

FOLEY FORWARD

**Foley Comprehensive Plan
March 2019**



GMC

ACKNOWLEDGMENTS

Mayor	John Konair
City Council	J. Wayne Trawick Vera J. Quaites Ralph G. Hellmich C. Rick Blackwell Charles J. Ebert, III
City Administrator	Mike Thompson
Community Development	Miriam Boutwell, AICP Melissa Ringler Amanda Cole
Downtown Plan Advisory Committee	Charlie Ebert John Foley Ralph Hellmich Phillip Hinesley Frances Holk-Jones Glenn Manning Sue Steigerwald Sherry Sullivan James Wallace Chad Watkins
Southeast Quadrant Advisory Committee	Henry Baroco Amanda Cole Leslie Gahagan Phillip Hinesley Jimmy Peavy Sue Steigerwald David Thompson David Vosloh James Wallace Chad Watkins

The Citizens of Foley who participated through the planning process.

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INTRODUCTION AND BACKGROUND

PART 1 Research

- »Form Advisory Committee
- »Review changing community conditions
- »Assess community assets and opportunities

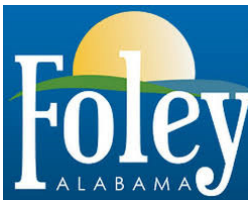
PART 2 Engage

- »Community Workshop
- »Community Open House
- »Planning Commission

PART 3 Develop Plan

- »Develop Goals, Policies and Projects for the Quadrant
- »Prioritize Action Plan

FORWARD ADOPTION



Foley Forward planning process

Foley, a community of 18,288 people, is centrally located in southern Baldwin County, Alabama. The City is named for John B. Foley of Chicago, who bought land in the area in 1901 and then formed Magnolia Springs Land Company. He persuaded the Louisville and Nashville Railroad (L&N) to run a spur to the area by promising to pay for the crossties needed for the line.

The city was incorporated in 1915 and, with its rail service in place, became the economic hub of South Baldwin County, warehousing and shipping local farm products, notably potatoes. Through the years, the agricultural economy has remained strong. Although the railway service was discontinued in the 1970s, Foley's location – convenient to interstate highways, international shipping and air service – has remained a driving force in its development.

While much of this coastal region is heavily tourism-dependent, the City of Foley has maintained a broader economic base. Along with the addition of attractions and businesses in the hospitality industry, the city and the entire South Baldwin area continue to see tremendous growth in all industries, both in the expansion of established businesses and the addition of new businesses into the community.

COMPREHENSIVE PLAN PROCESS

In 2018, the City of Foley embarked on a process to update the 2008 Comprehensive Plan. Over the course of the previous ten years, the City underwent a tremendous change from the growth and development across southern Baldwin County. As a result, the City began the process to review the 2008 Comprehensive Plan and consider updates to the plan. The planning process for the Southeast Quadrant is based upon the chart below.

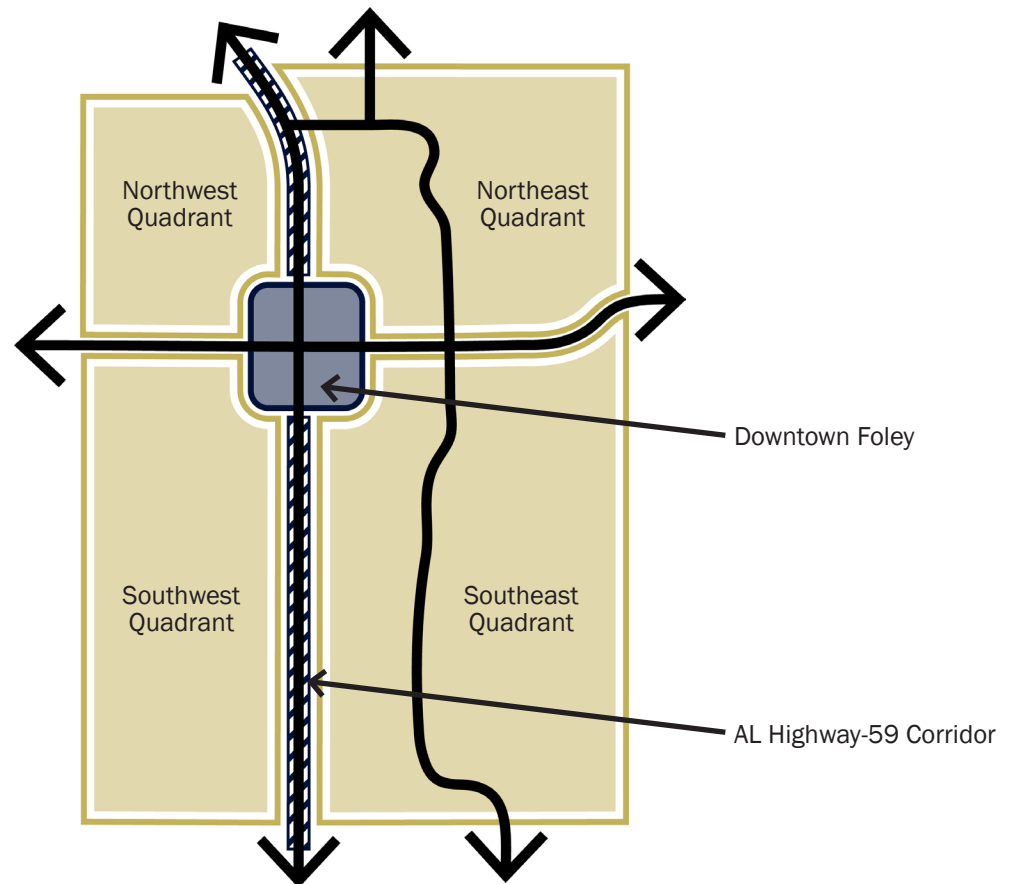
Comprehensive Plans are long-range policy guides for communities for the purpose of preparing for future growth and development. As such, a series of tasks are undertaken during the planning process to ensure a thorough understanding of the community. Because communities are continually evolving, Comprehensive Plans should be treated at 'living documents' and should be regularly reviewed by City Staff, the Planning Commission, and the City Council.



STRUCTURE PLANS

The development of the Foley Forward: Comprehensive Plan is based upon an understanding and review of the City as a series of sectors. These sectors were determined through discussions within the City leadership to effectively understand and study the City based on different geographies. Each sector within Foley has a unique set of assets and opportunities that will be carefully considered in the development of future plans, and each sector will relate back to a unified vision and the guiding principles for the City. During the development of each subsequent sector plan, the vision and guiding principles will be reviewed as well as any unique analysis that needs to occur within the sector. As demonstrated in the following figure, the City was divided into six unique sectors. Through on-going plan development, each of the sectors will ultimately be included in Foley Forward.

- » Downtown Foley
- » Southeast Quadrant
- » Southwest Quadrant
- » Northeast Quadrant
- » Northwest Quadrant
- » AL Highway-59 Corridor



General diagram of the Foley area and sector plans for Foley Forward.

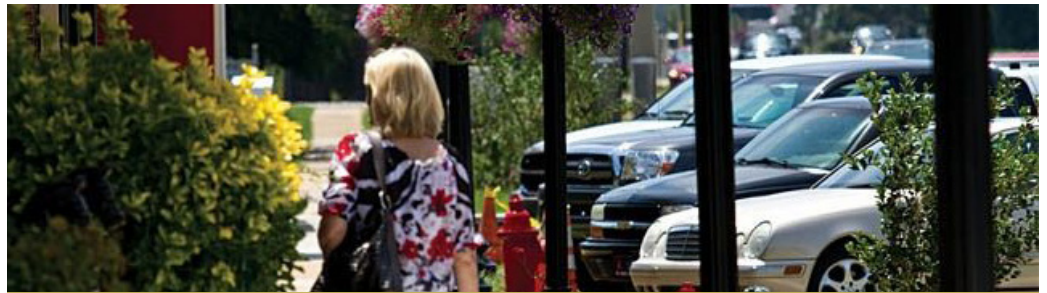
The Citywide vision for Foley is to...

Create a city that has sense of place, protects and preserves its natural environment, celebrates its agricultural history and context, and accommodates anticipated growth and development for the area.

Foley Forward strives to advance the vision that was set forth by the citizens of the community through careful reflection of the Guiding Principles and consideration of goals, policies and projects.

VISION AND GUIDING PRINCIPLES

Now and into the future, these five principles statements outline our core values. These are what we believe in...

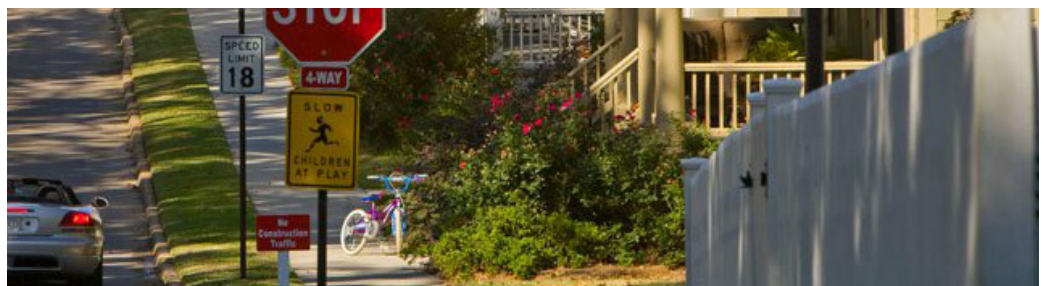


Enhance Sense of Place

The plan should in every way protect, promote and ensure the unique sense of place that defines and reflects Foley including its landscape, its built environment, its history, and its culture.

Strategies:

- » Develop downtown as a destination
- » Preserve historical context
- » Preserve agricultural context in rural areas
- » Enhance neighborhoods through traditional neighborhood standards
- » Protect and enhance corridors through the City



Raise Development Standards

The plan should suggest “raising the bar” with regard to development standards to guide future developments and redevelopments including residential and mixed use.

Strategies:

- » Promote quality design in future developments and redevelopments
- » Encourage inclusion of green infrastructure as an amenity
- » Enhance walkability and bikeability through infrastructure improvements and community design

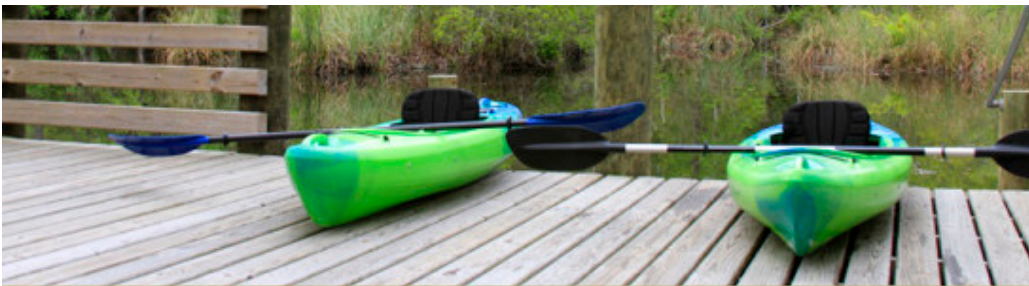


Preserve Environmental Features

The plan should protect the environment and capitalize on the City's natural features. Including development of greenways, parks and open space, tree canopy, and landscape standards for all future development and redevelopment within the City of Foley.

Strategies:

- » Pursue stream mitigation strategies
- » Enhance stormwater management through regional opportunities
- » Preserve agricultural context in rural areas
- » Expand recreational opportunities in natural areas



Promote Responsible Regionalism

The plan should in every manner possible define and recommend actions to facilitate the City's desire to serve as a principal partner in support of regional growth and development. Context sensitive development, historical preservation, nature-based tourism, community public health, industrial recruitment and support for the school system are key issues with regional impacts that should be supported throughout the plan.

Strategies:

- » Provide transportation infrastructure for efficient travel routes for residents and tourists
- » Provide residential housing options that meet the needs of the growing region
- » Enforce access standards along Foley Beach Express
- » Promote natural-based tourism opportunities

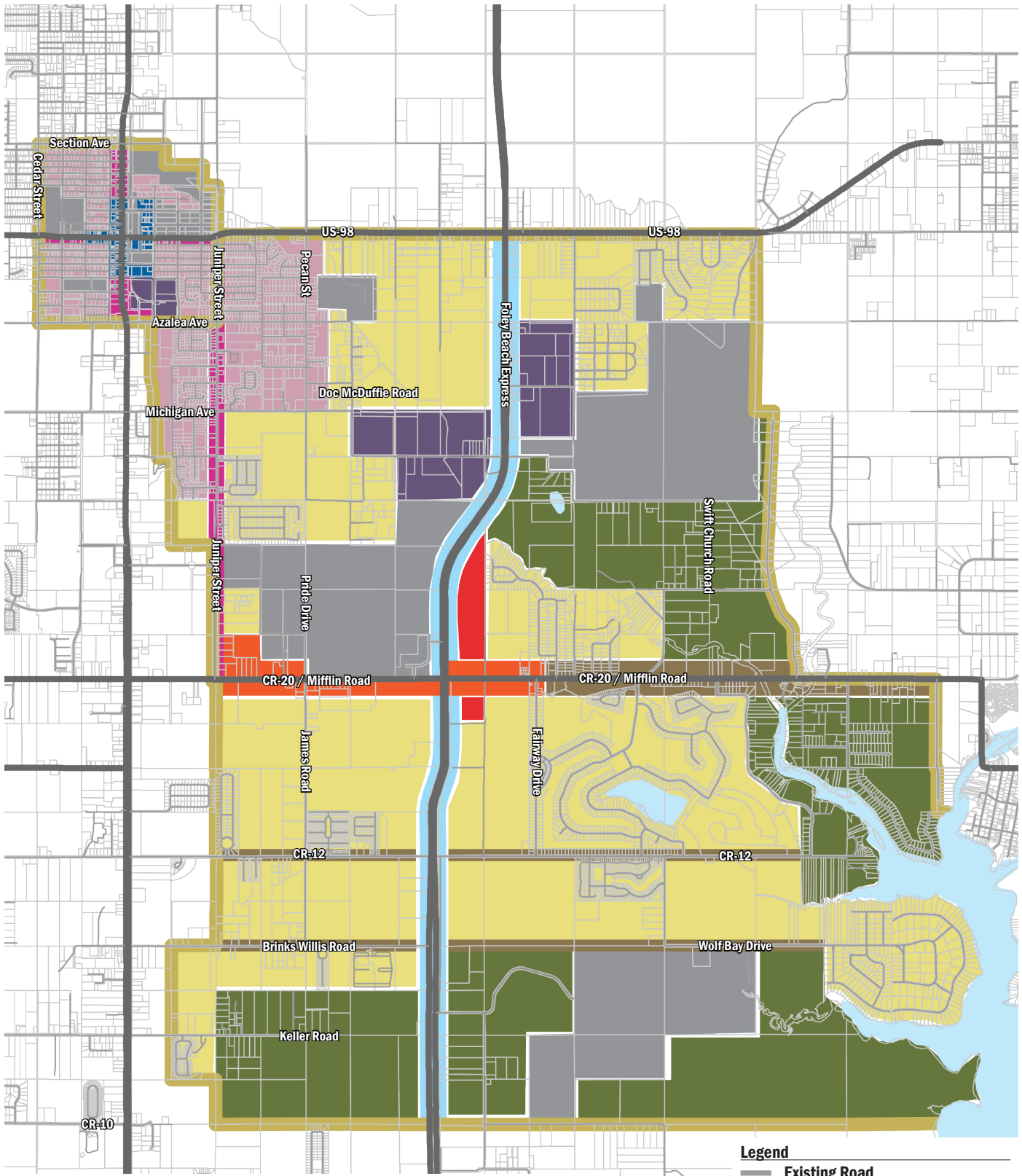


Enhance Local Infrastructure

The plan should encourage the development of community and public infrastructure that addresses current issues and forecasted future needs. Through local and regional partnerships, infrastructure providers should be aware of the growth and development of the region so facilities can accommodate future growth.

Strategies:

- » Seek opportunities to leverage improvements and upgrades
- » Pursue regional approaches to infrastructure
- » Consider 'cutting-edge' technologies to improve efficiencies and outcomes



As Foley Forward is completed in subsequent Sector Plans, this diagram will be updated to reflect the city-wide Development Framework

Legend

- Existing Road
- Quadrant Planning Area Boundary
- Water

DEVELOPMENT FRAMEWORK

The Development Framework outlines the form that development should occur along the major corridors and in the centers and development areas, acting similarly to a more traditional future land-use map by laying a foundation for future zoning changes and land-use decisions. The development areas are classified as corridors, centers, neighborhoods and areas and follow a continuum from urban to traditional to suburban to almost rural.

The Development Framework Maps lay the foundation for future land-use decisions and regulations, directing development activity to occur not strictly according to use but according to character.

DOWNTOWN

Intent

- » Infill development that complements the existing character and enhances the pedestrian-friendly urban environment
- » Fewer surface parking lots - more structured parking
- » Increased streetscaping, including improved sidewalks, street furniture and lighting along corridors
- » Greater mix of uses - retail, restaurant, office, residential

Preferred Character



TRADITIONAL CORRIDOR

Intent

- » Emphasize retaining historic buildings and creating appropriate, infill development of similar density
- » Encourage mixed housing types including small multi-family structures along the corridor
- » Combine and close driveways to create a continuous pedestrian friendly environment
- » Auto, bicycle, transit and pedestrian traffic are accommodated

Preferred Character



TRADITIONAL NEIGHBORHOOD

Intent

- » Better connectivity to downtown with accessibility to retail and services
- » Appropriately scaled and designed infill development, including housing in a variety of configurations
- » More sidewalks and streetscaping
- » Protections for historic properties

Preferred Character



SUBURBAN CENTER

Intent

- » Accommodation of all users: automobile, bicycle, pedestrian, and transit
- » Encourage redevelopment of existing strip centers into mixed-use development or green space
- » Enhanced standards, buffers and stormwater management
- » Emphasis on adding density, mixing uses and promoting walkability and connectivity to other areas of the City

Preferred Character



SUBURBAN CORRIDOR

Intent

- » Accommodation of all users: automobile, bicycle, pedestrian and transit
- » Greater connectivity to surrounding neighborhoods
- » Increased streetscaping
- » Improve traffic flow

Preferred Character



SUBURBAN NEIGHBORHOOD

Intent

- » Emphasize connectivity to surrounding neighborhoods and close services and retail
- » Accommodation of pedestrian and bicycle traffic in addition to automobiles
- » Appropriate scaled infill development to complement existing character of neighborhoods

Preferred Character

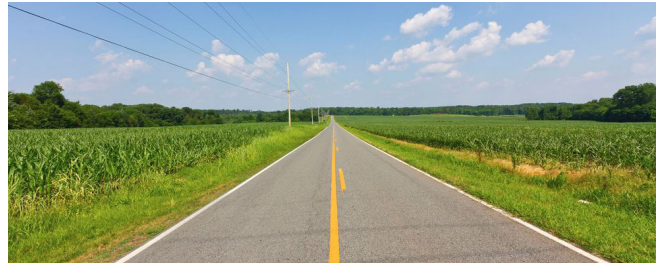


RURAL CORRIDOR

Intent

- » Retain natural character to emphasize the transition from the rural to more developed areas
- » Connect to other nearby areas through sidewalks, bike routes, and / or trails
- » Minimize leapfrog development that is not connected to other development

Preferred Character



RURAL NEIGHBORHOODS

Intent

- » Emphasize large parcel agricultural, conservation/ preservation or residential
- » Appropriate scaled development to complement existing rural character

Preferred Character



EXPRESSWAY CORRIDOR

Intent

- » Retain natural character between developed areas
- » Connect to other nearby areas through bike routes / trails at developed intersections
- » Minimize development that is not connected to other developments or designated access points

Preferred Character



INDUSTRIAL

Intent

- » Minimize impacts to adjacent properties
- » Connect to major infrastructure for ease of major industry
- » Better streetscaping and aesthetic improvements between adjacent uses

INSTITUTIONAL

Intent

- » Better connectivity to surrounding areas and uses, especially neighborhoods
- » Encourage compatible uses in immediately adjacent areas
- » Minimize impact to existing neighborhoods

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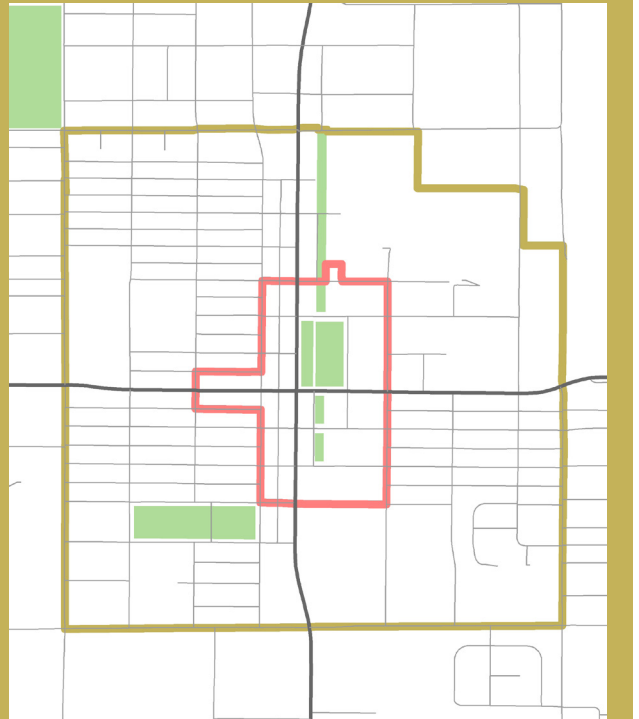
DOWNTOWN PLAN

EXECUTIVE SUMMARY

Downtown Foley has been the heart of the City since it was founded in 1902. At the center of downtown is the original location of John B. Foley's railroad station which became the point by which everyone would arrive. Over time, downtown has undergone considerable changes and redevelopment, but the area has remained the vibrant core of south-central Baldwin County. In the past few years, downtown has seen a resurgence of activity with the opening on new businesses, restaurants and community activities. To support and foster continued activity, this downtown plan was developed through public outreach and discussions with the Downtown Plan Advisory Committee.

Through plan development, a series of goals were developed based on input from the community and the advisory committee. These goals strive to reinforce the vision and guiding principles of Foley in manner to support and foster the vibrancy of downtown. Enhancing and promoting the unique sense of place within Foley is important as the entire community has significant growth over the past ten years, and prepares for future growth as well. Downtown should also have the opportunity to capitalize on mixed-use infill redevelopments as well as promoting new traditional residential developments within Foley.

For the purpose of this plan, downtown Foley is represented by gold boundary in map on the left. The boundaries include Section Avenue to the north, Juniper Street to the east, Azalea Avenue to the south and Cedar Street to the west. Also important to the downtown plan is Main Street Foley at the core of downtown as represented by the light red boundary. The Main Street Foley boundary includes properties at the center of downtown. For more information on this specific area, please contact Main Street Foley.



GOAL D.1: PROMOTE DOWNTOWN THROUGH ITS UNIQUE SENSE OF PLACE

Policies

D.1.1	Encourage and support the improvement of substandard structures in downtown based on code enforcement of substandard structures or needed demolitions.
D.1.2	Create opportunities downtown for mixed-use infill development.
D.1.3	Redevelop vacant and underutilized lots in the Downtown core to fill gaps in storefronts while maximizing Downtown’s economic potential.
D.1.4	Encourage a mix of building uses Downtown to allow people to live and work as well as shop and eat.

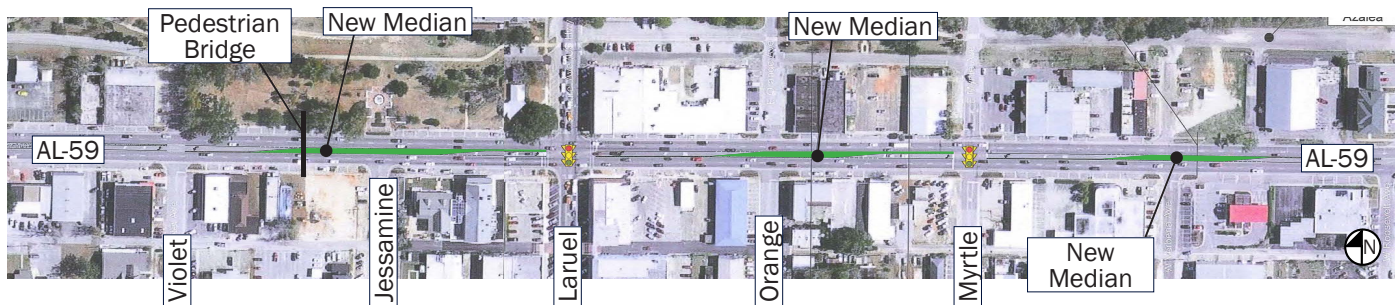
Projects

Develop gateways into downtown at key intersections using scaled tower structures that replicate visual elements of the pedestrian bridge to formalize and expand Downtown’s sense of place.

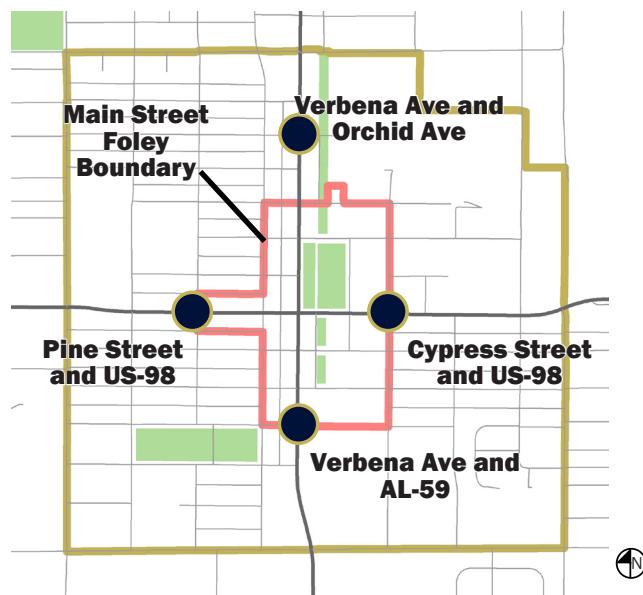
Work with ALDOT to implement treed medians to beautify AL-59 through Downtown Foley with a unique character.

Add Downtown Foley Signage to the pedestrian bridge to reinforce this successful landmark’s connection to Downtown Foley.

The graphic below is from the “Alabama Highway 59 Access Management Plan” written by the Alabama Department of Transportation. The plan includes the installation of medians along selected segments of AL-59 through downtown. These medians could allow for the planting of trees and other vegetation to improve the quality of space downtown as well as provide shade and reduce stormwater runoff.



Existing: Intersection of Verbena Ave and AL-59



Proposed: Intersection of Verbena Ave and AL-59



Important to promoting the unique sense of place in downtown Foley is the arrival sequence for people who travel along AL-59. At the boundaries of downtown, new 'gateway signage' could be constructed which has a similar architectural style as the pedestrian bridge. These gateways are noted on the map above.



The pedestrian bridge across AL-59 in downtown represents a unique opportunity to brand and promote downtown Foley. Consideration should be given to including signage along the bridge that is consistent with other Foley branding and messaging.

GOAL D.2: INCREASE DIFFERENT TYPES RESIDENTIAL LIVING OPPORTUNITIES DOWNTOWN

Policies

D.2.1	Encourage residential development adjacent to the Rose Trail to maximize trail use and connectivity.
D.2.2	Consider residential opportunities in the area adjacent to the redeveloped Public Works site as it outgrows its current location.
D.2.3	Encourage strategic residential infill throughout downtown in undeveloped or vacant parcels.
D.2.4	Encourage residential stabilization through code enforcement or needed demolitions.

Projects

Infill vacant and underutilized land around Heritage Park with residential units to support downtown business and to frame this important park.
Consider the future expansion or creation of other historic districts within downtown based on residential character.

GOAL D.3: CREATE A MORE USER-FRIENDLY WAY OF NAVIGATING DOWNTOWN

Policies

D.3.1	Consider streetscape additions that improve pedestrian connections at crosswalks, mid-block crossings at the alleys, and include design elements that encourage connections at appropriate locations.
D.3.2	Seek to reduce signage clutter throughout downtown by consolidation and enhanced signage standards.

Projects

Develop and implement a complete wayfinding package for both vehicles and pedestrians.
Add signage to assist visitors in finding and using public parking Downtown.
Reconfigure connections between Poplar Street and Juniper Street to prioritize through traffic's use of the Juniper Street/US-98 intersection.

Existing: Parking lot along AL-59



The parking lot along AL-59 between US-98 and Orange Avenue represents an excellent infill site for a mixed-use building downtown. This vacant lot along the main corridor can improve the perception of downtown Foley by bringing new activity to gap in the façade of downtown. New buildings, such as in this location, should include a second story for downtown lofts and apartments.

Proposed: Mixed-Use Building Along AL-59



On the western side of downtown, traffic circulates north and south along the Juniper Street and Poplar Street corridors. When these two roads intersect with Laurel Ave (US-98) they are at offsetting intersections. To improve safety and access to North Poplar Street, a new street connection should be constructed that follows the existing right-of-way around Riviera Utilities. This new connection will allow for safe left turns onto Laurel Avenue at a signalized intersection.

GOAL D.4: ENHANCE PEDESTRIAN AND BICYCLE ACTIVITY DOWNTOWN

Policies

D.4.1	Add pedestrian wayfinding to identify Downtown’s community and commercial assets.
D.4.2	Encourage a continued connection of the Rose Trail north, beyond downtown, to provide other communities pedestrian access to Downtown.
D.4.3	Implement a “complete streets” policy/ordinance in downtown to ensure the longevity of pedestrian and bicycle-oriented benefits.
D.4.4	Reinforce strong pedestrian connections for Griffin Park, local schools, the football stadium, adjacent residential, and downtown businesses.

Projects

Develop a pedestrian/bicycle trail connection in the Undeveloped E Jessamine Avenue right-of-way between E Jessamine Avenue and Heritage Park.
Add artistic bicycle racks throughout Downtown to increase bicycle infrastructure and to beautify the streetscape.
Complete the missing segment of the Rose Trail to broaden potential connectivity, use, and access.



Bicycles are a common sight around downtown Foley. As a result of the bicycle infrastructure built throughout downtown and all of Foley, people are riding bicycles more frequently. To support those that ride bicycles, and to reduce their clutter on the street, racks should be installed at appropriate locations throughout the downtown. These racks should be fun and creative to be reflective of the community similar to these examples from other places.





Throughout Foley, considerable efforts have been made through wayfinding. To further these efforts, a full wayfinding plan could be created that includes a variety of signage scales, types, and uses to brand and identify elements downtown. This plan could be implemented across the whole community; however, efforts should be focused initially in downtown. The example above, from Decatur, Alabama, represents the multitude of signage options in their wayfinding plan based on different scales (automobile or pedestrian) as well as signage types.

Following the historic railroad bed through the center of Foley, the Rose Trail is a multi-use path that connects many of the downtown assets. The trail has been implemented over several years with one segment remaining to be completed between Laurel Avenue (US-98) and Orange Avenue. This final segment of the trail includes the conversion of several parking space which should have been offset by the new parking lot at the Foley Dog Park.



GOAL D.5: USE CREATIVE GREEN INFRASTRUCTURE DOWNTOWN TO IMPROVE STORMWATER CONDITIONS

Policies

D.5.1 Work with property owners to implement low-impact development techniques on future developments or redevelopments.

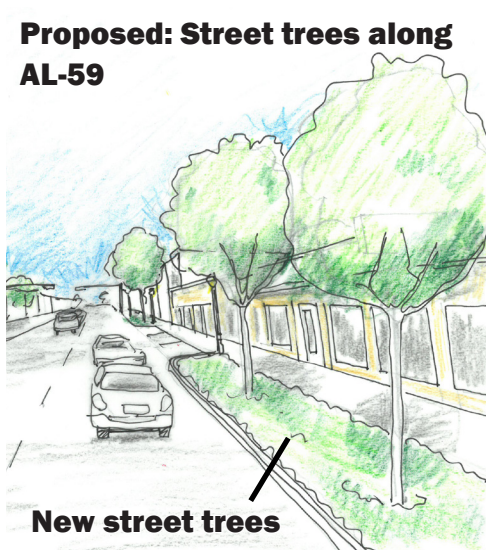
Projects

Introduce planting beds in downtown alleys to alleviate storm water challenges while providing visual enhancement.

Reduce parking in strategic locations along AL-59 to add landscaping to improve storm water management and pedestrian desirability on AL-59.

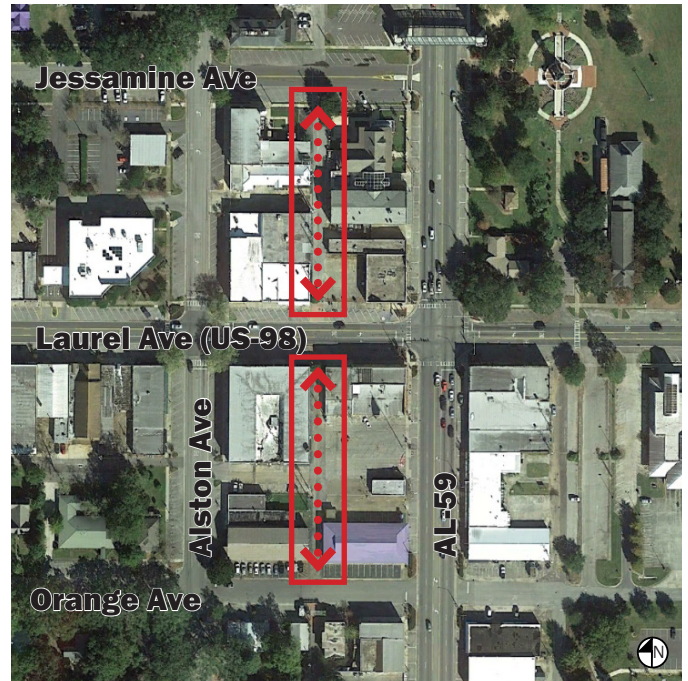
Tree plantings in future medians along AL-59 would allow for natural storm water filtration and set the downtown district apart from the surrounding corridor.

Extend Wolf Creek's stream restoration to the old public works site and develop a natural preserve that would be connected to Downtown by the Rose Trail.



The parking lot along AL-59 between US-98 and Orange Avenue represents an excellent infill site for a mixed-use building downtown. This vacant lot along the main corridor can improve the perception of downtown Foley by bringing new activity to gap in the façade of downtown. New buildings, such as in this location, should include a second story for downtown lofts and apartments.

They alleys between Jessamine Ave / Laurel Ave, and Laurel Ave / Orange Ave are prime locations to consider for alley improvements. These alleys connect retail and dining areas in downtown and would be a viable alternative for pedestrian circulation that was away from AL-59. They also help with pedestrian connections to the parking lots and storefronts.



The images to the right represent how the alleys in downtown Foley could be converted to green alleys with additional plantings and greenscapes. The center aisle of the alley would remain in place for needed service and circulation. These alleys would also be more pedestrian friendly as the result of reduced traffic speeds.



In the section below, the dimensions are included to illustrate how the space in the ally could be used for a service lane, planting strip and building service apron.



DOWNTOWN ACTION PLAN

The following Action Plan was created during the planning process for Downtown as a series of recommended policies and projects for implementation which are reflective of the guiding principles of Foley Forward, along with the goals of the Downtown Plan. Policies and projects included within the Action Plan should be integrated into the on-going budgeting and capital planning of the City to ensure a commitment to implementation.

For each of the plan recommendations, there are action steps that should be considered in order to implement recommendations. These action items may change, over time; however, it is important to identify these necessary steps. Each year, the Action Plan should be reviewed and updated to remain consistent with the needs of Downtown.

The associated timelines for these recommendations are:

On-going	Currently Active or Continuous
Short-term	1-3 Years
Mid-term	3-7 Years
Long-term	8+ Years

Action Item	Responsible Parties	Timeline
Redevelop vacant and underutilized lots in the Downtown core to fill gaps in storefronts while maximizing Downtown's economic potential.	City Council, Planning Commission, Community Development, Main Street Foley, Property Owners	On-Going
Encourage strategic residential infill throughout downtown in undeveloped or vacant parcels.	Planning Commission, Community Development	On-Going
Encourage a mix of building uses Downtown to allow people to live and work as well as shop and eat.	City Council, Planning Commission, Community Development, Main Street Foley, Property Owners	On-Going
Consider the future expansion or creation of other historic districts within downtown based on residential character.	City Council, Planning Commission, Community Development, Historic Commission, Main Street Foley	On-Going
Reinforce strong pedestrian connections for Griffin Park, local schools, the football stadium, adjacent residential, and downtown businesses.	City Council, Engineering	On-Going
Add signage to assist visitors in finding and using public parking Downtown.	Engineering, Public Works, Visit Foley	On-Going

Action Item	Responsible Parties	Timeline
Consider reconfiguring connections between Poplar Street and Juniper Street to prioritize through traffic's use of the Juniper Street/US-98 intersection.	Engineering, Riviera Utilities	Short-Term
Add Downtown Foley Signage to the pedestrian bridge to reinforce this successful landmark's connection to Downtown Foley.	City Council, Visit Foley, Engineering, Public Works	Short-Term
Extend Wolf Creek's stream restoration to the old public works site and develop a natural preserve that would be connected to Downtown by the Rose Trail.	City Council, Parks Department	Short-Term
Develop gateways into downtown at key intersections using scaled tower structures that replicate visual elements of the pedestrian bridge to formalize and expand Downtown's sense of place.	City Council, Engineering, Community Development, Visit Foley, Main Street Foley	Short-Term
Complete the missing segment of the Rose Trail to broaden potential connectivity, use, and access.	City Council, Engineering	Short-Term
Preserve and redevelop the Hamburg Building to ensure that its unique character becomes a community attraction.	City Council, Historic Commission, Community Development	Short-Term
Add artistic bicycle racks throughout Downtown to increase bicycle infrastructure and to beautify the streetscape.	Public Works, Visit Foley, Main Street Foley	Short-Term
Implement a "complete streets" policy/ordinance in downtown to ensure the longevity of pedestrian oriented benefits.	City Council, Engineering, Community Development	Short-Term
Develop a pedestrian/bicycle trail connection in the Undeveloped E Jessamine Avenue right-of-way between E Jessamine Avenue and Heritage Park.	City Council, Engineering, Community Development	Short-Term

Action Item	Responsible Parties	Timeline
Develop and implement a complete wayfinding package for both vehicles and pedestrians.	City Council, Engineering, Public Works, Visit Foley, Main Street Foley	Short-Term
Add pedestrian wayfinding to identify Downtown’s community and commercial assets.	City Council, Engineering, Public Works, Visit Foley, Main Street Foley	Short-Term
Redevelop the “Old Shed” into an open-air community facility to highlight the connection of the redeveloped Hamburg Building, Heritage Park, and the Rose Trail.	City Council, Historic Commission, Parks Department	Mid-Term
Consider redevelopment of the Public Works site as it outgrows its current location to the Wolf Creek Nature Preserve. This can include continued stream restoration of Wolf Creek and have complementary programming to Graham Creek Nature Preserve.	City Council, Public Works, Parks Department	Mid-Term
Infill vacant and underutilized land around Heritage Park with residential units to support downtown business and to frame this important park.	Community Development, Property Owners	Mid-Term
Introduce planting beds in downtown alleys to alleviate storm water challenges while providing visually enhancement.	City Council, Engineering	Mid-Term
Reduce parking in strategic locations along AL-59 to add landscaping to improve storm water management and pedestrian desirability on AL-59.	City Council, Engineering, ALDOT	Mid-Term
Expand Foley Senior Center based on continued growth and need.	City Council	Mid-Term
Work with ALDOT to implement treed medians to beautify AL-59 through Downtown Foley.	City Council, Engineering, ALDOT	Long-Term
Encourage residential development adjacent to the Rose Trail to maximize trail use and connectivity.	Community Development, Property Owners	Long-Term

Action Item	Responsible Parties	Timeline
Consider residential opportunities in the area adjacent to the redeveloped Public Works site as it outgrows its current location.	Community Development, Property Owners	Long-Term
Encourage a continued connection of the Rose Trail north, beyond downtown, to provide other communities pedestrian access to Downtown.	Community Development	Long-Term

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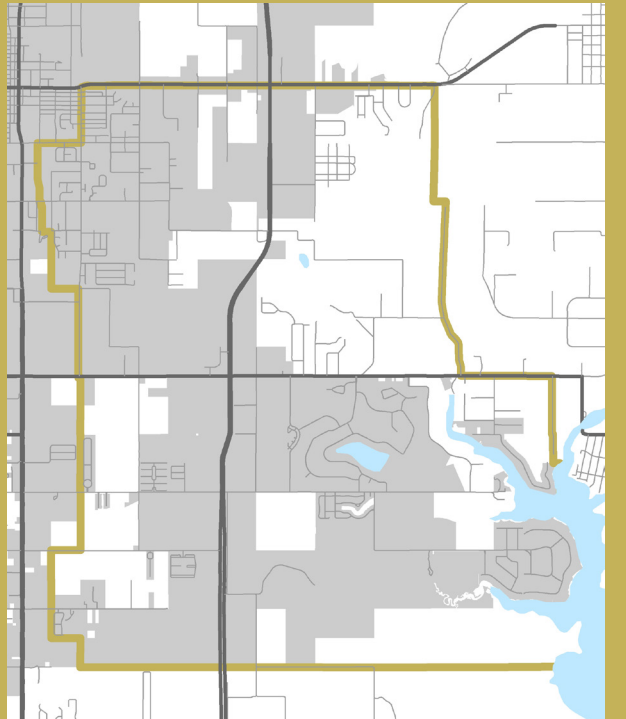
SOUTHEAST QUADRANT PLAN

EXECUTIVE SUMMARY

The Southeast Quadrant of Foley is one of the most dynamic areas of the City considering the amount of growth and activity which has taken place over the past ten years. This growth has been manifested through the development of several large neighborhoods, the creation of Graham Creek Nature Preserve, and the activity and development of OWA. Coupled with this local growth has been the significant growth across south Baldwin County that has added to the region other residences and remarkable tourism.

Through plan development, transportation and connectivity across the Southeast Quadrant have been the most significant issues to address. These issues are the direct result of the significant growth which has occurred over the past ten years, as well the planned growth which is still on-going. Through public outreach and discussions with the Southeast Quadrant Advisory Committee, transportation was the highest identified priority and strategic improvements to east and west connectivity in transportation system will greatly improve conditions. These improvements should focus on facilitating improved flow at intersections, diversifying connections across the quadrant with new streets, and widening projects to increase capacity.

Effort should continue for annual legislative annexations to in-fill islands within the current city boundaries. The map to the right includes the current city boundaries, in gray, and the unannexed areas in white. The Southeast Quadrant study boundary, in gold, includes all of the planning jurisdiction for Foley and any willing owner should be annexed into the City.



FUTURE LAND USE

Within Foley, defining future land use will have the largest impact on the built environment. Land use consists of the human-made spaces in which citizens live, work and play on a day-to-day basis. It encompasses public and private buildings, parks, transportation systems, streets, sidewalks, etc.

Goals

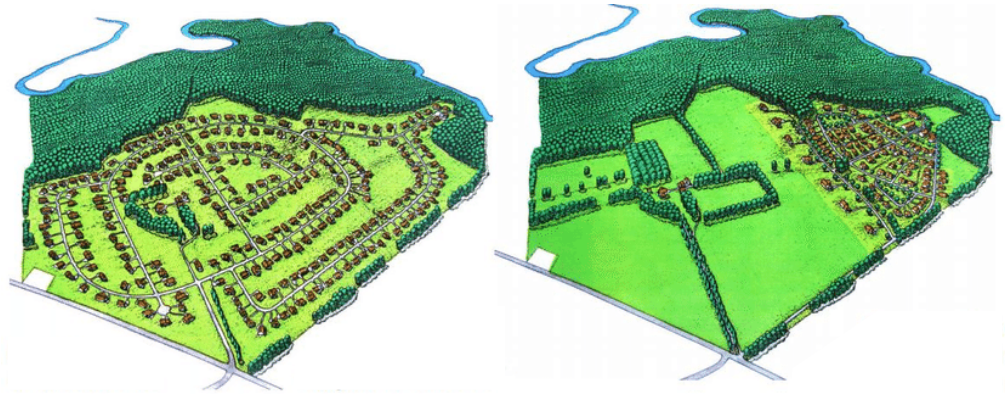
SE.LU.1	Buildings and sites designed to enhance and contribute to surroundings and neighborhoods
SE.LU.2	Well-designed infill development in strategic locations
SE.LU.3	A built environment that focuses more on people to create more desirable, higher quality-of-life places
SE.LU.4	More mixed-use with less separation of uses – create more activity in given areas
SE.LU.5	Better suburban development – minimize additional sprawl to maximize growth in existing areas through infill
SE.LU.6	More connections among developed areas and neighborhoods

Policies

SE.LU.1	Ensure regulations that affect the built environment such as zoning ordinances and subdivision regulations align with the vision, principles and policies of the City's Comprehensive Plan
SE.LU.2	Encourage designs that enhance a sense of place, such as traditional design elements in building materials, placement of structures, and site construction
SE.LU.3	Encourage infill and redevelopment in strategic locations that provide accessibility and a mix of uses
SE.LU.4	Encourage private property owners and developers to find sites on underutilized property with existing infrastructure instead of approving development on greenfield locations
SE.LU.5	Focus on annexation of internal islands within the current city limit

Projects

Review and update zoning ordinance to be consistent with the Development Framework and the Foley Forward Plan
Review and update subdivision regulations to be consistent with the Development Framework and the Foley Forward Plan
Consider implementing a form-based overlay for large parcel development opportunities
Consider adopting conservation subdivision regulations to protect natural and agricultural land. [See graphic below]
Continue annual legislative annexation efforts to in-fill areas within the existing city limits



This graphic illustrates two different development patterns using the same area and the same number of homes. The subdivision on the left represents a suburban subdivision with proportional parcel sizes and private greenspace. The subdivision on the right represents a conservation subdivision with smaller lot sizes and preserved neighborhood greenspace.

TRANSPORTATION

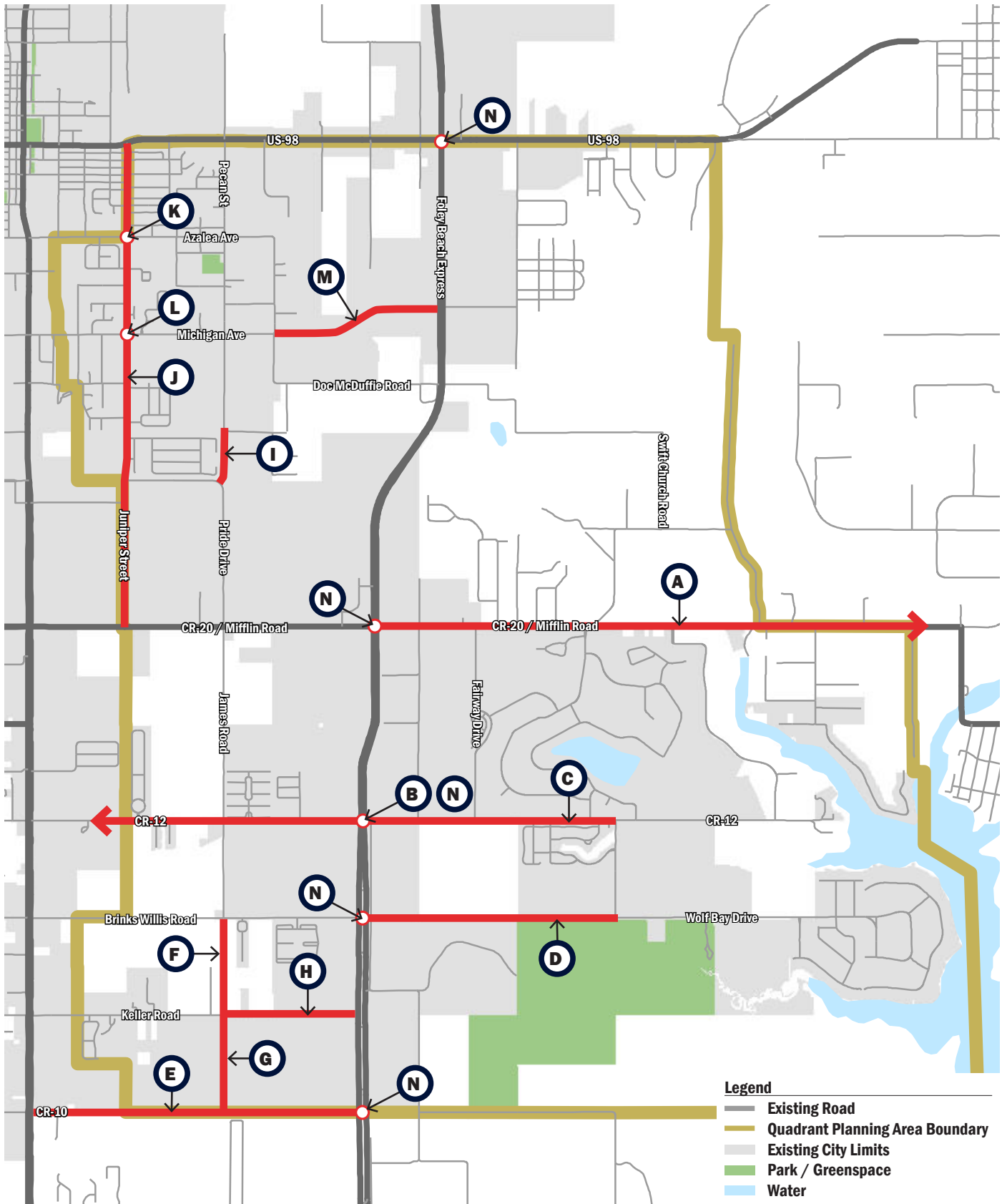
Considering the development patterns of the City, transportation is a critical factor in how citizens navigate their daily lives. Transportation improvements should be considered based upon the modes which are active in the community; vehicles, bicycles, pedestrians and transit. Improvements to the transportation system should focus on increasing and diversifying connections across the quadrant as well as increasing capacity when warranted. Land use and transportation are intrinsically linked which results in transportation influencing future land use decisions. The goals, policies and projects outlined as followed should be considered during the review of existing regulatory tools as well as the creation of future tools by the City Council.

Goals

SE.T.1	Improve the safety and efficiency of all modes of transportation
SE.T.2	Develop transportation alternatives to motorized vehicles
SE.T.3	Increase connectivity across the quadrant with strategic improvements to the street network

Policies

SE.T.1	Improve the condition and continuity of sidewalks and other pedestrian ways throughout the community
SE.T.2	Develop opportunities for bicycle and pedestrian facilities between destinations, residential neighborhoods and other locations in the community
SE.T.3	Work with property owners, neighborhoods, developers and others to create new street connections

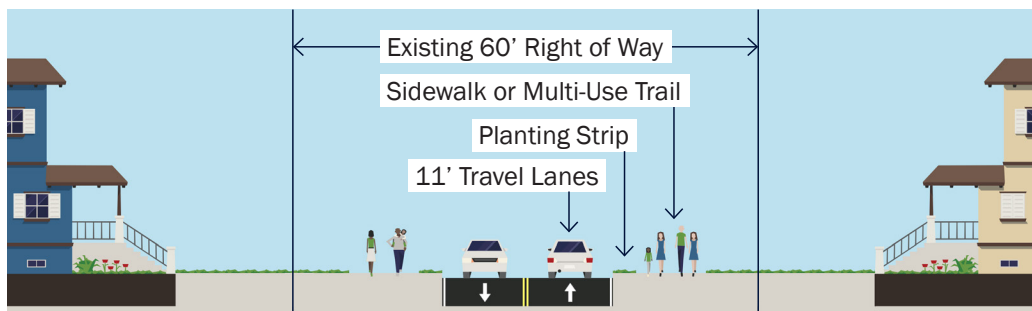


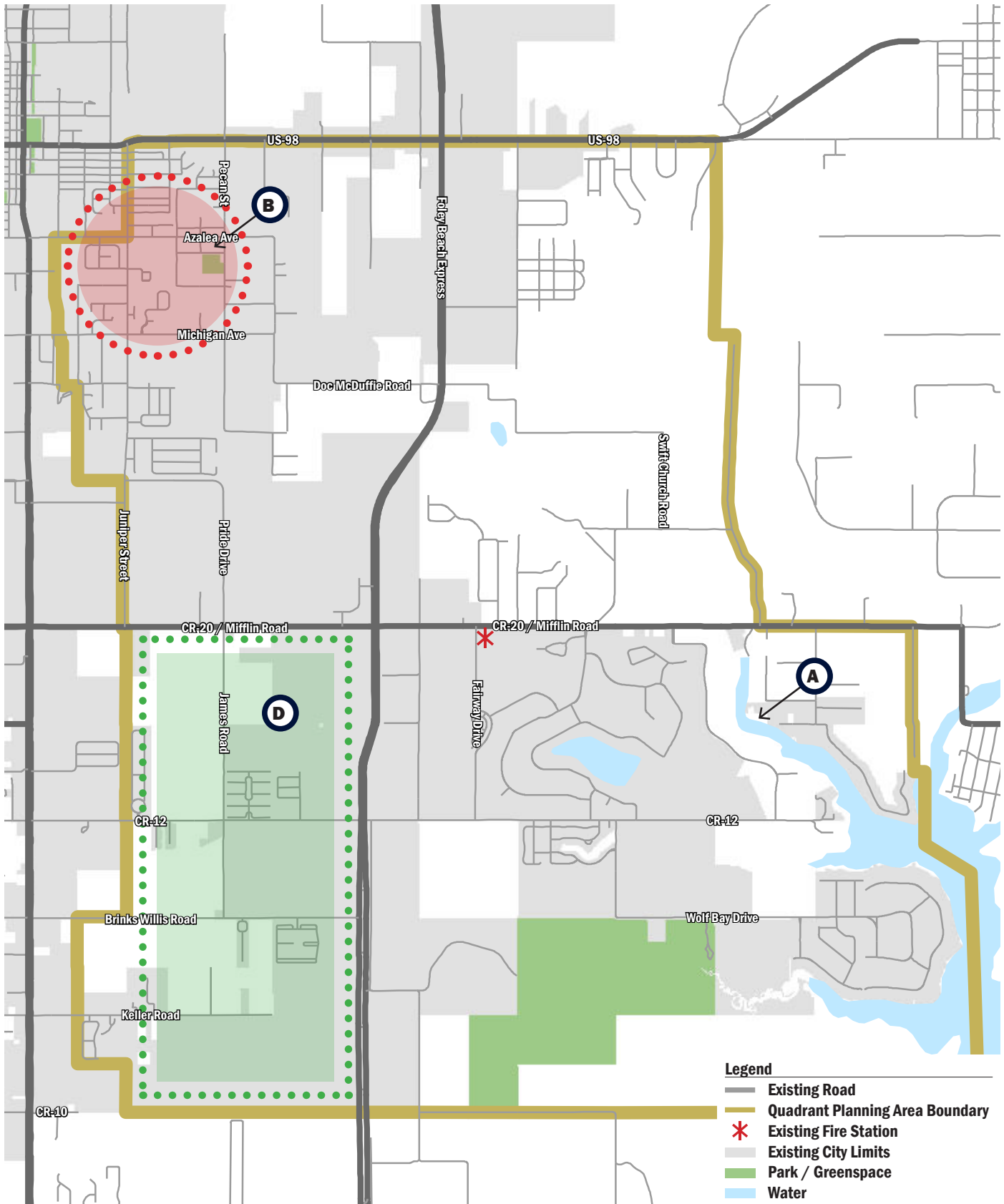
Letters included on Transportation Projects are keyed to the map on the following page.

Projects

Expand the existing system of bicycle trails and lanes <ul style="list-style-type: none"> » This should include a hierarchy of off-street lanes, dedicated on-street bicycle lanes and appropriately signed shared road situations
Based on increased demand and traffic, consider widening County Road-20 / Mifflin Road as needed based on increased demand and traffic (A)
Improve the County Road-12 and Foley Beach Express intersection with appropriate turning lanes and signage (B)
Based on increased demand and traffic, consider widening County Road-12 between AL Highway-59 and Wolf Bay Drive as needed based on increased demand and traffic (C)
As the result of continued residential growth, the connection between Wolf Bay Drive and Foley Beach Express at Brinks Willis Drive is important to improving circulation (D)
Extend CR-10 from Alabama-59 to Foley Beach Express as part of future planned developments occur in the area (E)
Continue the improved extension of James Road, based upon development needs: <ul style="list-style-type: none"> » Segment 1 – Brink Willis to Keller Road (F) » Segment 2 – Keller Road to CR-10 (G)
Improve Keller Road between Capri Lane and Foley Beach Express as needed (H)
To improve local circulation, connect South Pecan Street to the Pride Drive Roundabout (I)
Focus on South Juniper Street as being an internal local street to improve circulation through complete street improvements (J) (See graphic below) <ul style="list-style-type: none"> » Appropriate travel lanes and turn lanes (as needed) along with bicycle lanes, sidewalks, or multi-use trails where appropriate » Roundabout at Azalea Avenue and South Juniper Street. (K) » Roundabout at East Michigan Avenue and South Juniper Street. (L)
Extend Michigan Avenue from Maple Street to Foley Beach Express and connect at Industrial Parkway (M)
Continue to improve and maintain major intersections along Foley Beach Express as the “front-porch” entrances to the community (N) <ul style="list-style-type: none"> » County Road-20 / Mifflin Road » County Road-12 » County Road-10 [Future Connection] » US Highway-98 / Laurel Avenue

This graphic on the right illustrates how a complete street could be implemented on Juniper Street. In this scenario, appropriate travel lanes are maintained with the addition of sidewalk and a planted strip as a buffer.





COMMUNITY FACILITIES AND SERVICES

Within the Southeastern Quadrant, there are significant community-wide assets which are provided to all the citizens of Foley and are accessible to the greater region. Improvements and investments in these assets should consider the local and regional impacts.

Goals

SE.CFS.1	Provide diverse recreational opportunities for residents in the quadrant
SE.CFS.2	Provide upgrades to existing recreational facilities to continue to maintain high standards
SE.CFS.3	Promote and enhance medical facilities within the community
SE.CFS.4	Facilitate regular coordination with public and private utility providers to ensure facilities are prepared for future growth
SE.CFS.5	Improve storm water management in the quadrant to mitigate local flooding and protect surrounding water and wetlands

Policies

SE.CFS.1	Develop a system of parks and greenspaces that are accessible throughout the quadrant
SE.CFS.2	Continue to support quality fire services and protection within the quadrant
SE.CFS.3	Support Graham Creek Nature Preserve as the premiere eco-tourism destination in south Baldwin County

Letters included on Community Facilities and Services Projects are keyed to the map on the adjacent page.

Projects

Expand the community way-finding signage system to identify important locations within the quadrant
Expand access to Wolf Creek with new or improved launch locations
Continue improvements to Wolf Creek Park (A)
Develop local storm water management strategy to reduce current and future flooding (B)
Continue growth and development of Graham Creek Nature Preserve consistent with the Master Plan (C)
As residential growth occurs south of CR-20 / Mifflin Road and west of Foley Beach Expressway, consider a future park facility with active and passive elements (D)

SOUTHEAST QUADRANT ACTION PLAN

The following Action Plan was created during the planning process for the Southeast Quadrant as a series of recommended projects for implementation which are reflective of the guiding principles of Foley Forward, along with the goals and policies of the Southeast Quadrant. Projects included within the Action Plan should be integrated into the on-going budgeting and capital planning of the City to ensure a commitment to implementation. For each of the plan recommendations, there are action steps that should be considered in order to implement recommendations. These action items may change, over time; however, it is important to identify these necessary steps. Each year, the Action Plan should be reviewed and updated to remain consistent with the needs of the Southeast Quadrant.

The associated timelines for these recommendations are:

On-going	Currently Active or Continuous
Short-term	1-3 Years
Mid-term	3-7 Years
Long-term	8+ Years

Action Item	Responsible Parties	Timeline
Review and update subdivision regulations to be consistent with the Development Framework and the Foley Forward Plan	City Council, Planning Commission, Community Development	On-Going
Review and update zoning ordinance to be consistent with the Development Framework and the Foley Forward Plan	City Council, Planning Commission, Community Development	On-Going
Improve and maintain major intersections along Foley Beach Express as the “front-porch” entrances to the community	Parks Department, Graham Creek Nature Preserve, Friends of Graham Creek Nature Preserve	On-Going
Expand access to Wolf Creek with new or improved launch locations	Parks Department, Graham Creek Nature Preserve, Friends of Graham Creek Nature Preserve	On-Going
Continue growth and development of Graham Creek Nature Preserve consistent with the Master Plan	City Council, Parks Department	On-Going
Expand the existing system of bicycle trails and lanes	City Council, Public Works	On-Going
Continue annual legislative annexation efforts to in-fill areas within the existing city limits	City Council, Community Development, Baldwin County Legislative Delegation	On-Going
Expand the community way-finding signage system to identify important locations within the quadrant.	City Council, Public Works, Visit Foley	On-Going

Action Item	Responsible Parties	Timeline
Improve the County Road-12 and Foley Beach Express intersection with turn lanes	City Council, Baldwin County, Engineering	Short-Term
Connect Wolf Bay Drive with Brinks Willis Drive	City Council, County Commission, Engineering	Short-Term
Widen County Road-12 between AL Highway-59 and Wolf Bay Drive	City Council, County Commission, Engineering	Short-Term
Widen County Road-20 / Mifflin Road as needed based on increased demand and traffic	City Council, County Commission, Engineering, ALDOT	Short-Term
Develop and implement a storm water management strategy in existing neighborhoods (near Pecan Street / Juniper Street / Azalea Avenue / Michigan Avenue area) to reduce flooding and erosion	City Council, Engineering, Public Works	Short-Term
Consider adopting conservation subdivision regulations to protect natural and agricultural land	City Council, Planning Commission, Community Development	Short-Term
Continue improvements to Wolf Creek Park	Parks Department, Graham Creek Nature Preserve, Friends of Graham Creek Nature Preserve	Short-Term
Extend CR-10 from Alabama-59 to Foley Beach Express	City Council, Baldwin County, Engineering	Mid-Term
Complete street of South Juniper Street – between US Highway-98 and Pride Drive	City Council, Engineering	Mid-Term
Develop Roundabout at Juniper Street and Azalea Avenue	City Council, Engineering	Mid-Term
Develop Roundabout at Juniper Street and Michigan Avenue	City Council, Engineering	Mid-Term
Extend James Road from Brinks Willis to Keller Road	City Council, Engineering	Mid-Term
Consider implementing a form-based overlay for large parcel development opportunities	City Council, Planning Commission, Community Development	Mid-Term
Connect South Pecan Street to the Pride Drive Roundabout	City Council, Engineering, OWA	Mid-Term
Extend James Road from Keller Road to CR-10	City Council, Engineering	Long-Term

Action Item	Responsible Parties	Timeline
Extend Michigan Avenue from Maple Street to Foley Beach Express	City Council, Engineering	Long-Term
As residential growth occurs south of CR-20 / Mifflin Road and west of Foley Beach Expressway, consider a future park facility with active and passive elements	City Council, Parks Department	Long-Term

SOUTHWEST QUADRANT PLAN

This page is a placeholder for the future Southwest Quadrant Plan as defined in the Structure Plans section. The plan will be undertaken at a time defined by the City Council and Community Development Department.

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NORTHEAST QUADRANT PLAN

This page is a placeholder for the future Northeast Quadrant Plan as defined in the Structure Plans section. The plan will be undertaken at a time defined by the City Council and Community Development Department.

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NORTHWEST QUADRANT PLAN

This page is a placeholder for the future Northwest Quadrant Plan as defined in the Structure Plans section. The plan will be undertaken at a time defined by the City Council and Community Development Department.

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ALABAMA HIGHWAY-59 CORRIDOR PLAN

This page is a placeholder for the future Alabama Highway-59 Corridor Plan as defined in the Structure Plans section. The plan will be undertaken at a time defined by the City Council and Community Development Department.

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IMPLEMENTATION TOOLS AND ACTION PLANS

CRITICAL STEPS IN IMPLEMENTATION

The implementation of Foley Forward requires several critical steps, including:

- » A commitment to improving the community;
- » Adoption of Foley Forward – by the Planning Commission and acknowledgment by the City Council;
- » The formation of a public-private implementation team to implement the plan strategy;

PLAN ADOPTION, ONGOING AND PROJECT PLANNING

Adoption of the Plan by the Planning Commission and acknowledgment by the City Council are an important step in implementation. With the adoption and recognition of Foley Forward by these two official bodies represents a commitment to implementation of the goals and policies included throughout the plan. As with any long-range plan, continuous review of Foley Forward is essential to responsible implementation of the plan over time. Updating should be done as needed, and, at least every five to seven years. Annual reports should be made by the Planning Commission, to the Mayor, the City Council and others on the status of the Plan. Regular meetings of an implementation team should also be considered to provide input to the Planning Commission as needed.

ORGANIZATIONAL RECOMMENDATIONS

Foley has organizations, committees, and government departments that have some role in the development, promotion, and improvements of downtown, neighborhoods, and other districts. However, none of these entities have a mission that includes all aspects necessary for growth and development. While some of these organizations, committees and government departments work efficiently together, there needs to be one organization responsible solely for the growth and development of downtown and other districts. The City should consider using internal Project Managers as the lead facilitators for the implementation team. The team should include needed stakeholder committees that have various responsibilities for implementing the revitalization plan.

The implementation team should include:

- » City Council, Mayor and Departments
- » Foley Planning Commission
- » Quadrant Advisory Committee Members
- » Chamber of Commerce
- » Other engaged and concerned Citizens

The mission of the implementation team should include:

- » Coordination of agencies and responsibilities
- » Ongoing plan review, reporting, updating and specific project planning
- » Management of downtown and neighborhood planning and revitalization

ECONOMIC RESTRUCTURING RECOMMENDATIONS

Implementation of Foley Forward requires an effective and assertive partnerships to leverage public and private resources and facilitate development projects. There are many economic restructuring tools and incentives that should be considered to support the implementation of the revitalization plan. Tools and incentives that should be considered include:

- » Historic Tax Credits
- » Façade Rehabilitation Grant or Loan
- » Revolving Loan Fund or other loan programs
- » Urban Redevelopment Authority and District
- » Business Improvement District (BID)
- » Tax Increment Financing District (TIF)
- » Cooperative Improvement District
- » Brownfield/Department of Revenue Grants and Loans
- » State Land Banking Program
- » Transportation Alternative Program Grants
- » CDBG, USDA, EDA Grants – Subject to availability

An explanation of these implementation tools follows.

IMPLEMENTATION TOOLS

Implementation of Foley Forward could benefit from the following economic tools and incentives:

- » Urban Redevelopment Authority and District – Foley could create redevelopment authority with broad authority to acquire property, sell, etc. This authority could be considered for issuing tax exemptions, bond financing, land acquisitions and re-selling to developers, etc.
- » Business Improvement District (BID) – The City and property owners can adopt a self-improvement Business Improvement District. A BID can create a special tax for specific improvements or services agreed to by a consensus of property owners.
- » Tax Increment Financing District (TIF) – Foley can consider a Tax Increment Financing district. This district can be used to finance improvements through a delay in the incremental increase in property tax.

- » Cooperative Improvement District – This type of district allows the City to invest in public/private projects through tax repayments to the city from return on private development.
- » Historic Tax Credits – Historic properties can be improved using a 20% federal tax credit. Properties can also take advantage of the Wallace-Cater Act to reduce state tax that allows historic property owners to be eligible for an additional 20% State of Alabama Property Tax Reduction on top of the Federal income tax credit.
- » Brownfield/Department of Revenue Programs – Certain properties may be eligible for Brownfield tax credits and/or grants for assessments of properties that have environmental questions. These programs are administered through the Alabama Department of Revenue, ADEM and EPA.
- » Façade Rehabilitation Grant or Loan – A Façade Rehabilitation Program can be used to provide funds for renovations to facades. These funds can also be used to remove signs, abandoned parts of buildings, etc. The fund must be established using federal or private funding and used as a grant or part of a revolving loan.
- » State Land Banking Programs – The state land bank can be used to acquire property and hold it for re-sell to a private developer who will improve the property. The cost of the land can be negotiated to “make” the deal feasible.
- » Transportation Alternative Program Grants – These funds can be used for streetscape improvements, as well as sidewalks, bicycle facilities, etc.

ACTION PLANS

Each geographic sector within Foley Forward contains an Action Plan for on-going plan implementation. As each sector plan is created, or updated, these Action Plans should reflect the implementation of goals, policies and projects developed during the planning process. Projects included within the Action Plan should be integrated into the on-going budgeting and capital planning of the City to ensure a commitment to implementation.

For each of the plan recommendations, there are action steps that should be considered in order to implement recommendations. These action items may change, over time; however, it is important to identify these necessary steps.

Priorities and Time Frame

Priorities may be considered short-term, mid-term and long-term. These designations take into account the importance of a recommendation as well as a sense of time sensitivity or urgency. Such priorities are reflected in the Plan and should be included and updated as part of the implementation matrix.

Financing and Funding Public/Private Investments/Public Improvements/Property Acquisition

The Plan cannot be funded by city resources alone. Many of the Plan recommendations will be implemented by the private sector. The City and redevelopment authority's goal is leveraging and supporting private sector resources to accomplish the desired results. Plan implementation should also be seen as an investment strategy and not just the spending of public funds. Cooperation with other agencies, organizations, non-profit and philanthropic groups is critical to Plan implementation as well. Consideration should be given to creation and use of a land banking or assembly program providing for conversion of vacant or underused properties to new businesses or mixed-use projects.

Financing and funding of city initiatives for public improvements and property acquisition should include the use of city funds, bond issues, grants, loans and special funding generated through related development authorities such as the Redevelopment Authority, Industrial Development Board, etc.

Partnering with Federal, State, and Regional Agencies for funding is critical as well as partnering with organizations such as Alabama Power, investment partners, environmental organizations, tourism projects, and others.

Regulatory Tools

Certain regulatory tools are important to the implementation of Foley Forward, including enforcing the zoning ordinance, subdivision regulations, property maintenance ordinances and others. A mechanism for design review through the Planning Commission or other entity should be considered for downtown, especially relative to some form of façade rehab program.

A critical step to undertake upon the completion of any comprehensive/ master plan process is a thorough review and update of the City's major regulatory tools, including, but not limited to, the zoning ordinance, subdivision regulations, transportation, property maintenance codes, design guidelines, etc. These regulatory tools allow for the enforcement of goals, policies and projects promoted in the Comprehensive Plan.