communications	INFRA	1580
Water and Sewer	INFRA	1558
Cultural Arts	LIVABILITY	1515
Parks and Recreation	LIVABILITY	1515
Continuing Education	EDU	1490
Job Creation	ECODEV	1280
Marketing and Promotion	ECODEV	1160
Workforce Training	EDU	1135
Parking	ECODEV	670
Overlay development and enforcement of plan.	INFRA	130





COMMUNITY QUESTIONS

The visioning and goals questions generated the most input. It was also the most diverse input and required the most post data-collection analysis. The purpose of the questions was to reveal the assets most valued and the issues most important to the residents of Ridgeland. Community session participants responded to seven questions while web participants had the opportunity to respond to ten questions. Also included in the analysis of the responses were data compiled from meetings with Ridgeland High Ambassadors, area bankers, and area developers. Later, when the opportunity to provide input via the web site was terminated, those responses were also added to the data.

The process of recording and analyzing the data included organizing all the comments gathered at the community meetings and listing them by question. Some responses indicated existing assets that are highly valued by the community. Other responses indicated issues that the community expressed as a strong need. Similar answers (answers with similar intent) were grouped together creating a preliminary tally of most frequent answers. The most frequent answers were reviewed and grouped together by broad categories to create a composite summary of response categories.

The categories were ranked by two factors:

- **How often they were mentioned as important assets to the community**
- **How often they were mentioned as important needs for community improvement.**

By organizing planning directives around these conclusions, we can assure that important assets will be preserved and their qualities distributed throughout the community, and that the most important needs will be addressed to reinforce the existing assets.

Some notes of interest:

1. The top three categories are all composed of approximately equal parts asset and need. Residents appreciate these existing assets but also express some concern about their permanence. They appreciate the wooded areas, wildlife, open spaces, and small town character but worry that continued development may threaten this quality. They appreciate the high quality development but worry that some areas are being allowed to decline. They appreciate the convenience of location but are concerned that growth will diminish their access.
2. The fourth category expresses a strong need to establish a strong and visible identity. Fortunately, the need for image establishment and improvement is also imbedded within the first three categories.
3. The fifth, sixth and eighth categories all reflect strong assets that affirm the investments made in these areas in recent years. It should be noted that public schools and public safety both ranked in the top ten of investment totals and thus indicates that continued attention to these assets is strongly desired. It could also be said that great leadership has led the way to these past investments and is another asset that should be preserved into the future.
4. Moore Planning Group evaluates any public investment in terms of its performance in three areas. In order, they are--safety, function, and aesthetics. Does it improve safety for the users? Does it improve the function in terms of use, efficiency and sustainability? And lastly, does it add to the beauty of the community? Because of good investment decisions made by Ridgeland leadership over the past several years, the community is safe which allows us to now focus on function issues -- connectivity, access, quality development-- and on aesthetics -- identity, image, and atmosphere.

Handout 2

RAMP COMMUNITY VISIONING

March 29, 2007

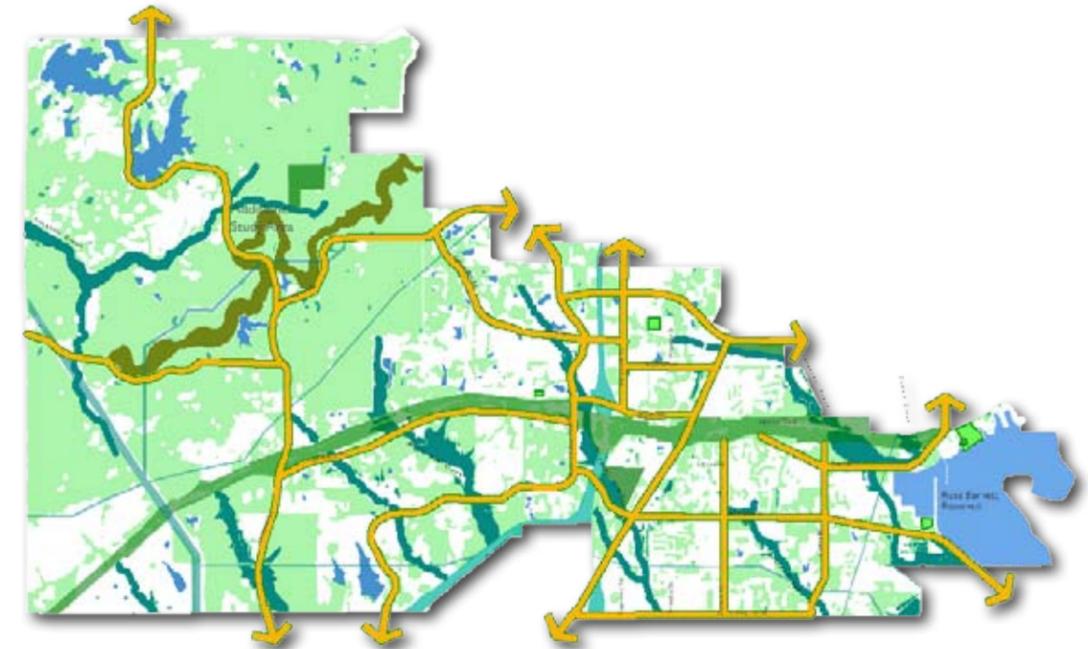
COMPOSITE SUMMARY RESPONSE CATEGORIES

Atmosphere:	272
Parks, Trails, Reservoir, Neighborhoods, Small Town Feeling, Mixed Use, Balance, Cleanliness, Family Based	
Quality Development:	232
Neighborhoods, Commercial, (Restaurants, Shopping, Northpark Mall), Housing Choices, Highland Colony Parkway, Harbor Walk, Hwy 51 Upgrade, Code Enforcement	
Proximity/ Convenience:	164
To Jackson, Madison, Shopping, Arts and Culture, Entertainment, Connectivity, East-West Ridgeland	
Identity:	101
Need for Image, Need for Town Center, Hwy 51 Renovation	
Safety:	97
Great Police and Fire	
Schools:	78
Great Schools, Community College	
Heritage:	78
Natchez Trace Parkway, Cultural Assets, Library, Art Gallery, Historical Association, Need for more	
Great Leadership:	52
Progressive, Accessible, Cooperative	
Affordable Housing:	51
Need for Starter Homes, Fewer Rentals	
Great People:	17
Great Churches:	9
Hospital:	6
Need for Hospital	
Retiree Communities:	4
Need for	
Annexation to the West	4



Goal 1

To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.



Map of Ridgeland showing existing and potential greenspace assets. Includes existing parks, floodways, Natchez Trace and undeveloped wooded areas, parts of which could be preserved to create green linkages.

COMMUNITY PERCEPTION

Ridgeland residents expressed a deep appreciation for the “small-town atmosphere” of their City that they experience through the friendliness of the people, close-knit neighborhoods, strong faith communities, easy access to city leaders, schools and amenities, safety, and the abundance of wooded, natural areas and wildlife. They stated that this feeling was reinforced by the presence and easy access to the Natchez Trace Parkway, the Ross Barnett Reservoir, and the City’s high-quality parks and trails.

They feel that this atmosphere is an important asset that attracts people from surrounding communities and provides a high quality of life to residents. It also attracts investment in high-quality residential, business and retail development. Some fears were expressed that too much development could, and to some degree already has, endangered the small town feeling as experienced through traffic problems and loss of open space.

REALITY RESPONSE

Ridgeland is no longer the sleepy little country town it was fifty years ago. The northward growth of Jackson has met the southern boundary of Ridgeland. While this has a positive impact on commerce and the economy, it also brings a taste of some big-city problems like increases in traffic and crime. Ridgeland will have to be ever vigilant to avoid being engulfed by the pressures of the capitol city and must manage the form and quality of continued growth in order to preserve its character.

While the City of Ridgeland is somewhat visitor-friendly --boasting many hotels, restaurants, and shopping opportunities-- the small-town feeling is not so easy to find. Clustered along busy commercial corridors, these facilities offer few amenities even though they are generally much tidier and better-maintained than one might see in other cities. The absence of sidewalks and trails in visitor areas leads to a reliance on the automobile, which tends to dilute the small-town character and adds to traffic congestion.

Fortunately, the City still has an ample amount of open space and wooded areas which compliment the parks and protected natural areas nicely. They are, however, disappearing fast as residential and commercial developers hustle to take advantage of market opportunities and the desirable demographic offered by the Ridgeland area.

OPPORTUNITY RESPONSE

What are the opportunities to accomplish this Goal that can be identified in the Master Plan?

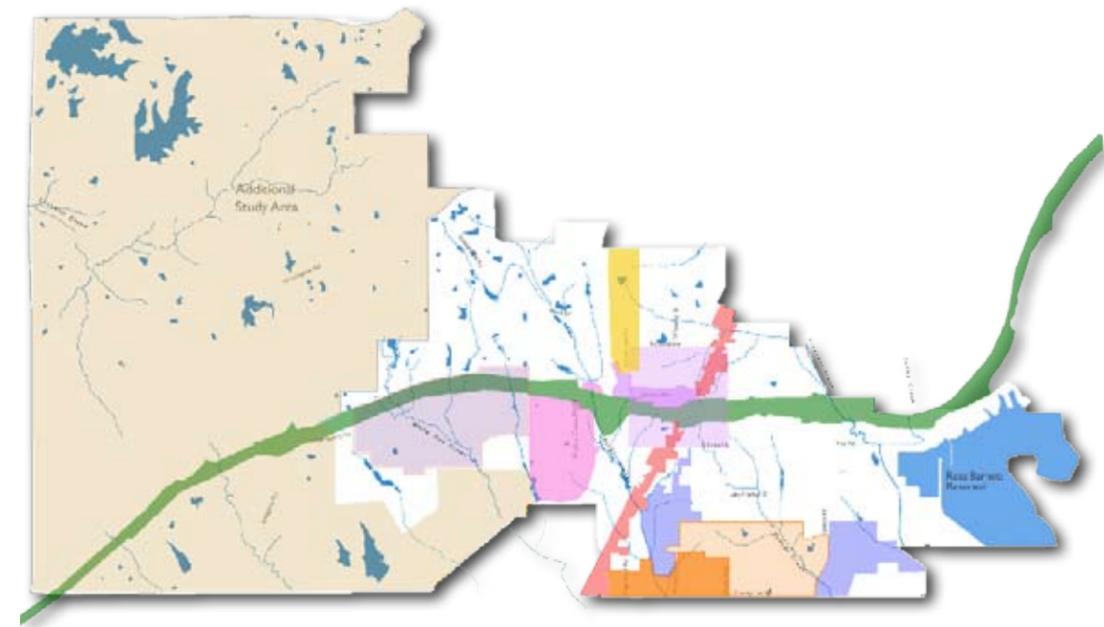
1.1 Protect existing neighborhoods from “commercial creep” and associated traffic problems.

1.2 Require that open space considerations be a factor in evaluating all new developments within the city and in annexed areas and strengthen the existing Tree Ordinance designed to protect existing vegetation.

1.3 Develop recommended conservation easement areas within the city and in the Additional Study Area designed to protect remaining open space/wooded areas as recreation spaces, wildlife habitat, and flood control.

1.4 Explore opportunities to create strong connections between community education assets and infrastructure, economic development and livability assets.





Map of Ridgeland depicting areas where quality issues - both positive and negative have been identified. Poor quality that negatively affects the City is concentrated in Southeast Ridgeland and along Highway 51.

Goal 2

To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.

COMMUNITY PERCEPTION

Ridgeland residents are very proud of those parts of their city that display high-quality development. This includes residential neighborhoods, shopping venues, parks and public spaces of all kinds (examples mentioned include Highland Colony Parkway, Northpark Mall, Olde Towne area, city parks and numerous residential neighborhoods). Residents realize that property values are very sensitive to the quality of surrounding development and wish to maintain high standards.

They also understand that poor-quality development, both old and new, can have an adverse affect on property values. They worry that declining areas project a poor image of the city and generate a variety of social problems such as high crime rates and resultant negative impact on public schools. There is a perception, due to the deteriorating conditions in some parts of the city, that stronger codes and code enforcement are required to bring declining areas back to current standards. The greatest concern seems to be on the negative impact of rental properties that include apartments and single-family dwellings. There is considerable suspicion that smaller, moderately priced housing units will attract a host of problems with little benefit.

REALITY RESPONSE

In most cases, the perception of the residents is accurate. Some isolated parts of the city are in a state of decline and are having a negative impact on the quality of life overall. Other areas, along the edges of the declining parts, could be said to be in transition. They could easily join the declining areas due to negative influences and diminishing property values. It is critically important to stop the decline before the transition areas are affected. However, in reality, the City of Ridgeland has recently placed an increased emphasis on code enforcement that will require some time to show results.

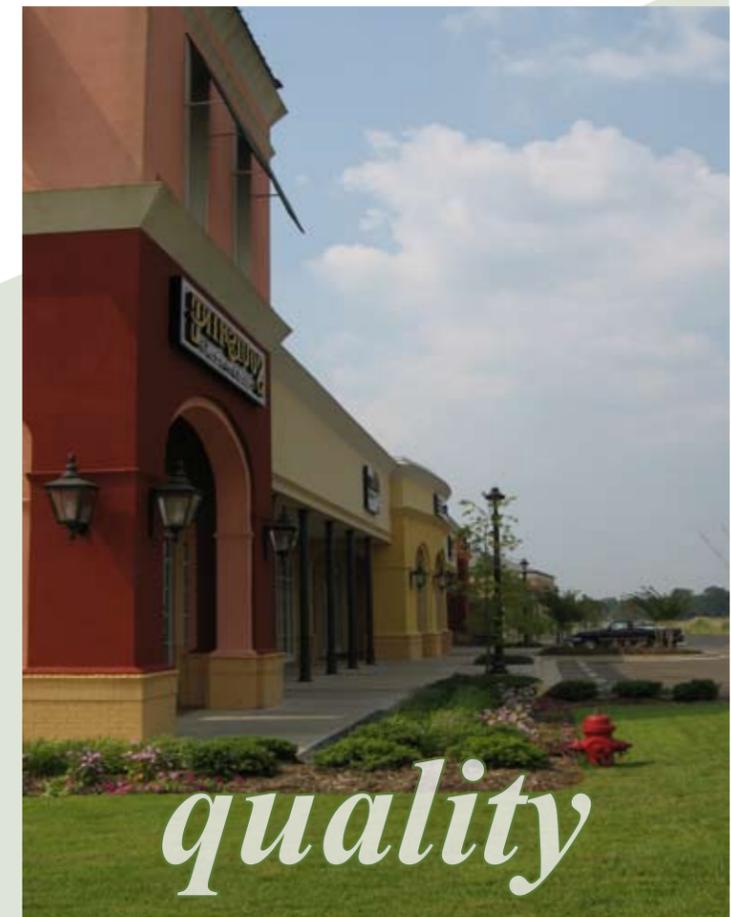
Broad renovation and revitalization of older development, both residential and commercial, is a complex issue. Its viability is dependent upon market forces, property costs, and the willingness of property owners to participate. The City has also been proactive in this regard. An attorney may need to be retained to begin investigating the establishment of a redevelopment authority that could connect the City's plans for the future with interested developers and investment vehicles.

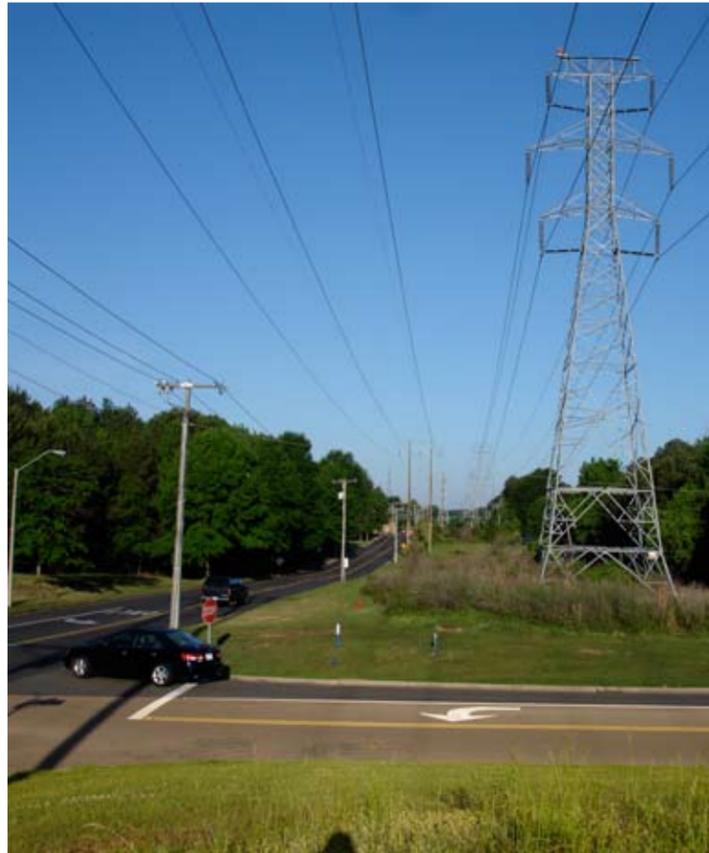
Analysis of the region along with input from the development community points to the concern that Ridgeland's brisk commercial growth may soon surpass its market unless new areas are opened to residential development. The tendency for residential property owners to seek commercial zoning status makes sense from an investment point of view. Ridgeland must, however, carefully weigh the consequences of impact to adjacent residential areas and market forces. High-quality residential growth should be considered as a priority, including medium-priced housing for first-time home buyers and new families.

OPPORTUNITY RESPONSE

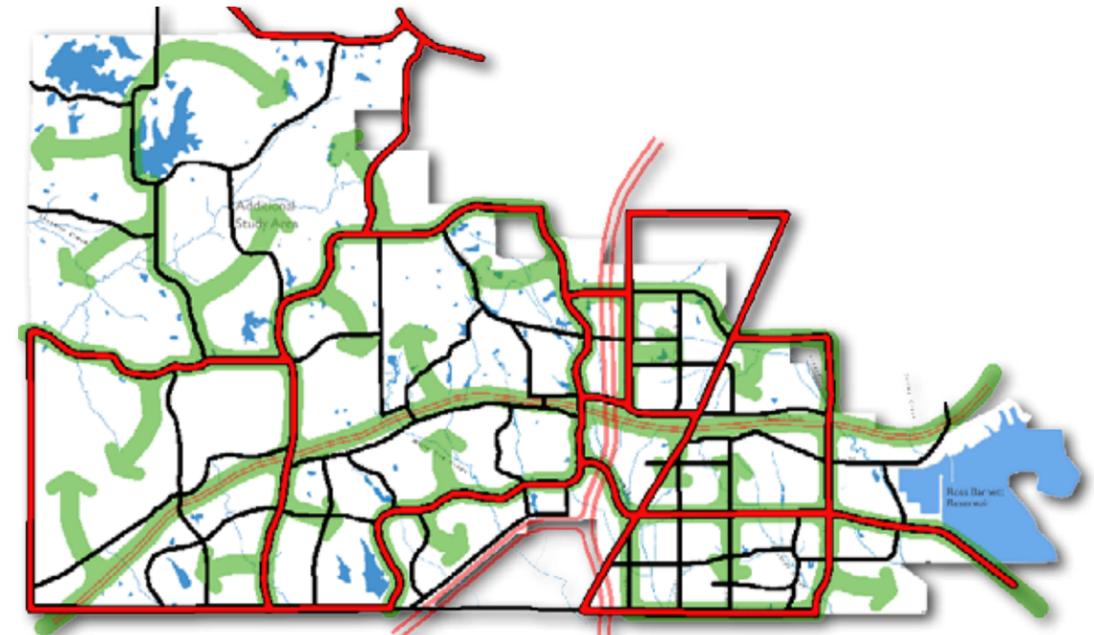
What are the opportunities to accomplish this Goal that can be identified in the Master Plan?

- II.1 Expand Jackson Street Overlay District to expand the high quality development emerging on Jackson Street to other areas.
- II.2 Create I-55 Overlay District to establish high quality standards to guide development along the east side of the I-55 corridor.
- II.3 Create redevelopment overlay districts for declining areas, especially in Southeast Ridgeland apartment complexes and in shopping areas.
- II.4 Review and revise existing code and code enforcement tools, as necessary.
- II.5 Review and make recommendations for proposed Northpark Shopping District overlay.
- II.6 Prevent rezoning that negatively affects property values of surrounding properties.





Goal 3 - To preserve, improve and take advantage of Ridgeland's convenient access to the surrounding communities while improving internal connectivity and ease of movement.



Map of Ridgeland's primary connectivity assets. Depicted are interstates, primary and secondary arterials and suggested pathways for future roads.

COMMUNITY PERCEPTION

Ridgeland residents have a great appreciation for the easy access they have to community assets within the city as well as in surrounding communities. Many work in Jackson while others frequent the social and cultural offerings of the Capitol City. Ridgeland's location on I-55 provides a short commute to Jackson, Madison, Canton as well as more distant points north and south. I-220 provides easy access to destinations to the east. The Natchez Trace Parkway offers an appealing alternative to those who choose a more leisurely drive northwest and southeast.

Residents expressed, however, some concerns about the difficulty of moving around within their own city. Commuters contribute to considerable traffic delays in the morning and afternoon hours especially on County Line Road, Lake Harbour Drive and Jackson Street. Residents also complained about the shortage of east-west connections across the interstate that could link the growing residential areas with existing shopping and services.

Finally, with regard to non-vehicular connectivity, citizens applauded the City's commitment to bicycle trails and strongly support efforts to expand the existing trail system. A desire for more sidewalks was also expressed both within the neighborhood setting as well as within shopping areas especially in more densely developed areas.

REALITY RESPONSE

Ridgeland has excellent access to many areas via the interstate. Until recently, the interstate has offered all of the advantages with few problems. This is subject to change in the near future. The addition of service roads from Jackson Street north will impact the way Ridgeland relates to the freeway. Development guidelines should be adopted to preserve the quality of experience within the City.

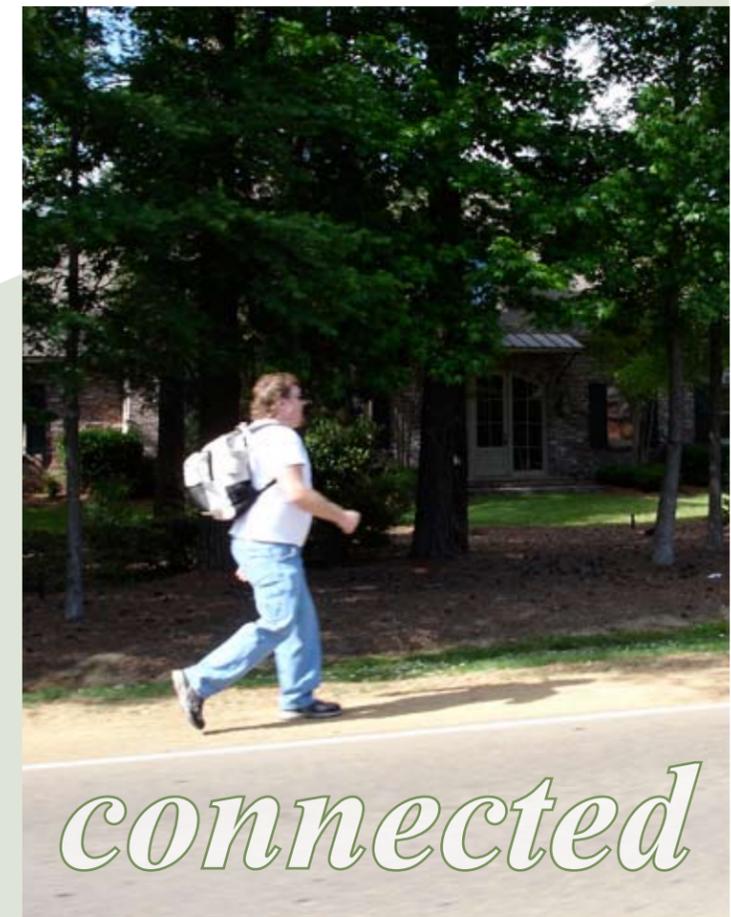
Internal transportation connectivity, including the east-west issue, are well understood by City transportation officials. Work is currently underway on a variety of road widening and upgrade projects in accordance with the City's Transportation Plan - East County Line Road, Highway 51, Lake Harbour Drive and others. The plan includes two new east-west connections. In north Ridgeland, Colony Park Blvd will be an extension of McClellan from Highway 51 across the interstate to Highland Colony Parkway. In south Ridgeland, plans call for extending Lake Harbour Drive from Highway 51 across the interstate to Highland Colony Parkway. These projects are long-term efforts requiring considerable time and resources. The good news is that many are currently underway and the improvements will result in major advances in the near future.

Non-vehicular connectivity is also planned in conjunction with many of these roadway improvements through the addition of bicycle trails along Lake Harbour Drive and sidewalks along Highway 51. Expanding trails and sidewalk connectivity within the city, between parks, recreational areas, schools and neighborhoods should be included in any new planning and development projects to strengthen this component.

OPPORTUNITY RESPONSE

What are the opportunities to accomplish this Goal that can be identified in the Master Plan?

- III.1 Recommend additions to the transportation plan that improve connectivity within the city, especially road extensions in the Northeast Unit, through streets in the Northwest and Southwest Units, and a comprehensive street plan for the Additional Study Area.
- III.2 Identify opportunities to expand trail systems and linkages to and through open space corridors. Priorities should be on linking existing and proposed destinations such as parks, schools, shopping areas, and densely populated neighborhoods.
- III.3 Develop a sidewalk plan for retrofitting older neighborhood with sidewalks with connections to trails and other community facilities.
- III.4 Adopt a policy to acquire additional R.O.W. for all new road and utility projects which will permit additions to pedestrian and bicycle trails.
- III.5 Investigate the potential for a public/private Ridgeland inner-transit system to reduce pressure from roadways and provide transportation options to destinations within the City.

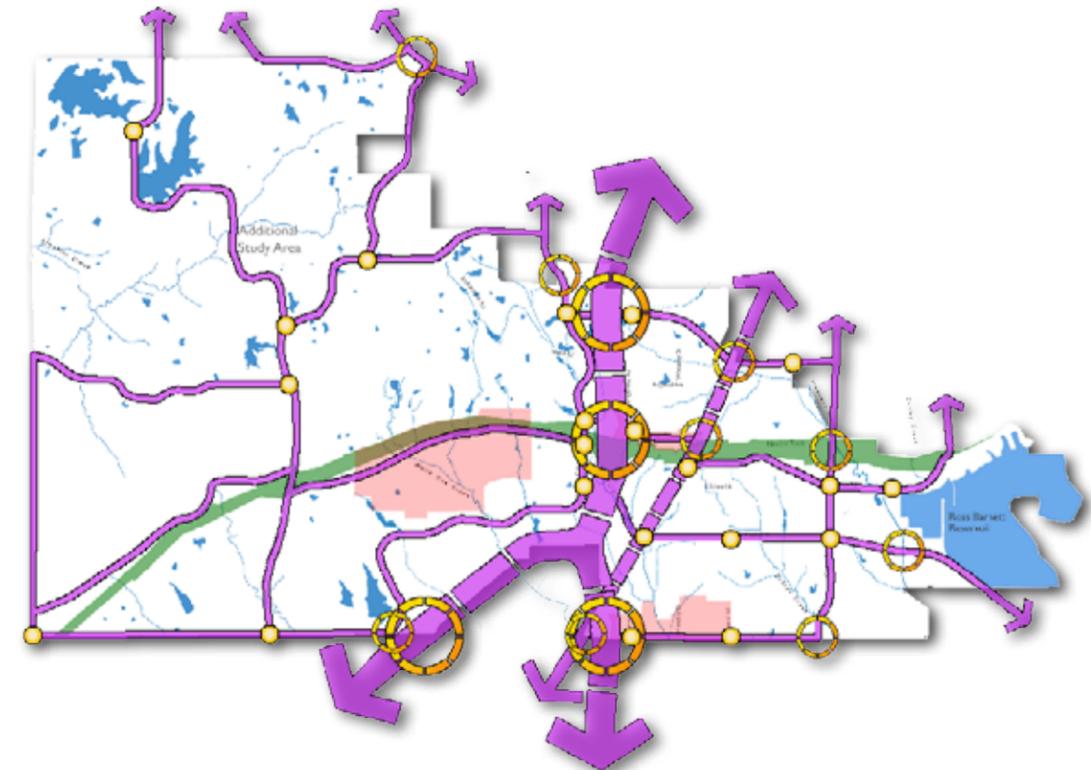


connected



Goal 4

To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.



Map of Ridgeland depicting major image corridors and gateways

COMMUNITY PERCEPTION

According to residents, Ridgeland seems to be suffering from the condition cited below:

“With the advent of strip and regional centers in the past half century, the habitat for community functions--a mix of retail and public spaces that created a setting for repetitive chance encounters--was lost. Especially in the suburbs, people are beginning to feel that their communities suffer from the “Tin Man” syndrome--they have no heart.” Charles Lockwood, “Retrofitting Suburbia”, Urban Land, (July, 1998): 50-55.

Individual neighborhoods have a distinct character and quality that is appreciated by residents. Schools and parks serve as important gathering places, but the consensus seems to be that the city-at-large lacks an identifiable image or identity. Furthermore, residents expressed a desire to see the establishment of public space that can serve as the “core” or heart of the community -- a place that serves as the primary gathering place for community events while expressing the quality of the community to the outside world.

The area most frequently mentioned as needing image enhancement was the Highway 51 corridor. Older developments in disrepair, industrial development, and a general lack of continuity were the most serious concerns. Being a principal artery of the city, residents are concerned with the image that is presented to travelers and visitors to Ridgeland who travel Highway 51.

REALITY RESPONSE

The lack of identity problem is not unique to Ridgeland. Like many other communities that grew as suburbs to large metro areas, it faces significant challenges to establishing a unique identity and image. Even without an intact historic core for precedence, the city does have a number of unique assets from which to draw inspiration -- the heritage of the Natchez Trace, the beauty of the Ross Barnett Reservoir, the vibrancy of the commercial and shopping sector, the quality and capacity of its parks and recreation programs, its family orientation, to name a few.

Establishing a recognizable identity will require attention to two main areas -- image and content. Image enhancement can be accomplished through adoption and enforcement of codes that can affect the desired identity, and through the physical form of public works (streetscapes and the general public realm, gateways, public buildings, parks, drainage features, etc.). The content should be closely aligned with the existing assets, skills, and character of the community. It will require public-private cooperation and the active support of the community.

Regarding the “city center” idea, Ridgeland does seem to be like the Tin Man in the Wizard of Oz. The city functions well and is charming and friendly, but it lacks that certain something. Creating a “city center” for Ridgeland could be the catalyst for establishing the all-important “sense of place” required for successful image and identity formation.

OPPORTUNITY RESPONSE

What are the opportunities to accomplish this Goal that can be identified in the Master Plan?

IV.1 Identify enhancement opportunities at all city gateways and corridors and initiate improvement program.

IV.2 Explore opportunities to develop a City Center which should include a city services complex, community meeting space, cultural center, community open space and other amenities and services. This facility should set the tone for other public and private development in the City with regard to “image making” and the branding of Ridgeland.

IV.3 Develop recommendations for design guidelines for the Highway 51 corridor.

IV.4 Explore possibilities to do enhancements along the I-55 corridor including tree plantings and other low-maintenance plantings.

IV.5 Implement revisions to the sign ordinance restricting placement of billboards and other forms of intrusive outdoor advertising.



ANALYSIS and PRELIMINARY PLAN



Once the community goals for the Master Plan have been adopted, the planning process then begins to identify opportunities to accomplish the goals within the physical context of city properties. Through the process of merging existing opportunities and constraints as reflected in the careful inventory mapping with the opportunity response indicated in analysis of the goals, a Schematic Plan emerges.

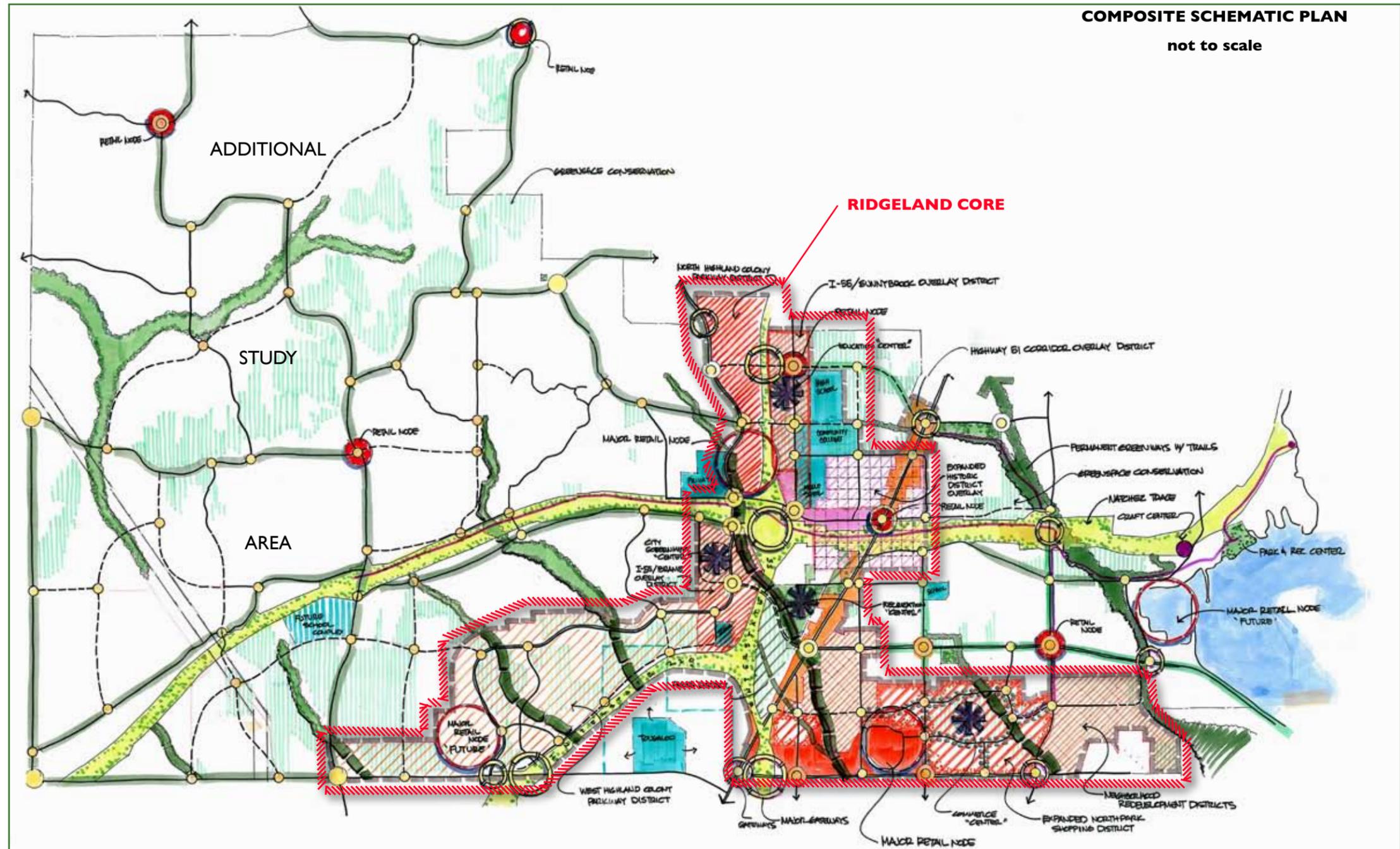
In response to Goal 1, the Schematic Plan (right) delineates potential greenways along drainage corridors and transit right-of-ways, park and neighborhood linkages and identifies high-value open space resources as priority conservation areas. It identifies four possible recommended locations where a "Town Center" could be located. It also begins to identify opportunities for establishing major and minor high-density retail nodes in order to contain and control sprawling strip development along existing and future transit corridors.

In responding to Goal 2, it identifies areas of existing high-quality development, undeveloped areas for which standards must be established to ensure quality future development, and priority areas which will require considerable effort to redevelop in order to elevate quality to community standards. Existing high-quality development includes city parks, community schools, Colony Park, Northpark Mall, and the Jackson Street Overlay District. Undeveloped areas would include the Sunnybrook Corridor, areas in southwest Ridgeland including the newly annexed area, and the entire Additional Study Area. Redevelopment areas include parts of the Hwy 51 corridor, parts of the shopping district and two residential areas in the southeast part of the City.

The response to Goal 3 includes opportunities for modifications to the transportation network through expanding non-automobile connectivity via a comprehensive trails system and bikeways, and through further integration of existing roadways to support Smart Growth principles. This includes upgrades to some existing roadways and proposed new connectors.

The Goal 4 response to the image issue points out major gateways and principle image corridors for consideration complimented by the opportunities in the first three issues and the development of design guidelines.

When plotted, these opportunities illustrate a dense "core" within the City of Ridgeland that will require a concentration of planning and implementation effort. This core extends along both sides of Interstate 55 from the north to the south edges of the City and along Highland Colony Parkway. From this central spine it extends to the northeast along Highway 51, then reaches to the east along County Line Road to the Ross Barnett Reservoir. A complimentary extension reaches westward along Interstate 220 to Highland Colony Parkway. This core is made up of a series of individual but interconnected areas which could form the basis for individual planning study as they relate to the overall plan for Ridgeland. It is important to note that the core is composed of most of the City's current and probable future commerce and economic development corridors. As such, it will be of utmost importance not to allow the importance of the economic development aspects to overwhelm the needs of other essential elements. Due to the strength of existing infrastructure in most of the core, it has achieved a presence in the region as a thriving area for commerce. It is critical to fully utilize these assets while making sure that livability and educational assets are added for balance and sustainability. By seeking good connectivity with nearby education and livability



assets, the impact of the core can be expanded to better serve the entire Ridgeland community while continuing to be a regional player. While considering enhancements to the existing development envelope represented in the core, community leaders should also keep a close watch on areas to the west where the City of Ridgeland might one day hope to expand. Identified as the Additional Study Area, consideration should be given to the shape and structure of development which will continue to support the goals of the plan. Planning for utilities infrastructure, acquisition of roadway right-of-ways, open space acquisition and conservation, watershed management, and establishing retail nodes in this area will help prevent the kinds of rampant sprawl which will have to be rectified at great expense later.



The Core Areas Plan evolved through discussions between the planners and the RAMP Steering Committee and represents the key parts of the City of Ridgeland. Proper planning, enhancement and/or redevelopment of these core areas will have a great impact on the success of the Master Plan and the future of Ridgeland. These ten Core Areas would serve as the basis for the Steering Committee’s selection of seven “Focus Areas” which would receive more detailed enhancement planning.

The Core Areas and their roles are as follows:

Highway 51 - Every great city has a “Main Street” and for Ridgeland, Highway 51 is it. Second only to the interstate, this artery carries thousands of motorists through the City each day and feeds important city commerce all along its length. Ridgeland’s principal gateways are at its north and south termini. It traverses the City Center, the West Jackson Street Overlay District and crosses the famed Natchez Trace Parkway. As an older route, it faces several challenges. Much of the commercial development has aged and was developed before new building codes were in effect. Its design -four wide traffic lanes with additional turning lanes at major intersections- has little aesthetic appeal. As the thread that stitches much of Ridgeland’s core areas together, this corridor is a major player in the city’s infrastructure, economy, and livability mix.

City Center Core - After a review of several alternative sites proposed in the Schematic Plan, the committee chose the site of an existing concrete plant on Highway 51 as the preferred location for the future City Center Complex. Located between Interstate 55 and “Main Street” and adjacent to both the Natchez Trace, Freedom Ridge Park, residential neighborhoods and other existing City facilities, this Core Area will be both physically and symbolically at the heart of Ridgeland with the capacity to bridge east with west and north with south.

Historic Core -The origins of Ridgeland are traced back to this one mile square of Mississippi bisected by the Natchez Trace and the Railroad. Little of the historic fabric remains. By establishing this core area, the City hopes to preserve its heritage and enhance the experience of visitors.

Sunnybrook Core -The Sunnybrook Core is important for three reasons. It consists of underdeveloped property along I-55 that proposed service roads will soon make very desirable for development. It will be the site of a new I-55 interchange with the completion of Colony Park Boulevard, and it serves as the main access artery to three of the cities largest educational facilities. As a result, this area will soon be a “hot spot” of development activity which must be planned carefully to ensure high quality and a balance of essential elements.

Southeast Core - Composed of two separate pieces that are older residential areas displaying signs of decline, they are selected as core areas because of their potential to catalyze further decline or provide opportunities for positive redevelopment that could help provide medium priced housing for the workforce. The focus will be on infill and renovation.

Northpark Core - Northpark Mall and surrounding commercial businesses have served as Ridgeland’s primary economic engine for many years. Changes in surrounding cities and the aging of the area present challenges to the future of this vital core area. Fortunately, serious decline has not yet begun and the inherent strength of the area provides many opportunities for redirection.

Lake Harbour Core - The Ross Barnett Reservoir provides water, recreation and important aesthetic quality to the city. Lakefront properties are highly desirable and the proposed Harbor Walk development has the potential to fully capture the potential of this enormous asset for Ridgeland. It will constitute a major retail node at the eastern extreme of the city.

Highland Colony Core - The quality and scope of development in this area signals a new era for Ridgeland. Integrated design, mixed use and high quality design establishes new

standards for the city and has transformed pasture land into a major retail node west of the interstate.

Brame Core - Due to strained connectivity to the rest of Ridgeland, this area has principally been associated with only the west side of the City. This perception will soon change when the proposed Lake Harbour Drive extension bridges east and west Ridgeland over the interstate to Highland Colony Parkway. This new access will create powerful ripples and must be planned carefully.

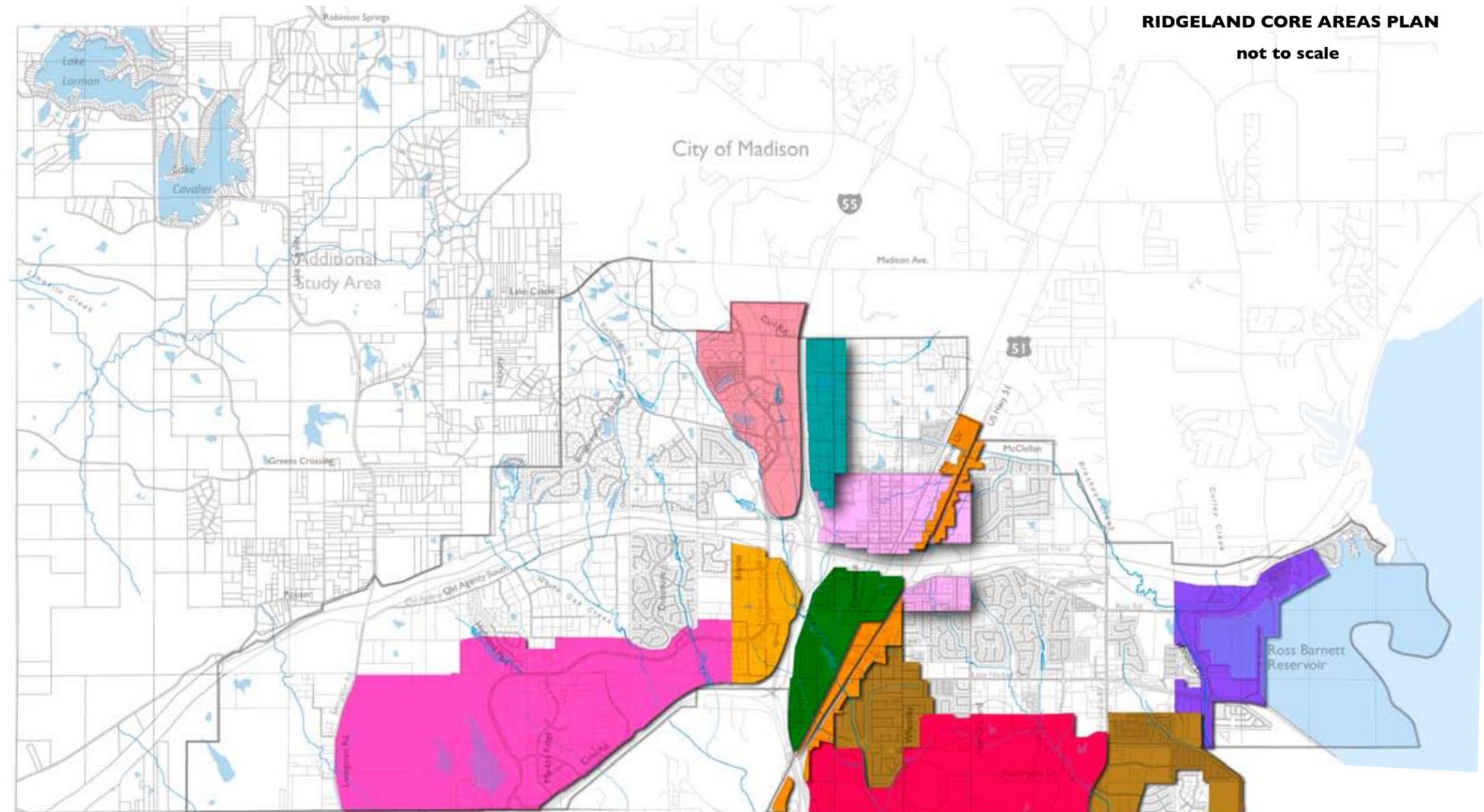
Costas Lake Core - Located at the south end of Highland Colony Parkway, west of the Technical Industrial Park and south of the Old Agency Preservation District, this core area is essential to establishing a positive presence in southwest Ridgeland. A major retail node here would greatly compliment those in the east, north and south and would stimulate new development in the newly annexed area.

RAMP FOCUS AREAS

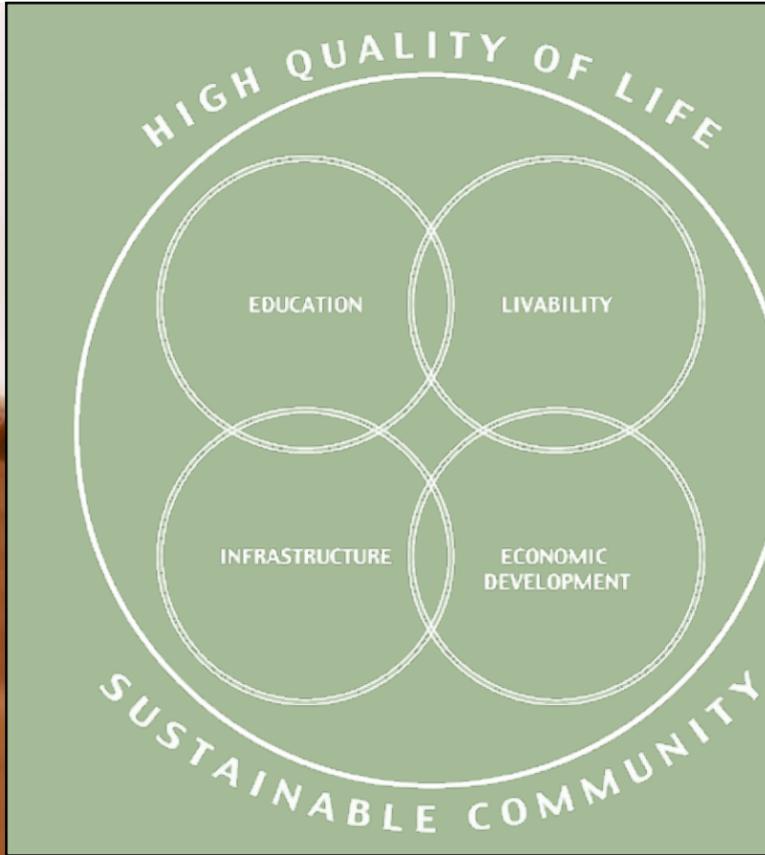
From these Core Areas, the RAMP Steering Committee selected the following as Focus Areas based upon their overall importance to the future of the city, the urgency of demands for additional planning concepts to prepare for urgent development pressures, and their potential to stimulate needed positive change.

RAMP Focus Areas will include:

- Sunnybrook Corridor
- Ridgeland West Jackson Street Overlay District
- Highway 51 Corridor and Gateways
- City Center/Freedom Ridge Park Expansion
- Southeast Ridgeland Redevelopment
- Northpark Mall and Shopping District
- Costas Lake



RIDGELAND CORE AREAS PLAN
not to scale



HIGH QUALITY OF LIFE

Wikipedia begins its article on “Quality of Life” as follows:
 “The well-being or quality of life of a population is an important concern in economics and political science. It is measured by many social and economic factors. A large part is standard of living, the amount of money and access to goods and services that a person has; these numbers are fairly easily measured. Others like freedom, happiness, art, environmental health, and innovation are far harder to measure. This has created an inevitable imbalance as programs and policies are created to fit the easily available economic numbers while ignoring the other measures, that are very difficult to plan for or assess.

Debate on quality of life is millennia-old, with Aristotle giving it much thought in his Nicomachean Ethics and eventually settling on the notion of eudaimonia, a Greek term often translated as happiness, as central.”

One might otherwise look to Maslow’s Hierarchy of Needs and determine that the higher the population is on the pyramid, the higher their quality of life could be said to be.

Another description of communities with high quality of life comes from the United Kingdom, ...”places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.”

Regardless of the interpretation, quality of life should be understood to occur on a continuum - from good to poor, high to low- and it is the responsibility of leadership to create the conditions that elevate the quality of life.

SUSTAINABILITY

Community sustainability is a simple concept that seeks equilibrium between production and consumption. Whenever consumption outpaces production, the community must import production, thus making it dependent which is inherently unsustainable. Therefore, a sustainable community is one that practices good stewardship of resources and good fiscal management so that it can provide for itself the basic needs of its members. Maintaining a balance between the four essential elements improves the community sustainability through careful management of natural, human and economic resources.

KEEPING IN BALANCE

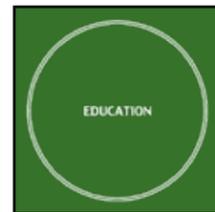
As communities work toward a prosperous future for their citizens, it is essential to maintain a proper balance between the four essential elements of community sustainability: Education, Livability, Infrastructure and Economic Development. Often scant resources must be invested so that these four areas maintain an equilibrium. Over-investment in one area will inevitably require cuts in others and will hinder a community’s ability to be self-sustaining.

The nature of the four elements is that they are interlocking and some blending inevitably occurs. An educated population is required to stimulate high quality economic development while transportation and communications infrastructure make economic development possible. Finally, livability assets provide quality places within which families flourish and with which businesses can recruit high quality employees.

Each element is composed of a variety of components which must be assessed and evaluated for quality, balance and service to the other elements. Investment in any element should always seek to also satisfy some requirements in other elements.

Once a balance is achieved, communities can then focus upon looking forward. The old adage - “If you’re standing still, you’re going backwards.” - holds true for communities faced with ever changing markets, population shifts, and community interests. Anticipating future trends becomes an important consideration in city planning. Being aware of and planning for innovations in education, livability, infrastructure and economic development can help position a community at the forefront of emerging initiatives and attract positive investments.

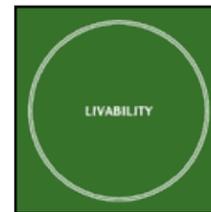
An enterprise in which all citizens, businesses, and institutions are actively engaged in the life-long pursuit of knowledge.



EDUCATION

- Pre-K through 12 (Public and Private)
- Libraries, Programs, Remote Learning
- Community Colleges
- Vocational-Trade School
- Universities/Advanced Degrees
- Continuing Education
- Workforce Training
- Enrichment Education

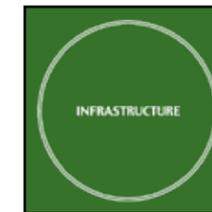
The neologism livability, from the adjective liv(e)able, is an abstract noun often applied to the built environment and its contribution to the quality of life of inhabitants.



LIVABILITY

- Environment
- Recycling/Garbage/Solid Waste
- Public Safety
- Health Care
- Open Space/Parks and Recreation
- Land Use
- Historic/Cultural Amenities
- Community Character
- Convenience/Access
- Cost of Living

Referring to the built structures and systems which form the skeletal connections and support for social and economic activities in a community.



INFRASTRUCTURE

- Transportation
- Housing
- Storm Water Drainage
- Sewer
- Water
- Energy/Utilities
- Communications

Economic development can be seen as a complex multi-dimensional concept involving improvements in human well-being – however defined.



ECONOMIC DEVELOPMENT

- Natural Resources
- Community Development
- Business Retention and Growth
- Local Business Support
- Marketing
- Entrepreneurship Development
- Job Creation
- Market Access
- Tax Structure
- Labor Market
- Recruiting Strategy



INNOVATIONS IN EDUCATION

Seamless integration of learning between traditional schools and civic realm.

1. Learning should take place not only among our schools but throughout our community. The educational process that takes place in traditional schools should be extended to and incorporated as much as possible within the public sector and the business and cultural community. As an example- the high school honors class once a month visits a local CPA office, bank boardroom, or construction estimating office.

Monitor/Publicize Test Scores

2. Enhance community, regional, and statewide awareness on the academic progress of our children. Continually monitor test scores to offer motivation or assistance to schools, teachers and students in a proactive manner.

Building Entrepreneurship into secondary school program and physical plants

3. Fostering innovation among secondary schools by starting “incubator businesses” such as a small bank or pizza store run by students.

Turn Brainpower into profit

4. Pro-actively seek and reward the knowledge and develop the minds of young people. Encourage and incubate good thinking and turn these ideas into value for the betterment of the community and the possible creation of new jobs for the younger generation.

Share knowledge

5. Share knowledge and best practices of educational methods and techniques with other teachers, schools, districts, etc. to allow other students, faculty and administration to learn from each other. Make learning a fun community activity.

Teacher Incentives

6. Implement a community driven recognition and incentive program to honor teachers for their hard work and dedication;

seek ways to show appreciation to teachers for their efforts such as academic scholarships, continuing education, community recognition, etc.

Health Care Alliance (K-16)

7. Align public and private health care with the local school system. Healthy students stay in school and have a stronger academic career. Establishing in-school health clinics, school nurses and providing health education will enhance not only a child’s educational experience but could be open for elderly services and education as well.

Attract citizens with “Learning Hunger Disease”

8. Knowledge is power. Power promotes positive change. Actively recruit those individuals to Ridgeland who desire to continue learning (Learning Hunger Disease) and these individuals engage themselves in activities and programs that will enhance the community.

Here’s what you said...

In focus groups composed of RAMP Steering Committee, City Department Heads, and the Mayor and Board, the following ideas were voiced in response to innovation discussions on education:

- Seek to further integrate curriculum with industry clusters to motivate students toward future work opportunities.
- Establish food-related program, from growing to preparing to instilling healthy eating habits and environmental awareness.
- Offer more opportunities for experiential learning
- Plan to coordinate with new county career and technical school.
- Strengthen networking for continuing / enrichment education with colleges, city, county, schools, and churches.
- Continue / expand summer work programs and schools / parks partnership.
- Increase Career Day contacts with schools.
- Expand after-school intramural school / sports program.
- Expand volunteer Character Training Program.
- Initiate Library expansion / enhancement with particular attention to the needs of youth.
- Initiate ROTC style Law Enforcement Training for high school students to make them aware of opportunities in law enforcement.
- Work with area businesses to create better jobs for teenagers and better prepare them for the workforce.
- Establish a marketing program that will help attract the multi-cultural students we want.



INNOVATIONS IN INFRASTRUCTURE

Growth driven by sewer system

1. Most American communities are struggling with old, un-repairable sewer systems. Repairing and/or expanding these are very expensive and not typically managed to reflect true life cycle needs and costs. Improve existing sewer systems to allow for additional residential and commercial growth, while also laying the groundwork for expansion, must be a true aggressive focus for the community.

Densification of Community – Costs to manage/replace

2. The preeminent principle of ‘Smart Growth’ reflects a community that should carefully manage the size and the amount in which it expands. Local government must be capable of providing sufficient infrastructure for growing areas of a community. At the same time, a city must be financially capable of paying for the upkeep and replacement of infrastructure as it needs repairs. This cost can be best managed by densifying development within existing infrastructure capacity. Lifestyle choices must reflect true costs to the community.

Clean Water

3. Providing and maintaining a clean, safe water source to service all residents and businesses to meet the basic needs of the community and a growing population is a “Now” concern. Aggressive steps to capture and quantify and qualify the source for long-term needs are essential. Besides drinking water, a clean water source is needed for recreational purposes (swimming, fishing, boating, etc.), while protecting the area’s natural wildlife habitat.

Communicate Project, Program and Policy updates

4. The community should be made frequently and more importantly ‘consistently’ aware of the happenings and policy changes taking place within Ridgeland. New projects and initiatives taken on by local government should be shared with the public to build continuous support for efforts taking place.

Here’s what you said...

In focus groups composed of RAMP Steering Committee, City Department Heads, and the Mayor and Board, the following ideas were voiced in response to innovation discussions on infrastructure:

- Begin investigations with regional partners to establish mass transportation in response to rising oil prices .
- Explore disability transportation options especially to health care facilities
- Investigate the potential for establishing a Municipal Bus Service
- Investigate the possibilities for funding an Alternative (Green) Energy project in Ridgeland- power from methane or other bio-mass produced in landfills to help supplement traditional sources and reduce emissions. Possible uses and alternative sources might include:
 - o solar powered street lights
 - o wind power on the reservoir
 - o geo-thermal energy capture
- Seek to provide city-wide broadband wireless through sponsors and expand fiber optic coverage to facilitate high speed communications
- Expand recycling program
- Consider narrower neighborhood streets for reducing maintenance costs (see Peach Tree City)
- Expand coverage of multi-use trails



INNOVATIONS IN ECONOMIC DEVELOPMENT

Regional/Global Collaboration/Networking

1. Begin local community and business partnering on a regional and global level to build solid networking relationships for future economic opportunities that will ensure a vibrant sustainable business-attracting community.

Monitor/Publicize Median Household Income

2. Publicize the median household income as a recruiting tool for attracting young professionals and families. This should be proactively managed and publicized to national media measuring and reporting these results. At the same time, monitor the income for significant changes that may require a change in strategy.

Ingrained IT

3. Improve existing Information Technology resources in the community by training students and existing workforce/ local government on technology skills so they may keep up with changing technology and be prepared for new jobs. Development of technology infrastructure within the community beginning with public services, such as libraries and city hall, allowing for a seamless integration for businesses wanting to locate in the Ridgeland area.

Higher Learning Partner

4. Align the Ridgeland community with a higher learning partner such as a four-year institution or a community college so that both entities might pool their resources and work together toward common goals – workforce development, economic development, affordable/quality housing for students and faculty members, etc.

Patent Assistance Program

5. Assist entrepreneurs with a patent program to foster the creation of locally-made products and ideas; thereby, preserving

local talent and potential new businesses. Development at an ‘Entrepreneur League’ within Ridgeland can promote new businesses and grow existing businesses.

Branding Consistency (National Image Challenge)

6. Develop a region-wide branding program to build a consistent image of the Ridgeland area and to ensure the same image is being communicated to all businesses, potential developers, visitors, etc. This image is communicated both verbally and non-verbally through all actions and materials associated with the Ridgeland community.

Housing Affordability

7. Work toward the availability of high quality affordable housing for all socioeconomic classes, especially the middle-income working class to ensure a solid workforce that is not required to commute to and from Ridgeland. Beginning this program within existing older neighborhoods would be a best ‘next step’.

Manage Growth Cycle

8. Manage the amount of growth taking place in the community to ensure quality growth that will continue to sustain itself both fiscally and physically within the four basic principles. Growth should not take place too quickly without proper planning and feedback from key stakeholders.

Here’s what you said...

In focus groups composed of RAMP Steering Committee, City Department Heads, and the Mayor and Board, the following ideas were voiced in response to innovation discussions on economic development:

- Expand incubation efforts in the creative industries to attract young professionals and the creative class.
- Establish a strong entrepreneur enablement program along with necessary venture capital resources to promote job producing small business development.
- Strengthen partnership with the MDA and establish a presence on its web site as a Ridgeland marketing tool.
- Expand efforts to attract fiber optics (Comcast/Telpak) and other communications research and development industries to the area.
- Develop a stronger presence in the tourism arena taking advantage of existing hospitality assets, events, and facilities.
- Develop strategies to attract specific kinds of businesses we want that fill an existing or anticipated future need.



INNOVATIONS IN LIVABILITY

Entertainment

1. Provide cultural opportunities and entertainment venues for Ridgeland residents and visitors. Offer an assortment of festivals, fairs and community events to celebrate the area’s heritage, culture, food, local musicians and more. Seek to enhance entertainment opportunities for all ages and interests – artistic, sporting; recreational that reflects the character of the region.

Crime

2. Work with local/regional law enforcement agencies to reduce crime and provide a community in which the public feels safe. Engage in “community policing” to build relationships with neighborhoods and businesses, citizen watch groups, senior citizen groups, and schools. These efforts should be promoted to regional and national media.

Positive/Purposeful Conversation

3. Ridgeland residents are looking to forge meaningful, lasting relationships with others in the community. As technological pressures gain momentum, the human soul yearns for relationships and solitude to an equal degree. Provide venues that allow the community to gather together so they might interact with one another and make meaningful connections.

Baby Boom Living

4. The effects of the “bubble” of Baby Boomers must be monitored, incorporated into growth models, and managed for equitable prosperity. Leveraging these projections and realities properly can be helpful in calibrating healthy consistent growth for all population sectors.

Monitor/Publicize Health Statistics

5. Make the community and regional public aware of local health statistics so they might protect themselves and their families against health-related threats. In addition, continuously monitor

area health statistics so local officials can be apprised of any health concerns, advancements or societal patterns positively or negatively affecting the region.

Balance civic participation and leadership

6. Local government cannot meet all the needs of a community without citizen cooperation. A successful city requires the active participation of local residents in the decision-making process. The public should be invited to not only attend but also serve on governmental committees, allowing their voices to be heard. In addition, local residents should be encouraged to volunteer in the community. Strong leadership must always be engaged ahead of citizen participation.

Link and leverage assets

7. The existing assets located within the Ridgeland area should be identified and linked together to provide maximum benefit to the community. By doing so, unique partnerships can be formed, new projects and programs can be initiated and the regional character can be protected and enhanced.

Alternative Energy

8. Seek alternative energy methods such as Green Alternative Energy for future sustainability. Examine wind, methane and solar power among other alternatives to provide a cleaner, healthier environment that can be sustained for years to come. This, like all natural resources utilized by the community, is a ‘Now’ challenge and must be met head-on.

Here’s what you said...

In focus groups composed of RAMP Steering Committee, City Department Heads, and the Mayor and Board, the following ideas were voiced in response to innovation discussions on livability:

- Market Ridgeland’s peace and quiet, uncrowded, natural assets to attract new investment and increase awareness of its value for preservation.
- Increase opportunities for family entertainment and passive/reflective recreation.
- Build a Sports Academy to take advantage of Ridgeland’s existing position in this expanding market.
- Amplify visual beauty in all new developments.
- Provide more varied opportunities for positive value-building youth entertainment.
- Prepare strategies to take advantage of interest in hunting, fishing, bicycling, camping, skiing and other outdoor activities.
- Preserve any opportunities to reveal and educate on the importance of nature and natural things.
- Provide increased access to alternative athletics (volleyball, badminton, rock climbing, etc...) participation.
- Strengthen Public/Private cooperation in providing recreational opportunities.
- Establish a Community Health and Wellness Consortium with State, County and private health care providers in the region.



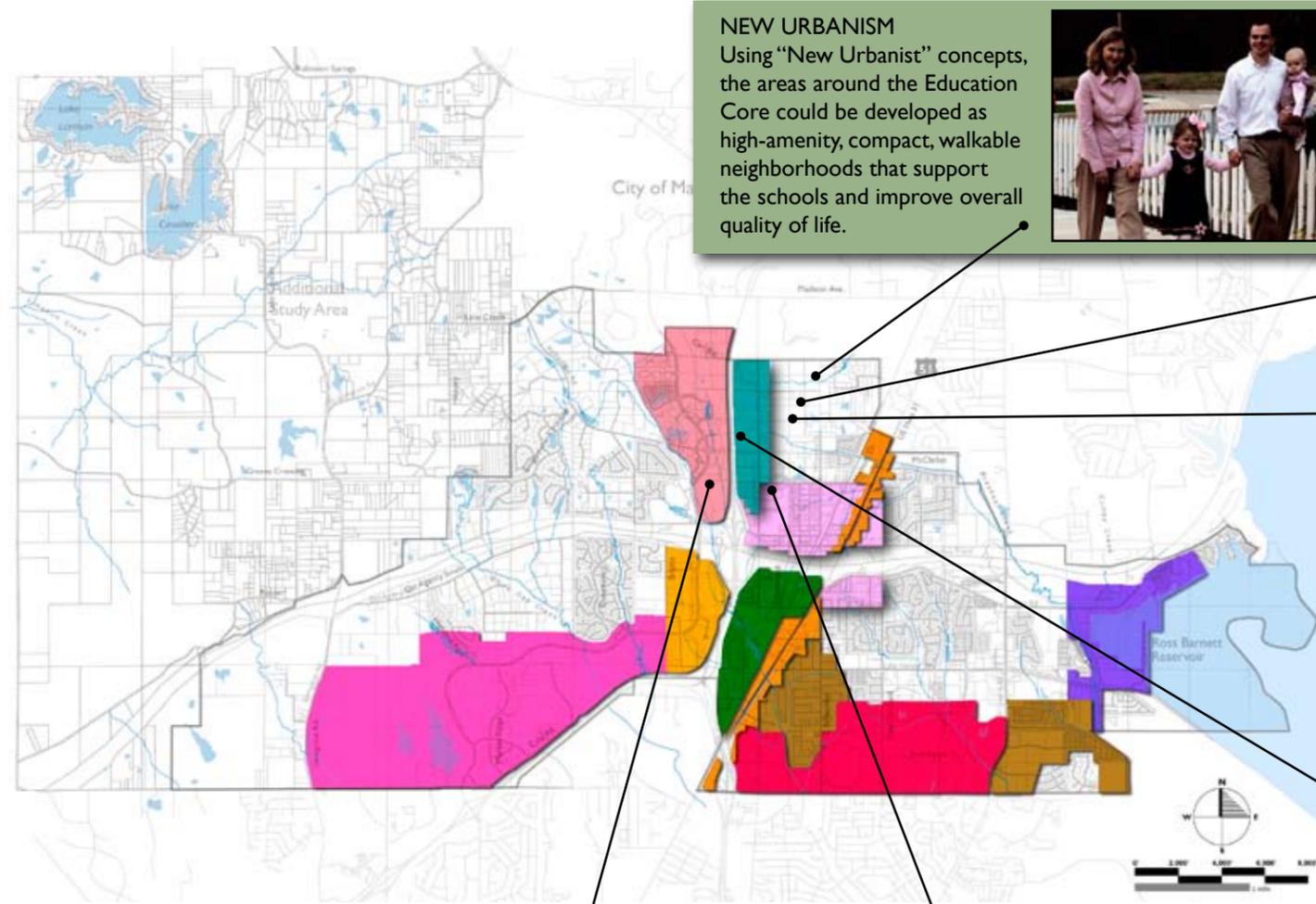
FOCUS AREA INNOVATION

This section looks at how some of the suggested innovation might be used to forward the thinking on enhancements, projects, programs and policies in the individual Focus Areas.

SUNNYBROOK FOCUS AREA

The Sunnybrook area holds several key assets. With major development occurring across the interstate, development is soon to follow in this Focus Area adding to the burden of the current systems. Several innovations could make future growth in Sunnybrook a promising area.

The high profile presence of educational facilities along Sunnybrook suggests a strong education orientation in the concepts for this Focus Area. Orienting new development of infrastructure, business, and livability assets should serve to strengthen the quality and scope of the educational enterprise in Ridgeland. Special care should be taken to prevent any development that would compromise this important asset.



NEW URBANISM
Using "New Urbanist" concepts, the areas around the Education Core could be developed as high-amenity, compact, walkable neighborhoods that support the schools and improve overall quality of life.



PARTNERSHIPS
Continuing partnerships with schools and parks provides additional recreational space while offering taxpayers more opportunities to utilize public facilities. This often facilitates fund-raising efforts by schools and needed facilities.



PARTNERSHIPS
Partnerships with schools and local business could provide students with hands on learning and after school hours activities. Attracting good business development with good connectivity will promote education and business.



INTEGRATED DESIGN
New development along the Sunnybrook and I-55 corridor should reflect the quality of current development occurring across the freeway such as Renaissance in Colony Park (shown below). In stark contrast to the type of development that typically occurs without strong design guidelines, access is controlled and high quality design and continuity present an orderly, well-landscaped, integrated design that is safe, functional and beautiful. Interior circulation replaces individual driveways and "parcelization" is reduced to a minimum.



CONNECTIVITY
Building trails to increase connectivity between new and existing development will increase pedestrian access and promote a healthier lifestyle.



AVOID NEGATIVE TRENDS
The neighboring town of Jackson has influenced Ridgeland's growth patterns in many ways, but one that should not be repeated is the development along the highway. Service roads with too many turnoffs to street side parking and feeder roads can create bottlenecks and unsightly development. Limiting curb cuts along the new I-55 service road system will be difficult but necessary in promoting development facing the roadway, not backing up to it.





WEST JACKSON STREET OVERLAY DISTRICT FOCUS AREA

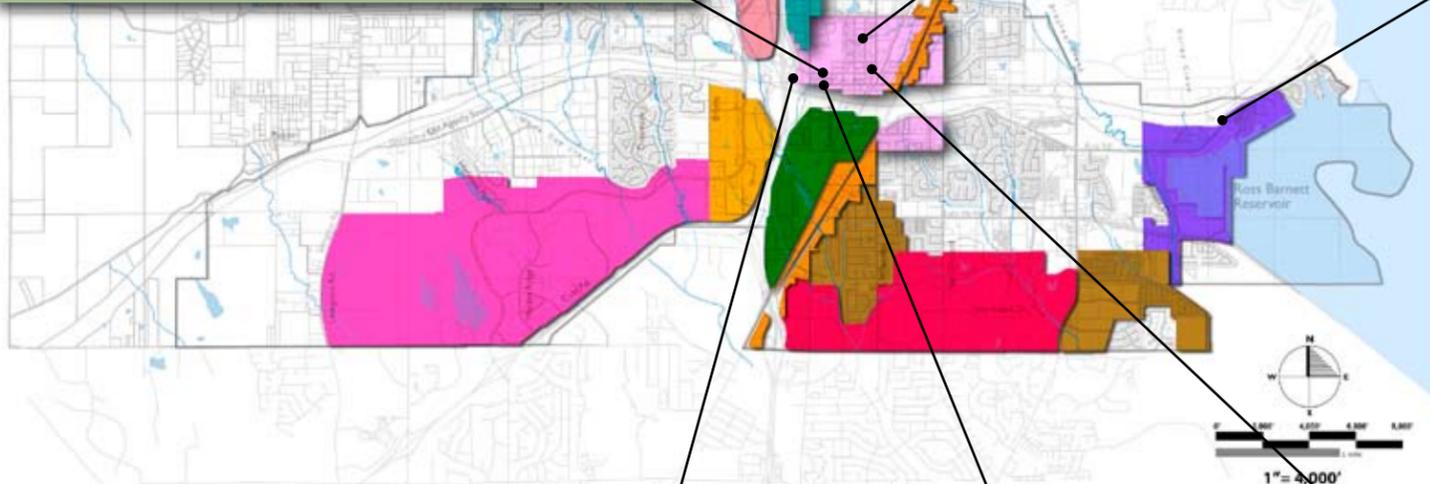
This Focus Area contains the little that's left of Ridgeland's historic fabric. It is preserved in a fifteen block area adjacent to Jackson Street between Highway 51 and the interstate. Few historic structures remain with the exception of a few homes, churches, and the original street grid. Livability is the greatest asset of the area and it should be preserved above all other initiatives. Recent creation of an overlay district along Jackson Street geared to the re-creation of a historic character through architectural guidelines. Buildings alone, however, cannot be expected to restore the historic fabric.

The delineation of this Focus Area does expand to what is considered the original platting of the City. Doing so will enable expanding the overlay District so that a larger mass of development can occur in the historic idiom and begin to slowly regain a special character.

A key to restoring historic patterns will be to strengthen pedestrian access and strive to facilitate mixed use commercial/residential into the area.

OVERLAY DISTRICT

The existing overlay district demands compliance with strict architectural guidelines. Such stringent standards, usually considered a deterrent to investment, has generated three major projects either recently completed or under construction. This lesson should be carried over to other areas including the proposed expanded Historic Overlay District.

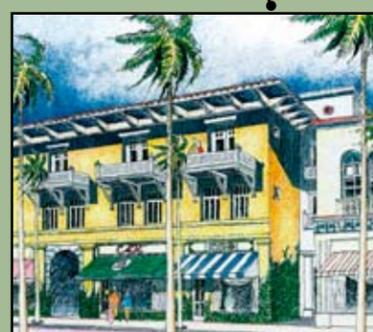


TRAFFIC CALMING

The presence of Jackson Street in the West Jackson Street Overlay District is a "sword that cuts both ways." On one hand, it provides great access through the area being one of the only two links to and across the interstate in Ridgeland. On the other hand, it is hard to renew historic charm alongside a bustling, noisy thoroughfare.



Other communities faced with this challenge have adopted traffic calming measures that, through the use of enhanced paving, widened sidewalks, and articulated crosswalks, have reduced the negative impacts of busy streets while allowing more pleasing access for through traffic and area visitors. Safety, function and aesthetic appeal combined to create the desired effect.



MIXED USE

A critical component of revitalized historic-style district is replicating the density of the original uses. Typically, these areas were two and three story buildings - ground floor retail and upper story office and residential - in tightly packed, walkable neighborhoods. The difficult element in today's world is accommodating automobiles. Open parking lots can destroy the character and scale of these developments. Most often, they need to be "hidden" behind the storefront or clustered in multi-story parking garages. Hybrid combinations can work but must be done with great care.

SMALL TOWN FEELING

Remnants of the original street grid still exist north of Jackson Street. They impart a scale and charm unmatched in newer subdivisions. Preserving and expanding the walkability and small town feeling in this area will be the key to a successful resurrection of the West Jackson Street Overlay District which will, in turn, enhance property values and business prospects.



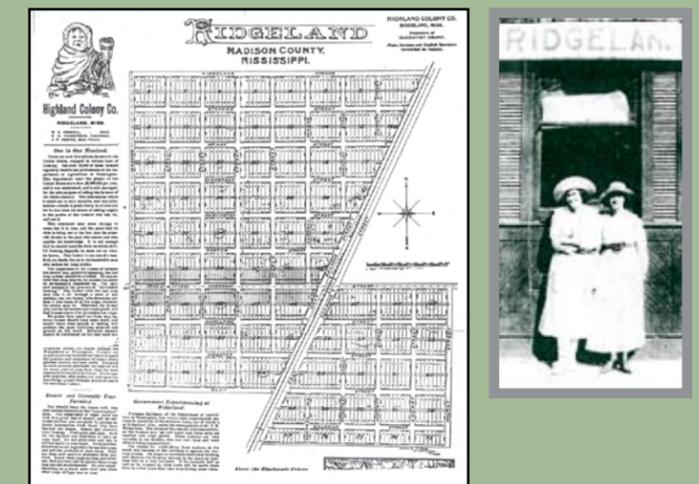
MISSISSIPPI CRAFT CENTER

The value of a strong link to the past is important not only for the creation of quaint community spaces. It can also help secure connections to the cultural past of an area and generate interest and activity in creative pursuits and the creative economy. One of Ridgeland's greatest assets with clear historic and cultural implications is the Natchez Trace Parkway. In the last year its importance was elevated with the opening of the Craft Center which provides cultural education and history through artistic expression and vocational artifacts. Its proximity to the Natchez Trace and connections by trails is a perfect match.



HISTORIC NEIGHBORHOOD

The map below shows the original platting of Ridgeland. To best recapture the flavor of historic Ridgeland, the remains of the original grid must be maintained. Innovative developers are duplicating grids like this in new Traditional Neighborhood Developments (TND's) with great success.





HIGHWAY 51 FOCUS AREA

Main Streets are very important to the identity of a community. They serve a multitude of roles both functional and emotional, social and economic. Highway 51 is the “Main Street” of Ridgeland. It carries the life blood of commerce to and through the City. Unfortunately, this is the only role for which it is currently suited. In order to fully utilize this artery to its fullest extent, a complete rethinking of its structure will be needed. It is a daunting task but not impossible. Other communities over the years have done the same - Route 66 is a prime example.

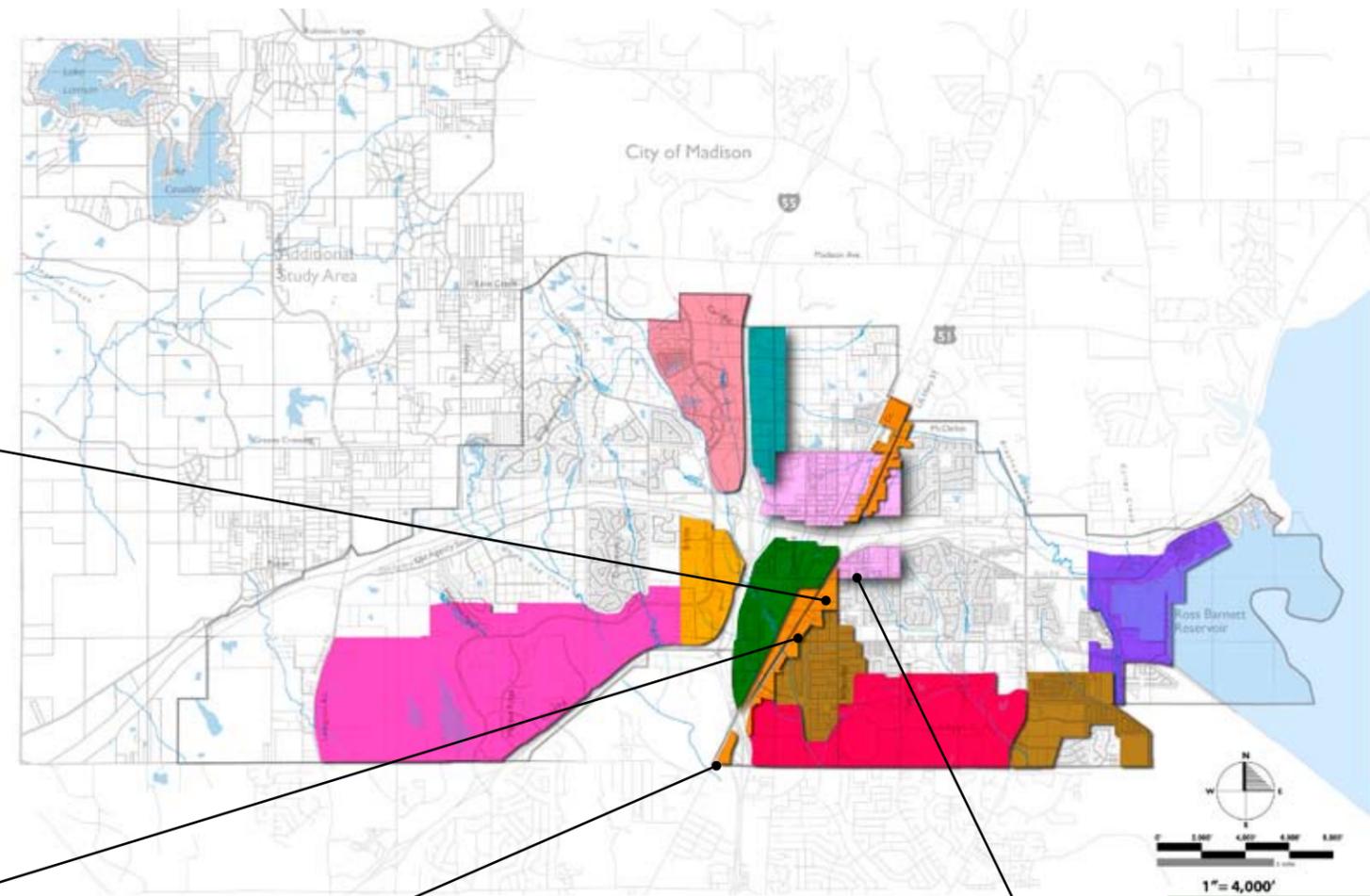
Some key elements can be addressed in the near term while others will require years of work to accomplish. Rethinking major roadways as image corridors with appropriate proportions for pedestrians is often a simple matter of adding scaling elements and restricting unlimited access. It is also important to make alternative routes available so that community events do not cause undue disturbance to travelers.



COMMUNITY CELEBRATIONS

Main Street is the heart of the community. It is where they display their affection, faith, and honor the things they admire in a very public fashion. A common expression of this is a parade. Marching bands of school students, teams, community organizations, politicians and assorted odd-balls, make parades one of the most popular community activities a community can sponsor. Providing a space with appropriate scale where people can watch, cheer and enjoy from the sidelines is essential for a successful parade.

It is important to provide alternate routes for these times to allow emergency and essential traffic to flow around the parade route. Highway 51 has many such options.



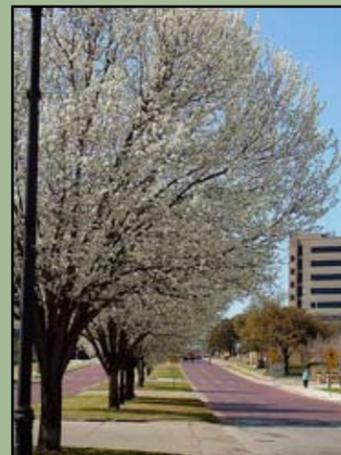
GREAT AVENUES

Many cities around the world have accepted the challenge to utilize the full potential of their major roadways. Harnessing the transportation and character reinforcing potential requires persistence and vision.

One such example is Camp Bowie Boulevard in Fort Worth, Texas. This great avenue begins in the Cultural District and transitions through neighborhoods, neighborhood commercial, general commercial, office and mixed use areas and continues into the suburbs while maintaining its character imparting abilities.

Street trees, lighting, sidewalks and controlled access are the common threads that follow it throughout its course.

There are many other examples that could be imitated to transform Highway 51 into Ridgeland’s great avenue.



MAJOR GATEWAYS

Participants in the planning process frequently mentioned that Ridgeland would benefit from positive “branding”. They even suggested renaming Highway 51 as a way of differentiating the City from the seemingly endless string of faceless communities that cling to its edges.

One important way to simply address this is to develop an image statement at the City’s major gateways. Doing so sets the tone and establishes a standard for the rest of the corridor. From extreme artistic statements, to subdued quality landscaping, gateways can provide quick branding for any community.

MINOR GATEWAYS

Most major roadways only have two major gateways where they enter and depart a community. Often overlooked are the minor gateways at intersections between the two - especially signaled intersections where people form up in cues and wait for the signal to change. What they experience during that wait can create enduring impressions.

Transforming the entire length of Highway 51 will be a long, drawn out process. Transforming several key intersections so that they convey the image and character of the community can have a very positive effect in a much shorter time period as plans for the major renovations proceed.





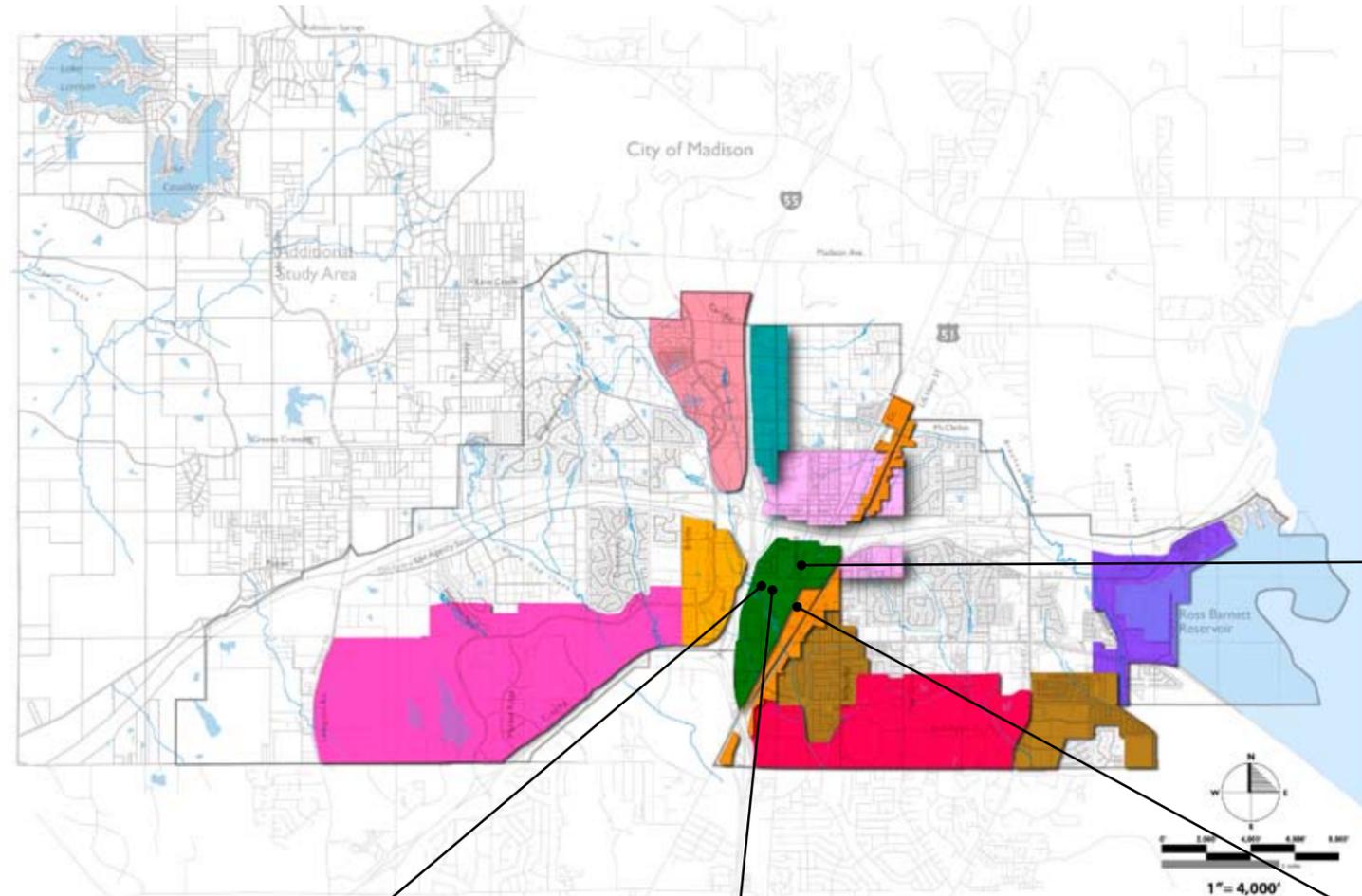
CITY CENTER/FREEDOM RIDGE FOCUS AREA

School Street is a portal into Ridgeland from Highway 51. To the east lay some of the finest residential neighborhoods in the region terminated by the beloved Ann E. Smith Elementary School. To the west are the library, police station, and across the railroad tracks, Freedom Ridge Park, the City's signature public space.

Freedom Ridge Park is an important gathering place in the City. Unfortunately, it is tucked beyond the railroad and its high quality offerings are not communicated to the rest of the City.

A large piece of property on Highway 51 between School Street and the Natchez Trace is a desirable location for the City for the purpose of building a new City Complex. A more fitting location would be hard to imagine - Highway 51 "Main Street" frontage, linked to Freedom Ridge Park, adjacent to the Natchez Trace and across from the West Jackson Street Overlay District.

The opportunity to give the City a discernible "heart" here must be seriously considered. Beyond the perceptual, it is an opportunity to bring into higher purpose a beautifully located piece of prime real estate. Win-win!



HEART TRANSPLANT

Creating a new heart for an existing community is tricky but not impossible. Location is important. Achieving the right mixture of services, facilities and commerce is crucial. Insisting on high quality design of structures and open space is critical. With the right combination, Ridgeland could enjoy the fruits of a first class community gathering space and all the benefits it offers to the life of the community.

The example above was created from "scratch" to give identity to a sprawling suburb north of Dallas, Texas. Many similar examples can be found throughout the country and in new developments as well.



ACCESS AND CONNECTION

City Hall is a public space more often associated with taxes, water bills, politics and contentious board meetings. One way many communities have found to polish the image of city government is to provide examples of all the good things they accomplish in the community. Placing City Hall in a quality setting that is intimately connected with the life of the community can go a long way to improve the relationship.

The platform can also be used to create much needed passive recreational space in Ridgeland. Combining the city complex with an expansive open space with highway frontage will provide an opportunity to display the image and character of the City. A visible example of "Living right in Ridgeland".

LIVELY SPACES

Great city centers have several things in common. The most important is a lively mixture of uses that extend active hours beyond the 8 to 5, Monday through Friday schedule. The surest way to facilitate life beyond traditional working hours is to integrate residential uses within the framing uses. Mixed-use residential, office and retail provide for a lively, active environment on weekends and after hours when most people will have an opportunity to use and experience the space.

Fortunately for Ridgeland, the recommended property is large enough to accommodate such a mixture along with City offices, community facilities and common open space. Great care will be required in recruiting private development into the space. The City can insist on compatible uses and stringent design criteria while offering access to value-enhanced proximity to public open spaces of the highest quality. This combination has proved its value in countless places around the world.



COMMUNITY EXPRESSION

A key component in creating a city center is providing spaces that allow the community to gather and enjoy music, arts, and each other. Community building opportunities abound when quality spaces are provided where residents can come together to celebrate victories, work together on important community initiatives, and demonstrate their respect for those who have suffered and sacrificed.



SOUTHEAST RIDGELAND FOCUS AREA

Two areas in Southeast Ridgeland were selected as Focus Areas because of troubling signs of decline. They include an area of predominantly aging apartment complexes and one of older single family homes.

Arresting the decline in these areas is of vital importance in order to prevent decreased property values which have a domino effect on surrounding areas.

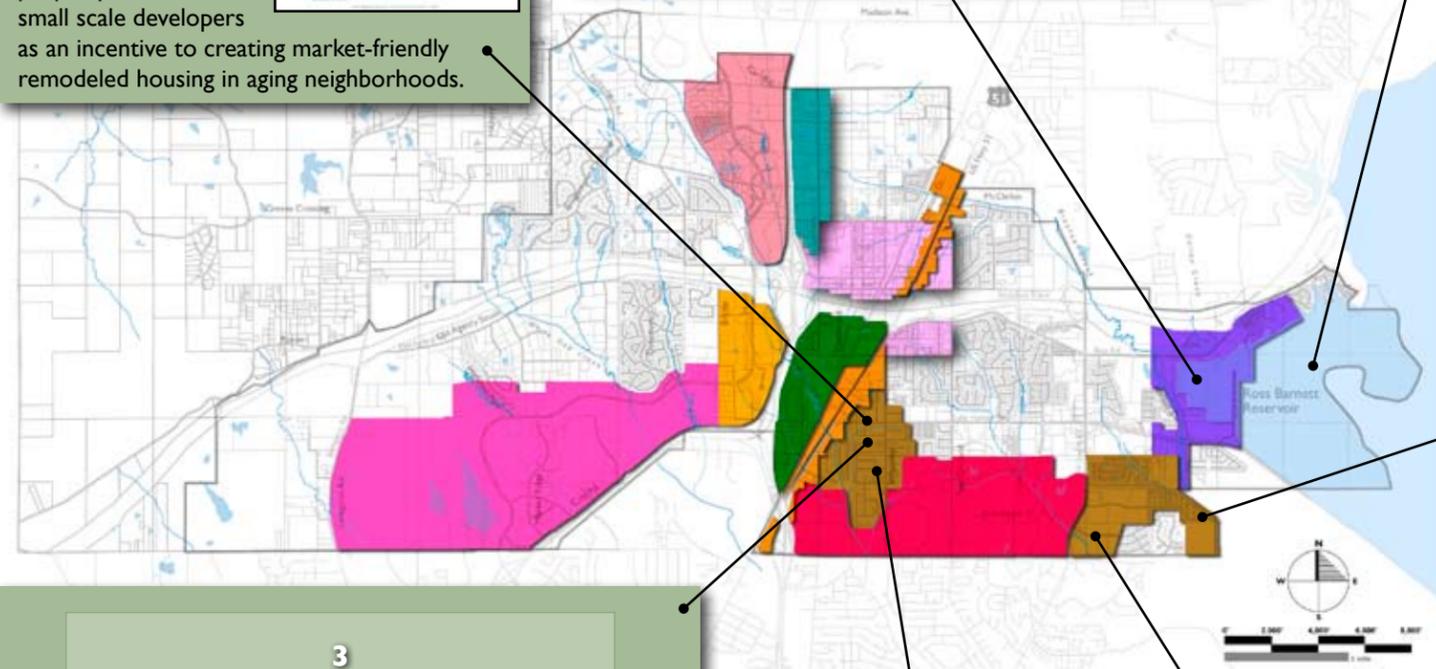
Fortunately, both these areas are surrounded by healthy development and infrastructure which can be used to spur renovation and redevelopment. The proximity of the eastern part to the reservoir and the proposed Harbor Walk development should be used to stimulate interest in redevelopment. The western part is within easy walking distance to the mall, work and shopping opportunities on Highway 51 - both great assets. With improvements to connectivity it can easily be linked to the new City Center area and Freedom Ridge Park.

Employing Smart Growth principles in the redevelopment effort could actually place these areas in a better position than if they had never experienced decline.

PATTERN BOOKS
One valuable technique employed by other municipalities faced with aging residential stock is the creation of Pattern Books that offer solutions and guidance to individual property owners and small scale developers as an incentive to creating market-friendly remodeled housing in aging neighborhoods.

HARBOR WALK
This new multi-million dollar mixed-use development has the potential to revitalize the southeast development of Ridgeland. By capturing the waterfront, a unique lifestyle option will be available.

ROSS BARNETT RESERVOIR
Using the reservoir in innovative ways could create an important statement. Innovative water quality technology systems - reuse of water in irrigation, new filtration systems and new reuse strategies - would place Ridgeland in the vanguard of the "Green Movement."



OPPORTUNITIES
Redevelopment of declining areas offers Ridgeland a great opportunity to address some of its principal housing issues. Meeting the housing and community needs of the ever growing retirement-age sector is a lucrative market that should be a major concern in redevelopment efforts. Another need is medium- priced housing which, through careful design and appropriate densities, will help public schools and provide housing for young families and the work force.

1. Public and private investment builds the original city core.
2. Investment moved to the first tier suburbs to provide the suburban lifestyle many desired along with business and shopping. City Centers declined.
3. Growth investment continues on the edges while re-investment in downtown areas is steadily increasing to recapture "feel", history and existing infrastructure. First tier suburbs are left out of the investment scheme leading to decline, loss of value, and under-utilized infrastructure.

FIRST TIER SUBURBS
Public investment in infrastructure and amenities is usually required to prevent older suburban housing from becoming poorly-maintained rentals headed for blight. They can provide reasonably priced housing within walkable distance from community services.

BLIGHT
Cities have an ever-growing array of tools to use against the negative effects of blight. From condemnation to tax abatement and incentive programs, every effort should be made to arrest decline in its early stages.

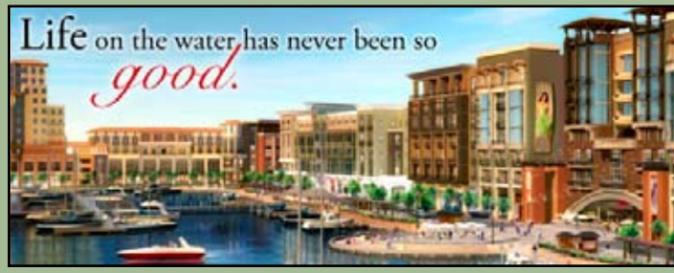
Ten Principles for Smart Growth on the Suburban Fringe

1. Create a Shared Vision for the Future and Stick to it
2. Identify and Sustain Green Infrastructure
3. Right Design in the Wrong Place Is Not Smart Growth
4. Protect Environmental Systems and Conserve Resources
5. Provide Diverse Housing Types and Opportunities
6. Build Centers of Concentrated Mixed Uses
7. Multiple Connections Enhance Mobility and Circulation
8. Deliver Sustainable Transportation Choices
9. Preserve the Community's Character
10. Make it Easy to Do the Right Thing



COMPETITION

Northpark has been the only shopping center in Ridgeland for a long time and has benefited from that position. This privileged position will soon be coming to an end as soon as the Renaissance Development is completed. Shoppers will have an option. The coming of the Harbor Walk development will offer a concentration of market that will benefit Northpark if it is successful in reconfiguring itself into a more appealing shopping experience. These three developments, along with some future concentrations in southwest Ridgeland, will then provide a sturdy source of business and commerce into the foreseeable future.



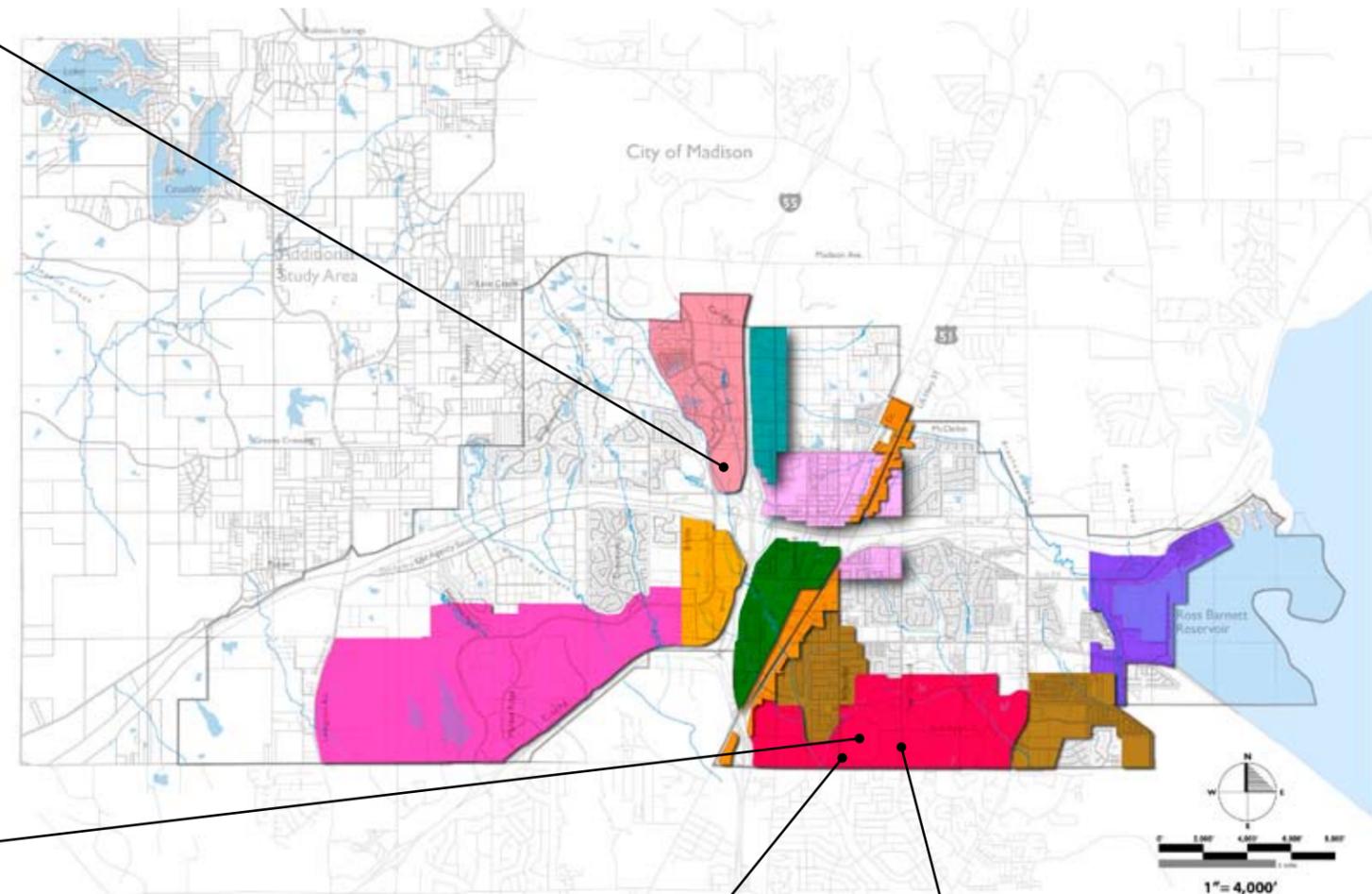
SHOPPING DISTRICT FOCUS AREA

Northpark Mall and the surrounding shopping district have served the city well for many years. Like any well-used tool, however, it is showing the wear and tear of time.

Indicated as a Focus Area due to its importance to the economic life of the City, this area requires some concentrated attention to remain relevant in the long-term future of Ridgeland. Other communities around the country are facing the same challenges and some have come up with innovative solutions and helpful guidelines that can serve Ridgeland's planning efforts.

MORPHING THE MALL

Indoor malls were once the standard in American shopping. Due to a variety of influences, they seem to be losing favor with today's shoppers. In order to protect and utilize the enormous investment of property, infrastructure and architecture, developers are initiating innovative ways to transform mall properties into more attractive venues by blending mixed-use office, residential, entertainment, and outdoor retail.



TEN PRINCIPLES FOR RETHINKING THE MALL

1. *Grab Your Opportunities before They Pass You By*
2. *Broaden Your Field of Vision*
3. *Unlock the Value of the Land*
4. *Let the Market Be Your Guide*
5. *Create Consensus*
6. *Think Holistically Before Planning the Parts*
7. *Connect All the Dots*
8. *Design Parking as More Than a Ratio*
9. *Deliver a Sense of Community*
10. *Stay Alert, Because the Job Is Never Done*

- the ULI

CHANGES

Developers of destination shopping have discovered that quality outdoor spaces are strong attractants to the buying public. While big box retailers go for low price discount shoppers, high margin retail requires more attention to atmosphere. This leads to investment in quality streetscapes and spaces that can serve as stages for community life in pseudo-urban settings. In order to justify such investment, there must be a residential component which, in turn, adds twenty-four hour life and activity to the spaces.

Such innovations should be a part of the rethinking of Ridgeland's shopping district.





COSTAS LAKE FOCUS AREA

Costas Lake has tremendous opportunity and enormous responsibility. This property, in concert with the existing Technical Industrial Park, will be tasked with stimulating the positive development of southwest Ridgeland and the newly annexed area. Blessed with ample developable property and needing a significant investment in infrastructure, the future for this area is bright.

The key challenge is one of image. The looming presence of one of Jackson's sluggish areas across County Line Road is a problem that can only be solved jointly by the two cities.

The area's major asset is a beautiful small lake on gently rolling land accessible to Highland Colony Parkway and very close to I-220. A success in this development will expand Ridgeland's economic and population base to a significant extent while providing positive ripple effects to northwest Jackson.



SPORTING LIFE
A major retail anchor will be required to make this area a success. Parlaying northern Mississippi's tradition of the outdoor sporting life could be a perfect fit. Attracting a Cabela's or Bass Pro Shop outlet would add an educational and tourism element to the mix in this wooded lake side development.

LAKE SIDE LIVING
Integrating an alternative residential component to the mix may also be beneficial to the success of the development. Maximum use of the waterfront could be achieved with condo development.

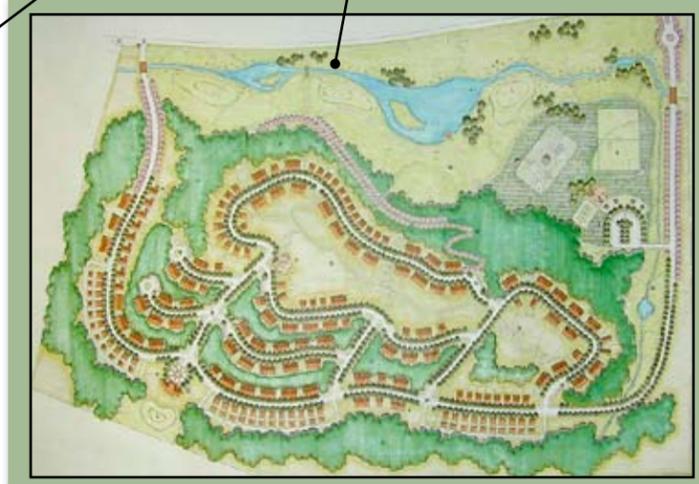
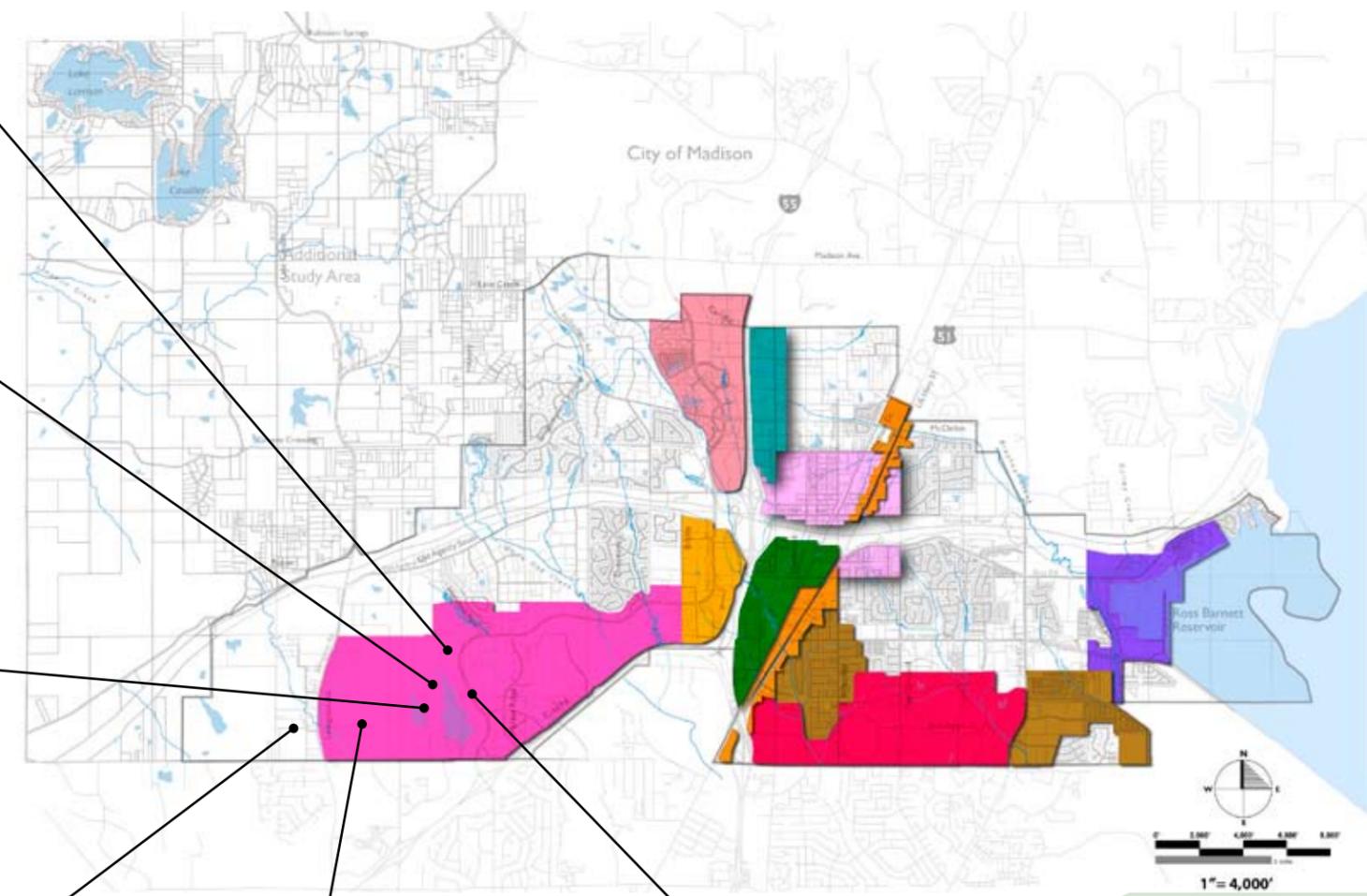



TRAILS
Density of development will create a higher demand for outdoor recreational spaces than in traditional subdivision developments. Lake side trails will offer ample opportunities for public open space. With interpretive elements they could offer educational and healthy lifestyle experiences while providing alternative transportation opportunities and reduce the need for driving and parking.



CONSERVATION SUBDIVISIONS
Conservation subdivisions are a good way to develop traditional subdivision products at higher densities while preserving greenspace as value adding atmosphere.

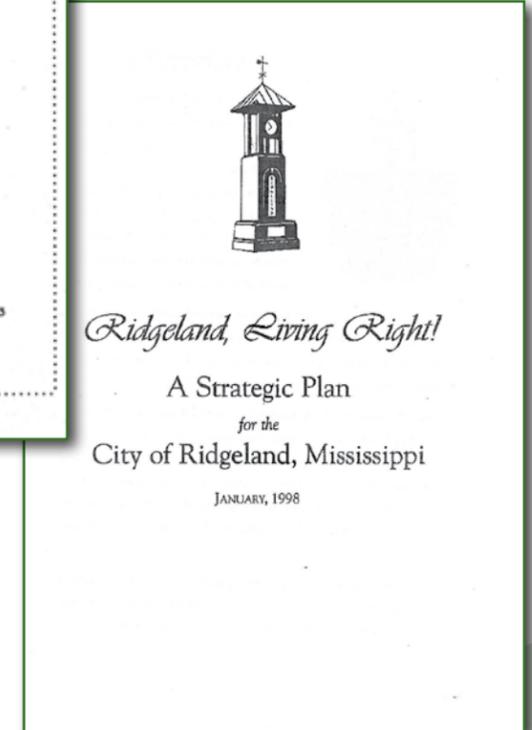
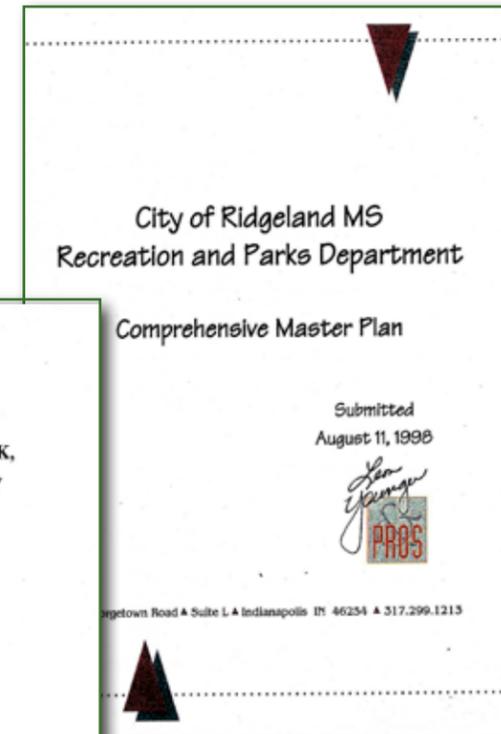
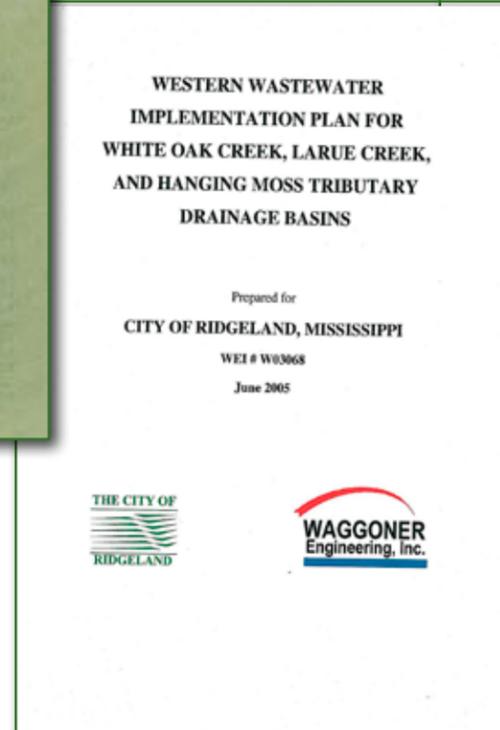
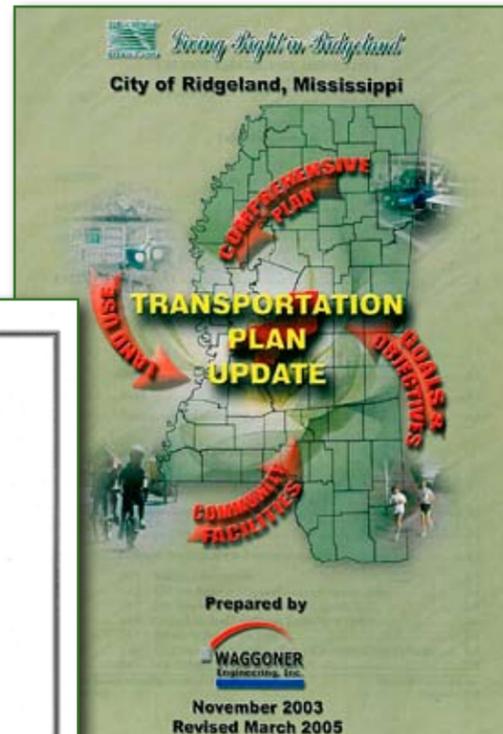
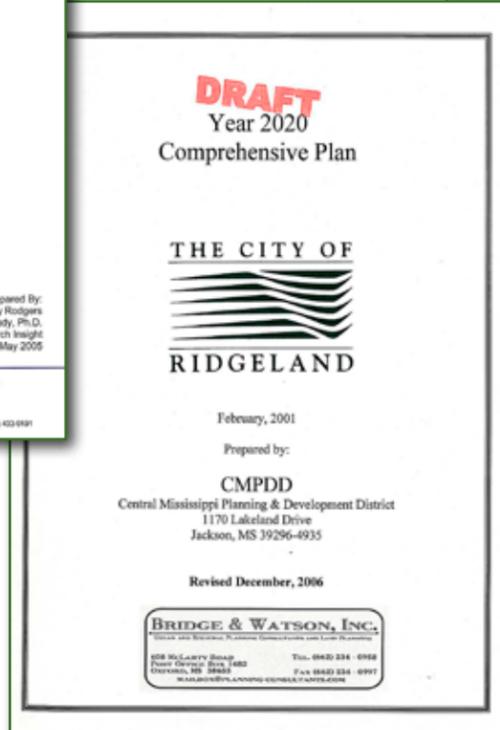
The photo at top shows how conservation techniques take full advantage of water and wooded areas in a single-family development. The photo at bottom demonstrates the sterile, lifeless result to traditional lot size restricted developments.



MULTIPLYING THE VALUE OF GREEN SPACE
Conservation development is not limited to residential development. It also applies to commercial development and allows developers to multiply property values by affording more properties the benefit of green edges. Doing so also allows for more diverse mixtures of land use since green buffers provide separation between normally incompatible uses. Meanwhile, everyone enjoys the green space.



LAKESIDE DENSITY
Waterfronts are inherently hot real estate properties. Unfortunately, they are limited by the length of lake shore. The best way to take full advantage of every foot of waterfront is to increase densities.
Many innovative developers are learning that private ownership of lake front property severely limits its impact and so are finding ways to work with municipalities and cooperatives toward creating publicly accessible waterfronts.



RIDGELAND STUDIES

Included in the information used to generate the Draft Land Use Plan for the City of Ridgeland were a series of other plans and studies completed over the past several years.

The following is a list of the plans and a brief summary of their scope, area of concern, and how the results and recommendations were used to enlighten the Ridgeland Area Master Plan:

Year 2020 Comprehensive Plan (Draft) - ongoing

Mandated by Mississippi State Law, the Comprehensive Plan looks at a wide constellation of issues pertaining to the governance of the City. Of particular importance to this planning effort are the Land Use Plan, Transportation Component, and population projections. As this plan is currently being drafted, the comprehensive planners will have the advantage of using the information in the Ridgeland Area Master Plan (RAMP) to inform recommendations in the updated Comprehensive Plan. This will ensure that RAMP recommendations can be easily integrated into the new plan for public review and approval.

Transportation Plan Update - 2003/2005

The Transportation Plan, originally completed in 1996, was developed to provide the City with a strategic plan to upgrade its transportation facilities to accommodate for growing

population and increased traffic. By 2003, many of the projects and improvements were completed or underway and this updated plan was prepared in anticipation of future needs using updated data. A critical part of the city infrastructure, the capacity of transportation arteries have a great influence on land use and other facilities planning. The plan also looks at other transportation issues including mass transit opportunities and expanded bicycle paths and other alternative transportation solutions. This information was used in the development of land use recommendations and transportation recommendations throughout the City and in the Additional Study Area.

Western Wastewater Implementation Plan - 2005

This plan, another critical part of City infrastructure, looks at existing wastewater conveyance capacity and needed improvements in the newly annexed southwestern part of Ridgeland.

Implementation of these projects is currently underway and will have a tremendous positive impact on the development potential in that part of the City and the kinds of land uses and density it can support.

Recreation and Parks Master Plan - 1998

Almost ten years old, the parks plan has been beneficial in guiding the City in the acquisition and construction of several of the park

facilities citizens enjoy today. Of particular interest in the RAMP planning process were identified future needs projected west of Interstate 55, and recommendations regarding parks and recreation programming. Many of this plan's recommendations continue to be reflected in the RAMP plan including increases in neighborhood open space, expanded trails systems, and more passive (non-athletic field oriented) park space.

Market Research Study - 2005

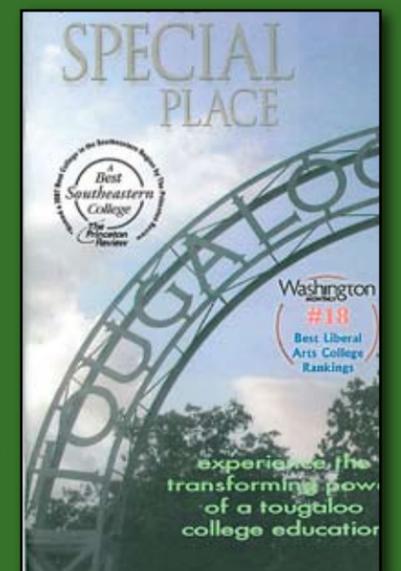
The scope and results of this study were discussed earlier in the Human Resources inventory section of this report. Generally, this study provided great insight into some of the most important issues affecting Ridgeland citizens and helped to shape the definition of planning goals and goal response.

City of Ridgeland Strategic Plan - 1998

The strategic plan was initiated in 1993 and included citizen engagement and participation in the process. It identified nine strategic issues along with a series of action steps. Many of these recommendations have come to pass and have helped the city build citizen involvement in decision making.

OTHER PLANS

In addition to Ridgeland specific studies, the planners also looked at other studies and planning reports in the region that could help forward the RAMP effort. They included strategic plans for Tougaloo College, Central Mississippi Planning and Development District, The Natchez Trace National Parkway, City of Jackson Planning and Zoning, and City of Madison Planning and Zoning.



CHANGES TO EXISTING LAND USE PLAN

A preliminary step in the master planning process is the delineation of a Land Use Plan for the City and expanded study area. While not as detailed as a Zoning Plan, the Land Use Plan identifies preferred land use patterns based upon land suitability (topography, waterways, etc...), the capacity of existing and proposed infrastructure, economic and spatial considerations, location, and, most importantly, the expressed goals of the community which define the kind of community they want to live in. The Land Use Plan is then used to create the City Zoning Map as well as to help define Overlay and other special Districts. The current Ridgeland Land Use Plan (below center) which is a part of the legally mandated Comprehensive Plan, was drafted before the RAMP process was initiated. Based upon the inventory of resources, issues and RAMP Goals, several changes are recommended in order to more accurately reflect current goals and realities.

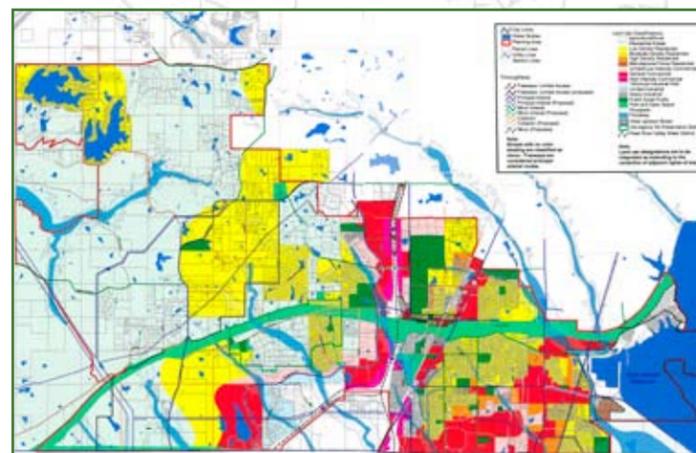
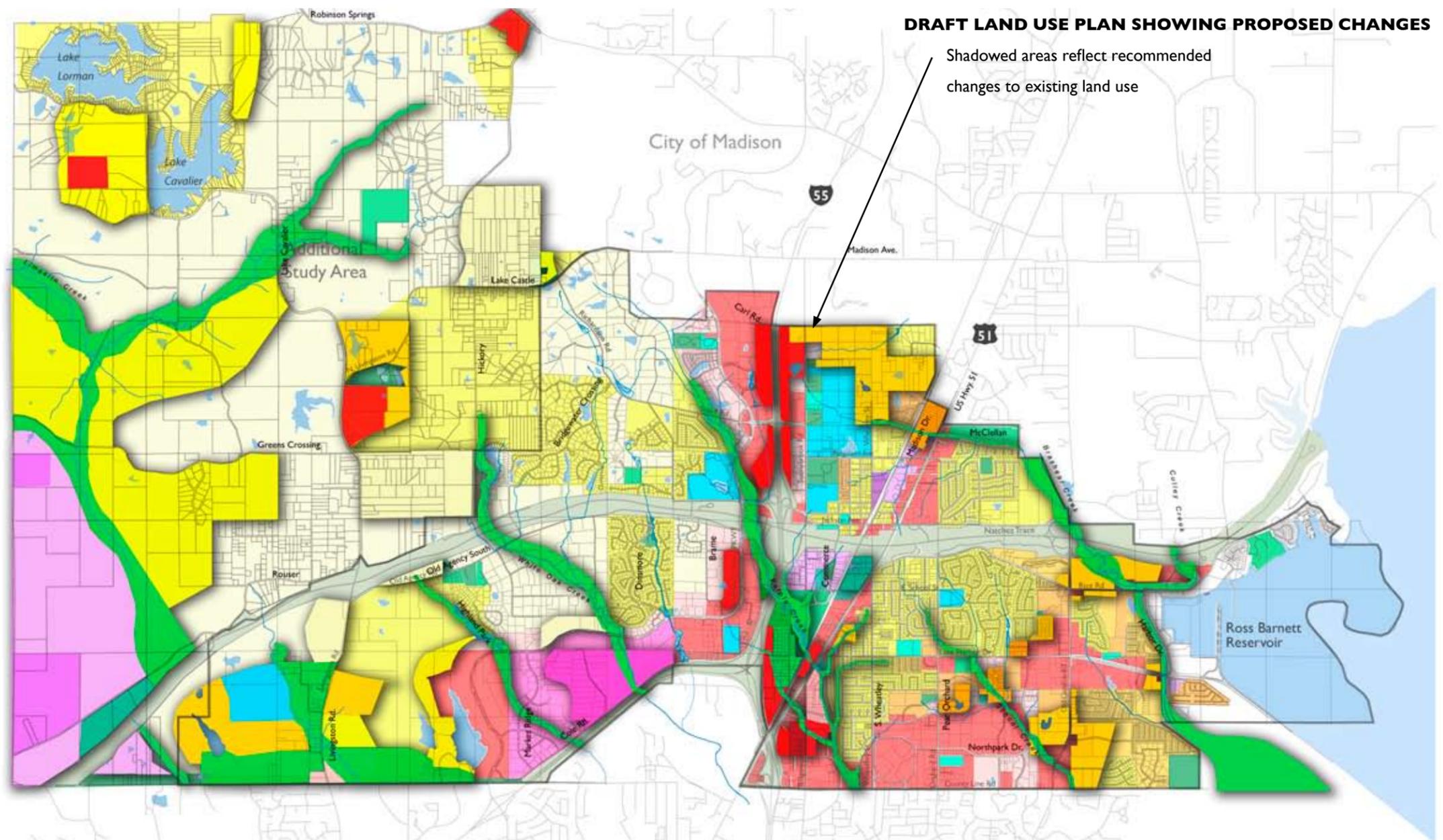
The map at right, using the existing Land Use Plan as a base, shows some of the changes which should be considered. The changes are shown as raised areas with new land use designations. Areas that remain flat reflect the same land uses as before.

Most of the areas being recommended for changes fall into two categories:

- areas that are undeveloped or only sparsely developed
- areas that have been identified in the RAMP process as needing to be changed

Some of the key changes include the following:

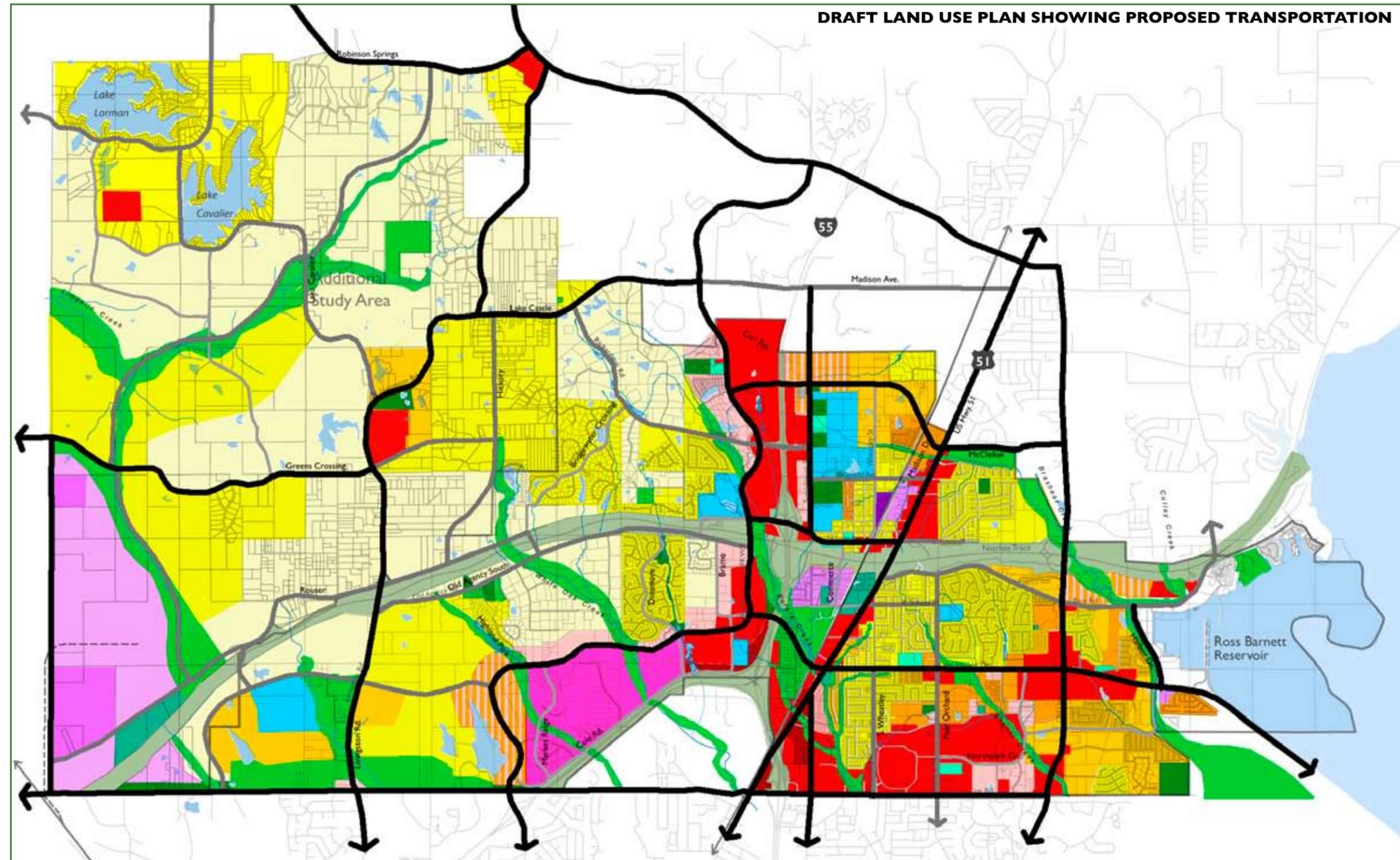
- There is more commercial use shown in the western part of the study area. These areas are very compact and are intended to serve the local needs of future residential development.
- East of Interstate 55, the amount of commercial land use is slightly reduced reflecting the current saturation level and the need to provide additional residential area as in-fill and redevelopment.
- Several areas of high density residential have been eliminated as a response to growing concerns expressed by citizens.
- The amount of moderate density residential is increased in all areas to offset the loss of multi-family density, and to provide more opportunities for moderately priced housing for young families and moderate-income families.
- Large new areas of industrial land use are included in the far western portions of the study area. This was prompted by existing uses in that area coupled with industrial access potential and natural and man-made buffer elements which could be brought into service. Additionally, by providing industrial development space here, some relocation of inappropriately located facilities in the heart of Ridgeland may be considered.
- Open space is elevated to a land use classification in order to protect important open space assets within the study area. Typically these areas follow the flood ways in drainage corridors and can be used to connect bicycle and pedestrian trails throughout the city.
- New park space and school uses are shown in the new annex area in anticipation of increased development in these areas.
- The TIP use is expanded into the Tougaloo College property to encourage a beneficial connection between these research facilities and the advanced education programs at the college.



The Draft Land Use Plan was presented to the RAMP Steering Committee and then to the Mayor and Board of Aldermen for review. Based upon their comments, some minor revisions were made, resulting in the finalized Draft Land Use Plan shown (right). Also shown on this map are recommended revisions/additions to the transportation network needed to support the changes and to reflect RAMP Goals.

Some of the key changes to the transportation element are as follows:

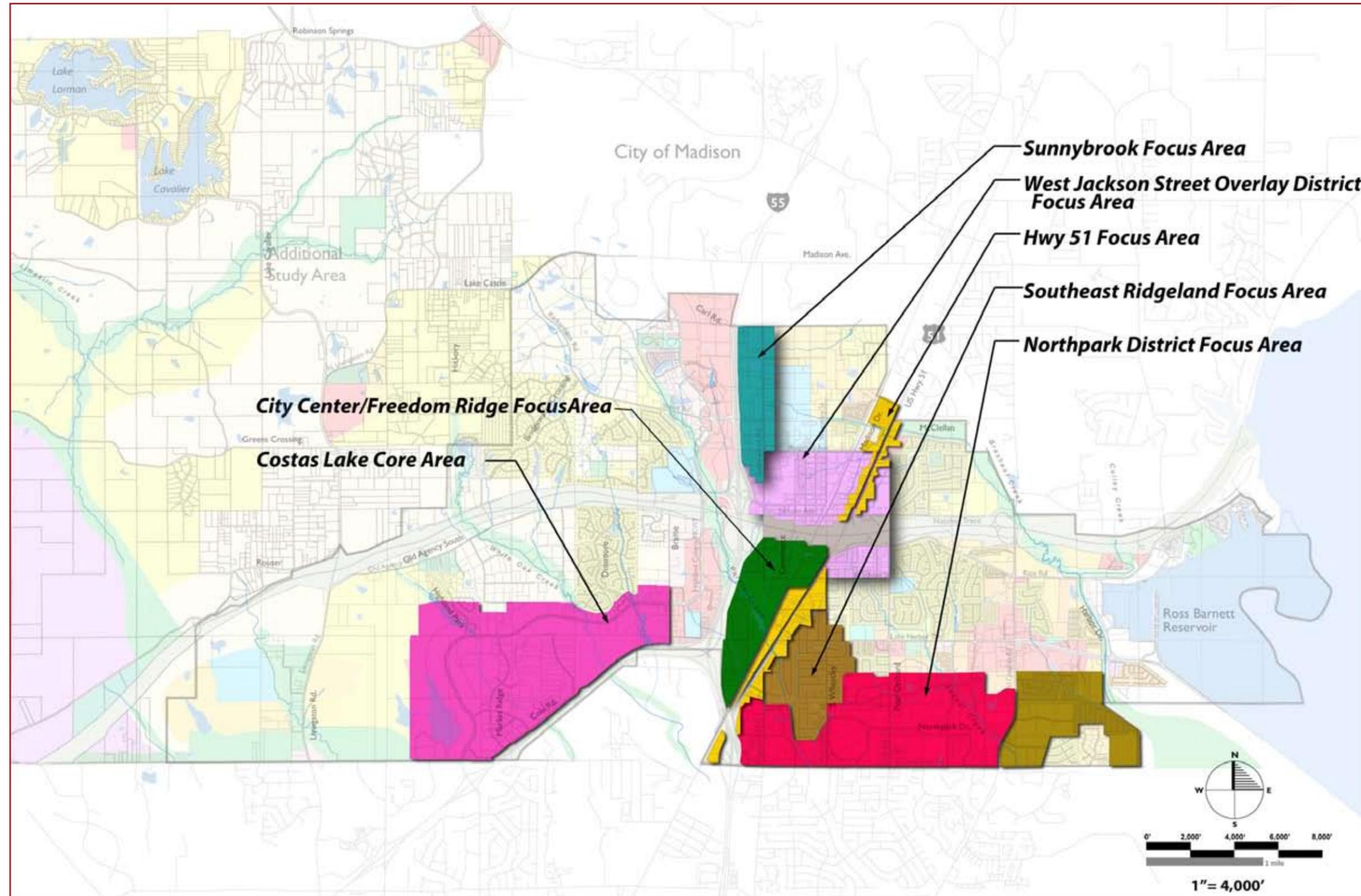
- The overall scheme attempts to establish a grid of Principal Arterials at approximately three mile intervals. This scheme would require upgrades to Ridgewood and Sunnybrook on the east side and to Livingston, Green's Crossing, West County Line Road, and Lake Castle Roads on the west side. While some of these recommendations especially in the far west parts respond to needs projected ten years in the future, it is still important to begin the process of identifying, funding and purchasing right of ways in the near future.
- A secondary grid of Minor Arterials at approximately one mile intervals is shown connecting with the previous to provide as many alternative routes for traffic as possible. Upgrades would be required to Lincolnshire on the east side, and to Steed, Hickory, Lake Cavalier, and Rouser to the west. In addition, several new routes are shown on the west side to improve connectivity and complete the grid. Some of these are on existing farm roads and private lanes, while others are new corridors.
- Based upon the RAMP goals, it is recommended that all new roadway upgrades and development include provisions for the addition of bicycle trails. Class I (separated) trails are preferred especially through scenic areas and when connecting to schools and parks.
- In addition to Ridgeland's existing trails system, new trails are also shown extending the entire length of the Natchez Trace. From this spine, new trails could tie in and follow drainage corridors to residential, schools, shopping and park spaces.
- The proposed grid and trails systems would then permit development of higher density residential areas surrounding commercial uses, creating high quality "Village Centers" within close proximity of surrounding residents. This arrangement reduces trip distances for frequently needed goods and services and reduces pressure on transportation systems. It also encourages more frequent walking and bicycle use.
- A major new corridor is shown from Robinson Springs Road, across Green's Crossing and proceeding to Rouser Road. This new corridor follows the basin of the Limekiln Creek system and is envisioned as a divided parkway with bike trails weaving through the wooded basin. South of Green's crossing it forms a boundary between the industrial uses and residential areas to the east.
- Additional access is provided to the industrial area via a rail spur connection along County Line Road West south to the CNIC railroad line that parallels Highway 49.



	Principal Arterials		Residential Estate		Low Intensity Commercial		Parks
	Minor Arterials		Low Density Residential		General Commercial		Dedicated Open Space
	Collectors		Moderate Density Residential		High Intensity Commercial		Schools
	Local Streets		High Density Residential		Technical Industrial Park		Special Use
			Mixed-Use Res/Com		Light Industry		Church
					Heavy Industry		

FOCUS AREAS and FINAL PLAN





FOCUS AREAS INTRODUCTION

The purpose of the Ridgeland Area Master Plan is to provide the City with a tool that will facilitate the implementation of a vision for the future of the City. Up to this point, the planning process has identified Goals and Objectives that should be used to test future decisions, and has developed a Land Use Plan which will help structure new development as well as redevelopment of existing areas.

In order to provide an even higher level of direction, the planning will now look, in much greater detail, at some of the key areas and improvements needed to move the City toward implementing master plan recommendations.

Working in concert with the RAMP Steering Committee and City officials, seven such areas were identified as Focus Areas. Ranging from existing development that needs redevelopment to nearly undeveloped areas for which a positive pattern should be established. This section looks at further definitions of land use, transportation and enhancement while providing graphic examples of the final results.

The analysis and recommendations made in these Focus Areas should be understood to be transferable, wherever applicable, to other parts of the City with similar needs and opportunities.

Finally, a series of projects, programs and policies needed to move the recommendations forward are indicated for each Focus Area. The plan also provides an evaluation matrix to assist decision-makers in the process of prioritization and sequencing with the ultimate goal being smooth implementation.

Once the detailed planning for the Focus Areas is complete, revisions to the Land Use plan reflecting the necessities of the recommendations will be required.

RAMP FOCUS AREA PLAN



FOCUS AREA I - SUNNYBROOK CORRIDOR

Extents:

Ridgeland Avenue to north City Limits line
I-55 to 500 feet east of Sunnybrook Road

Challenge:

To provide a concept showing how this area can be developed in a way that takes advantage of the new service roads, the imminent construction of the Colony Park Boulevard east-west connector across the interstate, and the prime location of these properties in a way that is mutually beneficial to the property owners/developers and helps to accomplish the master plan goals adopted by the community.

Background:

In the Draft Plan this area appears as a continuation of the core areas on the east side of the interstate. On the west side of the interstate, the Colony Park developments present a high quality image of Ridgeland which should be duplicated on this east side. Of greatest concern is the prevention of typical chaotic development along the soon to be constructed service roads along I-55.

One of the key attributes is its proximity to the major education cluster of the city. For this reason the draft plan emphasizes that this Focus Area be developed with a strong emphasis on supporting the educational community. Of particular interest is some sort of space that will attract, occupy, stimulate, and allow positive participation of students - from middle school through college age. Perhaps it could be an entrepreneur incubator, or a facility that can offer real time working skills as a part of the school curriculum. It should also provide a healthy entertainment venue of some kind.

The southern part of this core area shares borders with the expanded West Jackson Street Overlay District which may provide opportunities for continuity and transition between these areas.

This area has been identified in the draft planning as a prime location for new development due to its access to I-55 via the service roads that are under construction and the future extension of McClellan Road (Colony Park Blvd.) and its intersection with I-55. The concern is that development be of high design quality as it will be clearly visible from the Interstate. In addition, due to its proximity to the schools, it is desirable that development in this area has a positive connection both physically and thematically to the three educational complexes on Sunnybrook Road, and that it certainly not be permitted to negatively impact them. Entergy is moving ahead with the construction of a substation in this area which will have to be integrated into the overall development. Finally, there are areas to the east of Sunnybrook which are currently undeveloped along Carl Road. These areas should be carefully considered as being strongly connected to this Focus Area and may be a good location to increase residential development within walkable distance to the education core and Wolcott Park. Proposed bicycle trails along Sunnybrook and the McClellan Extension will provide good non-auto connectivity.



AERIAL IMAGE

GOALS CHECKLIST

How can we:

- Preserve/conserves/create green space?
- Promote a relaxed atmosphere?
- Improve non-auto connectivity?
- Improve image of Ridgeland?
- Help to promote Ridgeland heritage and culture?
- Promote quality development?
- Encourage redevelopment in declining areas?

QUALITY OF LIFE ELEMENTS CHECKLIST

How can we help improve the balance between:

- Infrastructure
- Education
- Livability
- Economic Development



Holmes Community College



LOCATOR MAP



SCORECARD

1. CONSERVATION GOAL



To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.

2. QUALITY GOAL



To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.

3. CONNECTIVITY GOAL



To preserve, improve and take advantage of Ridgeland's convenient access to the surrounding communities while improving internal connectivity and ease of movement.

4. IMAGE GOAL



To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.

SUNNYBROOK CORRIDOR

Analysis:

The presence of I-55 has had little impact on this area until now because access to the interstate did not exist. These properties have essentially remained rural and a relatively quiet area where schools have been located. The construction of the service roads and the interchange with I-55 will profoundly affect this part of town bringing development pressures and a great potential for further economic development. The growth must be tempered, however, through an emphasis on conservation, image and above all, preservation of an atmosphere supportive of the education complex that ranges from middle school through college.

Response:

The creation of an Overlay District for the land between the interstate and Sunnybrook should be initiated immediately. The overlay should specify site planning guidelines, building height restrictions, circulation and architectural standards in order to achieve the quality expressed through the Master Plan process. As shown in the proposed strategy schematic (right), development of surrounding areas should stress higher density and preservation of open space. Special emphasis should be on creating walkability between schools, neighborhoods and businesses and on creating a major gateway. The strategy complies with the Master Plan Goals as follows:

Goal 1 - Prevention of the destruction of wooded areas, conservation of open spaces, protection of drainage basins and regulation of the character of development along the interstate will

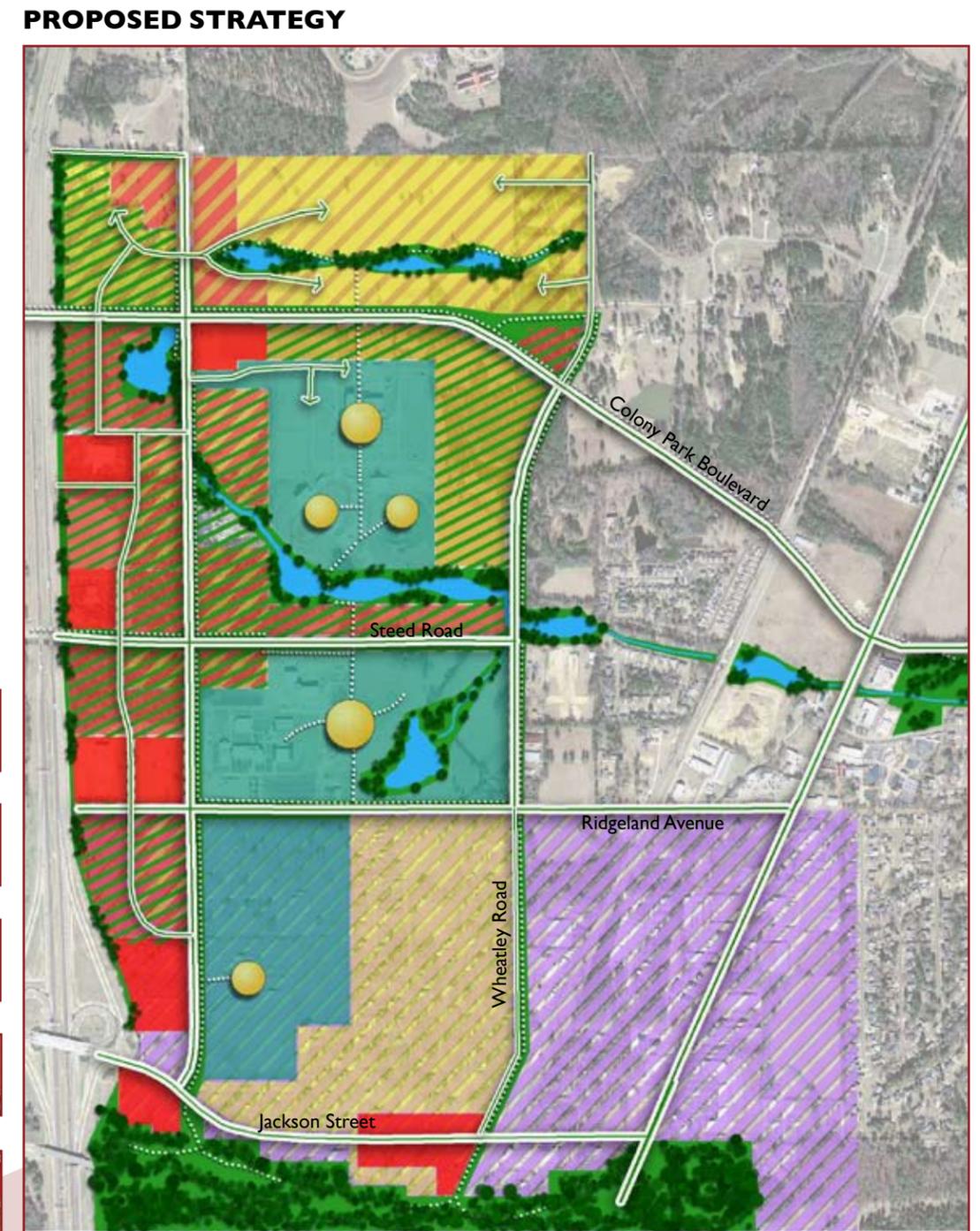
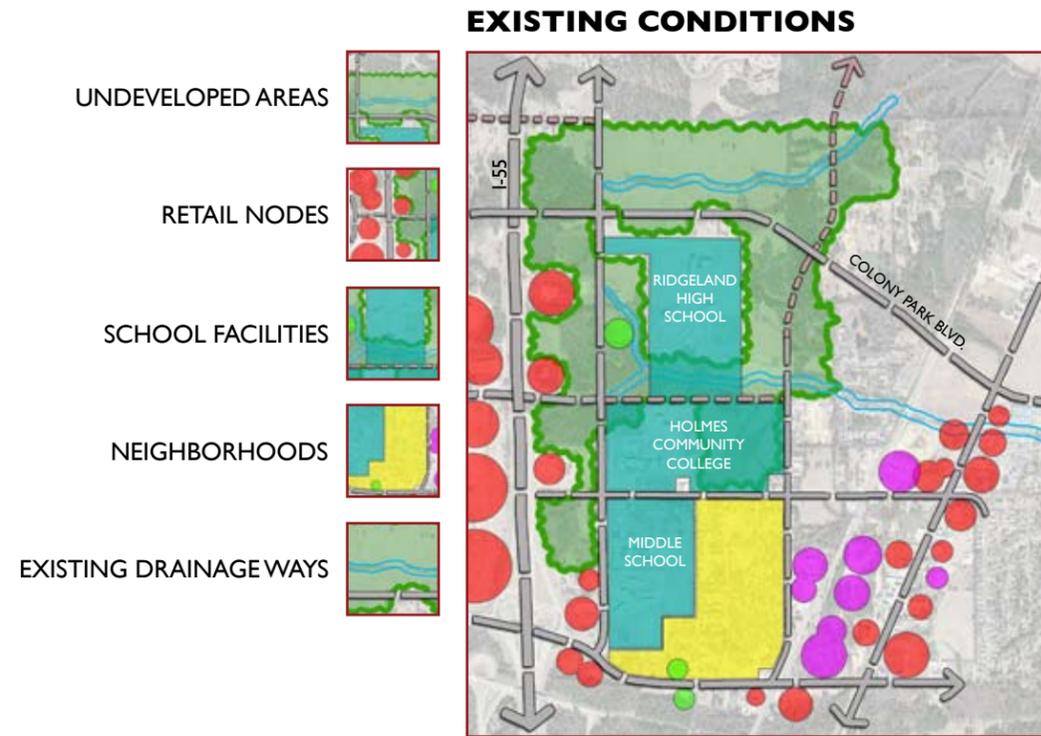
help to maintain Ridgeland's small town atmosphere while creating an envelope for innovative, walkable and progressive development in these highly visible areas.

Goal 2 - Implementation of Overlay District guidelines will ensure the quality of any new development including infrastructure, roadways, and residential and commercial development.

Goal 3 - Vehicular connectivity will be greatly improved through the completion of the service roads and Colony Park Boulevard. In addition, the concept indicates extension of Steed Road to the east and Wheatley Avenue to the north providing multiple options around this busy school area while increasing the capacity for future development. Trails for pedestrians and bicycles are also

indicated between schools to parks and to the Natchez Trace providing great access for the entire northeast part of the City. The connectivity improvements further support the increased densities recommended for this area.

Goal 4 - Through implementation of the Overlay guidelines, the image of Ridgeland as seen from the interstate will contrast starkly from areas to the south where service roads are cluttered by parking lots, difficult to maintain driveways, garish signs and chaotic site development. Conservation of green space and development of gateways will greatly enhance Ridgeland's image and compliment the growing development on the west side of I-55.





SUNNYBROOK / I-55 CORRIDOR

The plan diagram and section (right) illustrate several important concepts which must be integrated into the Overlay District in order to achieve the desired results. The concept will require allowing density bonuses to developers in order to preserve existing quality open spaces. Doing so will benefit non-auto connectivity, the environment, and the visual quality of the area. Increasing the density will also have a positive effect on the development of commercial properties in the area by offering a larger market for goods and services. It concentrates users around high quality infrastructure and provides moderately priced housing for families with school age children, as well as for school and retail employees. Living in close proximity to schools, parks, workplace and shopping will reduce the number of vehicles using the roadways and thus reduce traffic.

As shown in the diagram, there are several stormwater drainageways that are captured as a framework for open space and trails systems while preserving wildlife habitat and tree cover.

A major gateway statement is shown at the intersection of Sunnybrook and Colony Park Boulevard. This feature incorporates an existing stormwater pond and transforms it into a beautiful visual asset which will add great value to the surrounding properties.

Providing interior circulation within the Overlay District will be essential to protection of the image quality along the new service roads (see section right). Providing convenient access to properties via shared driveways will improve their marketability while forging a strong and integral development framework. The section also illustrates how employing maximum setbacks and buffering will improve the image presence from the interstate.

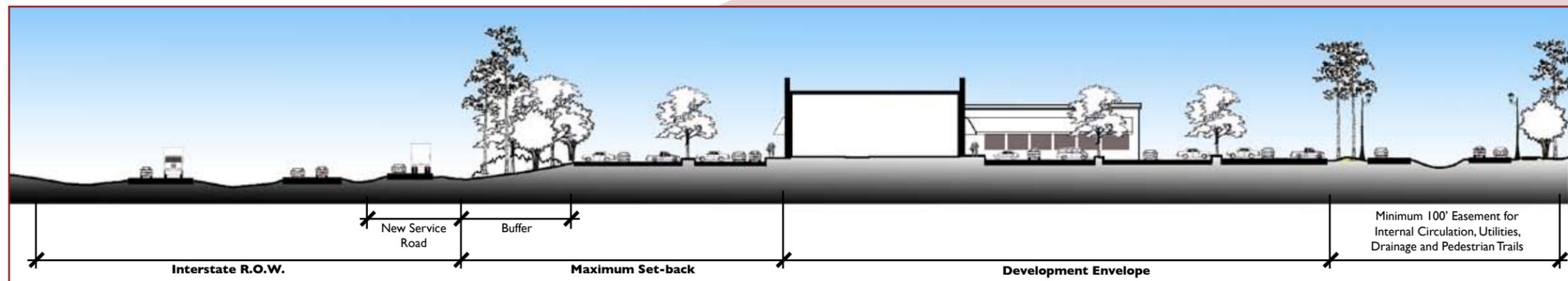


STEED ROAD EXTENSION

The illustration above shows the potential impact of integrating roadway infrastructure, drainage, connectivity and education to create a high value environment for new business and community interaction. The view is across a retention pond between the high school athletic fields and the recommended Steed Road extension. A pedestrian link is created between the community college and the high school through the new business area and across the pond making a fine setting for restaurants and shopping venues that would benefit greatly from high school athletic activities, community college events and normal daily

traffic through the area. Filtering runoff through wetland areas could provide interesting student monitoring activities and species identification opportunities for science students at all levels. In addition, trails linked to area neighborhoods mean that students can walk or bike to school through conserved open spaces rather than along busy roadways.

This concept would require considerable cooperation between the various school entities, the city, and prospective business developers to ensure development that is appropriate for the setting, and that responsibilities for maintenance and security can be maintained at high levels.



PROPOSED SECTION

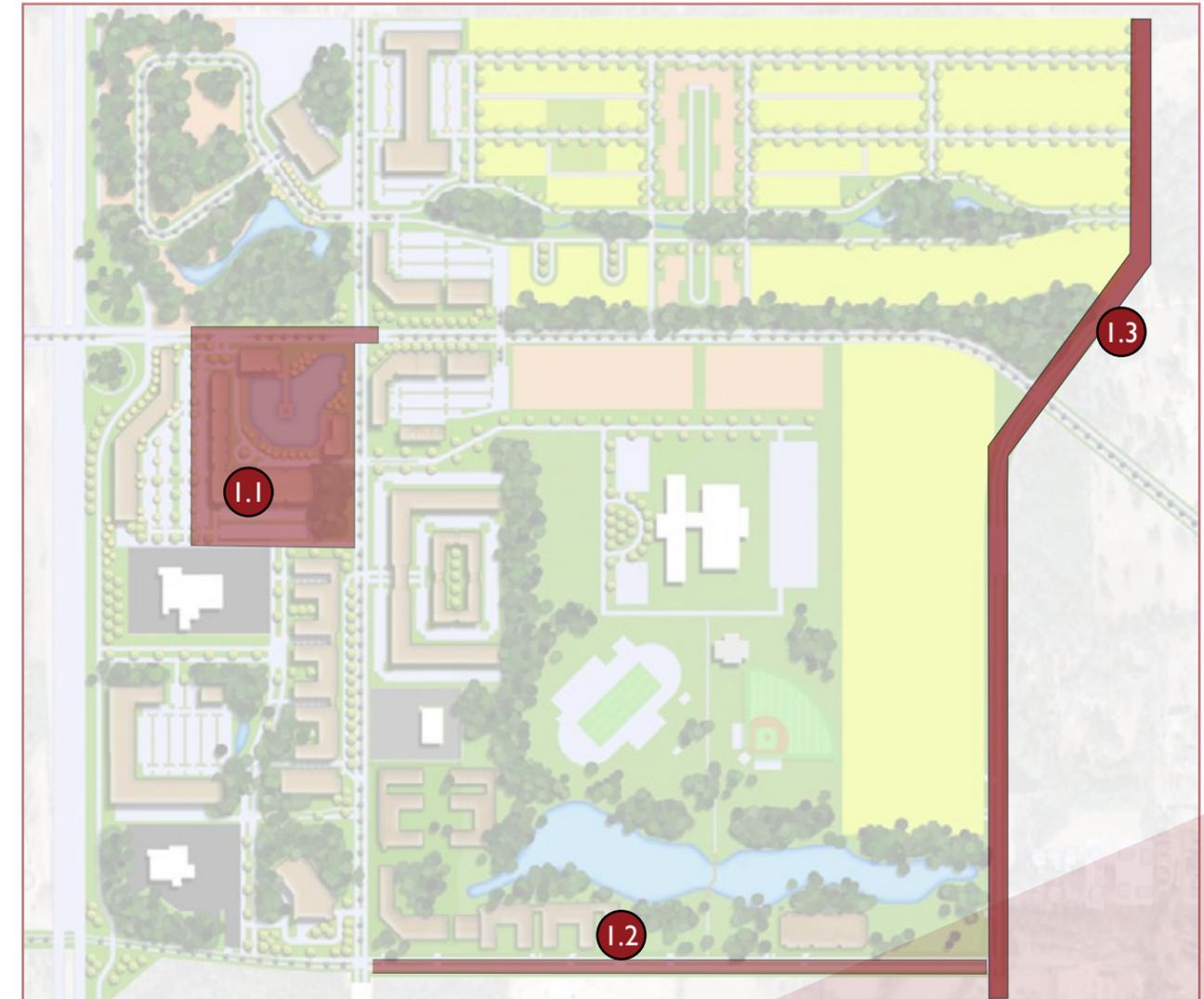
STEED RD EXTENSION BUSINESS

FOCUS AREA I - Sunnybrook

The following are implementation strategies needed to accomplish the concepts shown in the focus area plan.

PROJECTS	PROGRAMS	POLICIES
1.1 Develop a major city gateway at the intersection of Colony Park Blvd with Sunnybrook and I-55.	1.4 Work with developers to establish Interior Access and Utilities Corridor between Sunnybrook Road and Interstate Service Road	1.8 Create zoning classifications for Mixed Use areas, Conservation Residential and Commercial Development, and PURDs.
1.2 Extend Steed Road to Wheatley Drive.	1.5 Monitor design of Colony Park Boulevard and Sunnybrook Road improvements for compliance with Focus Area concepts (including trails, medians and street tree planting).	1.9 I-55 Corridor development guidelines and Overlay District
1.3 Extend Wheatley Drive to north City Limit	1.6 Work with School District, Community College and private developers to create retention ponds and school related development north of Steed Road Ext.	1.10 Recruit developers for Commercial, Mixed Use properties, New-urbanist Residential, and High School Business Incubator compatible with Focus Area concepts.
	1.7 Work with School District, foundations and private developers to establish High School Business Incubator funding.	

	EDUCATION	ECONOMIC DEVELOPMENT	LIVABILITY	INFRASTRUCTURE	CONSERVATION GOAL	QUALITY GOAL	CONNECTIVITY GOAL	IMAGE GOAL	INNOVATION (0-10)	SAFETY (0-8)	FUNCTION (0-5)	AESTHETICS (0-3)	TOTAL
1.1	Y	Y	Y	Y	Y	Y	Y	Y	3	1	3	3	17
1.2		Y	Y	Y	Y	Y	Y	Y	1	4	5	2	19
1.3		Y	Y	Y	Y	Y	Y	Y	1	4	5	2	19
1.4	Y	Y	Y	Y	Y	Y	Y	Y	6	8	5	3	30
1.5	Y	Y	Y	Y	Y	Y	Y	Y	4	4	4	2	22
1.6	Y	Y	Y	Y	Y	Y	Y	Y	3	1	4	3	19
1.7	Y	Y	Y			Y			8	3	4	1	20
1.8	Y	Y	Y	Y	Y	Y		Y	2		2	2	13
1.9	Y	Y			Y	Y		Y	3		3	2	13
1.10	Y	Y			Y	Y		Y	5		4	3	17



AERIAL IMAGE

- 1.1** Develop a major city gateway at the intersection of Colony Park Blvd. with Sunnybrook and I-55.
 Description: This project will include corridor and intersection landscape enhancements. An expanded gateway feature/park element will also be included in the southwest quadrant of the Sunnybrook / Colony Park intersection.
 Total Resource Allocation \$7,110,000.00*
- 1.2** Extend Steed Road to Wheatley Drive
 Description: This project will include extending Steed Road to Wheatley Street. It will be a three land road with curb and gutter, landscaping, and multi-use trail.
 Total Resource Allocation \$2,360,000.00*
- 1.3** Extend Wheatley Drive to north City Limit
 Description: This project will include extending Wheatley Street to the northern City limit. It will be a two land divided road with curb and gutter, landscaping, and multi-use trail.
 Total Resource Allocation \$3,770,000.00*

*The project summaries and ROM resource allocation were prepared by Waggoner Engineering, Inc as part of RAMP project



FOCUS AREA 2 - Ridgeland West Jackson Street Overlay District

Extents:
 Sunnycrest to Pear Orchard (approximate)
 Ridgeland Avenue to School Street

The Challenge:

To explore expanding the existing West Jackson Street Overlay District to include the approximate area of the original City of Ridgeland in order to re-instill some of the character of the historic area and to elevate the quality of development/ redevelopment, improve general property values and take advantage of existing connectivity and quality of life assets in the area. One key component will be to determine strategies which will re-instill a historic quality to Jackson Street while ensuring that new development there can be successful. Another key component will be the preservation of the historic scale and character of the only neighborhood area that maintains the historic street structure of the original city.

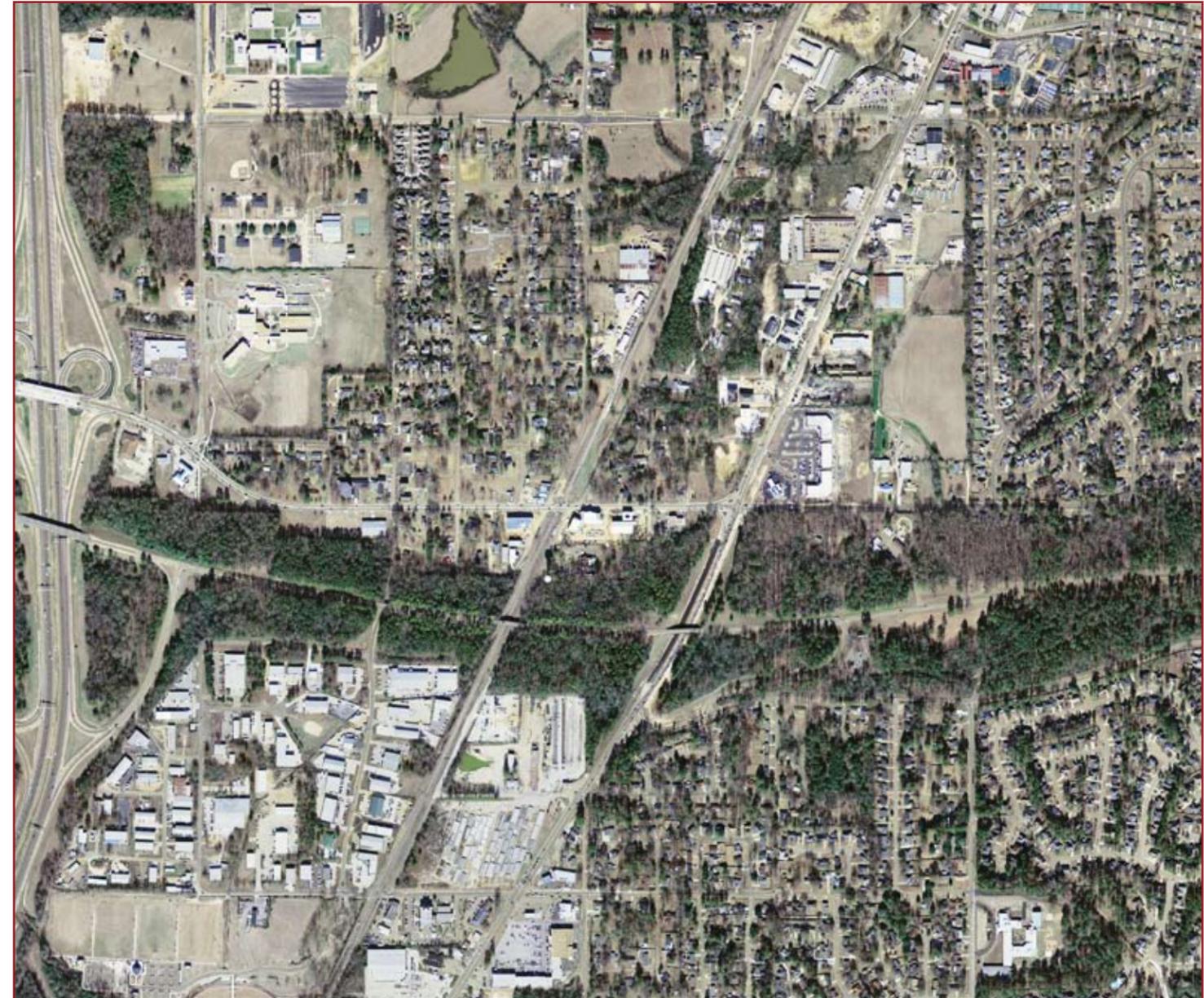
Background:

In the Draft Land Use Plan, this area appears as a link between the Sunnycrest Focus Area and the City Center Focus Area spanning the Natchez Trace and encompasses part of the Hwy. 51 corridor. Since Jackson Street traverses the area, this district currently serves a crucial role as an east/west connector and is also a major gateway into the city from the trace and Interstate 55. It is also strongly connected to both north and south by the interstate and Hwy 51. As such, until other proposed east-west connections are made, this district is truly Ridgeland's hub.

The city has established an Overlay District in a very specific area along Jackson Street with strict architectural and site guidelines as well as other mechanisms to encourage a historic feel to the area. The draft plan has recommended an expansion of the existing overlay district in order to spread the historic nature of this area to its original extents. The area under consideration approximately traces the original city limits. Over time much of the historic fabric has been lost.

Being in a position to bridge two key areas, this Focus Area can serve a key role in creating transitions and ensuring quality development throughout the core area of the City. It may require establishment of additional layers of design guidelines for the Highway 51 corridor. The physical form of the West Jackson Street corridor may also require some detailed consideration in order to more fully capture the historic nature - lighting, cross section, and additional parking.

Currently, the area has a variety of zoning designations including: I-1, I-2, R-1, R-2, C-1, C-2, C-2a, C-3, C-4, and SU. Part of the industrial designation (south of the Trace) is in a historic industrial area. Considerations should be given to increasing the residential component to take advantage of the proximity to schools, shopping, and livability assets along the Natchez Trace. As the new connectors at Colony Park Blvd. and Lake Harbour bridge the interstate, the Jackson Street connections will not be so dominant a thoroughfare for commercial purposes and thus, may revert to a slower paced "historic" street. Finally, strong greenway and/or trail connections should be considered between the schools and surrounding residential areas as well as to other core areas.



AERIAL IMAGE

GOALS CHECKLIST

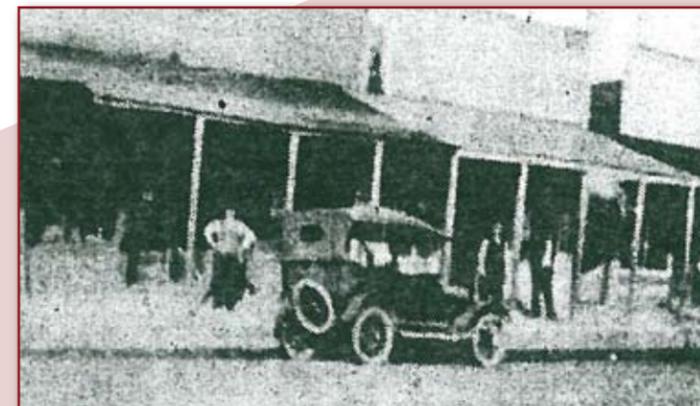
How can we:

- Preserve/conserves/create green space?
- Promote a relaxed atmosphere?
- Improve non-auto connectivity?
- Improve image of Ridgeland?
- Help to promote Ridgeland heritage and culture?
- Promote quality development?
- Encourage redevelopment in declining areas?

QUALITY OF LIFE ELEMENTS CHECKLIST

How can we help improve the balance between:

- Infrastructure
- Education
- Livability
- Economic Development



Historic Ridgeland



LOCATOR MAP



Ridgeland West Jackson Street Overlay District

Analysis:

The existing Ridgeland West Jackson Street Overlay District overlay development has been a good start. It focuses almost entirely on Jackson Street properties and will require expansion for a historic core to succeed. The current overlay is also focused on regulating development of commercial properties and emphasis needs to be given to the little remaining residential fabric in the historic area. A small part of the expanded district will include "Heritage Neighborhoods" which are among the only remaining vestiges of the original Ridgeland. This neighborhood with new development and the prominence of Jackson Street could combine to create the critical mass needed to spur a renovation of the entire area as a historic or heritage district.

Response:

The main thrust of this Focus Area concept is to simply expand the kinds of site, architectural, and density requirements currently mandated in the overlay district to include the residential, industrial, and commercial uses in the expanded area. Doing so will improve the overall quality and visual appeal of the area, improve property values, and help to recapture some of the historic character of Ridgeland's past.

The parts of the Focus Area north of the Natchez Trace are probably the most walkable neighborhoods in Ridgeland. Easy access to schools, shopping and businesses is a true asset that should be preserved and strengthened. Adding and connecting to existing trails systems can be easily accomplished via the Natchez Trace trail.

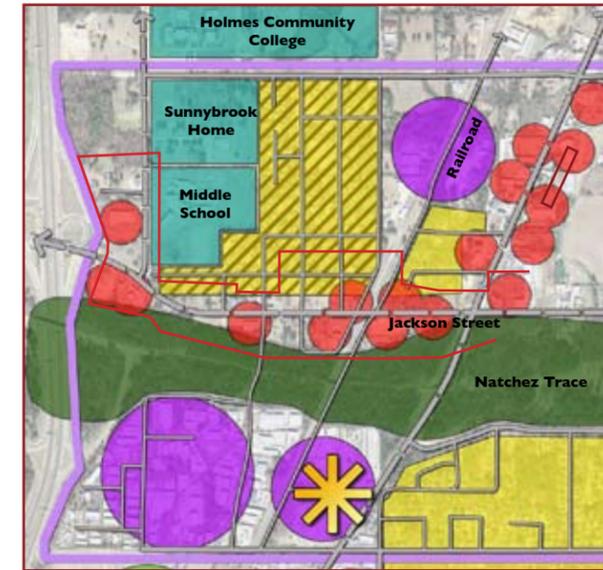
The residential areas are, for the most part, in good condition although the "Heritage Neighborhood" is becoming dotted with vacant properties. Avoiding further incompatible alterations (cul-de-sacs, townhomes, etc...) in this neighborhood is critical to maintaining historic character. The narrow streets and shaded homes should be duplicated whenever possible and modern homes and outbuildings should be restricted.



Industrial uses, while not being ideally located, will at least be required to comply with appearance, noise and screening standards.

When completed, the Colony Park Boulevard connection to the interstate should take considerable pressure off Jackson Street. Its current configuration as a busy three-lane thoroughfare will make it difficult to attain a historic character. For that reason, the concept also indicates enhancements to Jackson Street which adds on-street parking, pedestrian crosswalks, and street tree plantings to calm traffic and create a more appropriate scale to the street. These improvements should be combined with revised zoning and coding in the area which would require zero set-back and side or rear parking, and encourage two-story construction.

CURRENT CONDITIONS



- COMMERCIAL NODES
- "HERITAGE" NEIGHBORHOOD
- PROPOSED CITY CENTER
- PROPOSED ENLARGED DISTRICT
- INDUSTRIAL NODES

PROPOSED STRATEGY



- COMMERCIAL
- RESIDENTIAL
- INDUSTRIAL
- SCHOOLS
- GREEN WAY/TRAILS
 - Enhance roadways
 - Value added to residential
- GATEWAYS
 - Visual entry
 - Core connections
- JACKSON STREET ENHANCEMENTS

- 1** HERITAGE NEIGHBORHOOD
- 2** HISTORIC COMMERCIAL
- 3** GATEWAY PARK
- 4** TRAILS CONNECTION
- 5** CITY CENTER

SCORECARD

1. CONSERVATION GOAL

To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.



2. QUALITY GOAL

To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.



3. CONNECTIVITY GOAL

To preserve, improve and take advantage of Ridgeland's convenient access to the surrounding communities while improving internal connectivity and ease of movement.



4. IMAGE GOAL

To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.





Ridgeland West Jackson Street Overlay District

The strategy complies with the Master Plan Goals as follows:

Goal 1 - Protecting the character of the historic places and restoring some of the feeling of historic Ridgeland by calming traffic and encouraging historic architectural style and volumes on Jackson Street will reinstall some of the atmosphere of when Ridgeland was indeed a small town.

Goal 2 - By expanding the building codes, restrictions and incentives currently in place in the Jackson Street Historic Overlay over the entire West Jackson Street Overlay District, commercial, industrial and residential quality will be elevated by encouraging new, context-sensitive development along Highway 51, Jackson Street, and in the residential neighborhoods and industrial areas.

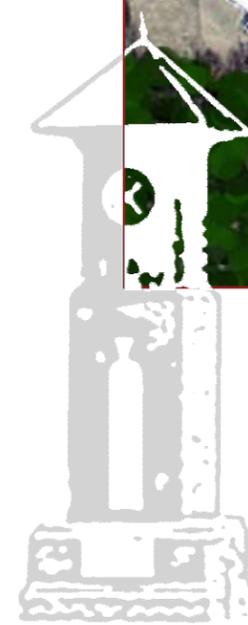
Goal 3 - Connectivity is improved through the tie-in of a new trail with the Natchez Trace trail via the Gateway Park on Jackson Street south of the intersection with Sunnybrook (see graphic above right). Also, the new trail along Sunnybrook will create direct connections from the schools along Sunnybrook to the West Jackson Street Overlay District.

The creation of sidewalks and pedestrian crosswalks along Jackson Street will also help enliven the businesses there as well as the addition of street-side parking. From Jackson Street, restoring sidewalks that reach into the Heritage neighborhood will also greatly improve non-vehicular connectivity to the area.

Goal 4 - Along with the new development codes for the entire West Jackson Street Overlay District, a gateway green space is created at the intersection of Sunnybrook and Jackson (see graphic above right). This little passive-use park will essentially serve as the gateway into the West Jackson Street Overlay District and as a trail head for the trail system in this part of the City.



GATEWAY PARK CONCEPT



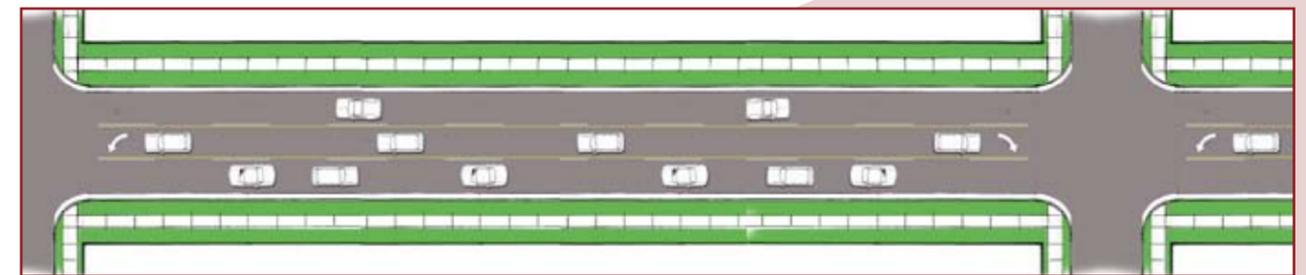
Traffic Calming

Several new developments have been undertaken in the past year on Jackson Street in the Overlay District. These fine new buildings replaced dilapidated structures and have already had a positive impact on the image of the area. Along with stringent building codes and architectural standards, the City has offered several incentives to encourage this new development. Among them are reductions to parking requirements. Unfortunately, the developments are now experiencing a lack of parking for patrons. As a result, the City has been working with the railroad to build additional parking along the railroad right-of-way as a way of compensating for reduced parking area. This will be a great asset to the area and will also work favorably with the proposed concept of redevelopment of Jackson Street.

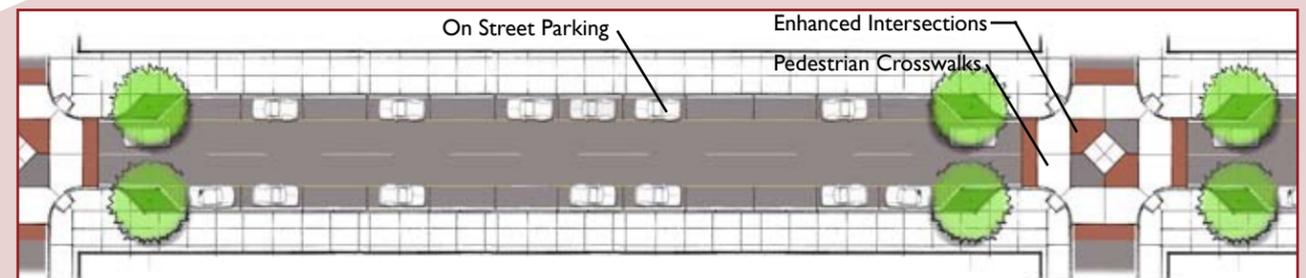
Many cities are having success with a similar approach. New buildings have zero setback requirements with parking to the rear. Multi-story structures create opportunities for a variety of shops and professional offices in an environment more appropriate to a West Jackson Street Overlay District. The concept is to create a place with emphasis on human scale rather than automobile scale to promote activity and community interaction (see graphics at right).



JACKSON STREET ENHANCEMENT



CURRENT ROADWAY



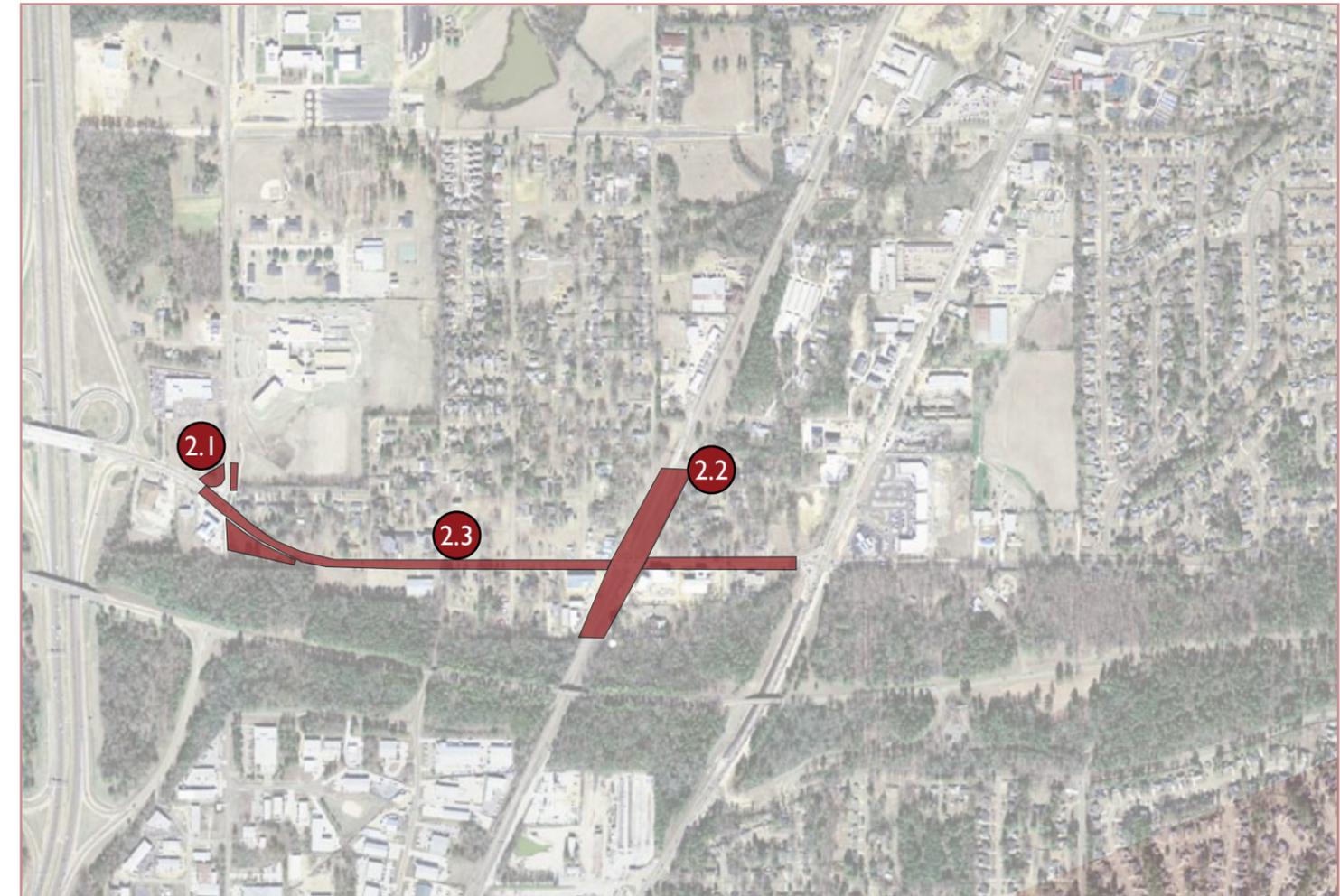
PROPOSED ROADWAY ENHANCEMENTS

FOCUS AREA 2 - Ridgeland West Jackson Street Overlay District

The following are implementation strategies needed to accomplish the concepts shown in the focus area plan.

PROJECTS	PROGRAMS	POLICIES
2.1 Develop Gateway Park at Jackson St. and Sunnybrook	2.4 Investigate possibility of building sidewalks in Heritage Neighborhood	2.6 Adopt design guidelines: maximum setbacks, access restrictions, preservation of heritage neighborhood, height restrictions, and public access.
2.2 Continue to pursue parking areas along railroad right of way.	2.5 Seek National Register status for any historic buildings, landscapes, streets, and public spaces that qualify and develop preservation/interpretation policy.	2.7 Recruit developers for Commercial, Mixed Use properties compatible with Focus Area concepts.
2.3 Implement traffic-calming enhancements to Jackson St including sidewalks, parallel parking and enhanced intersections to restore historic scale.		2.8 Continue to pursue opportunities to strengthen relationships with Natchez Trace Parkway and build cultural and heritage opportunities.

	EDUCATION	ECONOMIC DEVELOPMENT	LIVABILITY	INFRASTRUCTURE	CONSERVATION GOAL	QUALITY GOAL	CONNECTIVITY GOAL	IMAGE GOAL	INNOVATION (0-10)	SAFETY (0-8)	FUNCTION (0-5)	AESTHETICS (0-3)	TOTAL
2.1	Y	Y	Y	Y	Y	Y	Y	Y	3	3	5	3	22
2.2		Y	Y	Y	Y	Y	Y	Y	6	5	5	3	26
2.3		Y	Y	Y		Y	Y	Y	5	5	4	3	23
2.4		Y	Y	Y		Y	Y	Y	1	3	3	2	15
2.5	Y	Y	Y		Y	Y		Y	1		3	3	13
2.6		Y	Y	Y	Y	Y		Y	1		3	3	13
2.7	Y	Y			Y	Y		Y	3		3	2	13
2.8	Y	Y	Y		Y	Y	Y	Y			2	1	10



AERIAL IMAGE

- 2.1** Develop Gateway Park at Jackson St. and Sunnybrook.
 Description: This project will include landscaping in the northeast and northwest quadrants of the Sunnybrook and Jackson St. intersection. An expanded gateway feature / park element will also be included in the southeast quadrant. Multi-use trails will be added and will connect into the existing trail system.

 Total Resource Allocation \$550,000.00*
- 2.2** Continue to pursue parking area along railroad right-of-way.
 Description: This project will include parking areas that support the on-going downtown development. The parking areas will include landscaping, paving enhancements, lighting, decorative railing, decorative retaining walls, sidewalk connections, and an architectural / pavilion feature.

 Total Resource Allocation \$1,725,000.00*
- 2.3** Implement traffic-calming enhancements to Jackson St. including sidewalks, parallel parking and enhanced intersections to restore historic scale.
 Description: This project will be between Sunnybrook Road and Hwy. 51 and will occur within the existing road right-of-way. Jackson Street will be reduced from a three lane road to two lanes with parallel parking and a possible bike lane. Intersection paving and landscaping enhancements will be added. Lighting, street trees, and power line relocation will be accomplished by the owners through a cooperative effort with the City.

 Total Resource Allocation \$2,250,000.00*

*The project summaries and ROM resource allocation were prepared by Waggoner Engineering, Inc as part of RAMP project



FOCUS AREA 5 - HIGHWAY 51 CORRIDOR and CITY GATEWAYS

Extents:

1000' wide Highway 51 Corridor (approximate)
City Gateways

The Challenge:

To provide concepts that will transform the Highway 51 corridor into Ridgeland's "Main Street". Providing design guidelines that will show how the corridor can convey an improved image to users that will also enhance the profitability of developments along this important commercial corridor will be required. Special emphasis should be given to Highway 51 gateways. Gateway concepts should be transferable to other main entry points into the city.

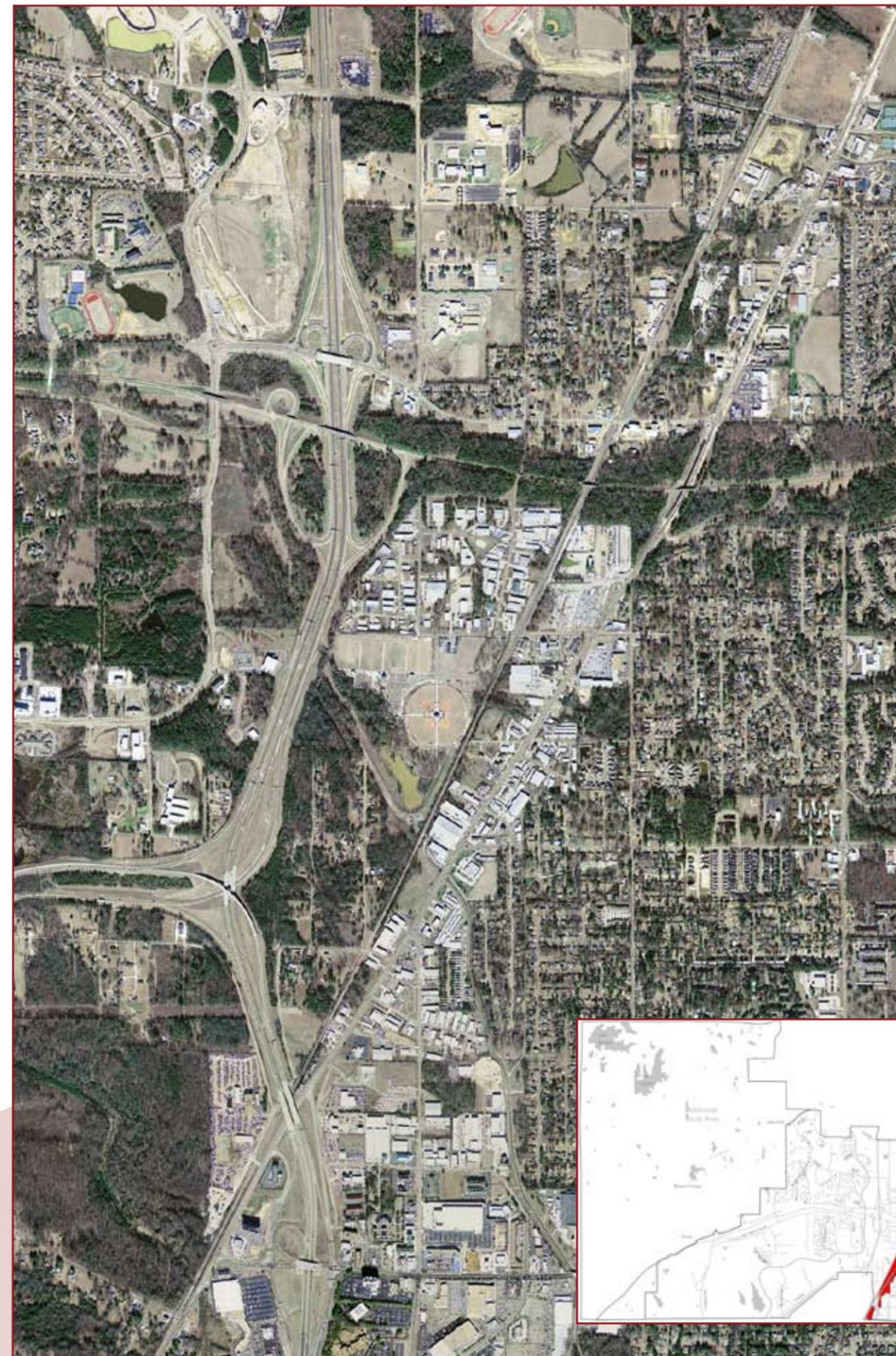
Background:

In the Draft Plan, this focus area appears as a strip including the R.O.W. and all parcels with frontage and/or within the viewshed of Highway 51. As such, it creates a continuity and serves to "stitch" together most of the components on the east side of the city along with the Natchez Trace and Interstate 55. A critical "Image" corridor, Highway 51 may assume distinctly different image characteristics as it traverses the Gateways, Business Corridors District, City Center Corridor, and the Historic Corridor, but there should be consistent quality and a consistent Ridgeland component present in all.

The Draft Plan identifies four Major Gateways, ten Gateways and many Minor Gateways throughout the city. Highway 51 has three major gateways along its route which should exemplify gateway treatment possibilities for enhancing the image of the city. They are at the southern and northern entrances to the City and at the intersection with Jackson Street.

Highway 51 is, for all practical purposes, Ridgeland's Main Street. As such, it should communicate the quality of the community as well as display the care and concern the city has for a variety of important issues - character, family orientation, living right, business friendly, etc. It currently has pockets of quality and pockets of decline. Above all, it has no distinguishing characteristics and thus could be a highway corridor anywhere in the U.S. Creating design guidelines for site development, set-backs, signage, and for the lighting and landscaping of public right-of-way areas, will help city leaders transform the corridor over time to a signature element of their city. Emphasis should be placed upon reclaiming the public space in the corridor and development of design guidelines that will help to promote a positive image and reflect the goals of the community.

Using Highway 51 gateways as a model, all city gateways can be enhanced to provide a positive delineation of the unique qualities of Ridgeland and a positive first impression to residents and visitors.



AERIAL IMAGE

LOCATOR MAP

GOALS CHECKLIST

How can we:

- Preserve/conserves/create green space?
- Promote a relaxed atmosphere?
- Improve non-auto connectivity?
- Improve image of Ridgeland?
- Help to promote Ridgeland heritage and culture?
- Promote quality development?
- Encourage redevelopment in declining areas?

QUALITY OF LIFE ELEMENTS CHECKLIST

How can we help improve the balance between:

- Infrastructure
- Education
- Livability
- Economic Development



FOCUS AREA 5 - HIGHWAY 51 CORRIDOR and CITY GATEWAYS

Analysis:

From a functional standpoint, Highway 51 is perceived as a single corridor that carries traffic north and south through Ridgeland and provides access to a variety of east-west connectors throughout the City. From a perceptual standpoint, it can be divided into five separate transition areas as shown in the graphic (right). At each end are tremendous gateway opportunities as users enter the city limits. These gateways are currently unimpressive and, except for a small sign, a traveler would not know they had entered Ridgeland.

Between the gateways are intense commercial and industrial land uses that are likewise indistinguishable from areas along the length of the highway. The roadway is characterized by overhead utility lines, sign-cluttered right-of-way, multiple driveways and property entry access, and views of parking lots. The highway is currently configured as a five-lane roadway with a continuous turn lane in the center. Recent improvements to the northern segment have included sidewalk construction, but the southern half has no pedestrian amenities.

Response:

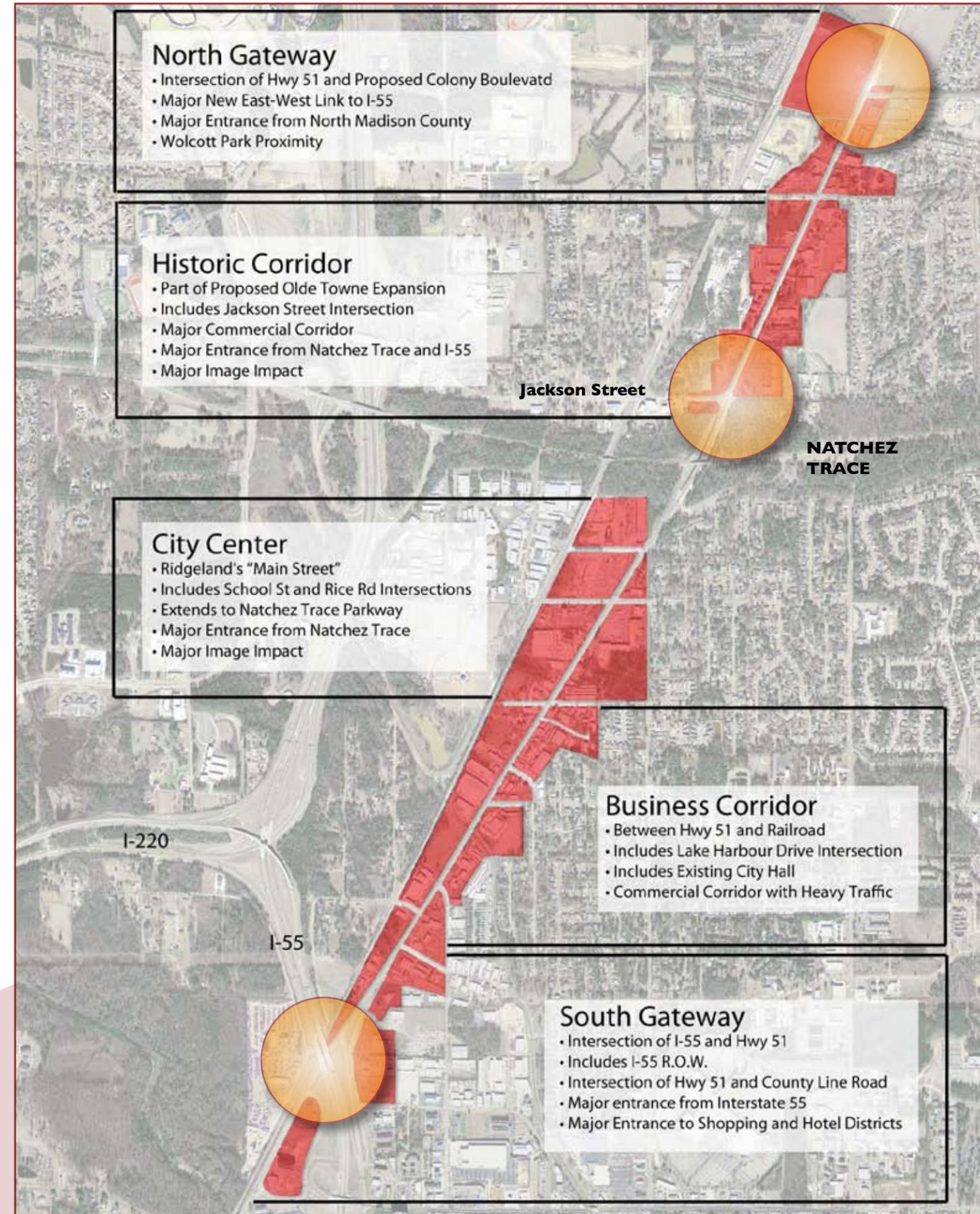
The Master Plan recommends development of design guidelines that respond to the five segments in order to respect the functional requirements of the roadway while creating a discernible character that unifies the corridor. The gateways should be enhanced to create bold quality statements while the Business, City Center and Historic segments should take their cues from the character of proposed development in those areas. For example, in the Historic and City Center Corridors, sidewalks, a median, and street trees should be introduced to help reinforce the historic and small town character desired by the community. The business corridor should continue to provide easy access to important commerce while new setbacks, building codes, and signage requirements could help improve the overall experience along the highway. These concepts comply with Master Plan Goals as follows:

Goal 1 - By using medians, sidewalks and street trees, Highway 51 will be brought closer to the human scale thus communicating a more small town atmosphere. Some traffic calming will result which when combined with the vegetation will create a more appealing environment and encourage more non-vehicular use. Claiming R.O.W. areas for additional landscaping will add to the open-space feel of the entire corridor.

Goal 2 - The proposed improvements will dramatically raise the quality level of the roadway corridor and new, more specific design guidelines for frontage properties will encourage more context sensitive design and development/redevelopment along this highly visible corridor.

Goal 3 - By providing sidewalks and bicycle trails along the corridor and reconfiguring the highway as more "pedestrian friendly", non-vehicular connectivity will be greatly enhanced. Addition of medians along certain stretches of the corridor will make non life-threatening crossings a possibility while preserving most of the auto connectivity currently provided.

Goal 4 - The image goal is clearly served as the highway is transformed from a nondescript stretch of asphalt into Ridgeland's "Main Street".



SCORECARD

1. CONSERVATION GOAL

To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.



2. QUALITY GOAL

To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.



3. CONNECTIVITY GOAL

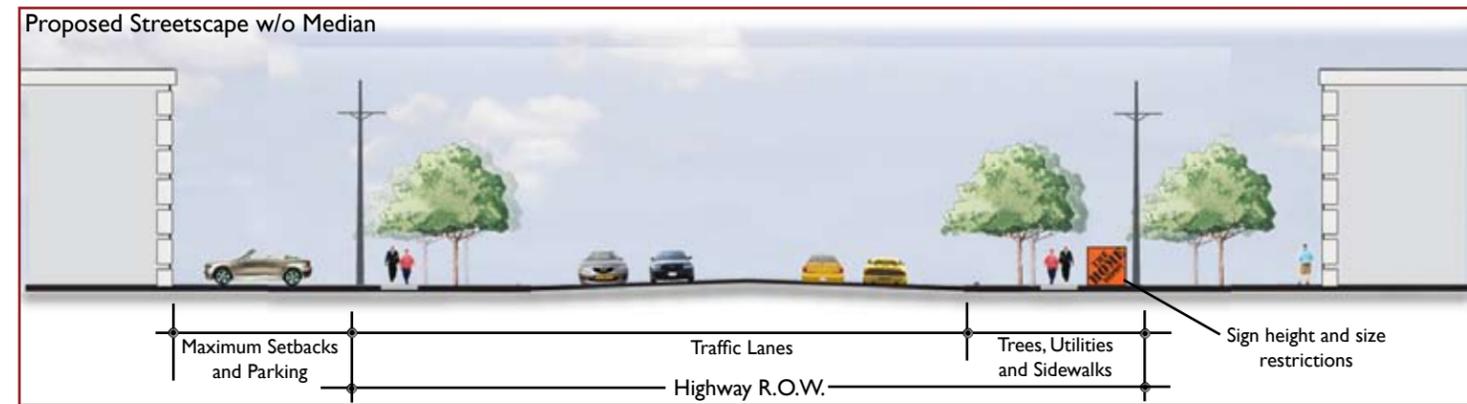
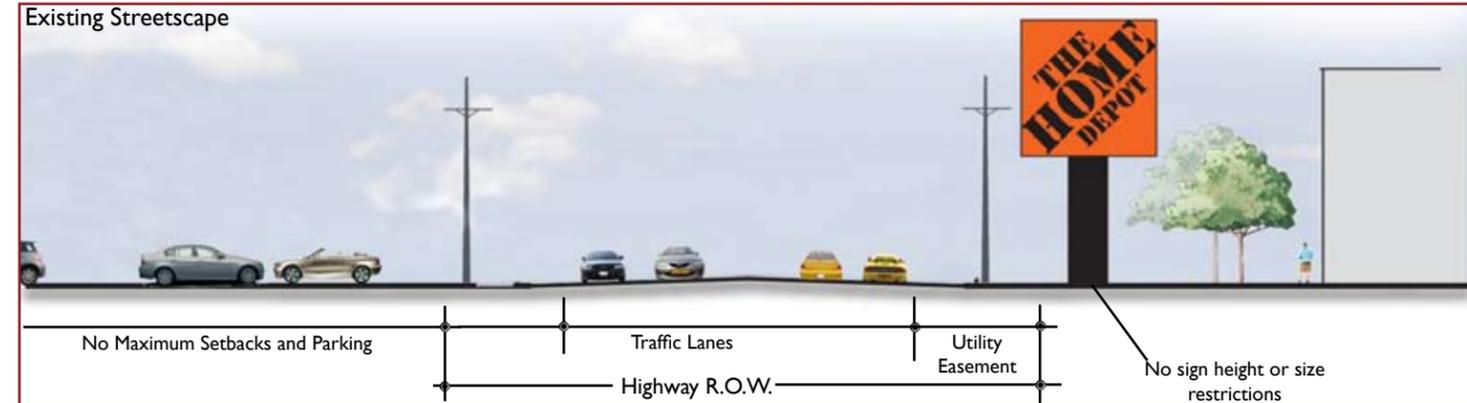
To preserve, improve and take advantage of Ridgeland's convenient access to the surrounding communities while improving internal connectivity and ease of movement.



4. IMAGE GOAL

To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.



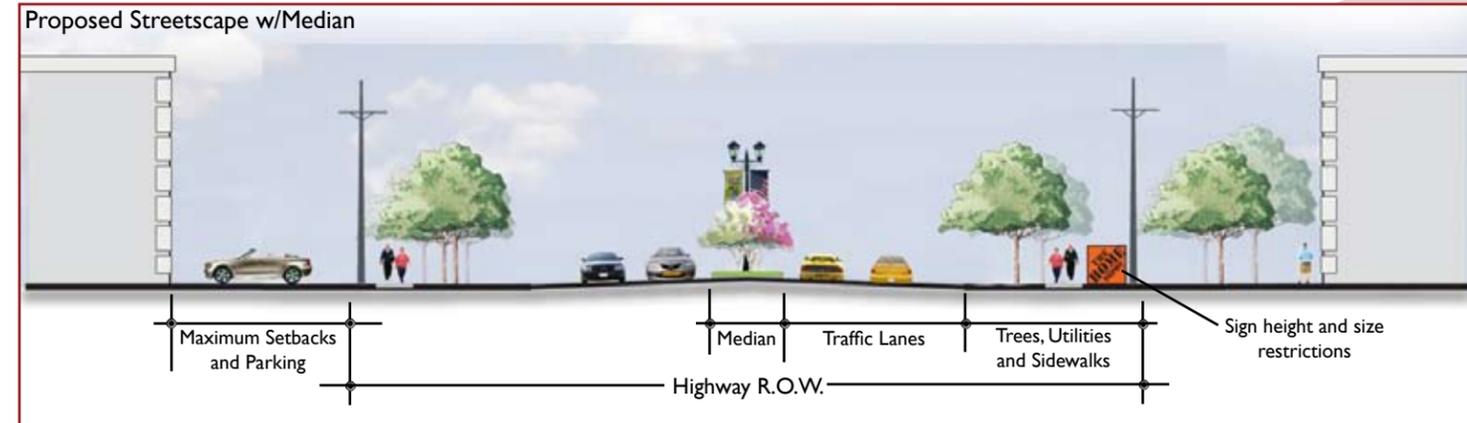


Highway 51 Design Guidelines

The design guidelines for the Highway 51 corridor in Ridgeland fall into two main categories: Outside the right-of-way and within the right-of way. The City of Ridgeland has complete authority over design controls on the outside but must work cooperatively with MDOT, United States DOT and utility companies for any changes within the right-of-way. (See graphics at right)

Within the right-of-way, city traffic engineers will have to obtain existing traffic counts and origin and destination figures and balance current usage against traffic calming and enhancement objectives. Adding a landscaped median will improve highway safety and appearance but will limit left turn freedom in some areas. On the other hand, limiting left turns will help reinforce access restrictions and provide safer sidewalks/trails paralleling the highway. Street tree plantings within the R.O.W. will help add scale and enhance the visual experience of traveling on "Ridgeland's Main Street".

Outside the right-of-way, guidelines need to be established to provide high-quality development and redevelopment. Participation in street tree planting programs, requiring underground utility connections and enforcing maximum set-back requirements to discourage the visual blight of "sea of asphalt" parking areas should be considered. Requiring that building structures be placed closer to the roadway will return a sense of human scale to the corridor and encourage more non-vehicular use of the businesses and services. Existing sign ordinances should be strengthened along the corridor to reinforce human-scaled elements. Local directional and regulatory signage will have to be coordinated by the City to avoid a clutter of signs "littering" the landscaped right of ways and to facilitate safety and functional considerations.





EXISTING CONDITIONS

SOUTH GATEWAY

I-55

HWY. 51

GATEWAY ICON
- Street Tree Plantings

FREEWAY PLANTINGS
- Reduce Mowing
- Filter/Slow Runoff
- Preserve Character



PROPOSED

GATEWAY ENHANCEMENT CONCEPT



EXISTING CONDITIONS



PROPOSED

MEDIAN ENHANCEMENT



EXISTING CONDITIONS



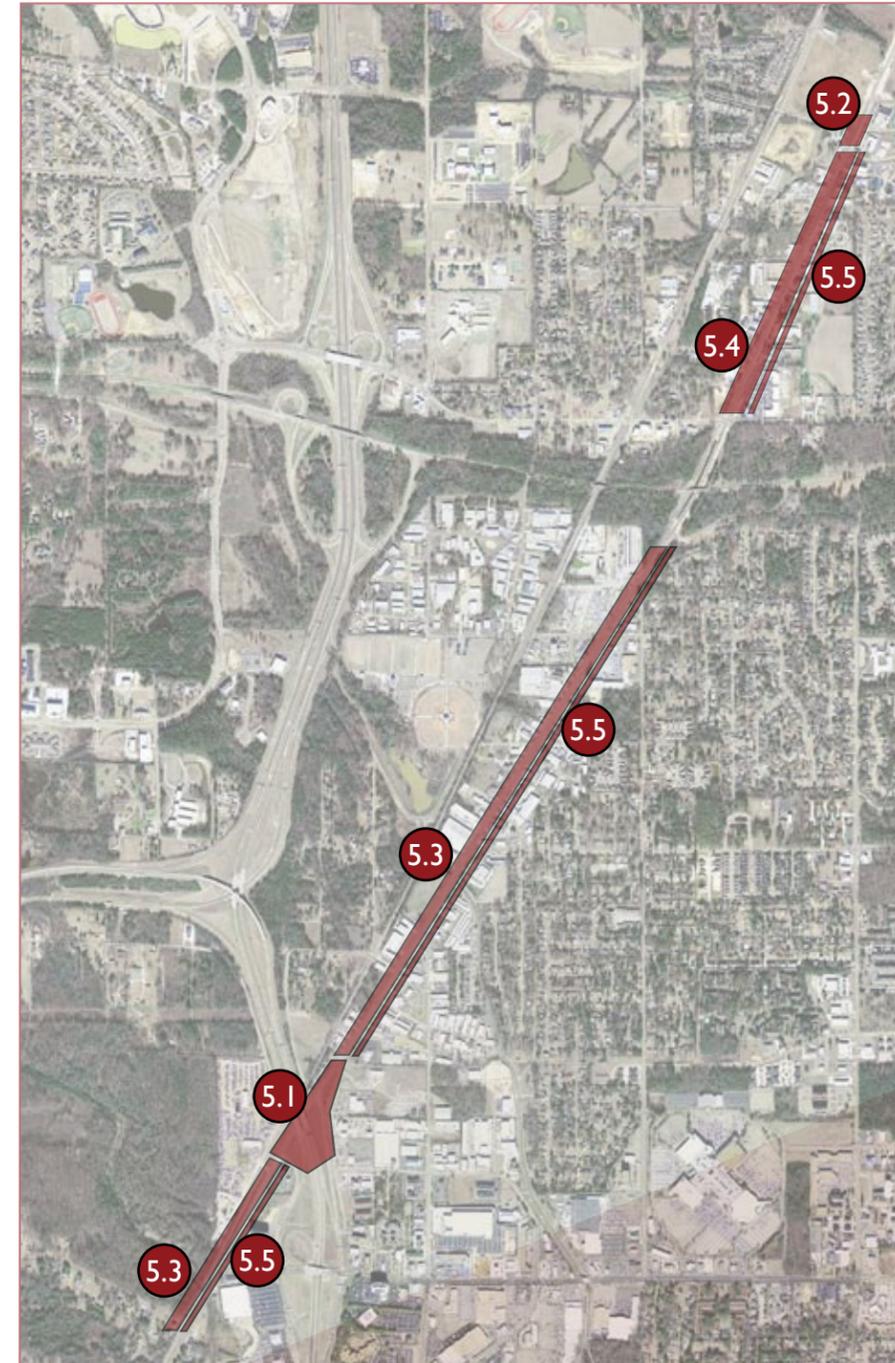
PROPOSED

FOCUS AREA 5 - Ridgeland Highway 51 Corridor District

The following are implementation strategies needed to accomplish the concepts shown in the focus area plan.

PROJECTS	PROGRAMS	POLICIES
5.1 Develop Gateway enhancements at south Gateway Corridor.	5.4 Establish a Street Tree Planting Program involving participation by the City of Ridgeland, MDoT, and Property owners.	5.5 Establish the Gateway, Business, City Center and Historic Corridors and develop design guidelines for each of the designated corridors as appropriate for the use. 5.6 Coordinate Lake Harbour Dr Ext. and Colony Blvd for compliance with Focus Area concepts.
5.2 Build sidewalk/trails in highway right of way in the City Center Corridor and Historic Corridor.		
5.3 Corridor and median enhancement coordination and construction		

	EDUCATION	ECONOMIC DEVELOPMENT	LIVABILITY	INFRASTRUCTURE	CONSERVATION GOAL	QUALITY GOAL	CONNECTIVITY GOAL	IMAGE GOAL	INNOVATION (0-10)	SAFETY (0-8)	FUNCTION (0-5)	AESTHETICS (0-3)	TOTAL
5.1	Y	Y	Y		Y	Y	Y	Y	4	1	3	3	17
5.2		Y	Y	Y		Y	Y	Y	1	6	5	3	21
5.3	Y	Y	Y	Y	Y	Y	Y	Y	3	4	3	3	21
5.4	Y	Y	Y		Y	Y	Y	Y	5			3	14
5.5	Y	Y	Y	Y	Y	Y	Y	Y	5	4	3	3	23
5.6		Y	Y	Y	Y	Y	Y	Y		4	3	2	16



AERIAL IMAGE

5.1 Highway 51 South Gateway Enhancements
Description: This project will include corridor and intersection landscape enhancements. A gateway / icon feature and landscaped median will also be included. This project will occur within right-of-way limits and be located near the I-55 overpass.

Total Resource Allocation \$635,000.00*

5.2 Highway 51 North Gateway Enhancements
Description: This project will include corridor and intersection landscape enhancements. A gateway / icon feature and landscaped median will also be included. This project will occur at the intersection of Colony Park Boulevard and Highway 51.

Total Resource Allocation \$175,000.00*

5.3 Hwy 51 South Business Corridor Improvements
Description: This project will include corridor and intersection landscape enhancements. Lawn, landscaped medians and lighting will be added throughout this corridor. The project will occur from the Natchez Trace south to County Line Road.

Total Resource Allocation \$6,970,000.00*

5.4 Hwy 51 North Business Corridor Improvements
Description: This project will include corridor and intersection landscape enhancements. Lawn, landscaped medians and lighting will be added throughout this corridor. The project will occur from the Natchez Trace north to Colony Park Boulevard.

Total Resource Allocation \$3,430,000.00*

5.5 Hwy 51 sidewalks and trails project
Description: This project will include the development of a multi-use trail along the Highway 51 corridor. This trail will connect to the existing trail system.

Total Resource Allocation \$2,730,000.00*

*The project summaries and ROM resource allocation were prepared by Waggoner Engineering, Inc as part of RAMP project



FOCUS AREAS 3 & 4 - City Center & Freedom Ridge Park Expansion

Extents:

Highway 51 to Interstate 55 (approximate)
Natchez Trace to McLaurin Rd. (approximate)

The Challenge:

To provide concepts that will show how the existing concrete plant site could be developed into a “City Center” with connections to an expanded Freedom Ridge Park and other associated city properties and potential new development in the area. This center should have strong connections to all parts of the city and should reflect a definitive image for Ridgeland. The area south of Freedom Ridge Park should be considered for park expansion as well as other associated and beneficial development as appropriate.

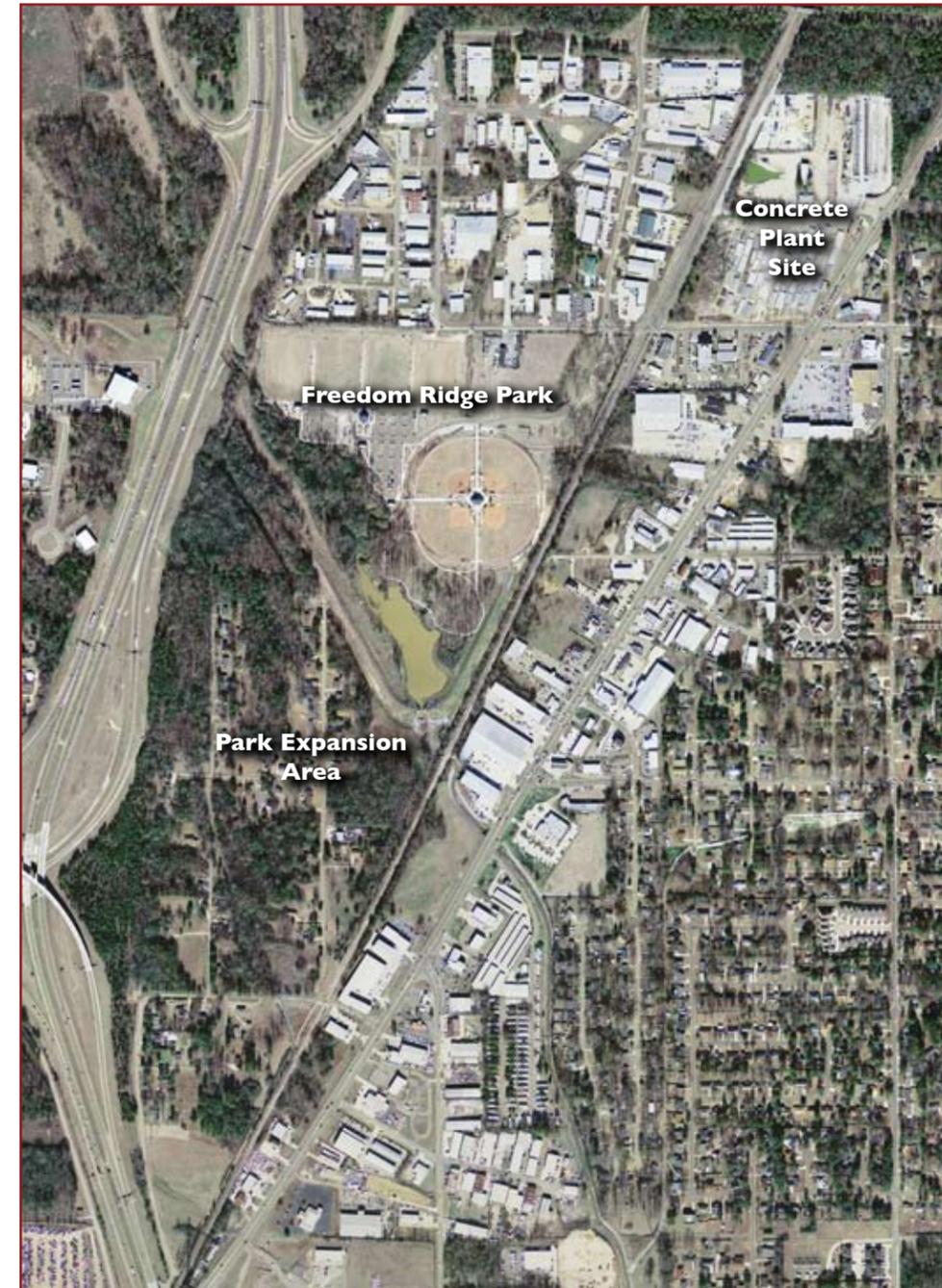
Background:

This area serves as the “heart” of the body of Ridgeland. Centrally located and with frontage on I-55, the Natchez Trace and Highway 51, this area provides an opportunity to bridge east with west and north with south. The influence of Freedom Ridge Park and other high quality city facilities extend out to Highway 51, and the opportunity is created to bridge east and west via the new Lake Harbour extension over the interstate. Conceptually, this Focus Area will be the “Recreation Core” and links the Historic Core to the north with the Shopping Core to the south with the residential neighborhoods to the east.

Current zoning includes I-1, I-2, and C-2a. The focus area must serve as a connector between all the key parts of the city. Visibility from Highway 51, I-55 and I-220 are very important. The development should be a model for all future development and redevelopment in Ridgeland.

The area has been designated to contain a new city hall complex on the site of the existing concrete plant which spans from School Street to the Natchez Trace and from Highway 51 to Madison Drive. This site is large enough to accommodate several city halls, so the concept must also determine an appropriate mixture of uses, one of which should be a large public passive green space. Other elements should include parking, trails and perhaps other city services including a community center, expanded library, cultural arts facility, and mixed-use retail. Linkage from the site via trails will be required to all neighborhood trail networks, and streetscape treatment will be very important along Highway 51 and School Street.

Freedom Ridge Park is not contiguous with the concrete plant site but access is simplified by existing city properties including the Library, Police Station, and City Service yard. Maintaining access between the existing industrial uses to Highway 51 will be an issue, but School Street might be considered for transformation into a more pedestrian oriented space that autos may also use. The city has been acquiring properties south of Purple Creek between the railroad and the interstate which would provide room for expanding Freedom Ridge Park. The concept should include some expansion of the park along with the possibility for adding other “park-front” development, perhaps using the Purple Creek retention basin as a focal point. Some initial ideas included office space and hotel space for visiting baseball/softball teams.



AERIAL IMAGE



BIRD'S EYE VIEW



LOCATOR MAP

GOALS CHECKLIST

How can we:

- Preserve/conserves/create green space?
- Promote a relaxed atmosphere?
- Improve non-auto connectivity?
- Improve image of Ridgeland?
- Help to promote Ridgeland heritage and culture?
- Promote quality development?
- Encourage redevelopment in declining areas?

QUALITY OF LIFE ELEMENTS CHECKLIST

How can we help improve the balance between:

- Infrastructure
- Education
- Livability
- Economic Development



City Center & Freedom Ridge Park Expansion

Analysis:

The closest thing to a town center in Ridgeland is Freedom Ridge Park. Unfortunately, the park is tucked invisibly between the railroad tracks and the interstate. Fortunately, the City has been accumulating property south of Purple Creek and desires to purchase the property between School Street and the Natchez Trace (Concrete Plant Site). Combined and properly developed, these properties could form the basis for a truly fine city center and expanded park and recreation site.

Response:

The proposed City Center site is ideally located on Hwy. 51 across School Street from the existing Library and other City offices. Its northern edge is nicely adjacent to the Natchez Trace Parkway providing connections to travelers and existing bicycle trails.

The park expansion area is currently occupied by a deteriorated neighborhood which was negatively affected by the construction of the interstate. This forested area should be brought back into use through the development of expanded recreational facilities, new park-oriented retail and industrial development that respects existing trees and drainage ways. The strategy complies with the Master Plan Goals as follows:

Goal 1 - The creation of a Town Center with greenway links to the Trace and areas to the south and west of the interstate will create a dramatic impact on the livability of the community while Freedom Ridge Park will essentially be doubled in size. New development will have to comply with conservation guidelines to protect existing trees and waterways. Retention ponds are created along the drainage ways to create attractive ponds as well as provide storm water relief for neighborhoods to the south.

Goal 2 - Currently, Freedom Ridge Park is the embodiment of quality. The expanded park and City Center development will expand this high quality out to Hwy. 51 and over to the interstate providing highly visible examples to future developers of the quality demanded in Ridgeland. Conservation guidelines for development within these areas will further reinforce development standards.

Goal 3 - The proposed improvements focus on pedestrian/ bicycle connectivity indicating connecting trails from the Natchez Trace through the Focus Area and southward along the proposed Purple Creek Trail. Furthermore, taking advantage of the proposed Lake Harbour Drive across the interstate, trails further connect the site to areas west of I-55 and on up into the Renaissance development. Auto connectivity is also provided through a new roadway connecting the existing park area across the Lake Harbour extension and into the expanded park area connecting back to Hwy. 51 at Holmes Street.

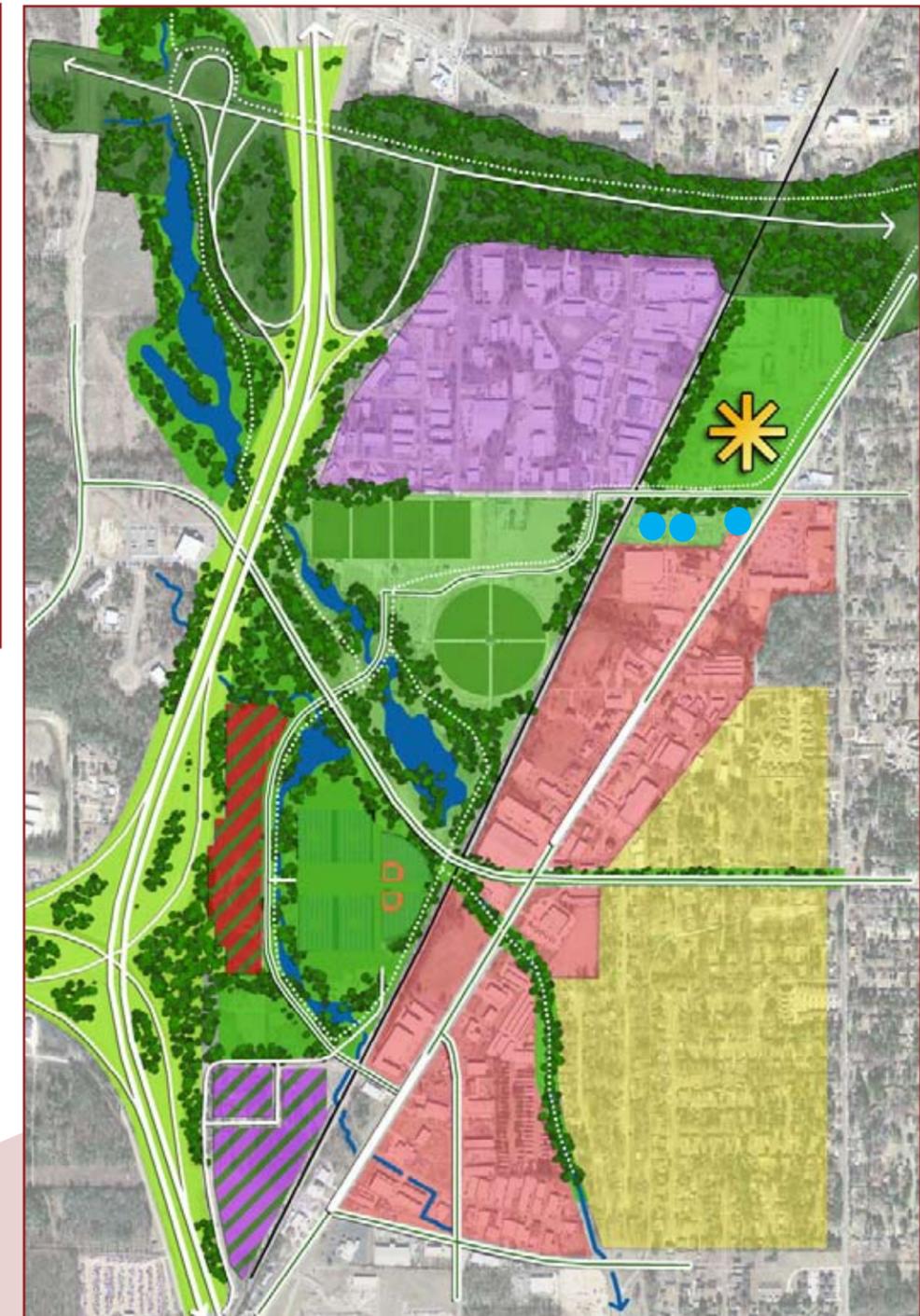
Goal 4 - Replacing the highly visible and unattractive concrete plant site with a City Center Complex will provide an instant image uplift for Ridgeland. High quality architecture and public green space will provide a strong statement for all travelers on Hwy 51. Transforming the deteriorating area between the interstate and the railroad into a signature park expansion coupled with quality retail development visible from the interstate will also immeasurably help improve Ridgeland's image.

EXISTING CONDITIONS



-  EXISTING DRAINAGE WAYS
-  PROPOSED CITY CENTER SITE
-  COMMERCIAL USE (RED)
NEIGHBORHOODS (YELLOW)
-  NATCHEZ TRACE (GREEN)
INDUSTRIAL (PURPLE)
-  CITY FACILITIES

PROPOSED STRATEGY



-  CITY FACILITIES
-  PARK EXPANSION
-  TRAIL SYSTEM & RETENTION PONDS
-  ENHANCED ROADWAYS (not part of park property)
-  CONSERVATION RETAIL
-  CONSERVATION INDUSTRIAL

SCORECARD

1. CONSERVATION GOAL

To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.



2. QUALITY GOAL

To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.



3. CONNECTIVITY GOAL

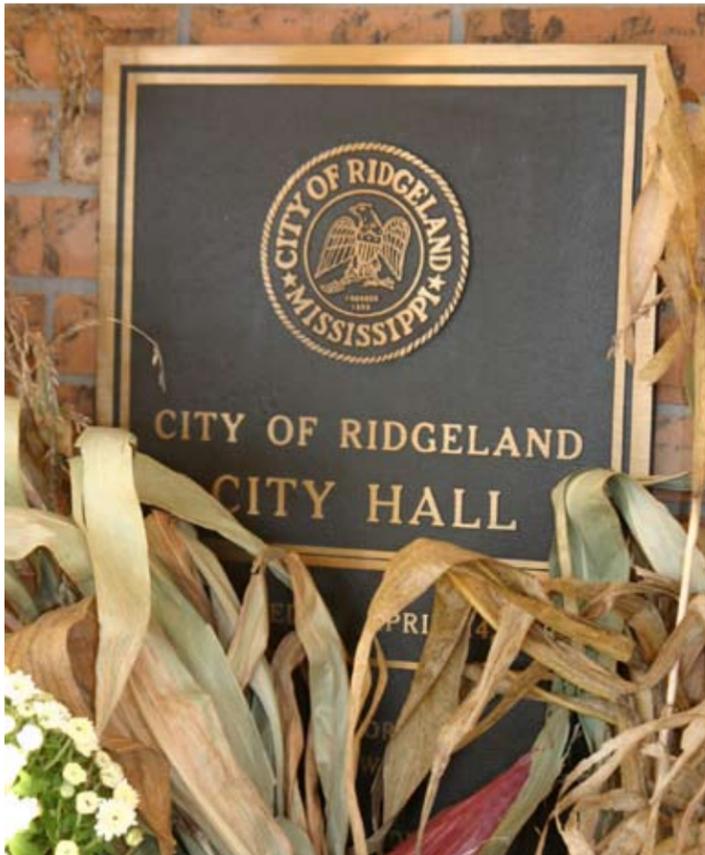
To preserve, improve and take advantage of Ridgeland's convenient access to the surrounding communities while improving internal connectivity and ease of movement.



4. IMAGE GOAL

To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.





FOCUS AREA 3 -City Center Concept

The City Center concept as shown in the graphics (right) demonstrates how the “Concrete Plant Site” could be transformed into an expanded City Hall Complex with space for community meeting rooms, library expansion, city offices along with educational, retail and even residential components. It would become a 24 hour space with people living, working and recreating all within a five-minute walk. Trails connecting to other parts of Ridgeland would connect this “heart” of the City to all areas.

Some of the key elements include:

- School Street enhancements which would help to merge the Library and other City offices south of School Street into the complex while adding a quality gateway to the campus and to Freedom Ridge Park. Highway 51 improvements are also indicated with a landscaped median and special street lighting.
- City Hall sits back from the highway, creating long views across the Community Green. A multi-story building with strong historical styling becomes the backdrop against which city festival gatherings are held and community events are celebrated. Parking is tucked away behind the building.
- The Community Green is large enough to make a strong statement from H 51 and provide ample space for festivals, gathering or leisurely walks. A large gazebo can become the site for community theater, music, and presentations. This green becomes Ridgeland’s “front yard”.
- Across Highway 51 is one of the few old structures still standing in the City. Appropriately, it was a filling station. This site could be captured, restored and serve as a connection with the city’s past while being an important educational and enrichment opportunity.



- NATCHEZ TRACE PARKWAY
- RAILROAD BUFFER
- PARKING AREAS
- MIXED-USE COMMERCIAL / RESIDENTIAL
- DETENTION POND
- ECOLOGICAL EDUCATION CENTER
- CITY HALL
- FESTIVAL GREEN
- HERITAGE SITE
- COMMUNITY MEETING SPACE / PERFORMING ARTS
- ENHANCED SCHOOL STREET
- RIDGELAND LIBRARY

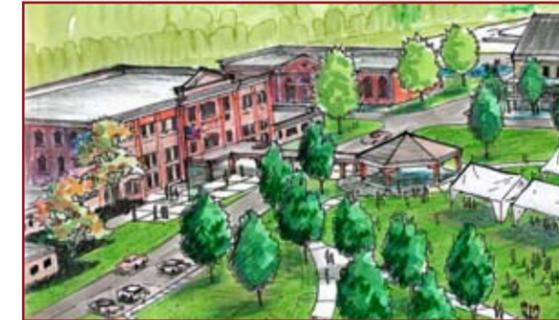
CONCEPT PLAN

- A combination retention pond and ecological education facility is located within the campus. It could serve as an important outreach component through which Ridgeland can sponsor good stewardship of natural resources, recycling, and healthy living.
- The civic complex is also complimented by a mixed-use development which could provide a constant energizing presence to the complex. Office and retail facilities on the ground floor with residential above provides a live-work-shop street life which could take advantage of the many amenities offered at the City Center Complex while injecting a healthy dose of cash flow. Working closely with a quality developer, the City could leverage the old concrete plant site into a high quality development with great connections to all parts of the city.

FESTIVAL GREEN



CITY HALL



MIXED-USE

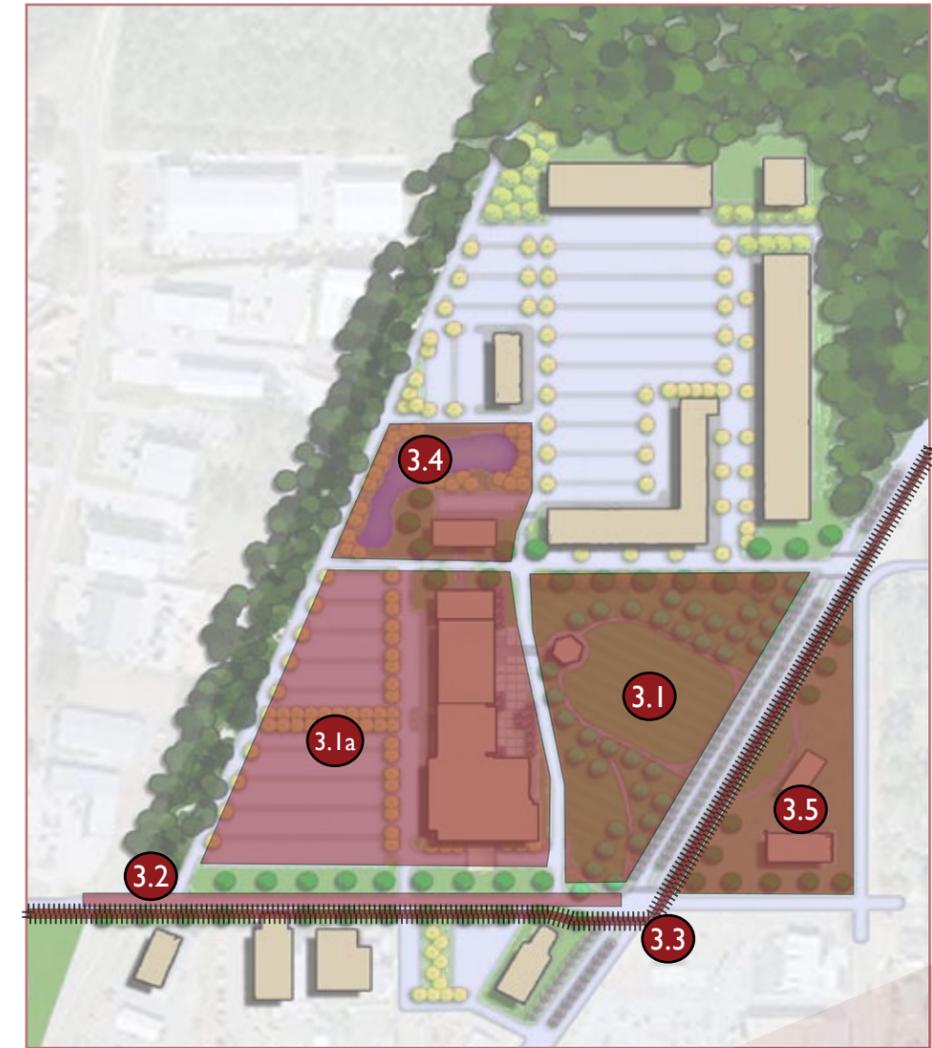


FOCUS AREA 3 - City Center

The following are implementation strategies needed to accomplish the concepts shown in the focus area plan.

PROJECTS	PROGRAMS	POLICIES
3.1 Construction of City Hall Complex 3.2 School Street Enhancements 3.3 Highway 51 Enhancements 3.4 Connecting trails to Natchez Trace 3.5 Ecological Education Center 3.6 Heritage Site purchase and renovations	3.7 Recruit Developer for Mixed-use Development and Prepare strategy for financing construction of new city hall complex and disposal of existing property	3.8 Re-zone as required to accomplish Focus Area concepts.

	EDUCATION	ECONOMIC DEVELOPMENT	LIVABILITY	INFRASTRUCTURE	CONSERVATION GOAL	QUALITY GOAL	CONNECTIVITY GOAL	IMAGE GOAL	INNOVATION (0-10)	SAFETY (0-8)	FUNCTION (0-5)	AESTHETICS (0-3)	TOTAL
3.1	Y	Y	Y	Y		Y	Y	Y	8	4	5	3	27
3.2			Y	Y		Y	Y	Y	3	4	2	3	18
3.3		Y	Y	Y		Y	Y	Y	2	6	4	3	21
3.4	Y	Y	Y	Y		Y	Y	Y	1	3	5	2	18
3.5	Y		Y		Y	Y		Y	4	1	3	2	16
3.6	Y	Y	Y		Y	Y		Y	2			2	10
3.7	Y	Y			Y	Y		Y	3		3	2	13
3.8	Y	Y	Y	Y	Y	Y		Y	2		2	2	13



CONCEPT PLAN

- 3.1** Construction of City Hall Complex
 Description: This project will include the acquisition of the entire area north of School Street to the Natchez Trace and from Highway 51 to the railroad tracks. Construction of approximately 25,000 square feet of City Hall building which architecturally will reflect the City's past and future. This project will also include associated parking, lighting, landscaping, a large public greenspace and multi-use trail connections.

 Total Resource Allocation \$17,930,000.00*
- 3.1a** Construction of Performing Arts Center
 Description: This project will be a public / private partnership to construct a state-of-the-art performing arts center. It will also include associated parking, lighting, landscaping and multi-use trail connections.

 Total Resource Allocation \$17,340,000.00*
- 3.2** School Street Enhancements
 Description: This project will include the widening of School Street to 3 lanes as well as landscaping and lighting.

 Total Resource Allocation \$1,685,000.00*

- 3.3** Connecting Trails to Natchez Trace
 Description: This project includes the development of multi-use trails from the Natchez Trace trail system through the City Hall site and Performing Arts Center site. The multi-use trail will extend down School Street and will terminate at Freedom Ridge Park.

 Total Resource Allocation \$1,118,000.00*
- 3.4** Ecological Education Center
 Description: This project will include construction of a 5,000 square foot facility which will serve as an educational and interpretive center for the natural environment. Its goal will be help raise community awareness about current environmental issues as well as offer resources. This project will also include associated parking, landscaping, lighting, walking trails and retention pond / wetland feature. The project will focus on sustainable development as well as low impact site and building design.

 Total Resource Allocation \$2,630,000.00*
- 3.5** Heritage Site purchase and renovations
 Description: This project will include the purchase and restoration of the historic Henderson Garage. The renovated facility can be used as a museum to celebrate Ridgeland's beginnings. This project will also include associated parking, lighting and landscaping, as well as a large public greenspace that will compliment the greenspace of the City Hall complex.

 Total Resource Allocation \$1,900,000.00*

*The project summaries and ROM resource allocation were prepared by Waggoner Engineering, Inc as part of RAMP project



FOCUS AREA 4 - Freedom Ridge Park Expansion Concept

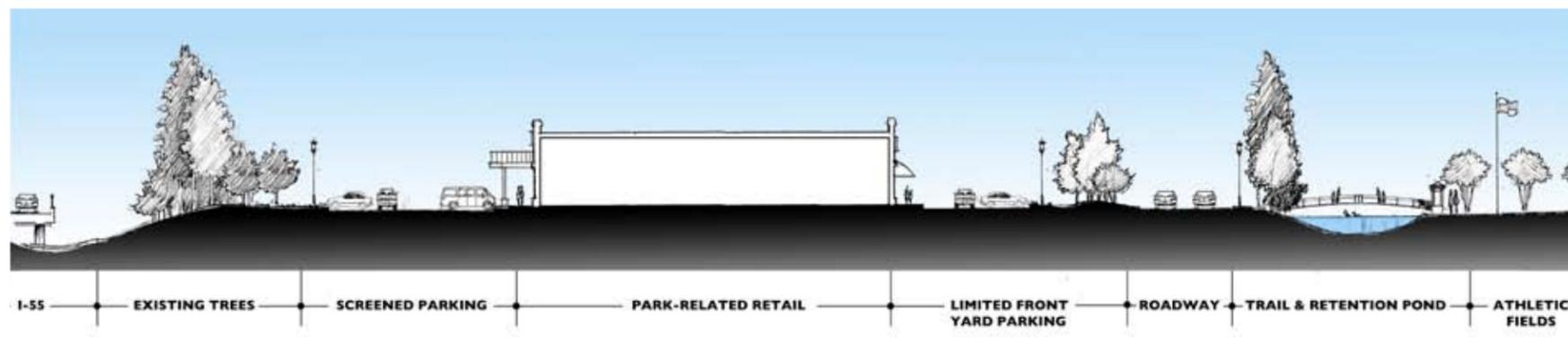
The park expansion concept as shown in the graphics (right and below) demonstrates how the expansion into the area south of Purple Creek and the proposed Lake Harbour extension can bring many positive changes to Ridgeland. It expands much needed recreation space, returns declining areas into vibrant commerce, and provides a spectacular gateway into the city from the interstate.

A new entrance to the parks is created on the Lake Harbour extension surrounded by trees and ponds and punctuated by a "signature" hotel that can serve the hospitality needs of park users and visiting teams. Park related retail is provided within walking distance and a series of lakes and ponds with interlacing trails will make this space a destination park for the region. Additional

athletic fields add capacity while an expanded indoor sports facility could lift Ridgeland into a premier sports events hosting city. Job and business creation and vigorous retail activity would represent a very strong economic boost for the city.

The drive along Lake Harbour extension would be greatly enhanced and is coupled with trail systems that will finally be a strong physical tie between Ridgeland's east and west sides.

An industrial park in the extreme southern part of the site could be developed with utmost care for existing vegetation and be a great compliment to the other development while maintaining this important job producing land use in the mix.



CONCEPT PLAN

FOCUS AREA 4 - Freedom Ridge Expansion

The following are implementation strategies needed to accomplish the concepts shown in the focus area plan.

PROJECTS	PROGRAMS	POLICIES
4.1 Construct park facilities including roadways, trails, parking and retention ponds.	4.5 Recruit developers for hotel, retail and light industrial components.	4.6 Monitor D/E of Lake Harbor Drive extension for compliance with Focus Area concepts
4.2 Construct Tennis Center, ball fields and related amenities.		4.7 Re-zone as required to accomplish Focus Area concepts.
4.3 Construct indoor sports facility and related amenities.		4.8 Continue purchasing properties required to accomplish Focus Area concepts.
4.4 Construct buffer enhancements along I-55 adjacent to office/ light industry park.		

	EDUCATION	ECONOMIC DEVELOPMENT	LIVABILITY	INFRASTRUCTURE	CONSERVATION GOAL	QUALITY GOAL	CONNECTIVITY GOAL	IMAGE GOAL	INNOVATION (0-10)	SAFETY (0-8)	FUNCTION (0-5)	AESTHETICS (0-3)	TOTAL
4.1		Y	Y	Y	Y	Y	Y	Y	4	3	5	3	22
4.2	Y	Y	Y		Y	Y		Y	3	3	5	3	20
4.3	Y	Y	Y		Y	Y		Y	5	3	5	2	21
4.4	Y		Y	Y	Y	Y		Y	2	1	5	3	17
4.5		Y			Y	Y		Y	4	1	5	3	17
4.6		Y	Y	Y	Y	Y	Y	Y	1	4	5	3	20
4.7	Y	Y	Y	Y	Y	Y		Y	3	1	5	1	17
4.8		Y	Y	Y	Y		Y		1	1	5	1	13

4.1 Construct park facilities including roadways, trails, parking and retention ponds.
 Description: This project will include the construction of 4 baseball fields, a soccer / multi-use field and associated parking, lighting, multi-use trail connections, roadways and landscaping. (Lake Harbour Drive right-of-way is not included in park project.)

Total Resource Allocation \$20,700,000.00*

4.2 Construct Tennis Center and related amenities.
 Description: This project will construction of 12-16 tennis court with one stadium style tennis court. This project will also include a tennis center building, associated parking, lighting, landscaping and multi-use trail connections.

Total Resource Allocation \$3,750,000.00*

4.3 Construct indoor sports facility and related amenities.
 Description: This project will include the construction of approximately 45,000 square feet of an indoor sports facility. It will also include associated parking, lighting, landscaping and multi-use trail connections.

Total Resource Allocation \$8,470,000.00*



CONCEPT PLAN

*The project summaries and ROM resource allocation were prepared by Waggoner Engineering, Inc as part of RAMP project



FOCUS AREA 6- SOUTHEAST RIDGELAND REDEVELOPMENT

Extents:

Eastern Redevelopment Area
 Lake Harbour Road to County Line Road (approximate)
 Northpark Drive and Woodlands Parkway to east City Limits Line (approximate)

The Challenge:

To provide concepts that will stimulate redevelopment in these declining residential neighborhoods that take advantage of their proximity to schools and shopping and that help reverse declining property values by returning these areas to compliance with local codes.

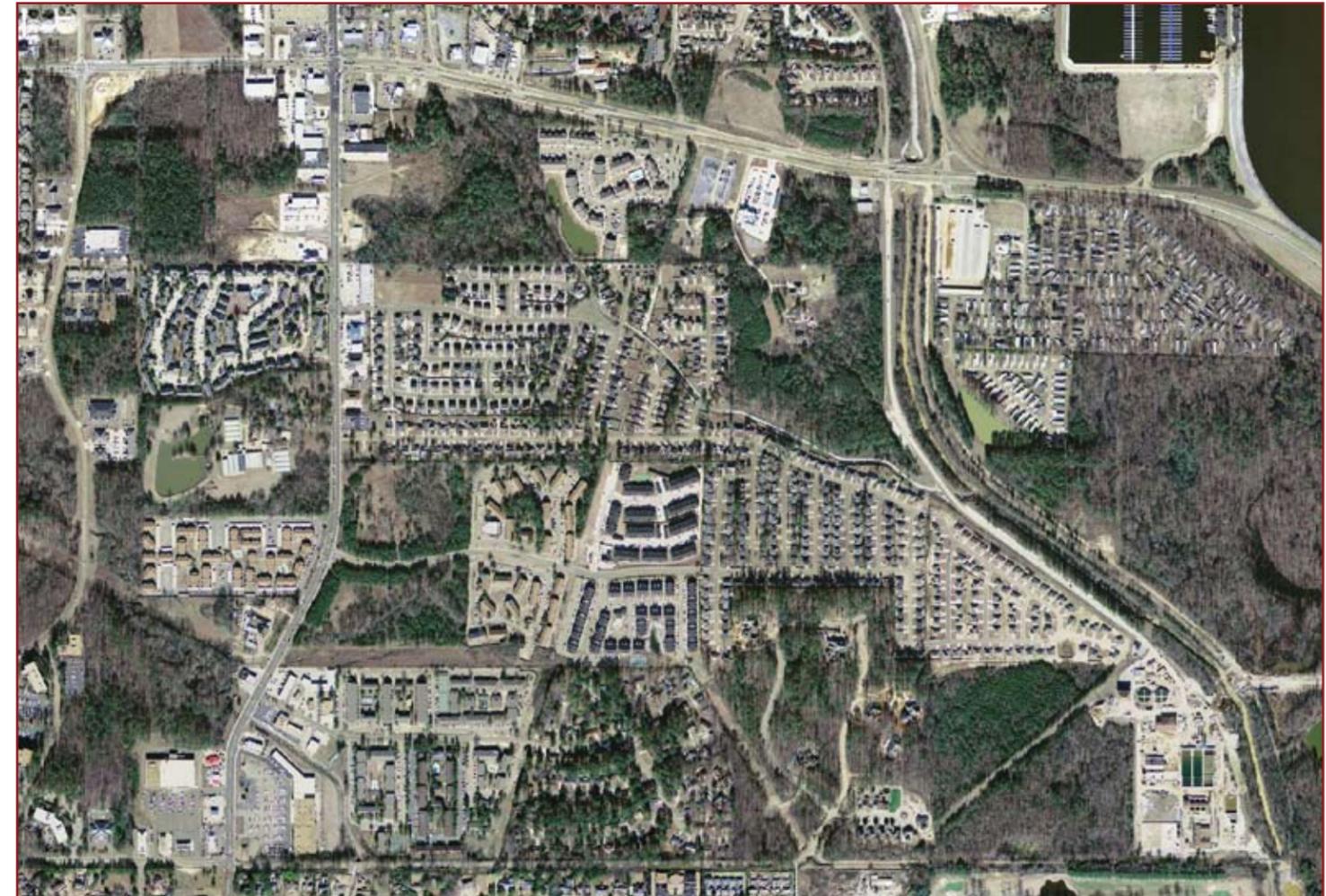
Background:

The Eastern Redevelopment Area lies between the Shopping Core Area and the future Harbor Walk major retail node on the lake front. Forming a majority of the southeastern corner of the city, this area is seen to have a symbiotic relationship with its adjacent Core Areas. While less well connected to other city assets, the area does have the advantage of proximity to the lake. Connectivity with the rest of the City and between neighborhoods must be addressed, however. The concepts should de-emphasize apartments and emphasize moderately-priced homes.

The Eastern Redevelopment Area extends from Old Canton Road to the eastern city limits and from south of Lake Harbour to the southern city limits. Comprised of approximately an even mixture of single family, duplex and apartment residential, the area is densely populated with few livability assets. Most of the apartments are older and some are in a very poor state of disrepair. Their age, condition and relatively low rental rates, are having an adverse affect on adjacent property values. Single-family areas are generally newer and, while small, are very nice. But they suffer from association with the poorly maintained apartment areas. The high cost of apartment properties has had a prohibitive effect on redevelopment.

Concepts for this area should include reconfiguring the area to allow for redevelopment of apartment areas into other residential uses and/or redevelopment into newer apartments/condominiums with a concentration on livability assets. An emphasis should be placed on creating connections to the Shopping District, the lake, and to the minor node at Lake Harbour and Old Canton. Additionally, new connectivity should be considered by extending Lincolnshire west to Northpark Drive and east to Lake Harbour along Brashear Creek. Trails connections should also be a priority along with significantly increasing amenities in the public realm (streetscapes, parks, etc.)

Focus area planning should explore possible zoning changes, development patterns and incentives which will provide momentum to the redevelopment of these areas. A special redevelopment district may be involved.



AERIAL IMAGE

GOALS CHECKLIST

How can we:

- Preserve/conservate/create green space?
- Promote a relaxed atmosphere?
- Improve non-auto connectivity?
- Improve image of Ridgeland?
- Help to promote Ridgeland heritage and culture?
- Promote quality development?
- Encourage redevelopment in declining areas?

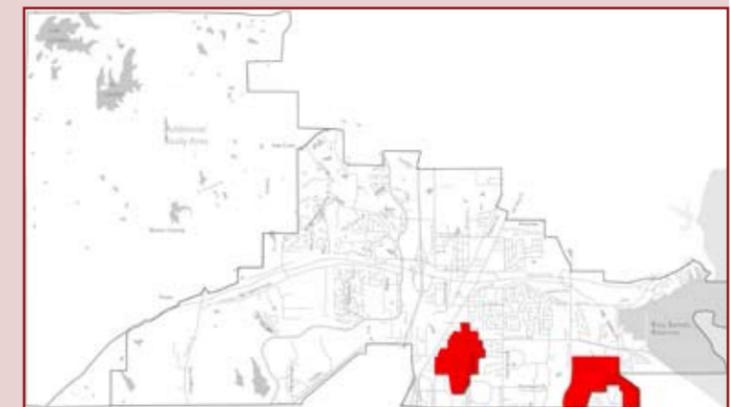
QUALITY OF LIFE ELEMENTS CHECKLIST

How can we help improve the balance between:

- Infrastructure
- Education
- Livability
- Economic Development



EASTERN REDEVELOPMENT AREA



LOCATOR MAP



SOUTHEAST RIDGELAND REDEVELOPMENT - EAST

Analysis:

The difficulties in this area stem from its fractured nature. Despite the roadways, it is divided into a number of small pieces by drainage ways and utility corridors. The disconnection between parcels limits the sense of community and ability to implement community-wide enhancing amenities. Apartment complexes were built focusing on interior function and not community integration. This lack of integration has evolved into substandard care, negatively effecting surrounding property values. Another asset not integrated into the community was the drainage system. Treated as a utility and not a resource, the drainage system was deemed wasted property when it could have been creatively integrated to provide an amenity and functional service. The area does contain several large undeveloped tracts which can be used as catalysts for a more integrated redevelopment of the area.

Response:

The proposed strategy stresses redevelopment of aging apartments and development of new properties with innovative cottage clusters. Using conservation practices and incorporating greenways in drainage areas, much of the area can be redeveloped into high-value moderately-priced housing that compliments existing quality development and provides community amenities and high connectivity to surrounding assets. The strategy complies with the Master Plan Goals as follows:

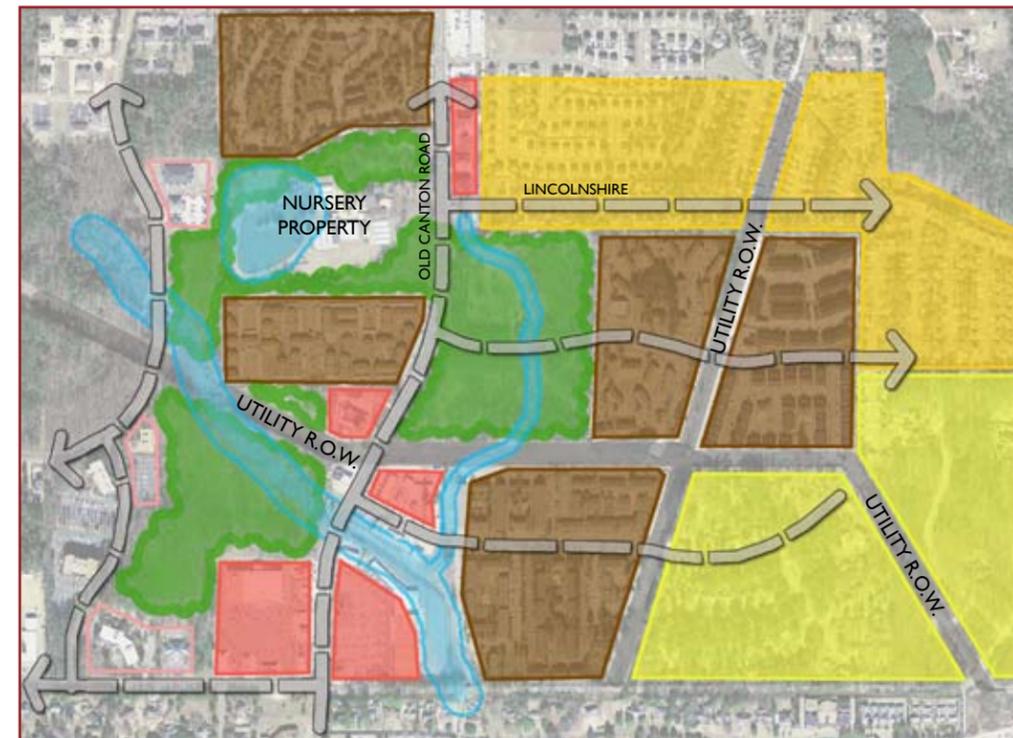
Goal 1- Designation of undeveloped land and drainageways as Conservation Areas and public open space combined with rezoning the area for Cottage Cluster development provides maximum density with minimum impact on the land. Trees are preserved to provide shade, natural beauty, wildlife habitat and to filter runoff and preserve water quality. Road infrastructure is reduced through shared driveways.

Goal 2 - Aging apartments are replaced by new single-family residential developments as extensions of existing stable neighborhoods or as cottage clusters. A new category for Cottage Clusters will need to be added to the Zoning Code and will specify quality and design requirements.

Goal 3 - Connectivity is improved through the creation of pedestrian/bike trails along drainage corridors as well as extension of the existing Old Canton Road bikeway. These trails will then connect to other trails to the Shopping District to the west. Auto connectivity is improved via a loop connection between Lincolnshire and Pine Knoll west of Old Canton and a connection to Northpark Drive. These improvements will provide direct access to these neighborhoods to major arterials as well as to interior roads west of Old Canton.

Goal 4 - Image is greatly improved through the removal of deteriorating apartment properties and replacing them with new medium density residential properties. Open space is preserved and proposed improvements to streetscape amenities (street lighting, underground utilities, street tree plantings, sidewalks and, where possible, median plantings) will greatly enhance the image quality of the area while adding to property values and revitalizing the entire southeastern corner of the City.

EXISTING CONDITIONS



- APARTMENTS
- RETAIL
- OFFICE
- SINGLE FAMILY RESIDENTIAL
- MED. DENSITY RESIDENTIAL
- FLOODWAY
- UNDEVELOPED

SCORECARD

- 1. CONSERVATION GOAL** ✓

To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.
- 2. QUALITY GOAL** ✓

To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.
- 3. CONNECTIVITY GOAL** ✓

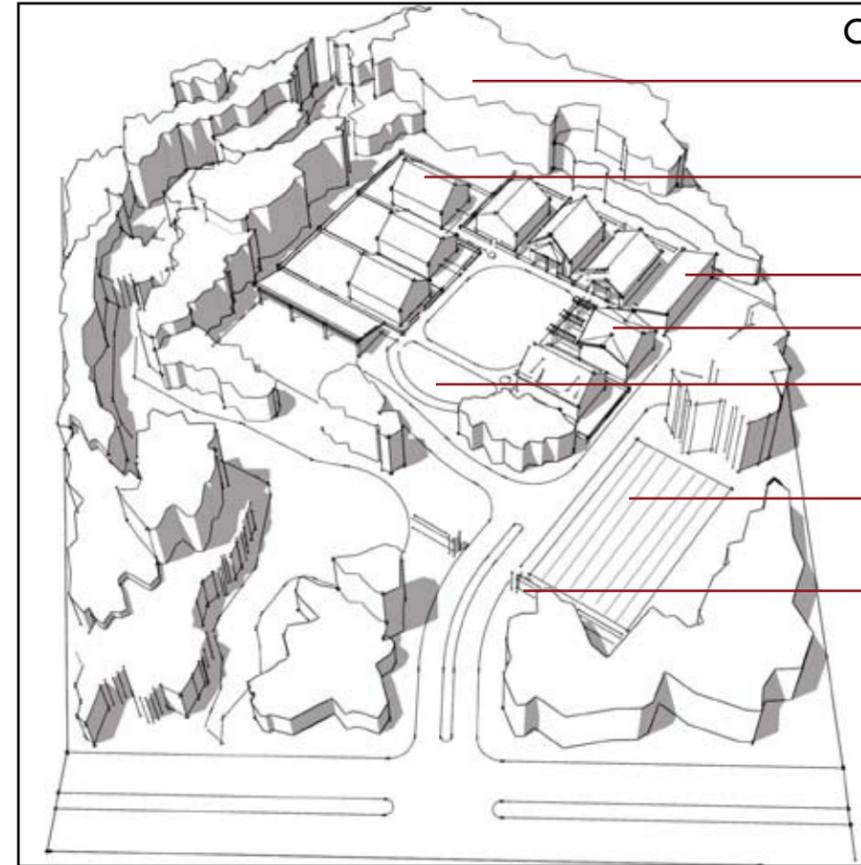
To preserve, improve and take advantage of Ridgeland's convenient access to the surrounding communities while improving internal connectivity and ease of movement.
- 4. IMAGE GOAL** ✓

To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.

PROPOSED STRATEGY



- RE-CONFIGURED STREETS
-With Median & Landscaping
- NEIGHBORHOOD COMMERCIAL
- SINGLE FAMILY RESIDENTIAL
- GREEN WAY/TRAILS
-Protected Watershed
-Value added to residential
- COTTAGE RESIDENTIAL
-Clustered to preserve trees and natural features
-High density small units
-Retirement / Small family



- COTTAGE RESIDENTIAL CONCEPT**
- PRESERVED TREES AND WATERWAYS
 - SINGLE UNITS W/SMALL PRIVATE FENCED OPEN SPACE
 - COVERED PARKING
 - COMMON USE BUILDING
 - COMMON OPEN SPACE- COMMUNITY "FRONTYARD"
 - COMMUNITY GARDEN
 - CAN BE GATED FOR SECURITY



COTTAGE CLUSTERS

Research and surveys indicate that more than 85 percent of Americans living in multi-family housing would prefer to live in a detached house, and they would make major sacrifices to do so. One way to meet this need is to offer housing types that address the values that drive demand for detached, single family housing, but with smaller spaces and smaller price tags.

Cottage developments have been successful across the U.S. by offering an affordable housing option while providing privacy and the personal space of a detached house in a smaller and less costly unit. Built in clusters, they provide an alternative to single family homes, apartments and condominiums for those who wish to trade quantity of space for quality of space.

Cottages are generally built in clusters, close together, share a common area, and have detached, covered parking. Small cottages range from 500-700 square feet while large cottages range from 1,600-1,800 square feet, some including a loft. Single family neighborhoods are the optimum location for cottage clusters, because of the economics of land cost and to achieve the promise of a single-family feel at multi-family prices. Cottages don't mix well with multi-family zones where taller, bulkier structures overwhelm them. Cottages work best when clustered together around a common open space. To maximize good social atmosphere in a cottage cluster, it is good to have at least four and less than twelve units in a cluster. To preserve both the original feel of the neighborhood as well as the special atmosphere of cottages, clusters should not be built too close together in the same area. Cottages increase efficiency of land use by clustering the cottages

closely, allowing preservation of existing trees and waterways. Density can range from 12 units/acre to 26 units/acre. A successful cluster must visually blend well into its surroundings mirroring the craftsmanship of surrounding architecture, paying close attention to design and creative landscaping that reduces the visual impact of the higher density development. Cottage developments can improve the surrounding neighborhood with off-street parking, landscaping and inviting facades. Pedestrian orientation can often provide better streetscape than traditional single-family developments. The increased pedestrian element of cottage developments enhance security and community interaction.

The economics of cottage developments fall in a wide range depending on potential buyers. Modest cottages on an outlying area could range in the mid \$100,000 per cottage while higher end cottages in a desirable neighborhood might reach \$300,000. The major plus of cottage developments is low land cost per unit. Usually land cost will be 15 to 20 percent of total sale, in contrast to the 25 to 30 percent customary in single family developments.

When appropriately located and designed, cottages can be used to attract a variety of demographic groups including small single-parent households, singles, retirement-age, and as starter homes for young families+. They could provide a boost in the much needed moderately priced residential market in Ridgeland.

For more information about cottage developments in Mississippi, please see: www.pleinairtaylor.com





SOUTHEAST RIDGELAND REDEVELOPMENT - WEST

Extents:

Western Redevelopment Area
 Lake Harbour Road to County Line Road (approximate)
 Ridgewood to Pear Orchard (approximate)

The Challenge:

To provide concepts that will stimulate redevelopment in these declining residential neighborhoods that take advantage of their proximity to schools and shopping and that help reverse declining property values by returning these areas to compliance with local codes.

Background:

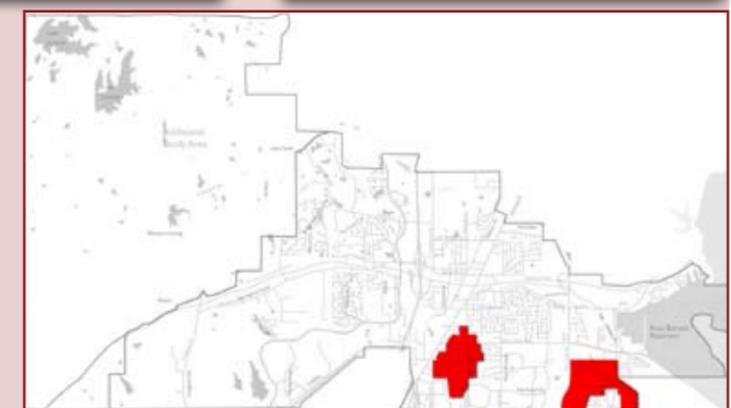
The Western Redevelopment Area lies between the City Center Core Area and the Shopping Core Area. The redevelopment of this area is seen to have a symbiotic relationship with the associated Core Areas, each depending upon the other for success. This area has tremendous potential for providing moderately priced homes for young and single-earner families through remodeling by private investment and infrastructure and livability investments by the city.

Focus Area Issues- The Western Redevelopment Area extends to the north just past Lake Harbour Drive and south to East Greenway Ct. Predominantly single family residential (with some town homes and apartments) the area consists of small homes on small lots in traditional suburb formations. The size and age of the homes makes them less desirable to today's home buyers. However, there is a severe shortage of moderately priced housing available in Ridgeland that redevelopment of these neighborhoods could help to provide. The neighborhoods have good access to shopping and other services but little in the way of modern livability amenities. The streets are in various states of repair and there are no sidewalks. The eastern edge is formed by Purple Creek which affords some potential as a pedestrian and bike trail to jobs and shopping in the Shopping District and to Freedom Ridge Park. Across from the creek are mostly commercial and industrial uses. The integrity of residential uses should be maintained along Lake Harbour even though widening of this important artery may require reformatting of the residential streets and siting of residences. The present City Hall site connects the northwest corner of this area to Highway 51.

The western area is strongly related to the Shopping District and also to Highway 51 and the Freedom Ridge Park Core. These potentials should be strongly emphasized in the focus area planning. Focus area planning should explore possible zoning changes, development patterns and incentives which will provide momentum to the redevelopment of these areas. A special redevelopment district may be involved.



AERIAL IMAGE



LOCATOR MAP

GOALS CHECKLIST

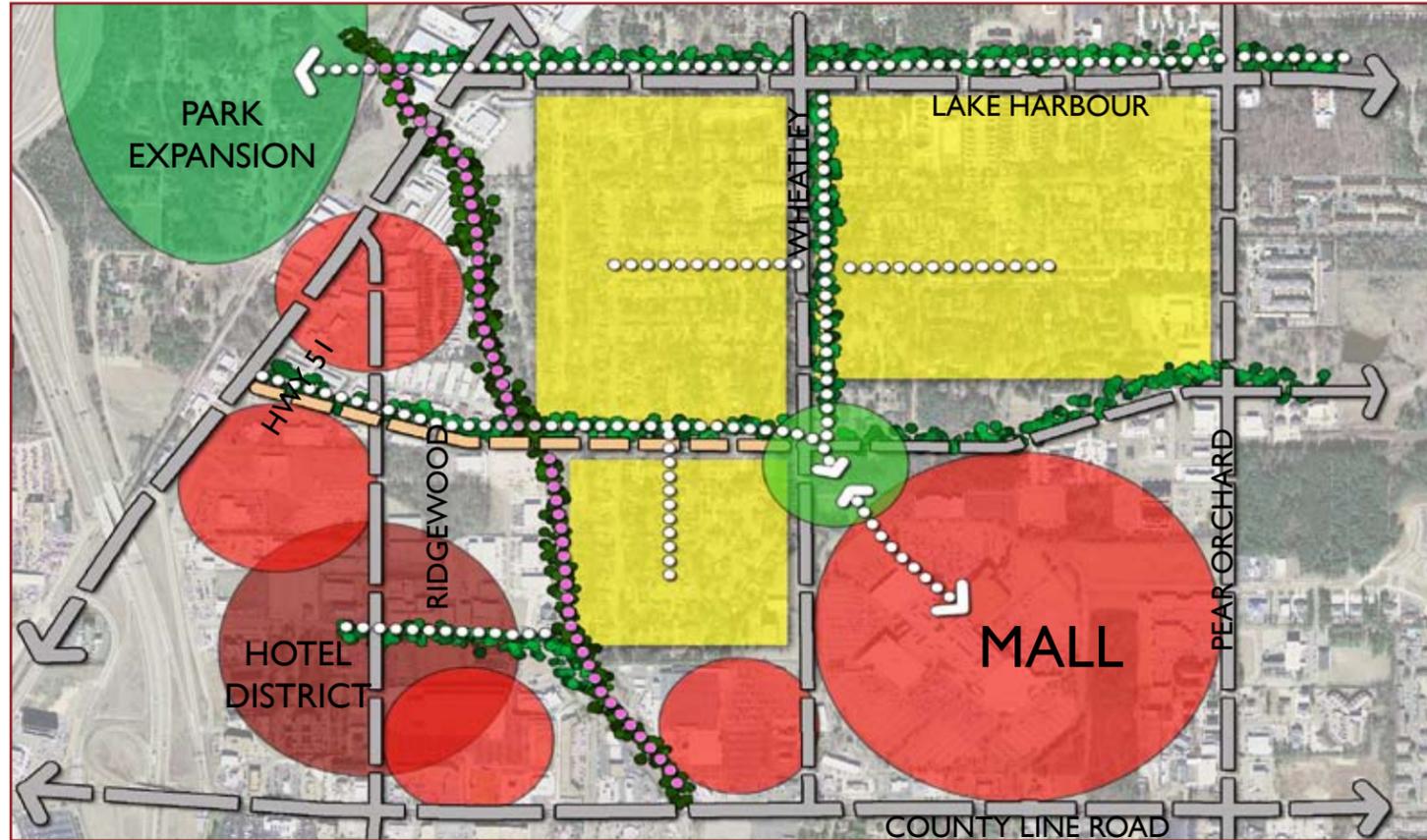
How can we:

- Preserve/conserves/create green space?
- Promote a relaxed atmosphere?
- Improve non-auto connectivity?
- Improve image of Ridgeland?
- Help to promote Ridgeland heritage and culture?
- Promote quality development?
- Encourage redevelopment in declining areas?

QUALITY OF LIFE ELEMENTS CHECKLIST

How does an we improve the balance between:

- Infrastructure
- Education
- Livability
- Economic Development



-  **SHOPPING NODES**
-  **PEDESTRIAN BIKE WAYS**
-Provide walkability to Recreation / Shopping / Schools, Work, etc
-  **GREENWAY TRAILS**
--Landscaped Bike / Pedestrian Trails and Enhanced Roadways
-  **PURPLE CREEK TRAIL**
-Connection from shopping center to Freedom Ridge Park
-  **PROPOSED ROAD**
-Connection from Mall to Hwy 51
-  **TRANSIT HUB**
-Connects Mall to Neighbors
-Access to transit to Jackson
-"Blood flow" to Mall

SCORECARD

- 1. CONSERVATION GOAL**
To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.
- 2. QUALITY GOAL**
To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.
- 3. CONNECTIVITY GOAL**
To preserve, improve and take advantage of Ridgeland's convenient access to the surrounding communities while improving internal connectivity and ease of movement.
- 4. IMAGE GOAL**
To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.

SOUTHEAST RIDGELAND REDEVELOPMENT

Analysis:

The declining value of the residential properties in this area is principally due to two things: the character of the homes, and the lack of public amenities. The area is ideally located with easy access to employment, shopping and leisure opportunities while forming compact, identifiable neighborhoods. As with similar neighborhoods however, as families age and relocate to other areas, these older homes begin to enter the rental market because they can't compete in a housing market stressing modern styling and amenities. The aging or absence of public infrastructure adds another layer of difficulty as these neighborhoods were built without sidewalks and the streets are beginning to show their age.

Response:

The proposed strategy stresses a twofold approach: upgrades to public infrastructure coupled with private investment. This will have to be supported by public incentives, aimed at upgrading the housing stock to be more competitive in the moderately priced home market. The strategy complies with the Master Plan Goals as follows:

Goal 1- These neighborhoods can contribute greatly to the small town feeling of the City if the slide in property values can be reversed. It will be critical to prevent further "commercial creep" from fraying the edges, however. This will be most challenging along Lake Harbour Drive as it is widened. The integrity of the neighborhoods must be preserved while capturing public open space along drainageways and street ROW's, which will begin to add



BEFORE

much needed public amenities.

Goal 2- In order to achieve high-quality standards in this area, the City will have to upgrade the public ways while private investors remodel and upgrade residential properties. Other cities have accomplished this by creating Pattern Books which provide both code and style resources to facilitate remodeling of early residential areas. Designation of the neighborhoods as an overlay district with reinvestment incentives may also be required along with aggressive code enforcement.

Goal 3- Pedestrian and bicycle connectivity are improved through the construction of sidewalks and designation of bicycle lanes on existing streets and the completion of the Purple Creek Trail. General connectivity is also greatly improved through the proposed Ridgeland transit hub located at the corner of Wheatley Drive and Towne Center Blvd. Shuttle buses between major employment centers and shopping venues could substantially reduce the number of automobiles on Ridgeland streets while adding great value to adjacent residential areas. A proposed



AFTER

- 1 ASPHALT**
- 2 BIKE LANE**
- 3 NEW SIDEWALKS**
- 4 LANDSCAPING AND RENOVATION PATTERN BOOKS FOR OWNERS/DEVELOPERS**

connection between the mall and Highway 51 will also provide residents with an alternative to County Line Road for short trips.

Goal 4- As demonstrated in the before and after images above, simple improvements can have a dramatic positive effect to the image of these neighborhoods. Adding sidewalks, pavement overlays, and updated landscaping guided by pattern book examples can transform a tired-looking older area into a vibrant and desirable neighborhood.

For more information about pattern books see:
<http://www.marc.org/firstsuburbs/planbook.htm>
<http://cnu.org/node/893>



BEFORE

PURPLE CREEK TRAIL

With the Natchez Trace running through the town, Ridgeland is already familiar with the many benefits of having greenway trail systems. Introducing a greenway solely dedicated to pedestrians/ bicycles through the heart of the city would satisfy many of the Master Plan goals while providing many other additional benefits such as: protecting natural resources, providing economic opportunities, protecting rural legacy, providing opportunities for public recreation, health and fitness, enabling outdoor educational opportunities and providing alternative and safer modes of transportation.

The existing Purple Creek drainage corridor provides a great opportunity for such a greenway trail. A Purple Creek trail system would run from Freedom Ridge Park through several existing neighborhoods (with proposed bikeways) and end at County Line Road between the shopping and hotel district. Currently the creek is used as a utility to drain the surrounding areas when it could also be an important open space amenity.

While this trail provides a new mode of transportation, it is also protecting natural resources. Diverse plantings create habitat, absorb contaminants from surface runoff and buffers neighborhoods from the negative effects of adjacent development. It could also provide reductions in noise, water, thermal and air pollution which are some of the effects that can be accomplished while not impeding the corridors important function as flood control.

The trail would preserve open space and scenic views while adding value to surrounding developments. A greenway gives residents of surrounding neighborhoods an opportunity to enjoy nature while in close proximity to their home. Enjoying nature through direct contact creates opportunities for groups to use the greenway as an "outdoor classroom". Educating the public about historic sites, protection on natural resources, environmental and scientific topics and health benefits promote the interaction of people and nature.

Greenways not only provide green surroundings, but also offer the public fitness opportunities. Providing recreational opportunities for families and individuals of all ages and abilities are a core component of strategies to foster health and wellness. They provide safe, accessible and attractive places to bike, run, hike or



AFTER

1 PEDESTRIAN WALK AND BIKE TRAIL

2 LIGHTING TO MATCH CITY PATTERN BOOK

3 INCREASED BANK STABILIZATION
-Sediment/ Erosion Control

4 LANDSCAPE PROVIDING SHADE

skate while encouraging community interaction. With the state of Mississippi ranking first in recent obesity statistics, physical exercise should be high priority.

Greenways enhance the sense of place and pride in a community. The planning and development of greenways naturally lead to the formation of broad-based partnerships, bringing together groups, leaders and businesses. As popularity for recreational greenways increase, the tourism industry will continue to grow providing new marketing opportunities and increased employment around trails.

KEY FINDINGS FROM A GREENWAY PROXIMITY STUDY
<http://atfiles.org/files/pdf/grnwyproxBC.pdf>

Urban land adjacent to a privately owned greenbelt (actually rural farmland) in Salem, Oregon was worth \$1,200 more per acre than land more than 1,000 feet away.

The total value of the neighborhood near a greenbelt in Boulder, Colorado was \$5.4 million more than if there hadn't been a green belt.

Houses that faced the park sold for 7 to 23 percent more than homes one block from the park. Homes that backed up onto the park sold at prices similar to houses one block away.

FOCUS AREA 6 - Ridgeland Southeast Redevelopment West

The following are implementation strategies needed to accomplish the concepts shown in the focus area plan.

PROJECTS	PROGRAMS	POLICIES
6W.1 Build Purple Creek Trail	6W.4 Prepare a Pattern Book to guide residential redevelopment.	6W.5 Recruit developers for Patternbook repairs/remodeling of older homes in targeted neighborhoods.
6W.2 Build sidewalks and crosswalks in residential areas		
6W.3 Make street repairs/resurface and mark bike lanes on key neighborhood streets		

	EDUCATION	ECONOMIC DEVELOPMENT	LIVABILITY	INFRASTRUCTURE	CONSERVATION GOAL	QUALITY GOAL	CONNECTIVITY GOAL	IMAGE GOAL	INNOVATION (0-10)	SAFETY (0-8)	FUNCTION (0-5)	AESTHETICS (0-3)	TOTAL
6W.1	Y	Y	Y	Y	Y	Y	Y	Y	5	6	5	2	26
6W.2		Y	Y	Y		Y	Y	Y	1	6	5	2	20
6W.3		Y	Y	Y		Y	Y	Y	1	4	3	3	17
6W.4	Y	Y	Y		Y	Y		Y	7	3	5	3	24
6W.5	Y	Y	Y			Y		Y	5		3	3	16



AERIAL IMAGE

- 6w.1** Build Purple Creek Trail.
 Description: This project will include the construction of a multi-use trail along Purple Creek from County Line Road to Freedom Ridge Park. Lighting and landscaping will also be included in this project.
 Total Resource Allocation \$2,720,000.00*
- 6w.2** Build sidewalks and crosswalks in residential areas.
 Description: This project includes the construction of concrete sidewalks in the residential areas along Greenfield Drive, South Wheatley Drive, Pear Orchard Road and Squirrel Hill Drive.
 Total Resource Allocation \$1,190,000.00*
- 6w.3** Make street repairs/resurface and mark bike lanes on key neighborhood streets.
 Description: This project will include resurfacing existing roads and striping for bike lanes along various roadways within targeted residential redevelopment areas.
 Total Resource Allocation \$1,630,000.00*

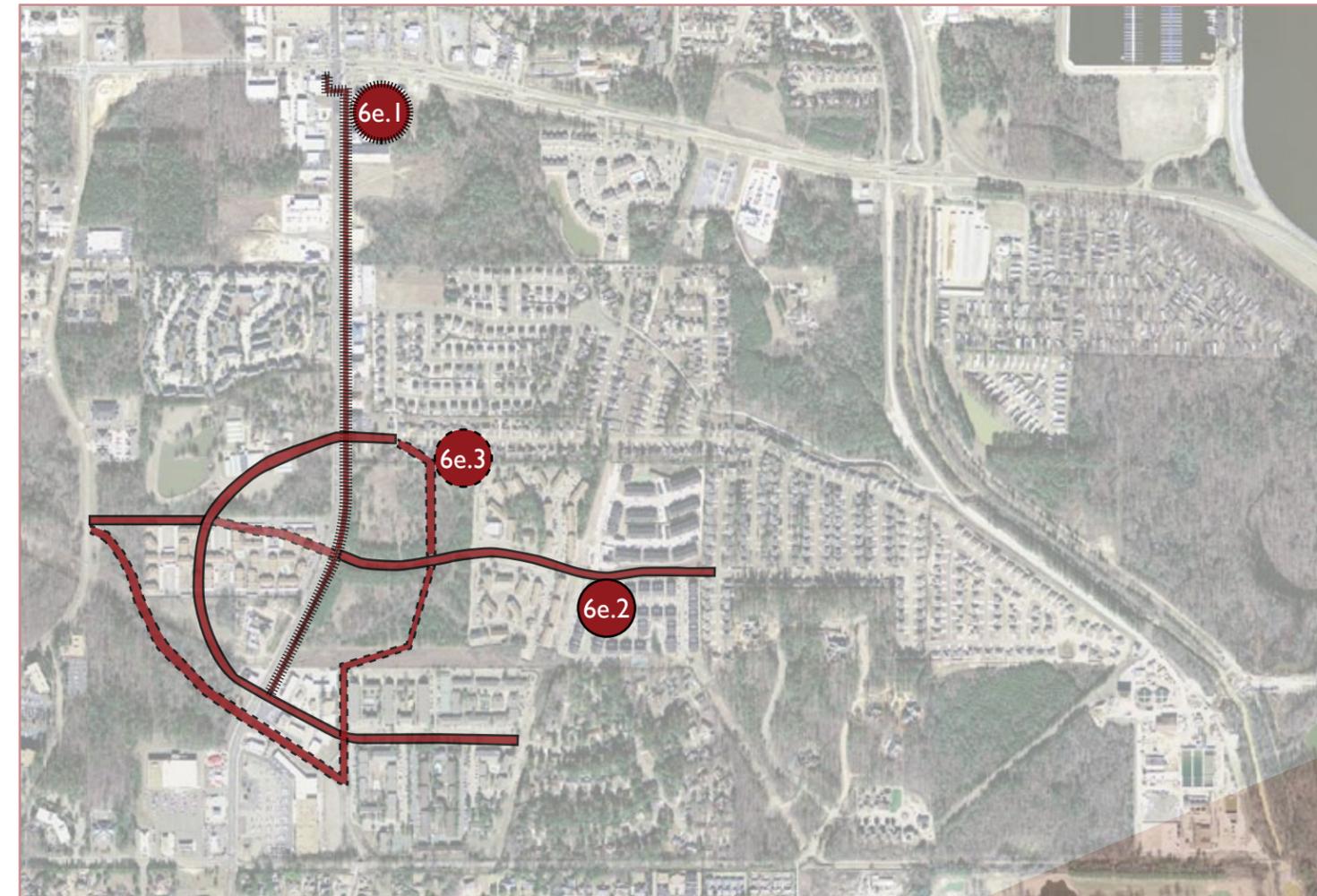
*The project summaries and ROM resource allocation were prepared by Waggoner Engineering, Inc as part of RAMP project

FOCUS AREA 6 - Ridgeland Southeast Redevelopment East

The following are implementation strategies needed to accomplish the concepts shown in the focus area plan.

PROJECTS	PROGRAMS	POLICIES
6E.1 Extend Old Canton Bikeway to Pineknoll Rd. 6E.2 Build streetscape enhancements to Pineknoll and Linclonshire Roads. 6E.3 Develop bikeway along School Creek with connections into redevelopment area.	6E.4 Work with private developers to complete a model Cottage Development.	6E.5 Establish Cottage Development zoning classification with incentives for targeted areas. 6E.6 Re-zone as required to accomplish Focus Area concepts.

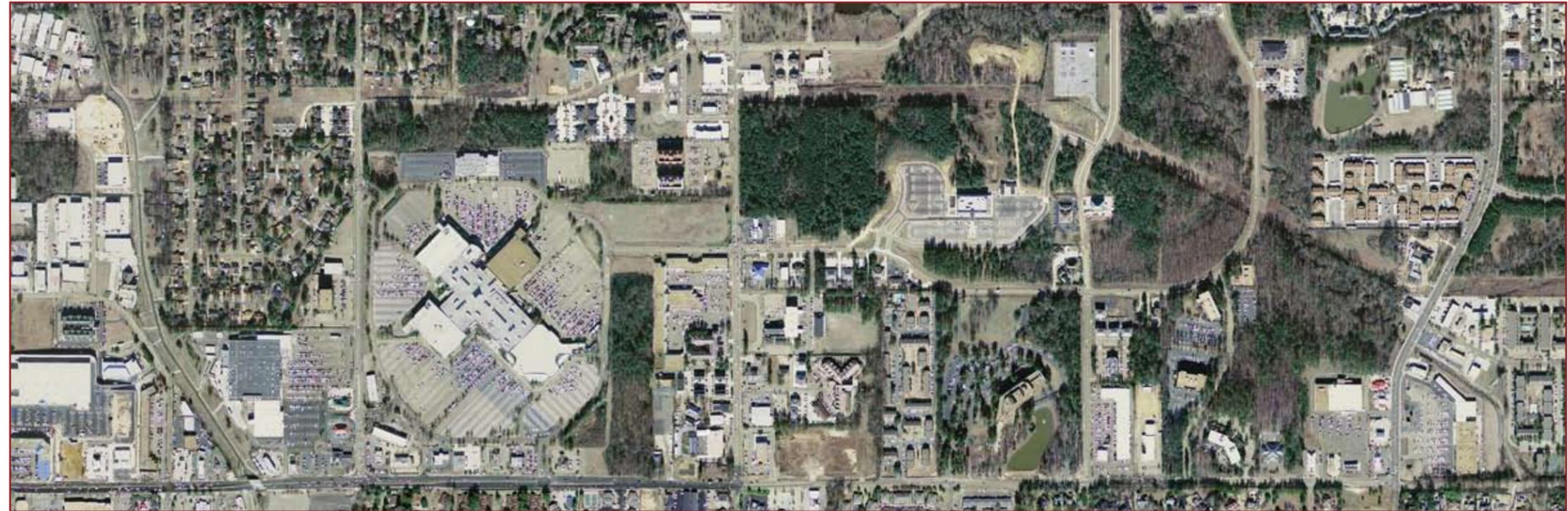
	EDUCATION	ECONOMIC DEVELOPMENT	LIVABILITY	INFRASTRUCTURE	CONSERVATION GOAL	QUALITY GOAL	CONNECTIVITY GOAL	IMAGE GOAL	INNOVATION (0-10)	SAFETY (0-8)	FUNCTION (0-5)	AESTHETICS (0-3)	TOTAL
6E.1		Y	Y	Y		Y	Y	Y	3	5	5		19
6E.2		Y	Y	Y		Y		Y	1	3	2	3	14
6E.3	Y	Y	Y	Y	Y	Y	Y	Y	5	6	5	2	26
6E.4	Y	Y	Y	Y	Y	Y		Y	10	8	5	3	33
6E.5	Y	Y	Y		Y	Y		Y	5		3	2	16
6E.6	Y	Y	Y	Y	Y	Y	Y	Y	3		0	2	13



AERIAL IMAGE

- 6e.1** Extend Old Canton Bikeway to Pine Knoll Road.
 Description: This project includes the construction of a multi-use trail along Old Canton Road from Lake Harbour Drive to Pine Knoll Drive.
 Total Resource Allocation \$930,000.00*
- 6e.2** Construct streetscape enhancements to Pine Knoll, Lincolnshire, William Blvd and new road on west side to Northpark.
 Description: This project will be a public / private redevelopment effort that will include the construction of roadway enhancements to Pine Knoll Drive, William Boulevard, and Lincolnshire Boulevard by adding a landscaped median to the existing roadway. In addition, a new road that provides a loop from Lincolnshire to Pine Knoll Drive with a connector road to Northpark Drive will be constructed. All roads will include the associated lighting, landscaping and multi-use trails.
 Total Resource Allocation \$22,890,000.00*
- 6e.3** Develop bikeway along School Creek with connections into redevelopment area.
 Description: This project will include the construction of a multi-use trail along School Creek from Mule Jail Road to Northpark Drive. Lighting and landscaping will also be included in this project.
 Total Resource Allocation \$1,815,000.00*

*The project summaries and ROM resource allocation were prepared by Waggoner Engineering, Inc as part of RAMP project



AERIAL IMAGE

FOCUS AREA 7 - NORTHPARK DISTRICT

Extents:

County Line Road to Towne Center Blvd. (approximate)
 (E-W) Hwy. 51 to Old Canton Rd. (approximate)

The Challenge:

To provide concepts for the establishment of a Northpark District that includes Northpark Mall and other surrounding properties in order to expand and elevate the quality of development and preserve the health and vitality of this important economic resource for the City while making it even more accessible to the community. To accomplish this, the area will probably be designated a Special Overlay District with design guidelines.

Background:

On the Draft Plan, this area appears as the eastern anchor of the Core Areas along the southern edge of the city adjacent to Jackson. It spans from Highway 51 in the west to Old Canton Road in the east and will eventually serve as a bridge to the future Harbor Walk development along the reservoir. Providing easy access to shopping and jobs for the most densely populated part of Ridgeland, the area also serves as a regional shopping destination for Jackson and a variety of other satellite communities. The Draft Plan identifies this area as a Core Area due to its existing economic importance and its potential to further strengthen the quality and vitality of the southern part of the city against any negative influences.

The area is flanked on both sides by areas of Ridgeland that have declined recently. One of the principal objectives for this Core Area is to become the catalyst for positive redevelopment in these declining areas.

The Focus Area includes Northpark Mall, Walmart, Lowe's,

and several other large retailers along with a variety of other retail chain stores, restaurants, hotels and service companies. Across County Line Road in Jackson is a major retail district in its own right. Together these areas attract shoppers from Ridgeland, Jackson, and surrounding areas. Northpark Mall has been an important economic engine for the City for many years. During its early years, the mall attracted considerable satellite development and economic activity which was unfortunately developed in a chaotic manner creating a poor image and substantial traffic congestion on County Line Road. With the coming of the Renaissance Center and the evolving characteristics of shoppers, the shopping district will have to "re-tool" to some extent to maintain robust participation in the retail arena.

The shopping public of today demands a higher quality environment and a more pleasant shopping experience that feels safe and communicates high quality and value. This will require that existing and new development in the area be raised to a higher standard than is currently being used. It will also require that a strong concept be developed for the surrounding undeveloped parcels and for enhanced infrastructure in the area. It should take advantage of the close proximity of both residential areas and the dense clustering of hotel establishments located within the core, perhaps providing pedestrian access to the shopping district.

A public (or combination public/private) green space/ community space should be included as a "place maker" and green space conservation should be part of the concept. Strong connections to other core areas would also be advantageous as would enhanced streetscapes and a recognizable image. As one of the Core areas, some concepts previously mentioned for improving and expanding include a reconfigured mall to include both indoor and outdoor shopping experiences, a "transit core", "a health-care core", and an expanded regional shopping core. Livability assets must be improved and a more integrated approach to design and infrastructure development must be part of any of these concepts.

The area is currently zoned commercial surrounded by medium and high density residential. Some mixed-use development may be beneficial in the proposed concept in order to bring twenty-four hour occupancy to the area.

One key concept explored in the Master Plan is the idea of incorporating a medical care facility/campus into the shopping district. The advancing age of Ridgeland's population along with the convenience of attaining health care in a mixed use development could bring a great amount of positive energy into the shopping district. It would also bring high paying jobs into the shopping district which would help propel other segments of the economy.



LOCATOR MAP

GOALS CHECKLIST

How can we:

- Preserve/conserves/create green space?
- Promote a relaxed atmosphere?
- Improve non-auto connectivity?
- Improve image of Ridgeland?
- Help to promote Ridgeland heritage and culture?
- Promote quality development?
- Encourage redevelopment in declining areas?

QUALITY OF LIFE ELEMENTS CHECKLIST

How can we help improve the balance between:

- Infrastructure
- Education
- Livability
- Economic Development



SCORECARD

- 1. CONSERVATION GOAL** ✓

To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.
- 2. QUALITY GOAL** ✓

To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.
- 3. CONNECTIVITY GOAL** ✓

To preserve, improve and take advantage of Ridgeland's convenient access to the surrounding communities while improving internal connectivity and ease of movement.
- 4. IMAGE GOAL** ✓

To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.

EXISTING CONDITIONS



PROPOSED STRATEGY



- 1** MALL GATEWAY EAST
- 2** FUTURE TRANSIT CENTER
- 3** MALL GATEWAY WEST
- 4** MEDICAL USE
- 5** HOTEL DISTRICT
- 6** NEW ROADS
- 7** TRAILS LINKAGE
- 8** SOUTH GATEWAY

Analysis:

Northpark Mall has been a driving economic engine for the City of Ridgeland for many years. While it is still a thriving commercial enterprise, indoor malls around the country are falling on hard times as an ever increasing number of shoppers opt for “big box” discount stores and “life style center” shopping venues. This affect has already taken some of the luster away from the Northpark experience, and as an ever increasing number of new shopping opportunities sprout up in Ridgeland it is sure to continue to lose market share unless changes are made. It has not helped that much of the surrounding retail area was developed without clear direction and integration and that much of the older housing stock is out of style.

In addition to the lack of design and development guidelines, inadequate roadway infrastructure has complicated the issue. The shopping district has relied almost solely upon County Line Road for access which has caused traffic congestion.

Response:

Rather than wait for a downturn, the Master Plan recommends an aggressive strategy for restoring a competitive position for the Northpark District. It includes engaging Northpark Mall owners and other business owners, developers, and medical providers in a cooperative effort with the City to improve infrastructure and amenities to create a well integrated and beautiful Northpark District with a local transit center, connecting bike trails, mixed use residential, inter-connected open space and highly desirable outdoor shopping connections to the mall. It will also require parking structures to mitigate for lost surface parking. This strategy complies with the Master Plan Goals as follows:

Goal 1 - By delineating undeveloped areas as “conservation areas”, all new development will be required to conserve green space. These spaces are linked together to create a series of open space trails and for storm water retention areas within the district enhancing the quality of development and environment.

Goal 2 - Improvements to infrastructure and design guidelines for the shopping district will help ensure that all new development/ redevelopment meets rigorous standards and compliments the entire district.

Goal 3 - Several new roads are proposed including a new connection to Highway 51 which will relieve some of the congestion from County Line Road and easing access from the north. Proposed bikeways, sidewalks and trails add non-auto connectivity to existing neighborhoods, hotel districts and parks thus creating real connections between the mall and the community. The proposed Transit Center for local shuttles would also reduce traffic and reduce pressure on parking.

Goal 4 - The image goal will be achieved through the implementation of design guidelines for the Northpark District. The guidelines will address both public and private improvements, conservation of green space, architectural standards and landscaping. The goal is to achieve an integrated and harmonious district.



Northpark Mall

Northpark Mall has fallen victim to many of the problems that afflict similar indoor shopping malls around the country - changes in the neighborhoods surrounding it, stressed connecting infrastructure, and the changing tastes of American shoppers. In order to avoid a costly decline in the vitality of the Northpark District, considerable public and private investment will have to be made. A major advantage in the case of Northpark Mall is the fact that it is part of a larger retail-focused area that creates a “critical mass” that attracts further investment.

The approach of the Master Plan has been to seek opportunities to continue building upon this advantage through diversification and through transformation of the mall area into a more connected, more modern and more community oriented shopping experience.

Northpark Mall will always be a regional shopping hub. The Master Plan concepts seek to increase its share of the local shopping market by creating stronger connections to the neighborhoods, streets and adjacent areas. By creating outdoor shopping streets within and extending from the Mall several things are accomplished:

- Better connections to surrounding supporting residential development, retail and services.
- Offering both indoor shopping comfort with an outdoor shopping experience.
- Energy is created to stimulate other complimentary development in the area to keep the Northpark District vital.

PROPOSED MALL GATEWAY WEST

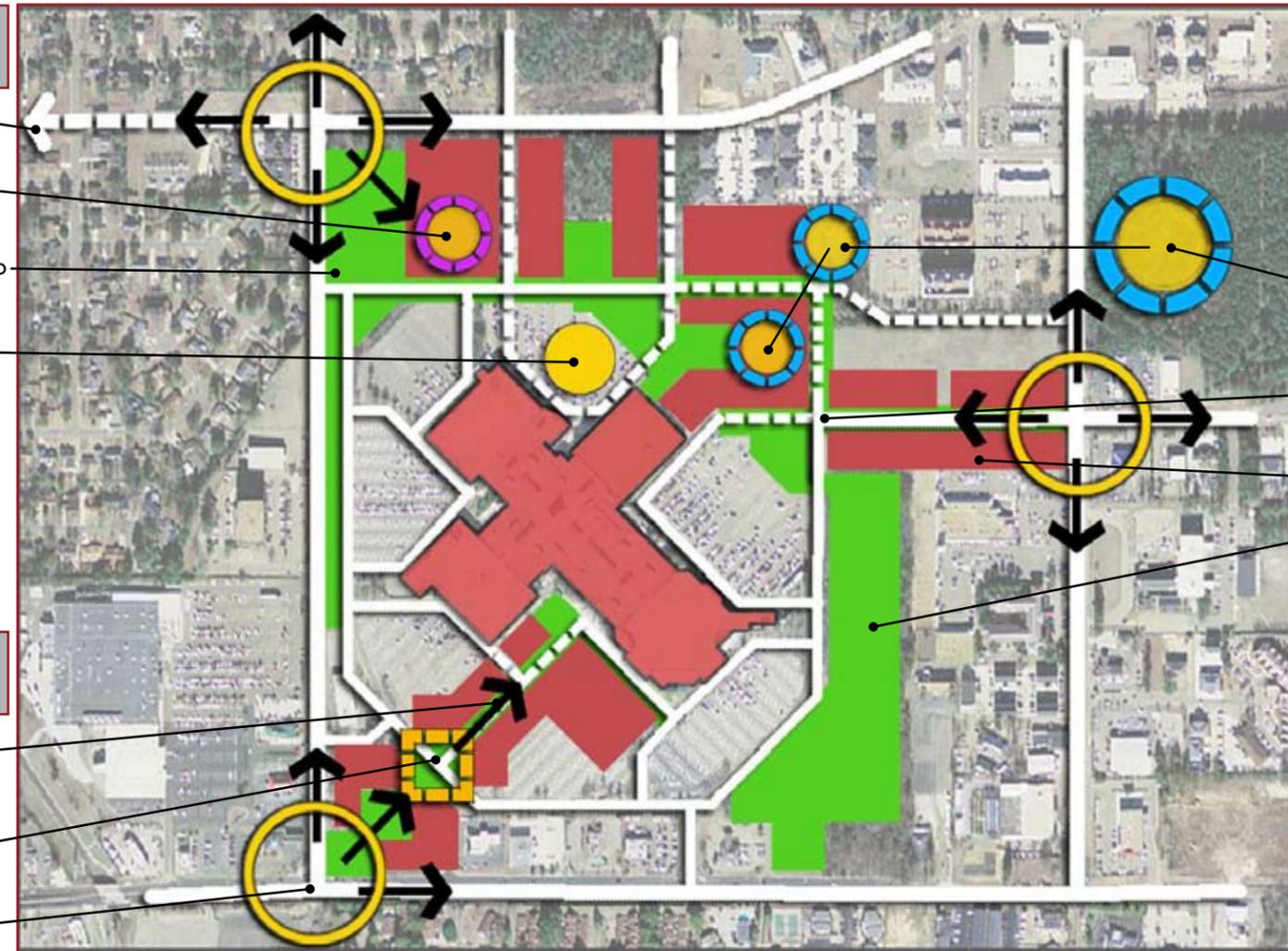
- New Connecting Road to Hwy. 51
- Ridgeland Transit Center with Structured Parking
- New Green Space and Connection to Neighborhoods
- New Green Space and Structured Mall Parking

PROPOSED MALL GATEWAY SOUTH

- New Outdoor Shopping Street Connected to Mall
- New Vista from Corner through Green Space to “Northpark Square”
- Mall Presence at County Line Road

PROPOSED MALL GATEWAY EAST

- New Medical Services Complex Connected to Mall and Structured Parking
- New Outdoor Shopping Street Connected to Mall
- New Mixed Use Residential/Retail
- New Green Space Connections and Retention Areas



As shown in the diagram above, this concept is accomplished through the implementation of three new Mall Gateways. Done in phases, these new gateways will firmly tie the Mall to the community while providing an exciting, state of the art shopping venue. A new street connection to Hwy. 51 will relieve some of the pressure from the over-burdened County Line Road and creates a new entrance and a new development envelope for the Northpark District.

Other new infrastructure connections create opportunities for complimentary development and ease of movement, along with a more aesthetically appealing experience. Considerable investment will have to be made for structured parking which can double as ground level retail in some cases. Green space in the form of enhanced storm water retention areas soften the environmental impact while adding educational and recreational opportunities.

An integral part of the concept is a transit center. Providing people with safe, easy to use, efficient transportation options is critical as Ridgeland grows into a mature city. This service does not have to be the tired city bus concept but could and should be something innovative. A local shuttle service between Core Areas would be an appropriate



response to Ridgeland’s needs while providing ready acces to many of the City’s most popular areas - Freedom Ridge Park, Renaissance Center, Harbor Walk, the Natchez Trace Craft Center, and others. Locating a hub facility in between the Shopping and Hotel Districts will draw shoppers and create shared parking opportunities.



Finally , diversification is achieved by the inclusion of medical services. Ridgeland’s aging population is an embedded market for medical services. Combined with shopping, transit, and open space these facilities would add yet another way to attract people into the Northpark District while creating good jobs in the area (see next page).





Medical Complex

As can be seen in the Land Use Plan component of the Master Plan, one of the strategies for keeping southeast Ridgeland vital is through a combination of three things:

- Sustain the density of development to take advantage of the area’s accessibility by introducing mixed use residential component into the large retail/office component
- Provide more amenities for residents in this densely populated area
- Provide a wider range of services to the population

One of the most glaring gaps in Ridgeland’s economic and service profile is the lack of medical care facilities. The growing age of the population, accessibility issues, a bulging national retirement population and rapid changes in the health care delivery system seem to be a perfect fit for Ridgeland (not to mention the large number of medical professionals who currently live in the City).

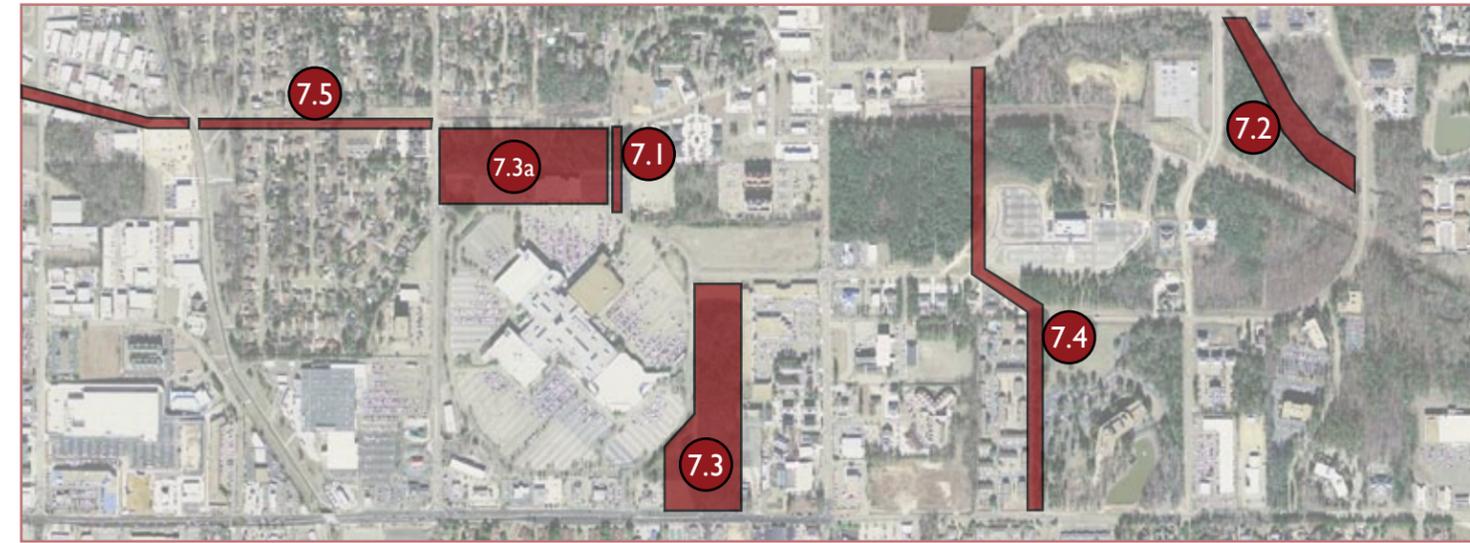
The Master Plan sees enormous opportunities in working cooperatively with healthcare service providers, private developers, and City offices to provide this critical component in an integrated fashion within the Northpark District. Its proximity to other services, residential areas, the Hotel District, existing critical infrastructure, education facilities and an abundance of available property all combine to create the potential for a dynamic stimulus for southeast Ridgeland.

FOCUS AREA 7 - Northpark District

The following are implementation strategies needed to accomplish the concepts shown in the focus area plan.

PROJECTS	PROGRAMS	POLICIES
7.1 Extend Arbor Drive to Ring Road. 7.2 Develop Greenway/Bikeway along School Creek with connections/ extensions 7.3 Acquire properties for retention area greenways and Transit Center. 7.4 Build new streets from County Line Road to Northpark Dr and from Northpark Dr to Towne Center Blvd 7.5 Build extension of Towne Center Blvd to Hwy. 51 7.6 Add sidewalks to all major streets	7.7 Work with Northpark Mall owners to incorporate Focus Area concepts into mall renovations/expansion (including enhanced retention ponds, shopping streetscapes, parking structures medical use development, transit center and trails connectivity).	7.8 Rezone to include Conservation Development, Mixed Use, Medical Use and Hotel District classifications. 7.9 Establish special Shopping District Classifications to promote density, scale, and improve access. 7.10 Work with property Owners to Develop policy for merging/connecting parking areas between adjacent stores

	EDUCATION	ECONOMIC DEVELOPMENT	LIVABILITY	INFRASTRUCTURE	CONSERVATION GOAL	QUALITY GOAL	CONNECTIVITY GOAL	IMAGE GOAL	INNOVATION (0-10)	SAFETY (0-8)	FUNCTION (0-5)	AESTHETICS (0-3)	TOTAL
7.1		Y	Y	Y		Y	Y	Y	2	6	5	2	21
7.2	Y	Y	Y	Y	Y	Y	Y	Y	1	1	4	3	17
7.3	Y	Y	Y	Y	Y	Y	Y	Y	3	1	3	2	17
7.4		Y	Y	Y		Y	Y		1	3	3	1	13
7.5		Y	Y	Y		Y	Y	Y	7	5	5	3	26
7.6		Y	Y	Y		Y	Y	Y	2	7	5	3	23
7.7	Y	Y	Y	Y		Y		Y	5	3	5	3	22
7.8	Y	Y	Y	Y	Y	Y		Y	5		5	3	20
7.9		Y		Y	Y	Y		Y	3		2	2	12
7.10	Y	Y	Y	Y		Y	Y	Y	6	8	5	3	29



AERIAL IMAGE

- 7.1** Extend Arbor Dr. to Ring Road
 Description: This project will include the construction of a road which will connect Arbor Drive to Ring Road. The new road will be three lanes and include associated landscaping, lighting, and multi-use trail connections. This road will be designed to serve as a new access point / entrance to Northpark Mall.
 Total Resource Allocation \$1,370,000.00*
- 7.2** Develop Greenway/Bikeway along School Creek with connections/extensions
 Description: This project will include the construction of a multi-use trail along School Creek from Northpark Drive to Towne Center Boulevard. Lighting and landscaping will also be included in this project.
 Total Resource Allocation \$1,500,000.00*
- 7.3** Acquire properties for retention area
 Description: This project will include the acquisition of property for area drainage improvements and enhancements as necessary.
 Total Resource Allocation \$5,640,000.00*
- 7.3a** Acquire properties for Transit Center
 Description: This project will include the acquisition of property for a future transit center located between Towne Center Boulevard and Northpark Mall.
 Total Resource Allocation \$4,800,000.00*
- 7.4** Build new streets from County Line Road to Northpark Drive and from Northpark Drive to Towne Center Blvd.
 Description: This project will include the construction of two-lane roads from County Line Road to Northpark Drive and from Northpark Drive to Towne Center Blvd.
 Total Resource Allocation \$4,470,000.00*
- 7.5** Build extension of Towne Center Blvd. to Hwy 51.
 Description: This project will include the construction of a two-lane divided road connecting Highway 51 and Towne Center Boulevard. This project will also include associated lighting, landscaping and multi-use trails.
 Total Resource Allocation \$6,510,000.00*

*The project summaries and ROM resource allocation were prepared by Waggoner Engineering, Inc as part of RAMP project



FOCUS AREA 8 - COSTAS LAKES

Extents:

Highland Colony Parkway to Livingston Road
West County Line Road and north one mile (approximate)

The Challenge:

To stimulate positive growth in the southwest part of the city that reflects the goals of the master plan and helps to create new housing opportunities (including moderate income housing), and to create jobs and anticipate the future needs of the western part of the city. Revisions may be required to the existing land use plan as well as proposed changes and additions to the transportation plan and recreation and parks master plan.

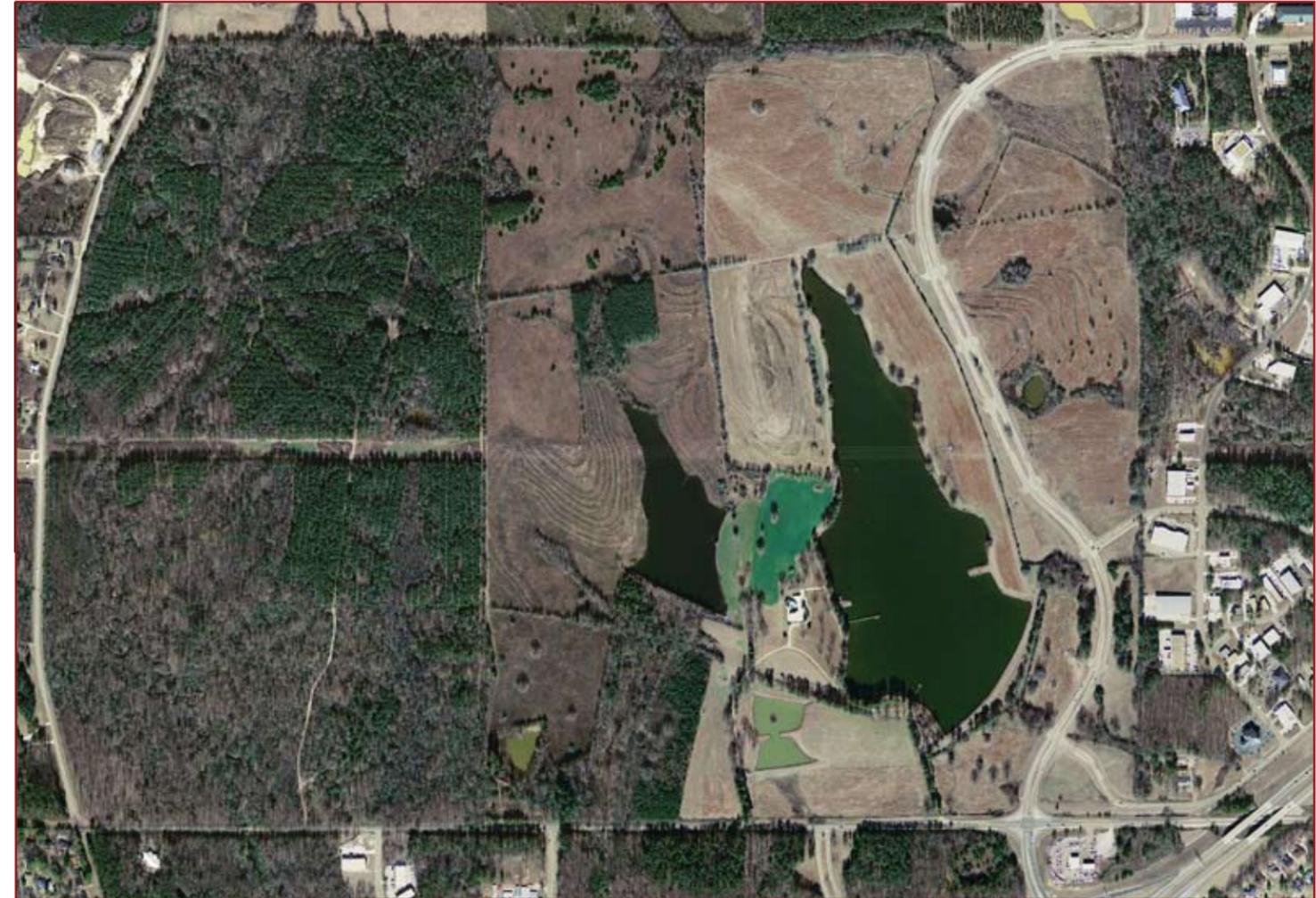
Background:

In the Draft Land Use Plan, this area appears as a westerly extension of the central core areas, much as the Northpark District does on the east side of the core areas. The effect of planning on this area should be to stimulate further development of the new annexed area in a positive way and take advantage of the area's many existing and potential assets. It will form the western base for the city and provide a qualitative transition from northwest Jackson.

Key elements include existing infrastructure, I-220 and Highland Colony Parkway frontage, proximity to Tougaloo, Old Agency Overlay District, and connections to other Core Areas. The area is currently underdeveloped and the draft plan cites the development of the Costas Lakes property as having the potential to become a major retail node to anchor the city's presence in the southwest and as a stimulus for further development in the newly annexed area.

The area is currently awaiting new zoning designations in the updated Comprehensive Plan. Areas currently zoned special use may have to be expanded to accommodate the expanded green space conservation areas. Greenways along the drainage basins should be preserved along with the adoption of a green space conservation plan with emphasis on preserving the scenic quality of Highland Colony Parkway and the southern edge of Ridgeland. Good views to development from I-220 should be preserved. Another thought was to connect Tougaloo College both physically and thematically to this area by way of encouraging medical research to come into the Technical Industrial Park area. Additional concepts included planning space for future schools expansion, possible municipal golf course, and a regional park addition within the area to serve the future additional study area and Annex Area populations. Possible light industrial land uses might be considered in the extreme southwest corner of the additional study area to be linked by rail spur to the Illinois Central line located just outside the city limits.

Major emphasis should be upon creating an important southwestern gateway to the city involving Interstate 220, Highland Colony Parkway and County Line Road. High quality development here will require cooperation between Ridgeland and Jackson and will be of mutual benefit. Future development may respond to efforts south of County Line Road (see photo at right) and with existing development in the Technical Industrial Park east of Highland Colony Parkway.



AERIAL IMAGE

GOALS CHECKLIST

How can we:

- Preserve/conserves/create green space?
- Promote a relaxed atmosphere?
- Improve non-auto connectivity?
- Improve image of Ridgeland?
- Help to promote Ridgeland heritage and culture?
- Promote quality development?
- Encourage redevelopment in declining areas?

QUALITY OF LIFE ELEMENTS CHECKLIST

How can we help improve the balance between:

- Infrastructure
- Education
- Livability
- Economic Development



LOCATOR MAP



ANALYSIS

Since its recent annexation, this key area has been unnecessarily hampered by lingering issues from its time as part of the City of Jackson. While it has very good access to Interstate 220 and via Highland Colony Parkway, it has image challenges. Ridgeland's Comprehensive Plan and Transportation Plan each call for the addition of an east-west artery from Highland Colony to Livingston Road which would add important connectivity to the area. The Comprehensive Plan also indicates a green buffer immediately north of County Line Road as a scenic separation between Ridgeland and Jackson. Finally, the Costas Lakes property provides an appealing setting for significant new development and could be the catalyst for initiating and modeling positive development in this sector of the City.

RESPONSE

The concept for this focus area places great emphasis upon creating a value added edge along County Line Road. Due to persistent perception problems and the fact that County Line Road is a major access to the landfill for garbage trucks, it will be difficult to attract quality development along this corridor. Responding to the Comprehensive Plan this concept shows the creation of articulated green space along this boundary in the form of a public/private golf course. While expensive to build, a golf course provides several important functions as:

- A buffer between Ridgeland and Jackson
- A statement of quality on County Line Road
- A new recreational offering for Ridgeland citizens
- A high-value edge for properties to the north and south
- A positive integration of wooded areas and drainage ways

New residential development could then be encouraged along the golf course edges and along the waterways and lakes on the Costas Lakes properties in a secure and very scenic environment.

A major retail node is envisioned at the northern end of the large lake with access to Highland Colony Parkway and the new east/west connector to Livingston (see schematic sketch next page). Accompanied by office and mixed-use commercial and residential development along the lake edge and across the parkway and a compact and relatively dense core of activity and commerce could effectively anchor southwest Ridgeland and stimulate other positive development in the area. Potential for interconnecting all these features with bicycle trails, future schools and regional park space to the west would create a truly walkable community within the city with access to jobs, shopping, schools and recreational opportunities.

EXISTING CONDITIONS



- TECHNICAL INDUSTRIAL PARK
- FORESTED
- UTILITY R.O.W.
- NEW ROAD

PROPOSED COSTAS LAKES



NEW REGIONAL PARK	HIGH INTENSITY COMMERCIAL	RESIDENTIAL	GOLF COURSE
GOLF CLUB HOUSE	MEDIUM INTENSITY COMMERCIAL	HIGH DENSITY RESIDENTIAL	CITY GATEWAY
NEW EAST/WEST ROAD	ESTATE RESIDENTIAL	MIXED-USE RESIDENTIAL / COMMERCIAL	CONSERVATION DEVELOPMENT
EXISTING TIP			

SCORECARD

1. CONSERVATION GOAL

To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.

2. QUALITY GOAL

To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.

3. CONNECTIVITY GOAL

To preserve, improve and take advantage of Ridgeland's convenient access to the surrounding communities while improving internal connectivity and ease of movement.

4. IMAGE GOAL

To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.



COSTAS LAKE CORE

Ridgeland has a firmly established reputation as a regional shopping destination. For the past twenty years, Northpark Mall has served the area as the premier indoor shopping mall. With new owners and potentials, Northpark Mall will continue to thrive. The soon to open Renaissance at Colony Park and proposed Harbor Walk will compliment the regional shopping offerings and serve north, south and east Ridgeland with great shopping opportunities and important job-creating commerce. To complete the picture, the Master Plan proposes a major commercial node on the southwestern border of Ridgeland.

Drawing upon access to Interstate 220, Highland Colony Parkway and the high potential expansion area west of Ridgeland, the creation of a major retail node north of Costas Lake will provide the City with another great opportunity to capture regional commerce. Furthermore, with careful planning and execution, this development will have several advantages. Like Harbor Walk, this development will have a waterfront appeal. Like Renaissance, it will have the opportunity to include mixed-use and new shopping design that is in great demand. Like Northpark Mall, it will have plenty of space and easy access for regional shoppers. All these assets along with proximity to a new golf course and high-end golf course residential development and connecting trails to regional parks, schools and neighborhoods nestled in forested hills combine to create great potential for a high quality of life centered community in southwest Ridgeland.

The scheme calls for intense development around the commercial core and expansion of office commerce across Highland Colony Parkway. The lake edge is featured as common green space allowing for linkage with recreation and residential areas.

LAKE EDGE SHOPPING AND RECREATION



FOCUS AREA 8 - Costas Lakes

The following are implementation strategies needed to accomplish the concepts shown in the focus area plan.

PROJECTS	PROGRAMS	POLICIES
8.1 Continue development of new sanitary sewer improvements.	8.3 Develop partnership with developers and golf construction/management professionals to codevelop a municipal golf course along northern edge of County Line Rd. 8.4 Recruit developers to build the retail node and mixed use development at the north end of Costas Lake.	8.5 Re-zone to accommodate Focus Area concepts including Mixed Use areas, Conservation Residential and Commercial Development, and PURD's.
8.2 Build the east-west collector road from Highland Colony Parkway to Livingston Road.		

	EDUCATION	ECONOMIC DEVELOPMENT	LIVABILITY	INFRASTRUCTURE	CONSERVATION GOAL	QUALITY GOAL	CONNECTIVITY GOAL	IMAGE GOAL	INNOVATION (0-10)	SAFETY (0-8)	FUNCTION (0-5)	AESTHETICS (0-3)	TOTAL
8.1		Y	Y	Y					1	5	5		14
8.2		Y	Y	Y		Y	Y	Y	3	5	5	3	22
8.3	Y	Y	Y		Y	Y	Y	Y	8	1	5	3	24
8.4	Y	Y	Y		Y	Y	Y	Y	5	1	5	3	21
8.5		Y	Y		Y	Y	Y	Y	1	1	5	3	16



AERIAL IMAGE

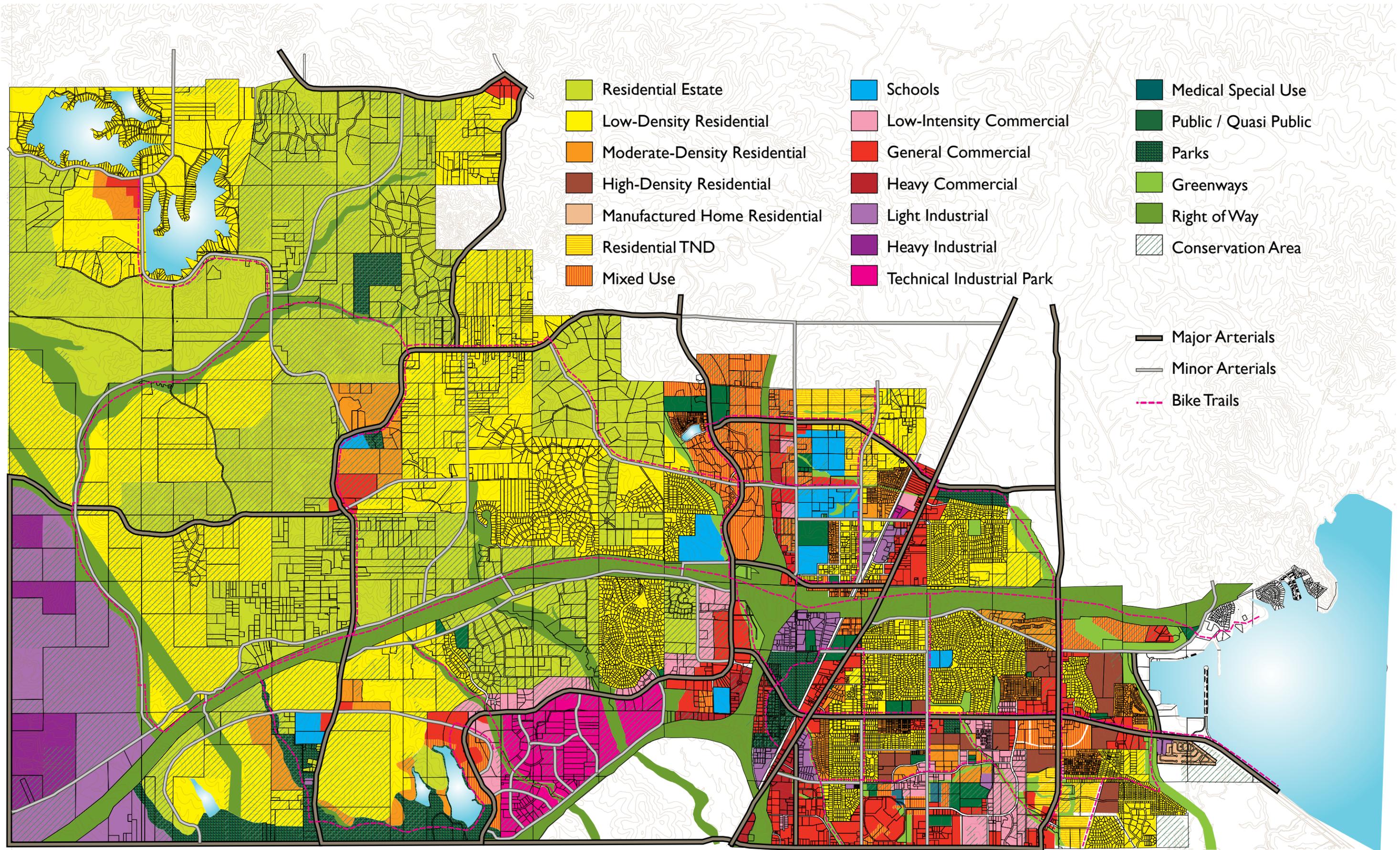
8.1 Continue development of new sanitary sewer improvements.
Description: This project will include the proposed sanitary sewer and water distribution system improvements for the southern and eastern sections of the proposed development area. These sections basically include the golf course, commercial and residential land uses.

Total Resource Allocation \$5,090,000.00*

8.2 Build the east-west collector road from Highland Colony Parkway to Livingston Road.
Description: This project will include the construction of a two-lane divided road that will connect Highland Colony Parkway with Livingston Road. This road will also include the associated lighting, landscaping and multi-use trails.

Total Resource Allocation \$5,560,000.00*

*The project summaries and ROM resource allocation were prepared by Waggoner Engineering, Inc as part of RAMP project



The proposed Land Use Master Plan on the preceding page (see inset this page) marks a significant departure for the Ridgeland area in its approach to establishing future land use patterns and accompanying transportation infrastructure. This new approach is a reflection of a variety of influences:

- the dictates of the land,
- the expressed wishes of the community obtained through the community visioning process,
- the attempt to balance the four key elements of community sustainability, and
- the use of best planning practices including innovations such as “Green Infrastructure”, “Conservation/Cluster Development” and “Transit Oriented Development”.

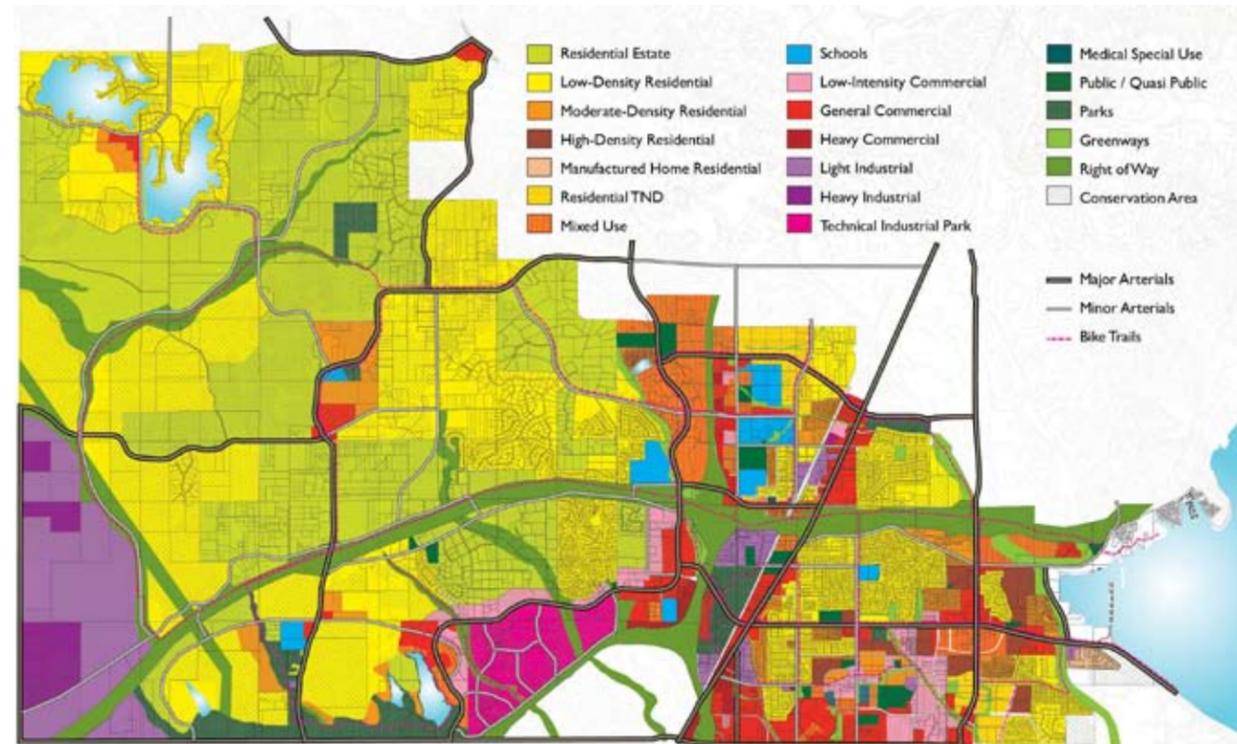
Some of the key concepts are outlined below.

Transportation Issues

This plan is an expression of an attempt to plan land use and transportation as an integrated whole. It is essential to adopt a proactive approach that avoids common pitfalls. In this approach, priority land uses are identified first, and appropriate transportation is designed to support the desired land use outcome. In too many cases, transportation precedes land use planning. Undisciplined development follows and eventually overwhelms transportation capacity leading to traffic congestion, costly transportation up-grades, and reduced property values.

The recommended transportation network shown on the Ridgeland Area Master Plan provides a clear plan that looks far into the future so that right-of-way purchase and roadway development can be accomplished in an orderly and cost-efficient manner. Some key components are:

- The plan recommends establishment of an orderly arrangement of Major and Minor Arterials which would then be supplemented by collectors and smaller roadways. Using as many existing roadway corridors as possible, major arterials occur at approximately 3 mile intervals while minor arterials occur at approximately one mile intervals. This arrangement provides a high level of connectivity allowing alternative routes to most destinations and reduced pressure on individual routes.
- The plan also recommends the completion of a comprehensive trail system that builds upon the existing trail framework. Utilizing the Natchez Trace, greenways, and bike lanes along existing and proposed roads, the trail system adds health, recreation and conservation benefits in addition to providing transportation alternatives. It is critical to adopt this trail system and integrate it totally into the transportation scheme so that right-of-way purchases for future roads can include extra widths at the outset. Doing so can significantly reduce implementation costs when compared to “after the fact” installation. This approach is also helpful when negotiating easements for other infrastructure; ie. sanitary sewer, water, and electric transmission lines.



Land Use Issues

Land use indicates more than the potential use of individual properties. Taken collectively, it defines the physical form of the community. The land use component of this master plan uses a mixture of traditional and innovative land use concepts to help shape the future of Ridgeland. It expresses the collective vision of its citizens and achieves the planning goals of creating a city that conserves open space, improves connectivity, encourages the highest quality development, and improves the image of the city. As such, the plan recommendations will require some changes in the way Ridgeland approaches zoning and rezoning issues.

- The plan recommends adopting a “cluster center” approach to help limit the linear spread of commercial development along major roadways. Doing so will help mitigate negative impacts on surrounding residential properties and alleviate traffic congestion for residential users. It also provides opportunities for better connectivity, improves community image, and creates desirable envelopes for creative new residential and mixed use development.
- The plan recommends the addition of a “Mixed Use” category to encourage high-quality, high density development which has the effect of stimulating markets and creating lively community spaces.
- The plan recommends adding “Traditional Neighborhood Development” and “Cottage Development” to the residential development options. These innovative concepts add much

needed flexibility to the housing market in Ridgeland. It will create opportunities to develop high-value, moderately priced residential in close proximity to jobs, and shopping and help provide support for the city’s public school system.

- The plan recommends extensive use of the “residual” property commonly found in floodways for the development of open space greenways. Some of the advantages include:
 - Preservation of green spaces, the character of the community, and the aesthetic image of the city.
 - Protects and enhances the storm drainage capacity of the community.
 - Provides recreational trail opportunities throughout the community through a green infrastructure network.
 - Provides connectivity between the residential, commercial, recreational, and educational areas of the city.
 - Provides buffering between what would normally be considered incompatible adjacent land uses.
 - Provides important environmental benefits such as storm water filtration, ground water recharge, and wildlife habitat.
- The plan introduces the use of “Conservation Overlays” intended to encourage and provide incentives for “cluster residential and commercial development” on undeveloped land that increases value, improves density, and preserves open space.
- The plan introduces the concept of “village clusters” in the

RAMP GOALS

Goal 1 - To improve the relaxed, small-town atmosphere of Ridgeland with an emphasis on conservation, and expansion of parks, trails and open space.

Goal 2 - To insist only on high-quality residential and commercial development reinforced by stringent code enforcement and redevelopment initiatives for declining areas.

Goal 3 - To preserve, improve and take advantage of Ridgeland’s convenient access to the surrounding communities while improving internal connectivity and ease of movement.

Goal 4 - To establish a strong identity through the development and implementation of a city-center complex and a positive image that communicates the true character of our city.

Additional Study Area. These villages, containing some commercial uses along with dense residential, would provide easy access to neighborhood shopping and entertainment and help reduce roadway needs by reducing frequent local trips. They are located close to open space and other public amenities and with good access to more distant regional offerings.

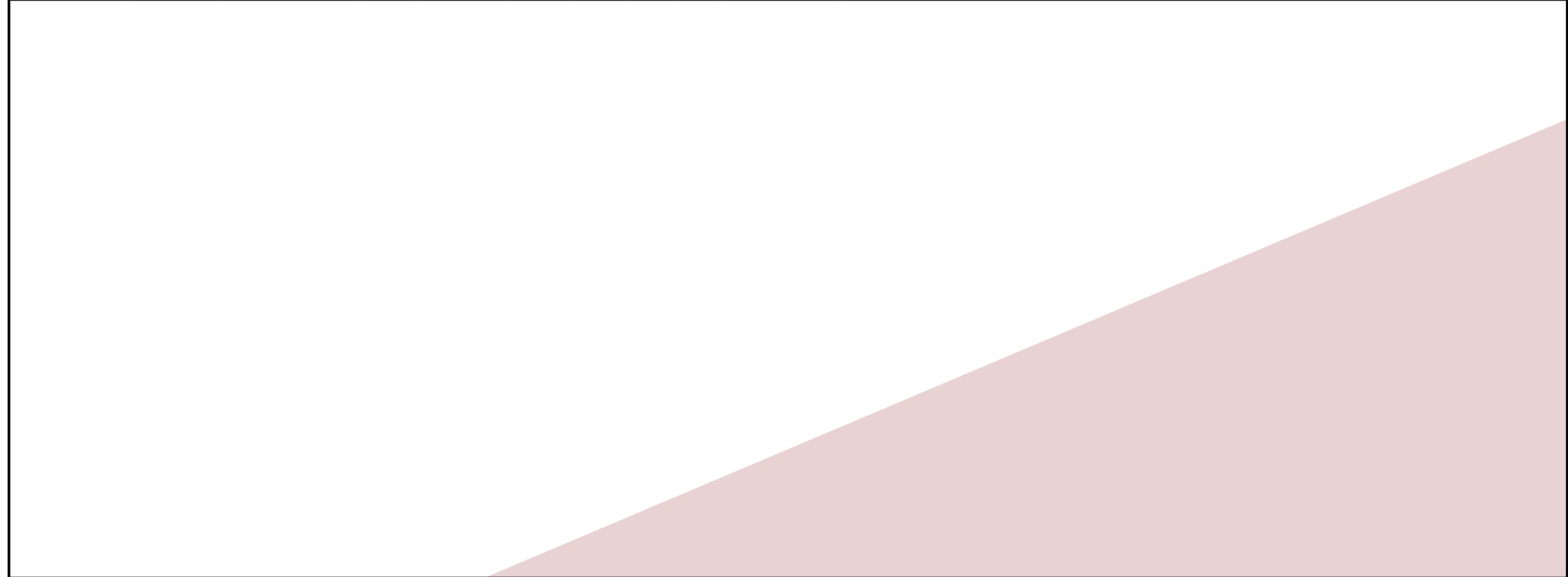
- The plan provides for less Estate Residential in the Additional Study Area and increases the area dedicated to Single Family Residential. With the conservation overlay, this will provide increased affordability along with high-value residential and preserved open spaces. Estate Residential is used primarily in areas where topography, water features, or other natural features would limit denser development.
- The plan provides for an increase in land area dedicated to industrial uses. Important to the economy, the area is already impacted by uses incompatible with residential and commercial development. It is also uniquely positioned to take advantage of a railroad spur and has easy access to Interstate 55 and 220. Partially buffered by the Natchez Trace and a major electric transmission line, this area could provide expansion space for industry and perhaps even be used to encourage relocation of existing industry from more valuable properties along Highway 51 in Ridgeland’s core areas.

Grant Name	Project/ Policy/ Program	Livability/ Infrastructure/ Economic/ Education	Amount	Gov, State or Private Funding	Funding Category	Match Required	Agency	Time Frame	Where to get grant application from ?	Comments
Delta Regional Authority	Project/ Policy	Economic	Varies	Gov & State	Economic Development	YES	DRA or USDA	18 months	www.dra.gov	Delta Regional Grants - DRA fosters partnerships throughout the region as it attempts to improve the Delta economy. DRA funds can be used to leverage other federal and state programs. To provide economic assistance, comprehensive planning, community development, federal procurement technical assistance, special-purpose planning, tourism and retirement promotion. Also - Eligible entities can't be conduits for private-sector entities. ONLY public & non-profit entities. Maintenance project not eligible, but access roads for industrial parks or economic development project sites are eligible, if considered basic public infrastructure. DRA funds can be used as "first dollar" to attract additional funding. Can be used to allow expansion of existing business incubators. Distressed area = Per capita income 80% less than national per capita. Can also be used to combat economic adjustment problems from severe changes in economic conditions.
NEH Television Planning	Project	Economic	0-30k	Gov	Discretionary	YES	NEH	1-2 years	www.neh.gov/grants/guidelines/tvplanning.html	NEH supports documentary programs or historical dramatizations that address significant figures, events, or development in humanities and draw content from humanities scholarship. Projects must be intended for national distribution during prime time hours, whether on public tv, commercial tv, or cable networks. Support is also available for DVD and web sites that expand content of tv program. Projects should use a team of scholars who are from major fields relevant to subject matter and have diverse perspectives and approaches. Planning grants can be used to draft a treatment. Should make preliminary decisions about format and storyline and located essential materials for film. Need to have recruited the appropriate media professionals, especially the producer.
NEH Television Scripting	Project	Economic	0-70k	Gov	Discretionary	YES	NEH	1-2 years	www.neh.gov/grants/guidelines/tvplanning.html	NEH supports tv documentary programs or historical dramatizations that address significant figures, events, or development in humanities and draw content from humanities scholarship. Projects must be intended for national distribution during prime time hours, whether on public, commercial, or cable networks. Support is also available for DVD and web sites that expand content of program. Projects should use a team of scholars who are from major fields relevant to subject matter and have diverse perspectives and approaches. Planning grants can be used to draft a treatment. Should make preliminary decisions about format and storyline and located essential materials for film. Need to have recruited the appropriate media professionals, especially the producer, director, and scriptwriter.
NEH Television Grants Production	Project	Economic	0-800k	Gov	Discretionary	YES	NEH	1-2 years	www.neh.gov/grants/guidelines/tvplanning.html	NEH supports documentary programs or historical dramatizations that address significant figures, events, or development in humanities and draw content from humanities scholarship. Projects must be intended for national distribution during prime time hours, whether on public tv, commercial tv, or cable networks. Support is also available for DVD and web sites that expand content of tv program. Projects should use a team of scholars who are from major fields relevant to subject matter and have diverse perspectives and approaches. Planning grants can be used to draft a treatment. Should make preliminary decisions about format and storyline and located essential materials for film. Need to have recruited the appropriate media professionals, especially the producer, and director.
Planning Grants	Project	Economic	0-40k	Gov	Discretionary	YES	NEH	1-2 years	www.neh.gov/grants/guidelines/public-planning.html	Planning grants support refinement of content and interpretive approach of projects prior to implementation. Need to have already identified appropriate humanities content of projects and consulted with scholars and programming advisors. These programs promote lifelong learning in history, literature, comparative religion, philosophy, and other fields of humanities for broad public audiences. They go beyond presentation of factual info and encourage thought and conservation about humanities ideas and questions. Projects that offer new insights into familiar subjects and use innovative formats and non-traditional ways of engaging audiences are welcome, as are projects with interdisciplinary perspectives. Need to expand numbers of people reached by taking place at multiple venues, featuring creative collaborations, promoting outreach to new or under served audiences, or serving as models that can be emulated.
Preservation Technology & Training Grants Program	Project/ Planning	Economic	0-50k	Gov	Historic Preservation	N/A	National Center for Preservation	1 year	www.ncptt.nps.gov/PTT2007/	Advances the application of science & technology to historic preservation. Includes landscape architecture & materials conservation, supports research, training, meetings, conferences, and publications. Gives preference to research & training proposals that protect cultural resources against vandalism, looting, natural disasters, etc. Document & preserve threatened cultural landscapes, monitor and evaluate preservation treatments, develop innovative techniques in dating, monitoring, analysis and remote sensing of archeological sites & artifacts.
Save America's Treasures	Project	Economic	0-700k	Gov	Preservation and/or Conservation work	YES 1:1	Nat'l Park Service	N/A	www.cr.nps.gov/hps/treasures/contacts.htm	MUST meet specific criteria - preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures & sites. Intellectual & cultural artifacts include artifacts, collections, documents, sculpture and works of art. Historic districts, sites, bldgs., structures & objects.
Tourism Cares	Project Cultural Proj.	Economic	up to 100k	Private	Private	Prefer matching	Tourism Cares	Varies	Carolyn Viles Program Mgr. carolyn@tourismcares.org	Must have "tourism" goal. Funds projects /programs whose goal is: capital improvements that serve to protect, restore, or conserve site exceptional cultural, historic, or natural significance, or education of local host communities, and traveling public about conservation / preservation of sites of exceptional cultural, historic or national significance.
Foundation for Mid South	Program	Economic	10k-up	Private Fdn	Private	NO	Private	Varies	http://fndmidsouth.org	The Foundation for the Mid South works to build the communities resources and leadership of Arkansas, Louisiana, and Mississippi through change strategies based on regional cooperation. It does so by using private philanthropic resources to fund, develop, and promote programs in our current areas of interest including education, economic development, and families and children.
NEA FY08 Grants for Arts Projects	Program	Economic	5-150k	Gov	Discretionary	YES	NEA	1 year	www.grants.gov/search/search.do?oppld=12190&mode=VIEW also NEA Web site announcement	Applicants can be arts organizations, local arts agencies, etc. that can help advance goals of Arts Endowment. Need a 3 yr history of programming project prior to deadline. Can be for one or more calendar events or activities; part of applicant's regular season or activities. For example: 10 day jazz festival, or can apply for certain components of events, can apply for any or all phases of project, from planning through implementation. Project does not have to be new. Excellent existing projects can be as competitive as new activities. Does not need to be large. Arts Endowment welcomes small projects that can make a difference in community or field. Describe activities for which support is requested, and provide specific information on artists, productions, venues, distribution plans, etc. that will be involved.
NEH Interpreting America's Historic Places: Planning Grants	Program	Economic	0-45k	Gov	Discretionary	YES	NEH	1-2 years	www.neh.gov/grants/guidelines/historicplanning.html	Grants may be used by organizations to develop in detail the content, interpretive approach, and specific components of projects prior to implementation. Need to define appropriate humanities contents and consulted with scholars and programming advisors. Supports public humanities projects that exploit evocative power of historic places to address themes and issues central to American history and culture. Can be for historic site or house, series of sites, entire neighborhood, town or community or larger geographic region. Must be significant to American history and the project must convey historic importance to visitors.
NEH Grants to Preserve and Create Access to Humanities Collections	Program	Economic	50-350k	Gov	Discretionary	YES	NEH	2 years	www.neh.gov/grants/guidelines/pcahc.html	These grants support projects that preserve collections, create intellectual access to collections, that because of their intellectual content and value as cultural artifacts, are considered highly important for research, education, and public programming in the humanities. Also for development of oral histories as supplements to documentary collections. Applicants seeking support for projects focus primarily on purchasing storage furniture and rehousing collections, improving environmental conditions (including the installation of climate control systems) and installing security, lighting, and fire-prevention systems should apply for a Stabilization of Humanities Collections grant from NEH.

Grant Name	Project/ Policy/ Program	Livability/ Infrastructure/ Economic/ Education	Amount	Gov, State or Private Funding	Funding Category	Match Required	Agency	Time Frame	Where to get grant application from ?	Comments
Alternative Transportation in Parks & Public Lands	Project	Infrastructure	0-5.4mil	Gov	Transportation	No	DOT/ Federal Transit Admin	N/A	www.fta.dot.gov/atppl	Funds through new Alternative Transportation In Parks & Public Lands Program. Eligible= Fed land mgmt agency, state or local gov't authority with jurisdiction over land in vicinity of eligible area acting with consent of Fed land mgmt agency or other gov't or non gov't participant. MUST BE FOR Alternative transportation - (bus, rail, or any publicly or privately owned conveyance that provides to the public general or special service on regular basis, including sightseeing service, non-motorized transportation such as bicycles or non-motorized watercraft).
American Hiking Society	Project	Infrastructure	500-10k	Private	Hiking/Trails	No	Private	1 year	www.AmericanHiking.org	Will fund securing trail lands, including acquisition of trails/trail corridors, cost associated with acquiring conservation easements, building & maintaining trails, which will result in visible & substantial ease of access, improved hiker safety, and/or avoidance of environmental damage. Constituency building surrounding specific trail projects, including volunteer recruitment & support. Higher pref given to projects with volunteer labor. Requires final report on project in total, including money spent on what/when/where, planning, marketing, & training. Promotes & Preserves community's cultural resources.
Brownfields Cleanup Grants	Project	Infrastructure	up to 350k	Gov	EPA	Assessment Grants 20%	EPA	NA	www.epa.gov/brownfields/pg/fy06_arc_final.pdf	Grants provide funding for recipient to inventory, characterize, assess, and conduct planning & community involvement related to brownfield sites.
EPA Region 06 Wetland Program Development Grant	Project	Infrastructure	up to 250k	Gov	Cooperative Agreement Grant	Yes 25% match	EPA	N/A	www.grants.gov/search/search.do?mode=VIEW&oppld=12519	Wetland Program Dev. Grant - increasing quantity and quality of wetlands in US by conserving and restoring wetland acreage and improving wetland condition. Seeks to build capacity of all levels of gov't to develop and implement effective, comprehensive programs for wetland protection and management.
Fish Passage	Project	Infrastructure	up to 3.5mil	Gov	Discretionary	Recommended 50%	Natural Resources	1-2 years	N/A	Prefers projects that are from 1,000 to 50,000 in scope. Project funding is for fish passage restoration by removing or bypassing barriers to fish movement. Primary projects include dam removal, culvert renovation, designing and installing fish ways, installing fish screens, and barrier inventories to identify additional fish passage impediments. Project ranking include: ecological benefits for Federal trust species, minimum costs to service for operation and maintenance, permanence of fish passage benefits, current scientific knowledge and proven technology, evidence the greatest number of partners, longest duration of agreements for operation and maintenance, maximum in matching fund contributions, and address objectives outlined in approved management plans.
HUD CDBG	Project	Infrastructure	Varies	Gov	HUD	Yes	HUD	N/A	grants.gov search for HUD	Community Development block grants
National Recreation Trails	Project	Infrastructure	Varies	Gov	Varies	Match varies by agency	Nat'l Park Svc.	N/A	http://americantrails.org/nationalrecreationtrails/about.htm	For trails on private, city, county, or state land, or lands administered by the BLM, National Park Svc, and US Fish & Wildlife Svcs. Can become NRT thru US Dept. of Interior, US Dept. of Agriculture, National Park Service, USDA Forest Service. Also, once designated, some funds available through state funding programs for US Dept. of Transportation's Federal Highway Administration, and through Recreational Trails Program. Development block grants.
Sport fish Habitat Restoration	Project	Infrastructure	up to 50k	Private	N/A	Yes	American Sport Fishing Assoc	1 year	www.fishamerica.org	This grant is for marine and anadromous sport fish habitat restoration projects across the coastal US and Great Lakes Basin. Restore marine, estuarine and riparian habitats, including salt marshes, sea grass beds, mangrove forests and freshwater habitats.
National Scenic Byways Program Discretionary Grants	Planning	Infrastructure	up to 30mil	Gov	Transportation	Fed cost Share 80%	FHWA	N/A	www.bywaysonline.org/state_contacts.html	Grants for roads designated as National Scenic Byways or All American Roads., State Scenic Byways, or Indian Tribe Scenic Byway. May also make grants to plan, develop, and design scenic byways programs. Must be from: State or tribal program, corridor mgmt plan, safety improvements, byways facilities, access to recreation, resource protection, interpretive information, or marketing.
Cooperating Technical Partners	Program	Infrastructure	up to 10mil	Gov	Discretionary	Yes	FEMA	1 Year	www.grants.gov/search/	Cooperating Technical Partners are established based on the following criteria: must have existing processes and/or systems in place to support mapping or data collection activities that contribute to flood hazard identification. Must have capability to perform, implement, or contract the mapping activities for which it is applying. Capabilities may be indicated through: FEMA Regional Office review of both the map products previously prepared by the CTP partner and existing map production processes or systems the CTP partner intends to use for related mapping activities. Must be in a community that participates in the NFIP and is in good standing in the Program as determined by the FEMA Regional Office. Should demonstrate its ability to leverage funding received from FEMA. Goal for leverage is 20%. Must be able to perform the financial management activities required in Performance-Based agreement. Each FEMA office will determine how much of its annual mapping budget will be allocated to mapping activities under the CTP program. Process can be a phased approach to funding from FEMA.
NAWCA US Standard Grants	Program	Infrastructure	75k and up	Gov	Discretionary	Yes	American Wetlands Conservation	N/A	David Buie david_buie@fws.gov	Grant is to promote long-term conservation of N.American wetland ecosystems and waterfowl and other migratory birds, fish, and wildlife that depend on such habitat. Conservation actions include acquisition, establishment, enhancement, and restoration of wetlands, and wetland-associated uplands.
Region 6 Wetland Program Development Grants	Program	Infrastructure	25k to 250k	Gov	Discretionary	Yes	EPA	1 year plus 3 year monitor	http://www.epa.gov/ocfo/plan/2006/goal_2.pdf	Project must be within EPA Region 06 - LA. Goal includes increasing quantity and quality of wetlands in US by conserving and restoring wetland acreage and improving wetland condition. EPA seeks to build capacity of all levels of gov't to develop and implement effective, comprehensive programs for wetland protection and management.

Grant Name	Project/ Policy/ Program	Livability/ Infrastructure/ Economic/ Education	Amount	Gov, State or Private Funding	Funding Category	Match Required	Agency	Time Frame	Where to get grant application from ?	Comments
SAFETEA-LU	Program	Infrastructure	Varies	Federal	Transportation	Yes Fed-Cost=80%	U.S. DOT of Trans	N/A	www.fta.dot.gov/funding/grantsgrants_financing_6106.html	Funds highway projects.
Discretionary Bus & Bus Facilities Program	Project	Infrastructure	up to 438mil	Gov	Discretionary	Yes	FTA	N/A	www.grants.gov/search/search.do?oppld=13289&mode=VIEW	Makes funds available to public transit providers to finance capital projects to replace, rehabilitate, and purchase buses and related equipment and to construct bus-related facilities, including programs of bus and bus-related projects for assistance to sub-recipients that are public agencies, private companies engaged in public transportation, private non-profit organizations.
Open Rivers Initiative	N/A	Infrastructure	N/A	Gov	Discretionary	Yes	NOAA	1 year	http://www.grants.gov/search/search.do?oppld=2066&mode=VIEW	Have e-mailed Drescher about 2007 Open Rivers Initiatives. This grant provides funding to catalyze the implementation of local river barrier removal projects to remove dams and other barriers, in order to benefit living marine resources, particularly diadromous fish. Projects funded have strong on the ground habitat restoration components that foster economic, educational, and social benefits for citizens and their communities in addition to long-term ecological habitat improvements for NOAA trust resources. Role of NOAA in ORI is to provide funding and technical assistance for barrier removal projects. Can be used to support feasibility, engineering, and/or design elements of small number of projects where same application also seeks funding for on-the-ground removal activities.
American Dermatology Shade Structures	Project	Livability	8k	Private	Private	No	Dermatology	N/A	www.aad.org/public/News+2007+Shade+Structure+Program.html	Build/purchase permanent shade structures designed to provide shade and UV ray protection for outdoor areas.
Ben & Jerry's	Project	Livability	1-15k	Private	Non Gov	No	Ben & Jerrys	N/A	http://www.benjerry.com/foundation/guidelines.html	Any project that directly corresponds to facilitating social change by addressing underlying conditions of societal and environmental problems.
Challenge Cost Share National Park Service	Project	Livability	up to 30k	Gov	National Park Service	Yes 50%	NPS	N/A	grants.gov search for HUD	Community Development block grants
Private Stewardship Grants Program	Project	Livability	Varies	Gov	Environment Endangered Wildlife	Yes at least 10%	U.S. Fish and Wildlife	N/A	http://endangered.fws.gov/grants/private_stewardship/index.html	One or more property owner can apply for grant, but must be for habitat for endangered wildlife. No exceptions. Very competitive / several gov't agencies make funding recommendations, and THEN it goes to Wildlife branch for final determination. In 2006 - \$6.9 million went to 80 projects in 35 states.
Community Action for a Renewed Environment (CARE)	Program	Livability	100k to 300k	Gov	Discretionary	Yes	EPA	2 year	http://www.epa.gov/air/grants_funding.html	This grant is for community-based, community-driven, multimedia demonstration program designed to help communities understand and reduce risks due to toxic and environmental pollutants from all sources. Can be used to help communities build collaborative partnerships that are self-sustaining, community-based, and will continue to improve human health and local environments into the future.
Critical Impact Awards	Program (Award)	Livability	up to 100k	Private	N/A	N/A	N/A	N/A	Council on Foundations Website	Must be a funded program AND Must be nominated by client - enduring positive impact on people.
American National Planning Grants	Planning	Livability	12.5k	Gov	Reg Dev / Community Dev.	Yes	National Americorp Agency	N/A	www.americorps.gov/egrants	3/4 of all grant funding goes to governor-appointed state service commissions which award subgrants to non-profit organizations in their state. Have both state and national grants. Mobilize volunteers, ensuring brighter future for America's youth, Engage students in communities, harnessing baby boomer's experience.
Musser Fund	Planning Connectivity	Livability	up to 35k	Private	Environmental Stewardship	No	N/A	1 Year	http://www.musserfund.org/environmental.htm	Supports programs that engage in collaborative process that works to build consensus instead of confrontation, where parties may be able to resolve conflict and move forward without resorting to litigation, where both environmental health and economic livelihood of community are at stake. In 2007 small grant of up to 15K for other areas of country (Not LA) The Laura Jane Musser Fund proposes to assist public or not-for-profit entities to initiate or implement projects in rural areas to undertake consensus-based activities in environmental stewardship or dispute resolution. Will cover programs in 1st 3 years, projects in the planning phase, or implementation phase. Will not fund capital expenses, general operating support, on-going program support.
National Trust Preservation Funds	Planning	Livability	1k to 10k	Gov	Historic Preservation	Yes	National Trust Preservation Fund	N/A	www.nationaltrust.org/regional_offices/index.html	This would be for refurbishment / preservation of historic structures - 2 funds Cynthia Woods Mitchell Fund for Historic Interiors and Johanna Favrot Fund for Historic Preservation. Favrot funds preservation planning or educational efforts. Woods = interiors

Grant Name	Project/ Policy/ Program	Livability/ Infrastructure/ Economic/ Education	Amount	Gov, State or Private Funding	Funding Category	Match Required	Agency	Time Frame	Where to get grant application from ?	Comments
Rockefeller Foundation	Planning Leadership Arts & Culture	Livability	Varies	Private	Private	N/A	Rockefeller	N/A	www.rockfound.org/grants/grants.shtml	They have invested HUGE amount in New Orleans already. Need to fill out form and send in request - they get back to you.
Recreational Program	Program	Livability	N/A	Gov	Education Grants	Yes	N/A	N/A	www.grants.gov/search/search.do?oppld=13189&mode=VIEW	The purpose of the Recreational Programs is to provide individuals with disabilities with recreational activities and related experiences to aid in their employment, mobility, socialization, independence, and community integration.
Program of Research on Economics of Invasive Species Management	Program	Livability	50k to 250k	Gov	N/A	Yes	N/A	N/A	www.grants.gov/search/search.do?oppld=13111&mode=VIEW	Program focuses on national decision making related to invasive species programs. Accepting economic research proposals in areas of invasive species polices and programs.





APPRECIATION

The Moore Planning Group would like to express our appreciation to the people of Ridgeland for giving us the opportunity to work with you in developing this Master Plan. We like to think of ourselves as a conduit through which your hopes and dreams for the future are expressed and recorded. It is our sincere hope that this plan will assist you in developing the great potential that we witnessed during the work. We hope in some way that we can continue to be of service to you and look forward to assisting you implement this plan.

Sincerely,

Patrick C. Moore, FASLA
Principal

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Senior Planner



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RAMP STEERING COMMITTEE

Bert Jackson, Chamber of Commerce Representative
Bryan Carter, Mayor and Board of Aldermen Representative
Deborah Martin, MCEDA Representative
Elizabeth Raley, Madison County Foundation Representative
Susan Haltom, Chairman, Mayor and Board of Aldermen Representative
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Polly Hammett, Architectural Review Committee Representative
Scott Higginbotham, Recreation and Parks Advisory Committee Representative

FUNDING PARTNERS

The City has received endorsements and contributions from numerous organizations and businesses. Each Community Partner recognizes that the Master Plan will help lead the City of Ridgeland to be an even healthier place to grow families and businesses. Their investment will see a return in a thriving community that utilizes their services. We ask that you support them just as they support our community!

Organization Partners Madison County Economic Development Authority Madison County Foundation City of Ridgeland Chamber of Commerce
Bank Partners BankPlus Regions Bank
Utility Partners Entergy

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Capstone Construction Cress Development, LLC
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