



Comprehensive Plan

presented by Thompson Engineering

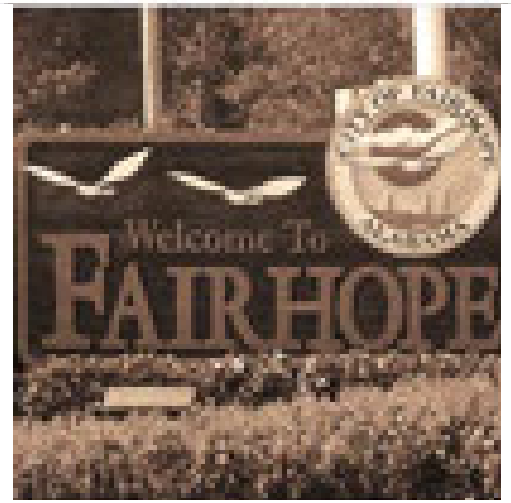


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Introduction

The Fairhope Comprehensive Plan is an important guiding document. It is intended to be a living document that is relevant and helps the decision makers of the City of Fairhope benchmark important land use, policy, and infrastructure decisions against the long term desires and aspirations of the citizens of Fairhope.

The Fairhope Comprehensive Plan is created and intended to conform with Alabama Law. Specifically, this Plan is intended to conform with Section 11-52-9 of the Code of Alabama 1975, as amended, whereby:

“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.”

Planning History

Whether realized or not, Fairhope has been a planned community since its founding when the entrepreneurial, ideological, and resilient members of the Fairhope Single Tax Corporation (FSTC) acquired property on the Eastern Shore of Mobile Bay in 1894. Founded by E.B. Gaston and a group of individuals from Des Moines, Iowa, Fairhope was developed as a utopian settlement based on the preference that there could be only a “single tax” on land in order to provide for the common good. The Single Taxers essentially founded Fairhope in 1894 and acquired nearly 3,000 acres of land.

Over the years, the FSTC played an important role in the development and planning of Fairhope. Local telephone systems were created, as well as schools and utilities – including the People’s Railroad that ran from the middle of Town to the Pier. People were drawn to Fairhope because of its spirit, its uniqueness, its setting, and the resilience and determination of its people.

The City was founded in 1908 and subsequently over time the City and the FSTC have worked cooperatively together to achieve improvements for the people of the citizenry. The Bayfront Parks were given to the City along with park property East Fairhope. The two organizations have partnered on other important projects such as the History Museum and the construction of sidewalks throughout Fairhope, just to name a few.

In addition to FSTC, the City has a very strong tradition of planning for the future. The Planning Commission was founded in 1945. Numerous city plans were prepared, which is quite remarkable, given the times and the size of the City. Furthermore, in the early 1980's, the first horticulturist in the State of Alabama was hired. His task was to turn an ordinary small southern town into the envy of the South, while having no budget, no employees, and staying out of the limelight. This investment and community building, to improve the aesthetics of the City, played an important role in the growth of Fairhope as a highly desirable place to live, raise a family, or retire.

Throughout the remainder of the 1980's and 1990's Fairhope grew, was stable, and improved its physical appearance. In the late 1990's, development activity began to increase partly due to the economics of the era, but also due to the fact that this City evolved into a beautiful and desirable place to live. This small village by the Bay worked together to reimagine itself and its beauty. Fairhope, by virtue of its history linking it to the creative Single Taxers and its new physical attributes, created a high quality of life--a quality of life that people gravitated to then, and are still continuing to do. Quick research into development activity in Alabama reveals that Fairhope is, and has been, one of the communities in Alabama that continue to experience significant growth.

Fairhope has evolved into a national and international success story. It has been recognized by newspapers, magazines, television shows, and non-profit organizations for its beauty, its ecological efforts, its planning efforts, and the quality of life that has been created.

This 2015 Comprehensive Plan Update is based upon ensuring that Fairhope does not become a victim of its own success. Creating a high quality of life and a desirable place increases growth. Growth in Fairhope is inevitable--Fairhope will grow. Will that growth continue to reinforce Fairhope's qualities or dilute them? Will Fairhope, through the new growth, continue to be robust and have a high quality of life? These are fundamental questions, and are the questions that are answered by this plan.

Comprehensive Plan Update Process Description

In 2014, the City of Fairhope identified a need to update the 2006 Comprehensive Plan. The process prescribed for the planning update, and the particular items of importance, were identified in the contract that the City produced. The process prescribed by the City was very much based on public interaction, public involvement, and public input. The City fundamentally desired to know whether the concepts utilized in the 2006 Plan were still supported by the citizens, and what, if any, planning goals and objectives needed to be revisited.

In October 2014, the Planning Team held a series of Town Hall style meetings throughout Fairhope. These meetings were executed as question, answer, and listening efforts by the Planning Team. The meetings were essentially facilitated discussions where the citizens offered input on the assets of Fairhope, areas of concern, and then prioritized their comments via the now familiar “dot” voting process. The “dot” voting process is where each meeting attendee is provided a limited number of different color “dots”. They then use these as “votes” in support of or against concepts and projects. Due to the fact that there are always more issues, concepts, and ideas than dots, participants must prioritize what is most important to them. The additional benefit of “dot” voting is that meeting participants can then visually see patterns and understand the where general consensus is likely.

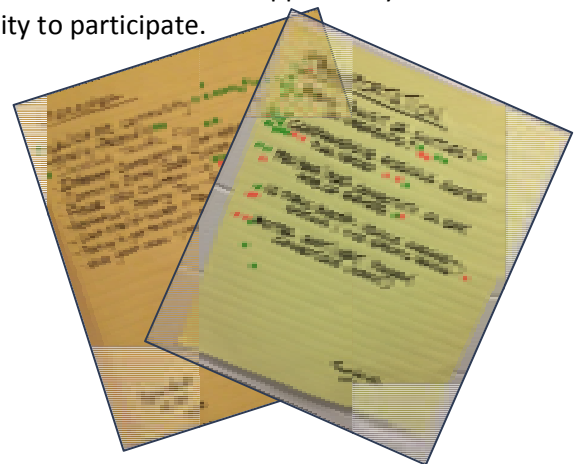
There were three Town Hall meetings in October 2014. The first was held on October 20, 2014 at Homestead Village at 5:30 pm. The second meeting on October 21, 2014 was held at Fairhope Elementary School at 5:30 pm. The third and final meeting was held on October 23, 2014 at the Fairhope Intermediate School at 5:30 pm. The Planning Team created the advertising notices for the meetings to assist the City in ensuring the public was aware of the opportunity and all who were interested had an opportunity to participate.



Town Hall Meeting Notice



Town Hall Meeting Comment Form



Town Hall Meeting Feedback

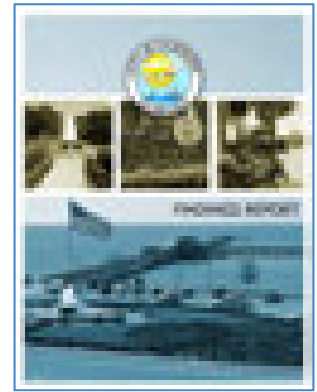
The Planning Team also created a website dedicated to the project. The website link was included on the City’s main webpage. The link gave interested participants an opportunity to view documents, provide input, and contact the Planning Team directly.

In addition to the Town Hall meetings and the website, the Planning Team, in cooperation with the City, executed a City-wide survey, via “**Survey Monkey**”, that was available on-line. Additionally, paper copies of the survey were sent via US Mail to all residents of the City. The Planning Team received approximately 1,800 responses. Results of the survey were very much in alignment with what the Planning Team heard through the Town Hall meeting week input.

In March of 2015, the Planning Team made an informational presentation to the Planning Commission and the City Council. The presentation, found in Appendix

A of this Comprehensive Plan, provided an overview of the city-wide survey results.

Thus by mid-winter of 2015, the Planning Team had executed three Town Hall Meetings, created a webpage, met with 25 of stakeholders, executed a City-wide survey, and made presentations to the Planning Commission and City Council. With this plethora of information, the Planning Team began to look for important consensus points and identify issues and opportunities. A Summary of Findings document was produced, a copy of which is found in Appendix B of this Comprehensive Plan. A copy of the City-wide survey is included in the Summary of Findings Report, along with the survey results. This findings document became an important element in providing clarity to the Planning Team on the direction of the plan, what was important to the people of Fairhope, and what the City hoped to achieve in the future. This document was presented to the Planning Commission and the City Council, and is included as Appendix C of this Comprehensive Plan.



Summary of Findings Report

The next step in the process was the creation of Vision, Goals and Objectives. The Planning Team utilized the input given and prepared the document that described what Fairhope desires to be in the Future (Vision) and the steps needed to achieve the vision. The steps are the Goals and Objectives. While this part of the planning effort may seem

Vision Statement
To continue to be a premier small town in the South, where growth enhances the vibrancy of the City, while offering exceptional quality of life and preserving the "Fairhope" identity.

elementary, it will become an important tool in that it will help Fairhope staff, along with the City's appointed and elected officials, make interpretations in the future and also help the decision-making process. Goals and Objectives are an important aspect of the plan and the planning process.

10 Categories of Goals & Objectives

- Physical Image
- Environment
- Urban and Community Design
- Development Framework
- Villages
- Transportation
- Infrastructure
- Economic Development
- Quality of Life
- Tourism

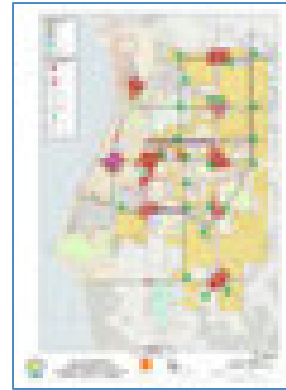
Once the Planning Team developed the Vision, Goals, and Objectives, they were presented on May 7, 2015, to a joint work session of the Planning Commission and the City Council. A copy of this presentation is found in Appendix D of this Comprehensive Plan.

In early summer 2015, the Planning Team began to develop future land use alternatives. It is important to realize that the role of the Planning Team is to facilitate and create alternatives for discussion. The role of the Planning Team is

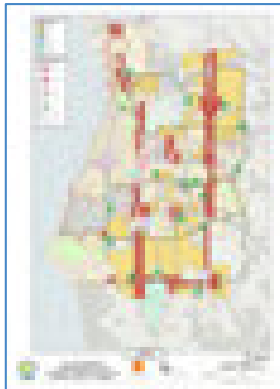
not to tell the citizens or officials of Fairhope what the future should be, rather it is to take the input given by the citizens and officials and create distinctly different visions of the future. The Planning Team did just that by creating four alternatives, as shown below.



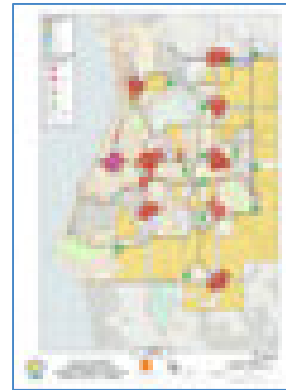
Alternative 1 – Existing Village Concept Update



Alternative 2 – Adjusted Villages

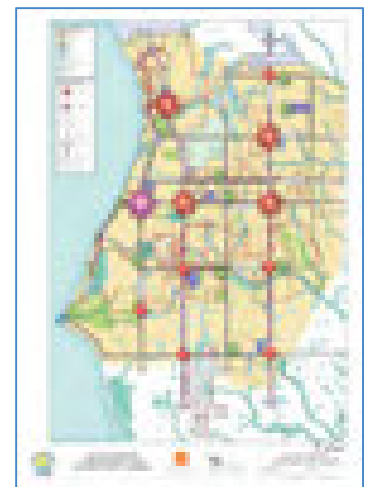


Alternative 3 – Reconciled Villages



Alternative 4 – Targeted Villages

These alternatives were presented to staff for feedback and input. They were also presented to more than 600 people at a Town Hall Meeting on August 13, 2015. A facilitated discussion and “dot” voting took place at the August 13th meeting. Based on the voting and input provided at the August Town Hall meeting a Preferred Plan was created by the Planning Team. This plan was provided to staff for review and input. It represents the culmination of the planning effort and the future of Fairhope. It is also the basis of the very important Implementation section of the plan.



Preferred Plan Map

In conclusion, the planning process used to develop the Comprehensive Plan update was one that was built on extensive public input and collaboration. The final product represents a consensus of what the people of Fairhope said was important to them, what they saw as the future of Fairhope, and what they would like Fairhope to achieve.

Analysis of Existing Conditions

Population and Income

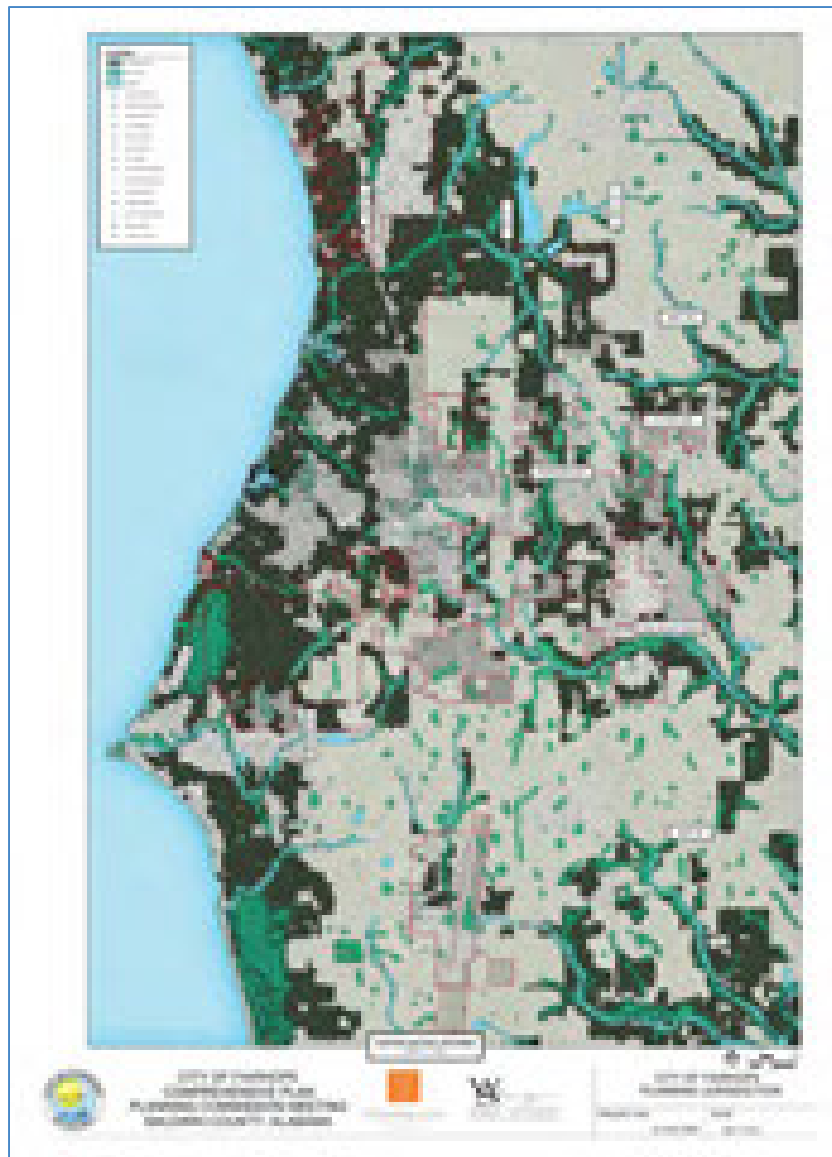
The City of Fairhope has continued to experience growth. In fact, since 2006, the year of the most recent Comprehensive Plan, the City has issued 2,249 single family residential permits.

The 2000 US Census indicated that the City had a population of 12,480. In 2010, the City's population was 15,326. It is estimated, based on review of permit data, that the current population of the City is approximately 18,363.

Natural Features

One of Fairhope's greatest assets is its physical environment. Mobile Bay, trees, creeks, topography, and wetlands all weave together to create a physically diverse setting – and one that draws visitors and potential residents.

In order to come to a clear understanding of the city's natural assets and related opportunities and constraints, the Planning Team performed a "build-up" analysis. This analysis helped paint the picture for further growth opportunities in Fairhope and also very much highlighted opportunities for integration of assets into development as it occurs in the future.

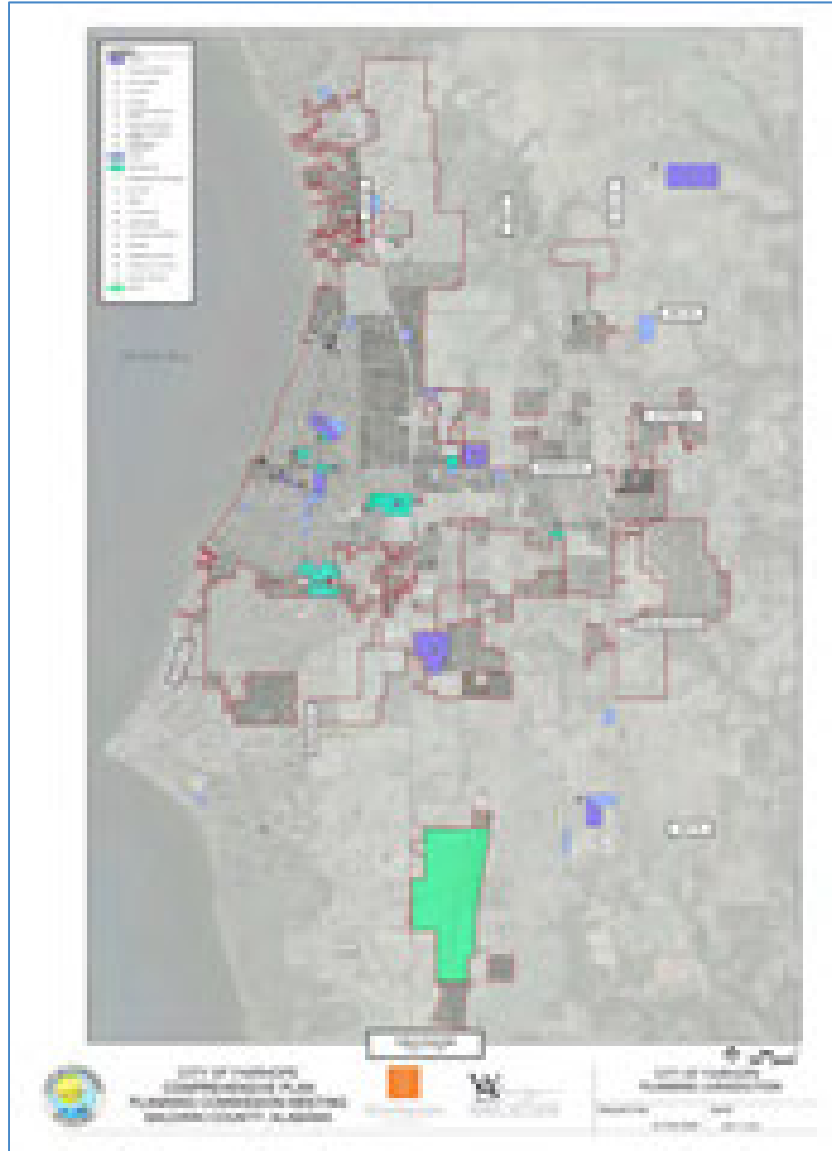


Existing Natural Features Map

From the existing Natural Features Map above, Fairhope has a great opportunity to create a linear greenway and park systems by capitalizing on the creeks, floodplains, and wetland areas. These natural corridors can form the backbone of an off-road trail and recreation system connecting Fairhope through ways that otherwise would not be possible. Since this land is frequently not very developable due to regulatory restrictions, there is an opportunity for easements or dedication to the City in exchange for potential tax benefits.

Public Facilities

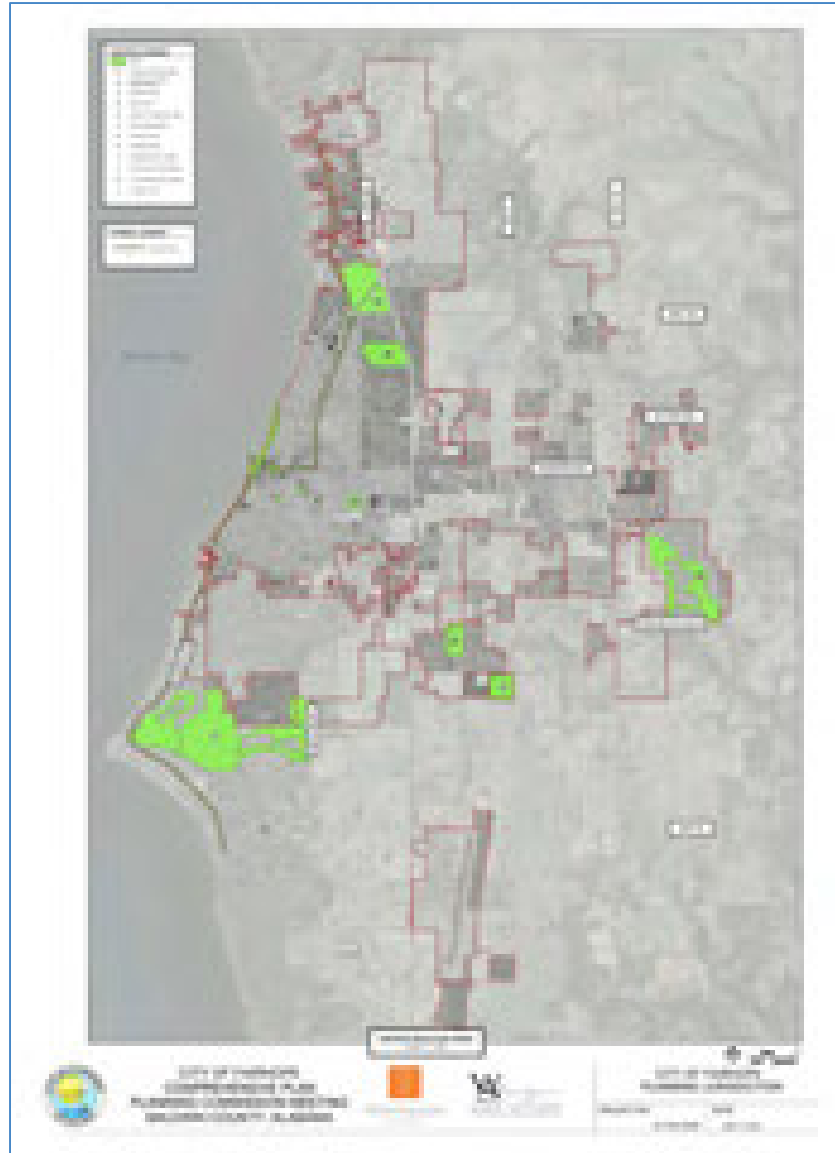
The Planning Team identified the location of existing public facilities in Fairhope. This includes city-owned assets and parks, as well as schools, and infrastructure facilities. These properties frequently serve as “anchors” to attract compatible development.



Public Facilities Map

Existing Trails and Parks

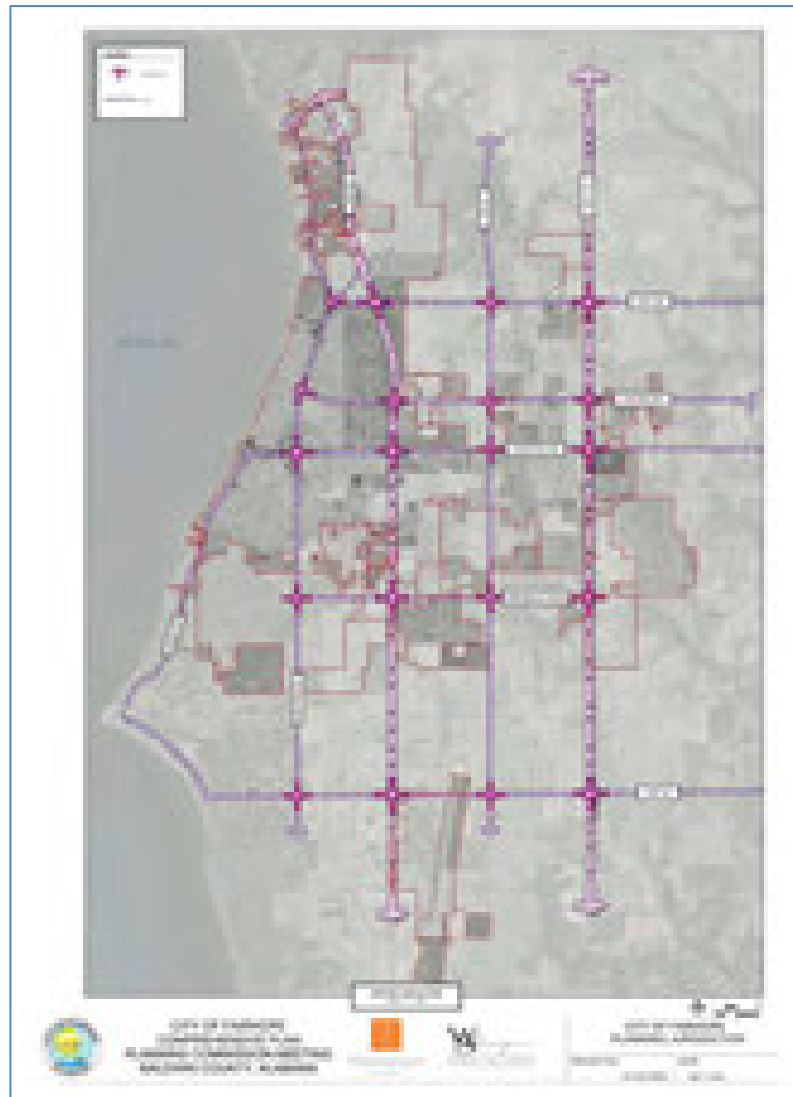
Fairhope has a great variety of trails, sidewalks, complete streets, and passive and active recreation to choose from. An analysis of the assets demonstrates that these assets are primarily located west of Greeno Road, except for Quail Creek. There is an apparent lack of connected trail and parks in northern and northeast Fairhope, as well as in south and southeastern portion of the City.



Existing Trails and Parks Map

Existing Circulation

Fairhope has four main North / South corridors: Section Street, Greeno Road, Highway 13, and State Highway 181. The cross section of Section Street is virtually set, in that significant expansion of vehicular travel lanes would likely be impractical. However, Greeno Road and State Highway 181 are four-lane corridors and Highway 13 could be expanded in the future. Thus, while traffic is a concern in Fairhope, the North /South circumstances are generally more accommodating of increased capacity improvements over time. This is not the case with regard to East / West corridors. Fairhope has five primary east/west corridors. All of these corridors in their existing state are two lane roads. While State Highway 104 and County Road 32 are likely candidates for “easy” capacity improvements (increased travel lanes), the most important corridors that will continue to see an increase in demand are Gayfer Avenue, Fairhope Avenue, and Twin Beech Road. These roadways are much more challenging to increase travel lanes and capacity due to existing development and right-of-way limitations.



Existing Circulation Map

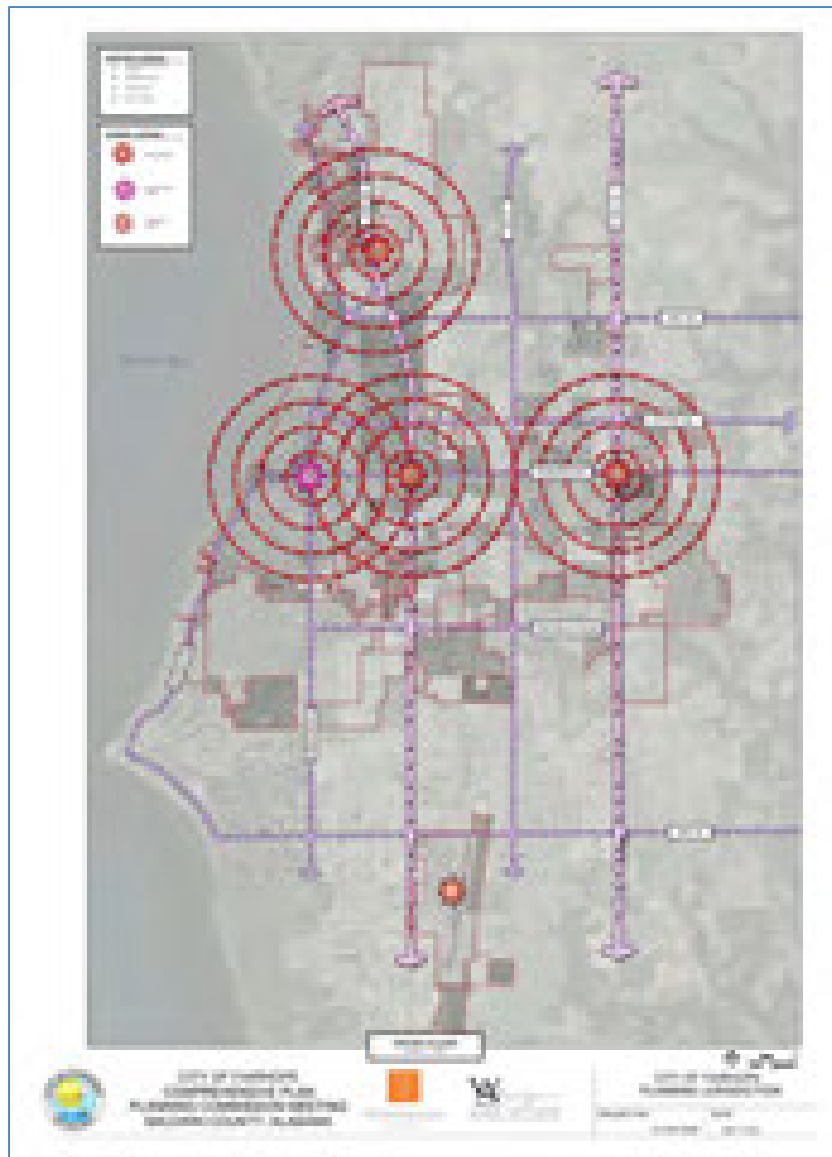
Existing Villages

There are currently four different Villages in Fairhope—Downtown Fairhope, North Village, Greeno Road Village, and the Highway 181 / Fairhope Avenue Village. The first and most important Village is Downtown Fairhope. This, as expressed in previous plans, is to be the dominant Village in Fairhope and the location of civic uses and long-term public investment. It is where cultural and community-wide events are to take place.

The North Village is the location of the Publix in Fairhope. While only a portion of this Village has been built to date, plans for the area include a mixture of land uses and densities that are reflective of a village-type development. As market conditions become ripe, additional development will take place around this area. It is important to note that this is a new village and it is, and will continue to be, different from Downtown in size, scale, mix of land uses, and intensity.

The Greeno Road Village also has a much different feel and context than Downtown. It is much more automobile-oriented. However, it does reflect the “Fairhope Image” through controlled signage, interconnectivity, sidewalks, trails, and extensive landscaping.

Highway 181 / Fairhope Ave presents an additional village opportunity. While this area has seen a growth of large retailers in the recent past due to regulatory limitations (i.e. significant property located outside of the City Limits in unzoned Baldwin County), it is in the early stages of village pattern development. River Mill Subdivision is connected to both Fairhope Avenue and Windmill Road. The residential areas around Gayfer Avenue and Blueberry Lane are built in accordance with the City Subdivision Regulations and provide neighborhood-level greenspace, sidewalks, streets, trees, and connectivity. While this area will evolve over time, the “bones” of a village are generally in place.



Existing Villages Map

General Existing Land Use Patterns

The land use patterns in Fairhope have generally remained consistent over time, although they have grown in size with the addition of new development. This statement is made in general terms in that residential is by far the predominant land use in Fairhope.

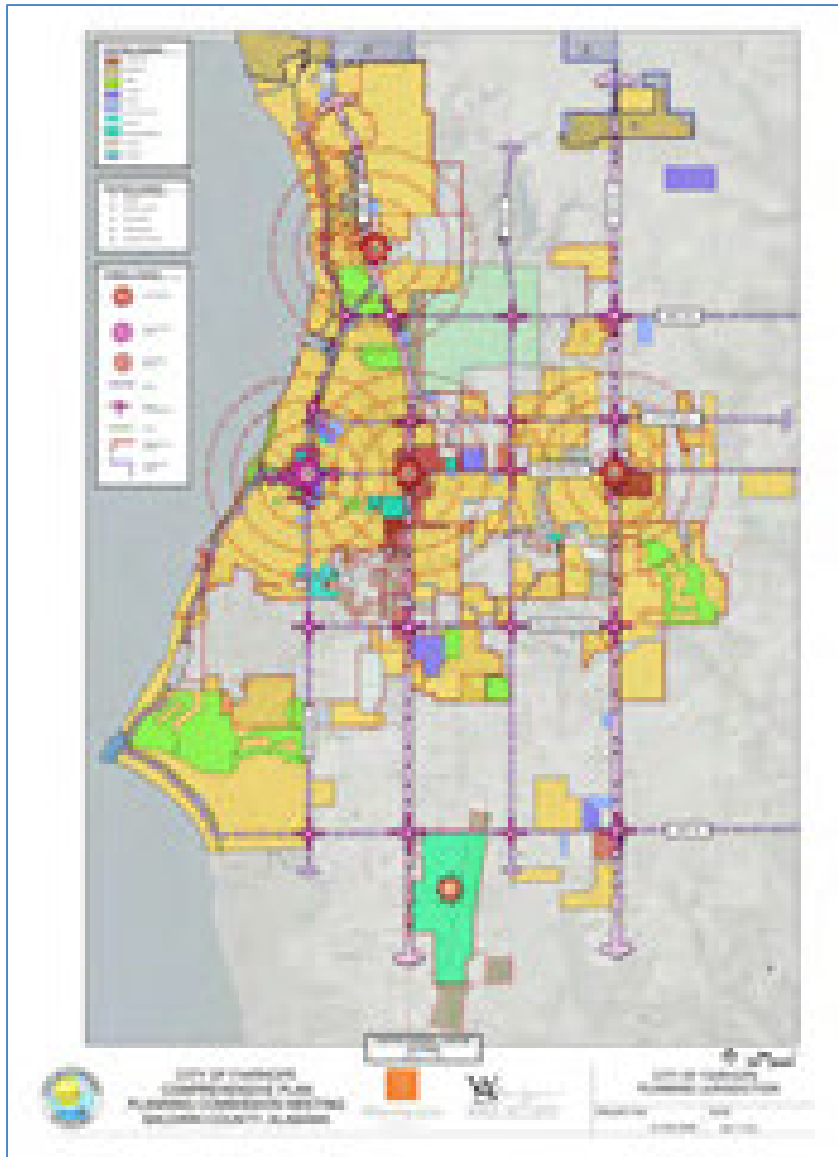
Single-family growth in Fairhope began in the “Fruit and Nut” area of Fairhope and around Downtown. As Fairhope grew over time, single-family growth began taking place towards Greeno Road. Residential growth then began further east between Greeno Road and in the vicinity of State Highway 181. Idelwild and Quail Creek are examples of relatively recent growth in “east” Fairhope.

More recent new development appears to have taken place on a North and South axis, with the creation of Rock Creek on Greeno Road and The Waters on State Highway 181 to the North. Stone Creek on State Hwy 181 and Fairfield are examples of more recent development in “southern” Fairhope.

Fairhope does experience some geographical limitations. On the western side of the City, Mobile Bay is a limiting factor. The City of Daphne is to the north. However, east and south of the City of Fairhope is all unincorporated County area, which may over time annex into the city limits of Fairhope. Regardless of annexation, this area (east and south) is the logical place where growth will take place, especially in East Fairhope with the addition of County Road 13 and the pending roadway improvements to State Highway 181. The immediate limiting factor to growth, beyond market conditions, is the availability and adequacy of utilities to serve development. Utilities are provided by both the City and the private sector. Utilities are provided by both the City and the private sector. Projects utilizing City utilities typically extend them at their own cost. Agreements to extend private utilities are not made available to the City – thus it is unclear if development pays for the true cost of extension or if costs are subsidized

Commercial activity is typically focused in Downtown, along Greeno Road, and also at the intersection of Fairhope Ave and State Highway 181. A significant node of commercial activity takes place around Thomas Hospital. The hospital is one of the region’s largest employers and is a significant economic engine for the City. In addition to the economic benefits of the hospital, it is also a vital asset in providing a high quality of life to the citizens of Fairhope.

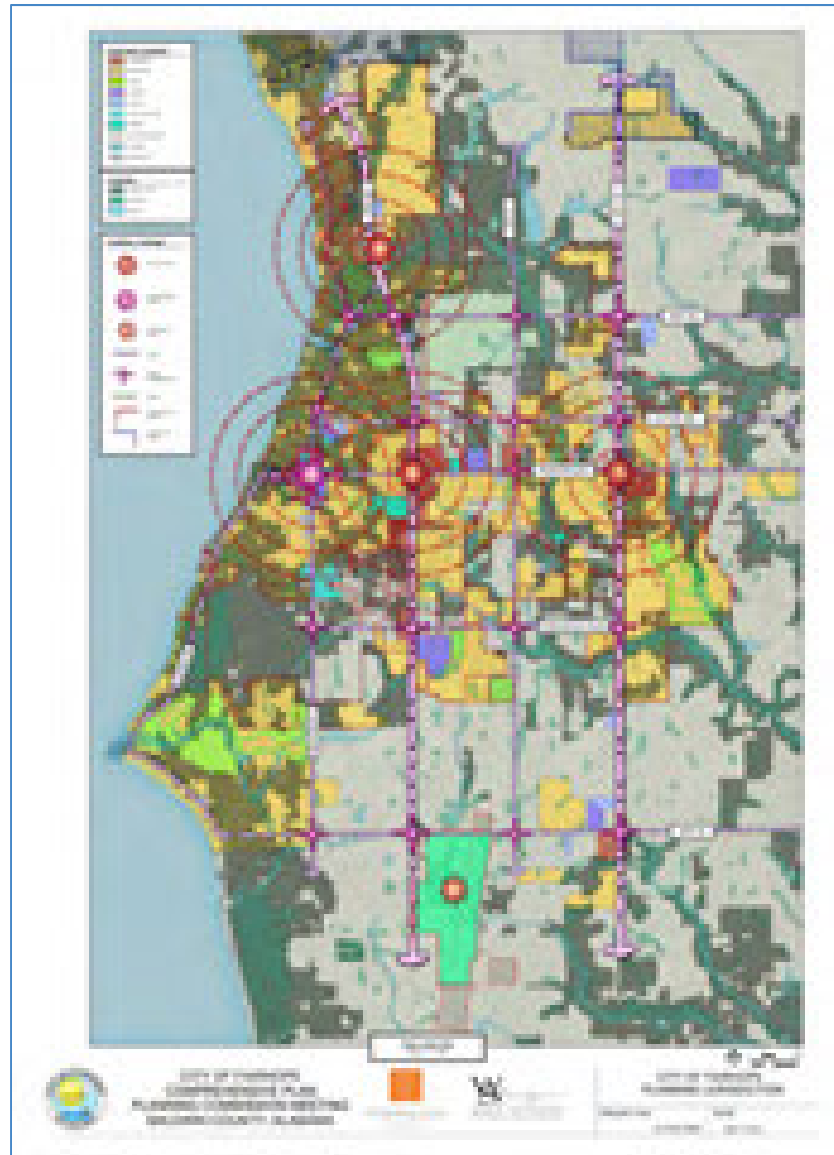
Most industrial or heavier commercial activity takes place around the Fairhope Airport, east of Greeno Road and south of County Road 32. It is important to note that the new Aviation Academy recently opened in the area and is the result of partnership by the Airport Authority and other public sector partners, such as the Baldwin County Board of Education. Segers Aero and Sunbelt Fire are also located in the area around the airport.



Existing General Land Use Patterns Map

Composite Analysis

The composite analysis map is the “build-up” or “overlay” of the maps previously described. It graphically shows the where growth is most likely to occur based on the above conditions. Of course, growth is not always dictated by maps and analysis--the private sector and property owners must make investment and market conditions must be favorable. However, assuming that growth will take place, there is a “growth crescent” around Fairhope that is the most likely area for development.



Composite Analysis Map

Vision, Goals and Objectives

Vision

The Vision of a community is a key element in developing a future plan. What is it that the community wants to become? How does the community want to grow? What does the community want to be in the future? These are key questions. Other key questions revolve around what in the community is important its citizens? What are the community's assets? What would the citizens like to protect? What would the citizens like to change? The answers to these questions help define and frame the vision that a community has for its future. The vision is foundational to the plan, and the plan is designed to implement the vision over time.

The Planning team elicited responses from the community during Town Hall meetings, stakeholder interviews, and through evaluating the results of the Citizen Survey. As a result of those efforts, the Vision, Goals, and Objectives were prepared. They were presented to a joint work session of the Planning Commission and the City Council on May 7, 2015.

Vision Statement

To continue to be a premier small town in the South, where growth enhances the vibrancy of the City, while offering exceptional quality of life and preserving the "Fairhope" identity.

Goals and Objectives

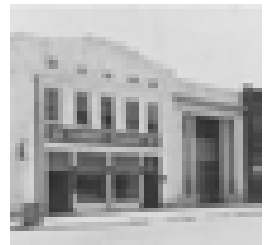
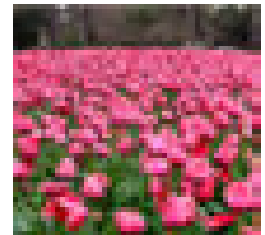
Goal statements are an overarching principle that help to guide decision making. Goals are formulated and crafted to make the vision a reality. Goal statements apply to different aspects of the community, because not all community elements, assets, or opportunities are the same.

Objectives are the necessary steps required to achieve the goal. They form the "roadmap" or basis of action steps to be taken. Objectives are by their very nature much more specific and strategic in nature. The goal statements and resulting objectives were divided into several categories: Physical Image; Environment; Urban and Community Design; Development Framework; Villages; Transportation Network; Infrastructure; Economic Development; Quality of Life; and Tourism.

Physical Image

Continue to maintain the high level of care and investment in the physical image of the City.

- Provide adequate resources to maintain the City’s arbor and horticulture programs.
- Protect the existing building heights permitted Downtown.
- Develop a “Fairhope” pattern book for architectural design that reflects the City’s scale, traditional materials, and building composition.
- Consider creating a community development corporation that could assist with historic preservation on a volunteer basis.
- Continue to strictly enforce the sign and landscape ordinances.
- Ensure appropriate place for social interaction and recreation on the East side of Fairhope (East of Greeno Road and beyond).
- Continue to improve the physical connections between “East” and “West” Fairhope.
- Ensure that the image of public rights-of way in “East” Fairhope are enhanced and maintained to the same level as “West” Fairhope.



Environment

Improve, protect, enhance, and enjoy Fairhope’s natural environment

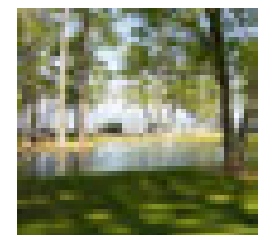
- Utilize low impact development practices.
- Maintain the stability of gullies.
- Manage stormwater as a resource to be capitalized upon, not discarded by-product.
- Re-evaluate comprehensively how stormwater is managed for both public properties and private development.
- Provide for natural or minimally developed park areas.
- Proactively seek ways to protect natural resources, sensitive ecological areas, and leverage them as a quality of life enhancement.
- Preserve, protect, and enhance Fairhope’s connection to Mobile Bay.
- Continue to lead in protecting and improving water quality in the Bay and stormwater release.



Urban and Community Design

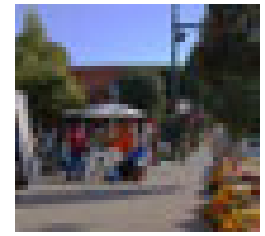
Continue to reinforce and enhance Fairhope’s brand image as unique in both physical character and design of new development.

- Create focal points in new residential development, such as water features, centrally located public greenspaces and parks, and other planned enhancements.
- Create focal points in new commercial development, such as identifiable architectural features, building placements that highlight attractive views, and similar planned enhancements.
- Enhance existing neighborhoods with public improvements, as feasible.
- Provide appropriately located public parks, street trees, and other



amenities.

- Continue to support the development of artistic, cultural, and recreational opportunities.
- Work to create and maintain communication between and among the neighborhoods, business, and local government.
- Continue to emphasize the pedestrian experience and work to enhance safety and additional opportunities.

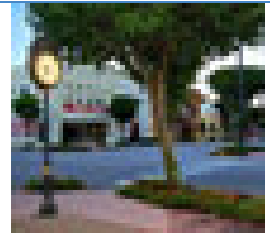


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Development Framework

Guide commercial and high density growth to locations that can be efficiently and effectively served with utilities and public services such as police, fire, and public works.

- Define downtown as the City’s and regional focal point by continuing public investment in maintenance and improvements.
- Evaluate proposed development with careful consideration to the long term vitality of downtown and the other existing and potential villages.
- Encourage, promote, and simplify high quality development practices that support the scale and character of existing neighborhoods and commercial areas.
- Prioritize projects that “pay their way” by covering the capital costs of increased public services.
- Develop a strategic annexation plan that is based partnership between the City and property owners.
- Ensure that new all new development is reflective of the Fairhope physical image and appropriately connected for people, bikes, and cars.
- Increase discussions with the County on planning and regulatory goals so appropriate relationships, results, and transitions can be made between rural areas and villages.
- Ensure that St. Hwy181 is an effective transportation corridor that is also reflective of Fairhope’s image and resembles the physical and developmental success along Greeno Rd.
- Define the commercial growth of Greeno Rd. with edges, thus, ensuring an appropriate ending point.



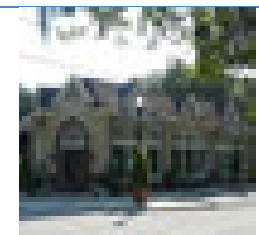
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Villages

Relentlessly work to bring villages to life through proactive partnerships, as well as political and civic leadership.

- Form a village development task force comprised of City staff, relators, builders, property owners, bankers, and developers who share a common interest in making the villages come to life.
- Proactively engage landowners where villages are contemplated.
- Research partnership opportunities for the “right type of village at the right place”.
- Consider all options available to encourage village development from utilities to public service and discourage non-village development.
- Develop a short, not jargon based, video that clearly and effectively communicates what a village is, and make this video accessible via the City’s website.
- Offer planning and engineering assistance in order to work as a partner with property owners when a village is proposed.
- Consider using a range of incentives to help bring villages to life.
- Assist in bringing a village to life within five years.



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denvergov.org

Transportation Network

Continue to improve mobility in the City for all modes of transportation, while reinforcing public rights-of-way as prominent public space.

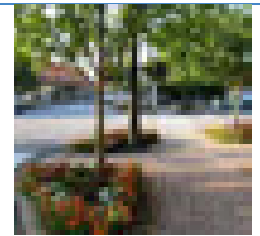
- Utilize the resources of the Metropolitan Planning Organization in order to improve traffic capacity and mobility at intersections.
- Proactively consider improvements to Gayfer Avenue Extension, Twin Beech Road and County Road 32 from 181 to Section Street in order to improve East/West mobility and the delivery of public services.
- Develop a master sidewalk plan that is phased, implementable, and based on realistic budgets.
- Continue to improve mobility in the City for all modes of transportation, while reinforcing public rights-of-way as prominent public space.



Infrastructure

Plan, provide, and maintain cost-effective and efficient infrastructure that promotes orderly growth and meets environmental goals.

- Ensure that road capacity and mobility improvements are correlated with development proposals.
- Target public funds for mobility improvements at strategic locations that best implement the comprehensive plan and create additional investment and revenue.
- Develop an asphalt management plan to ensure that routine maintenance takes place within appropriate budget constraints.
- Continue to implement “safe streets” in accordance with City Council policy.
- Use infrastructure investment as a tool to manage growth, density, and to assist in bringing villages to life.
- Develop a 5-year Capital Infrastructure Plan based on impact fee collections that address needs generated by new growth, City capital investments, and the Comprehensive Plan that is publically approved by the Planning Commission and the City Council.
- Explore and consider regulatory guidance that requires fiber optic line to the home or business be installed with new development.



tripadvisor.com

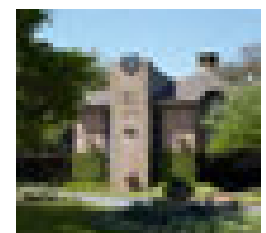
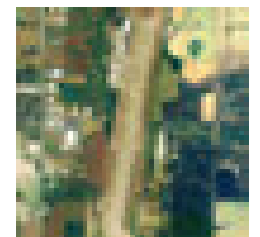


montgomerycountymd.com

Economic Development

Grow the City in a manner that balances residential, commercial, and industrial development so that all sectors of the local economy may realize improvement.

- Take a proactive approach to economic development that leverages Fairhope’s assets.
- Build on recent successes at the HL “Sonny” Callahan Airport and the development of the regional aerospace industry.
- Continue to support Thomas Hospital as an important economic engine for the City.
- Continue to take a proactive role in participating in regional issues such as public and community education, I-10 Bridge, Mega-Site, Airbus, and similar opportunities.
- Strengthen the cooperative relationship among the City, Downtown Merchants, and the Grand Hotel.
- Create an environment through policy action and partnership that supports the growth of small business.
- Leverage Fairhope’s national and regional reputation to drive additional investment and business growth.
- Continue to support the 2-year and 4-year college system in Fairhope through in-kind commitments and political cooperation.
- Continue to actively engaged with financial support and political support to the Baldwin County Economic Development Alliance.

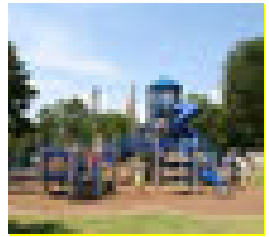


Bing

Quality of Life

Build quality recreation facilities, cultural venues, public safety services, and reinforce Fairhope's schools as cornerstones to long-term quality of life.

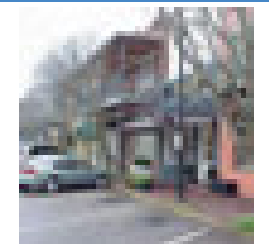
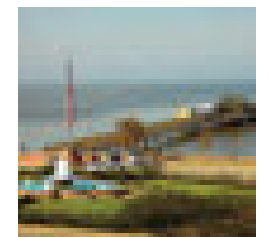
- Maintain civic uses (government and public safety) and religious uses Downtown to ensure long term viability and investment.
- Continue to provide exceptional public safety.
- Plan for the continued support and enhancement of the Fairhope Volunteer Fire Department and augment their abilities in personnel and equipment as appropriate.
- Maintain all of the City's recreational assets to the highest standard.
- The City of Fairhope should continue to support the public schools in Fairhope with funding and in-kind contributions.
- Proactively develop additional parkland in "East" Fairhope and explore partnership opportunities with other agencies as appropriate.
- Continue to improve the physical image and opportunities in "East" Fairhope, so it emulates the physical image of "West" Fairhope.



Tourism

Expand and build on existing relationships to increase Fairhope's attraction as a tourist destination.

- Improve way-finding around the entire City for visitors with a consistent and high quality theme so that navigation can be more understood easily.
- Improve way-finding for public parking opportunities and guide visitors and residents alike to the Downtown parking garage.
- Highlight Fairhope in regional and national publications and websites.
- Engage the Gulf Coast Visitor Convention Bureau in order to capture more day trippers from the Beaches.
- Actively partner with the birding trail and scenic byway designations to continually increase awareness of Fairhope.
- Continue to support the Birding Festival, Arts and Crafts Festival, and other large scale events that draw visitors.
- Utilize the new soccer fields and other athletic facilities to draw visitors to Fairhope.



Land Use Plan

The development of the 2015 Fairhope Comprehensive Plan, while defined as an update, relies heavily on public input and affirmation. The preferred land use plan below has a genealogy. The concepts behind the preferred plan can be traced back to the 2000 Comprehensive Plan effort where the Village Concept was born. It can also be taken back to the 2005 Comprehensive Plan effort where the Village Concept was ratified again, after public debate and discussion, as the preferred development pattern in Fairhope.

The 2015 Comprehensive Plan effort included the creation of alternatives. The alternatives, and the public process utilized, required that citizens and participants either support the Village Concept or another form of development for the future. In order to present a range of choices, four alternatives were created. These alternatives were delivered to the City for input and subsequently presented at a Town Hall meeting on August 13, 2015. The August Town Hall meeting had more than 600 participants and provided an opportunity for voting prioritization and facilitated discussion.

Alternative 1 - Existing Village Concept Update

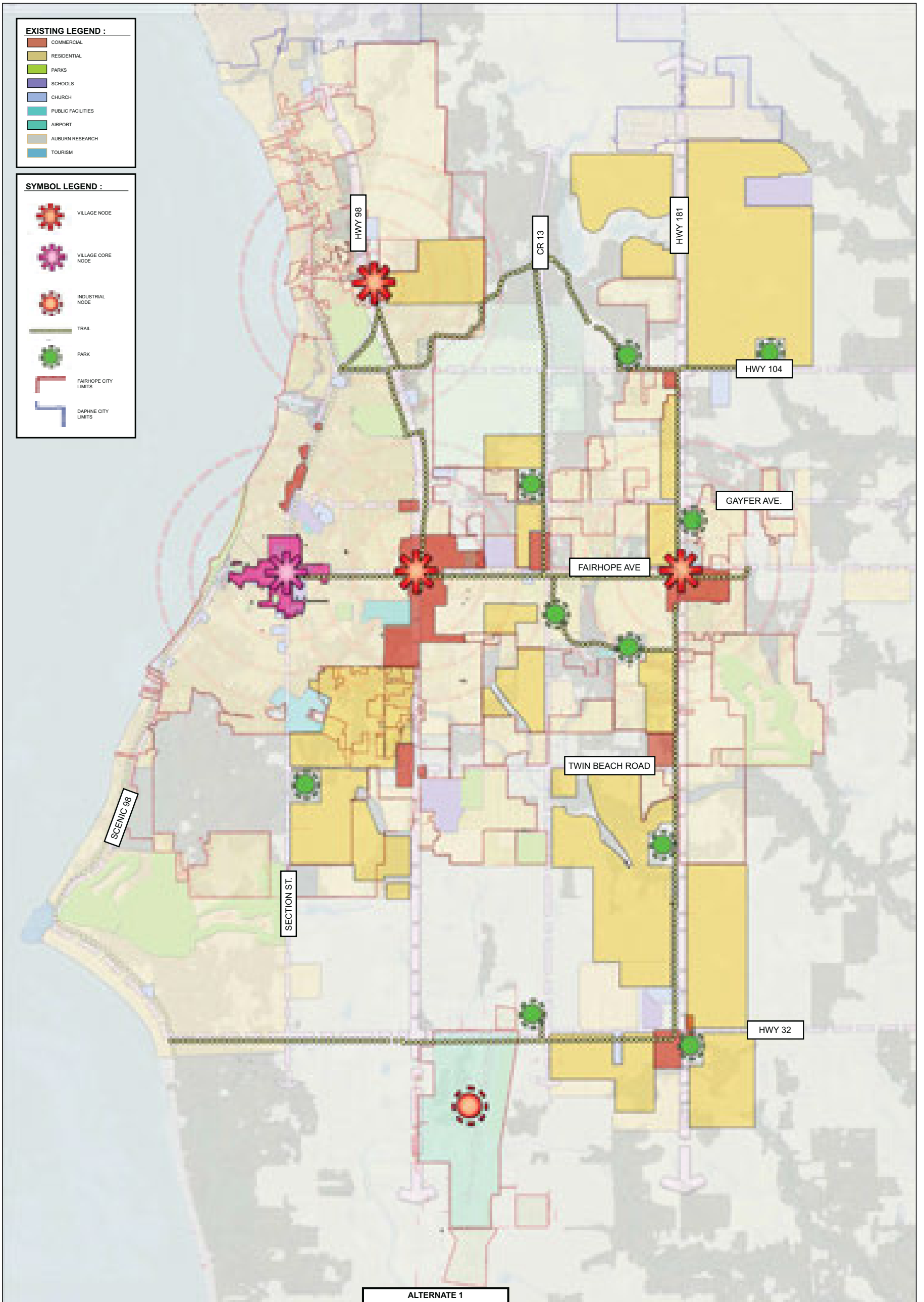
This alternative is the most straightforward and simple of all of the options. It is based only on the 2006 Comprehensive Plan and simply updates the map to show the action that the City has recently taken. It calls for the four village centers to be created; North Village, Downtown Regional Village, Greeno Road Village, and East Village. It also supports continued industrial development at the Airport. This plan alternative also supports the concept of expanding the City's trail system and improving the linkage between East Fairhope and West Fairhope. Finally, it has very little associated infrastructure improvement. This plan is simple and relatively easy to implement--it is just an update to what is currently in place.

EXISTING LEGEND :

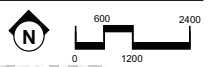
- COMMERCIAL
- RESIDENTIAL
- PARKS
- SCHOOLS
- CHURCH
- PUBLIC FACILITIES
- AIRPORT
- AUBURN RESEARCH
- TOURISM

SYMBOL LEGEND :

- VILLAGE NODE
- VILLAGE CORE NODE
- INDUSTRIAL NODE
- TRAIL
- PARK
- FAIRHOPE CITY LIMITS
- DAPHNE CITY LIMITS



ALTERNATE 1
Existing Village Concept Update
SCALE: 1" = 1200'



**CITY OF FAIRHOPE
COMPREHENSIVE PLAN
PLANNING COMMISSION MEETING
BALDWIN COUNTY, ALABAMA**



**CITY OF FAIRHOPE
PLANNING JURISDICTION**

PROJECT NO: 16-1104-0002	DATE: MAY 17, 2016
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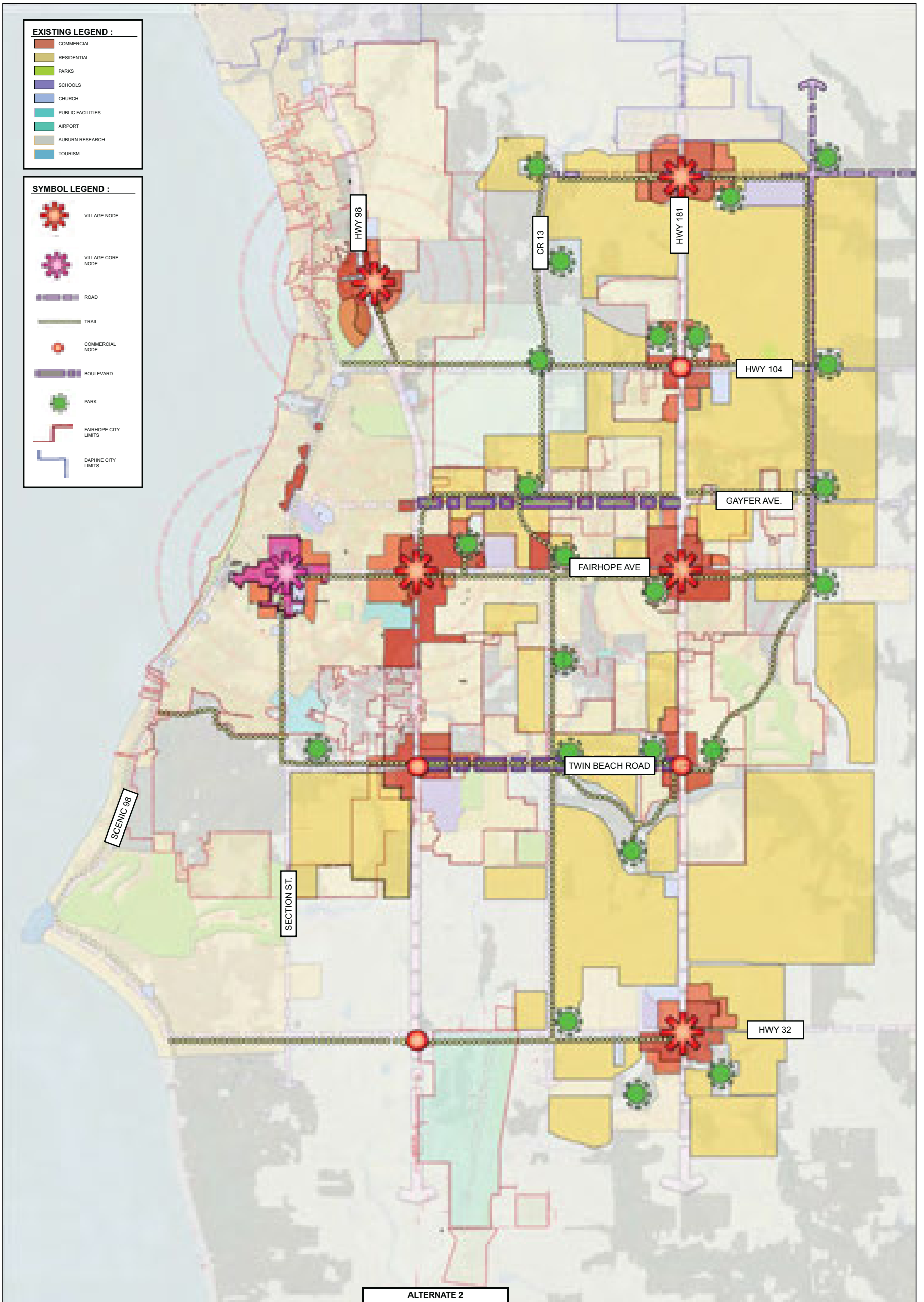
Alternative 2 - Adjusted Villages

This plan alternative fundamentally adjusts the Villages to reflect what has taken place since 2006 and limits Village implementation to certain areas. Villages in this plan are not the overall preferred development type, but are rather one type of development. Essentially this plan is a compromise between having some village development, and allowing more typical development, including strip commercial, at other locations. The typical commercial development concept could, for example, occur at the intersection of Fairhope Ave. and Greeno Road where there is a gas station, pharmacy, fast food and similar type development. This plan option also includes significant growth in the northeast corner of the planning area close to the new Catholic High School in the vicinity of Highway 181 and Highway 104 and calls for a new Village to be located in that location. This plan option also calls for the construction of a new North/South roadway east of Highway 181. This is currently outside of much of the City Limits and would require extensive cooperation with the County, but it is reflective of the fact that significant development will occur in East Fairhope. It also addresses the continued need to increase transportation options in the Fairhope area and address traffic concerns. Citizens told the Planning Team that they like trails, and so the City's trail system is also significantly expanded. Finally, traffic capacity is significantly increased by creating four-lane boulevards for both Gayfer Avenue Extension and Twin Beech Road, since east and west mobility in Fairhope is accommodated only by two-lane roadways.

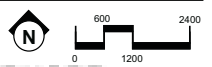
This Plan option is a compromise between developing in Villages and allowing more typical growth patterns. This Plan also would require much investment in new roads and trail systems, as it deals with the current and future traffic concerns.

- EXISTING LEGEND :**
- COMMERCIAL
 - RESIDENTIAL
 - PARKS
 - SCHOOLS
 - CHURCH
 - PUBLIC FACILITIES
 - AIRPORT
 - AUBURN RESEARCH
 - TOURISM

- SYMBOL LEGEND :**
- VILLAGE NODE
 - VILLAGE CORE NODE
 - ROAD
 - TRAIL
 - COMMERCIAL NODE
 - BOULEVARD
 - PARK
 - FAIRHOPE CITY LIMITS
 - DAPHNE CITY LIMITS



ALTERNATE 2
Adjusted Village Plan
SCALE: 1" = 1200'



**CITY OF FAIRHOPE
COMPREHENSIVE PLAN
PLANNING COMMISSION MEETING
BALDWIN COUNTY, ALABAMA**



**CITY OF FAIRHOPE
PLANNING JURISDICTION**

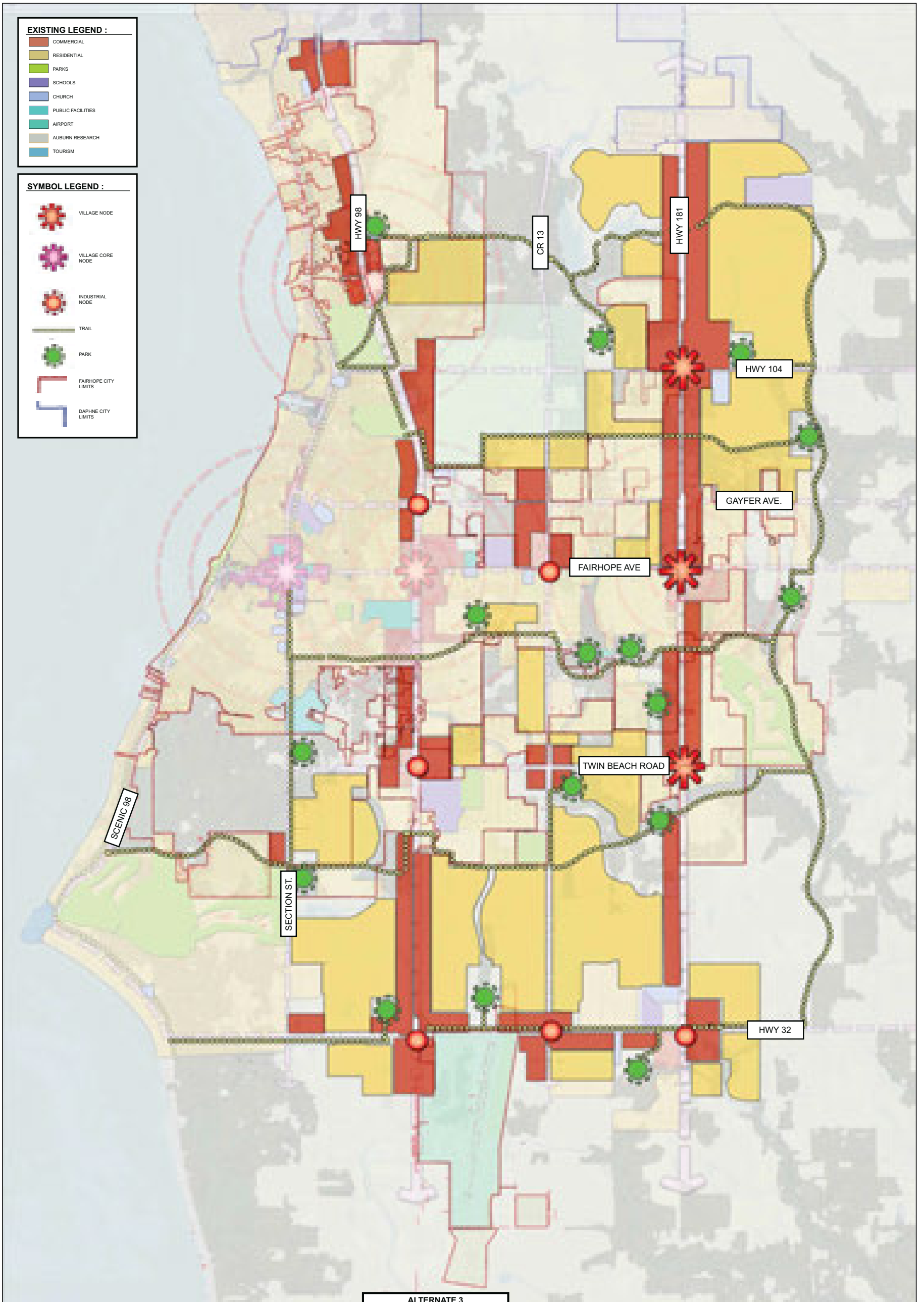
PROJECT NO: 16-1104-0002	DATE: MAY 17, 2016
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Alternative 3 - Reconciled Villages

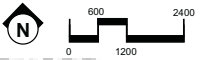
This plan option is very different from what Fairhope planning has been working to accomplish since the adoption of the 2001 Comprehensive Plan. It represents a much lower involvement of planning and allows market forces to drive where development takes place and how it looks. The Downtown and Greeno Road Villages remain as they are now and, and a new Village is proposed at Fairhope Avenue and Highway 181. Beyond these three Villages, the plan simply lets strip development take place along the main roads in Fairhope. Highway 98 (the four-lane) is commercial from essentially Montrose to County Road 32. Highway 181 is commercial from north to south. County Road 32 is commercial from Highway 98 to Highway 181, to reflect that east and southeast Fairhope will continue to develop and this section of County Road 32 will become a corridor. All other areas are designated as residential, and the trail system is improved to provide additional continuity and connections. This plan specifies that downtown Fairhope should continue as it is now, if possible, and that all other development in Fairhope will look like it does elsewhere in the Country, with a more expedient, developer-driven character.

- EXISTING LEGEND :**
- COMMERCIAL
 - RESIDENTIAL
 - PARKS
 - SCHOOLS
 - CHURCH
 - PUBLIC FACILITIES
 - AIRPORT
 - AUBURN RESEARCH
 - TOURISM

- SYMBOL LEGEND :**
- VILLAGE NODE
 - VILLAGE CORE NODE
 - INDUSTRIAL NODE
 - TRAIL
 - PARK
 - FAIRHOPE CITY LIMITS
 - DAPHNE CITY LIMITS



ALTERNATE 3
Reconciled Villages
 SCALE: 1" = 1200'



CITY OF FAIRHOPE
COMPREHENSIVE PLAN
PLANNING COMMISSION MEETING
BALDWIN COUNTY, ALABAMA



CITY OF FAIRHOPE
PLANNING JURISDICTION

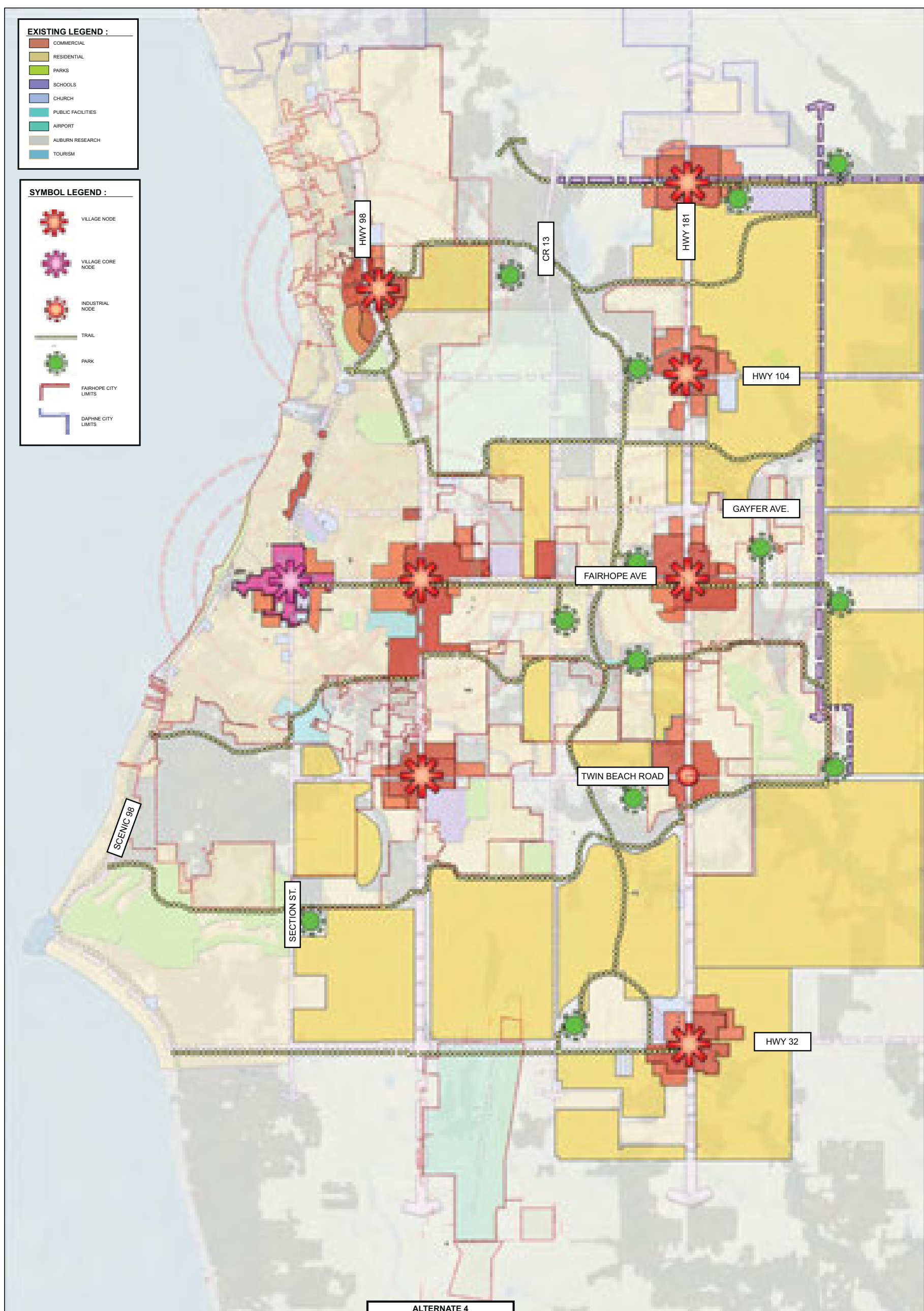
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16-1101-0002	MAY 17, 2016

Alternative 4 Targeted Villages

This alternative focuses effort in the area of Highway 181 / Fairhope Avenue Village, Downtown, and North Village as preferred areas for development. These areas are where the City would focus effort to help make Villages come to life. This plan ultimately proposes a total of eight villages throughout the planning area, especially near the new Catholic High School. Villages are connected with roads and off-road greenways, and many new parks are proposed in east Fairhope. Generally, higher density development is proposed around the Village and then changes to lower density between the villages. Commercial development is limited along Greeno Road and Highway 181. The intersection of Twin Beech Road and Highway 181 is a typical commercial intersection. This is proposed since the City recently rezoned property in this area, changing from something similar to a village to a more residential area. A new roadway is proposed east of Highway 181, yet mobility improvements are generally limited in this plan option (which differs from Alternative 2).

- EXISTING LEGEND :**
- COMMERCIAL
 - RESIDENTIAL
 - PARKS
 - SCHOOLS
 - CHURCH
 - PUBLIC FACILITIES
 - AIRPORT
 - AUBURN RESEARCH
 - TOURISM

- SYMBOL LEGEND :**
- VILLAGE NODE
 - VILLAGE CORE NODE
 - INDUSTRIAL NODE
 - TRAIL
 - PARK
 - FAIRHOPE CITY LIMITS
 - DAPHNE CITY LIMITS



ALTERNATE 4
Targeted Villages
 SCALE: 1" = 1200'



CITY OF FAIRHOPE
COMPREHENSIVE PLAN
PLANNING COMMISSION MEETING
BALDWIN COUNTY, ALABAMA



CITY OF FAIRHOPE
PLANNING JURISDICTION

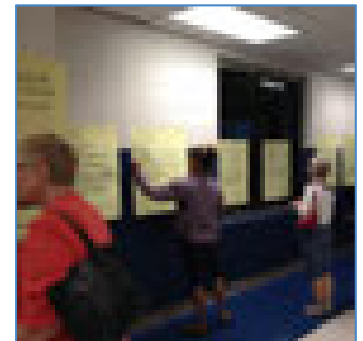
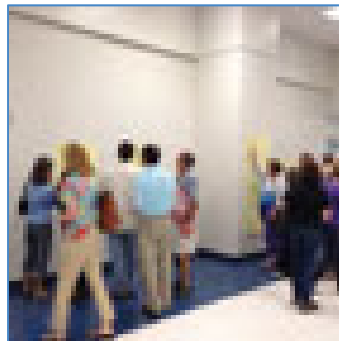
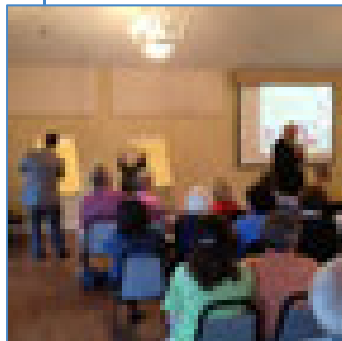
PROJECT NO:	DATE:
16-1101-0002	MAY 17, 2016

Town Hall Meeting August 13, 2015

A Town Hall meeting was conducted on August 13, 2015. The meeting highlighted the public process to date, summarized the findings of the Planning Team, reviewed Vision, Goals, and Objects, and provided a brief analysis of the built environment. The main purpose however was to review the proposed four draft alternatives and provide the participants an opportunity to comment and vote. After significant discussion and input, the meeting participants were asked to vote. In short, plan Alternatives 1 and 2 were widely supported. In the voting tabulation shown below, green meant “I Like” and red meant “I Don’t Like”.

Voting tabulation:

	Green Dots ● “I Like”	Red Dots ● “I Don’t Like”
Alternative 1	150	64
Alternative 2	175	46
Alternative 3	13	264
Alternative 4	77	67



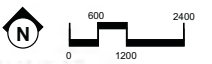
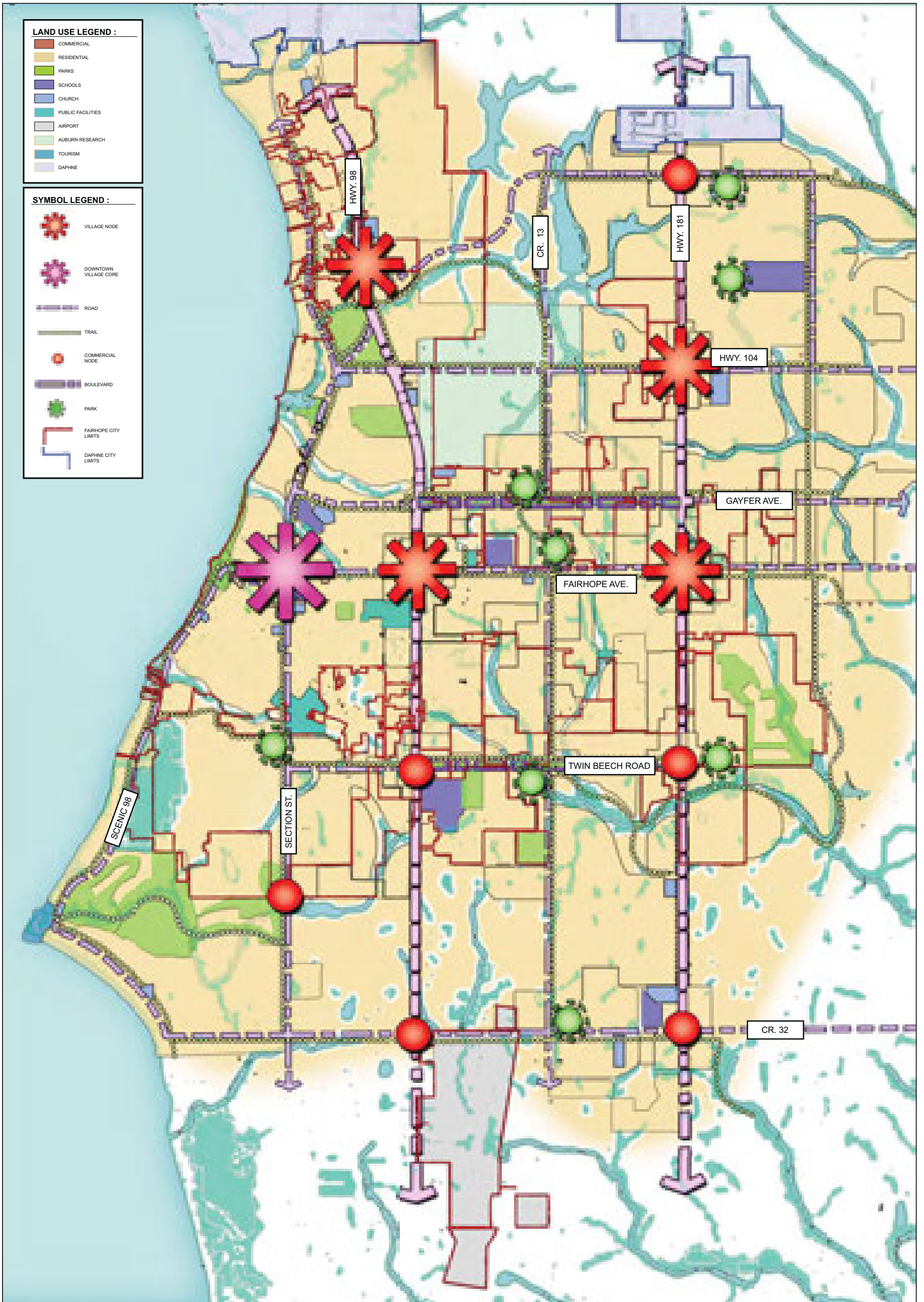
Participants in Various Town Hall Meetings

Preferred Land Use Plan

As a result of the presentation and voting at the August 13, 2015 Town Hall meeting, it became clear that the people providing input clearly supported Alternatives 1 and 2 over Alternatives 3 and 4. In fact, Alternatives 1 and 2 had a combined 325 affirmative votes and 100 non-supportive votes. This compares to a total of 90 affirmative votes and 332 non-supportive votes for Alternatives 3 and 4. Thus, it was very clear to the planning team that the preferred plan map should be a combination of the best aspects of Alternative 1 and Alternative 2.

The best aspects of Alternative 1 and 2 were combined to create the preferred plan map. This map combines the build-up analysis that includes existing land uses, natural features, and infrastructure with the preferred aspects of the alternatives map. The preferred plan continues the tradition of the village concept in Fairhope and calls for their creation at North Village, Greeno Road, Fairhope Avenue and Highway 181, and Downtown. This plan option continues to reinforce Downtown as the ultimate Village Center in Fairhope, where significant public investment, events, and facilities are located. It includes a significant amount of infrastructure investment in trails, parks, and roadways. The most notable feature is the future creation of four-lane boulevards on Twin Beech Road and Gayfer Avenue. East and West mobility concerns were highlighted by citizens all throughout the process, and as a result, the Planning Team made a definitive effort to feature transportation improvements as a significant portion of the future plan. Likewise significant trail systems are proposed, based on the input provided to the Planning Team all throughout the process.

As a result of the effort to combine the best aspects of Alternatives 1 and 2, one of the elements that was deleted due to lack of support was the proposed new North / South Road east of Highway 181. The preferred plan also seeks a compromise between villages and more typical commercial development at intersections. The preferred plan allows both forms of development. It prescriptively outlines the locations, in general terms, for the future villages and commercial nodes. It is important to realize that the commercial nodes are not typical strip development, as this development pattern was rejected by the citizens of Fairhope at the Town Hall meeting. The commercial node pattern is more reflective of the high quality commercial patterns that Fairhope has created over many years. It embodies concepts like shared parking, pedestrian-friendly, interconnected, and heavily-landscaped commercial development.



CITY OF FAIRHOPE
COMPREHENSIVE PLAN
BALDWIN COUNTY, ALABAMA



CITY OF FAIRHOPE
PREFERRED PLAN CONCEPT

PROJECT NO.:
14-1101-0332

DATE:
MAY 17, 2016

Preliminary Build-Out Analysis

The future build-out of Fairhope has and will continue to evolve over time. While the preferred land use plan presented in this document is an important decision-making guide as Fairhope grows, the most challenging aspects of Fairhope's growth lie in daily implementation efforts and development approvals. The plan has an approximate residential capacity of 11,936 acres. At an assumed two-dwelling units per acre, which is analogous with Fairhope's R2 zoning district, this would equate to 35,808 single-family dwellings. Applying the 2010 US Census' persons-per-unit multiplier, this could equate to a total population of 71,616. It is important to realize, however, that densities will range throughout the implementation of this plan. The immediate areas around Villages are to be more dense (more units per acre) and then transition to lower density development patterns. A good example of the density transition can be seen in Downtown Fairhope today, where there is mixed-use commercial with residential, higher density residential, and smaller (66' x 132') residential lots. It is very likely that the build-out population above is a "high" estimation.

The preferred plan also provides for commercial development at appropriate locations. The preferred plan calls for both commercial nodes and villages. There are 6 proposed commercial nodes that typically will occupy between 2 to 30,000 square feet per corner. Thus, commercial node acreage contemplated by the plan totals a combined 2 to 16 acres. There are envisioned to be a total of 4 villages. Villages are contemplated to have between 30,000 to 180,000 sq. ft. of commercial area. Thus, village commercial area totals a combined 120,000 to 720,000 square feet.

It is important to note that this preliminary build-out analysis is subject to market conditions, demands, and consumer / developer preference. Over time, the size and density of proposed development will evolve, and this is especially true where there is no water and sewer provided to development. Water and sewer availability has the greatest impact on the density of a proposed development. While the City does provide water and sewer, it does not do so everywhere. Thus, the private sector can greatly influence development density, patterns, and locations of projects, often times to a greater or equal extent as the City.

Form, Function, and Design

The form, function, and design of a community relate to much more than the simple spaces created by building locations, yards, and edge treatments. It certainly goes beyond the architectural characteristics of a building that an owner and a design professional choose to utilize and employ. The form, function, and design of a community speak to how people move about the city, how they interact with each other via public spaces, and perceptual “edges”. The City’s 2006 Comprehensive Plan provides significant form, function, and design guidance related to the elemental building blocks of the City. The section is intended to take the 2006 discussion and focus it to the 2015 Preferred Plan.

The Preferred Plan creates significant opportunities. Outlined below are principles and guidelines that the development community, city staff, and decision makers may utilize in order to help bring to life the principles behind the Preferred Plan.

The Preferred Plan discussion follows the direction of previous Fairhope plans by supporting and proposing Village Centers. There are several different Village types and development patterns that have particular form, function, and design guidance, as detailed below.

Downtown

Downtown Fairhope is to remain the dominant Village Center. It is the location of civic uses, the heart of local activity, a source for both tourists’ desires and locals’ everyday needs. Over the years, the City has worked to create a regulatory environment that is conducive to allowing new development and new investment in older existing properties. Specific form and design suggestions for Downtown Fairhope are as follows:

Build to the Sidewalk - Any building setback from the sidewalk should “feel” like an extension of the public realm, where there may be outdoor seating on private property, or similar activities.

Vehicle Use and Parking - Vehicular access to buildings should be encouraged to be from the rear of the property. Parking, if required to be off-street, should be located behind the building and the access to parking should be an integral part of the design of the project so that a driveway does not interrupt pedestrian flow of the sidewalks.

Eclectic Architectural Design - Fairhope is built on a tradition of free thinking and an eclectic nature. Downtown should continue to reflect these long-held themes. While some properties may or may not be listed on an historic register, it is clear that private investment in Downtown Fairhope will continue. This is a positive asset and one that should continue to be cultivated. Thus, the

architectural vernacular of a particular building becomes less important than how it relates to the street and to the pedestrian experience, and how it “fits” into the massing and scale of Downtown Fairhope.

Pedestrian Experiences - This is, perhaps, one of the greatest form, function, and design guidelines for Downtown Fairhope. During the review process for proposed development, the City must strive to come to an understanding of how the project impacts or improves the pedestrian experience Downtown. What is fenestration of the building? Where are the main pedestrian access points? What is the use on the 1st floor of the buildings? These are the operative questions to be asked with regard to new development and redevelopment in Downtown Fairhope.

Bicycle Mobility - Fairhope has made significant strides in creating a safe bicycling experience for either transportation or recreation. Downtown is, has, and will continue to be a destination, and as such, the integration of bicycles into the urban landscape is an important consideration. The City adopted the Complete Street policy and has also restriped many Downtown streets to incorporate appropriate areas for bicycles and bicycle lanes. The last aspect to this train of thinking is the integration of bicycle parking with new development and redevelopment. City facilities (parks, Welcome Center, History Museum, Library, and similar) should all have and maintain adequate bicycle parking near their front entrances. New development and redevelopment should also provide appropriate locations for bicycle parking, so that it does not impede pedestrian and ADA compliance and accessibility of the City’s Downtown sidewalks.

Greeno Road Village Center

This village began in earnest prior to the City of Fairhope determining with its citizens in 2001 that Villages were the preferred development pattern. Greeno Road development has a long history that predates the construction of the four-lane highway (US 98). The commercialization of Greeno Road is a debate that has long been part of the Fairhope story and is likely to continue to be. This is because there is and will continue to be development pressure along the corridor. It is also clear that the people of Fairhope do not desire to continue to commercialization of Greeno Road that will lead Fairhope to be like most other places throughout the country. The people of Fairhope spoke loudly and clearly that it is the community’s overwhelming desire to limit the north and south “commercial creep”, thereby creating edges to the more automobile-oriented nature of the Greeno Road. land uses. The form, function, and design recommendations in the Greeno Road Village Center are as follows:

Edges - Greeno Road commercialization must have a clear edge--where it stops and where it begins.

Commercial Land Use - Commercial land uses along Greeno Road are likely to depend on high traffic counts and are likely to mimic the uses seen on other major corridors throughout South Alabama. Since the citizens desire that Greeno Road not turn into another bad example of strip development, Fairhope must continue to develop and utilize its strict sign ordinance and landscaping requirements.

Design Guidelines - Consider the creation of design guidelines for commercial development along Greeno Road that address items such as parking placement on site, build-to lines, drive-through locations, screening, pedestrian connectivity, and bicycle racks, among others.

Right-of-Way - The City should consider enlarging the Alabama Department of Transportation's Right-of-Way to further reinforce Fairhope's brand image along the Corridor.

Fairhope Avenue / Highway 181 and Highway 104 / Highway 181 Villages

These are the future villages contemplated by this 2015 Comprehensive Plan Update. These locations are most likely to see additional significant development pressure in the future due to their location and the residential growth that has taken place in the immediate area. The City must take a proactive approach to village development at these locations. Simply evaluating development proposals in these areas will not result in a Village--it will take a proactive effort from City staff. Because these Villages are located at or near the intersections of large corridors, their characteristics will be much different than Downtown Fairhope. For example, the form, function, and design recommendations for these future Villages are as follows:

Size - They should be 30,000 to 180,000 square feet in commercial / mixed-use development.

Street Location - They should push as close to the street as possible

Architectural Guidelines - There should be building design guidelines that deal with architectural themes, materials, and massing. There should be an architectural "anchor", a building with a distinct and focused character, in each village.

Automobile Access - Automobile access will be important to the success of the village, thus it should be incorporated as appropriate. However, addressing the location and aesthetics of parking lots will be critically important. Vehicular access from the supporting and existing roadways is also important. Integration of Right-of-Way improvements, turn lanes, signals, sidewalks, landscaping, street lighting, push-pad signals, crosswalks, and similar infrastructure should be

comprehensively evaluated by the City. This would result in the Right-of-Way and roadways being upgraded in conjunction with the development. Internal circulation must not be the typical maneuvering areas through a large parking lot, but seek to create more of a streetscape experience with “on-street” parking in either a parallel or diagonal configuration. A good operating principle would be that large surface parking lots should not dominate the view of building frontages. Vehicular access is always important and should be accommodated; however, parking is a net negative in terms of visual quality.

Commercial Nodes

The updated comprehensive plan also calls for the creation of commercial nodes at key intersections. The nodes allow commercial developments that are frequently commercial convenience uses. Land uses such as a gas station (non-repair), bank, small shopping center, drug store, and restaurants are likely candidates at these locations. It is important to note that these nodes are just that, nodes and are only to be at the corners of intersections. These nodes should not and must not be the start of strip commercialization along the corridors. The form, function, and design of the nodes should be as follows:

Size - Nodes should be between 2,000 and 30,000 sq. ft. per corner.

Access - Access to the property should be located as far away from the intersection, stacking, and turn lanes as possible.

Improvements - The City must pre-plan the roadways at these intersections so that when they are developed, the half-street improvements can be installed by the development, along with contributions to any future signalization.

Landscaping and Signage - Commercial nodes should be subject to the same landscaping and signage regulations as the Greeno Rd Village.

Pedestrian and Bicycle Connections - Pedestrian and bicycle connections and parking should be incorporated into the design of the nodes.

Design Guidelines - Design guidelines should be developed by the city for commercial nodes. The design guidelines should address building materials, lighting, gas station canopy detailing, dumpster locations and screening, and similar features. It is important to note that these design guidelines should not deal with architectural themes as the sites and projects are small, but rather with the location and massing of design elements.

Neighborhoods

Residential neighborhoods are the foundation of the City and its future commercial development. Without “rooftops”, there is no commercial demand. Growth will take place in Fairhope because it is a desirable place to live with a high quality of life. Thus, the focus of this section is to convey that neighborhood development should reinforce Fairhope as a special place with a high quality sense of design. The 2006 Comprehensive Plan did an excellent job of describing neighborhood elemental building blocks and is incorporated by reference into this document. The recommendations of the form, function, and design of neighborhoods made in 2006 are supported by this 2015 Comprehensive Plan Update. However, for emphasis with this update, the form, function, and design recommendations for neighborhoods are as follows:

Connectivity – “Connectivity” should remain as an important focus in the development of residential neighborhoods.

Streetscape - Streetscape is a critical component of neighborhood development. The city should continue its requirements for street tree installation and detached sidewalk on both sides of the street.

Neighborhood Density - Density of neighborhoods is also a critical component of long-term neighborhood success. Higher density projects must provide additional open space and other amenities. The City should evaluate density on a net project basis as an alternative, thereby focusing less on individual lot size and considering the entire boundary as entitled to a certain number of lots, regardless of the size. This would allow flexibility to market demand and reduce corresponding infrastructure, and is very much in line with conservation subdivision design.

Open Spaces - Open space integration, connections, and use is another important aspect to long term neighborhood desirability. Integration of these elements into the design of neighborhoods should continue to be utilized. Additionally, significant open space should be provided within a 15-minute walk of any residence in the neighborhood. Smaller neighborhood-scale open space should be located within a 5-minute walk from any residence in the neighborhood.

Drainage - Fairhope receives a significant amount of annual rainfall, so in order to accommodate drainage facilities in neighborhoods, engineers have utilized drainage conveyance systems behind, or in some cases between, lots. This practice should be discouraged, as it creates long-term maintenance issues, use issues, and may increase the probability of lot flooding. Lot placements should orient with the flow and fall of the land and flat areas should be graded to flow to the street, not between the homes.

Implementation

Implementation Matrix / Resource Allocation

Vision - To continue to be a premier small town in the South, where growth enhances the vibrancy of the City, while offering exceptional quality of life and preserving the “Fairhope” identity.

Goals and Objectives - Goal statements are an overarching principle that helps to guide decision making. Goals are formulated and crafted to make the vision a reality. Goal statements apply to different aspects of the community because not all community elements, assets, or opportunities are the same.

Objectives are the necessary steps required to achieve the goal. They represent the “roadmap” or action steps to be taken. Objectives are by their very nature much more specific and strategic in nature.

A detailed Implementation Matrix, which includes Goals, Tasks, Priorities, and Responsibilities, follows this page. The time frame for the Priorities is:

- Ongoing – Currently in Progress
- Short Term – 0 to 2 years
- Medium Term – 3 – 4 years
- Long Term – Greater than 4 years

Resource Allocation – The matrix, as mentioned above, assigns responsibilities to various City Departments. **Additional Planning and Zoning staff and resources will be necessary in the future to help carry out the vision, goals, and objectives of the City’s Comprehensive Plan.** Additional resources may take various forms, such as consulting arrangements, volunteers, and leveraging relationships with other professionals and agencies.

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
Physical Image: Continue to maintain the high level of care and investment in the physical image of the City					
■ Provide adequate resources to maintain the City's arbor and horticulture programs					
❖ Adequately budget for personnel, equipment, and consumables to maintain the current state of maintenance	X				City Horticulturist, Finance Department, Mayor & Council
■ Evaluate the financial implications of proposed expansion arbor and horticultural programs and areas					
❖ Estimate the cost in financial terms, manpower, capacity and other resources	X				Finance Department, Mayor, & Council
❖ Present cost estimates to the Mayor and Council for consideration during budget cycles	X				Finance Department, Mayor, & Council
❖ Consider expansion of programs through a cost / benefit analysis	X				Finance Department, Mayor, & Council
■ Protect the existing building heights permitted Downtown					
❖ Ensure that existing regulations are clear regarding building heights		X			Planning Department
❖ Provide consistent messaging to potential projects	X				Planning Department
❖ Develop a FAQ about developing / redeveloping property in the Central Business District		X			Planning Department
■ Develop a "Fairhope" pattern book for architectural design that reflects the City's scale, Traditional materials, and building composition					
❖ Perform an architectural observation analysis of existing buildings in the CBD		X			Planning Department
❖ Perform an architectural observation analysis from historical records of former buildings in the CBD, to the extent possible.		X			Planning Department
❖ Perform outreach effort to Downtown property owners and Home Builder Association		X			Planning Department
❖ Engage an architectural / urban design consultant to assist in the creation of the pattern book			X		Planning Department
❖ Present pattern book recommendations to Downtown and Home Builder Association property owners			X		Planning Department
❖ Place pattern book on City's website			X		Planning Department
❖ Distribute pattern book to design professionals			X		Planning Department
❖ Distribute pattern book to Downtown organizations and stakeholders, i.e. real estate, FSTC			X		Planning Department
❖ Develop a recognition program to recognize commercial and residential buildings that incorporated pattern book concepts.			X		Planning Department
❖ Make clear that the use of the pattern book is non-regulatory and on a voluntary basis			X		Planning Department
❖ Consider creating a community development corporation that could assist with historic preservation on a voluntary basis.				X	Historic Preservation Committee and Planning Department
■ Continue to strictly enforce the sign and landscape ordinances.					
❖ Improve the review process for sign and landscape permits so communication is enhanced		X			City Horticulturist and Building Department
❖ Perform pre-permit site inspections to ensure tree protection		X			City Horticulturist and Building Department
❖ Create mechanisms for the city horticulturist to approve Certificates of Occupancy (C of Os) to ensure compliance		X			City Horticulturist and Building Department

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
<ul style="list-style-type: none"> ■ Ensure appropriate place for social interaction and recreation on the East side of Fairhope (East of Greeno Road and beyond). 					
<ul style="list-style-type: none"> ❖ Partner with FSTC on the development of the “Nature Park” 		X			Mayor and City Council
<ul style="list-style-type: none"> ❖ Execute the development of the Fairhope Soccer Complex 		X			Mayor and City Council
<ul style="list-style-type: none"> ❖ Proactively identify and acquire future park property North of Fairhope Ave and South of 104 			X		Recreation Committee and City Council
<ul style="list-style-type: none"> ■ Continue to improve the physical connections between “East” and “West” Fairhope. 					
<ul style="list-style-type: none"> ❖ Prepare detailed surveys and cost estimates for proposed roadway improvements 			X		Public Works Department
<ul style="list-style-type: none"> ❖ Include the proposed roadway improvements in the City’s budgeting process 			X		Public Works Department
<ul style="list-style-type: none"> ❖ Continue to develop pedestrian and bicycle connections between East and West Fairhope 		X			Public Works Department
<ul style="list-style-type: none"> ❖ Aggressively apply for grant funding opportunities to construct pedestrian and bicycle routes 	X				Planning Department
<ul style="list-style-type: none"> ■ Ensure that the image of public rights-of way in “East” Fairhope are enhanced and maintained to the same level as “West” Fairhope. 					
<ul style="list-style-type: none"> ❖ Consider the extension of the Fairhope brand of ROW treatment and maintenance along Gayfer Ave Ext to 181 ...short term...public works 		X			Public Works Department
<ul style="list-style-type: none"> ❖ Consider the extension of the Fairhope brand of ROW treatment and maintenance along Twin Beech Rd to 181 		X			Public Works Department
<ul style="list-style-type: none"> ❖ Consider the extension of the Fairhope brand of ROW treatment and maintenance along Fairhope Ave from 181 to North Station 		X			Public Works Department
<ul style="list-style-type: none"> ❖ Consider entering a maintenance agreement with ALDOT regarding Hwy 104 to East of the 181 		X			Public Works Department
<ul style="list-style-type: none"> ❖ Consider entering a maintenance agreement with ALDOT regarding 181 from Dick Higbee Rd. to Co. Rd. 32 		X			Public Works Department
Environment: Improve, protect, enhance, and enjoy Fairhope’s natural environment.					
<ul style="list-style-type: none"> ■ Utilize low impact development practices. 					
<ul style="list-style-type: none"> ❖ Use low impact development practices as part of Planned Unit Development (PUD) negotiations 	X				Planning Department
<ul style="list-style-type: none"> ❖ Consider an incentive program for the reduction of irrigation water meters 		X			Planning Department
<ul style="list-style-type: none"> ❖ Consider creating a Fairhope Awards program that recognizes development the goes beyond LID minimums 		X			Planning Department
<ul style="list-style-type: none"> ❖ Consider the use of financial incentives (tap fees, permit fees, and others) entice development to utilize LID beyond minimum requirements 			X		Planning Department
<ul style="list-style-type: none"> ■ Maintain the stability of gullies. 					
<ul style="list-style-type: none"> ❖ Monitor erosion of the gullies in Fairhope 	X				Public Works Department
<ul style="list-style-type: none"> ❖ Monitor the stormwater conveyance capacity of the gullies. 	X				Public Works Department

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
■ Manage stormwater as a resource to be capitalized upon, not discarded by-product.					
❖ Consider the creation of regional stormwater management lakes				X	Planning Department
❖ Consider partnering with other government jurisdictions on regional solutions to frequent stormwater issues			X		Public Works Department
■ Re-evaluate comprehensively how stormwater is managed for both public properties and private development.					
❖ Consider all options to ensure that stormwater retention facilities are usable assets for recreations and aesthetic benefit		X			Planning Department
■ Provide for natural or minimally developed park areas.					
❖ Balance the need between active and passive parks throughout the City	X				Planning Department
■ Proactively seek ways to protect natural resources, sensitive ecological areas, and leverage them as a quality of life enhancement.					
❖ Continue to utilize the Natural Resource Inventory as a planning tool	X				Planning Department
❖ Encourage and consider the use of conservation easements on sensitive property as it develops and begin a program for easement implementation.		X			Planning Department
❖ Consider donated property or conservation easement property as an asset and reward the owner in terms of density for development	X				Planning Department
❖ Partner with other agencies and entities to acquire sensitive ecological property	X				Planning Department
■ Preserve, protect, and enhance Fairhope’s connection to Mobile Bay.					
❖ Continue to improve all connections to Mobile Bay for people, vehicles, bicycles, pedestrians, and water focused activity	X				Planning Department
❖ Leverage relationship with FSTC to improve connections where appropriate	X				Planning Department
■ Continue to lead in protecting and improving water quality in the Bay and stormwater release.					
❖ Proactively monitor and publish results of wastewater treatment plant (WWTP) output	X				Water & Sewer Department
❖ Proactively manage habitat and species at Duck Pond to maintain safe swimming conditions	X				Public Works Department
❖ Consider applying for grant funding to increase awareness that stormwater drains to Bay		X			Public Works Department
❖ Consider the construction of LID facilities at stormwater facilities in City Rights-of-Way (ROW) as appropriate			X		Public Works Department
Urban and Community Design: Continue to reinforce and enhance Fairhope’s brand image as unique in both physical character and design of new development.					
■ Create focal points in new residential development, such as water features, centrally located public greenspaces and parks, and other planned enhancements.					
❖ Consider developing non-regulatory residential neighborhood design guidelines		X			Planning Department
❖ Develop a best practice handout to share during preliminary meetings to help set expectations and design philosophy.		X			Planning Department
❖ Negotiate focal point enhancements in PUDs		X			Planning Department

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
<ul style="list-style-type: none"> ■ Create focal points in new commercial development, such as identifiable architectural features, building placements that highlight attractive views, and similar planned enhancements. 					
<ul style="list-style-type: none"> ❖ Consider developing non-regulatory commercial site design guidelines 		X			Planning Department
<ul style="list-style-type: none"> ❖ Develop a best practice handout to share during preliminary meetings to help set expectations and design philosophy 		X			Planning Department
<ul style="list-style-type: none"> ❖ Negotiate focal point enhancements in PUDs 	X				Planning Department
<ul style="list-style-type: none"> ■ Enhance existing neighborhoods with public improvements, as feasible. 					
<ul style="list-style-type: none"> ❖ Evaluate the opportunities for improvements in existing neighborhoods and make recommendations for improvements in consultation with the residents 				X	Planning Department
<ul style="list-style-type: none"> ❖ Propose and create an equitable process for the owners and neighbors of redeveloped lots in Fairhope where existing homes are removed and new homes constructed so that the new construction is sensitive to the context of surrounding as-built conditions. 		X			Planning Department
<ul style="list-style-type: none"> ■ Provide appropriately located public parks, street trees, and other amenities. 					
<ul style="list-style-type: none"> ❖ Continue implementing the current requirements of the subdivision regulations and zoning ordinance 	X				Planning Department
<ul style="list-style-type: none"> ■ Continue to support the development of artistic, cultural, and recreational opportunities. 					
<ul style="list-style-type: none"> ❖ Partner with groups and agencies to continue to grow artistic, cultural, and recreational opportunities 	X				Community Development Department
<ul style="list-style-type: none"> ❖ Continue to support the Eastern Shore Art Center 	X				Community Development Department
<ul style="list-style-type: none"> ■ Work to create and maintain communication between and among the neighborhoods, business, and local government. 					
<ul style="list-style-type: none"> ❖ Explore ways to increase communication and information sharing through digital media 	X				Community Development Department
<ul style="list-style-type: none"> ❖ Host regional town hall meetings throughout the community at various times to bring government to the people 	X				Mayor
<ul style="list-style-type: none"> ❖ Proactively reach out to Home Owner’s Associations (HOAs) on a regular basis 	X				Planning Department
<ul style="list-style-type: none"> ■ Continue to emphasize the pedestrian experience and work to enhance safety and additional opportunities. 					
<ul style="list-style-type: none"> ❖ Work with City committees and the public to prioritize pedestrian enhancement projects. 		X			Planning Department
<ul style="list-style-type: none"> ❖ Aggressively pursue grant opportunities to assisting in implementation of priority projects 	X				Planning Department
<ul style="list-style-type: none"> ❖ Celebrate successes on an annual basis 	X				Planning Department
Development Framework: Guide commercial and high density growth to locations that can be efficiently and effectively served with utilities and public services such as police, fire, and public works.					
<ul style="list-style-type: none"> ■ Define downtown as the City’s and regional focal point by continuing public investment in maintenance and improvements. 					
<ul style="list-style-type: none"> ❖ Utilize a public collaborative process to determine how large the City should grown and what the geographical city limits and city services limits will be 			X		
<ul style="list-style-type: none"> ❖ Continue to support Downtown landscape and horticultural programs 	X				Public Works Department

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
❖ Continue to identify and make improvement in public infrastructure Downtown	X				Public Works Department
❖ Continue to make pedestrian and bicycle improvements and capacity improvements Downtown	X				Public Works Department
❖ Identify and execute public bicycle parking facilities Downtown		X			Planning Department
❖ Install pedestrian crossing signals at Fairhope Ave. and Section St. intersection		X			Public Works Department
■ Evaluate proposed development with careful consideration to the long term vitality of downtown and the other existing and potential villages.					
❖ Monitor vacancy rates in downtown and existing villages to put into context impact of new development	X				Planning Department
■ Encourage, promote, and simplify high quality development practices that support the scale and character of existing neighborhoods and commercial areas.					
❖ Negotiate development in concert with the scale and character of existing neighborhoods and commercial areas as part of PUD applications	X				Planning Department
❖ Ensure appropriate regulatory consistency between new and existing residential development in terms of building coverage, scale, and height		X			Planning Department
■ Prioritize projects that “pay their way” by covering the capital costs of increased public services.					
❖ Projects that pay for their own infrastructure and make other corresponding off-site improvements should be prioritized	X				Planning Department
❖ Consider the creation of development agreements with projects so that off-site public improvements such as roads, park dedication, school dedications can be implemented and guaranteed	X				Planning Department
■ Develop a strategic annexation plan that is based partnership between the City and property owners.					
❖ Develop outreach strategy to property owners in the City’s Extra Territorial Jurisdiction (ETJ) concerning annexation		X			Planning Department
❖ Consider tying the extension of City utilities to annexation agreements		X			Planning Department
❖ Develop a program that highlights the benefits of annexing into the City		X			Planning Department
❖ Consider pulling back non-utility public services to within the City Limits.		X			Planning Department
■ Ensure that new all new development is reflective of the Fairhope physical image and appropriately connected for people, bikes, and cars.					
❖ Negotiate appropriate and enhanced connections with PUD applications and negotiations	X				Planning Department
❖ Highlight through the site planning process the need for appropriate and enhanced connections	X				Planning Department
❖ Review City regulations to ensure that a cohesive product with clear requirements results in comprehensive solutions			X		Planning Department
❖ Deliver a report to the Planning Commission and City Council within 6 months on the integration regulations related to people, bikes, and cars		X			Planning Department

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
<ul style="list-style-type: none"> ■ Increase discussions with the County on planning and regulatory goals so appropriate relationships, results, and transitions can be made between rural areas and villages. 					
<ul style="list-style-type: none"> ❖ Initiate on a quarterly basis a coordination meeting with the County Planning and Highway Dept. to identify conflicts and provide solutions 		X			Planning Department
<ul style="list-style-type: none"> ❖ Prepare an intergovernmental agreement between the County and the City that results in coordination and shared success in overlapping jurisdiction 			X		Planning Department
<ul style="list-style-type: none"> ❖ Specifically identify and appropriately resolve jurisdictional regulatory matters 		X			Planning Department
<ul style="list-style-type: none"> ❖ Route all development applications outside of the City to the County for review and input 	X				Planning Department
<ul style="list-style-type: none"> ❖ Share GIS information and resources with the County on a biannual basis 	X				Planning Department
<ul style="list-style-type: none"> ■ Ensure that St. Hwy181 is an effective transportation corridor that is also reflective of Fairhope's image and resembles the physical and developmental success along Greeno Rd. 					
<ul style="list-style-type: none"> ❖ Develop an opt-in (where owners can choose to be part of a district) incentive based overlay district that encourages high quality development with incentives 		X			Planning Department
<ul style="list-style-type: none"> ❖ Utilize City utilities and a manner to encourage property to annex into the City 		X			Planning Department
<ul style="list-style-type: none"> ■ Define the commercial growth of Greeno Rd. with edges, thus, ensuring an appropriate ending point. 					
<ul style="list-style-type: none"> ❖ Create edges to commercial development on North and South Greeno Rd 		X			Planning Department
<ul style="list-style-type: none"> ❖ Extend commercial growth in proportion to population growth, not merely as a function of speculative zoning requests 	X				Planning Department
<ul style="list-style-type: none"> ❖ Only approve commercial growth that is contiguous to existing commercial activity, thereby eliminating leap frog commercial development 	X				Planning Department
Villages: Relentlessly work to bring villages to life through proactive partnerships, as well as political and civic leadership.					
<ul style="list-style-type: none"> ■ Form a village development task force comprised of City staff, relators, builders, property owners, bankers, and developers who share a common interest in making the villages come to life. 					
<ul style="list-style-type: none"> ❖ Appoint the task force which has no more than 10 people; staff support by the Planning Department 		X			Planning Department
<ul style="list-style-type: none"> ■ Proactively engage landowners where villages are contemplated. 					
<ul style="list-style-type: none"> ❖ Use the comprehensive plan as a basis to identify landowners where villages are contemplated 		X			Planning Department
<ul style="list-style-type: none"> ❖ Proactively meet with landowners to begin dialog regarding the creation of an effective village 		X			Planning Department
<ul style="list-style-type: none"> ❖ Utilize the resources of the village development task force to help answer landowner questions and build partnership 		X			Planning Department
<ul style="list-style-type: none"> ■ Consider all options available to encourage village development from utilities to public service and discourage non-village development 					
<ul style="list-style-type: none"> ❖ Work with City Attorney to evaluate the opportunities for use of development agreements 		X			Planning Department
<ul style="list-style-type: none"> ❖ Consider financial incentives to encourage village development in the form of taxes & fees 		X			Planning Department

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
❖ Consider using city utilities and public services as a tool to encourage village development		X			Planning Department
❖ With the assistance of the village development task force, make a report to the Planning Commission and Council regarding options to be utilized		X			Planning Department
■ Develop a short, not jargon based, video that clearly and effectively communicates what a village is.					
❖ With assistance of village development task force create a brief video to place on You Tube and appropriate web sites			X		Planning Department
❖ Post video on the City website			X		Planning Department
■ Offer planning and engineering assistance in order to work as a partner with property owners when a village is proposed.					
❖ Proactively offer to a landowner professional planning and / or engineering assistance			X		Planning Department
❖ Develop a budget to pay professional fees to undertake village due diligence as part of a development agreement			X		Planning Department
❖ Engage the assistance of professionals to perform preliminary village design, cost estimates, and proformas			X		Planning Department
❖ Utilize the resources of the village development task force			X		Planning Department
❖ Make reports on assistance programs to the Planning Commission and Council as appropriate			X		Planning Department
■ Assist in bringing a village to life within five years.					
❖ Create the conditions, partnerships, and abilities to bring a village to life in 5 years				X	Planning Department
Transportation Network: Continue to improve mobility in the City for all modes of transportation, while reinforcing public rights-of-way as prominent public space.					
■ Determine the locally acceptable level of service (LOS) of existing transportation routes in Fairhope and evaluate all new development so that LOS is not exceeded.					
❖ Execute a capacity analysis of existing roadways		X			Planning Department
❖ Use LOS maximums and tools to manage density of new development through comparison of TIA requirements with new development		X			Planning Department
❖ Develop policy requirements to ensure that TIAs are submitted with new development proposals.		X			Planning Department
■ Utilize the resources of the Metropolitan Planning Organization in order to improve traffic capacity and mobility at intersections.					
❖ Utilize the City's traffic operations plan to identify capacity and mobility improvements			X		Planning Department
❖ Aggressively pursue funding for improvements through Metropolitan Planning Organization (MPO)			X		Planning Department
■ Proactively consider improvements to Gayfer Avenue Extension, Twin Beech Road and County Road 32 from 181 to Section Street in order to improve East/West mobility and the delivery of public services.					
❖ Evaluate Rights-of-Way (ROW) and utility constraints			X		Planning Department

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
❖ Revise regulatory standards regarding ROW dedication as needed			X		Planning Department
❖ Explore the use of development agreements in order secure half street improvements			X		Planning Department
❖ Use the improvements of the roadways as an incentive, through enhanced pedestrian connectivity, signage, and landscaping, not a deterrent to development			X		Planning Department
❖ Develop cost estimates and budget for improvements			X		Planning Department
■ Develop a master sidewalk plan that is phased, implementable, and based on realistic budgets.					
❖ Partner with the bike and pedestrian committee to develop and secure Council approval on a detailed master sidewalk plan		X			Planning Department
❖ Phase the master sidewalk plan in increments that are logical, provide the opportunity for greatest public benefit, realize the most use, and are within allowable budget parameters			X		Planning Department
■ Continue to improve mobility in the City for all modes of transportation, while reinforcing public rights-of-way as prominent public space.					
❖ Utilize MPO funding for mobility improvements	X				Planning Department
Infrastructure: Plan, provide, and maintain cost effective and efficient infrastructure that promotes orderly growth and meets environmental goals.					
■ Ensure that road capacity and mobility improvements are correlated with development proposals.					
❖ Develop a detailed master street plan in coordination with the land use plan		X			Planning Department
❖ Provide in the detailed master street plan the range of street cross sections that are representative of Fairhope’s physical image goals		X			Planning Department
❖ Provide schematic cross sections of the proposed streets and include ROW needs		X			Planning Department
❖ Ensure that the City’s Impact Fee Ordinance is updated to reflect the true cost of street construction called for in the master street plan			X		Planning Department
❖ Develop specific policies that require half street construction or payment in lieu of construction			X		Planning Department
❖ Where possible, consider the use of street construction phasing agreements based on the TIA.			X		Planning Department
■ Target public funds for mobility improvements at strategic locations that best implement the comprehensive plan and create additional investment and revenue.					
❖ Utilize the traffic operations plan in conjunction with the comprehensive plan to prioritize improvement projects	X				Planning Department
■ Develop an asphalt management plan to ensure that routine maintenance takes place within appropriate budget constraints.					
❖ Develop the asphalt management plan and secure Council approval		X			Public Works Department
■ Continue to implement “safe streets” in accordance with City Council policy.					
❖ Utilize the approved safe street policy and stay abreast of new advancements in traffic engineering.	X				Public Works Department
■ Develop a 5-year Capital Improvement Plan based on impact fee collections, City capital					

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
investments, and the Comprehensive Plan that is publically approved by the Planning Commission and the City Council.					
❖ Develop the Capital Improvement Program (CIP) plan based on impact fee collections that fund capacity improvements required by new growth and publically adopt the plan			X		Public Works Department
Economic Development: Grow the City in a manner that balances residential, commercial, and industrial development so that all sectors of the local economy may realize improvement.					
Take a proactive approach to economic development that leverages Fairhope’s assets.					
❖ Develop an analytical understanding of Fairhope demographics, economy, and strengths			X		Community Development Department
Build on recent successes at the HL “Sonny” Callahan Airport and the development of the regional aerospace industry.					
❖ Utilize the Industrial Development Board (IDB) and Fairhope Airport Authority to attract additional aerospace industry	X				Mayor’s Office
Continue to support Thomas Hospital as an important economic engine for the City.					
❖ Utilize quarterly briefing meetings with Hospital Administration to determine future actions and means of support		X			Planning Department
Continue to take a proactive role in participating in regional issues, such as public and community education, I-10 Bridge, Mega-Site, Airbus, and similar opportunities.					
❖ Remain engaged in regional issues that may impact Fairhope, the Eastern Shore, and Mobile and Baldwin Counties.	X				Mayor’s Office
Strengthen the cooperative relationship among the City, Downtown Merchants, and the Grand Hotel.					
❖ Find new ways to partner for mutual benefit and success	X				Community Development Department
❖ Continue to actively participate in the Downtown Merchant meetings and event	X				Community Development Department
Leverage Fairhope’s national and regional reputation to drive additional investment and business growth.					
❖ Consider outsourcing economic development assistance		X			City Council
❖ Create events, such as small business summit, where the City and business learn, share, and identify opportunities		X			Community Development Department
❖ Create regional events and invite commercial developers to learn about the Fairhope story and vision for future		X			Community Development Department
❖ Debrief existing companies in the City to learn why they do business in Fairhope and how greater success can be achieved	X				Community Development Department
Quality of Life: Build quality recreation facilities, cultural venues, public safety services, and reinforce Fairhope’s schools as cornerstones to long term quality of life.					
Maintain civic uses (government and public safety) and religious uses Downtown to ensure long term viability and investment.					
❖ Locate, improve, enhance, and redevelop civic uses Downtown				X	Mayor’s Office
❖ Keep Fairhope Police Headquarters Downtown				X	Police Department

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
❖ Keep City Hall Downtown				X	Mayor's Office
❖ Relocate the Planning and Building Department to City Hall as space becomes available				X	Mayor's Office
❖ Create a facilities master plan to anticipate space needs based on population growth, so the existing municipal complex can be redeveloped			X		Mayor's Office
■ Continue to provide exceptional public safety.					
❖ Continue to support the Police Department through advanced training, community policing techniques, and equipment	X				City Council
❖ Ensure that the public, through constant messaging, views public safety as an asset and worthy of community support	X				Community Development Department
❖ Anticipate service demands of public safety to determine staffing and capital investment requirements	X				Police Department and Fire Department
■ Plan for the continued support and enhancement of the Fairhope Volunteer Fire Department (FVFD) and augment their abilities in personnel and equipment as appropriate.					
❖ Continue to support the FVFD financially, through training and equipment	X				City Council
■ Maintain all of the City's recreational assets to the highest standard.					
❖ Develop an annual operations plan to adequately fund maintenance programs to a very high level		X			Public Works Department
■ The City of Fairhope should continue to support the public schools in Fairhope with funding and in-kind contributions.					
❖ Continue to contribute for the Baldwin County School system as the Council determines appropriate	X				City Council
❖ Consider all support, financial and in-kind to the School system	X				City Council
❖ Support Fairhope schools through community events, public safety, and City outreach	X				City Council
Tourism: Expand and build on existing relationships to increase Fairhope's attraction as a tourist destination.					
■ Improve way-finding around the entire City for visitors with a consistent and high quality theme so that navigation can be more understood easily.					
❖ Engage in a wayfinding and branding campaign			X		City Council
■ Improve way-finding for public parking opportunities and guide visitors and residents alike to the Downtown parking garage.					
❖ Create brand and appropriate signage		X	X		Public Works Department
■ Engage the Gulf Coast Visitor Convention Bureau in order to capture more "day trippers" from the Beaches.					
❖ Implement strategies and campaigns to attract "day trippers"			X		Community Development Department
■ Actively partner with the birding trail and scenic byway designations to continually increase awareness of Fairhope.					
❖ Support State efforts and ecological tourism efforts including signage, media, and website links	X				Community Development Department

Goals and Tasks	Priority				Responsibility
	On-going	Short Term	Med. Term	Long Term	
<ul style="list-style-type: none"> ■ Continue to support the Birding Festival, Arts and Crafts Festival, and other large scale events that draw visitors. 					
<ul style="list-style-type: none"> ❖ Continue City support for festivals that draw tourists to Fairhope 	X				Community Development Department
<ul style="list-style-type: none"> ■ Utilize the new soccer fields and other athletic facilities to draw visitors to Fairhope. 					
<ul style="list-style-type: none"> ❖ Leverage athletic tournaments into “stay and pay” campaigns 	X				Community Development Department

Village Implementation Details

The City of Fairhope's Comprehensive Plan has contemplated the village development model since 2001. Since that time, two villages have been approved, Village North located at the intersection of Main Street, Veteran's Boulevard, Highway 104 and US Highway 98; and what this plan calls North Village on US Highway 98 just south of Parker Road. The City of Fairhope acquired the 108+/- acres of Village North in 2013 and, thus, this project is no longer a viable candidate for development. North Village, however, has seen initial phases constructed and includes a grocery store, office, and residential components in the plan. It is anticipated that additional phases of North Village will be developed in the near future.

During the planning process for this update, the Planning Team heard from various residents who were disappointed that more village-style development had not taken place. It must be realized that the "Great Recession" in 2008 essentially stopped all development activity for a number of years and that the development market has not yet returned to the levels of 2005 and 2006. In fact, it seems that development activity is unlikely to return to those frantic days anytime soon. Therefore, appropriate expectations must be set. It has become clear that a detailed recommended "roadmap" must be developed in order to provide appropriate guidance to City Staff, so that the steps needed to help create additional Villages can be taken. Therefore, the following narrative is intended to provide this roadmap, which requires proactive action by the Planning Department. Simply reviewing and reacting to development proposals will not create the success that the City desires.

Step 1. Village Development Task Force:

This task force, to be comprised no more than 10 people, is to be appointed by the City Council. The purpose of the task force is to bring together interested people with varied skillsets necessary to understand and undertake village development. The task force should include an Engineer, a Banker, a Developer, a Commercial Real Estate Agent, a Lawyer, an Architect, and City representatives. This task force is to provide assistance to staff in working with landowners, who are interested or are potentially interested in creating a village. These professionals can advise and help form the basis for preliminary development plans.

Step 2. Control of the Land:

A village requires a threshold amount of land under unified control or ownership. Ownership, partnership, or agreement must be set in place early to tie the property together, so the ultimate development works as a cohesive unit. The task force may assist in providing guidance and solving issues.

Step 3. Develop Preliminary Plans:

The Village Development Task Force will work with the property owner to develop preliminary land use plans that also incorporate infrastructure requirements. The preliminary plans would include a preliminary site plan, required areas for different land uses, parking, streets, water and sewer, and similar development-related due diligence. Preliminary cost estimates for the development would be created. This due diligence package would be taken to the Planning Commission and the Council for review and acceptance. Since this is not an entitlement process, a public hearing would not be required.

Step 4. Request for Proposals:

The Village Development Task Force will help craft a request for proposals (RFP) from local, regional, and national developers. The RFP would be set out by the City and define the level of detail needed to secure quality development proposals. The RFP should require a pre-proposal conference to review the City's vision with prospective developers. After submission and short listing the proposals, the City should request formal proposal presentations in order to help make a selection. The Village Task Force will recommend to the landowner the preferred development partner.

Step 5. Planning Entitlement Documents:

After the successful partnership between a landowner(s) and the village developer, the next step is the development of planning entitlement documents. It is very likely that the developer will desire to evolve the preliminary plans prepared in the previous steps. The Village Development Task Force must be willing to work and the City will need to contribute to the evolution of the plan in order to arrive at a plan that is both marketable and achieves the City's vision of village development. The planning documents (i.e. zoning, subdivision requests) will be made to the Planning Department for processing and consideration by the Planning Commission and City Council as appropriate. The entitlement process is likely to proceed quickly, since there was extensive partnership and participation by the Village Development Task Force and City staff.

Step 6. Development Agreement:

Post entitlement, the developer will be certain of the design of the project, its infrastructure demands, and cost. The City and the developer should enter into a development agreement that offers offsets for public infrastructure construction fees, line extensions, and other city controlled necessities that are needed to make the site and village development truly viable. A development agreement is not a gift--it is a mechanism to ensure financial viability, while specifying what infrastructure is to be built, what is paid for by whom, and how

credits and water / sewer line oversizing costs can be recovered by the project. A successful village will drive additional development. Thus, utility line sizes will more than likely need to be upsized to accommodate additional development beyond the need of the village. This difference in cost can be agreed to in the development agreement and utilized so costs are shared so as not overburden the village with excess cost and capacity. It also ensures that infrastructure is built once to accommodate future development.

Step 7. Abatements:

Should the developer request any abatement in taxes or utility charges, the Council must consider the request.

Step 8. Construction:

The City should prioritize all construction requests for the Village development in terms of review times, inspections, and collaboration. The purpose of this measure is to facilitate quick development, an accelerated construction time, adherence to construction codes, and immediate issue resolution.

Master Street Plan Description

A Master Street Plan is plan that is based on the future land use map in the Comprehensive Plan. The Master Street Plan is more technical in nature and is an engineering based study. In short, it would take the trip generation based on land use and create demand models. ROW and streets would then be sized to reflect the desired LOS and the other enhancements needed such as sidewalks, bicycle lanes, among others. The plan would use the land use map and create needed cross sections and ROW needs.

The Master Street Plan strategy is helpful by clarifying future transportation needs and basing them off the vision of the City balanced with specific engineering requirements. The City can utilize this document in a variety of ways:

1. Regulatory: By revising the subdivision regulation to tie the ROW needs of the Master Street Plan to the subdivision of property the City has the ability to acquire through dedication the needed ROW based on engineering study. This allows, over time, the needed space to be acquired by the City. Furthermore, the City may require half street improvements, off site street improvements, or payment in lieu of construction. These strategies should be flushed out in more detail based on the size of the subdivision. Simply stating that half street improvements need to be built at the time of subdivision may be beyond reasonable proportionality standards for exaction cases. This means that potentially a small 4 lot residential subdivision simply dedicates the ROW whereas a 300 lot residential subdivision either builds or pays for the half street improvement and dedicates the ROW to the City. Streets are expensive so proportionality is

important to keep in mind as the regulatory framework is created. The ability of the City to secure ROW, street improvements, or payment in lieu of construction as a result of a Master Street Plan cannot be underestimated. The Plan can be a significant tool to assist a growing City; from a practical, financial, and mobility perspective.

2. **Economic Development:** Growing and diversifying the economic base of the City is important to the City. Proactively being able to identify future street corridors at ultimate buildout can be a tool used to help economic development opportunities that arise, specifically at the Airport. The document can be shared with the Baldwin County Economic Development Alliance for due diligence and recruitment efforts.
3. **Capital Budgeting:** One of the deliverables from the Master Street Plan are cost estimates on the physical improvements. Having these numbers pre-calculated can assist the Finance Dept. and ultimately the Council make informed programing / financing decisions so that limited resources can be used to provide the greatest benefit to citizens.
4. **Pedestrian Plan:** Knowing with certainty the size, scale, and types of roads to be built throughout the City will assist in developing a more educated Pedestrian Plan, timing improvements, and ensuring the needs of today are balanced with the demands and improvement schedule of tomorrow.
5. **Development Applications:** The Master Street Plan can also impact where development is proposed to take place. This would be a result of the timing of infrastructure improvements, and the types of dedications and costs associated with street improvements. Additionally, it would ensure that TIA studies provided with development applications are utilizing the same base to calculate impacts and background traffic growth. The Master Street Plan is a very powerful tool that can be used to help guide growth to locations where infrastructure can support the project.

Appendices

Appendix A – Survey Results Presentation

Appendix B – Summary of Findings Report

Appendix C – Summary of Findings Presentation

Appendix D – Vision, Goals, and Objectives Presentation



Appendix A

Fairhope Comprehensive Plan Survey Results



Christopher D. Baker, AICP, MBA
Thompson Engineering, Inc.
March 2015



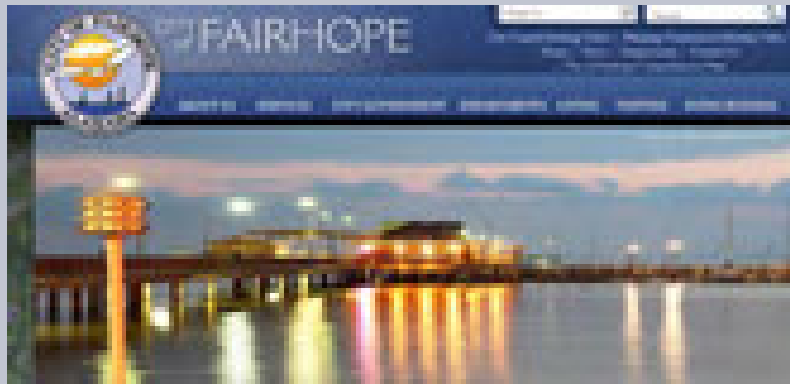
Survey

- Part of the Comprehensive Plan Update Effort
- Prepared by Thompson Engineering
- Approved by the City
- Distributed by the City



Where was it available?

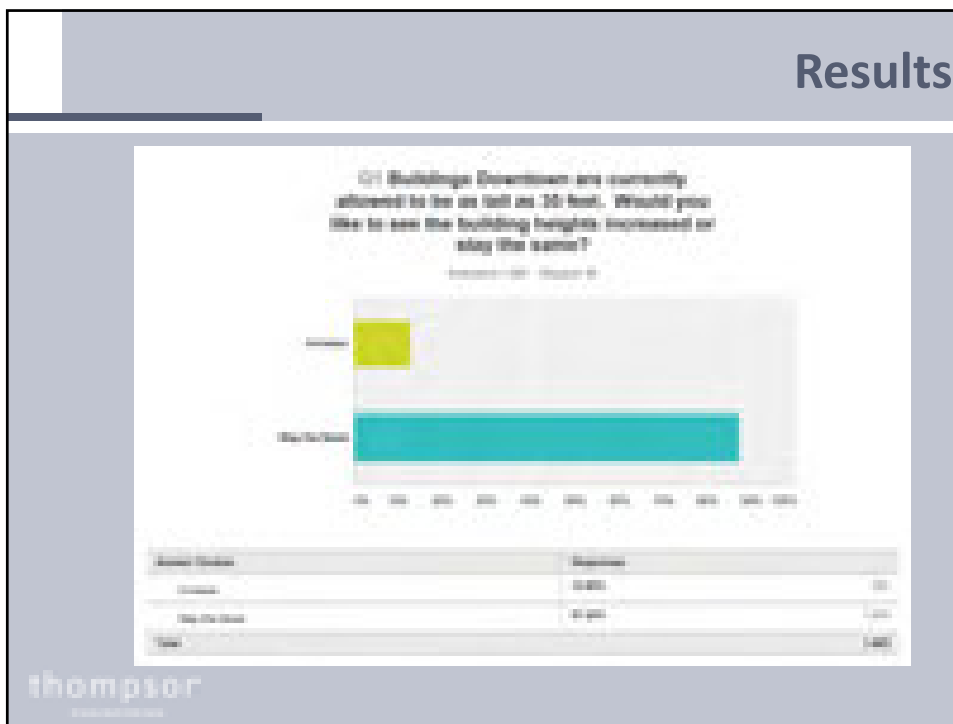
- It was available via a link on the City's website
- Paper copies were mailed to residents



How many responses?

- Approximately 1,800 responses
- The number varied because not all questions were answered by people to completed the survey.
- Review tonight focuses on multiple choice questions

Results



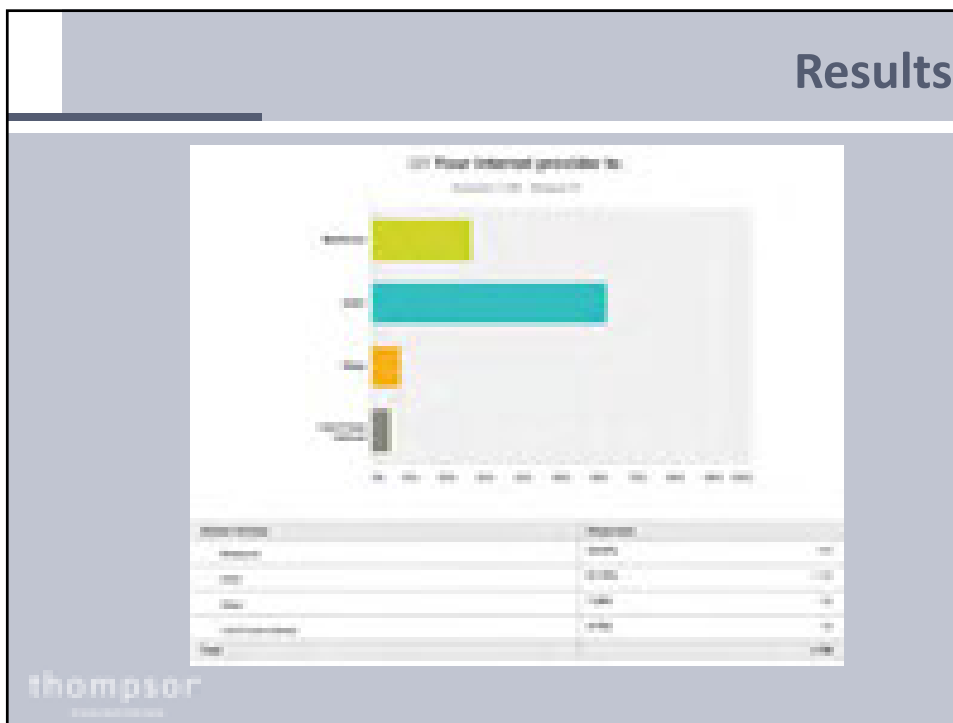
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Results



Results



Results



Results





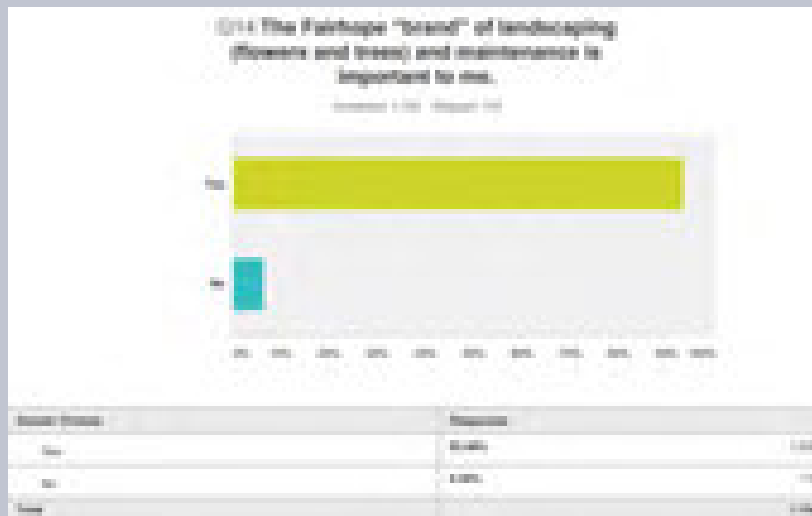
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Results

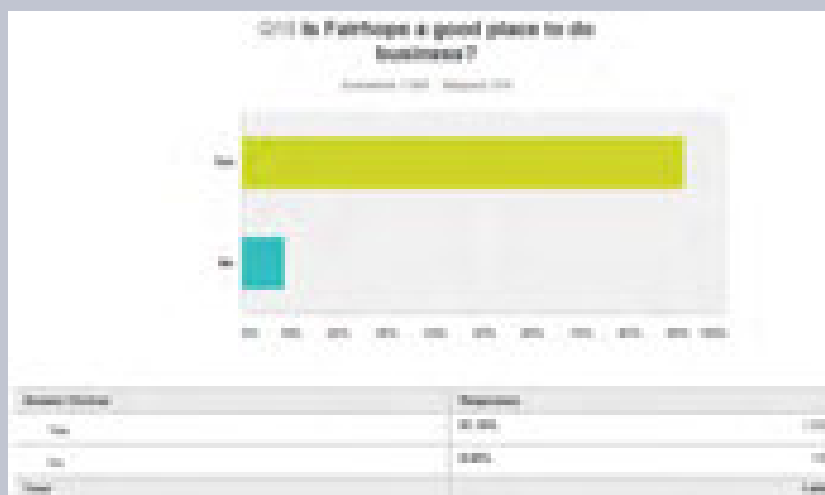


Results



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CORPORATION

Results



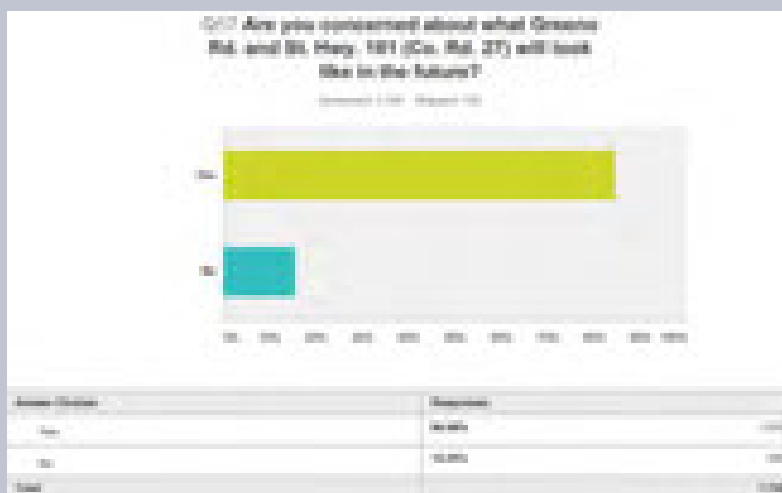
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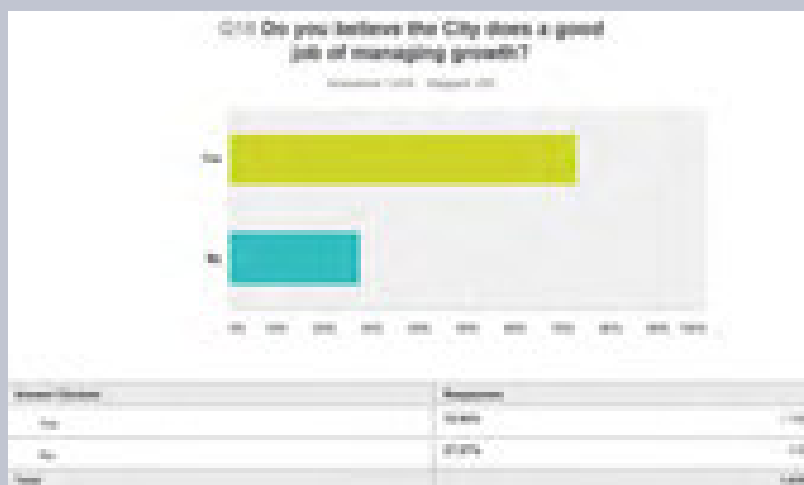
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Results



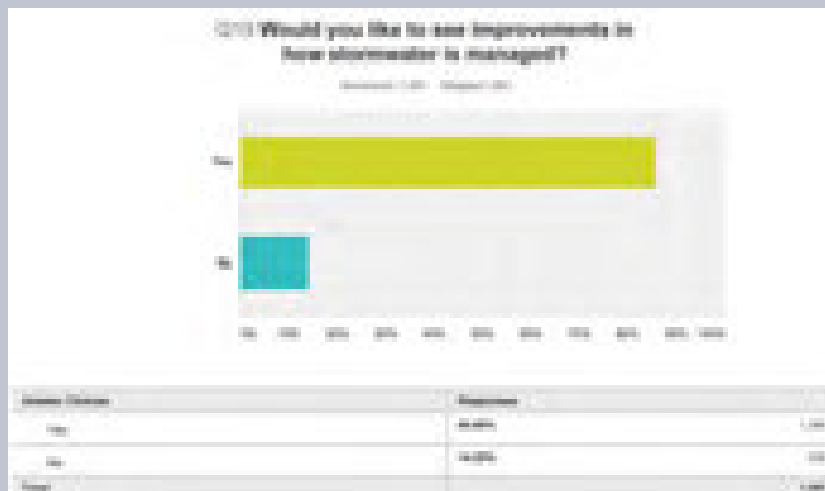
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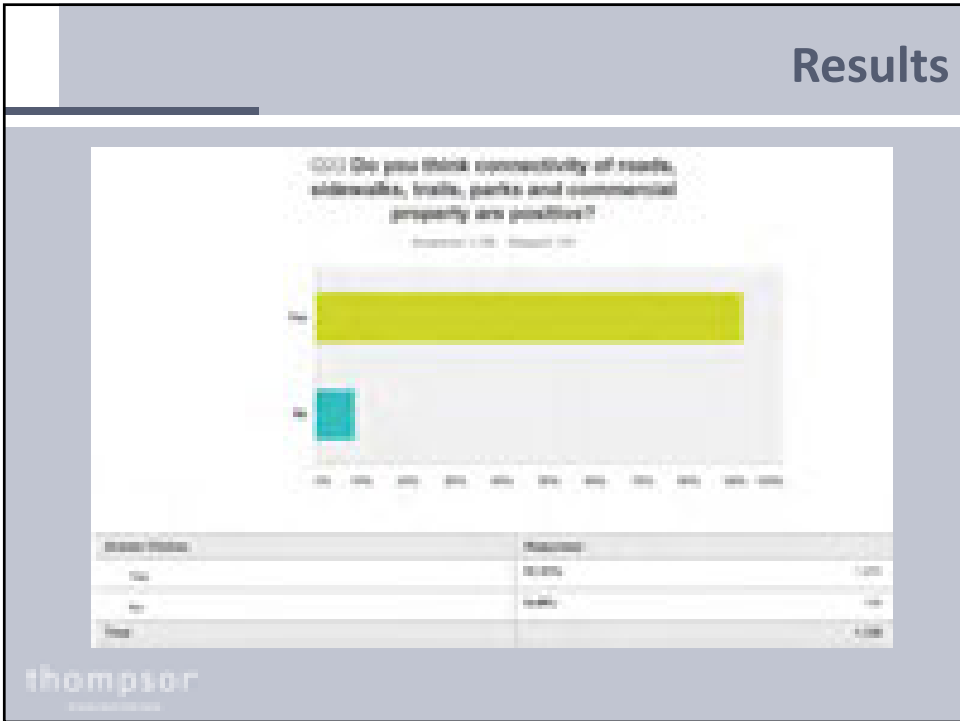


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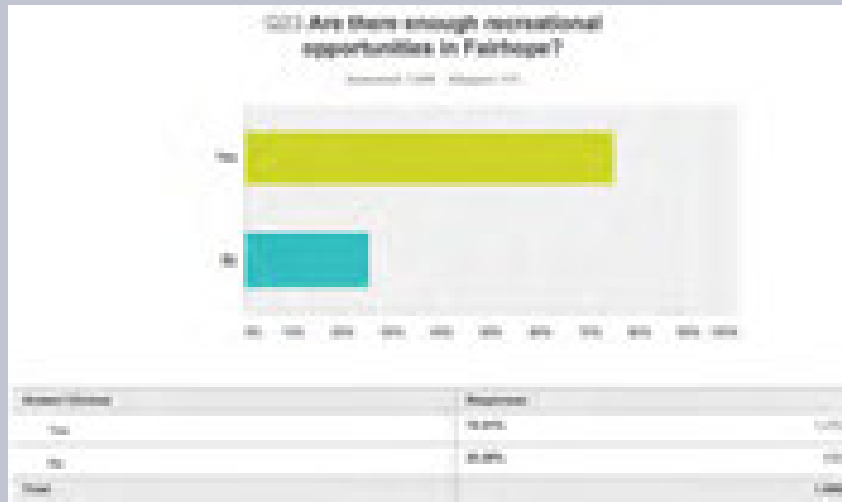
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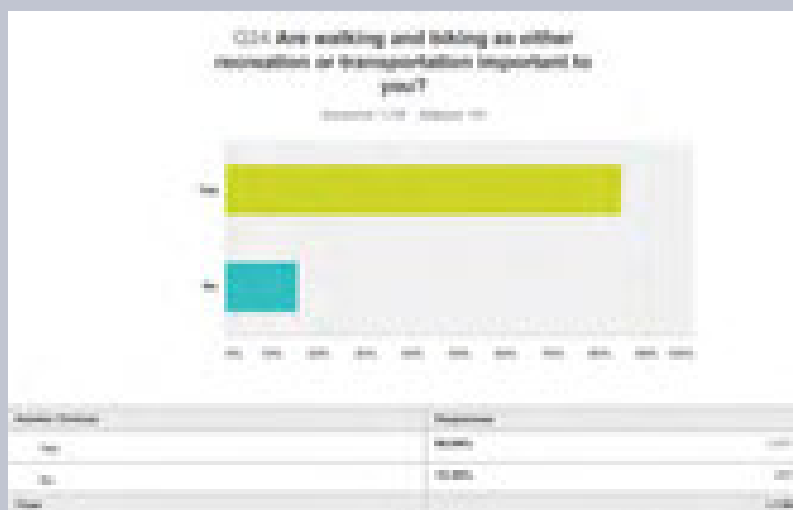


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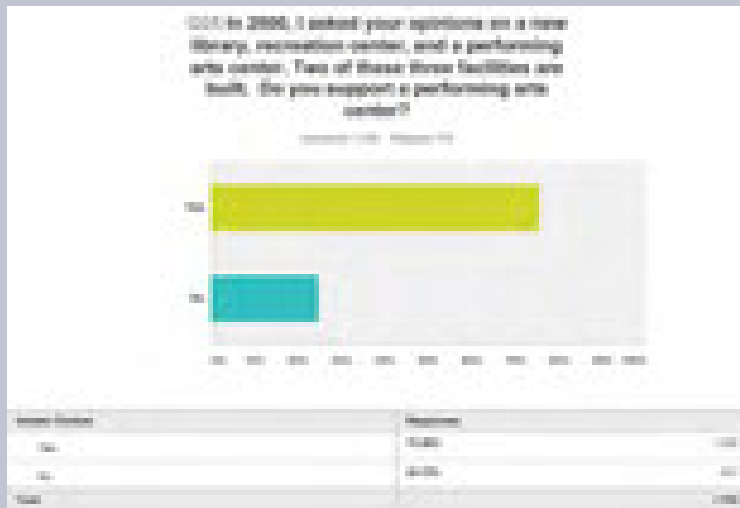
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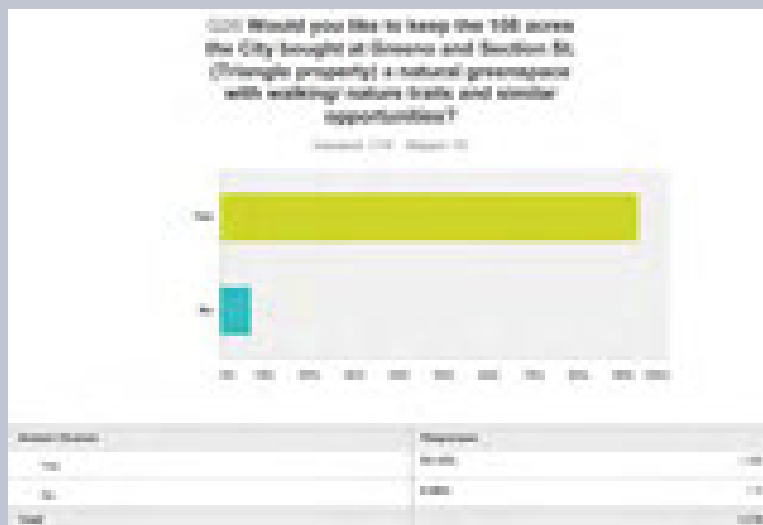
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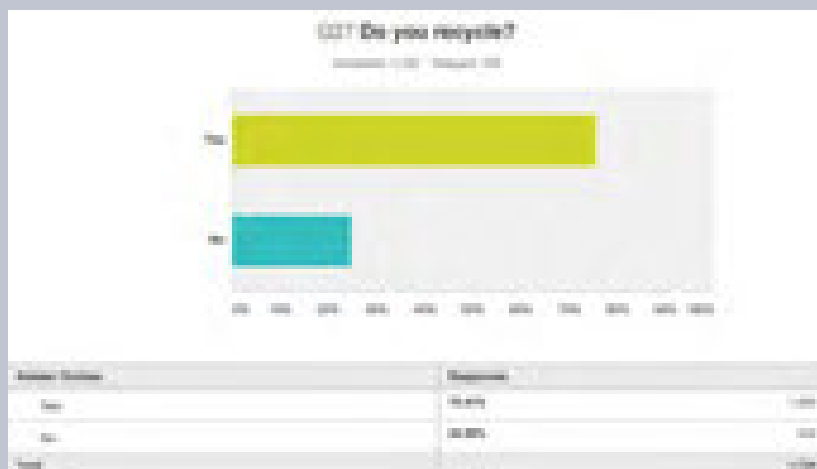
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Results



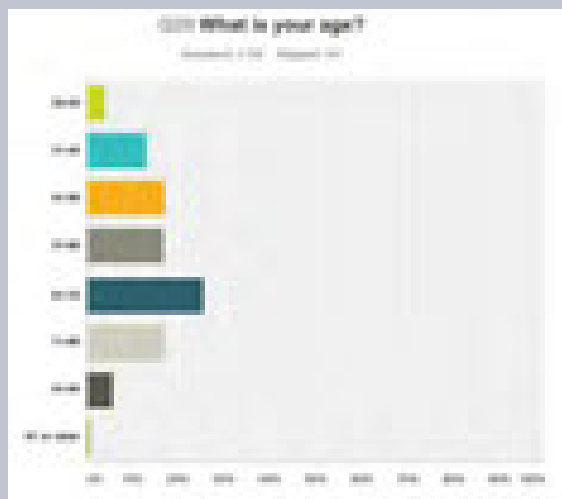
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Results



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RESEARCH SOLUTIONS

Results



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RESEARCH SOLUTIONS

Next Steps

- In Final Stages of Producing a Summary of Findings Document for Planning Commission Review.
- The Thompson Team will, based in public input, create updated goals and objectives.
- Proposed goals and objectives will be presented at a Public Hearing in Early May

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Big or Small Ideas?

You have to think anyway, so why not think big?
+ Donald Trump

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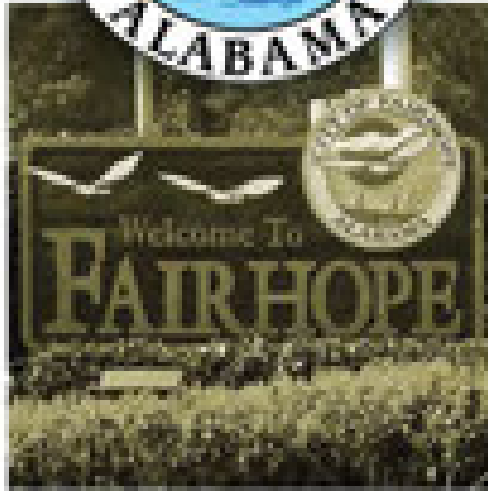
Thank You!

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ENGINEERING



Appendix B



FINDINGS REPORT



Project Introduction

The City of Fairhope and the Thompson Team are working collaboratively to develop an update to the City's current Comprehensive Plan. The Thompson Team was engaged by the City in the Fall of 2014. The project involves updating the City's plan based upon two important elements: 1) public engagement to ensure that the future action of the City aligns with the desires of the community, and 2) the establishment of a new strategic course of action based on the City's accomplishments in implementing the previous plan.

The current Plan was adopted by the City in 2006 and is an update of the 2001 Comprehensive Plan. The 2001 Comprehensive Plan was developed during an era where there was a significant amount of growth taking place and the community in general was concerned about the future of the City. During the planning process in 2001, more than 900 people participated in the development of the plan. The growth in Fairhope continued through the "Great Recession" and Fairhope continues to outpace other cities in terms of statistical growth. Since 2001, significant portions of the new population have not had an opportunity to participate in the development of a Comprehensive Plan.

The City of Fairhope has done a commendable job implementing the current (2006) Plan. Much of what the 2006 Plan required to be implemented has been done. In fact, the City has indicated that nearly 70% of the Plan has been implemented. Frankly, this type of implementation is unheard of and is just another example of why Fairhope is and continues to be a positive example.

Thus, given the fact that Fairhope's population has grown significantly and the fact the nearly 70% of the current Plan has been implemented; the City determined that an updated Plan was required. The elected and appointed officials support the City's current plan and thus the 2014 project is an update of the 2006 Plan. The update is intended to reflect citizen desires and also set new implementation strategies to assist in bringing the Villages to life.

Process

The process used to develop the Comprehensive Plan Update has been outlined by the City. The process is designed to be collaborative and work in conjunction with staff and the elected and appointed officials. To date the Team's effort has accomplished the following:

Town Hall Meeting Week: The week of October 20, 2014 consisted of three Town Hall meetings where residents were invited to attend, participate, and prioritize issues and opportunities. Exhibit A of this Findings Report is the schedule from the Town Hall meeting week. Also attached as Exhibit B are the advertising materials that were created for the meetings. Exhibit C contains photographs of the prioritized issues identified at each meeting. Additionally, 126 Town Hall comment forms were received by the Thompson Team. Exhibit D of this report is an example of the comment form utilized.

Project Website: The Thompson Team created website for use throughout the duration of the project. The website address is <http://fairhopeproject.com>. This website will be "built up" as the project continues.

Stakeholder Interviews: During Town Hall meeting week the Thompson Team met with 17 stakeholders in order to conduct interviews, listen to concerns, and identify opportunities. Additionally, in December 2014 four interviews were conducted in order to complete the stakeholder process. The stakeholder interviews are an important tool to have a more free flowing conversation where information and general dialogue can be exchanged. It is a powerful tool to improve communication and to simply learn.

Citizen Survey: In February a citizen survey was produced, distributed, and also posted on the project webpage. The survey, which officially was sent from the Mayor’s office, was offered in both paper format and digital versions. The survey was completed by approximately 1,800 people. Exhibit E is the Community Questionnaire. Exhibit F includes the Questionnaire results.

General Participation: To date more than 2,000 people have participated in some form or another in the planning process. While there may be some duplication since people could have completed a survey and also attended a Town Hall Meeting, it still represents a significant portion of the City’s population. This is meaningful and truly does provide guidance to the Planning Team. Fundamentally, successful Planning is built upon a foundation of public input. In Fairhope, we are proud to report that that is the case.

Town Hall Meeting Week Summarization

Town Hall Meeting week was well advertised by the mailing and distribution of postcards, announcements made at public meetings, mass emails, and social media notification. As a result attendance at the meetings was good and well received.

The same process was used for each Town Hall Meeting. The project was introduced to the meeting attendees and a brief overview of what a Comprehensive Plan is and a history of the Plan in Fairhope was given. A brief presentation was given regarding the work of Corridor 98 that took place in the 1980’s and recognized that group effort to beautify and enhance US Hwy 98. Corridor 98’s work was based on people’s perception and desires for the future, and that is the same process used in the development of the City’s Comprehensive Plan.

The bulk of the Town Hall Meetings were, by design, to be interactive and facilitate discussion. General categories were pre-identified in order to bring some level of order and similarity to all three Town Hall Meetings. Of course, other comments that did not “fit” within the pre-identified categories were also recorded and included in the exercise. After the facilitated discussion, the meeting attendees were asked to prioritize the comments and ideas provided by the group. A series of dots were used as the prioritization tool. Green dots mean very important and red dots mean less important. Since a limited number of dots are provided to meeting participants, it forces meeting participants to make prioritization choices. The result is a very graphic and easily understandable output that depicts what meeting participants believe are important issues, concerns, and ideas for the future.

The schedule for the three meetings was focused on moving the meetings around through the City in order to make it convenient for citizens to attend. Multiple meeting nights also ensured that people who chose to participate would have a good opportunity to do so, in the event of a scheduling conflict.

While each of the three Town Hall Meetings resulted in differing comments, there were many similarities. In fact, many of the same concerns and issues were communicated at the each of the meetings, though sometimes in a different manner and the messages were very similar. There were many issues raised, noted, and voted on that are what is referred to as the “Issue de Jure”. Roundabouts were one such item -- there were many votes in favor and also many votes in opposition. While this debate is important to people, roundabouts are a specific traffic control and enhancement tool that in the long run do not have much impact into how, where, why, and what the City accomplishes in managing growth and development. Thus, the “Issues de Jure, while important from an implementation perspective, are not considered relevant as guiding principles in the development of the plan. The following list was generated by the public at the Town Hall Meetings and received much support as a result of the prioritization exercise. They are presented in no particular order of importance in this document.

1. **Walkability/ pedestrian enhancements / safe bicycling routes:** This issue was communicated in several manners. Yet, what is important is that the safe walkability and bicycling routes are important to those that participated. It also drives to the character of Fairhope and street design.
2. **Design guidelines for new construction:** This topic, based on the comments, is rooted in a general concern that new construction could negatively impact the image Fairhope has worked to create.
3. **Internet:** One of the topics that received the most number of votes was the internet and improving service. While this may seem like an "Issue de Jure", improved internet capability can also be an economic development tool.
4. **Watershed Management / Drainage/ Stormwater:** This topic was communicated in a variety of different ways, ranging from flooding, to water quality, and using gullies. However, the theme is that there is a concern about stormwater, how it is managed, and its ecological impacts.
5. **City Services:** This item earned applause at the meetings. It is clear that the citizens appreciate the level of city services provided and desire them to continue.
6. **Infrastructure:** There were many comments regarding some potential development projects, traffic, and utilities and similar physical improvements. Most of these comments shared a common theme in ensuring that infrastructure keeps pace with new growth.
7. **Historic Preservation / Conservation:** This comment earned many votes. There was some desire among the citizens protect the historic nature of Fairhope. There were also comments related to the incompatibility of scale of new homes and older homes in Fruit and Nut.
8. **Job Creation / Local Economy:** There was a concern communicated regarding attracting and growing good paying jobs in Fairhope.
9. **Public Transportation:** This comment was also very widely supported and communicated in many different ways, such as a free or low cost trolley service in downtown to shuttle visitors and Faulkner students.
10. **Parking Downtown:** There were comments related to parking concerns downtown, usage of the parking garage, getting merchants and employees to use off street parking, and also delivery vehicles using the middle of the street.
11. **Big Box Stores:** There was a concern raised about the nature of big box stores and its impact on Fairhope from a business and social perspective.
12. **Vision Statement:** While the vision statement appeared to generally be supported, there was some confusion regarding what is really intended. It is clear based on comments that the vision statement should be clarified, updated, and more detailed.
13. **Villages:** There was support for the development of villages, yet concern that they have yet to be developed. Based on comments, it is evident that greater clarity regarding villages, their location, and character is needed.
14. **Maintaining the Character of Downtown:** Several comments shared a similar theme of continuing to protect viability of downtown, working with merchants, concerns regarding the mix of businesses, and also maintaining the current scale.

Town Hall Comment Form Summarization

As noted above the Town Hall meetings were purposefully designed to be interactive and to facilitate comments and prioritization from meeting participants. In addition to the actual meeting participation, comment forms were provided to those that wanted them. The participants returned 126 comment forms. The comment forms were

intended to be yet another opportunity for people to give input, especially for those who may be intimidated to speak in front of a large group or those that desired to communicate in a more private manner.

Again, when assimilated, the 126 comment forms provided a wide variety of comments ranging from a straightforward disdain for City leaders, to concerns about corruption, to issues an individual property addresses. While these are all important, the Thompson Team sought to find input relative to the future growth and concerns, issues, and ideas related to the on-going evolution of the City. The below summarization is a paraphrasing of comments that shared similar themes and patterns. They are presented in no particular order or importance.

1. **Education:** There was significant support for the City to continue to support education improvements. There were some comments that supported creating a school system, yet overall the comments were more targeted to supporting the existing schools and system in Fairhope. Schools were identified as an important asset of the community and a good basis for further economic development and growth.
2. **Social Comments:** There were a wide variety of comments related to ensuring that all economic levels of Fairhope were tended to in the same manner and with the same services. There was also a concern about ageing Fairhope citizens and the impact of that demographic on the future of the City.
3. **Transportation:** There were many comments related to overall transportation mobility concerns. These ranged from calls for lights at particular intersections to more general concerns about the lack of new roads being built, and capacity improvements at intersections. It is safe to state that there is a general concern that mobility in Fairhope will deteriorate over time.
4. **City Services:** There was a general recognition that the services the City provides are excellent. The concern is however, that as the City grows and demands for service increase the quality will suffer. This is something that the public hopes will not happen.
5. **Vision Statement Support:** Most comments were positive regarding the existing vision statement. However, based on additional comments it is clear that additional specificity should be provided.
6. **Infrastructure:** Many comments were made about ensuring that the infrastructure and capacity demands of new development are met so that levels of service do not suffer.
7. **Drainage:** There is a very large concern regarding how the City currently manages stormwater. It is clear that this issue should be addressed and clarified for citizens. There is also a large concern that new growth will stress and have negative impacts on existing properties, existing infrastructure, and the local environment.
8. **Public Transportation:** The concept of a shuttle service downtown to assist mobility was supported by many comments.
9. **Walkability / Bikeability:** There were a very high number of comments related to continuing to improve the walkability of Fairhope on main roads. Improved bicycle enhancements throughout all portions of Fairhope were supported as well.
10. **Future Growth:** There were some comments related to the properties developing outside of the City limits to standards that do not meet Fairhope's requirements and about annexing these properties into the City.
11. **Villages:** The concept and idea of developing in a village pattern is supported, but there is concern about bringing them to reality given the random nature of development in Fairhope. Some comments questioned the City's ability to manage and adequately facilitate village development.

Stakeholder Interview Summarization

As previously indicated the Thompson Team conducted 21 stakeholder interviews. These interview candidates were identified by City Staff, and the Thompson Team conducted the conversation with the participants. While the information provided during the interviews is always insightful, our commitment was to not attribute comments to any particular person. This was done in order to create an atmosphere of trust and more frank communication. Therefore, input provided has been assimilated to highlight similar threads, opportunities, and concerns. Please note that the comments are in no particular order of importance.

1. A quality school system is critical to the long term growth of the City as well as to preserving the quality of life of the City.
2. The natural environment and education will be the key to Fairhope's long term success.
3. Growth is a good thing and it is also one of the biggest challenges and opportunities the City faces. We want growth, just the right type of growth.
4. In terms of managing the growth, Fairhope appears to be reacting to what is submitted, not building partnerships to help make the right kind of growth happen. This approach will need to change.
5. There is very much concern about the future development on Highway 181, since there is no zoning.
6. There is a very real possibility that Highway 181 could evolve into a Highway 59.
7. This plan should take the next step in laying out the process to facilitate the development of the contemplated Villages. There are no steps in the current plan to do so, and City staff needs a roadmap.
8. City Staff needs to be equipped with a better understanding on how to help bring Villages to life. There is no proactive effort taking place.
9. There is some question about what the incentive to develop a Village is and what the best manner to assemble properties is.
10. While connectivity is frequently a concern from existing developments, the City has done a good job, overall in following through with it and it makes a big difference in the long run.
11. Connectivity helps reduce emergency response times.
12. Connectivity does have vocal opponents when it is considered by the Planning Commission.
13. Due to the growth of Fairhope, traffic generation has increased quite substantially. Interview participants encourage looking at intersection improvements to improve capacity and turning movements, while being mindful of walkers and bikers.
14. There is much concern about the two different cultures in Fairhope--East Fairhope and West Fairhope. It seems as if East and West are becoming more divided. It seems as if the West Fairhope appreciates the small town traditional character and flavor of Fairhope, while East Fairhope is more conventional suburban in what they want and expect. These two different concepts create some issues.
15. The Airport is a underutilized asset.
16. There is a need to ensure that adequate public services (Police, Fire, Public Works etc...) are provided for as population growth and increased geographic reach of the City continues.
17. Fairhope is a destination for most visitors. We need an outside look at how the City deals with visitors in regard to transportation and awareness of parking opportunities. The parking garage is just underutilized and needs better signage.
18. There is support for the idea of using the K1 center as a performing arts center.
19. There is a great relationship between the medical and education communities in Fairhope. This "partnership" has been very successful and it should continue.
20. The largest economic engine in Fairhope is medical. The city needs to support the hospital and doctors as much as possible.

21. This biggest issue facing the City is the growth that can take place out of the City limits and negatively impact everything that the citizens and City Government have worked hard to create.
22. The building community would like to increase the height of buildings downtown The City will need to be careful with this if it is considered.
23. Stormwater Management is a big concern. More development results in more water. A question was raised as to whether the City is willing to take over ponds and go to a regional type of system.
24. There is a question about what is going to be proposed for North Greeno Rd and who will make the final decisions about how is developed. People must be treated the same. Commercial development of Greeno is a good thing and seems to be the right solution.
25. The City was urged to remember that Fairhope is more than just affluent folks -- there are working folks in Fairhope as well. The City must not neglect the needs of the working class neighborhoods.

Community Questionnaire Survey Summarization

As part of the project the Thompson team prepared a multiple-choice community survey. The survey was approved by the City and approximately 9,000 copies were mailed to residents in the City. The survey was also available via a link on the City's website to an online fillable survey. As a result there were a total number of responses of approximately 1,800. The number varies because not all questions were answered by all survey takers.

The multiple-choice survey also allowed room for citizens to write comments and suggestions. As could be expected, the comments were wide ranging on all of the topics. It is quite clear, however, that the citizens highly value the quality of life created in the City. There are concerns over drainage and traffic and many concerns on what the future of the K1 Center will be. Several comments related to making sure that City services keep up with demand and that no new taxes be created. The largest similar comments expressed gratitude for what the City has accomplished. It is a fair assessment that people in the City are generally quite pleased.

The results of the survey are included in Appendix F.

Exhibit A – Town Hall Meeting Week Schedule

Town Hall Meeting Week Schedule – Final

Monday, October 20, 2014

5:30 – Homestead Village – Town Hall Meeting

Tuesday, October 21, 2014

9:30 – Cecil ~~Christoberry~~, Baldwin County School Board at Warehouse

10:45 – Lee Turner, FSTC and George ~~Roberts~~ at Warehouse

1:15 – Hollie McKellar, PC and Dick Charles, PC at Warehouse

2:30 – Chris Ellis, Fire Chief at Warehouse

3:45 – Bob Clark, PC and Bernie Fogarty, PC at Bob Clark's house

5:30 – Fairhope Elementary School – Town Hall Meeting

Wednesday, October 22, 2014

7:30 – Kevin Boone, CC at Warehouse

8:30 Diana Brewer, CC and Jack Burrell, CC at City Hall Conference Room

9:30 – John ~~Bozup~~, Faulkner State Community College at New Building, 2nd Floor Conference Room

10:15 – Fran Druse and Chris Price, BCHBA at Warehouse

11:15 – Mike Ford, CC and Joseph Petties, Police Chief at Police Department

1:00 – Bruce Smith, Grand Hotel Manager at Grand Hotel (ask for Mr. Smith at the Front Desk)

3:00 – Molly Peterson, Pedestrian & Bike Trails Committee at Warehouse

Thursday, October 24, 2014

8:00 – ~~Heiko~~ Enfield, Eastern Shore Chamber of Commerce at Fairhope Chamber Office

9:30 – Bill McLaughlin, Thomas Hospital at Warehouse

11:00 – Dr. Cindy Wilson, University of South Alabama Fairhope Campus at Warehouse

1:30 – Stephanie Reeves, Downtown Merchants at Warehouse

3:30 ~~Rich~~ Mueller, CC at City Hall Conference Room

5:30 – Fairhope Intermediate School – Town Hall Meeting

Exhibit B – Advertising Copy for Town Hall Meetings



*Help us plan the course at a
Town Hall Meeting*



We need you to guide
our community's growth...

Come give input and opinions
on the future plans for Fairhope!

October 20, 2014
Homestead Village at 5:30pm

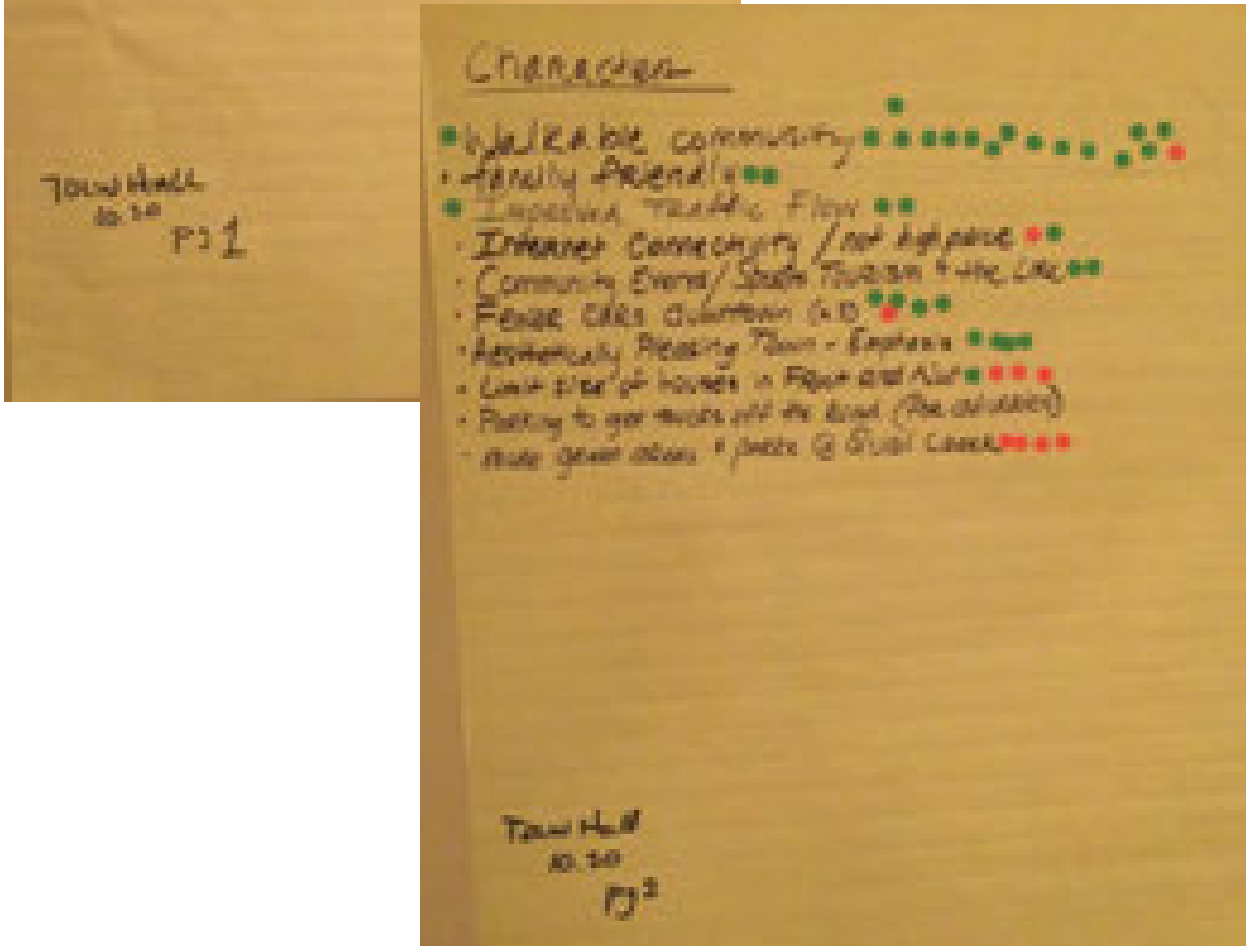
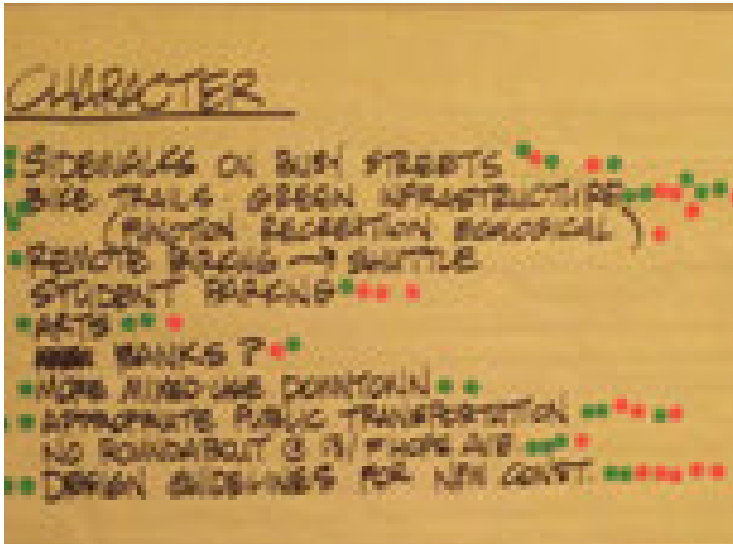
October 21, 2014
Fairhope Elementary School at 5:30pm

October 23, 2014
Fairhope Intermediate School at 5:30pm

Questions?
Contact Jonathan Smith at (251)928-8003

Exhibit C Prioritized Comments from Town Hall Meetings

Town Hall meeting 10.20.14



Character

- Walkable community
- Family friendly
- Improved Traffic Flow
- Intersect Connections / not disjoint
- Community Events / State Museum / etc. like
- Fewer cars downtown
- Appropriately Pacing Town - Features
- Limit size of houses in Fair and Hill
- Parking to get people off the road (see comments)
- More green areas + parks @ Good Lakes

Town Hall
 10.18
 P3

TRANSPORTATION

- Bicycle lanes on main roads
- More than lanes @ 10
- Buffer zones near Road & Side walks
- Narrower Streets for better shade / tree canopy
- More ways to move people through community to 10
- Traffic signal timing improvements in downtown
- Ban parking downtown / provide shuttle service
- Curbside / on-street parking in parking deck
- Concerns about parking - Green population

Town Hall
 10.18
 P3 #1

TRANSPORTATION

- SIDEWALKS IN GUAL CREEK
- STRONGLY CONSIDER ROUNDABOUTS
- ELIMINATE ALL ROUNDABOUTS
- TRAFFIC SIGNAL @ GUAL CREEK / 181
- TRAFFIC BLOCKAGE AROUND SCHOOLS
- FOOTBALL STADIUM PARKING BAGS CORRECTLY
- DIFFICULT EXPERIENCE / LACK OF PARKING
- PARKING GARAGE UTILIZATION

Tom Hall
10/18
P. 2

INFRASTRUCTURE

- BUILDING UPSTREAM CAUSING FLOODING DOWNSTREAM
- PROPERTY DEBRIS BLOWN ON STREETS
WHAT ARE THE EFFECTS?
- LOOK @ PERFORMANCE BASED STORMWATER MANAGEMENT, RE CHESTERPAPE BAY
- APPROPRIATE CONTROLS OF SEWAGE FLOW INTO MOBILE BAY
- INTEREST!!!

Tom Hall
10/18
P. 2

Infrastructure

- Long range watershed management
- Meter usage cut through detention ponds /
wastewater management
- Professional watershed study for new neighborhoods
- Can current infrastructure support additional
growth
- Underground utilities ~ especially in Fleet + New
- Sewing down drainage from private ponds
into Mobile Bay
- Protective Stormwater Controls /
Consider green-infused systems retrofit

Tom Hall
10.18
Pg 2

VILLAGES

- Not all villages are alike, find unique
character and culture for each
- No more big box stores @ intersections
- Incentivize village development
- Protect development through zoning laws
- Accommodate parking @ Thomas Hospital
- Define villages?
- Find connection between villages so they don't get
left behind to support youth's future
- good connection to villages, not through villages

Tom Hall
10.18
Pg 1

VILLAGES

COMPETITION FOR DOWNTOWN BIZ IF
MORE VILLAGES BUILT? ●●

● HIGH SPEED INTERNET !!! ●●

STORE MIX IN DOWNTOWN (DIVERSIFICATION) ●●●●

MORE PUBLIC RESTROOMS DOWNTOWN ●●●●●●

PUBLIC OPEN SPACES ● ●●●●●

MORE INDEPENDENT BUSINESS, SCRUTINIZE
LARGE FRANCHISES ●●●●●

DIVERSITY OF HOUSING TYPES, LIVE/WORK;
ACCESSORY DWELLINGS ●●●

GROWTH

INFRASTRUCTURE HAS TO HAPPEN
SIMULTANEOUSLY W/ GROWTH ●●●●●●

●● NEED 9 HOLE GOLF COURSE EXPANSION! ●●●●●●

● DIVERSITY OF HOUSING TYPES & VALUES ●●●●

● COMPREHENSIVE LOOK AT THE IMPACTS OF
GROWTH ~ COSTS ~ TAX BASE ●●●

SAFE, CONSISTENT ENVIRONMENT FOR
GROWTH (ASSOCIATIONS A VILLAGE CONCEPT)

● ENTERTAINMENT ATTRACTIONS @ THE BAY ●●●●●●

Tom Jell #13
171

GROWTH

- How to control growth
- Budget money for services related to growth
- Target infrastructure development
- Define what kind of growth you want.
- Does the City intend to have more growth on 98 toward the airport?
- Fairhope Cable Company, with high speed internet?
- Connect existing subdivision

City Services & Delivery

- City services are fantastic! (applause)
- Heavy pickup Reinstated
Citizens must call and request?
- What is done with recycling?
- Encourage recycling / low percentage currently
incentives?
Tax for excess garbage weight dis-incentive?

CITY SERVICES & DELIVERY

LIGHTING IN PUBLIC AREAS ●●●

●● RETROFIT EXISTING LIGHTS TO DARK SKY COMPLIANCE ●●●

●● WHERE IS THE GARBAGE GONG TO GO? ●

SHARED COSTS FOR PUBLIC SERVICES FOR THOSE OUTSIDE CITY LIMITS ● ●

MORE GREEN ENERGY ●●●●

AT WHAT POINT WILL 1x WEEK GARBAGE PICKUP START? ●●

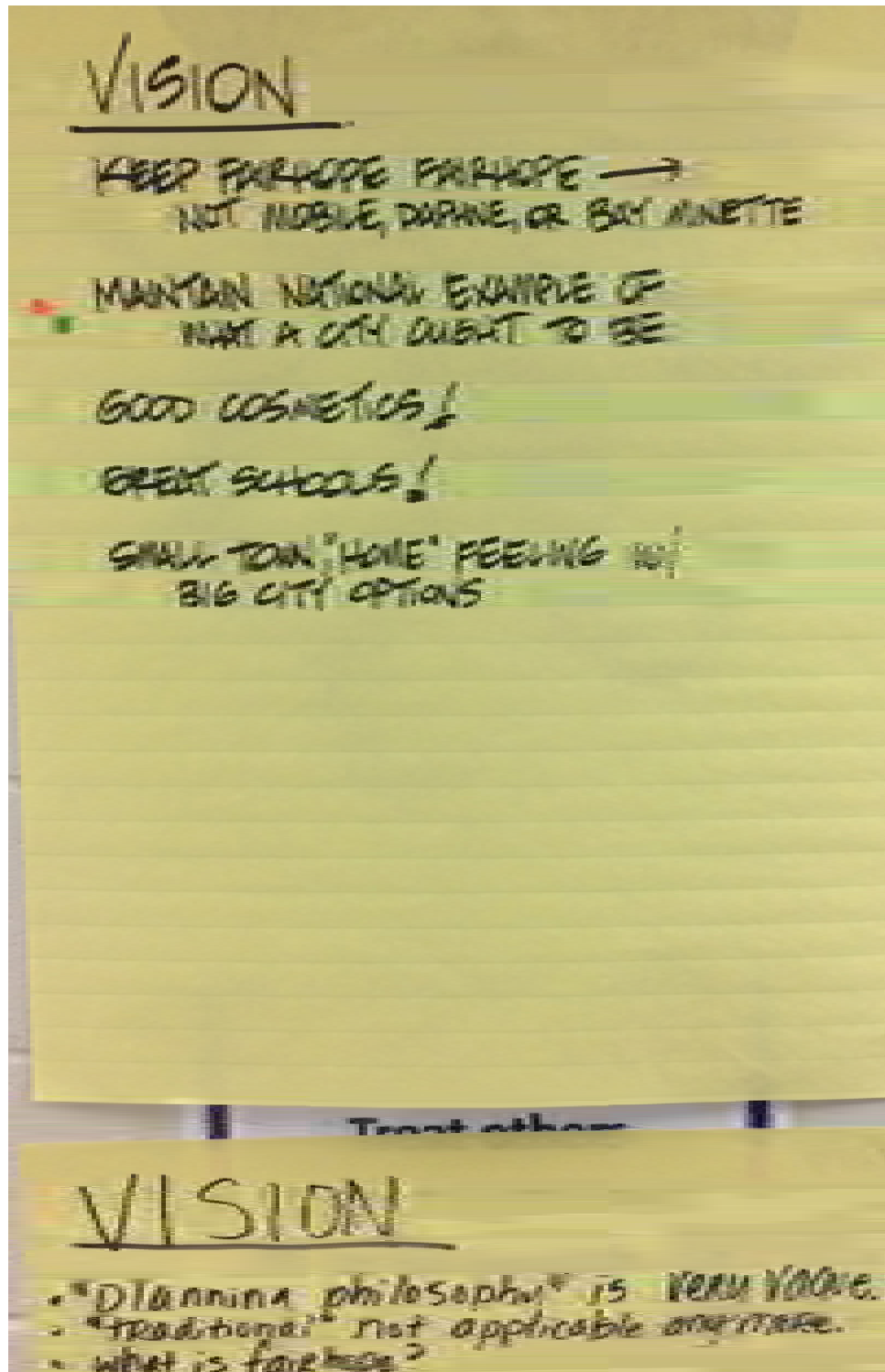
●● INADEQUATE FACILITIES FOR YOUTH SPORTS PROGRAMS ~ STRATEGIES FOR GROWTH? ●

CURRENT PLAN VISION STATEMENT

WHAT WAS THE FOUNDERS STATEMENT?

●● MAKE THE VISION ENCOMPASS ALL OF FAIRHOPE ●●

Exhibit C Prioritized Comments from Town Hall Meetings Town Hall meeting 10.21.14



VISION

- "Planning philosophy" is VERY VAGUE
- "traditional" not applicable anymore
- what is fairhope?
 - livability
 - community
 - safe
 - charming
 - above water
 - progressive thinkers
 - euphoric
 - traditional side has already changed
- place where people care enough to show up
(and miss street of world stores)
- friendly to artists
- celebrate entrepreneurship &
unique businesses
- embrace the people who "have" and those
that "have not."

GROWTH

- CODES MAKE IMPROVEMENTS
UNAFFORDABLE
- BEND OVER SMALL HOUSES ON SMALL
LOTS
- SHOULD THE CITY CONTROL GROWTH
THROUGH BUILDING PERMITS

Tom Hill
11-11

GROWTH

- appraisals downgraded value of home.
- be inventive for density, in particular with infill lots.
- develop only single family residential:
 - the city loses money - higher density required for affordable city services.
- job creation for younger people and families.
- if you deny permits you promote sprawl outside of city.
- Does Fairhope have to grow

VILLAGES

How to start one?

- parking requirements - unique requirements for village to support walkability.
- look at new unique areas for where to stimulate growth for villages.
- each village needs a center or unique purpose for each village.

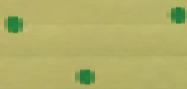
Town Hall #2
10-21

VILLAGES

- STARTING COOPERATION BETWEEN GOVT & DEVELOPERS

- HAVE PROPER ZONING & ANNEXATIONS

BETTER INFO TO INFORM THE PUBLIC ABOUT VILLAGE CONCEPT



VILLAGES

- downtown is a village? Define it: =

- connections among people

- clustered businesses

- Accessibility to shopping for people who live around village

- Satisfy daily and weekly needs for services and stock

- community based places

- culture

- open spaces for recreation

- Villages connected between City

Tom Hall City #2
10/21

VILLAGES

A VILLAGE IS PEOPLE

• WALKABILITY WITHIN THE NEIGHBORHOOD

• CONNECTIONS BETWEEN BIZ & PEOPLE

• GENUINE CLUSTER OF BUILDINGS IN A RURAL
AREA (CAN BE IN A CITY)

• LOCAL BIZ VS GIANT NAT'L BRANDS

• SUPPORTS A HEALTHY LIFESTYLE

VILLAGES

A VILLAGE IS PEOPLE

• WALKABILITY WITHIN THE NEIGHBORHOOD

• CONNECTIONS BETWEEN BIZ & PEOPLE

• GENUINE CLUSTER OF BUILDINGS IN A RURAL
AREA (CAN BE IN A CITY)

• LOCAL BIZ VS GIANT NAT'L BRANDS

• SUPPORTS A HEALTHY LIFESTYLE

Town Hall #2
10.21

INFRASTRUCTURE

FLOODING IN/AROUND NORTHROP, CLOSE
TO THOMAS HOSPITAL

IMPROVEMENTS VIA SALES TAX

LOOK AT BUILDING CODES THAT ADDRESS
WATER / DRAINAGE ISSUES

WHAT HAPPENS W/ SOIL EROSION AROUND
GULLIES?

INFRASTRUCTURE

- flooding because new subdivision
don't deal with stormwater - need
comprehensive plan to address old and
new developments
- need buffer zones between
developments (use gullies)
- comprehensive plan for drainage and
development
- city/country comprehensive look at
stormwater / drainage
- where does the plan stop, beyond the city?

Tom Hall #2
11.21

TRANSPORTATION

PUBLIC TRANSIT OR SHUTTLES?
ON WEEKENDS?

COMPREHENSIVE SIDEWALK MASTER
PLAN NEEDED

PIED|BIKE|ROAD CONNECTIVITY ON EAST
SIDE OF FAIRHOPE

NO PUBLIC ELECTRIC VEHICLE CHARGING
STATIONS | SIDE SPECIFIC PARKING

BETTER EAST|WEST PRIMARY
CONNECTIONS (MORPHY)

TRANSPORTATION

DONT ALWAYS HAVE BUDGET TO
IMPLEMENT MASTER PLAN -
NEED ECONOMIC DEVELOPMENT PLAN

Side walks adjacent to the road with no
curb - need barrier separation

People drive to go walking at bayfront
OR downtown - need more walking
facilities

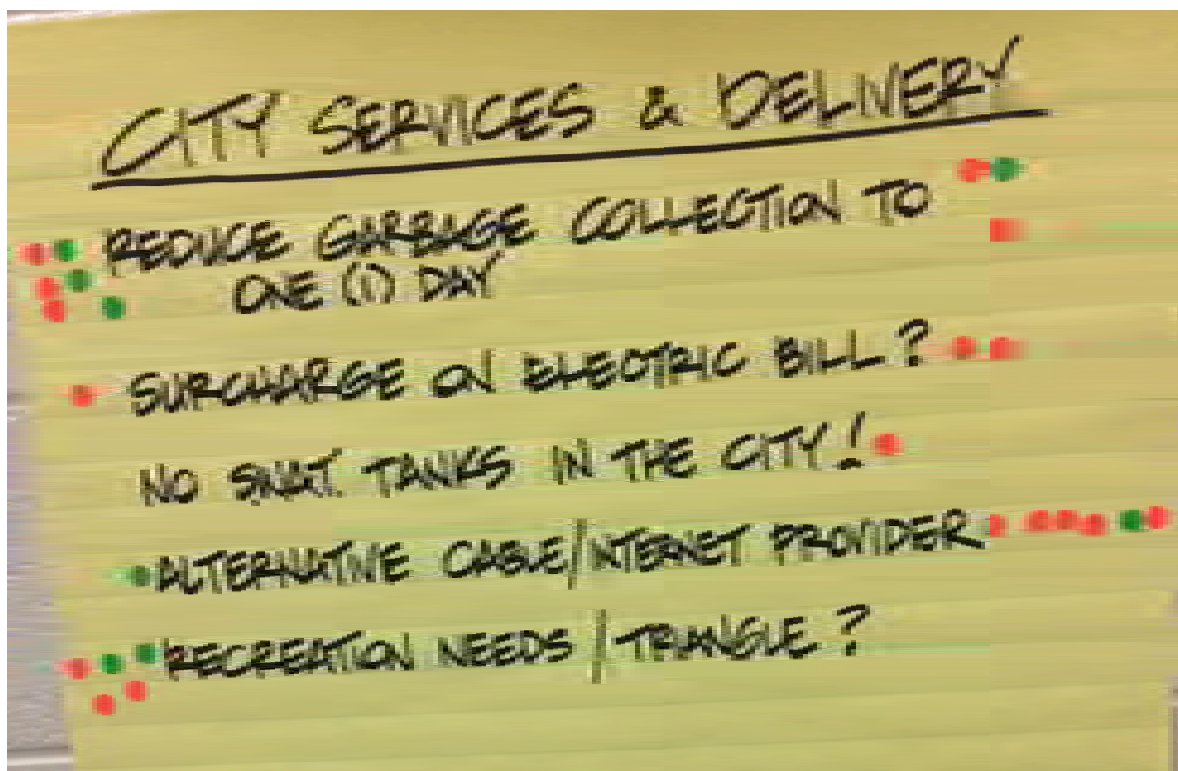
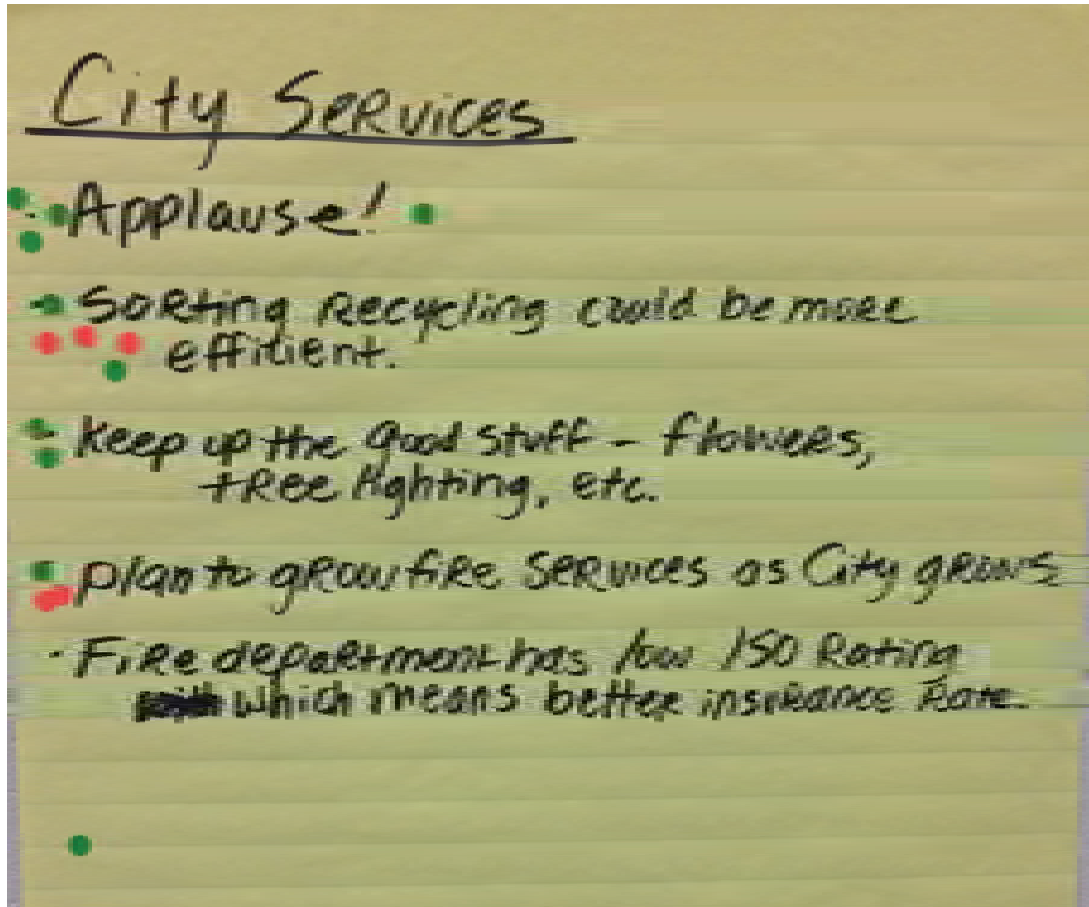
Better connected arterial streets that
interconnect villages that are proposed

traffic calming & education in residential areas
around school zones

Shuttle system downtown - FREE
East/West, North/South, & Loop
alternative to driving and parking downtown

City doing a good thing - City brand itself as
bicycle/walkable place

June 14, 2021



CHARACTER

ARCHITECTURAL DESIGN REVIEW PROCESS

DEFINE CHARACTER OF DIFFERENT
PARTS OF TOWN, I.E. DOWNTOWN, SPEED RD,
Rd, SPEED RD, 181, ETC.

IS SIF RESIDENTIAL APPROPRIATE ALONG
SPEED RD?

MIXED USE DOWNTOWN W/NEED FOR
DEDICATED PARKING

WALKABILITY IS THE CHARACTER OF
THE CITY

CHARACTER

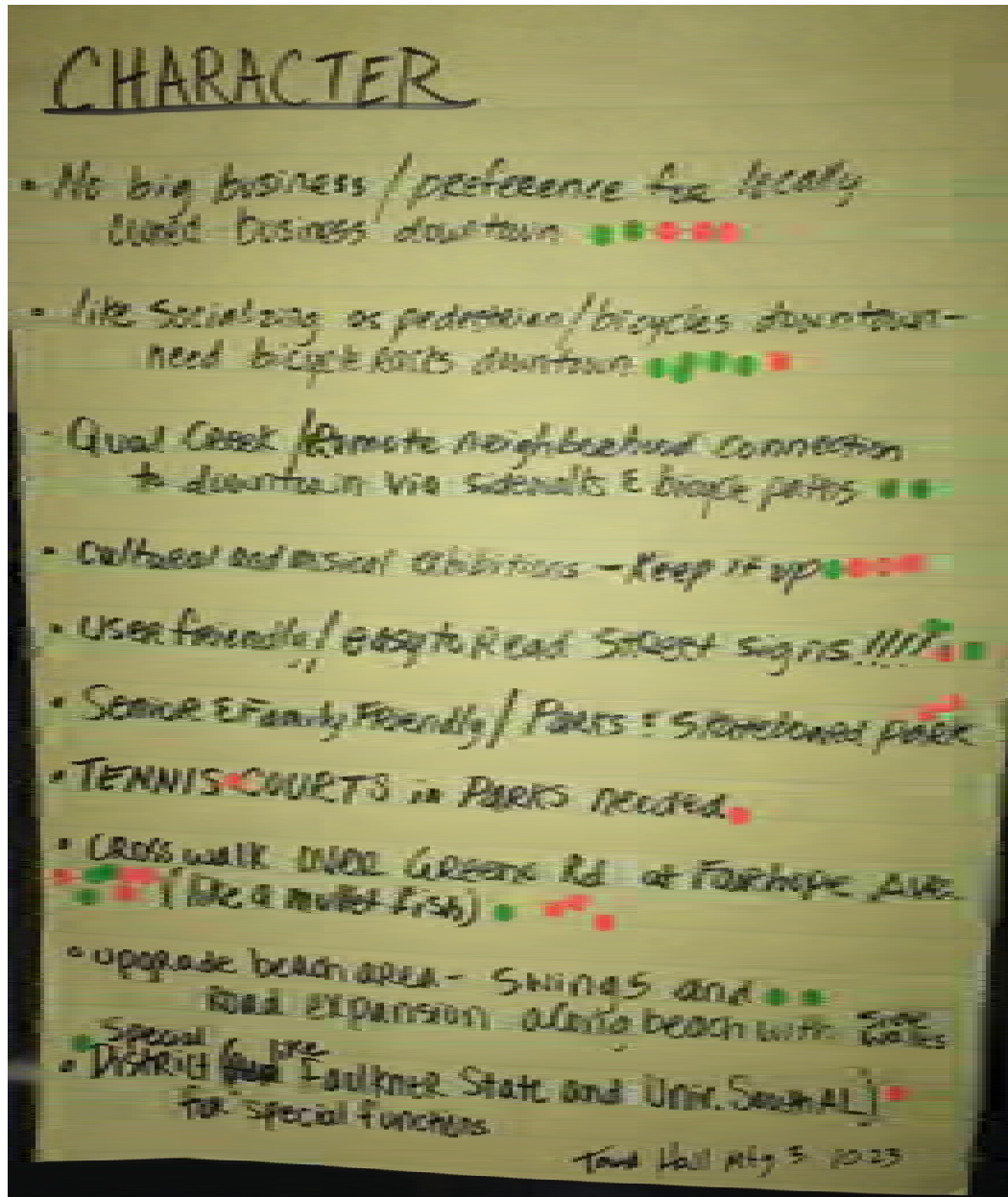
Economic development component
in order to recognize each part
of the plan.

Activities for teenagers/adults to
(residents)

- How does City maintain character when others have control (of ~~the~~, landscaping, roads, etc)
- Stimulating mixed use development in City other than downtown / create more walkable community in general
- maintain character of downtown and spirit of which it was founded / no strong historic preservation (except New Centars)
- development of recreation facilities in City is not walkable.

Town Hall #2
10.21

Exhibit C Prioritized Comments from Town Hall Meetings Town Hall meeting 10.23.14



CHARACTER

HOW DO WE DEFINE DOWNTOWN?

GREATER DIVERSITY IN FAIRHOPE ~
POPULATION

WHAT DOES DIVERSITY (FOR FAIRHOPE)
MEAN?

BETTER K-12 SCHOOLS

NEED PARKING IN DOWNTOWN

TRULLEY TO SERVE PEOPLE DRIVING IN
BIKE RACKS

NEED LARGE PEDWALKING ARTS VENUE
(STUDENTS ALSO)

HISTORIC CONSERVATION / HISTORIC PRESERVATION

NEEDS PARKING AT HOSPITAL

TRAFFIC SIGNAL TUNING

SOUTH SECTION FUTURE DEVELOPMENT

TRANSPORTATION

Repair Downtown Fairhope Streets

Comprehensive bike path from Arts & Elms
with good connections to it

Sync traffic lights inside Fairhope and
up to interstate 65

One-Stop before crosswalks because of lights

Sidewalk Repair for accessibility & drainage because
that impedes movement for handicap

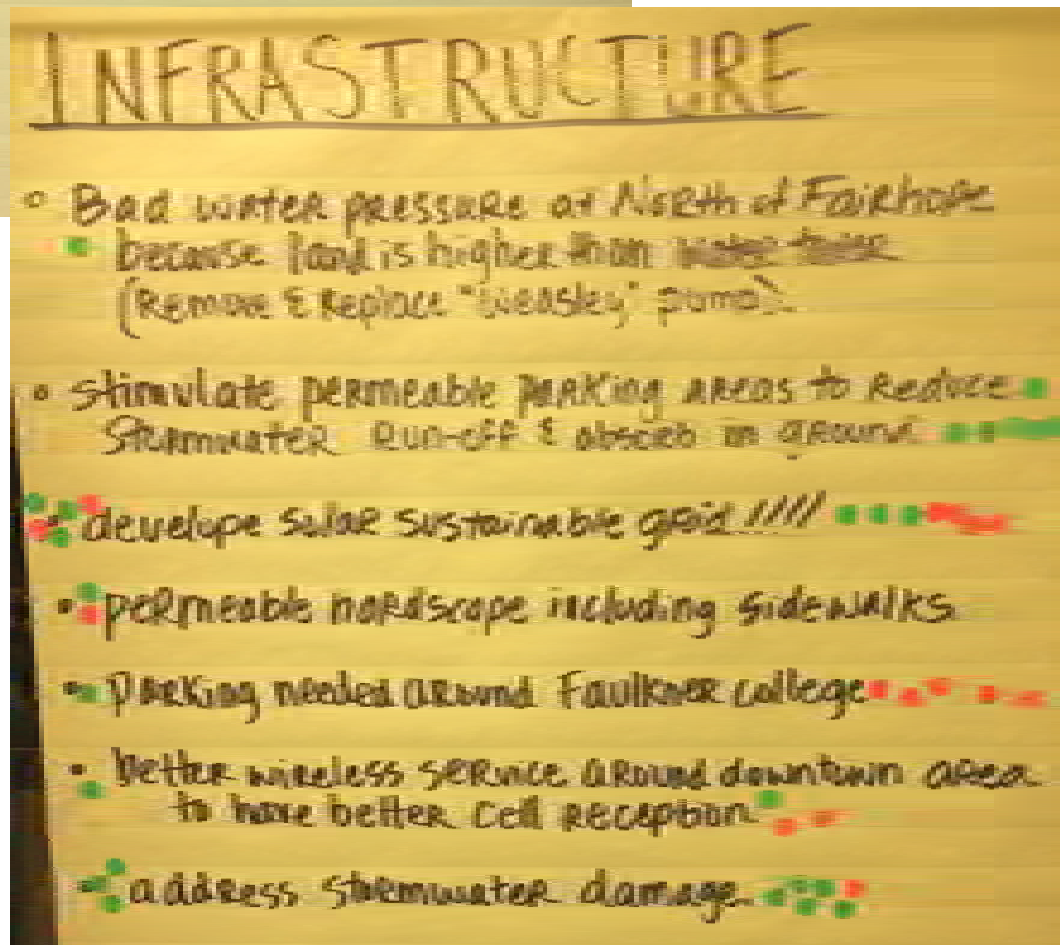
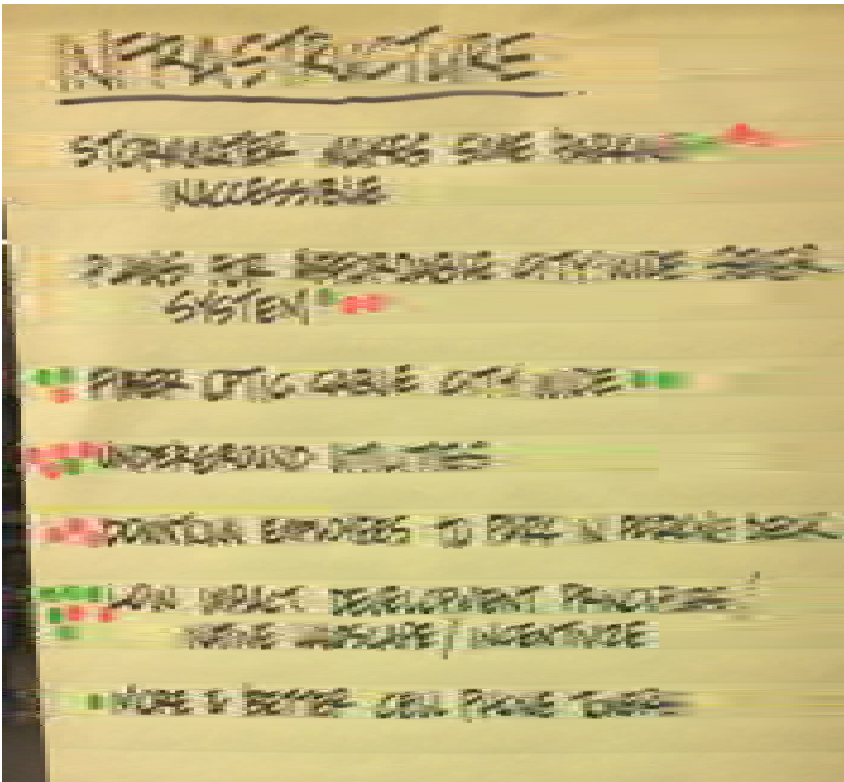
Need sidewalks in Southern Fairhope

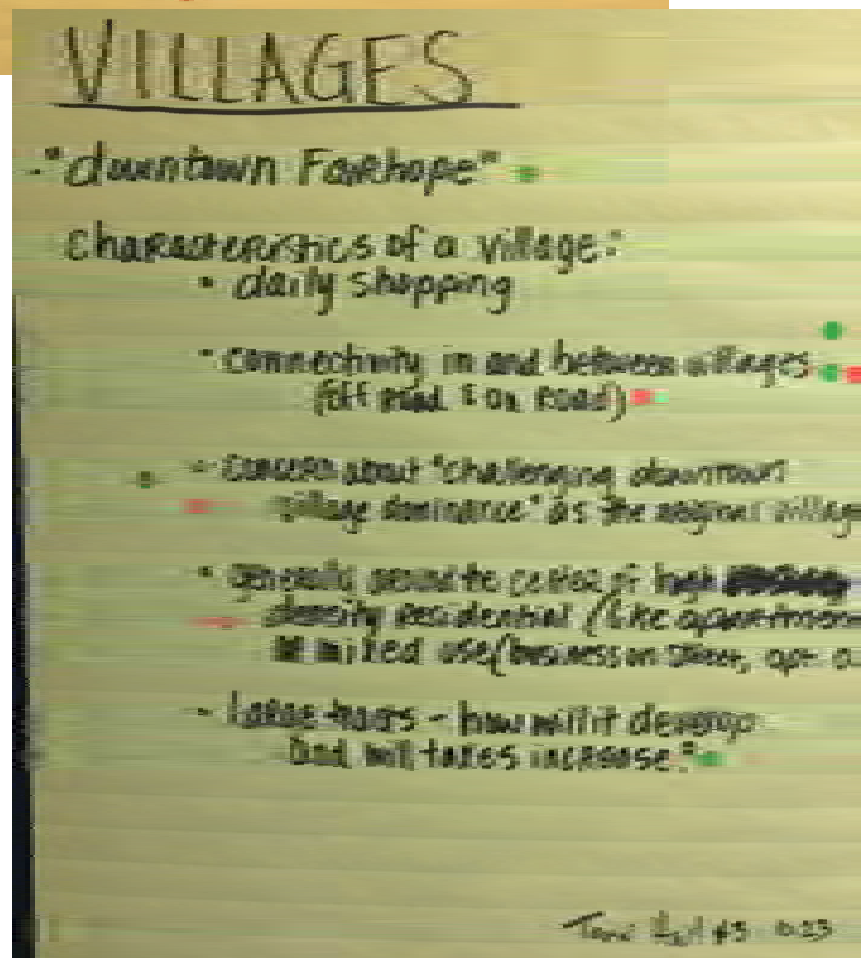
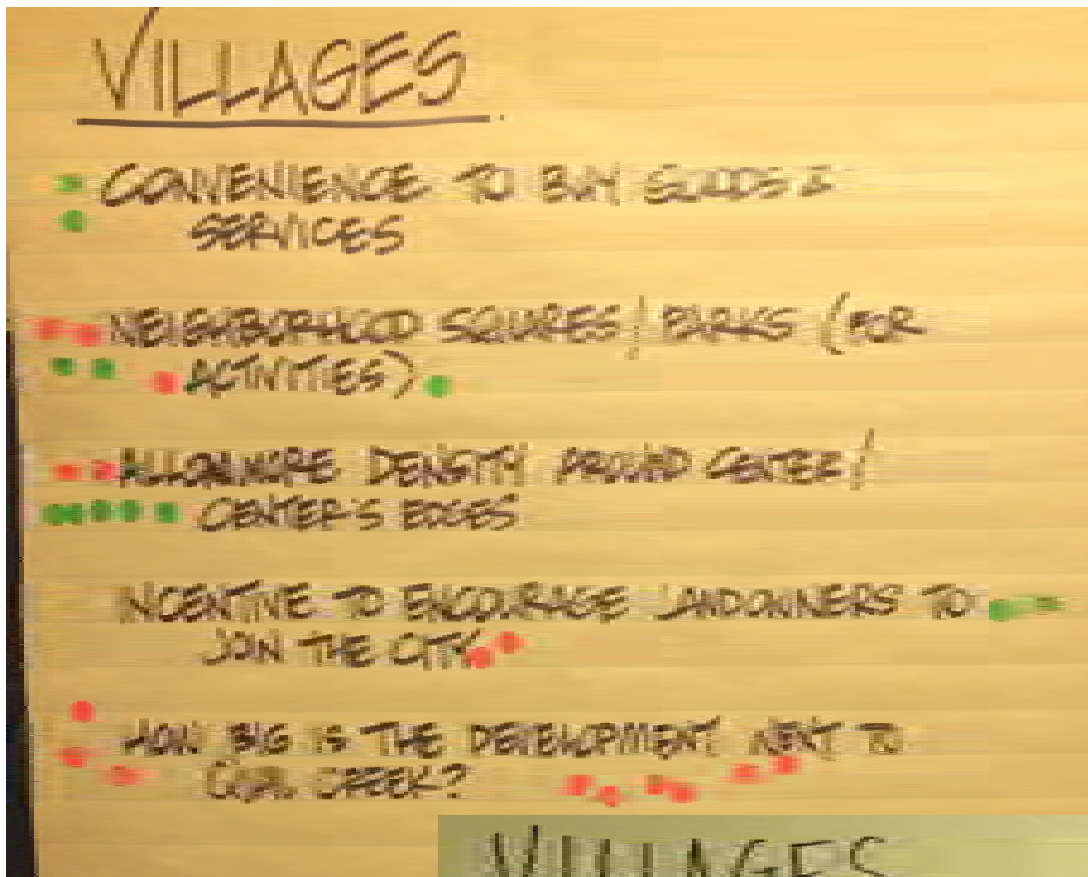
Clean sidewalks - Remove pipe stains

Twice Beach & Booth Rd. Clear delinquent of cars parked

Ferry boat across ~~Booth~~ to Mobile (Foot)

Todd Hillis 1/23





VISION

ADD PHRASE "BEST PRACTICES" INTO VISION STATEMENT (25) (DEFINING WHAT IS BP?)

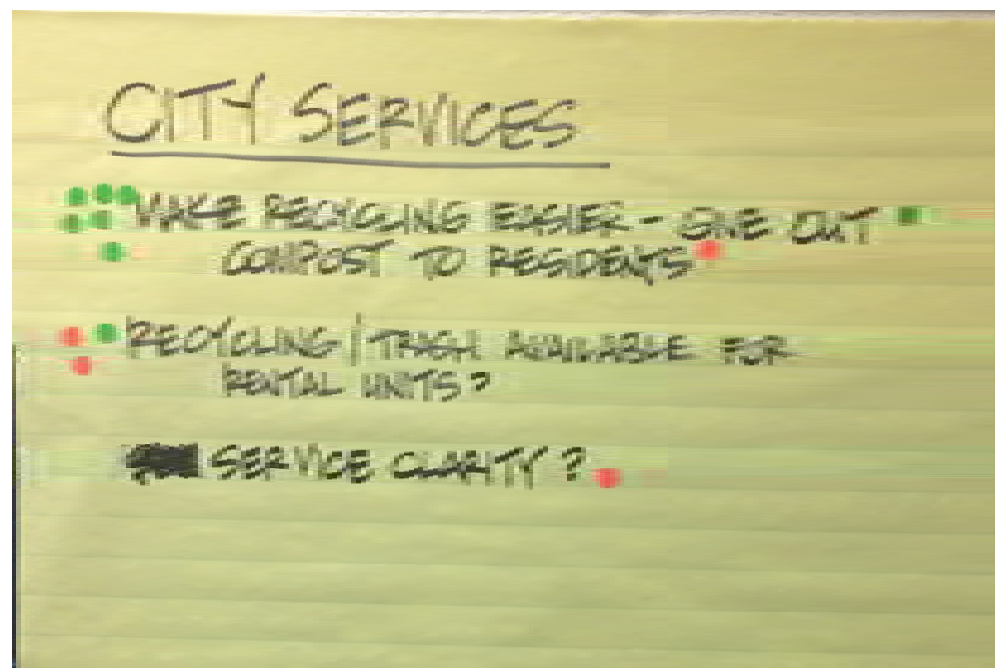
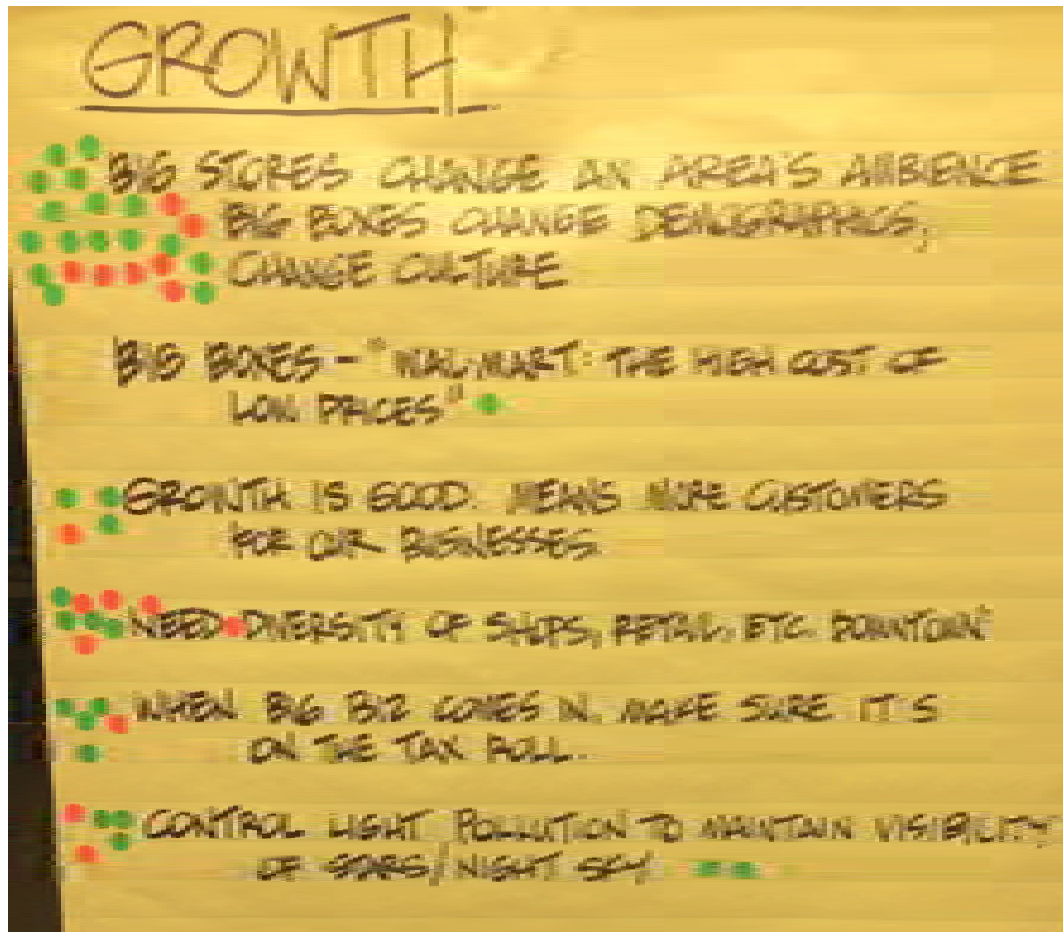
REQUIRE LANDSCAPE PLAN THAT MAINTAINS FAIRHOPE CHARACTER

"WHOLE PACKAGE", FACILITIES, EVENTS, CULTURE, ETC

VISION

- historical part of Fairhope
- openness to innovate and pilot ideas that adds to quality of life - Stay on the leading edge.
- don't like "keep Fairhope, Fairhope" - everyone has different idea of what this is - is it "keep Fairhop, Historical Fairhope?"
- promote/entice a small art/design college to Fairhope!!!!

Tara Hall Hg #3
10.23



GROWTH

- everyone says they don't want big box stores, but then you see those same people shopping at the big box stores.
 - do you want big box stores?
 - do you NOT want big box stores?
- landscape consistency with all new development and growth.
- design requirements for new development - ensures the Fairhope ambience.
- Big Box = Airport Blvd. "ambience"
- smaller business' buying more can give better prices.
 - For every \$100 spent in Fairhope \$55 stays in local business VS. \$15 stays in big box stores
- Shop diversity downtown needed - too touristy, not local resident oriented.

Town Hall #3 10.23

Exhibit D – Town Hall Comment Form


COMMENT FORM COMPREHENSIVE PLAN UPDATE City of Fairhope Town Hall Meeting	
NAME: _____	DATE: _____
MAILING ADDRESS: _____	
EMAIL ADDRESS: _____	
Are you a: resident <input type="checkbox"/> visitor <input type="checkbox"/> business owner <input type="checkbox"/> property owner <input type="checkbox"/> in the City of Fairhope? <i>(Check all that apply.)</i>	
Do you agree with the City's vision statement? YES <input type="checkbox"/> NO <input type="checkbox"/> <i>Why or why not?</i>	

(CONTINUE ON BACK IF NECESSARY)	
Choose the three (3) most important issues facing the City of Fairhope: <i>(Check three.)</i>	
transportation <input type="checkbox"/> city character <input type="checkbox"/> drainage <input type="checkbox"/> utilities <input type="checkbox"/> annexation <input type="checkbox"/>	
village development <input type="checkbox"/> growth <input type="checkbox"/> city services <input type="checkbox"/> taxes <input type="checkbox"/> crime <input type="checkbox"/>	
environment <input type="checkbox"/> regulations <input type="checkbox"/> other <input type="checkbox"/> <i>(Please specify.)</i> _____	
<i>Why?</i> _____	

(CONTINUE ON BACK IF NECESSARY)	
What other comments do you have concerning the City of Fairhope and its future?	

(CONTINUE ON BACK IF NECESSARY)	
PLEASE DROP IN COMMENT SHEET BASKET AT THE TOWN HALL MEETING OR MAIL WITHIN 7 BUSINESS DAYS TO:	Mr. Christopher Baker, Director of Planning Thompson Engineering 2570 Cottage Hill Road, Suite 100 Mobile, Alabama 36608
YOU MAY ALSO FAX OR E-MAIL YOUR COMMENTS TO: (251) 885-3505 OR cbaker@thompsonengineering.com	

Exhibit E – Community Questionnaire



OFFICE OF THE MAYOR

City of Fairhope Comprehensive Plan Update

Community Questionnaire

Dear Neighbors:

The City is working to develop an update to the Comprehensive Plan. Three town hall meetings were held on October 20, 21, and 24, 2014, to learn about what is important to you. We want to hear more from you about your vision of the future of Fairhope. An additional way to give input is to complete this questionnaire. With your help, the Mayor and the City Council will have the information they need to assist them in making decisions that will be important to the future of Fairhope.

Please complete the survey by February 20 and return it to City Hall or mail it to: Mayor's Questionnaire, P.O. Drawer 429, Fairhope, AL 36533. I am also pleased to inform you that you may take the survey online if you prefer. The online survey can be found at www.cityoffairhope.com and go to the Comprehensive Plan link at the top right of our homepage.

Thank you very much for taking the time to answer these questions. Your comments, suggestions, and ideas are important. We value your opinions.

Sincerely,

Timothy M. Kant, Mayor
City of Fairhope

Downtown:

Buildings Downtown are currently allowed to be as tall as 35 feet. Would you like to see the building heights increased or stay the same?

Increase Stay the same

Do you use the parking garage downtown?

Yes No

Exhibit E – Community Questionnaire

Please share comments or ideas you may have about parking Downtown.

(Feel free to use the back of the page for additional space)

Government:

Would you like to see the City require developers to install fiber optic communications when neighborhoods are built?

Yes No

Your internet provider is:

- A. Mediacom
- B. AT&T
- C. Other
- D. I don't have internet

The City Hall Complex (with Civic Center) has served the City well over the years. Would you support the rehabilitation and remodel of both City Hall and the Civic Center?

Yes No

The City, over the past several years, has made a total investment of nearly \$1 million to the public schools in Fairhope. Would you like to see investments to the public schools continue?

Yes No

Exhibit E – Community Questionnaire

Please rate our services:

(1= poor, 2= needs improvement, 3= satisfactory, 4= good, 5= excellent)

Police Department	1	2	3	4	5
Fire Department	1	2	3	4	5
Electric Service	1	2	3	4	5
Gas Service	1	2	3	4	5
Water and Sewer Service	1	2	3	4	5
Public Works, trash, garbage	1	2	3	4	5
Public Works, recycling	1	2	3	4	5
City Hall, utility bills	1	2	3	4	5
Planning Department	1	2	3	4	5
Building Inspection Department	1	2	3	4	5
Adult Recreation, Mix Center	1	2	3	4	5
Recreation, Youth Sports	1	2	3	4	5
Recreation, Pool, Fitness Center	1	2	3	4	5
Quail Creek Golf Course	1	2	3	4	5
Mayor and City Council	1	2	3	4	5

Comments: _____

Growth and Development:

Would you like to see Green Rd. developed commercially from Fairhope Ave. North towards Daphne?

Yes

No

Do you think the City's development regulations (signs, landscape requirements etc.) are important?

Yes

No

Are traffic improvements at intersections important to you?

Yes

No

Exhibit E – Community Questionnaire

Do you think that residential and commercial growth in Fairhope is:

Too Fast

Too Slow

Just Right

The Fairhope "brand" of landscaping (flowers and trees) and maintenance is important to me.

Yes

No

Is Fairhope a good place to do business?

Yes

No

Do you think the development that is taking place makes Fairhope like every other place in the country?

Yes

No

Are you concerned about what Greeno Rd. and St. Hwy. 181 (Co. Rd. 27) will look like in the future?

Yes

No

Do you believe the City does a good job of managing growth?

Yes

No

Would you like to see improvements in how stormwater is managed?

Yes

No

Comments: _____

(Feel free to use back of page as additional space)

Do you think the City works hard to protect and enhance the natural environment?

Yes

No

Exhibit E – Community Questionnaire

Do you think connectivity of roads, sidewalks, trails, parks and commercial property are positive?

Yes No

Are there enough recreational opportunities in Fairhope?

Yes No

Are walking and biking as either recreation or transportation important to you?

Yes No

In 2000, I asked your opinions on a new library, recreation center, and a performing arts center. Two of these three facilities are built. Do you support a performing arts center?

Yes No

Would you like to keep the 108 acres the City bought at Greeno and Section St. (Triangle property) a natural greenspace with walking/ nature trails and similar opportunities?

Yes No

Citizen Information

Do you recycle?

Yes No

When is your pick up day?

M T **Th** Fri

What is your age?

20-30	51-60	81-90
31-40	61-70	Greater than 90
41-50	71-80	

Exhibit E – Community Questionnaire

Would you like the Mayor to contact you regarding the survey?

Yes

No

Name: _____

Address: _____

Phone: _____

Email: _____

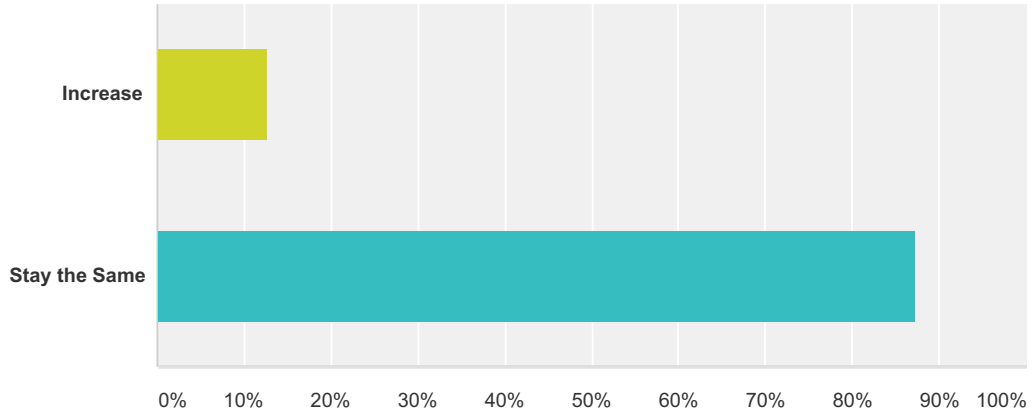
If you have any other comments, suggestions, or input please elaborate here:

Fairhope Community Questionnaire

Appendix F

Q1 Buildings Downtown are currently allowed to be as tall as 35 feet. Would you like to see the building heights increased or stay the same?

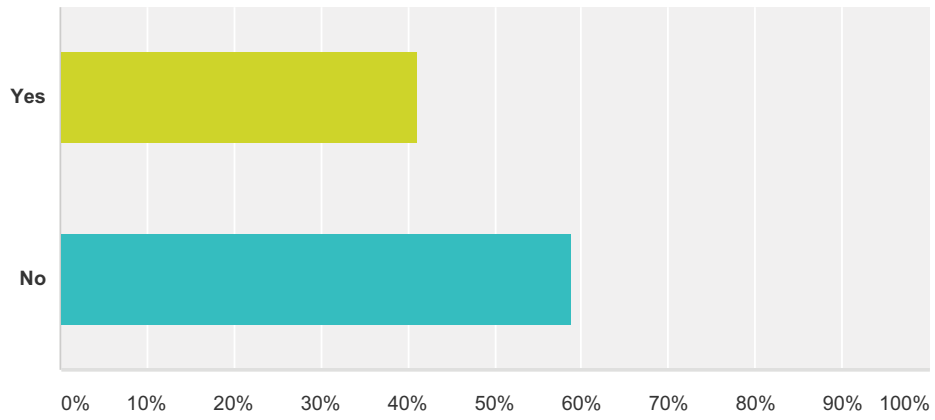
Answered: 1,805 Skipped: 68



Answer Choices	Responses
Increase	12.80% 231
Stay the Same	87.20% 1,574
Total	1,805

Q2 Do you use the parking garage downtown?

Answered: 1,829 Skipped: 44



Answer Choices	Responses
Yes	41.12% 752
No	58.88% 1,077
Total	1,829

Fairhope Community Questionnaire

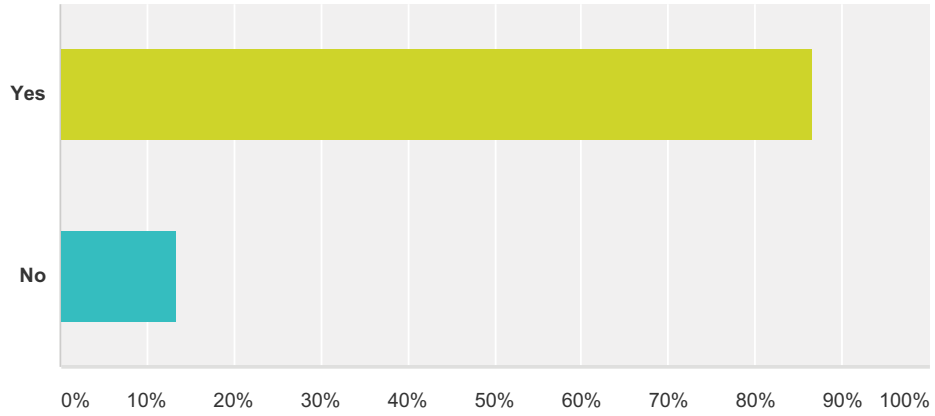
Q3 Please share comments or ideas you may have about parking Downtown.

Answered: 718 Skipped: 1,155

Fairhope Community Questionnaire

Q4 Would you like to see the City require developers to install fiber optic communications when neighborhoods are built?

Answered: 1,643 Skipped: 230

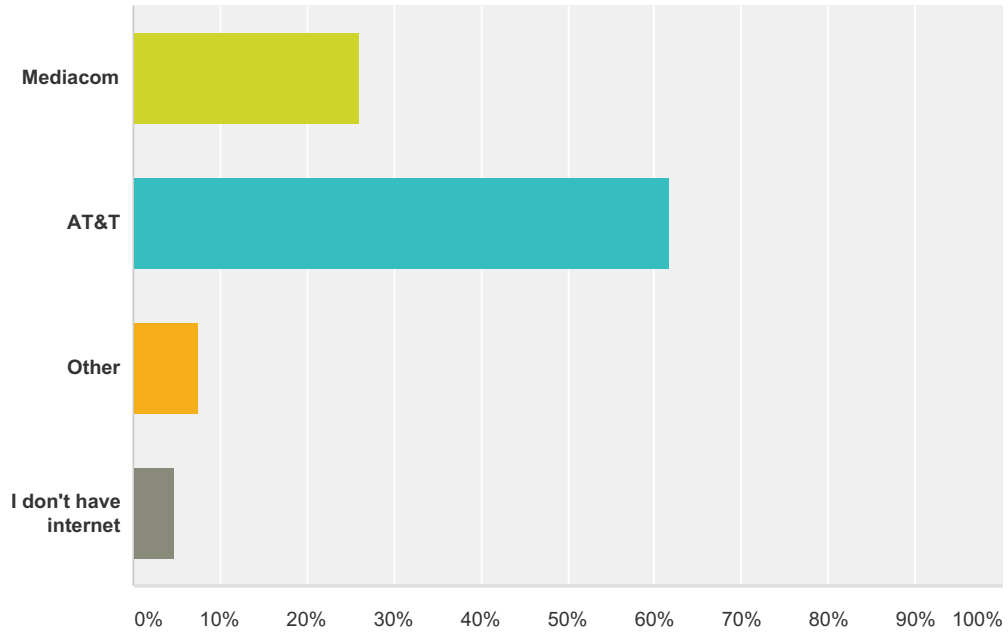


Answer Choices	Responses
Yes	86.55% 1,422
No	13.45% 221
Total	1,643

Fairhope Community Questionnaire

Q5 Your internet provider is:

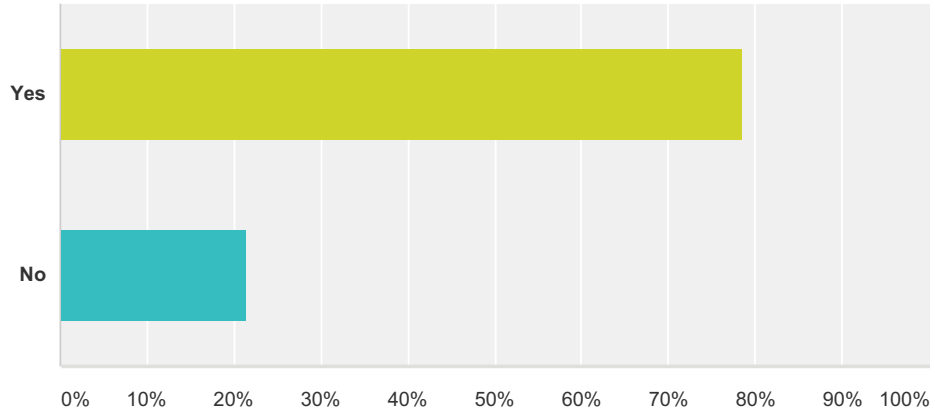
Answered: 1,786 Skipped: 87



Answer Choices	Responses
Mediacom	26.04% 465
AT&T	61.70% 1,102
Other	7.56% 135
I don't have internet	4.70% 84
Total	1,786

Q6 The City Hall Complex (with Civic Center) has served the City well over the years. Would you support the rehabilitation and remodel of both City Hall and the Civic Center?

Answered: 1,706 Skipped: 167

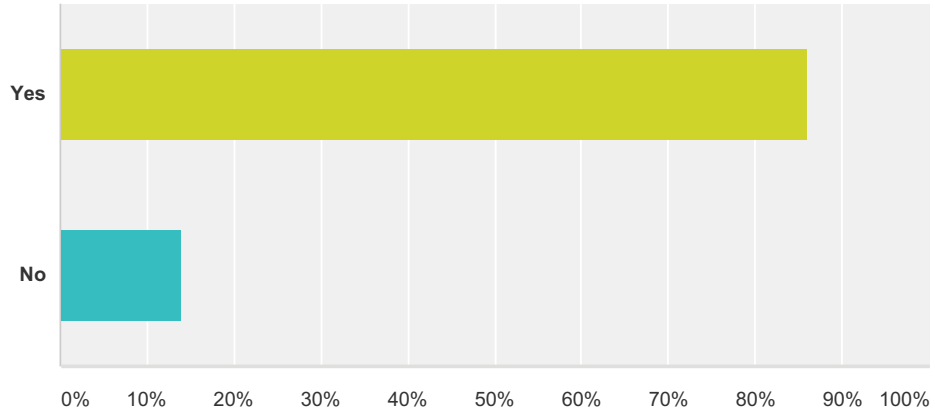


Answer Choices	Responses	
Yes	78.55%	1,340
No	21.45%	366
Total		1,706

Fairhope Community Questionnaire

Q7 The City, over the past several years, has made a total investment of nearly \$1 million to the public schools in Fairhope. Would you like to see investments to the public schools continue?

Answered: 1,731 Skipped: 142

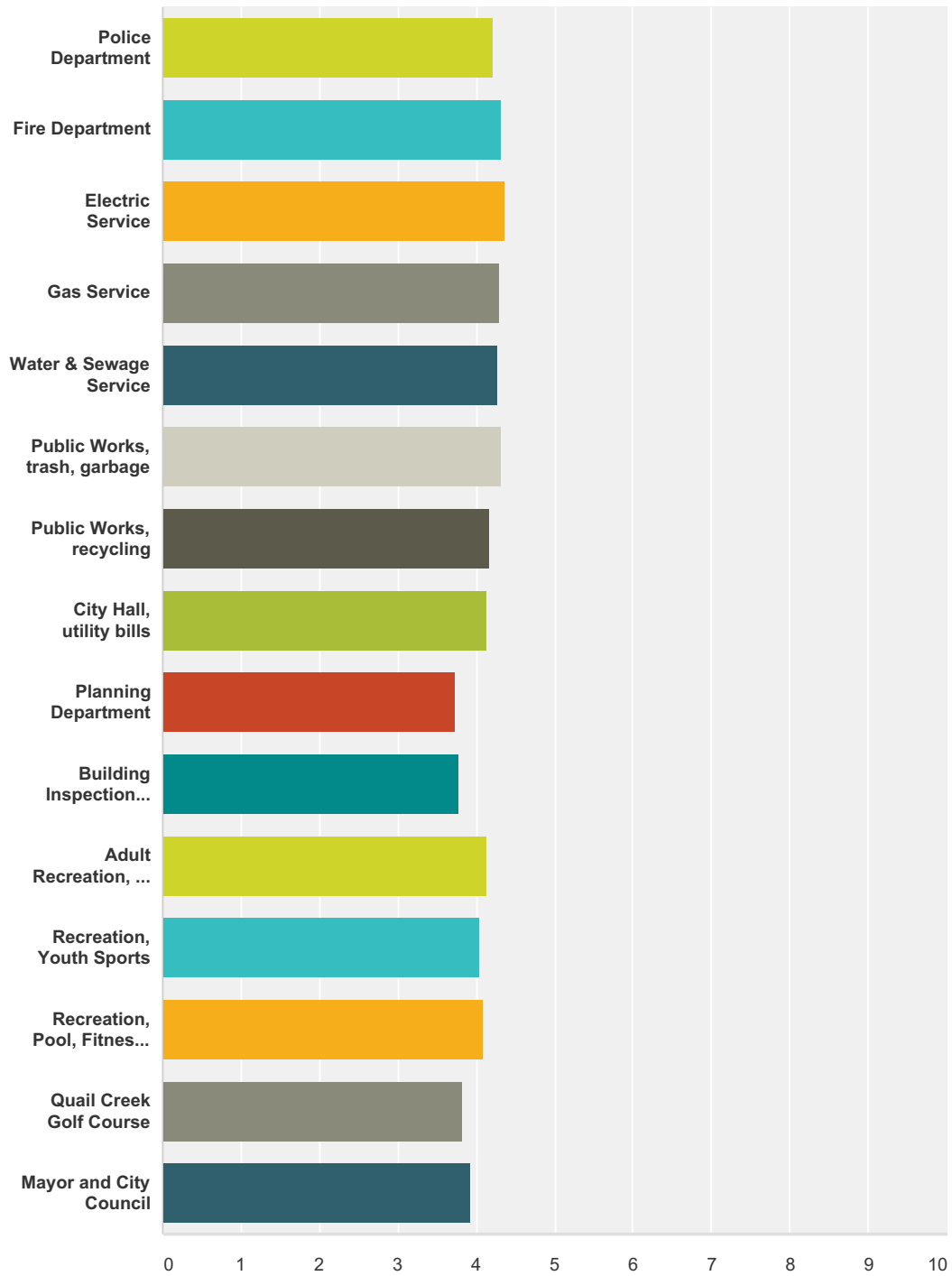


Answer Choices	Responses	
Yes	86.02%	1,489
No	13.98%	242
Total		1,731

Fairhope Community Questionnaire

Q8 Please rate our services:

Answered: 1,771 Skipped: 102



	Poor	Needs Improvement	Satisfactory	Good	Excellent	Total	Weighted Average
Police Department	0.58% 10	3.94% 68	13.33% 230	37.28% 643	44.87% 774	1,725	4.22
Fire Department	0.71% 12	1.66% 28	12.12% 204	35.00% 589	50.51% 850	1,683	4.33

Fairhope Community Questionnaire

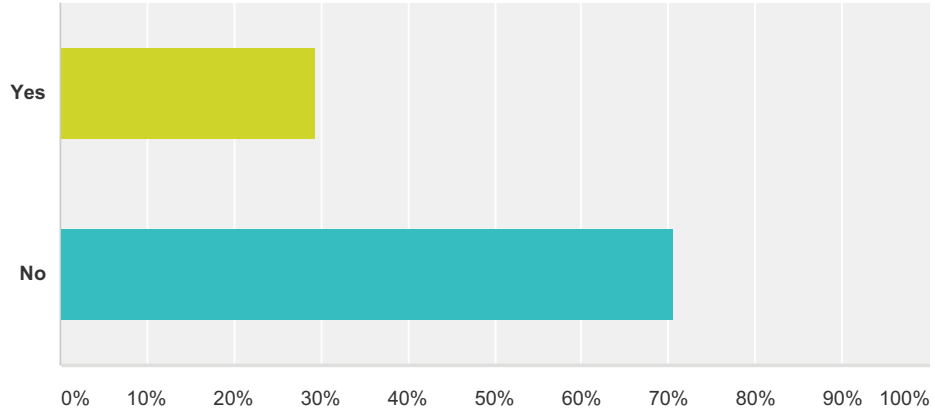
Electric Service	0.24% 4	1.51% 25	11.55% 191	35.73% 591	50.97% 843	1,654	4.36
Gas Service	0.45% 7	0.83% 13	13.32% 208	37.58% 587	47.82% 747	1,562	4.31
Water & Sewage Service	0.75% 13	2.38% 41	12.43% 214	36.35% 626	48.08% 828	1,722	4.29
Public Works, trash, garbage	0.81% 14	2.59% 45	11.52% 200	32.49% 564	52.59% 913	1,736	4.33
Public Works, recycling	1.71% 29	5.25% 89	13.33% 226	32.67% 554	47.05% 798	1,696	4.18
City Hall, utility bills	0.77% 13	3.83% 65	17.15% 291	36.83% 625	41.43% 703	1,697	4.14
Planning Department	2.63% 40	8.27% 126	26.13% 398	38.54% 587	24.43% 372	1,523	3.74
Building Inspection Department	1.99% 29	7.67% 112	26.10% 381	39.38% 575	24.86% 363	1,460	3.77
Adult Recreation, Nix Center	1.10% 17	2.92% 45	17.59% 271	39.13% 603	39.26% 605	1,541	4.13
Recreation, Youth Sports	1.09% 16	5.73% 84	17.94% 263	37.59% 551	37.65% 552	1,466	4.05
Recreation, Pool, Fitness Center	1.23% 19	5.10% 79	16.65% 258	37.29% 578	39.74% 616	1,550	4.09
Quail Creek Golf Course	1.65% 22	6.06% 81	27.02% 361	38.92% 520	26.35% 352	1,336	3.82
Mayor and City Council	2.55% 42	6.12% 101	19.10% 315	39.90% 658	32.32% 533	1,649	3.93

Q9 Please leave comments about our city services below.

Answered: 460 Skipped: 1,413

**Q10 Would you like to see Greeno Rd.
developed commercially from Fairhope Ave.
North towards Daphne?**

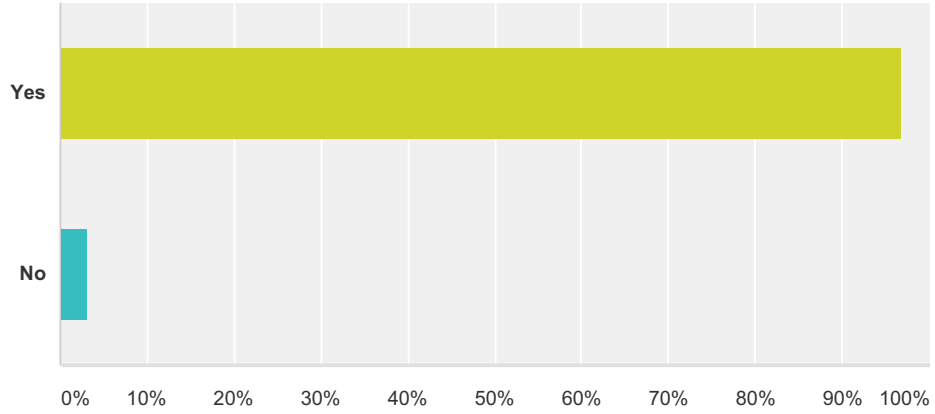
Answered: 1,691 Skipped: 182



Answer Choices	Responses
Yes	29.45% 498
No	70.55% 1,193
Total	1,691

Q11 Do you think the City’s development regulations (signs, landscape requirements etc.) are important?

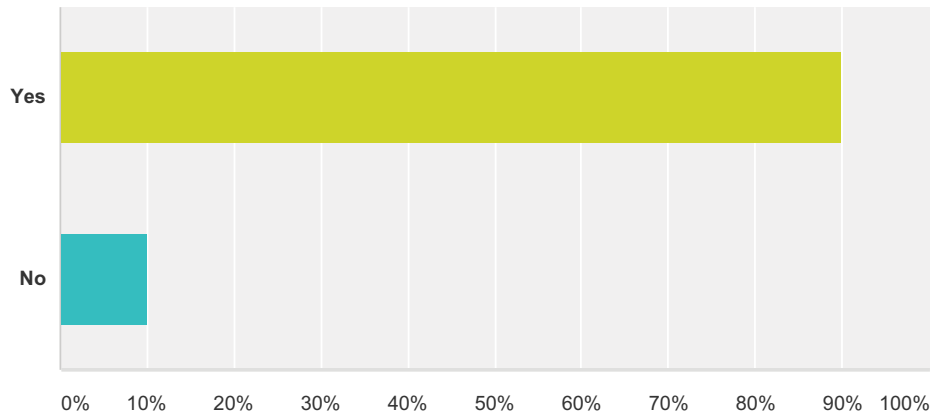
Answered: 1,766 Skipped: 107



Answer Choices	Responses
Yes	96.89% 1,711
No	3.11% 55
Total	1,766

Q12 Are traffic improvements at intersections important to you?

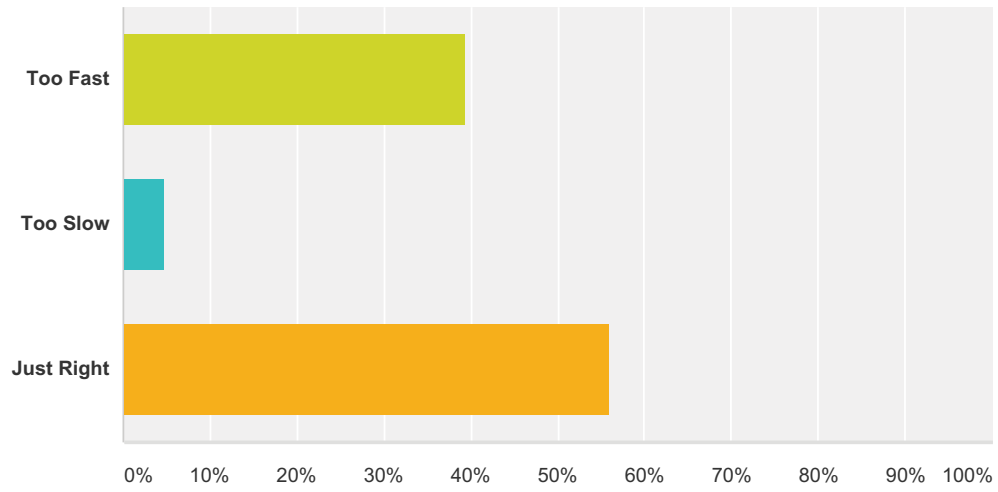
Answered: 1,751 Skipped: 122



Answer Choices	Responses
Yes	90.06% 1,577
No	9.94% 174
Total	1,751

Q13 Do you think that residential and commercial growth in Fairhope is:

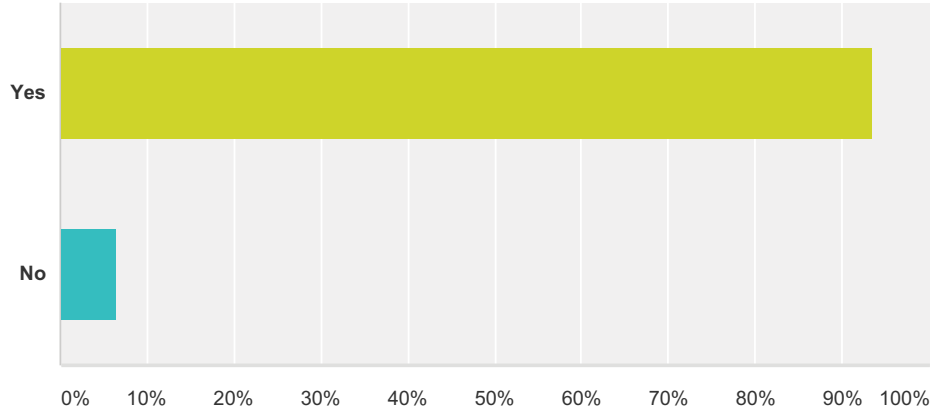
Answered: 1,733 Skipped: 140



Answer Choices	Responses
Too Fast	39.35% 682
Too Slow	4.79% 83
Just Right	55.86% 968
Total	1,733

Q14 The Fairhope “brand” of landscaping (flowers and trees) and maintenance is important to me.

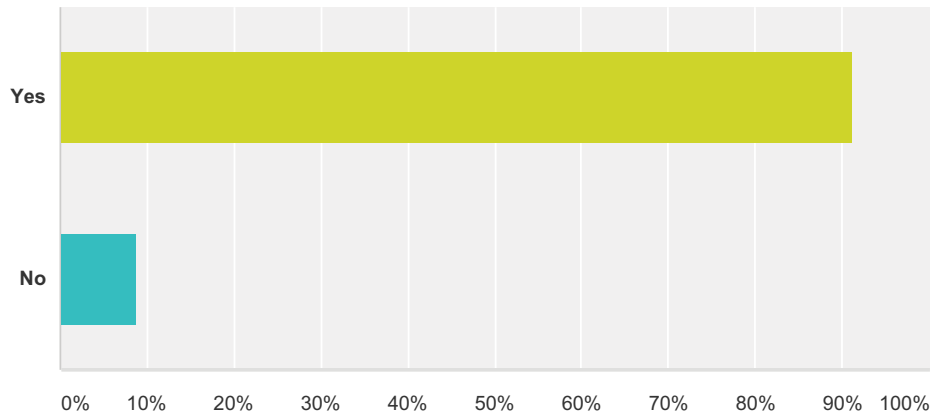
Answered: 1,754 Skipped: 119



Answer Choices	Responses
Yes	93.44% 1,639
No	6.56% 115
Total	1,754

Q15 Is Fairhope a good place to do business?

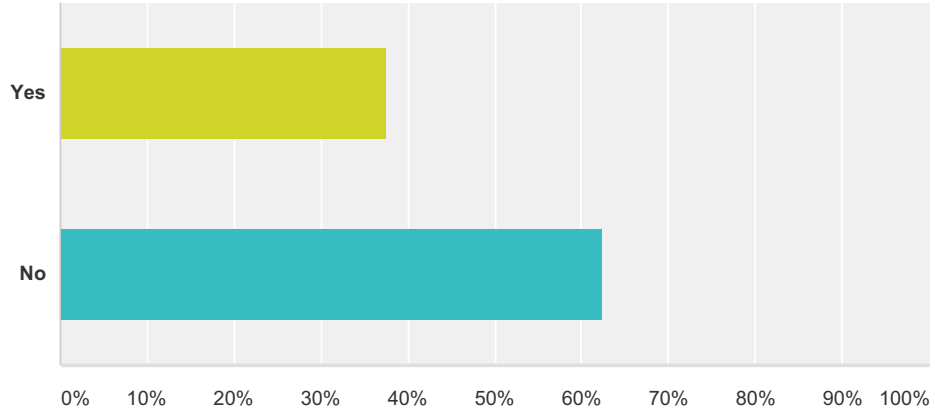
Answered: 1,655 Skipped: 218



Answer Choices	Responses
Yes	91.18% 1,509
No	8.82% 146
Total	1,655

Q16 Do you think the development that is taking place makes Fairhope like every other place in the country?

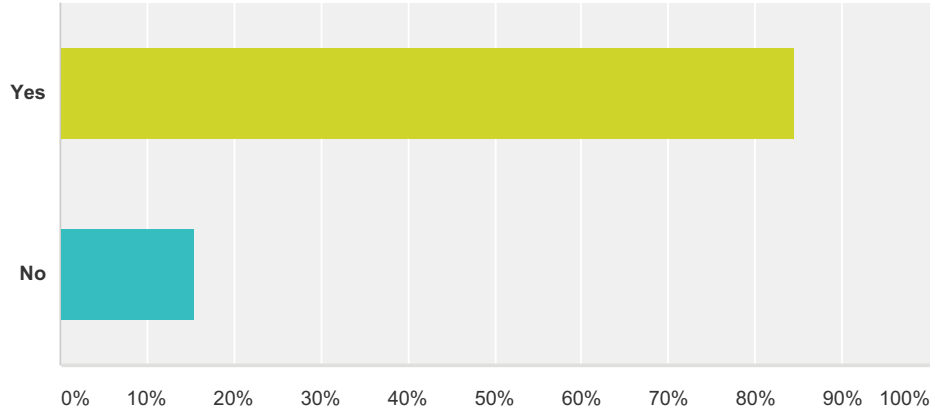
Answered: 1,648 Skipped: 225



Answer Choices	Responses
Yes	37.56% 619
No	62.44% 1,029
Total	1,648

Q17 Are you concerned about what Greeno Rd. and St. Hwy. 181 (Co. Rd. 27) will look like in the future?

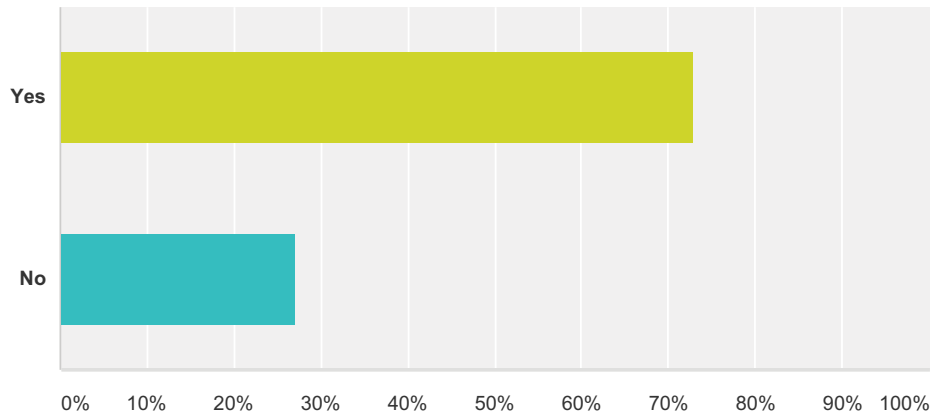
Answered: 1,738 Skipped: 135



Answer Choices	Responses	
Yes	84.58%	1,470
No	15.42%	268
Total		1,738

Q18 Do you believe the City does a good job of managing growth?

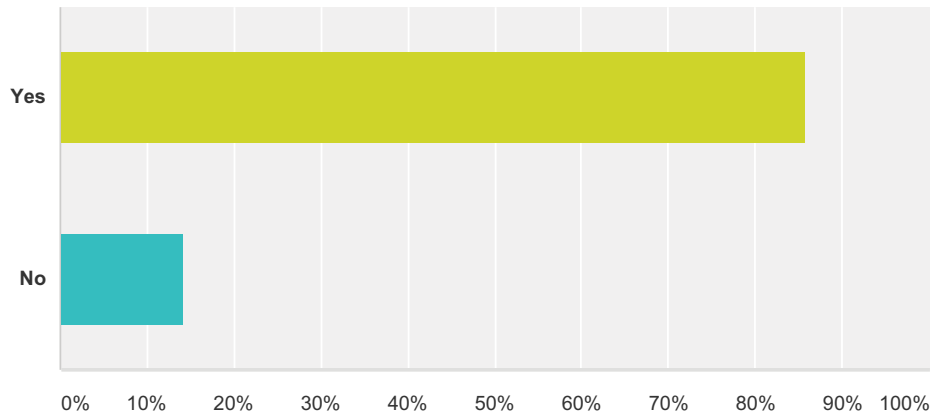
Answered: 1,618 Skipped: 255



Answer Choices	Responses	
Yes	72.93%	1,180
No	27.07%	438
Total		1,618

Q19 Would you like to see improvements in how stormwater is managed?

Answered: 1,591 Skipped: 282



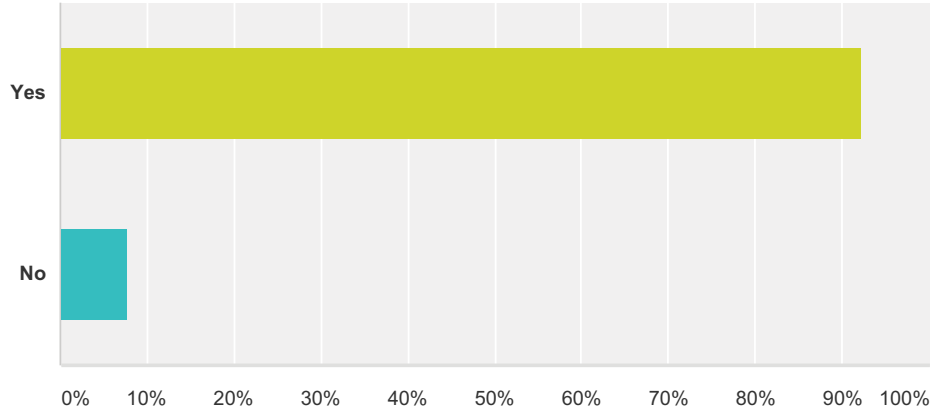
Answer Choices	Responses
Yes	85.80% 1,365
No	14.20% 226
Total	1,591

Q20 If you have comments on stormwater management, please leave them here:

Answered: 337 Skipped: 1,536

Q21 Do you think the City works hard to protect and enhance the natural environment?

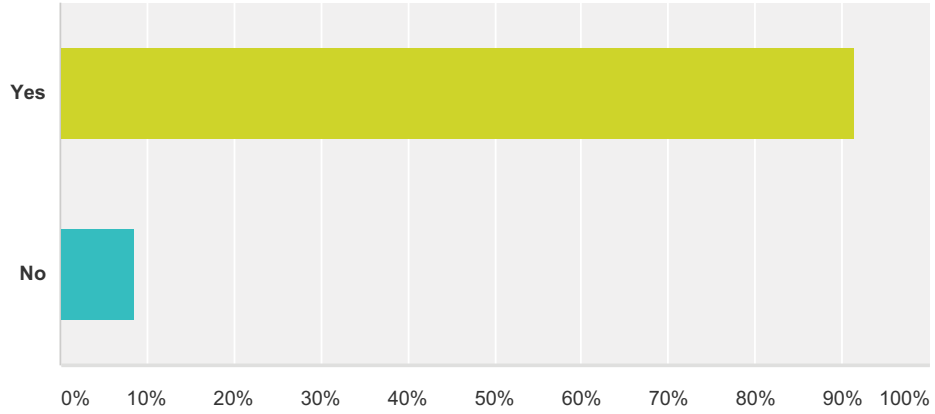
Answered: 1,702 Skipped: 171



Answer Choices	Responses
Yes	92.30% 1,571
No	7.70% 131
Total	1,702

Q22 Do you think connectivity of roads, sidewalks, trails, parks and commercial property are positive?

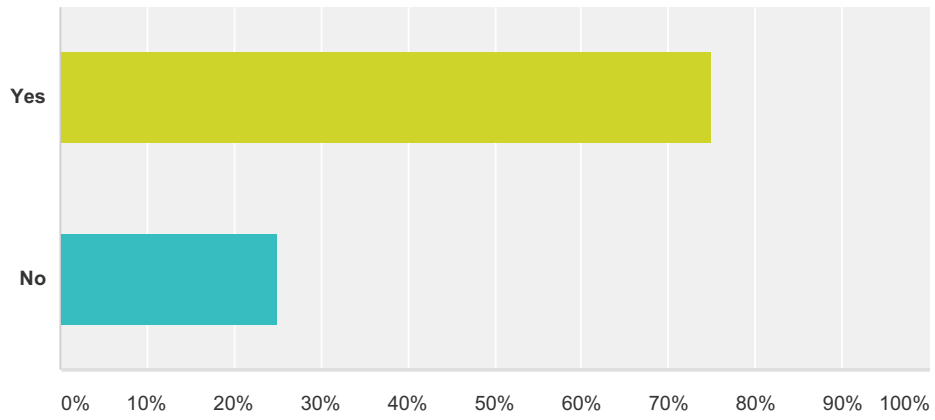
Answered: 1,720 Skipped: 153



Answer Choices	Responses
Yes	91.51% 1,574
No	8.49% 146
Total	1,720

Q23 Are there enough recreational opportunities in Fairhope?

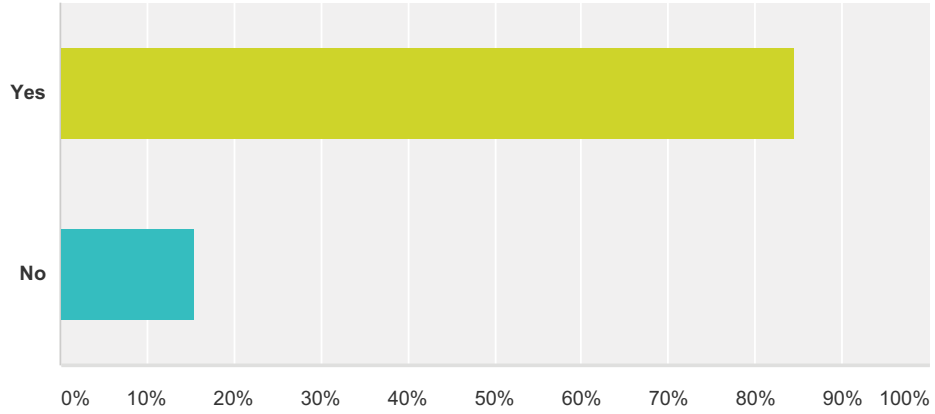
Answered: 1,698 Skipped: 175



Answer Choices	Responses
Yes	74.91% 1,272
No	25.09% 426
Total	1,698

Q24 Are walking and biking as either recreation or transportation important to you?

Answered: 1,738 Skipped: 135

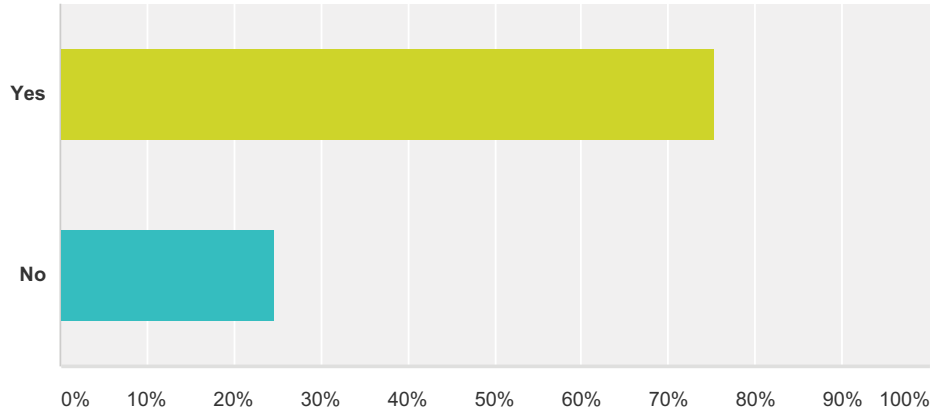


Answer Choices	Responses	
Yes	84.64%	1,471
No	15.36%	267
Total		1,738

Fairhope Community Questionnaire

Q25 In 2000, I asked your opinions on a new library, recreation center, and a performing arts center. Two of these three facilities are built. Do you support a performing arts center?

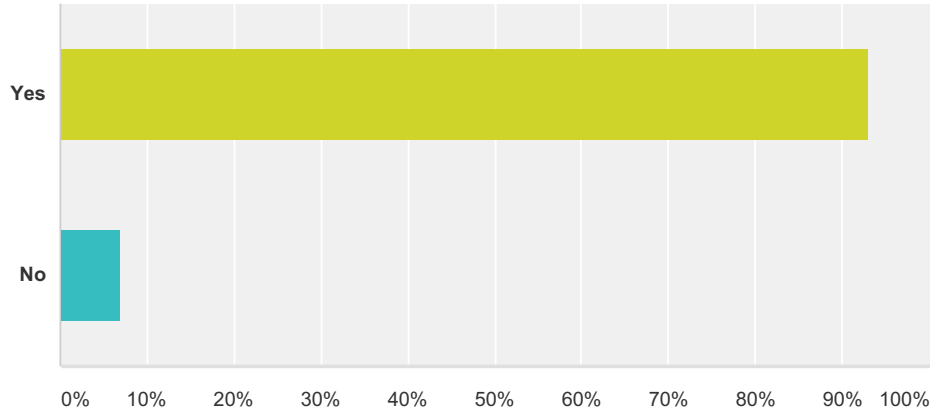
Answered: 1,703 Skipped: 170



Answer Choices	Responses	
Yes	75.28%	1,282
No	24.72%	421
Total		1,703

Q26 Would you like to keep the 108 acres the City bought at Greeno and Section St. (Triangle property) a natural greenspace with walking/ nature trails and similar opportunities?

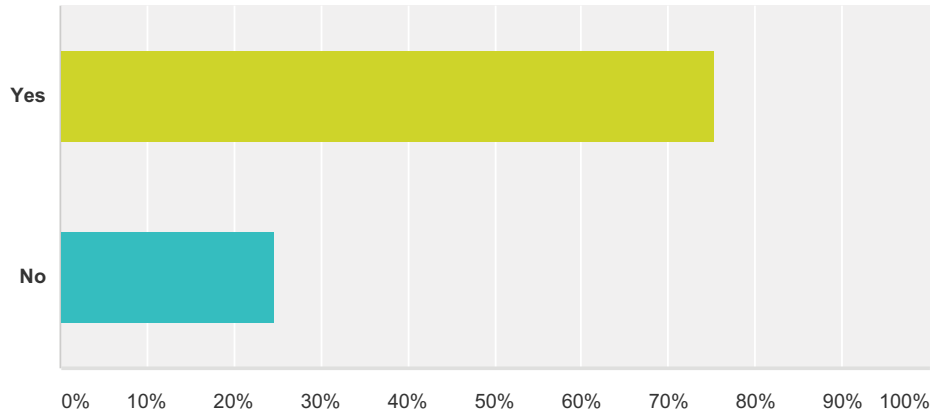
Answered: 1,716 Skipped: 157



Answer Choices	Responses
Yes	93.12% 1,598
No	6.88% 118
Total	1,716

Q27 Do you recycle?

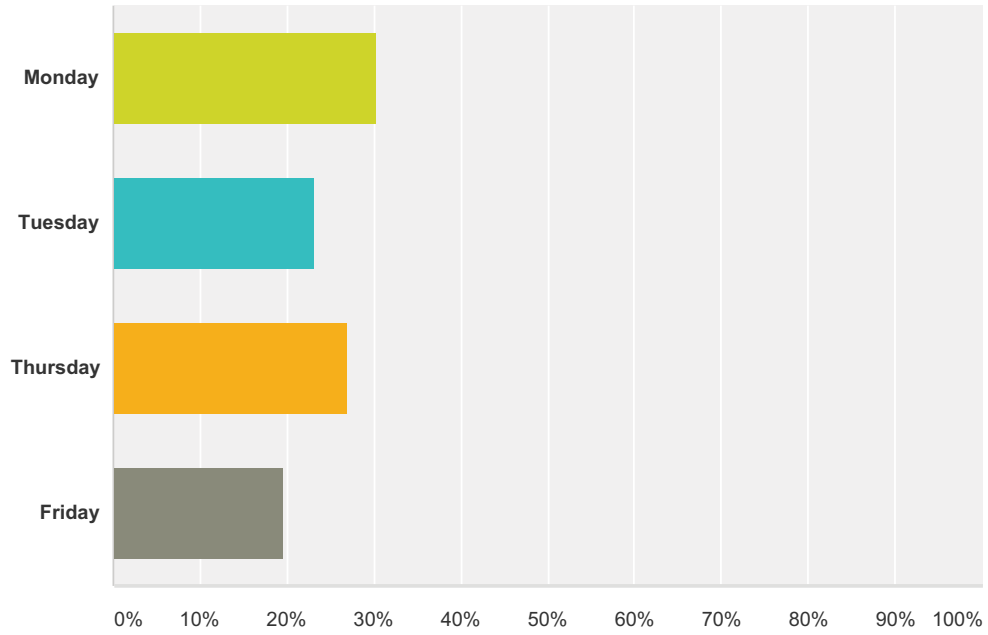
Answered: 1,724 Skipped: 149



Answer Choices	Responses	
Yes	75.41%	1,300
No	24.59%	424
Total		1,724

Q28 When is your recycle pick up day?

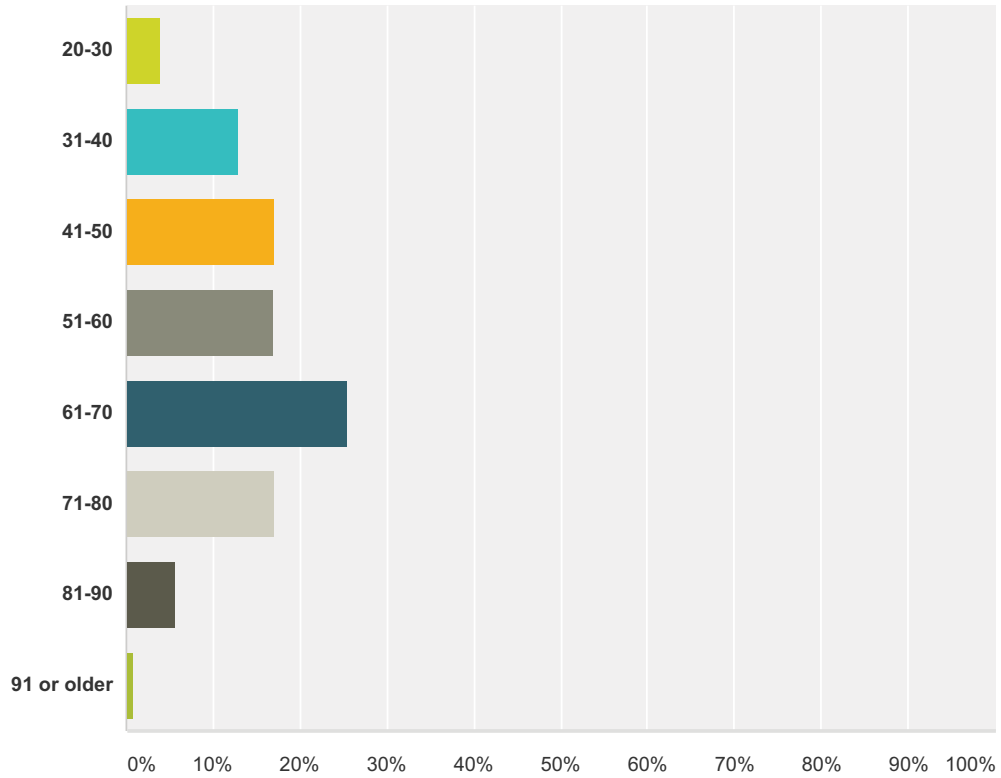
Answered: 1,298 Skipped: 575



Answer Choices	Responses	
Monday	30.20%	392
Tuesday	23.27%	302
Thursday	26.96%	350
Friday	19.57%	254
Total		1,298

Q29 What is your age?

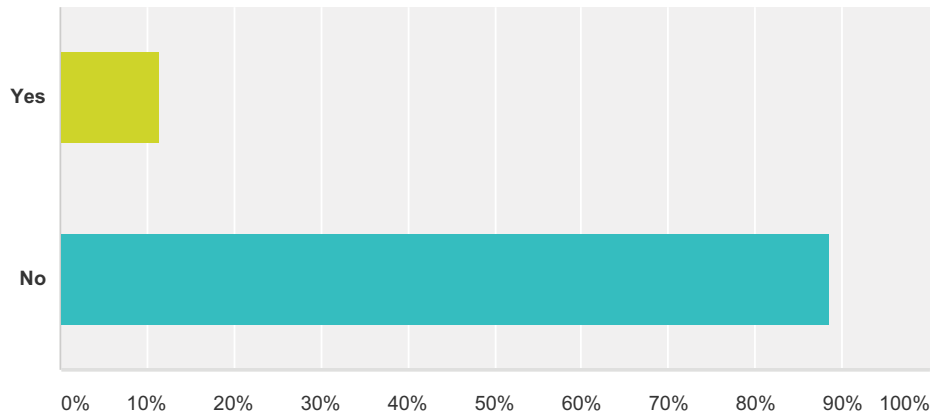
Answered: 1,732 Skipped: 141



Answer Choices	Responses
20-30	4.04% 70
31-40	12.99% 225
41-50	17.15% 297
51-60	16.86% 292
61-70	25.46% 441
71-80	17.21% 298
81-90	5.54% 96
91 or older	0.75% 13
Total	1,732

Q30 Would you like the Mayor to contact you regarding the survey?

Answered: 1,571 Skipped: 302



Answer Choices	Responses
Yes	11.58% 182
No	88.42% 1,389
Total	1,571

Fairhope Community Questionnaire

Q31 If yes, please provide the following:

Answered: 320 Skipped: 1,553

Answer Choices	Responses	
Name	98.44%	315
Address	95.31%	305
Phone	84.38%	270
Email	74.06%	237

Fairhope Community Questionnaire

Q32 If you have any other comments, suggestions, or input please elaborate here:

Answered: 509 Skipped: 1,364



Appendix C

Fairhope Comprehensive Plan Summary of Findings



Christopher D. Baker, AICP, MBA
Thompson Engineering, Inc.
March 2015

Process

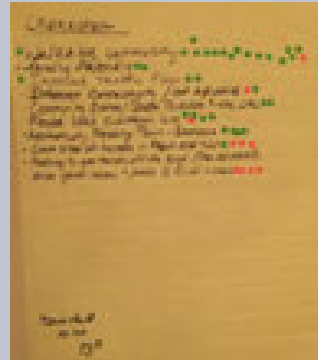
- Three Town Hall meetings in October
- Project Website
- Stakeholder Interviews
- Citizen Survey



thompson
ENGINEERING, INC.

Town Hall Meetings

- Three Town Hall meetings in October
- Good attendance as result of notices
- 126 Comment forms returned
- 14 Major categories of issues



thompson

Town Hall Comment Forms

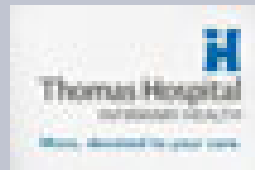
- 126 Returned
- Summarized into 11 major categories

A photograph of a printed town hall comment form. The form is titled 'TOWN HALL COMMENT FORM' and includes fields for 'NAME', 'ADDRESS', 'CITY', 'STATE', 'ZIP', and 'PHONE'. There is a large section for 'COMMENTS' and a section for 'CONTACT INFORMATION'. The form is filled out with handwritten text.

thompson

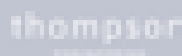
21 Stakeholder Interviews

- Held in October 2014
- Remainder held in December 2014
- 25 Major Categories



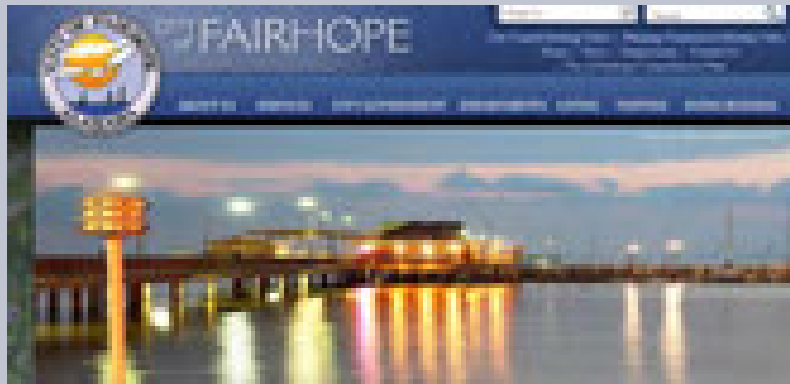
Survey

- Part of the Comprehensive Plan Update Effort
- Prepared by Thompson Engineering
- Approved by the City
- Distributed by the City



Where was it available?

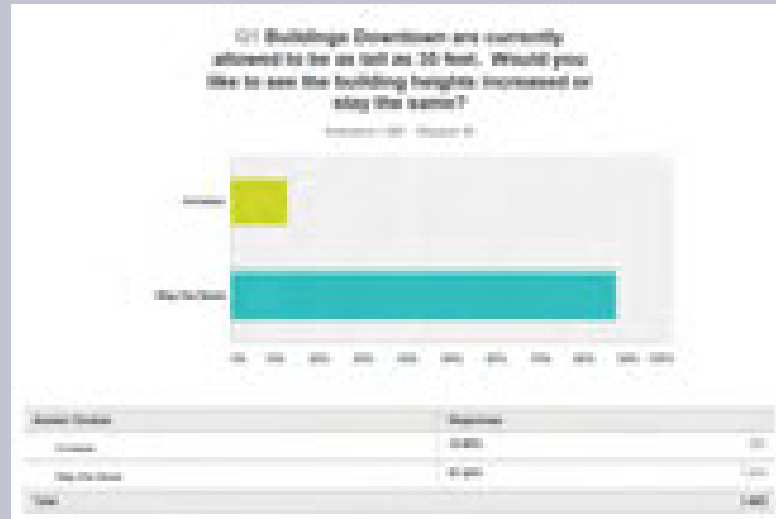
- It was available via a link on the City's website
- Paper copies were mailed to residents



How many responses?

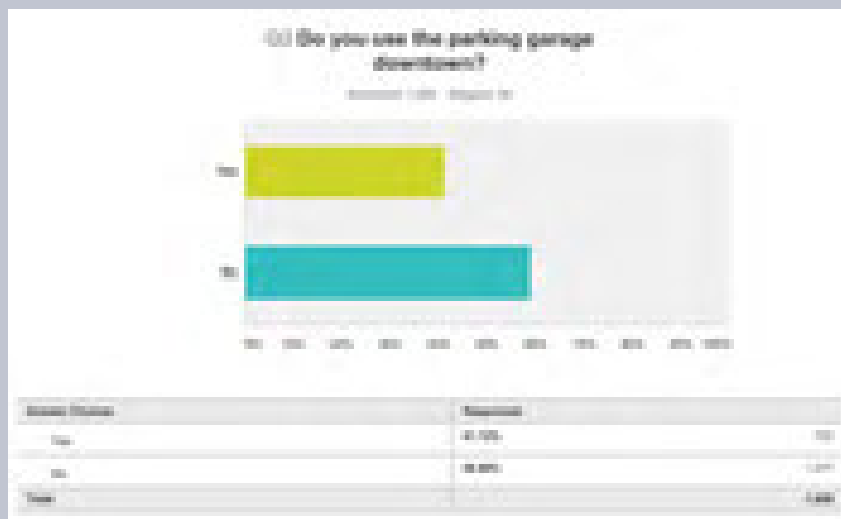
- Approximately 1,800 responses
- The number varied because not all questions were answered by people to completed the survey.
- Review tonight focuses on multiple choice questions

Results



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Results



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CONSULTANTS

Results



Results

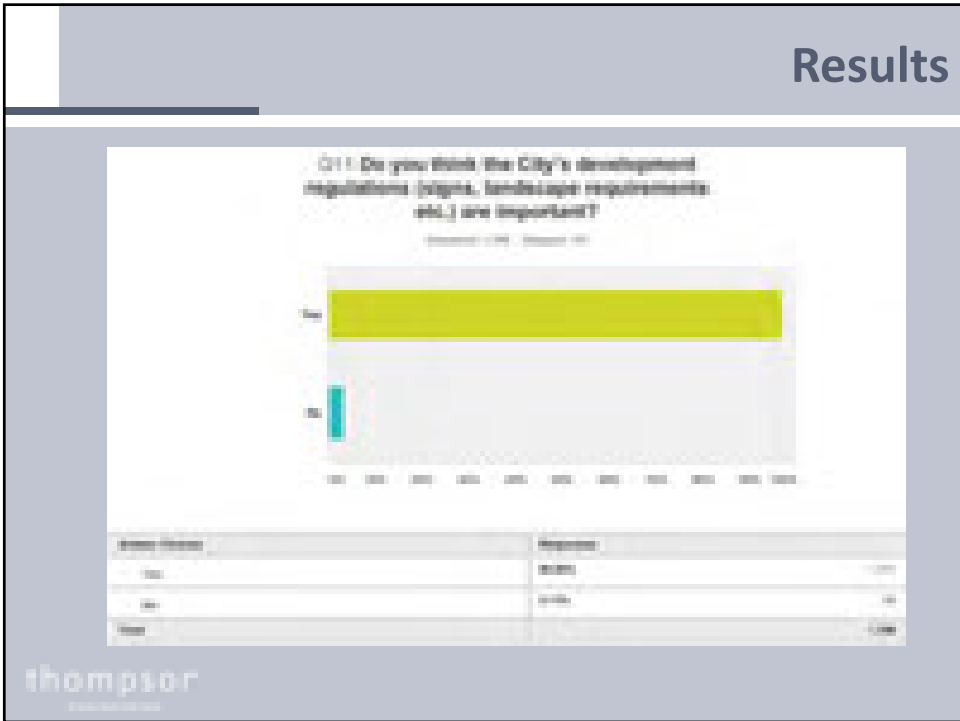


Results



Results





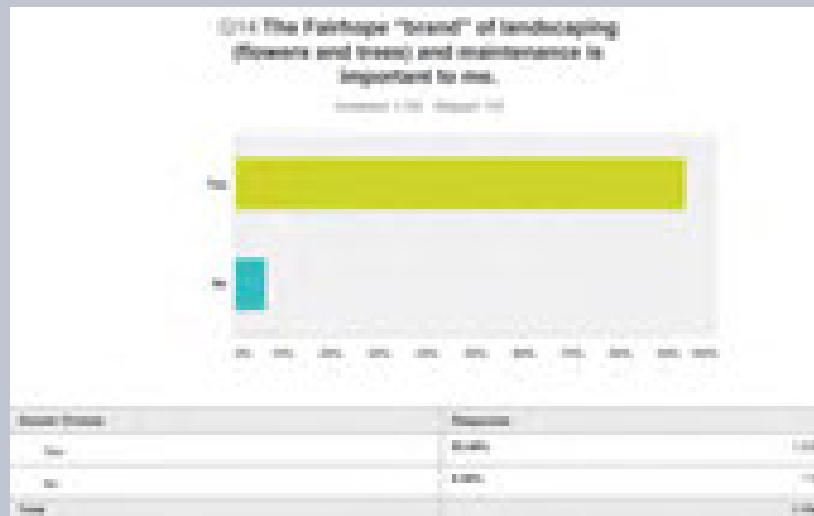
Results



Results



Results



thompson
CORPORATION

Results



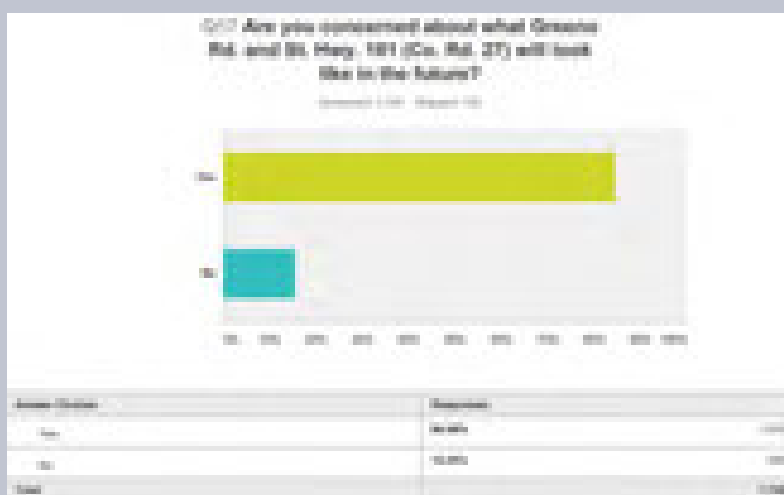
thompson
CORPORATION

Results



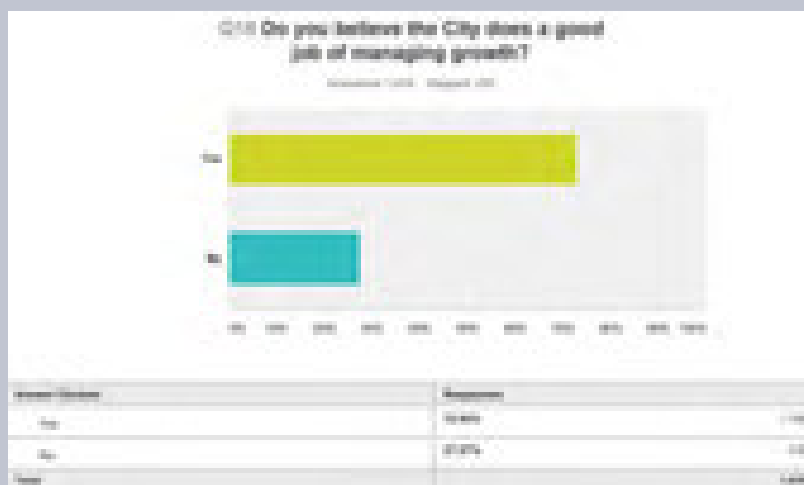
thompson
COMMUNICATIONS

Results



thompson
COMMUNICATIONS

Results



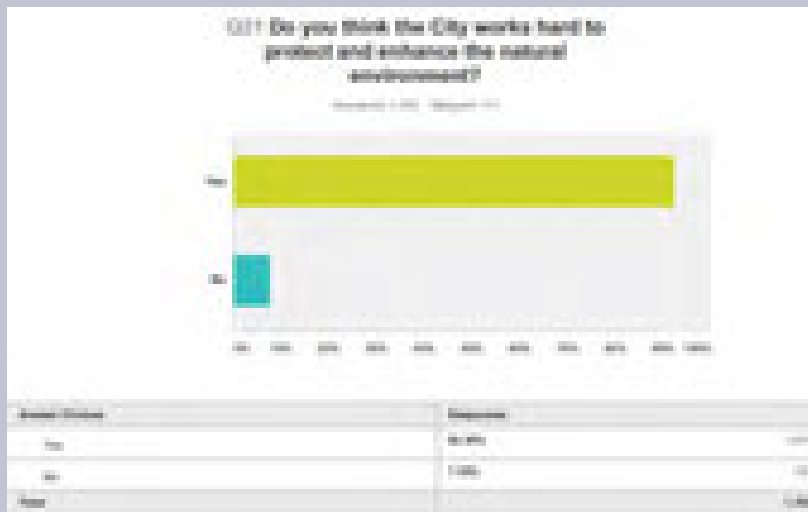
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CONSULTANTS

Results



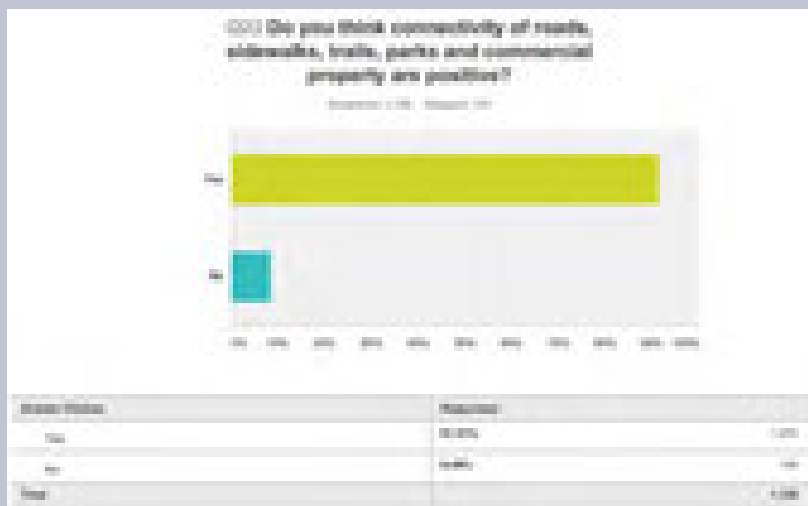
thompson
CONSULTANTS

Results



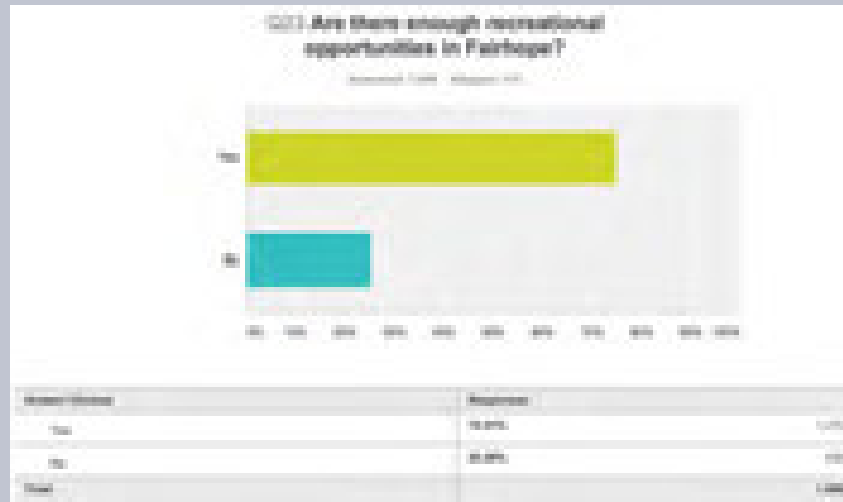
thompson
CONSULTANTS

Results



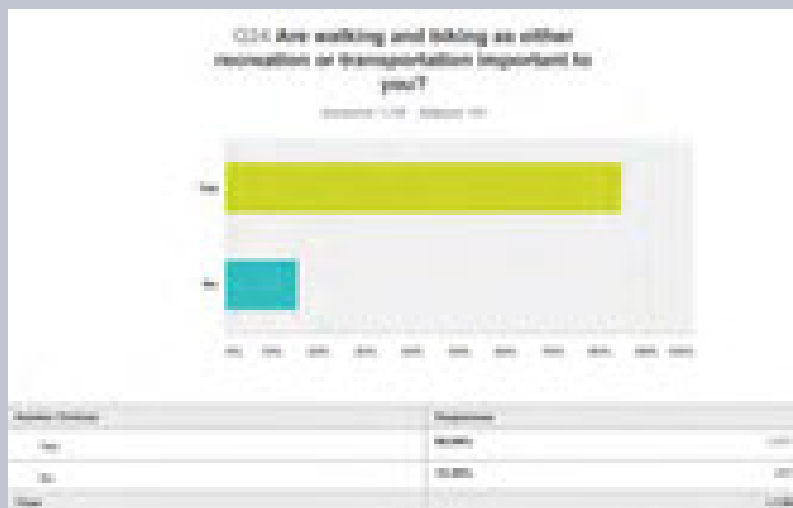
thompson
CONSULTANTS

Results

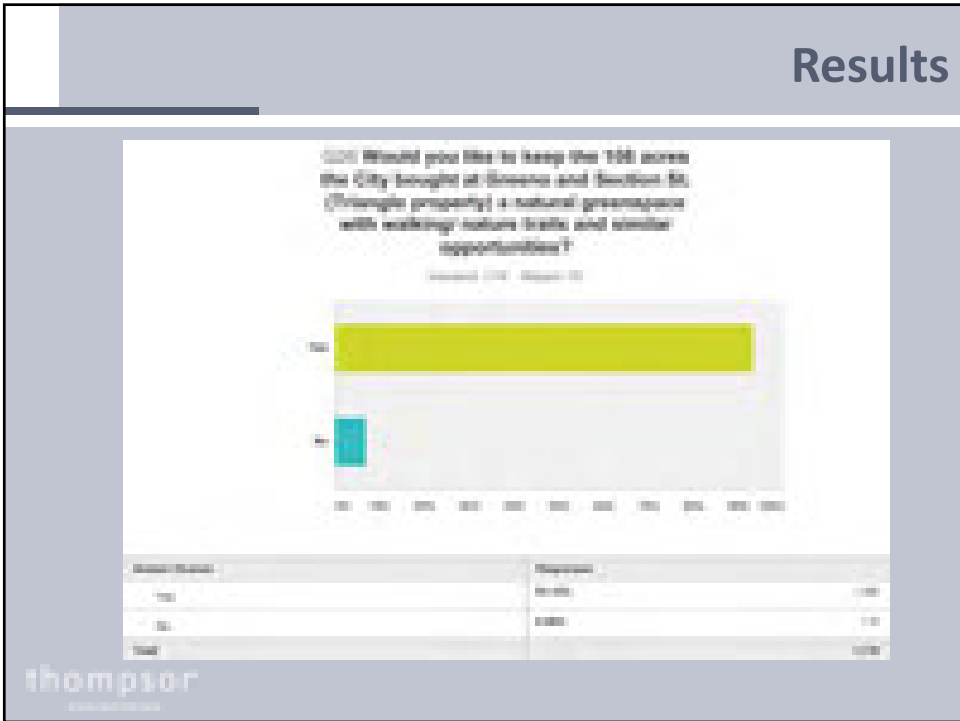


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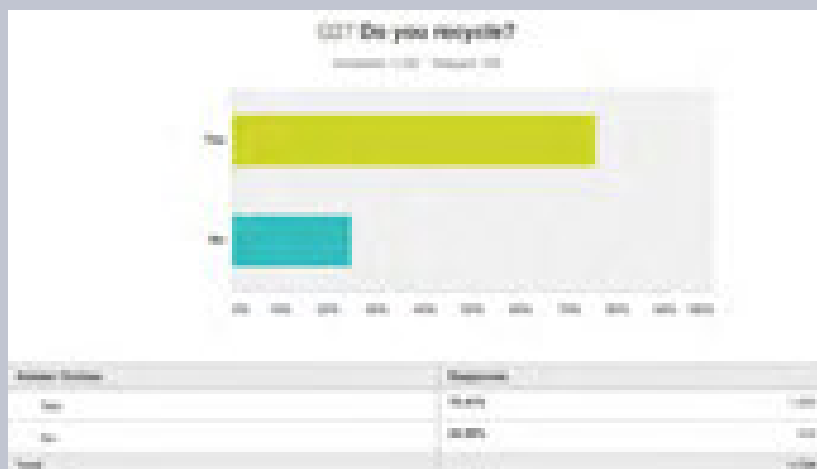
Results



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CONSULTANTS

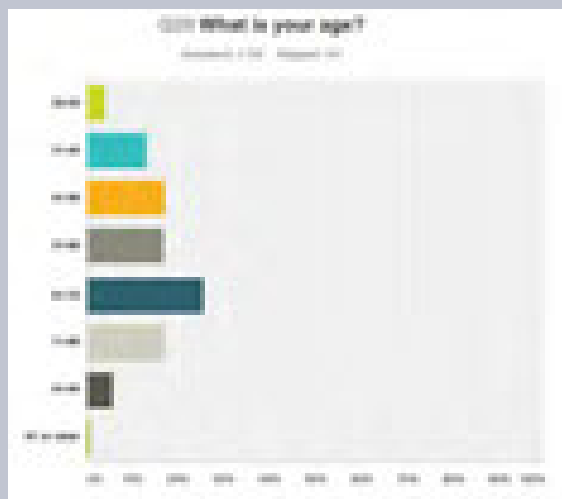


Results



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RESEARCH SOLUTIONS

Results



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RESEARCH SOLUTIONS

Next Steps

- The Thompson Team will, based in public input, create updated goals and objectives.
- Proposed goals and objectives will be presented at a Public Hearing in Early May

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FOUNDATION

Big or Small Ideas?

You have to think anyway, so why not think big?
+ Donald Trump

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FOUNDATION

Thank You!

Christopher D. Baker, AICP, MBA
cbaker@thompsonengineering.com
251.666.2443

thompson
ENGINEERING



Appendix D

Fairhope Comprehensive Plan Vision, Goals + Objectives



Thompson Engineering, Inc.
May 7, 2015

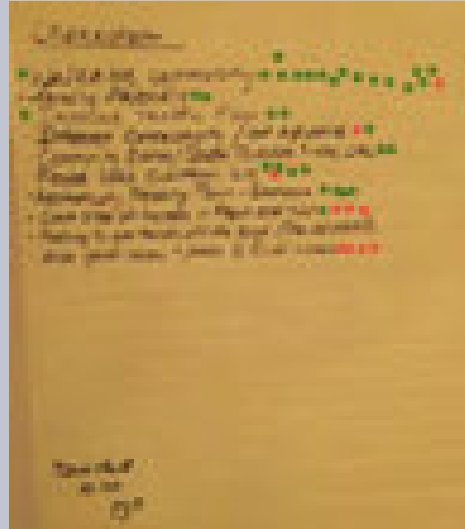
Process to Date

- Town Hall Meetings
- Town Hall Comment Forms (on Project Website)
- Stakeholder Interviews
- Citizen Survey
- Summary of Findings Document



Town Hall Meetings

- Three Town Hall meetings in October
- Good attendance as result of notices
- 126 Comment forms returned
- 14 Major categories of issues



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Town Hall Comment Forms

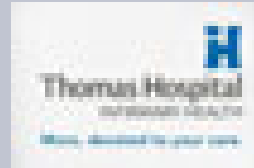
- 126 Returned
- Summarized into 11 major categories

A scan of a 'TOWN HALL COMMENT FORM'. The form is titled 'TOWN HALL COMMENT FORM' at the top. It has several sections for information: 'NAME', 'ADDRESS', 'CITY', 'STATE', 'ZIP', 'PHONE', 'E-MAIL', and 'COMMENTS'. The 'COMMENTS' section is the largest and contains several lines of text. At the bottom of the form, there are logos for 'THOMPSON CONSULTANTS' and 'VOTER'.

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Stakeholder Interviews

- Held in October 2014
- 21 interviews
- Remainder held in December 2014
- 25 Major Categories



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ENGINEERING

Citizen Survey

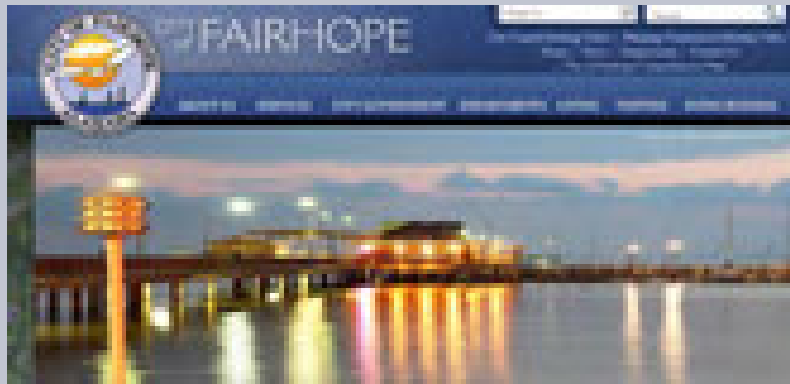
- Part of the Comprehensive Plan Update Effort
- Prepared by Thompson Engineering
- Approved by the City
- Distributed by the City



thompson
ENGINEERING

Citizen Survey: Where was it available?

- It was available via a link on the City's website
- Paper copies were mailed to residents



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Citizen Survey: How many responses?

- Approximately 1,800 responses
- The number varied because not all questions were answered by people to completed the survey.
- Multiple choice questions
- Open ended questions

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Summary of Findings Document

- Delivered in March 2015
- Presented at regular Planning Commission meeting
- Highlighted all input provided to date
- Found common themes and opportunities
- Basis of Vision, Goals and Objectives

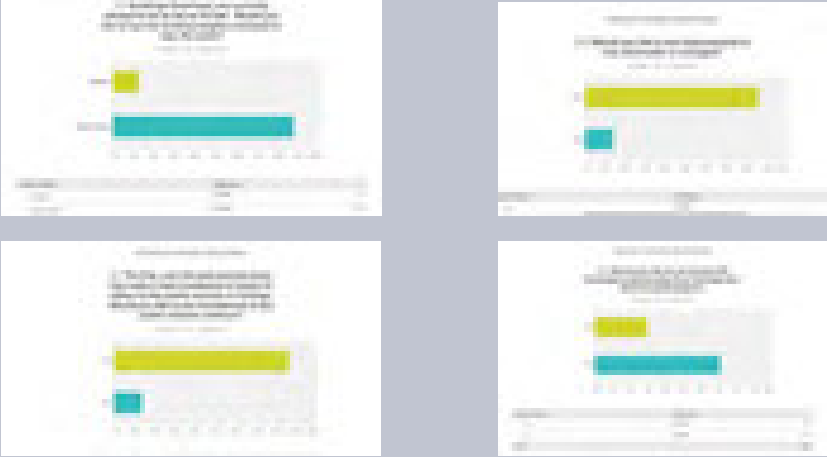
thompson
CONSULTANTS

Proposed Vision Statement

*To continue to be a premier small town
in the South where growth enhances
the vibrancy of the City,
while offering exceptional quality of life
and preserving the “Fairhope” identity.*

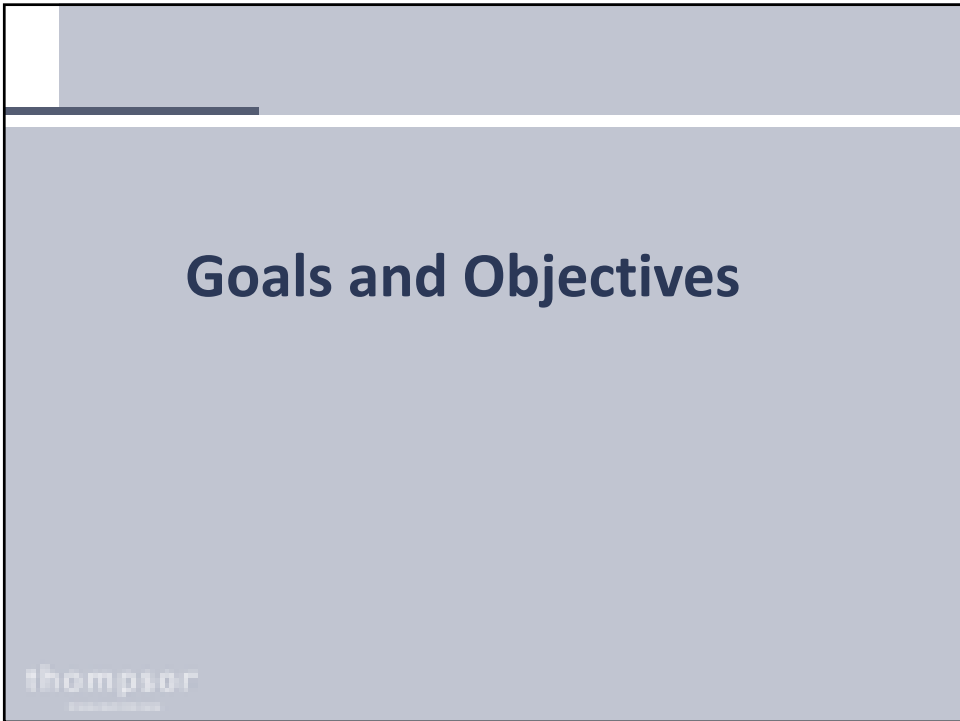
thompson
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Selected Survey Results



The slide displays four survey result charts arranged in a 2x2 grid. Each chart shows a horizontal bar chart with a yellow bar and a teal bar. The charts are titled with survey questions, but the text is too small to read. The 'thompson' logo is visible in the bottom left corner of the slide.

Goals and Objectives



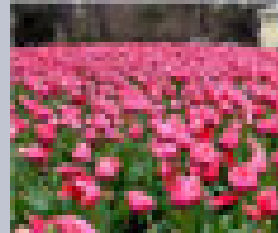
The slide features a large, centered title 'Goals and Objectives' in a bold, dark blue font. The background is a solid light gray. The 'thompson' logo is located in the bottom left corner.

Physical Image: Goals and Objectives

Physical Image

Continue to maintain the high level of care and investment in the physical image of the City.

- Provide adequate resources to maintain the City's **arbor and horticulture programs**.
- Evaluate the **financial implications** of proposed expansion arbor and horticultural programs and areas.
- Protect the **existing building heights** permitted Downtown.
- Develop a "**Fairhope**" **pattern book** for architectural design that reflects the City's scale, traditional materials, and building composition.

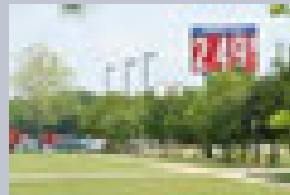


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PLANNING ARCHITECTURE

Physical Image: Goals and Objectives

Continued...

- Consider creating a **community development corporation** that could assist with historic preservation on a volunteer basis.
- Continue to strictly enforce the **sign and landscape ordinances**.
- Ensure appropriate place for **social interaction and recreation on the East side of Fairhope** (East of Greeno Road and beyond).
- Continue to improve the **physical connections** between "East" and "West" Fairhope.
- Ensure that the image of **public rights-of way in "East" Fairhope** are enhanced and maintained to the same level as "West" Fairhope.



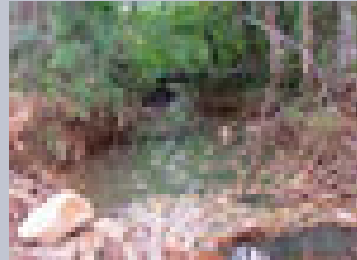
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PLANNING ARCHITECTURE

Environment: Goals and Objectives

Environment

Improve, protect, enhance, and enjoy Fairhope's natural environment.

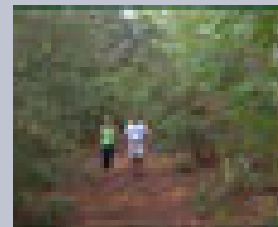
- Utilize **low impact development** practices.
- Maintain the stability of **gullies**.
- Manage **stormwater as a resource** to be capitalized upon, not discarded by-product.
- **Re-evaluate comprehensively how stormwater is managed** for both public properties and private development.



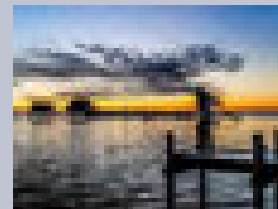
Environment: Goals and Objectives

Continued...

- Provide for natural or minimally developed **park areas**.
- Proactively seek ways to **protect** natural resources, sensitive ecological areas, and **leverage** them as a quality of life enhancement.
- Preserve, protect, and enhance Fairhope's **connection to Mobile Bay**.
- Continue to lead in protecting and improving **water quality in the Bay** and stormwater release.



azaleaacresrvpark.com



Fairhope Supply Co.



Urban and Community Design: Goals and Objectives

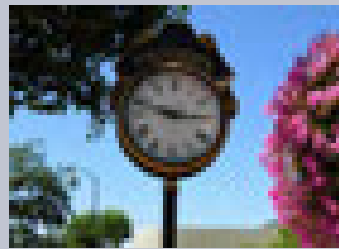
Urban and Community Design

Continue to reinforce and enhance Fairhope's brand image as unique in both physical character and design of new development.

- Create **focal points in new residential development**, such as water features, centrally located public greenspaces and parks, and other planned enhancements.
- Create **focal points in new commercial development**, such as identifiable architectural features, building placements that highlight attractive views, and similar planned enhancements.
- Enhance **existing neighborhoods** with public improvements, as feasible.



best-us-romantic-getaways.com



realestatefairhope.com

thompson
COMMUNITY DESIGN

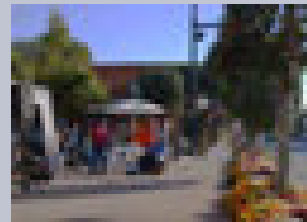
Urban and Community Design: Goals and Objectives

Continued...

- Provide appropriately located **public parks, street trees, and other amenities**.
- Continue to support the development of **artistic, cultural, and recreational opportunities**.
- Work to create and maintain **communication** between and among the neighborhoods, business, and local government.
- Continue to emphasize the **pedestrian experience** and work to **enhance safety** and additional opportunities.
- Provide **safe bicycle routes** with appropriately designed bicycle facilities with new and existing development.



City-data.com



Marc_714

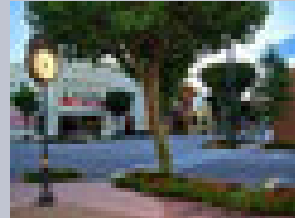
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COMMUNITY DESIGN

Development Framework: Goals and Objectives

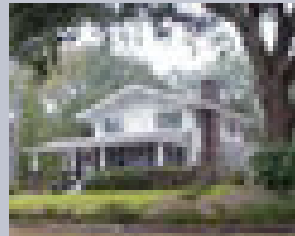
Development Framework

Guide commercial and high density growth to locations that can be efficiently and effectively served with utilities and public services such as police, fire, and public works.

- **Define downtown** as the City's and regional focal point by continuing public investment in maintenance and improvements.
- Evaluate proposed development with careful consideration to the **long term vitality of downtown and the other existing and potential villages** based on market and design driven forces.
- Encourage, promote, and simplify high quality **development practices that support the scale and character of existing neighborhoods and commercial areas.**



pining.com



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Development Framework: Goals and Objectives

Continued...

- Prioritize **projects that “pay their way”** by covering the capital costs of increased public services.
- Develop a **strategic annexation plan** that is based partnership between the City and property owners.
- Ensure that new all **new development is reflective of the Fairhope physical image** and appropriately connected for people, bikes, and cars.

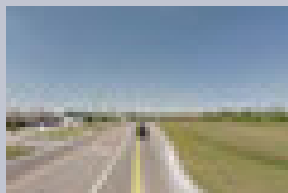


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Development Framework: Goals and Objectives

Continued...

- Increase discussions with the County on planning and regulatory goals so appropriate relationships, results, and **transitions can be made between rural areas and villages.**
- Ensure that **St. Hwy181 is an effective transportation corridor that is also reflective of Fairhope's image** and resembles the physical and developmental success along Greeno Rd.
- Define the **commercial growth of Greeno Rd. with edges**, thus, ensuring an appropriate ending point.



Google Earth



Google Earth

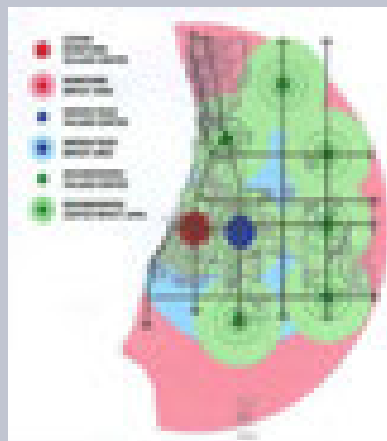
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Villages: Goals and Objectives

Villages

Relentlessly work to bring villages to life through proactive partnerships, as well as political and civic leadership.

- Form a **village development task force** comprised of City staff, relators, builders, property owners, bankers, and developers who share a common interest in making the villages come to life within a defined timeframe.
- Proactively **engage landowners** where villages are contemplated.
- Research **partnership opportunities** for the "right type of village at the right place".



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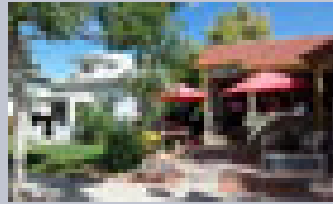
Villages: Goals and Objectives

Continued...

- Consider **all options available to encourage village development** from utilities to public service and discourage non-village development; from utilities to public services.
- Develop a short, not planning jargon based, **video** that clearly and effectively communicates what a village is.
- Offer **planning and engineering assistance** in order to work as a partner with property owners when a village is proposed.
- Consider using a **range of incentives** to help bring villages to life.
- Assist in bringing a village to life within **five years**.



metrojacksonville.com



denvergov.org

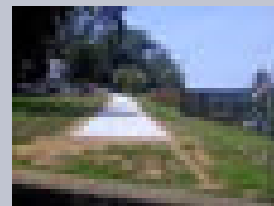


Transportation Network: Goals and Objectives

Transportation Network

Continue to improve mobility in the City for all modes of transportation, while reinforcing public rights-of-way as prominent public space.

- Utilize the resources of the **Metropolitan Planning Organization** in order to improve traffic capacity and mobility at intersections.
- Proactively consider **improvements to Gayfer Avenue Extension, Twin Beech Road and County Road 32 from 181 to Section Street** in order to improve East/West mobility and the delivery of public services, considering the current speed of development.
- Develop a **master sidewalk plan** that is phased, implementable, and based on realistic budgets.



thefairhopetimes.blogspot.com



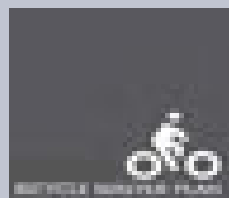
Transportation Network: Goals and Objectives

Continued...

- **Refine connectivity standards** so the long term form of Fairhope is maintained but also offers flexibility.
- Leverage the use of the **Transit Hub** to better manage parking at **Faulkner State**.
- Maintain a **street network that is rooted in context sensitive design**, and that balances all user groups.
- Consider the creation of a **trolley loop**, on a small scale.
- Develop a **master bicycle plan** that is phased, implementable, and based on realistic budgets.
- Implement **greenway design initiative** that serves both aesthetic and transportation purposes.



<http://sustainablecitiescollective.com>



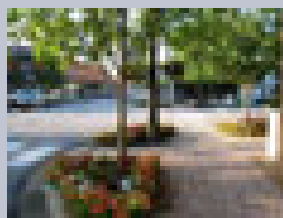
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Infrastructure: Goals and Objectives

Infrastructure

Plan, provide, and maintain cost effective and efficient infrastructure that promotes orderly growth and meets environmental goals.

- Ensure that **road capacity and mobility improvements are correlated** with development proposals.
- **Target public funds for mobility improvements** at strategic locations that best implement the comprehensive plan and create additional investment and revenue.
- Develop an **asphalt management plan** to ensure that routine maintenance takes place within appropriate budget constraints.



tripadvisor.com



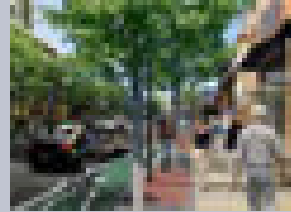
montgomerycountymd.com

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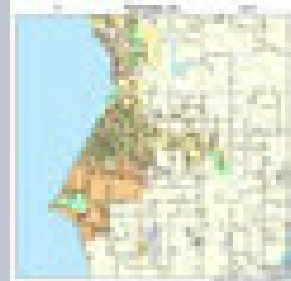
Infrastructure: Goals and Objectives

Continued...

- Continue to implement “**complete streets**” in accordance with City Council policy.
- Use **infrastructure investment as a tool** to manage growth, density, and to assist in bringing villages to life.
- Develop a **5-year Capital Improvement Plan** based on impact fee collections, City capital investments, and the Comprehensive Plan that is publically approved by the Planning Commission and the City Council.



completestreetsforcanada.ca



landsat.com

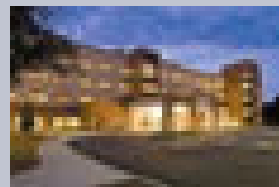
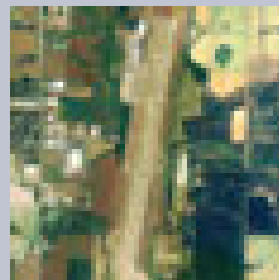
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Economic Development: Goals and Objectives

Economic Development

Grow the City in a manner that balances residential, commercial, and industrial development so that all sectors of the local economy may realize improvement.

- Take a proactive approach to **economic development** that **leverages Fairhope’s assets**.
- Build on recent successes at the HL “**Sonny**” **Callahan Airport** and the development of the regional aerospace industry.
- Continue to support **Thomas Hospital** as an important economic engine for the City.



Pinterest.com

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Economic Development: Goals and Objectives

Continued...

- Continue to take a proactive role in **participating in regional issues** such as public and community education, I-10 Bridge, Mega-Site, Airbus, and similar opportunities.
- Strengthen the **cooperative relationship** among the City, Downtown Merchants, and the Grand Hotel.
- Leverage **Fairhope's national and regional** reputation to drive additional investment and business growth.



Bing

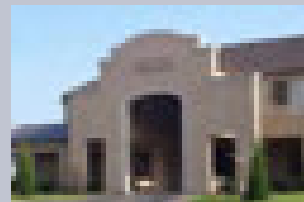
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Quality of Life: Goals and Objectives

Quality of Life

Build quality recreation facilities, cultural venues, public safety services, and reinforce Fairhope's schools as cornerstones to long term quality of life.

- Maintain **civic uses** (government and public safety) **and religious uses Downtown** to ensure long term viability and investment.
- Continue to provide **exceptional public safety**.
- Plan for the continued support and enhancement of the **Fairhope Volunteer Fire Department** and augment their abilities in personnel and equipment as appropriate.
- **Maintain all of the City's recreational** assets to the highest standard.



Fairhopesingletax.com

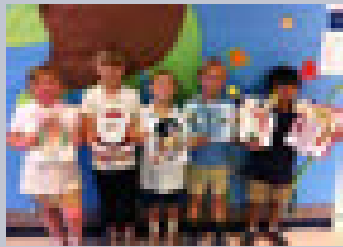


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Quality of Life: Goals and Objectives

Continued...

- The City of Fairhope should continue to **support the public schools** in Fairhope with funding and in-kind contributions.
- Work with the Fairhope Single Tax Corporation to fully **develop the “nature park”** as a recreational asset for “East” Fairhope.
- Proactively **develop additional parkland** in “East” Fairhope.
- Continue to **improve the physical image and opportunities in “East” Fairhope**, so it emulates the physical image of “West” Fairhope.



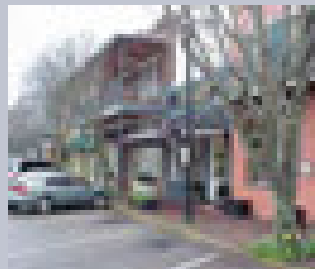
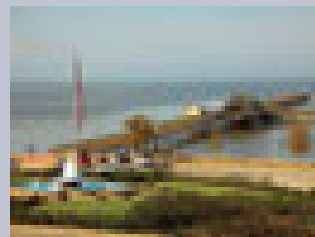
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Tourism: Goals and Objectives

Tourism

Expand and build on existing relationships to increase Fairhope’s attraction as a tourist destination.

- **Improve way-finding around the entire City for visitors** with a consistent and high quality theme so that navigation can be more understood easily.
- **Improve way-finding for public parking opportunities** and guide visitors and residents alike to the Downtown parking garage.
- Highlight Fairhope in **regional and national publications and websites**.



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Tourism: Goals and Objectives

Continued...

- Budget in order to produce **economic development and tourism videos**.
- Engage the **Gulf Coast Visitor Convention Bureau** in order to capture more day trippers from the Beaches.
- Actively partner with the **birding trail and scenic byway designations** to continually increase awareness of Fairhope.
- Continue to support the **Birding Festival, Arts and Crafts Festival, and other large scale events** that draw visitors.
- Utilize the new **soccer fields and other athletic facilities** to draw visitors to Fairhope.



AlabamaCoastalBirdFest



Eric Mann

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Next Steps

- Creation of alternative land use plans
- Deliverables to staff in July 2015.
- Public Hearing in August 2015

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Big or Small Ideas?

You have to think anyway, so why not think big?

Donald Trump

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Thank You!

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