



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

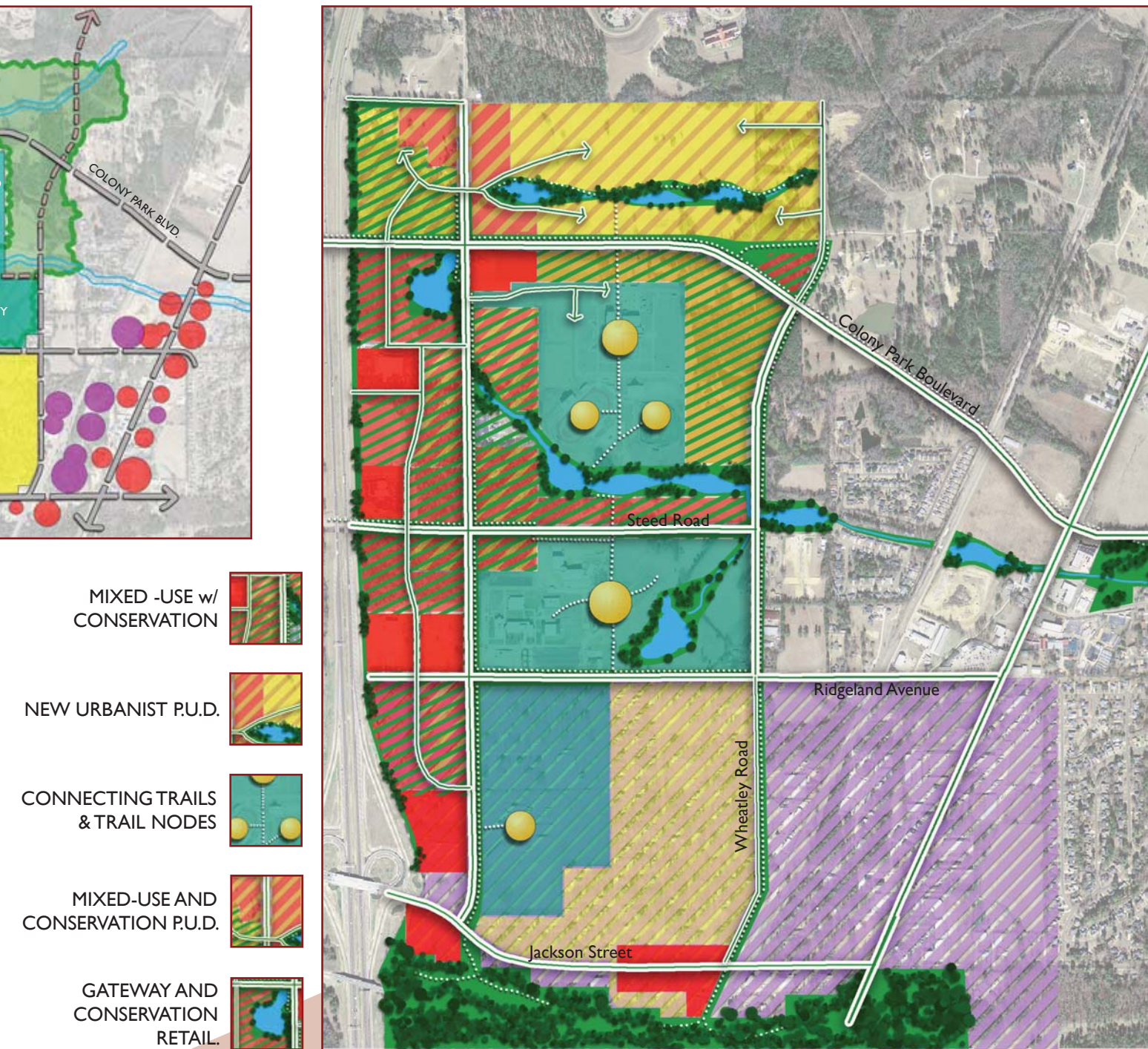
indicated between schools to parks and to the Natchez Trace providing great access for the entire northeast part of the City. The connectivity improvements further support the increased densities recommended for this area.

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.

EXISTING CONDITIONS

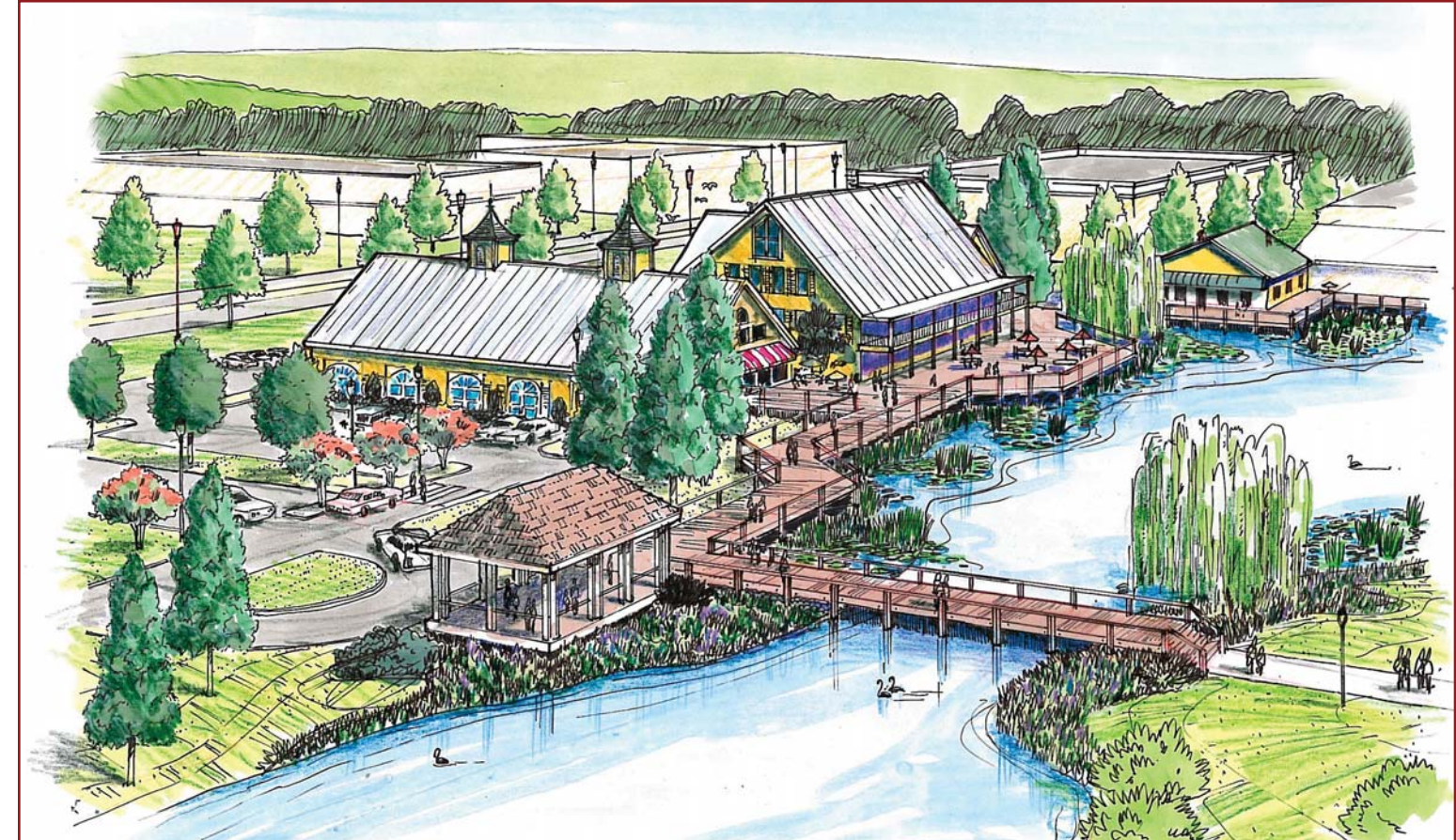


PROPOSED STRATEGY



- UNDEVELOPED AREAS
- RETAIL NODES
- SCHOOL FACILITIES
- NEIGHBORHOODS
- EXISTING DRAINAGE WAYS

- MIXED -USE w/ CONSERVATION
- NEW URBANIST P.U.D.
- CONNECTING TRAILS & TRAIL NODES
- MIXED-USE AND CONSERVATION P.U.D.
- GATEWAY AND CONSERVATION RETAIL.



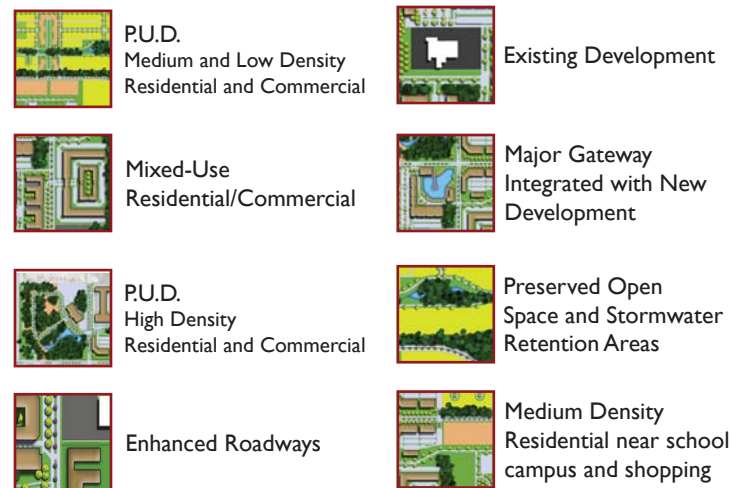
SUNNYBROOK / I-55 CORRIDOR

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.



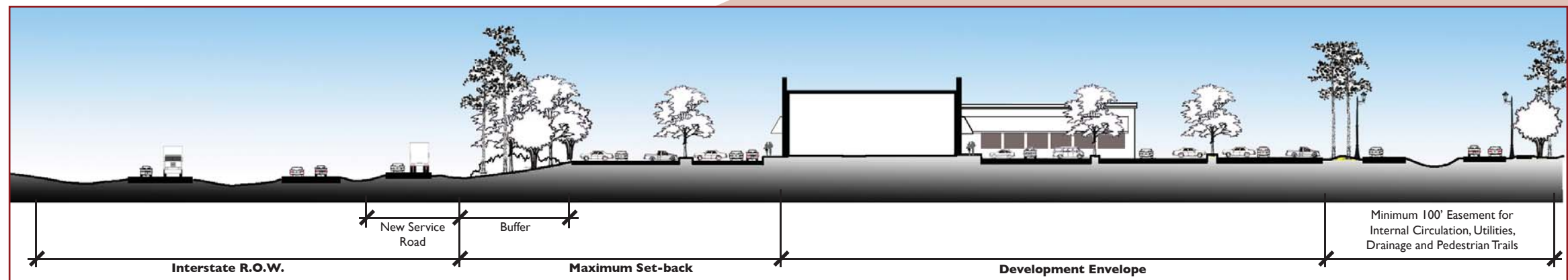
STEED RD EXTENSION BUSINESS

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.



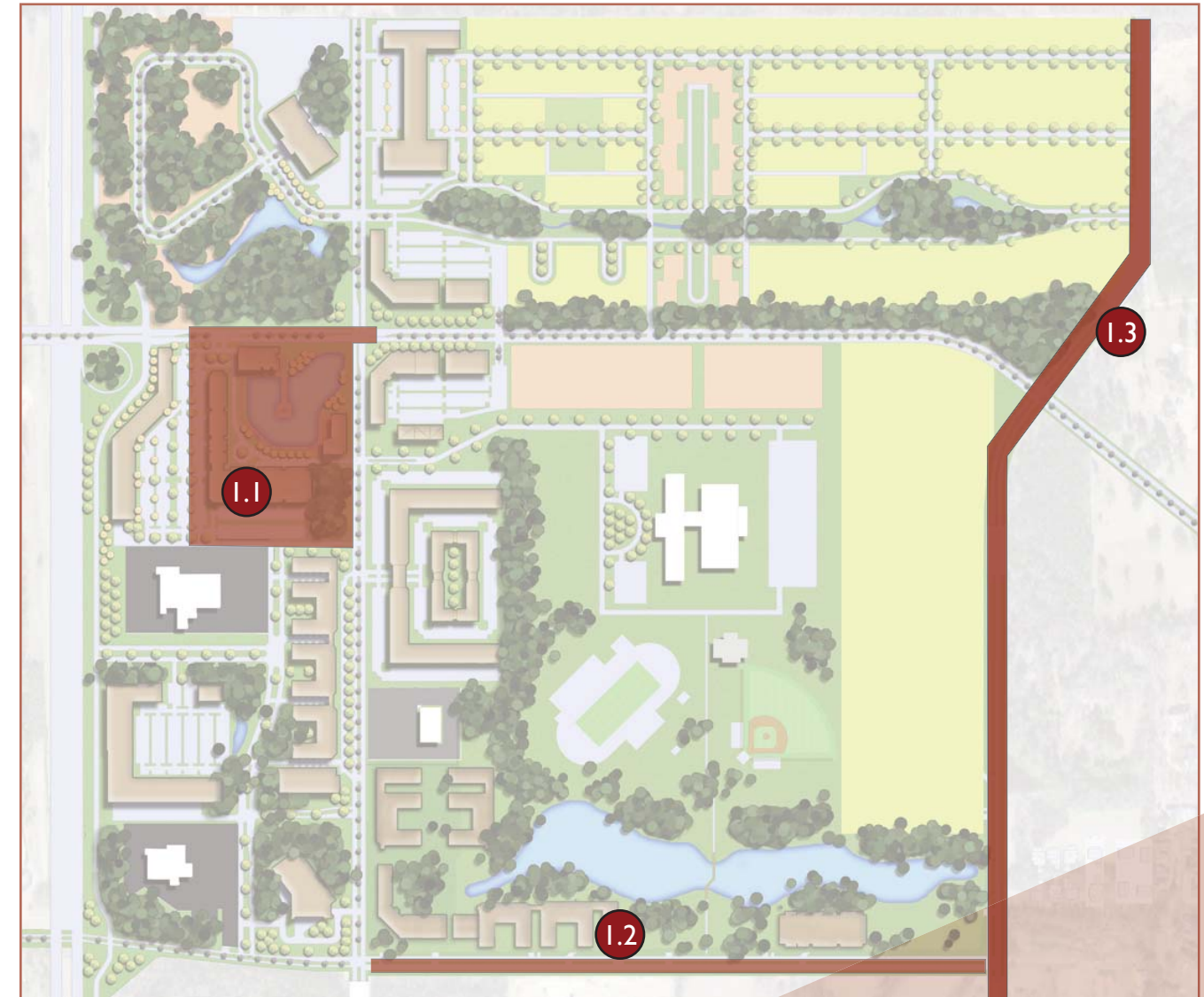
PROPOSED SECTION

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 1.2 1.3	1.4 1.5 1.6 1.7	1.8 1.9 1.10

	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