

FAIRHOPE COMPREHENSIVE PLAN



THANKS TO:

FAIRHOPE CITY COUNCIL

2004- 2008 City Council

Timothy Kant; Mayor
Debbie Quinn
Michael A. Ford
Cecil Christenberry
Robert Gentle
Daniel Stankoski

FAIRHOPE PLANNING COMMISSION

Timothy Kant; Mayor
Richard Charles; Chairman
Jean Wilson; Vice Chair
Lee Turner
Dan McCrory
Robert Clark
Ed Brinson
Gary Moore

FAIRHOPE COMPREHENSIVE PLAN STEERING COMMITTEE

Lawrence Green
George Roberds
Robert Gentle
Thomas Harris
Ack Moore
Lee Smith
Michael Ford
John Parker
Louis Agee
Phil Cusa

John Baker
Marc Miller
Jim Ketchum
Teddy Joe Faust
Fred Hayek
Fran Faust Slade
Cindy McBrearty
Frank Leatherbury
Ron Heveran
George Klumpp

Charlie Bassett
Betty Jo Wolf
Larry Thomas
Phil Norris
Robert Clark
Bob Callahan
Dennis Frodsham
Mac Walcott
Aurthur Corte

PLANNING ASSISTANCE

Gould Evans Goodman Associates, LLC
Kansas City, Missouri

STAFF

B. Gregg Mims;
Director of Planning & Zoning
Betty Rivenbark;
Planning Commission Secretary
Jonathan I. Smith; Planner
Nancy Milford; Planner
Emily Irby; Planning & Zoning Administrative
Assistant

TABLE OF CONTENTS

SECTION 1: INTRODUCTION	1
1.1 History of Planning	2
1.2 Planning Process	3
SECTION 2: EXISTING CONDITIONS	6
2.1 Population and Employment	6
2.2 Existing Land Use	8
2.3 Development Regulation	11
2.4 Architectural Resources	12
SECTION 3: VISION AND GOALS	13
3.1 Vision Statement	13
3.2 Goals and Policies	13
Physical Image/Environment	13
Urban and Community Design	14
Development Framework	15
Transportation Network	16
Infrastructure	17
Community Economic Diversity	17
Quality of Life	18
Economic Development	18
Resort and Tourism	19
SECTION 4: LAND USE PLAN	20
4.1 Alternatives	20
4.2 Preferred Plan/Framework	22
4.3 Development Framework: Village Centers	25
Neighborhood Village Center	25
Community Village Center	26
Regional Village Center	27
4.4 Development Framework: 2005-06 Policy and Strategy Supplement	28
Downtown '05 – '06	28
Growth and Development '05 – '06	29
Transportation '05 – '06	30
Community and Urban Design '05 – '06	36
Community Economic Diversity	37
Quality of Life '05 – '06	37
Natural Resources '05 – '06	38
Economic Development '05– '06	40
Resort and Tourism '05 – '06	41
SECTION 5: FORM, FUNCTION, AND DESIGN	43
5.1 Development Patterns: Center, Neighborhood, Edge, District	43
5.2 Design Elements: Streetscapes, Buildings, Sites, and Open Space	43
5.3 Village Centers Design	45
5.4 Neighborhood Design	48
5.5 Edges, Conservation Subdivisions, and Rural Areas	52
SECTION 6: IMPLEMENTATION	55
6.1 Development Toolbox	55
6.2 Strategies Matrix	57

SECTION 1 INTRODUCTION



The Fairhope Comprehensive Plan is a framework for future development decisions in the City and its planning jurisdiction. It supplements and updates the August 7, 1995 Comprehensive Plan. This plan was developed and adopted in 2000, and updated in 2005-06. It is anticipated that these two documents be used as companion plans as future land use and community development issues are considered.

The Fairhope Comprehensive Plan was created by the citizens, City staff and elected officials of Fairhope and is intended to provide land use policy guidance as the City grows. The Plan is general in nature and does not specify the exact lot-level development pattern of future Fairhope. Instead, the Plan provides a future development framework that incorporates a mix of uses designed to allow flexibility to the City, property owners, and the development community.

The intent of the Fairhope Comprehensive Plan is to comply with the Code of Alabama [Section 11-52-9](#) as follows:

The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity and general welfare as well as efficiency and economy in the process of development including, among other things, adequate provision for traffic, the promotion of safety from fire and other dangers, adequate provision for light and air, the promotion of the healthful and convenient distribution of population, the promotion of good civic design and arrangement, wise and efficient expenditure of public funds and the adequate provision of public utilities and other public requirements.

The Plan is based on four key assumptions:

1. The Fairhope Comprehensive Plan is intended as a decision-making and implementation guide for the development of our community. It does not establish required development types for individual lots.
2. The Fairhope Comprehensive Plan recognizes market forces and provides practical alternatives to achieve the Plan's goals.
3. The Fairhope Comprehensive Plan will be implemented by the Fairhope Zoning and Subdivision Regulations, as well as other regulations and policies. Changes may be

necessary to those regulations to fully implement this Plan, and other implementation tools may need to be created.

4. The Fairhope Comprehensive Plan is designed to achieve quality development reflecting Fairhope's unique community character, while promoting and protecting the quality of life that our citizens enjoy.

SECTION 1.1 **HISTORY OF PLANNING AND DEVELOPMENT**

In many respects, Fairhope has been a "planned" community since its inception. Founded by E.B. Gaston and a group of individuals from Des Moines, Iowa, Fairhope was developed as a utopian settlement. Gaston and his followers believed in a concept called "cooperative individualism." They saw a great social danger in the monopoly of wealth and power. They wanted to create a settlement that negated the competition of capitalism, while allowing an individual to enjoy the fruits of one's own labor. The group, thus, adopted a single governing principle: *to make land value common property.*



E.B. Gaston

In 1894, Gaston called his followers to his office in Des Moines. Their organization, called the "Single Tax Club," voted to put this idea to the test. Under their plan, land would be taxed in such a way that would eliminate the need for other taxes. They looked at a series of sites in Tennessee, Louisiana, and along the Eastern Shore of Mobile Bay. The Mobile Bay site was ultimately selected.

In January 1894, the Fairhope Industrial Association was formed to establish a new model community or colony. The colony was to have as its organizing principle an ideal mix between the extremes of socialism and pure private gain.



Original Map

Building from what is now Bayfront Park, 2,800 acres was first assembled. It extended up to what is now Section Street. One of the earliest buildings to be erected was E.B. Gaston's house, others developed housing nearby, and the early business district formed roughly where the current Single Tax Corporation stands today. The first school opened in 1896, in what had been the colony's merchandizing store. Schooling was mandatory according to the colony's original constitution.



Pierhead

Boating became a major part of the area's economy. The Eastern Shore of Mobile Bay was dotted with piers. That lasted until 1927, when the first causeway opened at the head of the bay. The area also promoted its climate and scenic views for tourism. Hotels and cottages built along the bluff top and its picturesque downtown quickly became favorite tourist spots. Although still a tourist destination, Fairhope has scant accommodations compared to these early days. The Fairhope Pier remains a major community attraction.



Downtown

Today, Fairhope's climate and scenic views still attract tourists. The Grand Hotel in nearby Point Clear has a strong relationship with Fairhope. Downtown's boutiques provide a destination for area tourists. Fairhope's climate and physical charm also help to make it a desirable retirement community, as well as a setting for year-round residents. The Single Tax Colony remains, perhaps, as Fairhope's single most influential property owner.



Strip Center

From its downtown district to its older neighborhoods, Fairhope presents a scale and character of development unsurpassed in nearby cities. Much of Fairhope was developed in a bygone era of bay boats and cottages. Growth, however, continues and Fairhope is developing to a new, automobile oriented scale. Today, many older houses are being renewed through renovation. Often, however, new and larger dwellings replace them. Newer subdivisions and commercial properties are being developed, but in a pattern that is dissimilar to Fairhope's past.

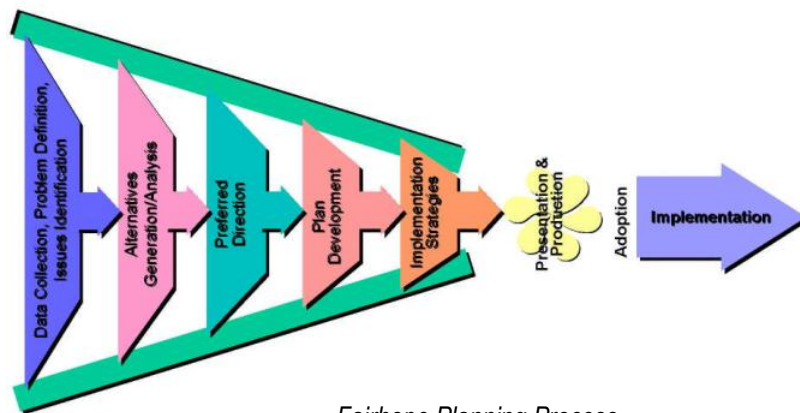


New Development

Growth in Fairhope is inevitable. There is concern about the nature, quality, and scale of this growth. An important question for this planning process is if future growth can occur in harmony with the scale and character of Fairhope's past.

1.2 PLANNING PROCESS

The accompanying diagram illustrates the planning process utilized for the development of the Fairhope Comprehensive Plan. Through a community based process, participants were led through a series of planning activities starting with broad planning perspectives, the development of planning goals, and moving through a discussion of alternative futures to the selection of a preferred direction, plan development, and adoption.



Fairhope Planning Process



Town Hall Meeting



Steering Committee Meeting.

In 2000, the plan was developed through an extensive community participation process. Over the course of several months, the process sought the input of the broader community through a series of town hall meetings. They were attended by hundreds of Fairhope residents, property owners, business leaders, and others with a stake in the future of Fairhope. Additionally, a broadly based steering committee of community leaders was formed to give ongoing advice concerning the planning process and planning issues. Finally, a number of individual and small focus group meetings were held with governmental officials and community leaders.

The intent of this process was to seek a wide range of community input into the planning process and, thus, to have a broader understanding among citizens during the adoption and implementation process. The primary foundations of the plan were also revisited through a similar public process during the 2005-06 Plan Update, with a series of key person interviews, town hall meetings and steering committee meetings.

Issues Identification. Early in the 2000 process, through a meeting with the Steering Committee and at town hall meetings, key community issues and priorities were sought.

The issues and broadly ranked priorities are as follows:

- *To create a mixed-use village in one concept*
- *To maintain the center of Fairhope as a village*

- *To keep Fairhope a small town*
- *To develop a formula for size of house related to size of lot*
- *To maintain the beauty of place in Fairhope and to look to similar desirable places for guidance*
- *To promote new growth as walkable and human scale, not cul-de-sac subdivisions*
- *To address preservation of architectural integrity*
- *To retain affordability and diversity in housing*
- *To make downtown more friendly to bicycles and create a bicycle plan*
- *To approach development differently than adjacent communities*
- *To support the success of community businesses*

From these meetings, as well as through focus groups, it was clear that the participants recognized the unique history and qualities of Fairhope. They also believed that the City was approaching a crossroad in its developmental history.

The critical choice was whether to follow development-as-usual practices as promulgated throughout the United States, or to seek a future that promotes scale and character of all types of development in accordance with the vision of the Founders. The first choice would lead ultimately to a proliferation of strip retail development centers and sprawling cul-de-sac subdivisions. The alternative choice would lead to the promotion of village-centered, walkable neighborhoods, as well as preservation of the existing community's scale and character.

These choices were documented for presentation and discussion during a series of community meetings. Through these meetings, the second choice became the overwhelming favorite. To provide the necessary guidance to meet this framework, a series of implementation strategies has been developed and documented in Section 6 of this Plan.

Plan Updates. The 2005-06 Plan update revisited the core elements of the 2000 Plan. Through town hall meetings, key person interviews, steering committee meetings, and several special development-specific meetings the City assessed the overall vision and goals of the community, identified what was working and what needed improvement in the plan and the subsequent implementation strategies, and discussed what elements were missing in the comprehensive plan. Through these discussions, the following discussion categories emerged:

1. Downtown
2. Village Pattern, Growth and Development
3. Transportation
4. Community Design
5. Social Outreach
6. Quality of Life
7. Natural Resources
8. Economic Development
9. Resort and Tourism Special District

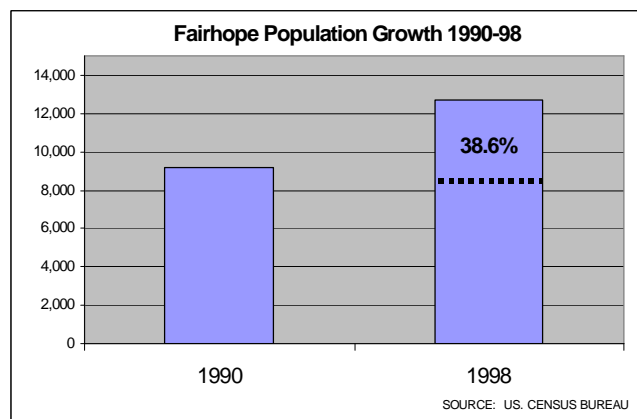
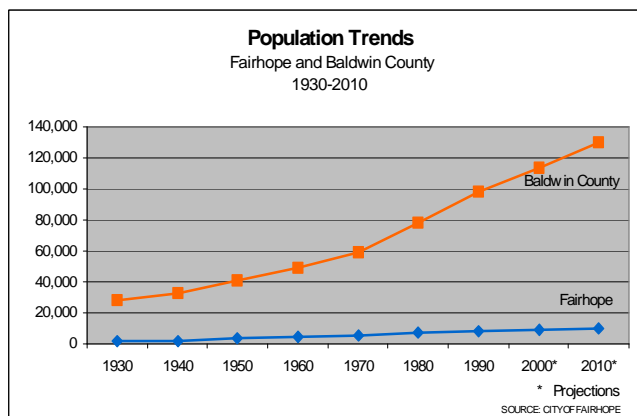
These issues are further defined in Section 4 of this document.

**SECTION 2
EXISTING CONDITIONS**

2.1 Population and Employment

Population

Fairhope is located in Baldwin County, one of the fastest growing counties in Alabama. Between 1980 and 1990, Baldwin County grew in population by 25.1 percent, with Fairhope growing even faster at 38.6%. Although both have seen tremendous growth, in actual numbers Fairhope's growth has been more steady, given its smaller size relative to the County. In 1998, Fairhope's overall population was slightly over 12,000 people, according to the U.S. Census Bureau.



Fairhope's growth is a result of two factors: in-migration and annexation. The character, history, location, climate, and quality of life of the community are attractive to a range of people who chose to relocate, and in some cases, retire in Fairhope. Indeed, the percentage of residents aged 65 and over is the largest portion of the overall age distribution and is a growing percentage of the population. This is compared to the groups of under 5, 5-14, 15-24, and 25-34, all of which saw population decreases between 1980 and 1990. *Money* magazine has recognized Fairhope as one of the top retirement communities in the nation, reinforcing the relocation decisions of many of the City's senior residents.

Annexations also served to increase the population. In the early 1990s, City annexations included the subdivisions of Rock Creek and the Woodlands and lots throughout Montrose. As these areas and the existing un-built portions of the City continue to develop, Fairhope will experience population growth and development demands.

Employment

According to the Eastern Shore Chamber of Commerce, there are some 746 businesses in Fairhope, with over 4700 employees. The largest employer in Fairhope is Thomas Hospital, followed by Marriott's Grand Hotel, Goodyear Aerospace and Print Excel. Other employers include the Emperor Clock Company, Harbor Furniture Manufacturing, and Hoover Material Systems. Service sector jobs are the major percentage of employment as a group, followed by a catchall category including manufacturing, and then retail jobs.

The average household income is \$43,522, while the median household income is \$32,158. Income within the City is higher than Baldwin County, with a similar distribution of lower incomes but with City family exceeding County family incomes in the upper income ranges. In 1989, Fairhope had the fourth highest per capita income in Baldwin County, following Daphne, Gulf Shores, and Orange Beach.

2.2 Existing Land Use



Renovated Single Family Homes

Founded in 1894, Fairhope, Alabama has evolved into a growing community of almost 10,000 citizens (1990 census). Many have found Fairhope an ideal place to start a family or to retire. Evidence for this can be found in the large single family housing stock. This large stock is supported by commercial, public, green space, and light industrial land uses that are interwoven throughout the town. This has created a healthy balance that attracts people, some as tourists and others that call Fairhope home.



New Single Family Homes

Today, Fairhope's land use is dominated by single family housing. Both older neighborhoods and newer subdivisions can be seen throughout the community. Significant single family residential can be found along the northern Section Street and U.S. 98 corridors, along Twin Beech and Gayfer. Between 1990 and 1994 almost 600 single-family units were built. This low-density land use has steadily expanded north and east from the oldest parts of Fairhope.

Older sections of Fairhope are located around the intersection of Section and Fairhope Avenue. At this location, some multifamily housing can also be found. Other multifamily homes are located north of Gayfer, east of Greeno, and north of Fairhope Avenue.



Downtown Fairhope

At the northern end of Fairhope, a long established single family residential district, known as Montrose, exists. Over a number of years, annexations have occurred on a lot by lot basis. Portions of the annexed property have been previously designated as a historic district.

With over 25% of Fairhope's employment in trade and entertainment services, commercial land use is an important part of the community. The majority of the commercial land can be found in Downtown Fairhope, as well as along the stretch of Greeno between Fairhope Avenue and Twin Beech. Commercial is also located at Section and Gayfer and along South Mobile Street.



Greeno Road

Most of the commercial pockets supply the immediate neighborhoods with goods and services. The larger commercial centers, including Downtown and the Greeno Corridor, serve the larger area residents and visiting tourists. These commercial centers have shops and boutiques catering to visitors, as well as service commercial that caters to adjacent neighborhoods.

Education, government, churches and other institutions make up the public land use category. Much of the community's public uses are located south of Gayfer. Seven schools make up the town's public and private school systems and over 2,000 students attend one of the two local higher learning institutions. Federal, state, and local government



*Schools and
Institutions*

offices can be found in Fairhope as well. Almost 500 people are employed at these government offices. Other large concentrations of public land uses can be found along Section south of Gayfer and on southern U.S. 98.



*Parks and Open
Space*

Parks and green space are an important resource to any community. Green spaces provide a place for relaxation and recreation -- a sanctuary for the people of a community. Fairhope has green spaces interspersed throughout the community. Most of the larger green spaces are located south of Highway 104. Other parks can be found along Section south of Gayfer and at the intersection of Mobile Street and Fairhope Avenue. Other open spaces, such as golf courses, ball fields, and beaches are available to the residents and visitors of Fairhope.



Industry

Fairhope is not a community known for its industrial base; however, hundreds of jobs are supplied by this sector. As of 1994 seven companies employed 15 or more people. Many companies, such as Rohr Aero Services and Poser Business Forms, have over 70 employees. Virtually all of the light industrial land use is located south Greeno or in the vicinity of the airport. Most of the light industrial is buffered from single family residential uses by neighboring commercial and/or public land uses

Perhaps more important than the location of the individual types of land use discussed above is the relation to its surrounding land uses. Problems can occur when adjacent land uses do not relate properly to each other. Examples range from residential subdivisions encroaching on agricultural land, to commercial, institutional or industrial uses interfacing with neighborhoods, to commercial vacancies occurring due to lack of a population base.

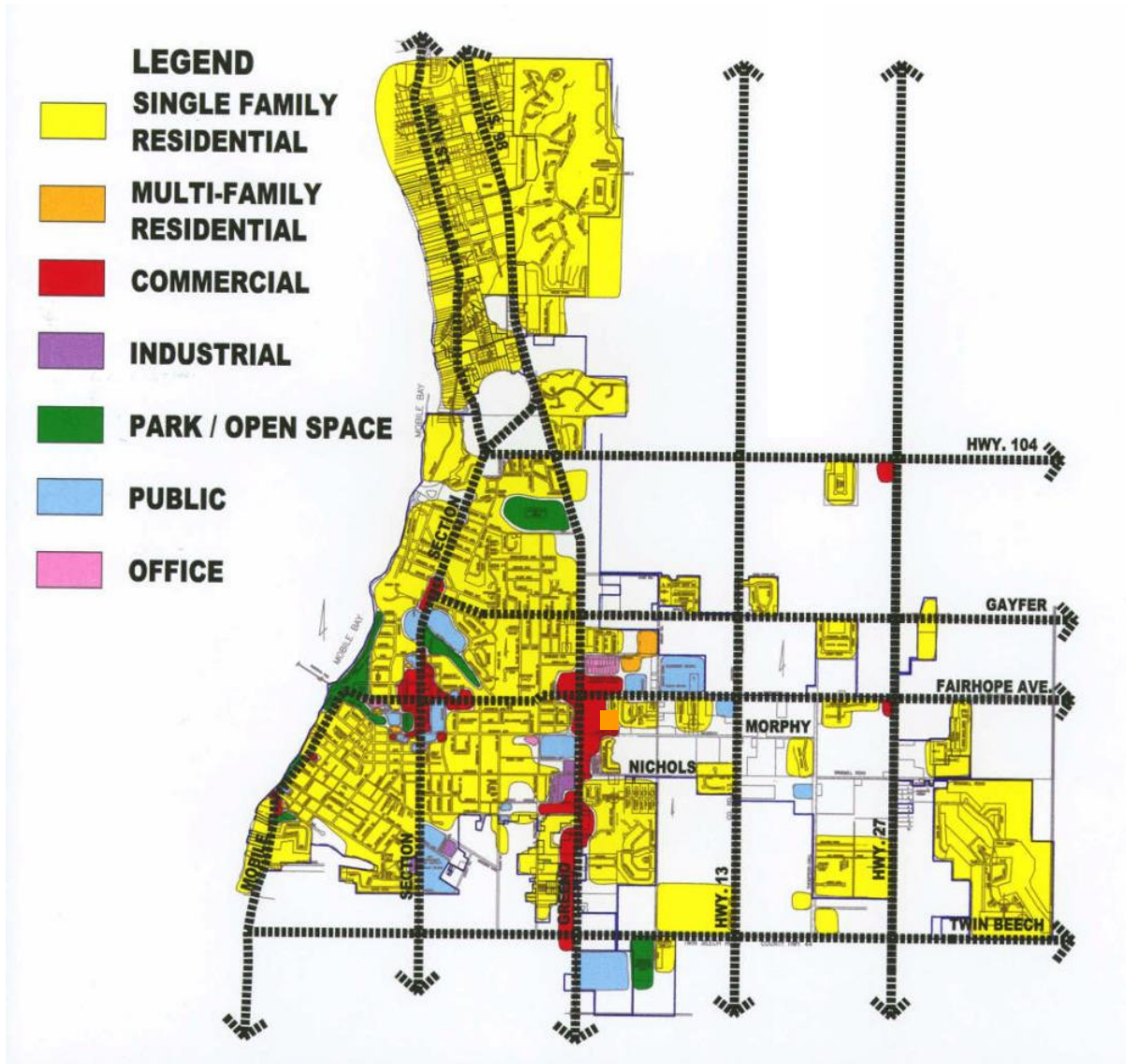


*Low Density Single
Family Subdivision*

The intersection of Section and Fairhope constitutes the center of Fairhope's Downtown. It is a central commercial core incorporated with mixed-use multi-family residential and public land uses, all in close proximity. As one moves away from this intersection, single family residential becomes more prevalent. Larger lots and newer subdivisions are more common to the north and east along Main Street and Fairhope Avenue. The other prominent commercial land use exists in the form of a corridor along Greeno Road. Both public and light industrial uses can be found within this corridor.

Fairhope is a small but growing community with a strong residential base. Fairhope has a good combination of commercial, public, green space, and light industrial land use that creates an environment for good jobs, strong schools, and goods and services for residents and visitors. Maintaining and expanding on these community strengths is crucial to ensuring that future land use decisions enhance the quality of life Fairhope residents have come to enjoy.

Existing Land Use



2.3 Development Regulation

The City Council of Fairhope adopted the current zoning code in 1992. The basic purpose of a zoning code is to define and regulate land uses, sizes and locations on a lot-by-lot basis by identifying specific districts in which uses may be located. Additionally, the code establishes requirements for off-street parking and loading, building coverage, landscaping, signs, and regulations related to issues such as home occupations and special exceptions.

The zoning code is the City's primary land use strategy implementation tool. The zoning code was amended in 2004 to introduce 3 new zoning districts that could more effectively implement the 2000 Comprehensive Plan, collectively known as "the Village Districts":

- The Neighborhood Village Center (NVC), providing for small-scale mixed use villages that primarily support surrounding residents with commercial needs within walking distance;
- The Community Village Center (CVC), providing a moderate-scale mixed use village, on a smaller scale than downtown, but providing a pedestrian-oriented center for surrounding residents as well as destination visitors; and
- The Village Residential Mix (RVM), providing for mixed-density residential development to support and surround the village centers, transitioning from higher density adjacent and lower density edges, all with a high degree of pedestrian-oriented building, site, and streetscape designs.

The City maintains a current zoning map, which is updated as zoning amendments are approved. The approval process involves the submission of an application to the Planning Commission, which reviews the application and makes a recommendation to the City Council. The City Council, as the elected body, has the authority to approve or deny the application. A Zoning Board of Adjustment exists to grant special exceptions or variances to the code, typically when an applicant can show that application of the terms of the zoning ordinance would cause unnecessary hardship.

In 2003, the City also updated its subdivision regulations. These regulations dictate the layout and design of streets, blocks, lots, open spaces and public facilities – essentially establishing the framework for development that will determine the physical pattern of the community for generations to come. Consequently – and appropriately – these regulations look outward to the future growth of the community, exercising the city's authority in its extra-territorial jurisdiction. This will ensure that the pattern of growth is coordinated across several different areas and over time, maintaining the appropriate scale and relationship of all development throughout the city as identified in this plan.

2.4 Architectural Resources

From Downtown to its older neighborhoods to its waterfront, Fairhope exhibits excellence in architectural character. This character can be described through several factors.

Overall Urban Design Framework



Parks, terrain and views

From its founding until after World War II, Fairhope developed within a consistent urban design framework. The scale and relationship among the City's districts, linkages such as parks, natural features such as terrain and views, and landscape treatment are all unifying factors. A challenge for the future of Fairhope is to honor these urban design traditions in newer development.

Building Scale



Thematic architecture

Whether residential or commercial, buildings in Fairhope have historically conformed to a common scale. Although building materials and architectural themes may vary, the scale of buildings, fenestration such as windows and doors, and rooflines are visually complementary. All types of newer developments, however, have often imported a style and scale inconsistent with Fairhope's image.

Landscape/ Streetscape Treatment



Landscape/streetscape treatment

Fairhope's climate makes it conducive to a bountiful and coordinated landscape treatment. From special pedestrian paving materials to colorful seasonal plantings, landscape and streetscape treatments add a "finishing touch" to Fairhope's design image. These treatments require an ongoing maintenance program, to which the City is committed.



The City completed a Street Assessment and Improvement Design program in 2003 throughout much of downtown. This program improved the balance and allocation of pedestrian and vehicular needs for much of the public rights-of-way, maximized downtown on-street parking opportunities, and capitalized on the City's already successful streetscape and landscape programs.

For Fairhope to grow in harmony with these architectural and landscape legacies, future developers must understand and adhere to these urban design principles.

SECTION 3 VISION AND GOALS



3.1 VISION



Based on the Community Participation Process, a vision statement was formed:

To carry on the dream of the founders and previous generations of Fairhopesians by creating a future development pattern that is consistent with the City's traditional scale, image and planning philosophy.

This vision is elaborated on further through the development of planning goals in several categories elicited during discussions from both the 2000 Plan and the 2005-06 Plan update.

3.2 PLANNING GOALS

Physical Image/Environment	
Promote new development, reuse and rehabilitation of structures and spaces that reflect the architectural resources and natural features of the community.	
<p>objectives</p> <ol style="list-style-type: none"> 1. Develop land use arrangements that consider the compatibility of adjacent activities. Provide appropriate buffers where required. 2. Encourage the preservation and restoration of architecturally or historically significant buildings, districts, areas, and landmarks. 3. Encourage design solutions (building materials, window size and placement, general façade composition and scale) of all sides of buildings that enhance pedestrian interest. 4. Incorporate designs and uses that facilitate efficient and attractive environments, while providing places for social interaction and recreation. 5. Provide for a pleasant and diverse pedestrian experience throughout the City. 6. Protect the structural stability, ecology, and visual access to Fairhope's shoreline. 	 <p style="text-align: center;"><i>Building and scale proportions</i></p>  <p style="text-align: center;"><i>Community history</i></p>

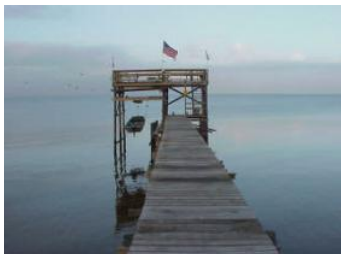
<p>7. Promote a sustainable future that meets today's needs without compromising the ability of future generations to meet their needs.</p> <p>8. Encourage or require environmental design solutions when the context warrants, including conservation subdivisions, low impact development and site design solutions, or preservation of significant natural features as amenities for surrounding development and neighborhoods.</p>		
	<p><i>Shoreline</i></p>	<p><i>Pedestrian Area</i></p>

Urban and Community Design

Reinforce and enhance the perception of Fairhope as a unique and livable community both locally and throughout the region through appropriate urban and community design.

objectives

1. Create focal points for new and existing neighborhoods by providing appropriately located parks, schools, parkways, street trees, and other amenities.
2. Create design standards for major corridors and thoroughfares that emphasize their importance in shaping the public realm of the City.
3. Support the development of artistic, cultural and recreational opportunities.
4. Work to establish and maintain neighborhoods with a sense of community and ties to neighborhood-based businesses.



Water-oriented recreation



Art and culture






Formal public open space



Natural Open Space



Specialty retail

<i>Development Framework</i>	
<p>Guide growth to locations that can be efficiently and effectively served by the City in transportation and infrastructure, and which strengthens linkages between historic Fairhope and new development.</p>	
<p><i>objectives</i></p> <ol style="list-style-type: none"> 1. Define Downtown Fairhope as the community and regional focal point, and evaluate the impact of proposed development and redevelopment with regard to the continued vitality of the Downtown. 2. Encourage high quality development that supports the scale and character of existing neighborhoods. 3. Prioritize projects that “pay their way” through covering the cost of necessary support services. 4. Define priority growth areas that will guide future extension of public infrastructure, and consider strategic annexation for future development consistent with the overall plan goals. 5. Ensure the maintenance of existing public facilities when determining budget priorities. 6. Conduct periodic instructional sessions or roundtable discussions with the development community on the “village development pattern,” exploring new developments, innovative design techniques, and “best practices” around the region that apply to Fairhope’s village development pattern. 7. Increase discussions with the County on planning and regulatory goals that are compatible with future village development, and that strike the appropriate balance and transitions between rural areas and villages, including design standards and levels of public service appropriate to each context. 	<div style="text-align: center;">  <p><i>Downtown as focal point</i></p> </div> <div style="text-align: center;">  <p><i>Neighborhood scale and character</i></p> </div> <div style="text-align: center;">  <p><i>Natural Areas</i></p> </div>

Transportation Network

Reinforce the streets and rights-of-way as the most prominent and significant public spaces in the City, and develop plans that ensure they are maintained as well-designed, highly functional shared community space.

objectives

1. Refine the connectivity standards for streets in the subdivision regulations, emphasizing the importance of connectivity for long-term growth and community design, yet specifying appropriate circumstances and creative solutions for situations where connectivity should not be rigidly followed.
2. Prepare a thoroughfare plan identifying probable locations of regional, sub-regional, and local arteries, focusing on the urban design as well as transportation function of the street networks.
3. Prioritize locations for future village development in association with the thoroughfare plan.
4. Enhance bicycle and pedestrian networks city-wide with specific attention towards alternative modes of transportation in the thoroughfare plan.
5. Consider potential transit links among activity centers throughout the city including downtown, the pier, the hospital, tourist areas, and institutional facilities.
6. Maintain a transitional street network, where the street designs are not based strictly on a “functional classification” but on the context of the street, the land uses to be supported immediately adjacent to the street, and upon the appropriate balance of needs of vehicles, pedestrians, bicycles, and utilities in the right-of-way.



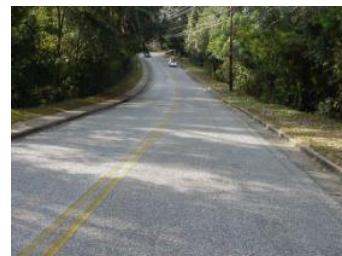
Downtown and village streetscapes





Alternative modes





Pedestrian networks



Context-sensitive streets

Infrastructure
Plan, provide, and maintain efficient and effective infrastructure that promotes orderly growth and environmentally sound practices to meet the future needs of the community and to support land use goals.
objectives
<ol style="list-style-type: none"> 1. Coordinate land use and transportation planning to ensure that the transportation system can accommodate potential travel demand. 2. Define priority growth areas that will guide future extensions of infrastructure. 3. Require that location and alignment of infrastructure systems are efficient and cost-effective. 4. Support the development of a comprehensive pedestrian and bicycle trail network with linkages to and between residential and commercial areas. 5. Provide for balance between maintenance and reconstruction of existing streets, services or facilities and expansion into new areas.
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p><i>Public services and facilities</i></p> </div> <div style="text-align: center;">  <p><i>Public works and infrastructure</i></p> </div> </div>

Community Economic Diversity
Maintain an open and inclusive approach to planning, development, and city services, in the spirit of “cooperative individualism,” emphasizing the essential roles and interests of all individuals in achieving the collective vision of the city.
objectives
<ol style="list-style-type: none"> 1. Establish development patterns that promote a sense of community through diverse neighborhoods, unique identifying characteristics, and civic institutions as the heart of community life. 2. Maintain communications with key civic organizations, institutions, and interest groups as the portal for those who do not have the means or ability to participate more fully in public discourse. 3. Consider housing needs for discrete populations including the ability to effectively integrate first-time home buyers, affordable and workforce housing, and aging populations into new and existing neighborhoods.

Quality of Life	
Cultivate quality health care, schools, recreation, culture, and public safety as fundamental services for the community, accessible and convenient to all citizens.	
<p>objectives</p> <ol style="list-style-type: none"> 1. Work with the school district and state to explore opportunities for more neighborhood-scaled schools to serve as focal points of the village development pattern. 2. Maintain civic and institutional uses (government functions, religious, and recreational centers) as focal points of Downtown and the villages. 3. Promote active living and outdoor recreation opportunities as a way of life for Fairhope through investment in supporting facilities. 4. Maintain premier emergency response and severe weather action plans. 5. Pursue an agenda for quality healthcare for citizens and support Hospital growth for job opportunities and health care services 	 <p style="text-align: center;"><i>Schools at neighborhood scale</i></p>  <p style="text-align: center;"><i>Outdoor recreation</i></p>

Economic Development	
Promote entrepreneurial businesses in the retail and service industries as the economic foundation of neighborhoods and villages, and seek job growth and career opportunities as the economic foundation of the city.	
<p>objectives</p> <ol style="list-style-type: none"> 1. Encourage and develop connections between environmental quality and economic vitality. 2. Promote economic development that enhances the natural resource base and supports employment opportunities for our citizens. 3. Promote and encourage a stable, diverse, equitable, and sustainable economy. 4. Create an environment in which specialty retail can prosper and grow. 5. Partner with significant private sector employers to ensure quality job growth and career opportunities in the city. 6. Develop a program to ensure the supply of workforce affordable housing to help draw major employers to Fairhope. 7. Create a 5-Year Capital Improvements Program that is updated annually to better assure a predictable and well-designed network of infrastructure and public sector improvements that supports high-quality economic development. 	

Resort and Tourism

Develop a special resort and tourism planning district reinforcing Fairhope as a major destination on the Eastern Shore.

objectives

1. Establish a specific master plan for an area or areas within the City planning jurisdiction that is consistent with and supportive of the village development pattern, but which recognizes some site-specific and use-specific considerations as a “resort village.”
2. Reinforce resort and tourism industries as a major employment generator for the City.
3. Encourage development of a resort and tourism district capable of establishing Fairhope as a convention center destination for the region.
4. Promote active, outdoor recreation amenities and waterfront activities as the primary amenity for a resort and tourism district area plan.
5. Ensure that the resort and tourism district provides essential transportation links to Downtown Fairhope through a variety of transportation modes, so that increased activity, development and business in this district is a benefit to Downtown.
6. Ensure that the resort and tourism district is planned as an interconnected community with appropriate transitions to adjacent areas, planned around the fundamental principles of a “walkable neighborhood”, and provide exceptions to this pattern to serve environmental or recreational needs within the district plan.
7. Ensure that a resort and tourism district area plan operates within the overall framework of villages for the City’s comprehensive plan, and that the uses and intensity within the area plan do not compromise the future long-range plans for village development patterns in adjacent areas.

SECTION 4 LAND USE PLAN

4.1 ALTERNATIVES

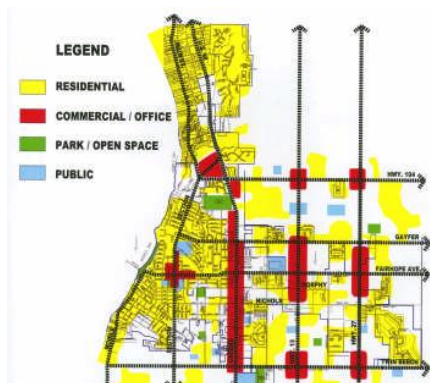
To facilitate community discussion during the 2000 planning process, a series of three alternative land use strategies were prepared. They were presented to both the steering committee and at a town hall meeting for review, discussion and direction. In a final town hall meeting, a group consensus was formed regarding the most appropriate land use pattern for Fairhope. (See Alternative C.)

During the 2005 Plan Update process, the alternative directions were once again presented and discussed. Participants were asked to challenge or affirm the decisions made in 2000 with regard to the preferred land use pattern. Once again, the pattern selected was embodied in Alternative C: Fairhope Villages.

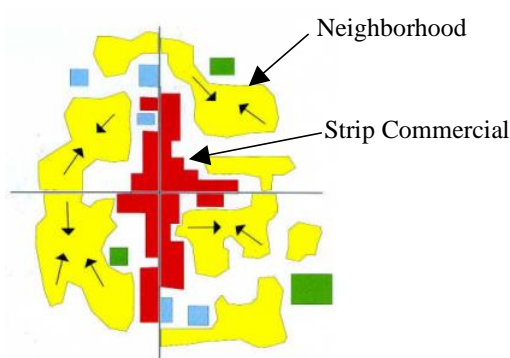
Alternative A: Market/Developer Driven

In the first alternative, it was envisioned that the future of Fairhope would be determined solely through typical market and development forces. In this scenario, Fairhope would develop with strip commercial centers along primary arterials. Residential subdivisions would fill-in sporadically between these corridors, and parks, schools, churches, and other institutions would locate expediently – wherever cost effective.

A key advantage to this option is that it represents the mainstream of American development practices; thus, it is relatively easy to implement. It does not, however, adequately address the vision, goals or objectives of the plan as developed in the community participation process.



Alternative A projected Fairhope build-out if there were no significant changes to existing land use policies and if development decisions were designed to be deferential to the wishes of the development community.



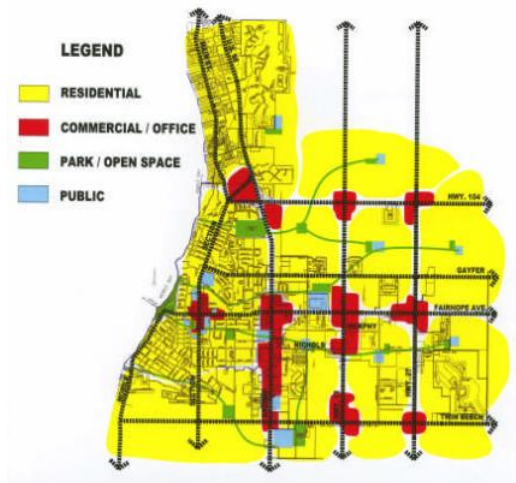
In a market-driven approach, commercial development occurs in a “strip” configuration along corridors and at the intersection of arterial roadways. Residential subdivisions are typically inwardly focused.

Alternative B: Directed Market

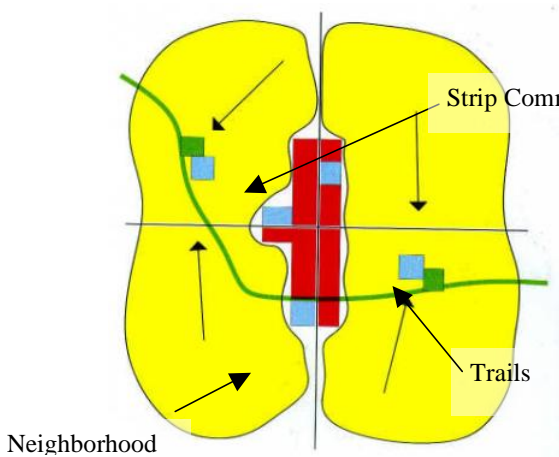
The second alternative attempted to direct market forces to a greater extent than envisioned in Alternative A. In this scenario, the City would use zoning policies and infrastructure development strategies to direct the timing of new development.

While the strip-oriented commercial corridors would still exist to some extent, they would be phased in a more orderly manner. A comprehensive trails and bicycle path system, interlinked with parks, would be developed as a part of the City’s physical framework.

The result of this development pattern would be better sequencing and predictability of infrastructure, but it would not fully address the City’s image and character as expressed and identified as a priority in community meetings.



Alternative B proposed a Fairhope build-out based on modified traditional land use policies that represent a semi-patterned community, where cost is not the primary locational determinant.



While a “strip” commercial configuration exists, the City would utilize zoning policies to limit the size and configuration. A proactive approach would be necessary to coordinate parks and institutions. A trails system would link parks into an overall open space network.

Neighborhood

4.2 PREFERRED PLAN

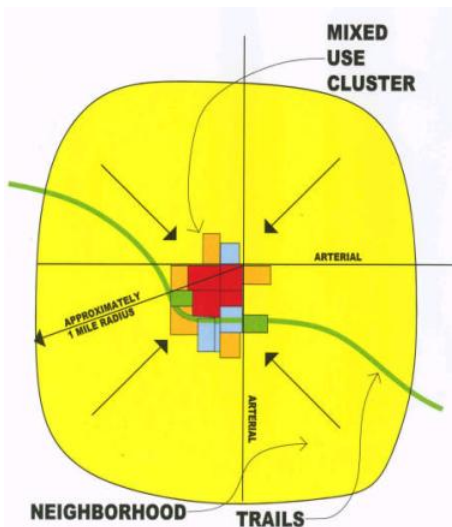
After considering the three alternative land use scenarios, the community participants and Steering Committee worked to develop a preferred scenario to act as a framework for future development in Fairhope.

Alternative C: Fairhope Villages

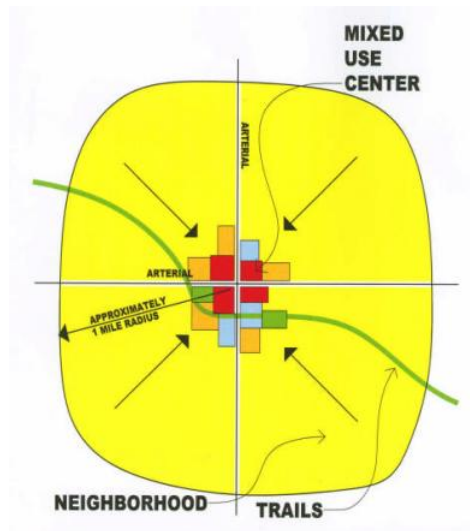
In a third alternative, Fairhope was envisioned as developing in a series of walkable villages. Each village would be centered around a mixed-use cluster consisting of parks and open space, a trail/bikeway connection, institutions, retail, and residential. Although the exact nature of each village center would be market driven, a premium would be placed on the clustering, coordination, and land use integration of these and other uses.

In this scenario, three levels of retail are envisioned for Fairhope: Downtown as a regional center, Greeno Road as a community retail center, and smaller neighborhood village centers that are not competitive in scale and use with either Downtown or Greeno Road.

This alternative was overwhelmingly favored by community participants in the planning process, although there was a recognition that this was the most difficult of the three alternatives to implement.



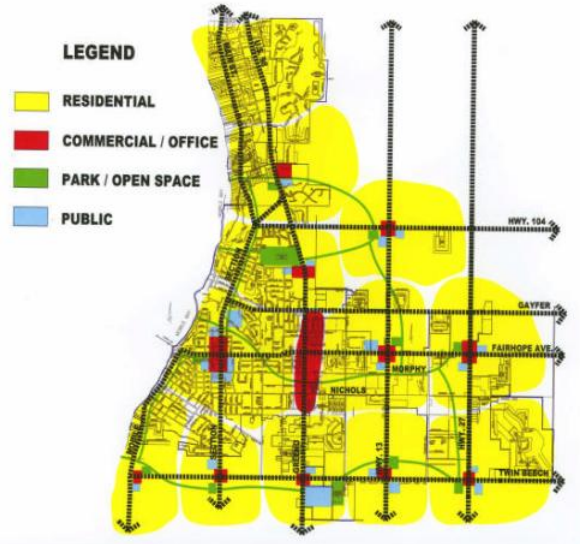
Off-set Mixed-Use Center



Streets Bisecting Mixed-Use Center

Mixed-use center may occur across an intersection or within one or more intersection quadrants as illustrated. A clustered, mixed-use center consisting of commercial or institutional uses anchors each village. A planned parks and trails system links the villages.

Alternative C: Fairhope Villages



Alternative C presents a build-out scenario where new growth has been directed into village patterns designed to provide various levels of support to local or regional residents.

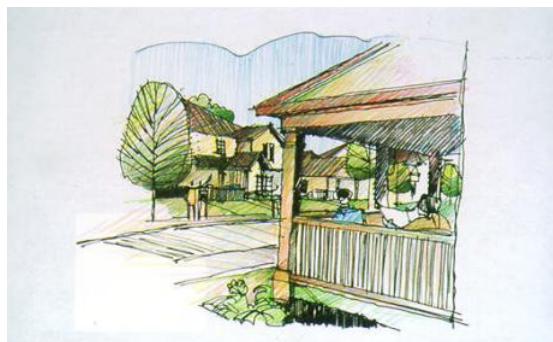
NOTE: The locations of commercial/office, park/open space, and public land uses are approximate. They were presented at community meetings for discussion purposes only

The Fairhope Framework creates a hierarchy of village centers that will be located throughout the city to meet different local and regional needs. Each of the village centers will be designed to include or be linked to:

- compact, walkable neighborhoods with approximately a one-mile walking radius;
- public space, such as a square or an important intersection;
- pedestrian/bicycle trails and open spaces linking all villages, including Downtown and the waterfront
- a commercial and/or institutional core that responds to market-driven realities

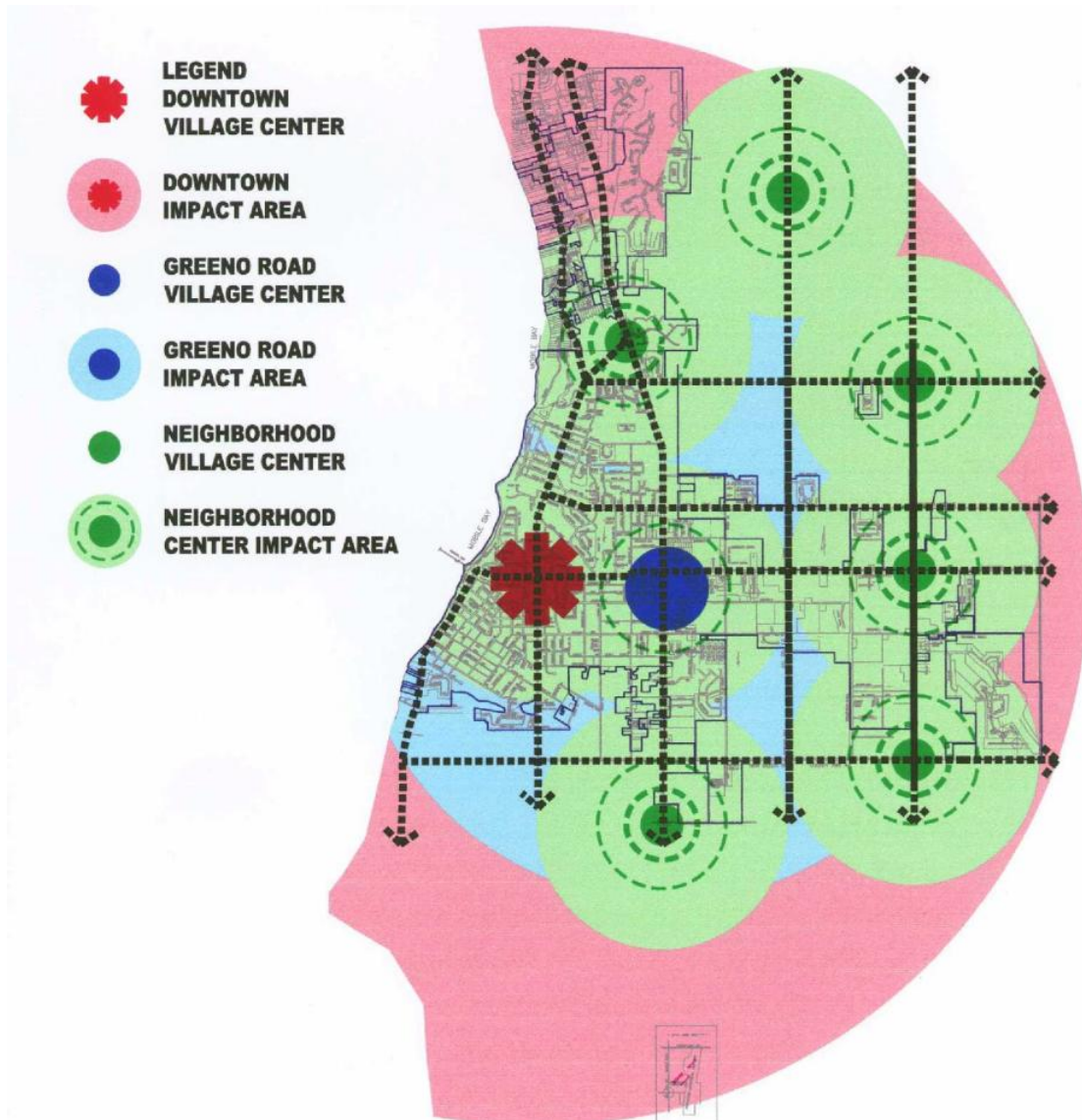


Village Center Character



Neighborhood Character

FAIRHOPE DEVELOPMENT FRAMEWORK



The development framework pictured above illustrates Fairhope's proposed future development pattern. Downtown represents a regional village center and the symbolic center of Fairhope. Greeno Road represents an automobile-based retail center, although it is anticipated that landscape treatments will be used to effectively tie this center into the overall development framework. The remaining centers shown illustrate possible locations for smaller scale neighborhood commercial or institutional activities.

NOTE: The centers indicated do not represent an exact proposed location. Rather, they show the approximate service areas for such centers. The City, however, should not approve neighborhood centers that are approximately closer than 1 ½ miles to each other, to Downtown, or to the Greeno Road center.

4.3 DEVELOPMENT FRAMEWORK: VILLAGE CENTERS

The Fairhope Development Framework contemplates three types of village centers: neighborhood, community and regional. Each is described below:

Neighborhood Village Center	
Description	A Neighborhood Village Center is a mix of residential uses supporting a small commercial/retail development with locally focused services. The Fairhope Comprehensive Plan contemplates up to six (6) Neighborhood Village Centers. Neighborhood centers should not be converted to community or regional centers.
Service Area	Neighborhood Village Centers are intended to provide convenience goods and personal services within an approximately 1-mile service area radius. These centers should be dispersed throughout Fairhope so that there is no overlap in service area radii and to allow each of the centers to function without interference from other Neighborhood Village Centers.
Size	These centers are small and focused on providing neighborhood-level services, for example: grocery store, personal services (dry cleaning, beauty salon, bank), restaurant and gas station. These convenience uses can be provided in an area of 60,000 to 180,000 square feet on approximately 8 to 18 acres.
Location	Neighborhood Village Centers should be located on or directly adjacent to the intersection of arterial streets. The preferred location is to occupy all quadrants of the intersection and maintain a pedestrian nature of streets through traffic calming and intersection details. Intersections off-set in one or more quadrants of the intersection may be acceptable provided sufficient connectivity is maintained into all adjacent quadrants.
Uses	<ul style="list-style-type: none"> • Park or public space • Recreation facility • School and Day care (children or adult) • Religious institution • Small professional offices and clinics • Neighborhood market • Local retail and personal services • Multifamily residential • Single family residential
Policies	<ul style="list-style-type: none"> • Promote the inclusion of amenities as focal points • Protect existing neighborhoods from intrusion of incompatible land uses; ensure that neighborhood villages have identifiable centers and edges • Ensure pedestrian accessibility • Provide a public gathering place • Encourage street and sidewalk connections • Nonresidential buildings should provide space for multiple tenants and uses • Provide internal system of traffic circulation and parking

<i>Community Village Center</i>	
Description	A Community Village Center is a general merchandise and convenience destination for residents citywide. It includes a wide range of commercial uses, such as big box retail, strip centers, fast food restaurants, and office space. The Fairhope Comprehensive Plan contemplates one Community Village Center located along Greeno Road.
Service Area	The Community Village Center should serve a 2 to 3+ mile service radius, including the heart of Fairhope's residential neighborhoods. This center must be controlled in terms of approved uses and size of overall development to ensure that it complements, not competes with Downtown Fairhope.
Size	The Community Village Center should ideally include 100,000 to 350,000 square feet of gross floor area on a total of 10 to 40 acres, although the Greeno Road corridor currently exceeds these limits.
Location	The Community Village Center is appropriate at the intersection of major highways where existing or proposed infrastructure is or will be available to support heavy traffic, water and sewage usage. The Community Village Center may incorporate a commercial corridor. Such a center exists already along Greeno Road, which should remain the focal point for community-level commercial development
Uses	<ul style="list-style-type: none"> • Retail businesses > 40,000 square feet • Shopping center / strip mall > 70,000 square feet • Fast food restaurants • Auto sales and repair services • Motels
Policies	<ul style="list-style-type: none"> • Commercial development must be compatible with the adjacent land uses, appropriate to traffic flow pattern and access, and supported by existing or planned infrastructure • Development should have internal traffic patterns and parking • Site design should be pedestrian oriented both among uses and between uses and neighborhoods • New development should be directed into a planned commercial center

<i>Regional Village Center</i>	
Description	The Regional Village Center is intended to be the focal point of Fairhope. Within this village center, residents and tourists will find retail shopping, restaurants and entertainment, cultural and artistic institutions, offices and workspace, governmental functions and a sense of place with the unique character of Fairhope.
Service Area	The Regional Village Center is intended to serve the entire community.
Size	Downtown is Fairhope’s regional village. Some carefully planned alterations or expansion may be contemplated in the future that respect both the traditions of the downtown development pattern and scale, as well as boundaries with surrounding stable neighborhoods.
Location	Downtown Fairhope
Uses	<ul style="list-style-type: none"> • Retail sales and services • Office and workspace • Single family residences (detached and attached) • Multifamily residences • Mixed-use developments • Public institutions • Parks, trails, open space
Policies	<ul style="list-style-type: none"> • Uses that generate high levels of pedestrian traffic should be encouraged on the street-level. • Residential uses should be considered as part of a mix of uses within a building. • Downtown will continue to be the focus of the arts, cultural activities, and governmental administration. • Downtown should be buffered from surrounding residential uses to prevent interference with the character of neighborhoods. • Streets and public spaces should be designed to enhance pedestrian and bicycle activity. • Parking issues should be addressed at a regional village-wide level. • Small parks and open spaces should be encouraged to link trails and higher traffic uses. • Tourist and local resident entertainment venues should be located Downtown.

4.4 DEVELOPMENT FRAMEWORK: 2005-06 POLICY AND STRATEGY SUPPLEMENT

The 2005-06 Plan Update process identified the following 9 key areas for discussion among the community:

- Downtown;
- Growth and Development (the “village pattern”);
- Transportation;
- Community and Urban Design;
- Social Outreach;
- Quality of Life;
- Natural Resources; and
- Economic Development.
- Resort & Tourism District

This section provides commentary on the discussions and points of interest for each of those issues, and identifies potential strategies for the City to pursue to address those issues.

4.4.1 DOWNTOWN’05 – ’06

Downtown Fairhope remains the focal point of the community and, in fact, the region. However, Downtown is experiencing the pressure of regional competition. Additionally, demand for living opportunities in and around Downtown are increasing residential development pressure for Downtown. There is a perception in the community that the regional market and residential development pressures have resulted in Downtown losing some of its “neighborhood service identity” and it is at risk of becoming solely a tourist attraction. Additionally, as with any successful pedestrian-oriented area, downtown Fairhope is striving to strike the appropriate balance between sufficient parking, perceived easy auto access and urban design/pedestrian-orientation. These issues point to the need for a defined strategy to position Downtown so that it may continue to evolve “in place” and maintain its key value to the surrounding neighborhoods and community.

DOWNTOWN STRATEGIES:

- Prepare urban design concept plan to guide all infill development in and around Downtown.
- Create a stronger central marketing management organization that can proactively address and assess both regional and local market positions.
- Prepare a transportation management plan for Downtown that considers pedestrian priorities in light of increased traffic. Examples may include exploring transit through partnerships with tourist, employment, institutional uses Downtown; considering remote or shared parking facilities with shuttle services; expanding public parking actions with new public parking or new strategies for management of on-street parking.
- Utilize the parking authority to create new Downtown parking. Private, shared, or public parking facilities, management and maximization of on-street parking, and methods to reduce intra- and inter- Downtown vehicle trips would all be strategies for the consideration by the authority.

- Reinforce the downtown campuses of the University of South Alabama and Faulkner State Community College as activity nodes, educational centers, and to benefit quality economic development in downtown.

4.4.2 GROWTH AND DEVELOPMENT '05 –'06– THE “VILLAGE PATTERN”

The village pattern establishes the development framework of the 2000 comprehensive plan for future growth and development in Fairhope. While the update process raised many critical questions about this pattern, the commitment to this pattern as the foundation for growth was reaffirmed. This pattern is proven to accommodate more growth in less land area, and it delivers the higher community quality and values currently experienced in Fairhope. While this pattern represents a shift from more recent conventional or status quo development patterns regionally and nationally, it is in fact restoring the historical pattern engrained in the fabric and culture of Fairhope. Further, regional and national trends demonstrate a renewed interest from private sector and market forces to revive the village pattern to some extent. Much of the dialogue on the village pattern seemed to center on understanding of the proper implementation strategies (i.e. lack of tangible results in 5 years), as well as understanding some of the negative impacts that may have been avoided through policies and implementation over the last 5 years.

The update process raised critical questions on street connectivity, expansion of the village pattern into the extra-territorial planning jurisdiction of the city, and relationship of the Greeno Road corridor to the overall village pattern.

GROWTH AND DEVELOPMENT STRATEGIES:

- Establish the Grand Hotel / Point Clear area as a future additional village center on the Fairhope Development Framework Map.
- Conduct annexation investigation promoting village development patterns for those areas most easily served by city infrastructure services.
- Balance annexation and village expansions with conservation subdivision (“cluster development”) strategies for those areas where service is more difficult.
- Maintain an on-going dialogue with the County on planning, zoning, and regulatory and design issues impacting potential village development. Seek cooperative planning policies at the County level, in addition to enforcement of the City subdivision regulations in the planning jurisdiction.
- Conduct informational / instructional sessions on the Village Pattern. Such sessions could include workshops with developers and landowners on techniques of village development, informational excursions to local and regional development projects that are incorporating these principles; development of a “best practices” library that analyzes and distills information on sample projects and development techniques; and host a speaker series with planners and developers experienced with constructing villages in the region or nationwide.
- Maintain connectivity goals and objectives to support the growth and development pattern, but revisit, refine, and clarify existing connectivity standards (see Transportation '05 – '06).
- Greeno Road (see Community/Urban Design '05 – '06 Strategies)

4.4.3 TRANSPORTATION '05 – '06

Transportation is a critical planning element that must be intimately related to growth, development, and land uses. Transportation networks determine the development patterns, and thus the location, scale, and character of places that may be created within the development patterns. Therefore, street connectivity – essential to support a more compact village development pattern - is a fundamental element of the 2000 comprehensive plan. The 2005-06 update discussions centered on three basic elements of transportation in relation to planned growth for the city:

- Downtown transit potential;
- Traffic and community design on arterials; and
- Local connectivity: pros/cons.

Significantly, the range of solutions to the first two issues are immediately and directly related to how well connectivity is planned for and provided in a comprehensive manner.

The transportation strategies discussed as part of the 2005-06 Comprehensive Plan update were categorized in four basic, but related sub-topics: Connectivity; Bicycle and Pedestrian Improvements; Intergovernmental Cooperation; and Downtown Transit.

CONNECTIVITY:

“Connectivity” is a measure of the overall transportation system’s ability to serve the same origin and destinations through multiple routes and multiple modes of transportation. It is not simply connecting point A to point B through a single means. Connectivity supports patterns beyond the specific site and maintains development opportunities beyond the original development plan. In contrast, lack of connectivity has many long-term, and unintended consequences beyond the site or specific issue that is the rationale for disconnection. Further, the rationales for disconnection are often equally or better served by other urban design techniques and solutions, rather than simply disconnection.

Greater connectivity serves three primary design functions in support of village development patterns called for in the Comprehensive Plan:

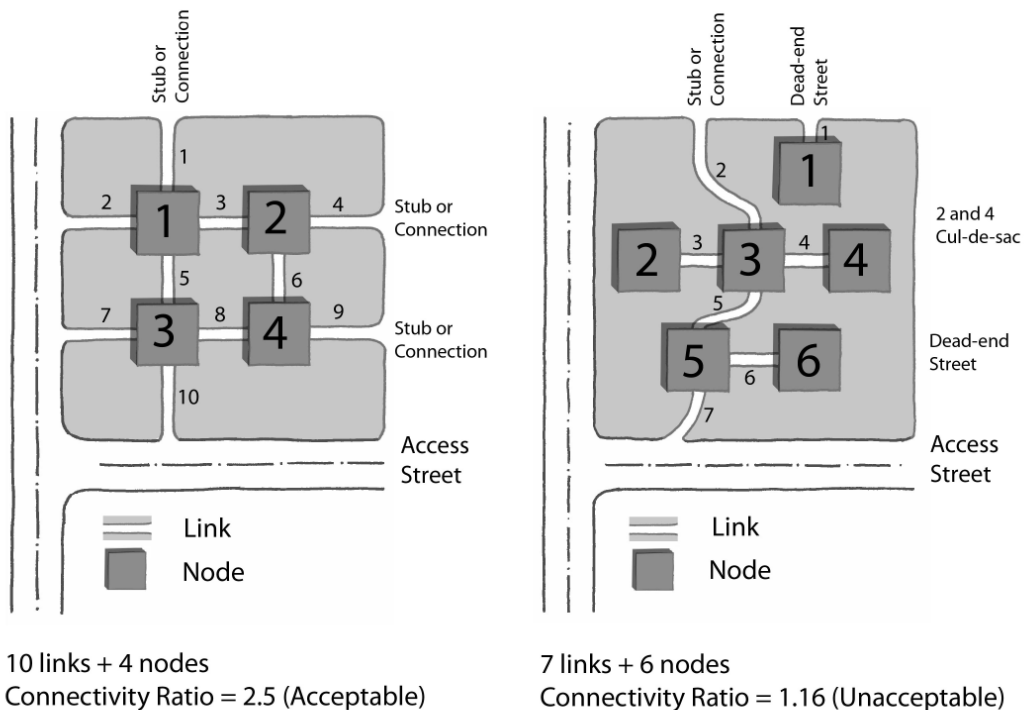
- (1) it increases access to nearby areas through shorter distances, potentially increasing pedestrian traffic and reducing vehicle traffic;
- (2) it disperses traffic onto a greater number of alternative and regionally connected streets, allowing greater variety and more civic-oriented designs for streetscapes (see the “Street Design Types” listed in the Thoroughfare Plan strategy below); and
- (3) it allows for a greater intensity and diversity of land uses – a “critical mass”– within a more compact and accessible pattern.

However, connectivity does not necessarily require a rigid grid system. Many topographical, environmental, or urban design considerations can justify deviation from a strict grid development patterns. The current system implemented under the 2000 plan and associated ordinances allows for this context appropriate connectivity. Although it derives some of the

standards for a grid system (based on historical development patterns in Fairhope), there are opportunities to propose equally performing alternatives.

CONNECTIVITY STRATEGIES:

- Emphasize and clarify the circumstances under the existing plans and regulations where alternatives to grid connectivity are acceptable. Additionally, several other well-connected street networks (variations on the grid system) can also meet the standards under the current system: Organic Network; Curvilinear Network; and Diagonal Network. (see PAS Report No 515, American Planning Association, p. 89)
- Consider and “alternative compliance” method which developments can propose through planned developments. One example is a “connectivity ratio” which compares the ratio of “links” to “nodes” to determine acceptable connectivity. Links are road sections between intersections or between an intersection and a dead end (i.e. cul-de-sac or disconnected stub), and nodes are intersections of two or more links or dead-ends. [Note: In implementing a connectivity index option as an alternative compliance method, intersections with existing streets or stubs to adjacent parcel boundaries where future intersection may be can be counted as nodes, but this will alter the ratio downward (increasing the nodes compared to links) and a lower ratio may be necessary for the threshold.]. Below is an example - a ratio of 1.4 is acceptable for neighborhoods and a ratio of 1.8 is acceptable for village centers.



- Prepare a thoroughfare plan that will support a system of future village development. At a minimum this should explore regional connections at a frequency of every ½ mile.

Regional connections solely at intervals less frequent than this will tend to result in strip corridor development patterns identified as a concern in both the 2000 and 2005 plan discussions. The thoroughfare plan can also proactively and more specifically identify areas where connectivity at the local level may not be a priority due to topographical, environmental, or urban design justifications, while still maintaining the network and framework essential to the village development pattern.

At a minimum, the thoroughfare plan should explore the following street design types applied to a system of arterial, sub-arterial, and collector streets in a city-wide framework:

- *Rural Parkway;*
- *Urban or Neighborhood Parkways;*
- *Residential Boulevards;*
- *Urban Avenues; and*
- *Main Streets.*

Each of these street design types is capable of supporting regional transportation networks. Each of the design types can be applied to a range of functional street classifications including:

- Major Arterial street functions – connections and continuity to the region
- Sub-arterial street functions - connections and continuity city-wide at least every $\frac{3}{4}$ to $1\frac{1}{4}$ mile; and
- Collector street functions - connections and continuity between different neighborhoods and between neighborhoods and village centers at least every $\frac{1}{4}$ to $\frac{3}{4}$ mile.

However, these functional classifications should not dictate the designs of these streets. Rather the context, the planned adjacent land use, and desired traffic design speeds and streetscape designs should dictate appropriate design types, regardless of the streets function in the overall transportation network. This type of thoroughfare plan promotes better transitions to the different types of land use and development patterns they may support.

The following are typical characteristics of each of the street design types that should be included in the thoroughfare plan.

Urban or Neighborhood Parkways.

Urban and neighborhood parkways are “green corridors” that connect residential neighborhoods to village centers. Parkways include one or two lanes of traffic separated by a



Urban or Neighborhood Parkway

Parkways may have parallel parking on the street at higher residential densities or in non-residential areas. Sidewalks should be separated from the street by wide green spaces contributing to the generally larger setbacks of buildings from the

roadway. Access is typically limited to side streets, secondary alley networks, or shared access drives to present a consistent building frontage along the corridor

Rural Parkways. Rural parkways connect development in more remote areas. They should serve as the primary design type for arterial or collector classifications in rural areas. Rural parkways are designed for the “natural environment” and are surrounded by natural vegetation and topography, disturbing as little grade as possible. This type of thoroughfare usually has one or two lanes of traffic separated by a green median. Typically development is not located in close proximity to the street. Developments along rural parkways should be buffered by wide green open space. Access is more limited and carefully considered to preserve the rural character along the corridor.



Rural Parkway

Residential Boulevards. Residential boulevards are smaller scale, low traffic volume connectors between residential neighborhoods. The boulevards have two or three traffic lanes and may have parallel parking on the street at higher densities. The street typically has enhancements, such as oversized planting strips between the sidewalk and street with more dense and larger street trees. This thoroughfare primarily supports access to residential areas, with residential uses fronting along the street. Access is limited to a secondary alley network, shared driveways, or narrow individual drives for larger lots, thus enhancing the residential character along the boulevard.



Residential Boulevard

Urban Avenues. Urban avenues are high volume streets along an extended corridor. The urban avenue design type is applied to arterial classifications and typically includes four to six lanes of traffic with additional lanes of parallel parking on the street. The sidewalks should be wide on the both sides of the street promoting the pedestrian activity along the street. This thoroughfare typically supports primarily commercial and residential uses along the corridor. Street level retail uses exist primarily to support a mix of uses on upper floors. Buildings front on wide



Urban Avenue

sidewalks providing easy pedestrian access in the area. Access to on-site parking is limited to side streets, a secondary alley network, or shared access points to preserve the linear pedestrian and/or bicycle movements along the corridor.

Main Streets. Main streets are commercial streets going through village centers. Main street design types may be applied to arterial classifications when associated with traffic calming designs that produce desired vehicle speeds in the 20 to 30 mile per hour range, or they may be applied to collector classifications or “side streets” accessed off of high speed arterials. Parallel or diagonal parking is required providing vehicle access to street-oriented buildings fronting on wide sidewalks. Buildings are limited to 2 or 3 stories. Parking access is limited to side streets or a network of alleys internal to the block to preserve the building frontages along the pedestrian sidewalk.



BICYCLE AND PEDESTRIAN IMPROVEMENTS.

One of the premier advantages of more compact and connected development patterns is the ability for this pattern to accommodate bicycle and pedestrian travel as an alternative choice for people. Further, the typical “travel shed” or range for each of these modes (1 to 5 miles for bicycle; ½ to 1 mile for pedestrians) corresponds with the scale of villages in the identified land use plan and development framework. Therefore, bicycle and pedestrian improvements should be incorporated into all levels of transportation planning and site development to enable better service for important transportation functions in addition to providing recreation opportunities.

BICYCLE AND PEDESTRIAN STRATEGIES:

- Incorporate regional bicycle needs into a future thoroughfare plan (see criteria below). Regional bicycle transportation needs are often different than bicycle recreational needs, and the system and facility planning can begin to be developed under the following general guidelines:

Street Vehicle Design Speed	Bicycle Facility
Above 45 mph	Off-street bicycle facility, preferred; On-street dedicated lane acceptable.
35 mph – 45 mph	On-street dedicated bicycle lane, preferred; On-street shared lane acceptable.
25 mph – 35 mph	On-street shared lane preferred
Below 25 mph (local streets or where on-street parking exists)	Combined lane

Bicycle Facility Design Characteristics	
Off-street Facility	At least 12' for two-way dedicated bike route; At least 8' for one-way dedicated bike route; At least 12' – 20' for shared bicycle / pedestrian route.
Dedicated on-street lane	5' – 6' separated from outer-most vehicle lane with a stripe
Shared on-street lane	4' added to the outer-most vehicle lane (but no more than 14' total lane width) indicated with street painting or "share the road" signs
Combined lane	No specific facility – bicycle traffic and vehicle traffic are compatible at lower speeds

* Actual facility types and facility designs may be based on specific needs and site conditions.

- Ensure that pedestrian circulation plans are included with all plat applications, providing at least the same frequency and scale of connectivity as the street designs.
- Review all site development plans for pedestrian circulation that integrates with the block- and neighborhood-scale circulation system.
- Consider appropriate alternate connectivity for bicycle and pedestrian connections in any circumstance where disconnections of the street system are proposed for a valid reason.
- Conduct a city-wide bicycle and pedestrian facility assessment to identify areas where new facilities are needed or areas where existing facilities may require maintenance within the next 5 years.

INTERGOVERNMENTAL COOPERATION.

Many of the transportation components involve some form of involvement by other state and local government entities. By statute, however, the Planning Commission has formal oversight of these types of public improvements, even when under the design, control or funding of other jurisdictions. The Planning Commission's role is to review these improvements for consistency with the City Comprehensive Plan. Nationally, the planning and urban design concepts essential to providing transportation networks that support the village development pattern are gaining acceptance with these entities as "context sensitive designs."

INTERGOVERNMENTAL COOPERATION STRATEGIES:

- Work proactively with the County and State DOT regarding transportation facility designs that achieve the City's planning goals and develop models for application in appropriate circumstances to minimize inter-jurisdictional conflicts. (See North Carolina DOT, Traditional Neighborhood Street Design Guidelines, 1997; Oregon DOT, "Main Street...When a Highway Runs Through It," 1999).
- Ensure implementation of a City thoroughfare plan (see above) throughout the City's planning jurisdiction. This should include all roads platted or otherwise improved in association with private development, regardless of whether they are city roads or roads by other jurisdiction.

POTENTIAL TRANSIT ALTERNATIVES.

See Downtown Strategies section.

4.4.4 COMMUNITY / URBAN DESIGN '05 – '06

Urban and community design has been a significant topic in Fairhope for both the 2000 Comprehensive Plan and the 2005-06 plan updates. Most planning efforts in Fairhope demonstrate a substantial understanding among developers, public officials, and the citizens-at-large of the important role that design has played in making Fairhope a great place. Through its efforts the city has demonstrated a significant commitment to excellence in design for the most significant public design element of cities – the public rights-of-way and streetscapes. Similarly in areas of high civic investment in and design of streetscapes and public areas, the development community has responded with well-designed sites and buildings that complement this investment and establish appropriate relationships between the public realm to the private realm.

This commitment to design extends to future growth and development as well. However, much of the discussion in the 2005-06 update process identified a concern that the City become more specific with regard to its commitment to urban design, as well as clarify what it expects from the private sector in this regard. Community or Urban Design discussions in the 2005-06 update process focused on four main issues:

- Downtown character
- Greeno Road development
- Neighborhood scale and character
- Design of major arterials

COMMUNITY AND URBAN DESIGN STRATEGIES:

- Establish more specific design guidance for different areas of the community to be utilized by the private sector and in the development review process. (See new Section 5 in this 2005-06 plan update establishing general guidelines dependant on the development pattern and context of development.)
- Prepare urban design guidelines for downtown and adjacent neighborhoods that specify the scale and urban design characteristics of new and infill development in downtown and older neighborhoods. Guidelines could be developed as voluntary guidance or opt-in guidance at the areas own initiative, and do not necessarily need to address architectural style or preservation.
- Develop a specific form-based corridor plan to detail the growth, redevelopment, phasing, and urban design strategies that can allow the Greeno Road to transform over the next 10 to 20 years. Seek private sector sponsorship and initiation of this plan to coordinate various stakeholders and promote the plan as an economic development tool. Any such effort should expand on the general design guidance provided in Section 5 adapting it for site-specific planning in the corridor.
- Prepare an educational urban design pamphlet for downtown and neighborhoods.

4.4.5 COMMUNITY ECONOMIC DIVERSITY

The 2000 comprehensive plan did not delve deeply into socio-economic issues, as it dealt primarily with the physical form of the community. However, the 2005-06 update process identified the following key socio-economic issues that will grow in importance as the envisioned physical framework evolves:

- Affordable housing
- Community participation / Minority engagement
- Job training / growth

COMMUNITY ECONOMIC DIVERSITY OUTREACH STRATEGIES:

- Direct special attention to communication with minority-based neighborhoods and institutions, or other discrete populations. Maintain a network of contacts with these organizations so that all interests of the community are effectively represented in planning processes.
- Establish a set-aside program for affordable housing in planned districts and village centers. Such programs may include “density bonuses” or other public incentives for developments that include either market rate or market-controlled dwelling opportunities.
- Consider the development of a program to permit accessory dwellings in single-family neighborhoods. This living alternative provides opportunities for aging family members, young entry-level workers, or college students to live in the heart of Fairhope’s neighborhoods, and it can also provide an additional income source for property owners. Cities similar to Fairhope have initiated strategies for accessory dwellings that include standards for appropriate location for accessory housing, design and parking standards, and operational standards.
- Work in partnership with economic development interests to develop job training and job growth programs. Of particular interest is ensuring opportunities for entry-level, career track opportunities in the Eastern Shore area.

4.4.6 QUALITY OF LIFE '05 –'06

A high quality of life - including civic life - has always been a pursuit of Fairhoppers since its founding, and Fairhope’s ability to deliver has been one of its strongest attractions. However, recent weather events in the region, demographic shifts in the community, and other development activities have forced the community to revisit what it is that delivers a high quality of life and focus on what can be done to strengthen those community assets. The 2005-06 update process revealed the following issues as being most critical to a continued high quality of life in Fairhope:

- Health care
- Schools
- City services and cultural attractions
- Walkable, human scale design in residential neighborhoods
- Community hurricane shelter needs

QUALITY OF LIFE STRATEGIES:

- Create a specific and special district plan for the Thomas Hospital and its surrounding areas. This specific plan should be in keeping with the goals and general guidance of the comprehensive plan, but the facility needs (transportation, infrastructure, building, open spaces) for the Hospital may dictate special site-specific considerations. This plan should emphasize the importance of the Hospital in the community for delivering job growth, as well as quality health care for the region. The plan should be tied to any specific planning effort occurring for Greeno Road.
- Investigate district or state impediments to neighborhood-scaled schools. Continue to pursue with the school district and state, strategies that ensure that neighborhood-scaled schools remain a focal point for the City and can be incorporated into future growth patterns. (See *Schools for Successful Communities: an Element of Smart Growth*, Council of Educational Facility Planners International and U.S. EPA, September 2004.)
- Maintain premier emergency response efforts for severe weather events.
- Identify location and partnerships that can construct a centralized hurricane shelter.
- Develop programs that ensure arts and culture as a significant part of civic life. Locate these programs, events, and facilities in Downtown or village centers.
- Maintain civic and institutional uses (government functions, religious, and recreational centers) as a focal point of Downtown and the villages.
- Promote active living and outdoor recreation opportunities as a way of life for Fairhope through investment in supporting facilities.
- Revisit parks and open space plans and standards to meet city-wide needs.

4.4.7 NATURAL RESOURCES '05 –'06

As with all communities experiencing growth pressures, the appropriate method and extent of protecting natural resources was a topic of concerns during the 2005-06 update procedure. The most significant concerns raised during these discussions arose out of storm events and the effect that growth and development has played on the impacts resulting from the increased intensity and occurrence of storm events in the region. Regardless of the impact, there are several strategies to explore to improve the environmental performance of new development. Perhaps no other area is evolving as quickly in terms of strategies, science, and “best practices” for balancing growth and development with environmental stewardship. Continued dialogue on these issues will ensure that the city and development community continue to explore new and emerging techniques in the appropriate circumstances.

The natural resource topics discussed as part of the 2005-06 Comprehensive Plan update were categorized in four basic sub-topics: the Village Development Pattern; Conservation Subdivisions; Environmental Stewardship; and Stormwater Management.

VILLAGE PATTERN.

The Village Pattern, by definition, incorporates the amount of projected growth that Fairhope will experience into a smaller “environmental footprint.” This is a result of the more compact development pattern and a result of villages being more self-contained with respect to regional patterns that may spin off from initial development. Further, by avoiding a more intense

development pattern in the most sensitive areas, the environmental benefits of the village development pattern may be magnified.

VILLAGE PATTERN / NATURAL RESOURCE STRATEGIES:

- Reinforce the village pattern as the ideal development pattern based on an environmental ethic. Promote village centers in the least environmentally sensitive areas by directing private development to these areas and by strengthening public infrastructure investment in these areas through the City Capital Improvements Program.
- Preserve edges and open space in the most environmentally sensitive areas
- Seek networks of green ways that connect villages and village centers based on an ecosystem strategy, considering these connections as an important part of infrastructure that must be coordinated across several developments.
- Minimize crossings or disruptions of environmentally sensitive areas, in exchange for greater connectivity in less sensitive areas. Where connections are essential to the overall development pattern, use low-impact design techniques that minimize disruptions.

CONSERVATION SUBDIVISIONS.

Conservation subdivisions present an alternative development pattern that can accommodate approximately the same amount of growth as more conventional sub-urban development patterns, but have a much smaller impact in terms of developed or disturbed areas. It is primarily a residential development alternative, but may include other neighborhood supportive uses common to sub-urban developments. In addition to a smaller development footprint, conservation subdivisions also preserve larger undisturbed areas intact in order to maintain important ecological functions of the land areas. Conservation subdivision programs or regulations can be a complementary alternative to the village pattern, provided they are targeted to areas that include resources that are important to preserve and provided they do not occur in areas that would otherwise be appropriate for future village centers.

CONSERVATION SUBDIVISION STRATEGIES:

- Allow smaller lot sizes or “clusters” of housing on the least environmentally sensitive areas in exchange for permanent preservation of sensitive areas.
- Consider “density bonuses” as an additional incentive to preserve especially critical areas or to encourage larger and more contiguous preserved areas.
- Investigate ownership programs, either public, non-profit, or private, that ensure long-term management and maintenance of open spaces associated with conservation subdivisions.

STEWARDSHIP PROGRAMS.

Fairhope has demonstrated a very strong community awareness and support for citizen-driven environmental stewardship. Many current programs have increased awareness and ownership of natural resources on an ecosystem and/or regional basis.

STEWARDSHIP PROGRAM STRATEGIES:

- Define or identify mechanisms for coordinated decision-making over areas with a “critical mass,” capable of understanding and influencing impacts on an ecosystem-wide basis.

Volunteer, ownership-based organizations that report or advise public officials can initiate a culture stewardship.

- Create partnerships among businesses, property owners, government entities, and technical and environmental experts that maintain a dialogue to educate all stakeholders on the impacts and options regarding environmental stewardship.
- Develop incentives or voluntary programs for “best practices” to address common environmental challenges that groups and partnerships can explore to complement to, or as an alternative to, regulatory strategies. Maintain a log and monitoring of performance of these best practices for replication in other similar circumstances.
- Consider foundations for technical expertise or funding of long-term preservation of the most significant or priority natural systems.

STORMWATER MANAGEMENT:

Recent intense rainfall and major storm / hurricane events in the region have raised the awareness of citizens of Fairhope to the importance of regional stormwater management. These issues are most effectively addressed on a watershed basis, yet are also amplified by the many activities and impacts that are created on a site-specific basis.

STORMWATER MANAGEMENT STRATEGIES:

- Consider stormwater management on a watershed-wide basis to gain a greater perspective on impacts of development on groundwater and performance of strategies that aim to minimize impacts. This may require intergovernmental cooperation in some watersheds.
- Establish infiltration of stormwater on-site as the preferred method of treatment, exploring collective or area-wide infiltration systems in the alternative, and other structural systems only where infiltration is not possible.
- Investigate “green street” designs that minimize the run-off impact of streets and promote alternative design techniques that infiltrate run-off immediately at roadway edges. Green street designs have been successfully employed even in urban settings.
- Promote native vegetation as a mechanism to reduce irrigation needs and as a way to increase the infiltration performance of soils and landscape areas.
- Develop standards or best-practices that demonstrate how to successfully minimize impervious surface or run-off on a site-specific basis. Techniques such as rain barrels, rain gardens, smaller paved surfaces, and alternative porous stabilized surfaces should be explored and promoted in appropriate circumstances.
- Expand the 2003 Rain Garden and the Porous Concrete project applying successful concepts and techniques observed in other public projects and in private development projects.
- Incorporate open spaces – including natural areas and more civic-oriented or constructed open spaces in conjunction with the City’s Tree Ordinance – into functional components of an overall watershed-based stormwater system.

4.4.8 ECONOMIC DEVELOPMENT '05 – '06

Concern regarding future economic development opportunities for the City was expressed in the 2005-06 plan update process. This stemmed from a publicly expressed undercurrent regarding increased competition for Downtown Fairhope (see Downtown '05 – '06), and changing

demographics prompting questions on entry-level, career-track job growth. Many existing assets and pending developments resulting in increased economic development were also discussed along with opportunities to jump-start those efforts. The 2005-06 update process revealed the following topics regarding economic development in Fairhope:

- Downtown (see Downtown '05 – '06)
- Hospital
- Research and Development Park
- General Job growth
- Workforce affordable housing

ECONOMIC DEVELOPMENT STRATEGIES:

- Create a hospital district plan to facilitate hospital expansion and attract ancillary facilities.
- Aggressively promote research park development.
- Promote three tenets for employment growth: job attraction, job retention, and entrepreneurship.
- Professionally staff the Industrial Development Board.
- Continue to improve Fairhope Municipal Airport and update accompanying infrastructure, facility, and land use plans.
- Develop programs, including development incentives, to provide a sufficient supply of workforce affordable housing and to help recruit major employers to the area.

4.4.9 RESORT AND TOURISM DISTRICT '05 - '06

The City's location on Mobile Bay and accessibility to a regional and national market place makes it an attractive resort and tourism area. The City should develop a specific resort and tourism planning area, capable of achieving a critical mass of hotel and convention facilities and recreation amenities to enhance the City's economic opportunities through resort and tourism business. This should occur through a specific and comprehensive development plan for an area in the City's planning jurisdiction. The plan may deviate from the specific parameters of the Village Development Pattern required elsewhere in the City, but should not contain any planning concepts that could compete with or disrupt future implementation of planned development pattern in areas adjacent to specific development plan area. Therefore, the plan should integrate the Resort and Tourism District into a unified "campus-like" setting, and still maintain appropriate transitions and connections to areas outside of the specific planning area.

RESORT AND TOURISM DISTRICT STRATEGIES:

The following specific policies should guide planning and development in the resort and tourism district:

- In addition to the exceptions already provided in the plan and subdivision regulations for natural features, the street and development pattern may be disrupted by significant resort and tourism amenities such as marinas, golf courses, or other recreational land uses that require significant land area. Alternative non-street connectivity measures for pedestrians, such as trails and greenways, should still aim to meet the internal connectivity and circulation across these areas within the site.

- The area must include land uses that are tourist attractions such as significant resort hotels, convention facilities, marinas, golf courses, or other outdoor recreation facilities.
- The district may include accessory commercial uses to support tourist and other residential uses. This area should emulate the village pattern required elsewhere in this plan – specifically the Neighborhood Village Center – to the greatest extent possible.
- A mix of residential uses is appropriate to support the area, including higher density town homes and condominiums, smaller lot cottages, and estate homes. These residential uses should be arranged to concentrate densities on central focal points of the plan area and develop in compact, connected, and walkable patterns, while preserving lower density and open areas where sensitive natural areas exist on the site.
- The district should achieve significant links to downtown Fairhope through alternative transportation modes, such as shuttle transit services and bicycle trails. The plan for the district should include the physical facilities or potential land areas that accommodate transportation links outside the plan area.
- Building height should transition so as to provide minimal impact on property outside of or adjacent to the district. Higher intensity uses and buildings should be strategically located within the district to provide the greatest concentration of uses near other high impact functions of the resort area. For example, higher density residential units concentrated on the district (or “village center”) or uses fronting on significant outdoor recreation spaces within the plan area are appropriate.
- Development in this district should be implemented through the planned zoning districts and subdivision provisions currently existing in the City regulations, with the flexibility of those provisions further supported by the planning policies in this section.

SECTION 5
FORM, FUNCTION AND DESIGN

“Urban design” or “community design” refers to the relationship of different buildings to each other, the relationship of buildings and the spaces between buildings, and the relationships of buildings and sites to the public realm – primarily the streets and rights-of-way of the City. On a larger scale, it refers to the relationships of different areas of the city to one another, and specifically how different contexts can warrant different design solutions in achieving the same goal.

Ultimately, these relationships impact much more than aesthetics - they impact patterns of movement and activity within the City. Although urban design reflects visual and aesthetic principles, the essence of urban design is the form and function of the various components of the City. Urban design may be the most important factor in creating a livable city and a healthy economy: delivering an expected quality of life for residents while promoting a specific vision for those seeking to make long-term economic development investments in the City.

This Section identifies design guidelines for specific design elements and development patterns called for in the plan.

5.1 DEVELOPMENT PATTERNS: CENTERS, NEIGHBORHOOD, EDGE, RURAL

The *Fairhope Comprehensive Plan* recognizes that it is not just the *land uses* that are important for the future growth of the City, but the development patterns. Development patterns combined with urban design determine how the various land uses relate and connect –both within specific areas and throughout Fairhope. Different areas of the City serve different purposes for the citizens – requiring a different “form” and “function”. Therefore different urban design policies should reflect these differences and be dictated by the context of the development pattern they are supporting. The plan identifies four basic conceptual Development Patterns:

- Village Centers;
- Neighborhoods;
- Edges, Rural Areas or Conservation Subdivisions; and
- Special Districts*

* Special districts are areas of special planning emphasis with city-wide or regional implications. The needs of facilities needs within the “district” may warrant deviation from the village development pattern and design guidelines, and require their own design guidelines based upon a specific district plan. (i.e. Hospital District or Resort and Tourism District)

5.2 DESIGN ELEMENTS: STREETSAPES, BUILDINGS, SITES, AND OPEN SPACE

The form and function of the Development Patterns and specific development projects within those patterns is primarily due to the design of four basic Design Elements: streetscapes, buildings, sites, and open spaces.

- **Streetscapes** – Streetscape design refers to the design of public rights-of-way, and the relationship of building frontages to the rights-of-way. It consists primarily of the roadway design, roadway landscape edge, and pedestrian facilities, and it is aimed at creating a coherent visual aesthetic along a street.
- **Buildings** – Building design involves the location, orientation, scale, massing, façade design, and architectural elements of a building. Basic urban design concepts regarding each of these aspects of building design can create a compatible environment capable of blending a diversity of architectural styles in a consistent manner.
- **Sites** – Site design refers to the use, function, and design of areas between buildings on private lots. It addresses elements of landscape, lot access, circulation, parking, and exterior lighting.
- **Open Space** – Open space design refers to areas set aside to perform a specific function as an open exterior area. It may be in public, common, or private ownership, but it is distinguished from mere un-built areas due to its design for a specific function, as well as its intentional location and relationship to streetscapes and buildings. Open space covers a range of sizes, scales, and designs, including courtyards, plazas, squares, greens, parks, and conservation areas.

The design guidelines in this Section are organized according to the development pattern, and grouped by these specific design elements.

5.3 VILLAGE CENTER DESIGN

Form and Function

Village Centers are strategic and concentrated activity centers, located in the middle of the generally radial market area that supports it. They are typically located at the intersection of two regionally connected streets, or alternatively offset in a quadrant of the intersection. Within the center, patterns are more compact and integrated, with multiple connections to surrounding areas in all directions. They provide efficient dispersion of traffic through short, well-defined blocks. It is a highly pedestrian-oriented environment. Through traffic is not a priority as the center is a destination - traffic either moves more slowly through the center or makes use of the multiple connections that disperses traffic to adjacent destinations.

Design Guidelines:

Village Center Streetscapes: Streets should not only be designed to get people someplace, but must also be designed to be “someplace,” balancing the needs of multiple users of the public rights-of-way.

- ❑ Minimize the width and number of travel lanes so that vehicle design speeds are compatible with pedestrian travel.
- ❑ Maximize the use of on-street parking on all streets. On-street parking calms traffic, buffers pedestrians from moving vehicles, gives retail uses ample “priority” front-door parking spaces, and allows for more efficient development of building sites.
- ❑ Use expanded landscape areas to transition from the on-street parking to the pedestrian areas. Amenities such as landscape beds, tree wells, benches or other street furniture may be included in this area.
- ❑ Expanded sidewalks, where significant areas for through pedestrian traffic remain, may create areas for street activities related to uses in the buildings, such as sidewalk sales, outside dining or seating areas, and kiosks.
- ❑ Street trees should be spaced at regular intervals to provide shade for pedestrians. Species should be selected to achieve canopy heights and crown heights that maintain visibility of the street level uses and building facades.
- ❑ Frequent connections to adjacent Neighborhoods or Districts should provide multiple alternative routes between the adjacent Neighborhoods and the Village Center. However, the design of these connections should “calm” through automotive traffic that does not originate in the neighborhood.
- ❑ Curb-cuts should be limited in width, frequency, and location. Vehicular access to sites should not occur on any primary street, but be located on secondary streets or alleys. Access points should be combined and shared within blocks. Curb-cuts should always be designed to emphasize the priority of pedestrian movements along the streetscape.
- ❑ Intersections should appropriately balance vehicle turning movements and pedestrian movements. Techniques to slow turning movements and decrease pedestrian crossing distances, such as “bump-outs” or curb-projections, smaller curb radii, and pedestrian refuge islands should be incorporated into the streetscape.



Village Center Buildings: Buildings should create a “street wall” that defines the streetscape and animates pedestrian areas with active and “permeable” transitions from the public realm to the private realm.

- ❑ Buildings should be built to the front lot line in most circumstances, but in general set back no more than 10 feet from the front lot line, and should occupy a significant portion of the lot frontage.
- ❑ All buildings should have the primary façade towards the street. Primary entrances should be on the primary façade, be clearly identifiable, and be directly accessible from the sidewalk.
- ❑ Street level facades should include significant proportions of transparent display windows. Generally, between 50% and 80% of all street-level facades between 2 and 10 feet above grade should be transparent with views to the interior of the building.
- ❑ Upper level facades should include openings that occupy between 25% and 60% of the upper facades. Each story should meet this requirement independently.
- ❑ No more than 30 feet of horizontal blank wall space should be permitted along street level facades without a display window or building entrance.
- ❑ Building entrances should be provided on all street-level facades at least every 75 feet along a single block face.
- ❑ Significant deviations from building alignments may occur along the street wall at strategic locations along a block face and emphasized as important elements of the public realm. Examples are front entry courts for dining or building entrances, courtyards, gardens, or plazas.
- ❑ All facades should include architectural elements such as accent banding, base plates, cornices, soffits, sills, parapets, transoms, and windows aligned horizontally. The horizontal alignment should differentiate stories in a building and create a base and crown for the building and produce a more pedestrian-scaled facade.
- ❑ Architectural diversity and creativity is encouraged to avoid dull or homogeneous buildings. Buildings may incorporate elements from the vernacular of buildings in Fairhope and the Gulf region.
- ❑ Compatible design need not be created through historic replication, but should reflect a consideration of the scale, material, and massing of adjacent and surrounding buildings.
- ❑ Non-residential buildings should be designed and located to respect and provide an orderly transition to the scale of adjacent residential buildings and residential neighborhoods.
- ❑ Additions to existing significant buildings shall not destroy the materials or design that characterize the property, and shall be compatible with the massing, size and architectural features of the existing structure.
- ❑ Schools, churches, and public buildings shall be used to anchor neighborhood village centers and shall be designed to create visual focal points for the village through their use of architectural elements and details.



Village Center Sites: Sites should be designed to emphasize buildings and their relationship to the streetscape, rather than designed as discrete and individual lots along a block.

- ❑ Link adjacent sites physically and perceptually, even when they are not being developed simultaneously, and maximize opportunities for multiple sites to share site design elements.
- ❑ Primary access to most individual sites should be pedestrian-oriented, with vehicle access concentrated at shared entrances, provided internal to the blocks, central parking facilities or on-street parking.
- ❑ Any off-street parking should be located behind buildings out of view from public streets, wherever possible. When located on the sides of buildings, parking areas should be screened from the streetscape by a combination of ornamental walls and/or landscape materials, compatible with the building design and creating a continuation of the street wall.
- ❑ High-impact site elements, stormwater facilities, storage areas, or loading areas should be located and designed to minimize impact on the streetscape design.
- ❑ Exterior lighting and signs should be provided at a pedestrian scale and should coordinate with the building design and landscape materials.
- ❑ Use screens and buffers or other techniques that tend to separate or serve as barriers to other areas only when a better site design that can integrate all adjacent sites, buildings, and uses is not possible.



Village Center Open Spaces: Open spaces are valuable for their ability to enhance public life in village centers, providing patrons of businesses opportunities for gathering and social interaction.

- ❑ Plazas or courtyards should be located at key focal points along the streetscape with high accessibility and visibility, and may be consolidated to maximize the impact on a single block.
- ❑ Open spaces should be designed to provide a balance of "hardscape" for public gathering and "landscape" for ornamental purposes.
- ❑ Open spaces should include elements of public art.
- ❑ Any green space in a village center should be designed to serve multiple functions of stormwater mitigation, recreation, or aesthetic amenities. Undevelopable remnant green space is not suitable in village centers.
- ❑ Incorporate sensitive natural areas or prominent topographic features into natural open space features.
- ❑ All blocks within the village center should either include open space within the block, or front on a centralized open space.



5.4 NEIGHBORHOODS

Form and Function

The “village pattern” - the basic planning unit of the city is characterized by a center, supported by a neighborhood, and transitioning to an edge; Neighborhoods should generally be no larger than 1/2 mile radius (a 10 minute walk) without transitions to Village Centers, other Neighborhoods, Edges, or Rural areas. Neighborhoods provide multiple internal and external connections, but street layouts may discourage through traffic with shifts or offsets in the block pattern. Blocks may be moderate lengths or irregular shapes to adjust to topography or create focal points along streetscapes in the Neighborhood. Neighborhoods should provide a variety of dwelling types for residents. Higher-density residences should be located more closely to Village Centers or fronting major street corridors. Lower-density residences should transition to Edges, and Rural areas, or align landscaped boulevards.

Design Guidelines:

Neighborhood Streetscapes: Streets define the character of neighborhoods. The streetscape provides the transition for public realm and private realm – allowing for neighborhood safety and socialization through “eyes on the street,” yet creating defined and defensible spaces for privacy and security.

- ❑ Minimize the width and number of travel lanes so that vehicle design speeds are compatible with residential environments. Yield lanes that allow two way traffic, but limit simultaneous free-flow in both directions due to on-street parking or other streetscape designs can create desirable residential streets.
- ❑ Sidewalks should be separated from the street edge by a landscape planting strip at least 7 feet wide, with large shade trees spaced at regular intervals. Where rights-of ways are constrained the planting strip may be as narrow as 4 feet wide, but medium or smaller shade trees should be used to avoid roots disrupting the sidewalk surface.
- ❑ Sidewalks should be on both sides of the street where feasible and at least 5 feet wide to allow two individuals to walk comfortably side-by-side.
- ❑ Curb radii at intersections should be minimized to shorten pedestrian crossing distances and slow vehicle turning movements.
- ❑ In more dense areas, where buildings may be constructed close to the right-of-way and on-street parking is prevalent, expanded sidewalks or tree wells may abut the street edge in place of a planting strip.
- ❑ Cul-de-sacs or dead end streets should be avoided, except for where topographic constraints or important natural features make connections impractical. However, local streets should discourage through traffic either through narrow cross sections, off-set or “T” intersections, or other traffic-calming devices.
- ❑ Collector streets should provide continuous routes to village centers or between adjacent Neighborhoods at regular intervals.



Neighborhood Buildings: Buildings – and specifically the front building line - mark the transition from the community area of the streetscape to the private areas of dwellings and lots. They allow monitoring of street activity and shield residents from community activity.

- ❑ Buildings should maintain a consistent or similar setback along facing sides of a single block.
- ❑ All buildings should have a primary building entrance facing the street with enhanced single-story architectural features such as porches, stoops, or porticos.
- ❑ The first floor of buildings should be slightly elevated the closer the building setback gets to the right-of-way, preserving the privacy of the interior while permitting monitoring of the street. Buildings closer than 25' to the right-of-way should be elevated between 2 and 4 feet above the street level.
- ❑ Street-facing garage doors should be limited along the front facade – particularly where setbacks are closer than 50' to the right-of-way line. Techniques such as stepping back front loaded garages from the front building line, limiting them to no more than 25% of the façade width, or using detached or rear-entry garages behind the building should be used whenever possible.
- ❑ Architectural diversity and creativity is encouraged to avoid dull or homogeneous buildings. Buildings may incorporate elements from the vernacular dwellings in Fairhope and the Gulf Region.
- ❑ Compatible design need not be created through historic replication, but should reflect a consideration of the scale, material, and massing of adjacent and surrounding buildings.



Neighborhood Sites: All sizes of Neighborhood lots should provide the following clear and defined transitions: a common streetscape area along the frontage; a transition to the principle building area; and a private rear area for out buildings, back yards, or private gardens.

- ❑ Frontage areas should be primarily reserved for lawns and formal landscape treatment, enhancing the building frontages and front building facades
- ❑ Direct pedestrian connections from the public rights-of-way to building entrances should be provided on all sites.
- ❑ Front-loaded driveways should be limited to no more than 15% of the lot frontage. Site design techniques such as alley entrances, shared single-lane driveways accessing rear parking pads, or single-lane driveways accessing expanded parking pads behind the front building line should be used on narrow lots.
- ❑ Any exterior off-street vehicle parking should be located and designed to provide the least intrusive visual impact on the public rights-of-way, primarily behind the front-building line.



Neighborhood Open Spaces: Open spaces provide significant recreational opportunities for residents of neighborhoods. A “walkable” neighborhood requires a public or common open space within a convenient walk.

- ❑ Open space should be concentrated and located within walking distance of most residents in the neighborhood
- ❑ Incorporate sensitive natural areas or prominent topographic features into open space plans.
- ❑ Locate active public or open spaces (i.e. playgrounds or plazas) in prominent areas of the Neighborhood or District with high visibility from adjacent land uses.
- ❑ Link public or open space to areas outside the Neighborhood or District through sidewalks or joint-use trails.
- ❑ Public or common open spaces should be amenities and focal points for the neighborhood, rather than internal or private open spaces within the block or behind buildings. Techniques that give open space a prominent role in the neighborhood, such as having open space framed by public streets and/or having lots front the open space should be used. Private and internal open spaces are acceptable, but should not be the primary open space for the neighborhood.



5.5 EDGES, CONSERVATION SUBDIVISIONS, AND RURAL AREAS

Form and Function

Edge areas are transitions from Neighborhoods to more rural or natural environments that exist on the periphery of the City, or to significant natural and environmental areas that have been preserved within the City. Edges allow for a development pattern different than the “village pattern,” justified by natural conditions.

Design Guidelines

Edge Streetscapes: Streets should transition from more urban cross-sections to rural conditions Edge areas.

- ❑ Streets should be designed to accommodate low levels of traffic. Alternatively, principle connections to these areas should be designed as boulevards or parkways with natural or native landscape amenities or substantial natural landscape buffers.
- ❑ Sidewalks should be provided on at least one side of the street. Alternatively a pedestrian or shared bicycle/pedestrian trail system provided on- or off-street with connections to adjacent areas may be used.
- ❑ Landscape areas along streets should remain in a more natural state with vegetation lending more privacy to lots.
- ❑ Street networks should maintain connectivity, but may meander to accommodate natural and topographic features to minimize grading, cut, and fill.
- ❑ Natural street edges that infiltrate storm water run-off into the ground should be used as opposed to curb and gutter.



Edge Buildings and Sites: Buildings and Sites in Edge areas tend to be less formal in favor of a more natural environment.

- ❑ Buildings should maintain a large setback, which does not necessarily need to be consistent along a street.
- ❑ Frontage areas should be primarily preserved natural vegetation. Large manicured lawns should be avoided and limited to areas closely surrounding the principle building.
- ❑ Front-loaded driveways should be limited to single-lane driveways accessing parking areas closer to the buildings.
- ❑ Any exterior off-street vehicle parking areas should be located and designed to provide the least intrusive visual impact on the public rights-of-way, primarily behind the front-building line.
- ❑ For conservation subdivision developments the Building and Site Design Guidelines provided for “Neighborhoods” in the previous sections should be followed for the developed area. In exchange for these more dense development guidelines a minimum contiguous area that preserves prominent natural features is required on the remainder of sites.



Edge Open Spaces: Open space needs in Edge areas are primarily served by the large scale of private, individual lots. The low density nature of the area makes any public or common open space unnecessary, unless provided through a cluster or conservation development. The following guidelines apply only to cluster or conservation developments.

- ❑ Open spaces should be preserved in public, common, or private (land trust) conservation areas.
- ❑ Conservation areas should be connected beyond parcel and development boundaries based on functional natural systems.
- ❑ Conservation areas should be concentrated in large, continuous areas that minimize edge conditions and narrow swaths that erode natural conditions and functions.
- ❑ Crossings of open space by roads and utilities should be minimized in quantity, extent or width. Where necessary, crossings should be designed to minimize environmental impact.
- ❑ Constructed paths in conservation areas should use pervious materials.



SECTION 6 IMPLEMENTATION

SECTION 6.1: DEVELOPMENT TOOLBOX

The residents of Fairhope have a number of implementation tools available, including: zoning regulations, subdivision regulations, infrastructure provision (water, sewer, streets), and capital improvements programming.

Zoning Regulations

The City's zoning ordinance (establishing use districts and regulating placement, spacing and size of land and buildings) is an important tool of land development regulation and guidance. The zoning ordinance is a set of instructions for land development and it should include a mix of policy and site-specific layout direction.

Subdivision Regulations

Subdivision regulations address the layout and placement of new or enlarged expanding development within a specific zone. Subdivision regulations are typically applicable to residential development, but are increasingly made applicable to non-residential development as well, in the form of office and industrial parks. While most typically interpreted as a means to facilitate residential development and lots, historically these regulations were intended to shape all development throughout the City in pursuit of an overall long-range plan and community vision.

Subdivision regulations are an appropriate tool for analyzing the design of new development and its impact on existing public facilities and services, as well as its ability to fit into the city's overall development patterns and long-range plans. An orderly system of streets, lots, blocks, and open spaces, all served by the appropriate and necessary level of city services – dependant on long-range plans and specific context of the site– is the essential role of subdivision regulations in plan implementation.

Capital Improvements Program

The long-range capital improvements program ("CIP") is a five-year plan that prioritizes and directs resource allocation for appropriate projects including streets, sewers, and parks. The CIP includes a financing plan for multi-year projects and a schedule for high priority projects. A key component of the CIP is a one-year adopted capital improvements budget.

A CIP is an important implementation tool to ensure that Fairhope has planned the most cost-effective facilities and to determine whether the government will have the capability to fund needed public facilities and services. The long-range CIP should reflect the size, approximate location and estimated costs of improvements needed to serve anticipated growth for the next fifteen to twenty years. This plan is not a detailed engineering document, but it should provide

enough specificity to determine which costs are required to remedy existing deficiencies and which costs provide new capacity that will be demanded by new development.

Some of the recommendations that should be included in Fairhope's Capital Improvement Plan are:

- Acquire additional park land in identified growth areas
- Extend water and sewer services into particular geographic locations
- Assess sidewalk conditions and design / implement a phased program to make improvements
- Begin a comprehensive street overlay program to prioritize and proactively upgrade existing street conditions

Growth Coordination/ Phasing

To coordinate the timing, intensity and density of growth with the availability of public facilities and services, the City should prepare an overall growth coordination framework that identifies a timing pattern for growth. The framework should include criteria for rezoning and subdivision approvals to be used by decision-makers when making determinations in outlying areas or the extra-territorial jurisdiction.

Impact Review

Review of proposed developments at a subdivision or rezoning level should include an analysis of on-site/site design impacts and off-site impacts such as traffic generation, road maintenance, emergency services, and open space/park/trail provision. For projects of a pre-determined size or in specified locations, review could also include environmental, conservation and fiscal impacts.

Community and Urban Design

A unifying design concept can be an important element in reflecting a community's character through its built environment. Design at a community-wide scale can be incorporated into site design of commercial centers, new subdivision lot site criteria, and industrial sites.

Landscaping and Buffering

Landscaping and buffering serve a critical function of screening more intense uses from less intense uses as well as adding beauty and interest to individual building sites. With a plan that blends commercial and retail uses as well as density changes across the City, it is necessary to ensure that different categories of use are buffered from each other. It is equally important to ensure that landscaping is integrated into all site development to reflect Fairhope's character and provide for a blending of uses in the existing landscape.

Tree Ordinance

Tree ordinance provisions prohibit unauthorized removal of trees on public property and restrict removal of large trees on most other property within the city limits. The ordinance includes detailed requirements for landscaping at most developments, other than single-family residences, on land zoned for single-family use.

The City should develop a comprehensive plan for managing trees on street right-of-ways and other public land. This plan should include provisions for replacing trees that are over mature, seriously diseased or badly damaged. It should provide for assessment of each neighborhood to set priorities for such work.

SECTION 6.2: STRATEGIES MATRIX

The following strategies are intended to guide the City’s implementation of the Fairhope Comprehensive Plan. They are organized into nine categories: Downtown; Growth and Development; Transportation; Community and Urban Design; Social Outreach; Quality of Life; Natural Resources; Economic Development; and Resort and Tourism. These strategies are a compilation of the 2000 Comprehensive Plan strategies that are yet to be completed, as well as new strategies arising out of the 2005-06 planning update process. It should also be noted that the City has taken many substantial and significant steps towards implementing the 2000 Comprehensive Plan.

Downtown Strategies	Short Term 0-2 yrs	Medium Term 2-5 yrs	Long Term 5+ yrs	Ongoing
<input type="checkbox"/> Encourage location of public buildings Downtown				❖
<input type="checkbox"/> Consider creation of business improvement district for Downtown to provide parking and maintenance	❖			
<input type="checkbox"/> Prepare urban design concept plan to guide all infill development in and around downtown.	❖			
<input type="checkbox"/> Create a stronger central marketing management organization that can proactively address and assess both regional and local market positions.	❖			
<input type="checkbox"/> Prepare a transportation management plan for downtown		❖		
<input type="checkbox"/> Maintain and reinforce the tourist hub in Downtown and Pier/ waterfront that has specialty stores and lodging facilities catering to tourists			❖	
<input type="checkbox"/> Utilize the parking authority to create comprehensive downtown parking strategy.		❖		

**SECTION 6
IMPLEMENTATION**

Growth and Development Strategies	Short Term 0-2 yrs	Medium Term 2-5 yrs	Long Term 5+ yrs	Ongoing
<input type="checkbox"/> Continue to investigate in the Capital Improvements Program the change from above ground to below ground utilities	❖			
<input type="checkbox"/> Prepare a specific land use plan for extraterritorial jurisdiction and coordinate strategies with County to proactively promote village patterns	❖			
<input type="checkbox"/> Develop an annexation plan and policies including zoning strategy for any newly annexed areas	❖			
<input type="checkbox"/> Balance annexation and village expansions with conservation subdivision (“cluster development”) strategies for those areas where service is more difficult.	❖			
<input type="checkbox"/> Determine areas of varying levels of improvement priorities to support new development				❖
<input type="checkbox"/> Identify high priority development areas and encourage new development to locate in those areas through capital improvements program and location of infrastructure. Discourage public or private investment in infrastructure facilities beyond or outside of planned growth areas				❖
<input type="checkbox"/> Prepare and adopt a five year Capital Improvements Program	❖			❖
<input type="checkbox"/> Investigate and implement methods to ensure that new development shares financial responsibility for impact on City services and facilities				❖
<input type="checkbox"/> Require that new development in and around City (within extraterritorial jurisdiction) adhere to City standards for infrastructure development				❖
<input type="checkbox"/> Maintain an on-going dialogue with the County on planning, zoning, and regulatory and design issues impacting potential village development, and seek cooperative planning policies at the County level,	❖			
<input type="checkbox"/> Conduct information / instructional sessions on village development pattern with members of the development community.				❖

**SECTION 6
IMPLEMENTATION**

Transportation Strategies	Short Term 0-2 yrs	Medium Term 2-5 yrs	Long Term 5+ yrs	Ongoing
<input type="checkbox"/> Maintain connectivity goals and objectives to support growth and development patterns. Emphasize and clarify the circumstances under the existing plans and regulations where alternatives to grid connectivity are acceptable.				❖
<input type="checkbox"/> Establish a “tourist route” through City that relates to established districts and neighborhoods, important public buildings, and the waterfront/bay	❖			
<input type="checkbox"/> Prepare a thoroughfare plan that will support a system of future village development.	❖			
<input type="checkbox"/> Incorporate regional bicycle needs into a future thoroughfare plan	❖			
<input type="checkbox"/> Survey the residents and determine the feasibility as well as the desirability of either public or private transit within the City; determine preferable routes and destinations for the system		❖		
<input type="checkbox"/> Work proactively with the County and State DOT regarding transportation facility designs that achieve the City’s planning goals, (See North Carolina DOT, Traditional Neighborhood Street Design Guidelines, 1997; Oregon DOT, “Main Street...When a Highway Runs Through It,” 1999)		❖		
<input type="checkbox"/> Insure that pedestrian circulation plans are included with all plat applications, providing at least the same frequency and scale of connectivity as the street designs.				❖
<input type="checkbox"/> Review all site development plans for pedestrian circulation that integrates with the block- and neighborhood-scale circulation system.				❖
<input type="checkbox"/> Consider appropriate alternate connectivity for bicycle and pedestrian connections in any circumstance where disconnections of the street system are proposed.				❖
<input type="checkbox"/> Conduct a city-wide bicycle and pedestrian facility assessment to identify areas where new facilities are needed or areas where existing facilities may require maintenance within the next 5 years.		❖		

**SECTION 6
IMPLEMENTATION**

Community and Urban Design Strategies	Short Term 0-2 yrs	Medium Term 2-5 yrs	Long Term 5+ yrs	Ongoing
<input type="checkbox"/> Consider creation of overlay districts in zoning ordinance to reinforce special characteristics of identifiable areas of City	❖			
<input type="checkbox"/> Prepare urban design guidelines for downtown and surrounding older neighborhoods. Alternatively or simultaneously prepare and educational urban design pamphlet for downtown and neighborhoods.	❖			
<input type="checkbox"/> Develop a specific form-based corridor plan to detail the growth, redevelopment, phasing, and urban design strategies that can allow the Greeno Road to transform over the next 10 to 20 years. Seek private sector sponsorship and initiation of this plan to coordinate various stakeholders and promote the plan as an economic development tool.	❖			
<input type="checkbox"/> Evaluate current signage system to determine legibility and effectiveness for guiding tourists		❖		
<input type="checkbox"/> Identify, evaluate and build necessary gateways at major entrances to the City and neighborhoods		❖		
<input type="checkbox"/> Continue program to improve, enhance and preserve aesthetic qualities in the public rights-of-way (lighting, sidewalks, streets, landscaping)				❖
<input type="checkbox"/> Prepare an ordinance that creates the mechanisms and procedures for the evaluation and consideration establishment of historic districts or other special design review districts	❖			
<input type="checkbox"/> Complete the historic resources survey for the City of Fairhope	❖			
<input type="checkbox"/> Incorporate review of Section 5 general design guidelines into all development applications. Revise and update development regulations in recurring situations where these should be requirements.				❖
<input type="checkbox"/> Prepare a plan for managing trees on public land and to enhance stormwater management.	❖			

**SECTION 6
IMPLEMENTATION**

Social Outreach Strategies	Short Term 0-2 yrs	Medium Term 2-5 yrs	Long Term 5+ yrs	Ongoing
<input type="checkbox"/> Encourage maximum input and public participation to review and endorse the Fairhope Comprehensive Plan as a vision for the future of Fairhope. Review the Plan annually and update it every five years				❖
<input type="checkbox"/> Direct special attention to communication with minority-based neighborhoods and institutions, or other discrete populations. Maintain a network of contacts with these organizations so that all interests of the community are effectively represented in planning processes.				❖
<input type="checkbox"/> Develop a program to permit or promote accessory dwellings in single-family neighborhoods.	❖			
<input type="checkbox"/> Consider a set-aside program for affordable housing in planned districts and village centers.		❖		
<input type="checkbox"/> Work in partnership with economic development interests to develop job training and job growth programs.	❖			

Quality of Life Strategies	Short Term 0-2 yrs	Medium Term 2-5 yrs	Long Term 5+ yrs	Ongoing
<input type="checkbox"/> Revisit parks and open space plans and standards for city-wide needs.		❖		
<input type="checkbox"/> Create a specific and special district plan for the Hospital and surrounding areas, emphasizing the importance of the hospital in the community for delivering job growth as well as quality health care for the region.	❖			
<input type="checkbox"/> Identify location and partnerships that can construct a centralized hurricane shelter.	❖			
<input type="checkbox"/> Investigate district or state impediments to neighborhood-scaled schools. Continue to pursue with the school district and state, strategies that ensure neighborhood-scaled schools remain a focal point for the city, and can be incorporated into future growth patterns.	❖			
<input type="checkbox"/> Maintain premier emergency response efforts for severe weather events.				❖
<input type="checkbox"/> Develop programs that ensure arts and culture as a significant part of civic life. Locate these programs, events, and facilities in Downtown or village centers.		❖		
<input type="checkbox"/> Maintain civic and institutional uses (government functions, religious, and recreational centers) as a focal point of Downtown and the villages.				❖
<input type="checkbox"/> Promote active living and outdoor recreation opportunities as a way of life for Fairhope through investment in supporting facilities.				❖

**SECTION 6
IMPLEMENTATION**

Natural Resource Strategies	Short Term 0-2 yrs	Medium Term 2-5 yrs	Long Term 5+ yrs	Ongoing
<input type="checkbox"/> Develop comprehensive and watershed-based stormwater management plan		❖		
<input type="checkbox"/> Establish infiltration of stormwater on-site as the preferred method of treatment, exploring collective or area-wide infiltration systems in the alternative, and other structural systems only where infiltration is not possible.	❖			
<input type="checkbox"/> Investigate “green street” designs which minimize the run-off impact of streets and promote alternative design techniques that infiltrate run-off immediately at the roadway edges. Green street designs have been successfully employed even in urban settings.	❖			
<input type="checkbox"/> Promote native vegetation as a mechanism to reduce irrigation needs and a way to increase the infiltration performance of soils and landscape areas.				❖
<input type="checkbox"/> Expand the 2003 Rain Garden and the Porous Concrete project applying successful concepts and techniques observed to other public projects and to private development projects.	❖			
<input type="checkbox"/> Incorporate open spaces – including natural areas and more civic-oriented or constructed open spaces – into functional components of an overall watershed-based stormwater system.		❖		
<input type="checkbox"/> Seek networks of green ways that connect villages and village centers based on an ecosystem basis, considering these connections as an important part of infrastructure that must be coordinated across several developments.				❖
<input type="checkbox"/> Minimize crossings or disruptions of sensitive areas, in exchange for greater connectivity in less sensitive areas. Where connections are essential to the overall development pattern, use low-impact design techniques that minimize disruptions.				❖
<input type="checkbox"/> Implement conservation subdivision program as complimentary alternative to village development pattern.	❖			
<input type="checkbox"/> Investigate ownership programs, either public, non-profit, or private, that ensure long-term management and maintenance of open spaces associated with conservation subdivisions		❖		
<input type="checkbox"/> Define or identify mechanisms for coordinated decision-making over areas with a critical mass, capable of understanding and influencing impacts on an ecosystem wide basis. Volunteer, ownership-based organizations that report or advise public officials can initiate a culture stewardship.	❖			
<input type="checkbox"/> Develop incentives or voluntary programs for “best practices” to common environmental challenges that groups and partnerships can explore to compliment or as an alternative to regulatory strategies. Maintain a log and monitoring of performance of these best practices for replication in other similar circumstances.				❖
<input type="checkbox"/> Consider foundations for technical expertise or funding of long-term preservation of the most significant or priority natural systems.				❖

**SECTION 6
IMPLEMENTATION**

Economic Development Strategies	Short Term 0-2 yrs	Medium Term 2-5 yrs	Long Term 5+ yrs	Ongoing
<input type="checkbox"/> Create hospital district to plan to facilitate hospital expansion and attract ancillary facilities	❖			
<input type="checkbox"/> Quantify and understand contributions of tourism to local economy		❖		
<input type="checkbox"/> Continue improvements to the Fairhope Municipal Airport and examine accompanying infrastructure and policies				❖
<input type="checkbox"/> Aggressively promote research park development	❖			
<input type="checkbox"/> Professionally staff Industrial development board		❖		
<input type="checkbox"/> Create a special Resort and Tourism Planning Area south of the City in relation to the Grand Hotel property. [see specific strategies below]	❖			

Resort and Tourism Strategies	Short Term 0-2 yrs	Medium Term 2-5 yrs	Long Term 5+ yrs	Ongoing
<input type="checkbox"/> Implement Recreation and Tourism Districts through the planned zoning districts and subdivision provisions currently existing in the City regulations, with the flexibility of those provisions further supported by the planning policies articulated in the Resort and Tourism Section.				❖
<input type="checkbox"/> In Resort and Tourism Districts, consider alternative non-street connectivity measures for pedestrians, such as trails and greenways that still aim to meet the internal connectivity and circulation across areas within the site.				❖
<input type="checkbox"/> In Resort and Tourism districts, include land uses that are tourist attractions such as significant resort hotels, convention facilities, marinas, golf courses, or other outdoor recreation facilities.				❖
<input type="checkbox"/> The center of Resort and Tourism Districts should emulate the village pattern required elsewhere in this plan – specifically the Neighborhood Village Center – to the greatest extent possible.				❖
<input type="checkbox"/> Provide links from Resort and Tourism Districts to downtown Fairhope through alternative transportation modes, such as shuttle transit services and bicycle trails.				❖
<input type="checkbox"/> In Resort and Tourism Districts, building heights should transition so as to provide minimal impact on property outside of or adjacent to the district.				❖